

MALAYSIAN BUSINESS

Est 1972

Malaysian Business was first published in 1972 and has established itself as a magazine that offers incisive and high quality reportage on economic, finance and business affairs.



Contact us now!

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Media Brief

Malaysian Business offers stories pinpointing the shifting paradigm of the business landscape, major CEO interviews that dig deeper than the dailies, and snapshot features of entrepreneurs who are making it.

The magazine also is packed with news on alternative investments, the latest technologies and breakthroughs available and property tips, complemented by travel, corporate and entrepreneurial lifestyles, motoring, arts and book reviews, among others.

Reader's Profile

GENDER		AGE	
Male	Female	25 years and above	45 years and above
61%	39%	68%	32%

EMPLOYMENT PROFILE	
Top Management, Decision Makers, C-Levels, Senior Managers, Directors, Professionals	Entrepreneurs/SME's, Young Executives, Business Students
53%	47%

* As at March 2018

Publication Specifications

Circulation : 10, 000 copies

Digital Media : Website : www.malaysian-business.com

FB : The New Malaysian Business Magazine

IG : [malaysianbusinessmagazine](https://www.instagram.com/malaysianbusinessmagazine)

Twitter : [@malaysian_biz](https://twitter.com/malaysian_biz)

Readership : 40, 000

Frequency : Monthly

Distribution : All major bookstores and news stands across Malaysia including East Malaysia, Singapore and in accredited Malaysian universities

Awards



Malaysian Business Magazine Advertising Rate Card 2019

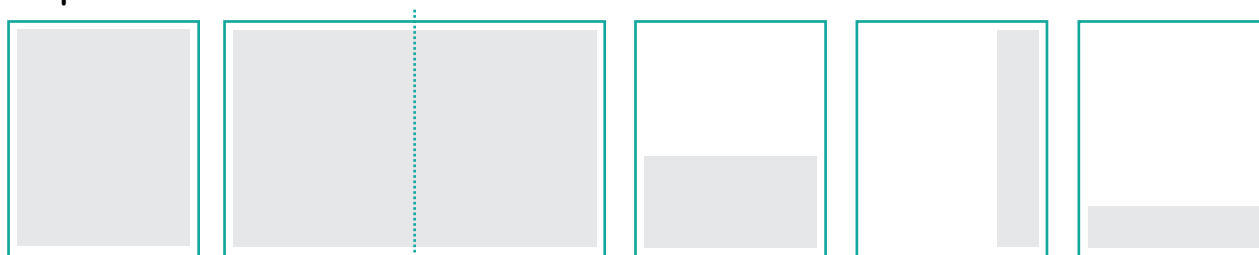
ROB	Full Colour / B & W	Casual	3x	6x	12x
	Full Page	RM 6,000	RM 5,500	RM 5,000	RM 4,500
	1/2 Page Vertical / Horizontal	RM 4,500	RM 4,000	RM 3,500	RM 3,000
	Panel Ad Vertical / Horizontal	RM 2,500	RM 2,000	RM 1,500	RM 1,000

*Prices are subjected to 6% SST.

Specified Positions / Loading

Positions	Loading	Double Page Spread	
Outside Back Cover	40%	Facing Contents	30%
Inside Front Cover & Page 1 (DPS)	40%	Front Half Right Hand Page	30%
Inside Back Cover	30%	ROP Specified / Position	20%

Material Specifications



	Full Page	Double Page Spread	1/2 Page Horizontal	Panel Ad Vertical	Panel Ad Horizontal
Trim	(H) 265 mm x (W) 200 mm	(H) 265 mm x (W) 400 mm	(H) 132.5 mm x (W) 200 mm	(H) 265 mm x (W) 68 mm	(H) 68 mm x (W) 265 mm
Bleed	(H) 269 mm x (W) 204 mm	(H) 269 mm x (W) 408 mm	(H) 136.5 mm x (W) 204 mm	(H) 269 mm x (W) 72 mm	(H) 72 mm x (W) 269 mm
Type Area	(H) 245 mm x (W) 180 mm	(H) 245 mm x (W) 360 mm	(H) 112.5 mm x (W) 180 mm	(H) 245 mm x (W) 48 mm	(H) 48 mm x (W) 245 mm

Notes

- Creative buy available upon request for Jacket Wrap / Gatefold / Booklet / Coffee Table Book / Loose Insert / Postcards / Stick On / sampling etc.
- Booking deadline : 6 weeks before publication
- Material deadline : 4 weeks before publication
- Cancellation : 4 weeks before publication

Website Advertising



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1280 (w) X 314 (h)

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255 (w) X 450 (h)

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CATEGORIES

FOOTER SHOWCASE
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FOOTER BANNER
1280 (w) X 314 (h)

MEASUREMENT (px)	WEEKLY RATE (RM)
TOP BANNER 1280 (w) X 314 (h)	6,000
MEDIUM BANNER 1280 (w) X 157 (h)	4,000
FOOTER BANNER 1280 (w) X 314 (h)	3,000
TOP SHOWCASE 355 (w) X 450 (h)	3,500
MEDIUM SHOWCASE 255 (w) X 450 (h)	3,000
FOOTER SHOWCASE 370 (w) X 490 (h)	2,500

Resolution 1280 x 157 px

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*limited time only



About Us

Founded by global entrepreneur, Datuk Dr Mohd Daud Bakar, Amanie Media engages decision makers and corporate executives with limitless business information, intelligent analysis and motivation ideas by creating dynamic media products.

Amanie Media Sdn Bhd is a media and publication company, which specialises in printed business titles, including intellectually stimulating finance books, inspiring motivational books and insightful magazines. Amanie Media publishes the premier 'Malaysian Business' magazine that has been in circulation for over 45 years, now with a focus to impart gems of wisdom and information towards actualizing a knowledge society in Malaysia. In 2016, Amanie Media's maiden book, 'Shariah Minds in Islamic Finance' by Datuk Dr. Mohd Daud Bakar was recognised by the Global Islamic Finance Award (GIFA) as the "Best Islamic Finance Book of the Year 2016"

The Amanie Media management team comprises of highly experienced figures in the corporate and media business.



Our Product and Services

With a slew of media products already in place, Amanie Media provides high-quality, strategic information to clients and readers across Malaysia and beyond.



Books



Malaysian Business Magazine



Malaysian Business Excellence Awards



Special Projects



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www.malaysian-business.com
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