

芸能・映画・ごはん  
ディープに伝えるマレーシア文化通信  
Malaysia Cultural Post

WAU

媒体資料  
Media Guide

Hati Malaysia  
マレーシアをディープに伝える

# about WAU Outline 1



WAU is a free magazine produced by Hati Malaysia that focuses on Malaysian food culture, (traditional) performing arts, films, tourism and so on.

Hati Malaysia is a group of two Japanese female producers who love the diverse culture of Malaysia and have been working closely with Malaysian people.

We propose experience-based tourism in Malaysia uniquely designed by Hati Malaysia.

Feature articles in previous issues: Nasi Lemak, the national soul of Malaysian cuisine, Festivals and Celebrations in Malaysia, Development of the Indian Music in Malaysia, Sape: the traditional Musical Instrument from Borneo, Sabahan art collective “Pangrok Sulap”, Cross-Cultural Comparison Malaysia-Japan, Interviews with Malaysian filmmakers, traditional musicians, actors.. and many more.  
Special Issue on SABAH (WAU No. 5), and SARAWAK (WAU No.16)

# about WAU Outline 2



## Readership of WAU

- Institutions, organizations, companies and business entrepreneur that have close relations with Asian countries including Malaysia.
- Fans of culture, arts, food, films, who travel and engage in business in Southeast Asian countries such as Malaysia, Indonesia and Thailand.
- Active audience and readers who have strong desire for knowledge

WAU provides detailed information based on very own real-life experiences of the writers and interviews with leading personalities in various fields in Malaysia.

## Malaysia Cultural Post WAU

Premier Issue : 1 July 2014

Quarterly Issue: March / June / Sept. / Dec.

Size: No.1 to No.12 A3 tabloid size / 4 pages  
from No.13 onwards A4 / 12 pages

Circulation: 5000 ~ 7000 copies

Produced by Hati Malaysia

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[www.hatimalaysia.com](http://www.hatimalaysia.com)

# about WAU

## Outline 3



- Distribution Locations: Malaysian restaurants across the country (Japan), Embassy of Malaysia, Malaysia Tourism Promotion Board (Tokyo & Osaka), Japan Foundation (Tokyo HQ & KL), ASEAN-Japan Center, Books KINOKUNIYA (Yokohama/Minatomirai/Sasazuka/KLCC), other cafes and bookstores... etc.
- Online Distribution: Hati Malaysia's website / Facebook / Twitter
- Language: Japanese
- Produced by Hati Malaysia

### Hati Malaysia

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Writer, Producer, Founder of "Malaysia Gohan Kai"  
Organizer of Malaysian food cooking class and events.  
Conducts Makan-Makan Tour in Malaysia  
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# Advertising Rates for WAU



AD SPACE	AD SIZE	RATES
Back Cover (Full Page) <b>[A]</b>	180mm×267mm	250,000yen (approx. RM10,500)
Inside Page (Full Page)	180mm×267mm	200,000yen (approx. RM8,300)

SPACE	AD SIZE	RATES
1/3 Page <b>[B]</b>	180mm×85mm	100,000 yen (approx. RM4,000)
1/6 Page <b>[C]</b>	85mm×85mm	50,000yen (approx. RM2,000)

- ※ The Japanese prices are exclusive of tax.
- ※ The Malaysian prices are inclusive of tax.
- ※ The design fee will be charged. If you can provide the design, we will not charge design fee.
- ※ The prices will be revised every year according to the change in currency exchange rates.

# WAAU

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