



PEOPLE | SUCCESS | LIFESTYLE

# BUSINESSTODAY MEDIA KIT

2023

## MALAYSIA'S PREMIER BUSINESS PLATFORM



# ABOUT Us

**01**

BusinessToday is a premier business media reaching out to 834,360 business leaders in Malaysia and abroad. We cover a wide breadth of business, economic and financial matters along with inspiring businesses stories, personalities and wise management nuggets.

**02**

BusinessToday is available online via various platform.

Website  
Facebook  
LinkedIn  
E-magazine  
Monthly High-Quality Print  
Newsletter  
Forum/Events  
Google News

**03**

Demographic  
Senior and middle management  
CEO, CTO, CMO  
Business owners  
Corporate Leaders  
Bankers & Financiers  
Head of Department  
Government Officials  
Executives & Board Members

# WHY



ESTABLISHED IN 2001

## “NO POLITICS JUST BUSINESS”

We are an **independent media** focused primarily in creating a **pro-business** environment for Malaysia.

We aim to be the voice of the community, giving the fledgling a platform and for others to tell their **inspiring stories**.

We consider ourselves a toolkit for any business to start their entrepreneurial journey

We assist businesses to spread their wings regardless of their growth stage, be it from **Startup** or to **post IPO**

# AUDIENCE SNAPSHOT

**No.1**

---

**#1** Destination  
for Opinions by  
Business  
Leaders since  
2001

**834,360**

---

BusinessToday  
digital platform  
reaches  
834,360  
business leader  
locally monthly

**60%**

---

Over half of the  
BusinessToday  
audience is  
made up of Top-  
level and senior  
management  
readers.

**1 million**

---

BusinessToday  
digital affluent  
visitors wield  
over RM1  
million in total  
buying power

**“CELEBRATING TODAY’S & TOMORROW’S LEADERS”**





# INDUSTRIES WE COVER



Finance



Manufacturing



E-commerce



Healthcare



Sustainability



Investment



Property



Tech



Digitalization



IR4.0



Energy



Lifestyle

**“CONNECTING YOUR CONTENT WITH THE RIGHT AUDIENCE”**

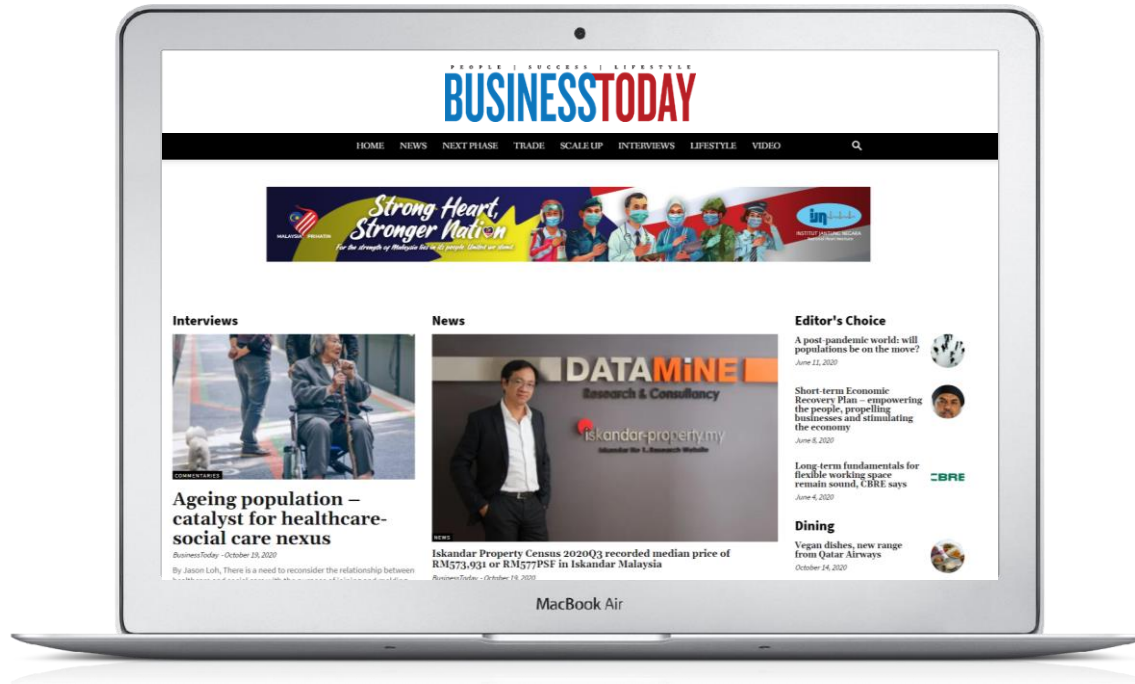
# OUR NUMBERS

BUSINESS LEADERS, C-SUITES, BUSINESS  
OWNERS, SENIOR MANAGEMENT

- 
- **698,000 Online Viewership**
  - **90,000 Print Readership**
  - **25,000 Newsletter EDM**
  - **21,360 e Magazine Download**
  - **834,360 Total Reach**

\*Source: Subscriptions, Google Analytics,





<https://www.businessstoday.com.my/>

<https://www.facebook.com/businessstodayMY>

<https://www.linkedin.com/company/business-today-malaysia/>

<https://businessstodaymalaysia.substack.com/>

# DIGITAL PLATFORM



WEBSITE  
698,000



AVAILABLE ON  
FACEBOOK

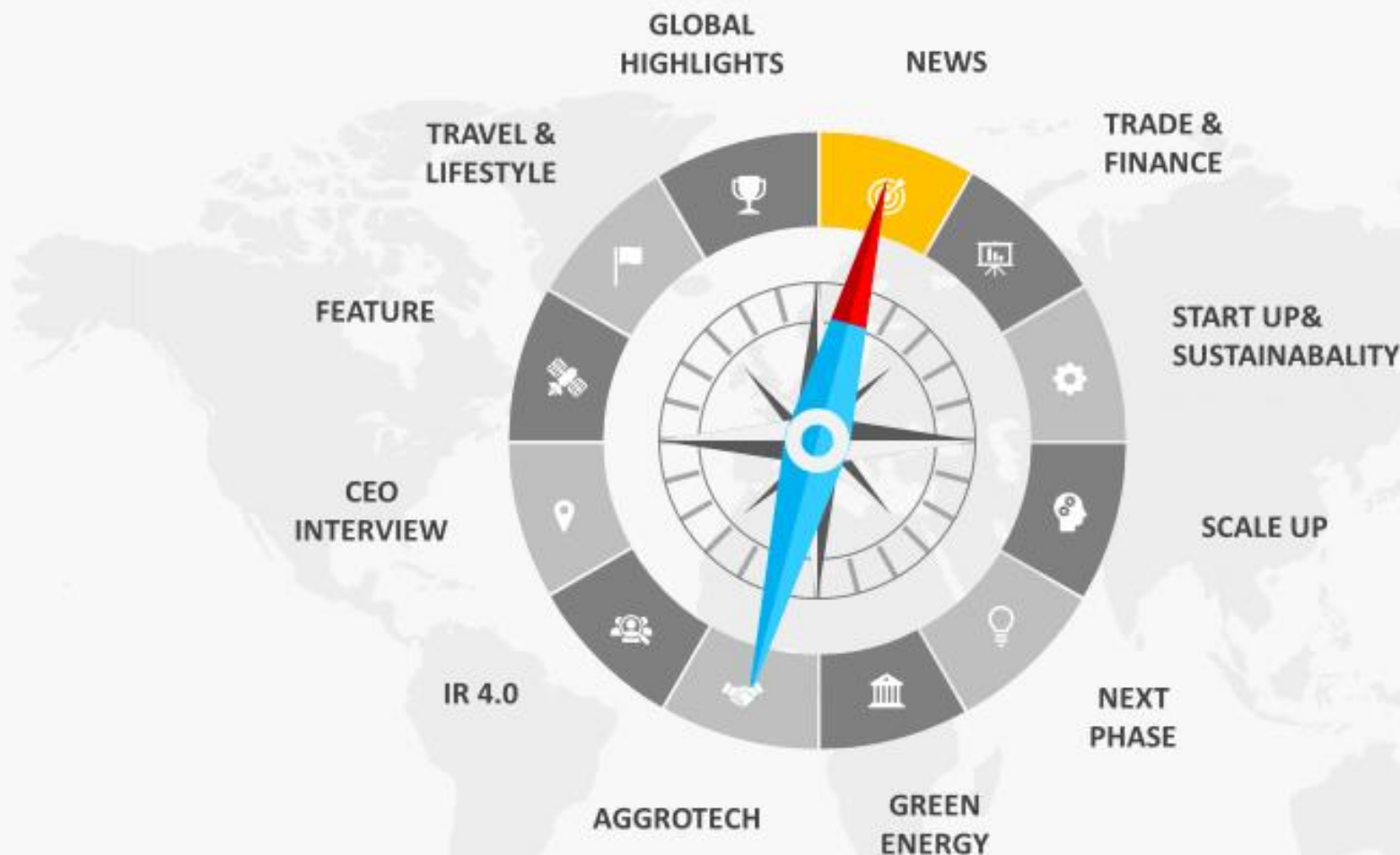


AVAILABLE ON  
LINKEDIN

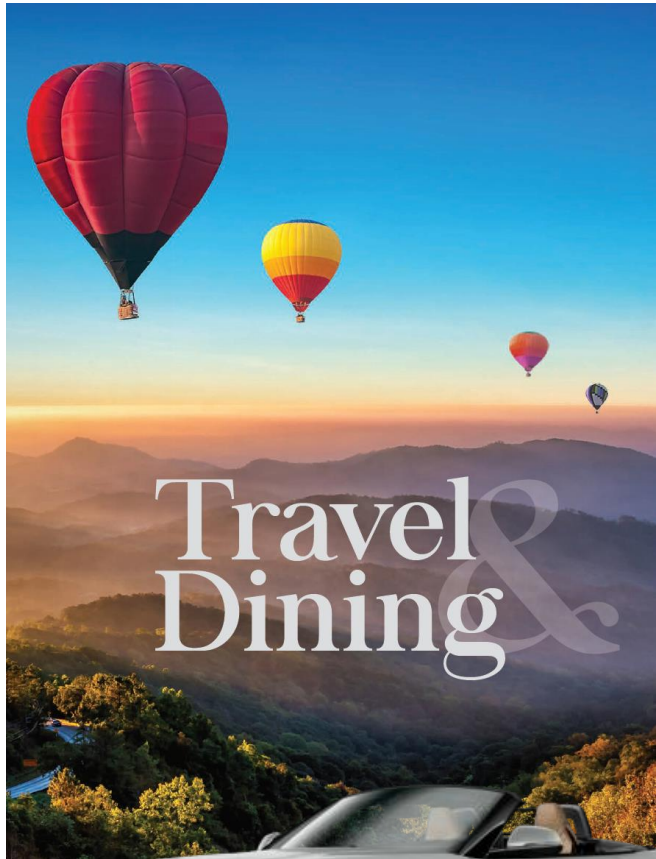


E-NEWSLETTER

# SEGMENTS FEATURED







# Hotels With The Best Views In KL



## Grand Hyatt Kuala Lumpur

Look no further than the Grand Hyatt Kuala Lumpur for minimalist hotels with breathtaking views. It also has many suites and a dining room with views of the Petronas twin towers.

## EQ Kuala Lumpur

The EQ Kuala Lumpur hotel is located on a busy street in the city centre, just a short distance from the Petronas Towers. As a result, it's not surprising that many of the hotel's rooms have views of these iconic structures.



## The RuMa Hotel and Residences

The RuMa Hotel and Residences not only has unrivalled city views, but it also has one of the most modern interiors. Some rooms, such as the Deluxe Suite, offer views of the iconic Petronas Towers.



## Impiana KLCC Hotel

This 4-star hotel is directly across the street from the Kuala Lumpur Convention Centre. The Deluxe rooms have a view of the Petronas Towers.

74 BUSINESS TODAY

## Gordon Ramsay Bar & Grill Sunway, For The Best Beef Wellington Outside UK

By Editor - January 15, 2023



Have I overstated this claim? Let's take a look at the gastronomy scene in Malaysia, evidently, most of the high-end restaurants are concentrated in Klang Valley, and a few selections are in Ipoh and Penang. Despite traversing these places in my over 10 years of reviewing fine cuisines in the country I have yet to come across restaurants serving Beef Wellington!

# LIFESTYLE SEGMENT

►  DESTINATION

►  LUXURY AUTOMOTIVE

►  RESTAURANT

►  HOTEL

“

*More innovative financing solutions, such as blended finance and equity financing, will be made available for businesses to build back better in the post-pandemic landscape.*

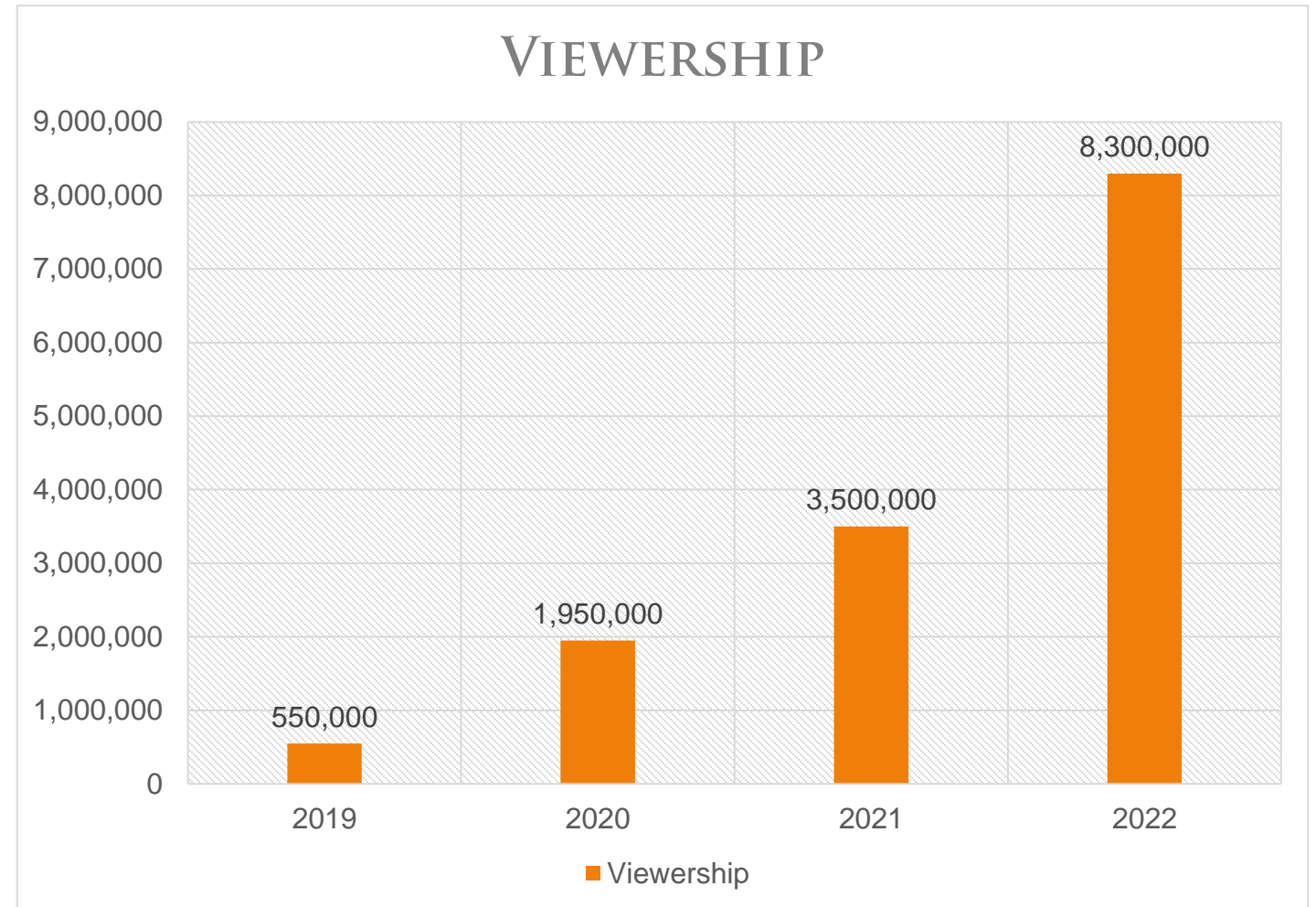
Tan Sri Nor Shamshiah, Bank Negara Governor



# WEBSITE VIEWERSHIP TRACTION

Increase in Viewership Y-O-Y

# 89%

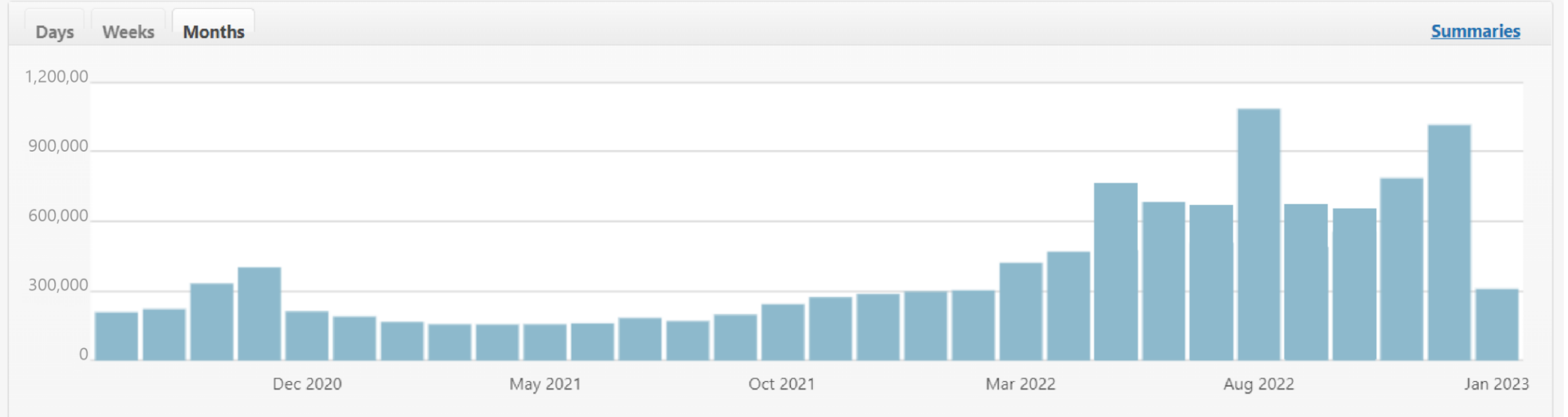


Source: Google Analytic report 2023

2023, 11:49 am

Did you know you can view enhanced stats on WordPress.com?

[Show Me](#)



# MONTHLY VIEWERSHIP



# AVERAGE DAILY VIEWS

Our daily views has been growing at an exponential level this year reaching a high of over **23,200 views** a day.

*Source: Google Analytics*

Google Search Console

Your April performance  
on Google Search



<https://www.businesstoday.com.my/>



322.3K

Clicks (web)

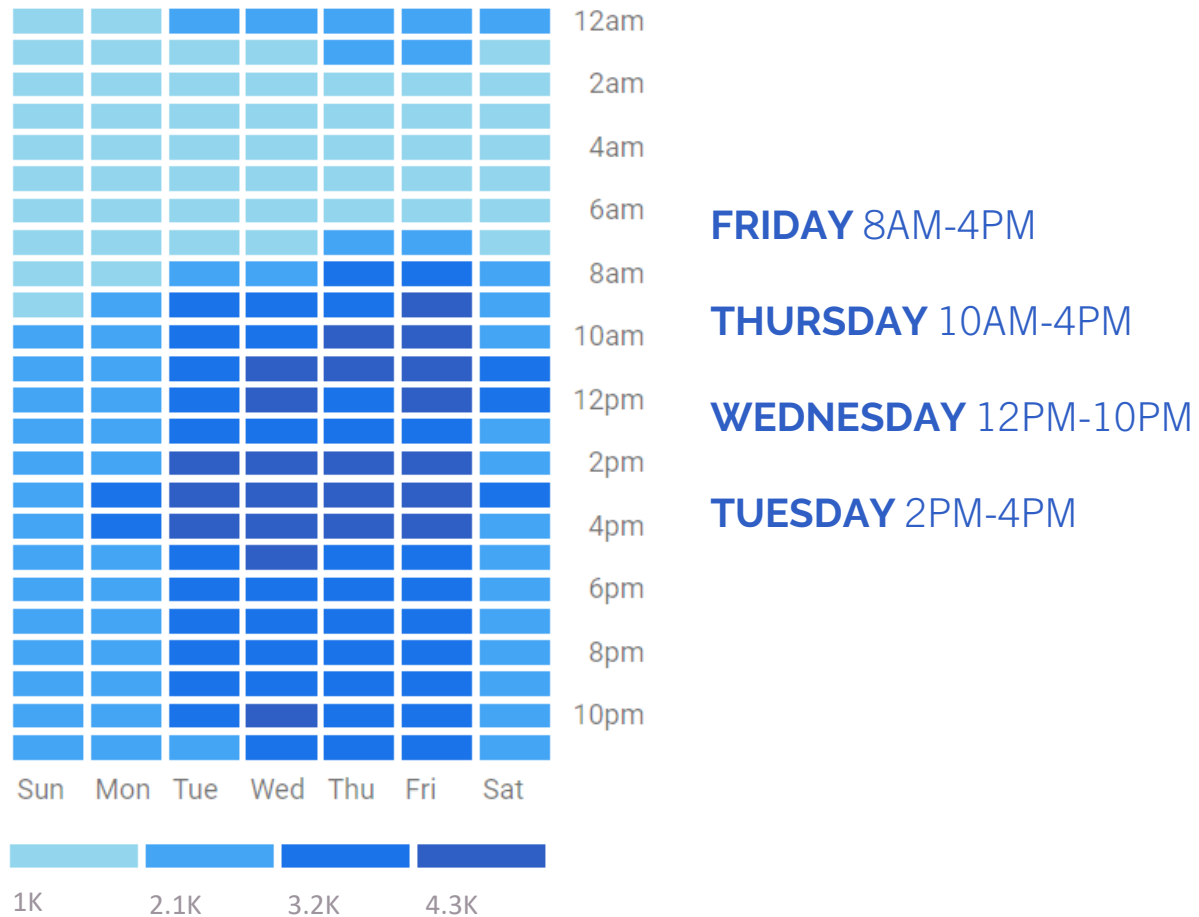


6.77M

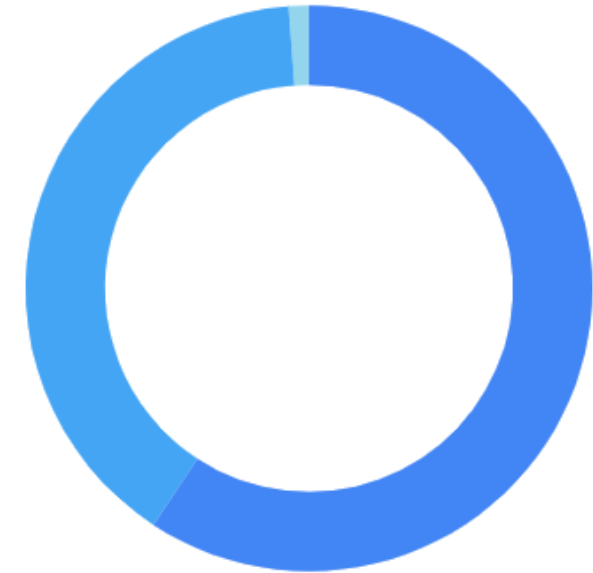
Impressions (web)

*Source: Google Search Console*

# BEST TIME OF THE DAY



# SESSIONS BY DEVICE



Mobile

59.2%

↑12.0%



Desktop

39.6%

↑33.9%



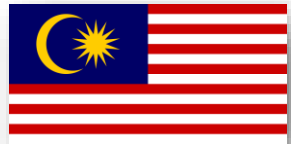
Tablet

1.2%

0.0%

\*Source: Google Analytics

# WEBSITE VIEWS BY COUNTRY



**79%**  
**MALAYSIA**



**13%**  
**SINGAPORE**



**5%**  
**UNITED  
STATE**



**2%**  
**INDONESIA**

**1%**  
**REST OF THE WORLD**



THE REST OF THE WORLD

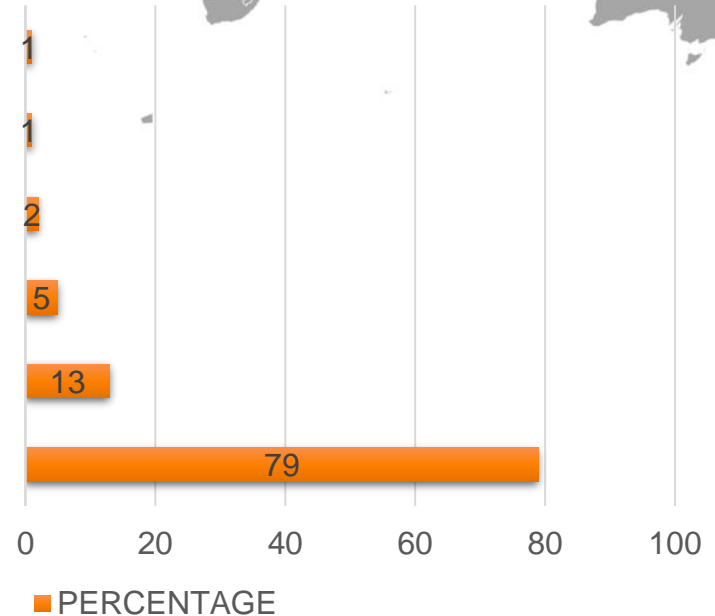
INDONESIA

INDIA

UNITED STATES

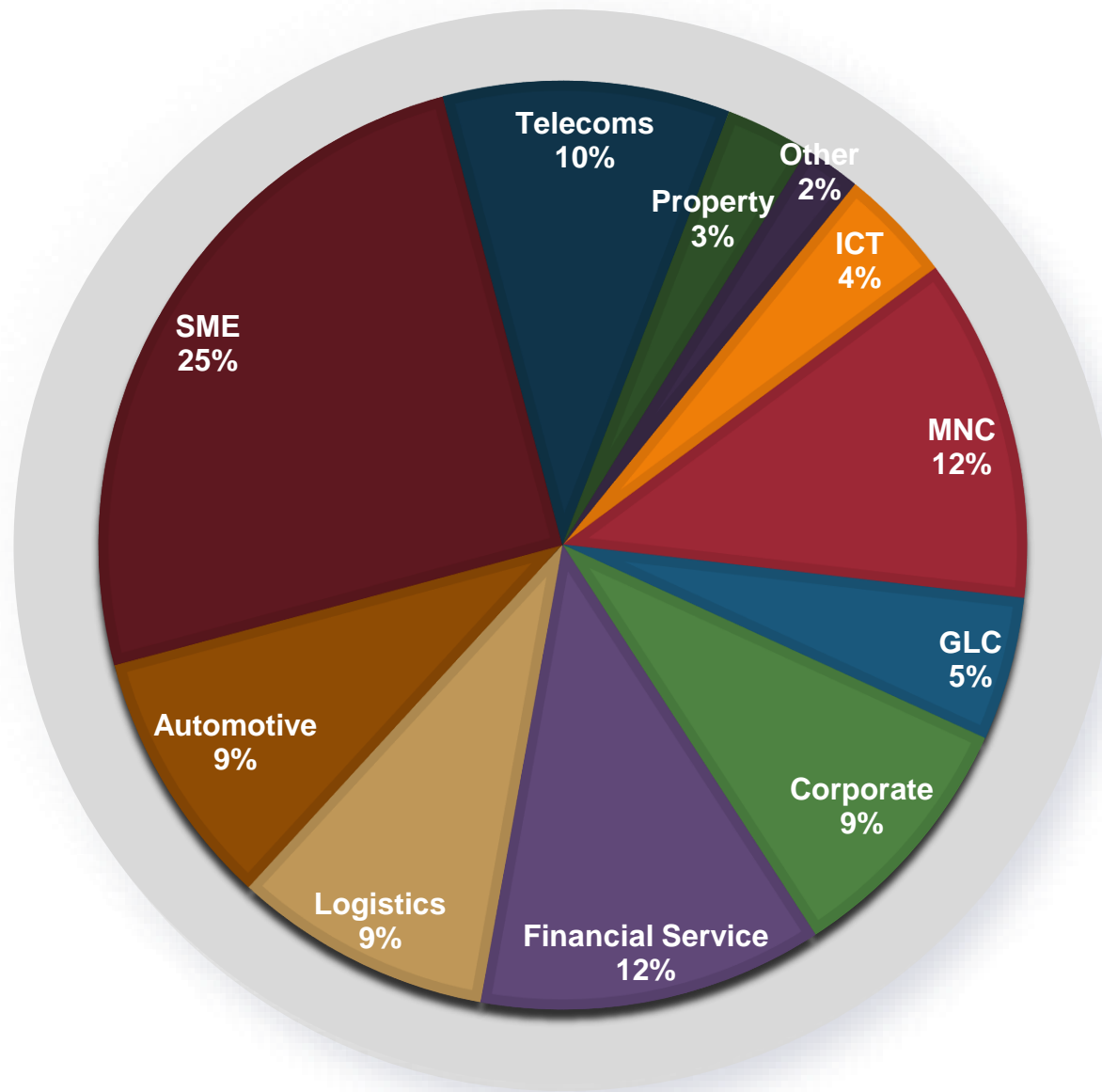
SINGAPORE

MALAYSIA



# DATA BASE PROFILE BASE ON INDUSTRY

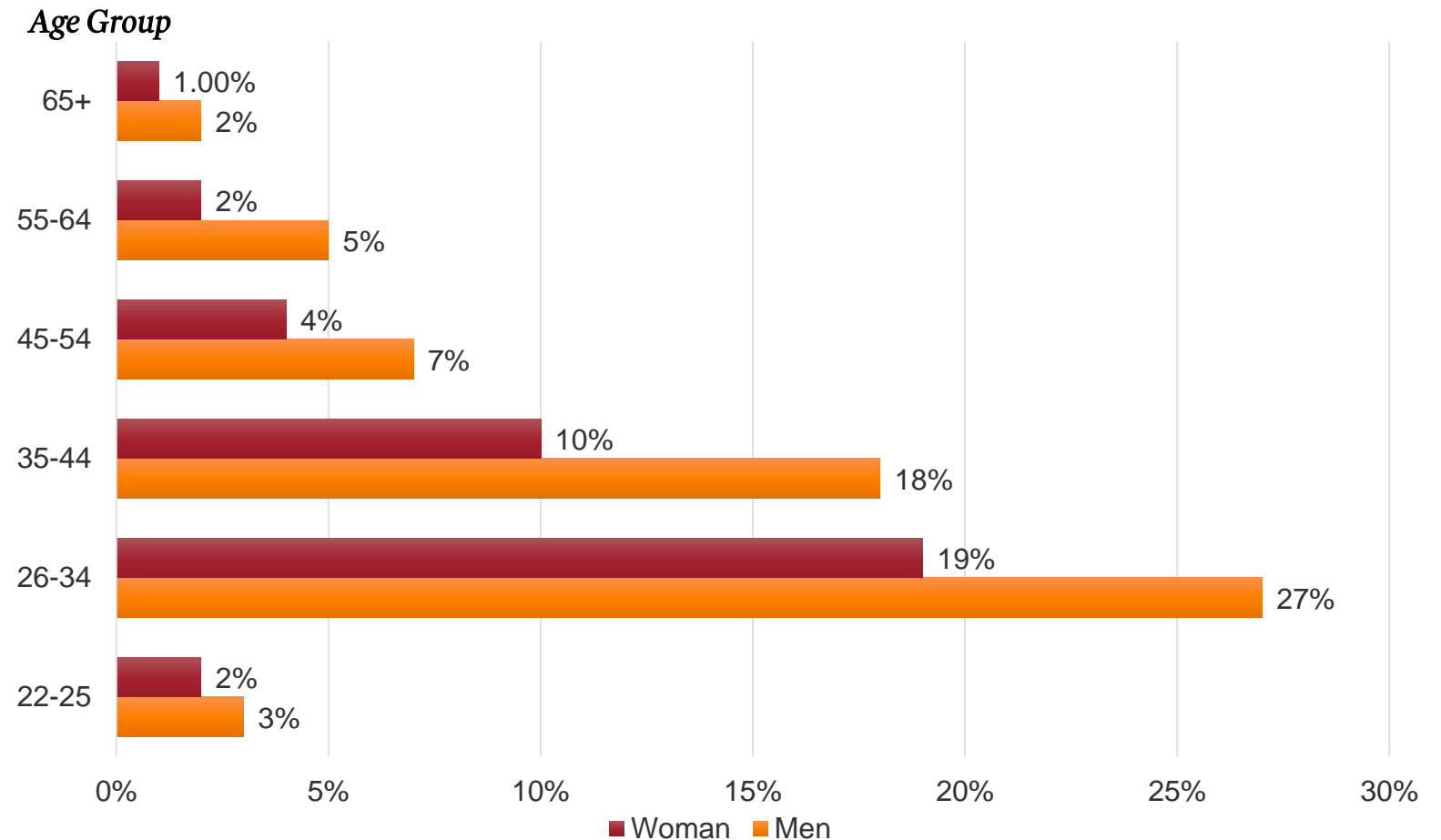
■ ICT ■ MNC ■ GLC ■ Corporate ■ Financial Service ■ Logistics ■ Automotive ■ SME ■ Telecoms ■ Property ■ Other





# ONLINE READERS DEMOGRAPHIC

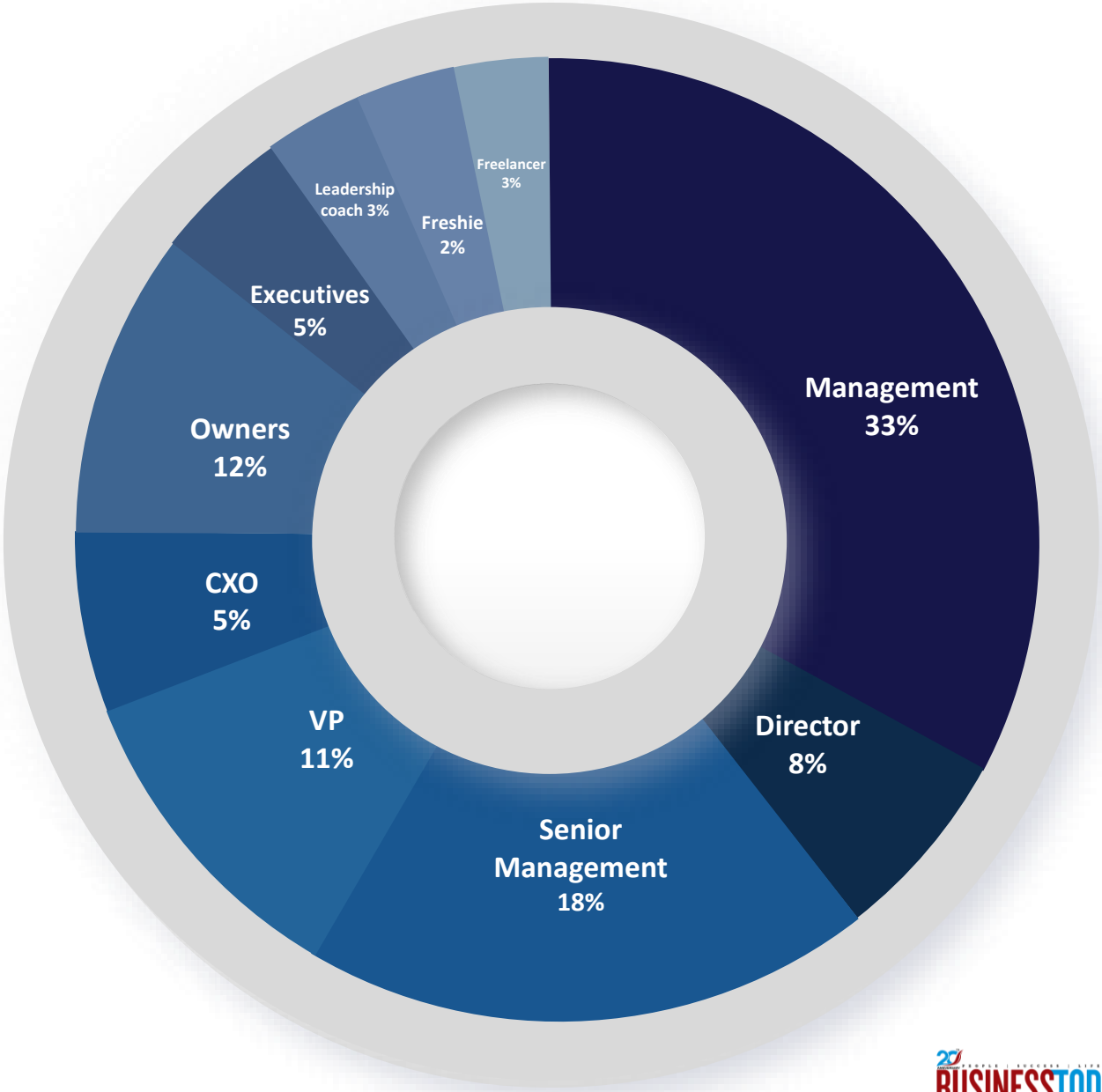
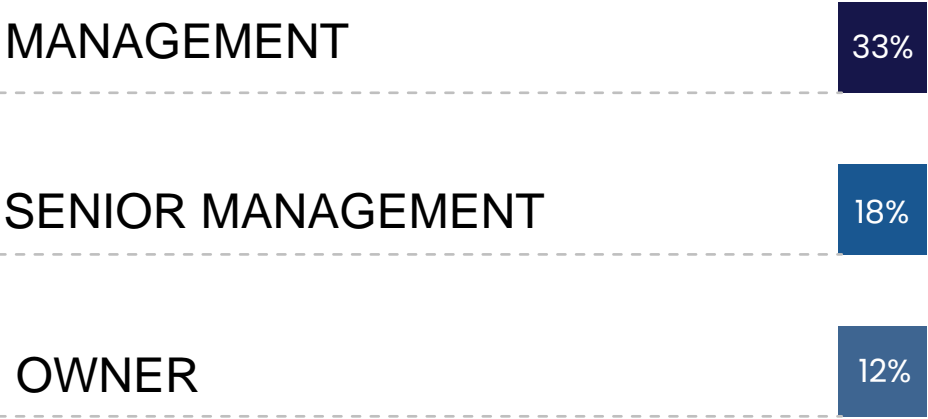
## AGE AND GENDER



*\*Source: Google Analytics and social media analytics*

# TOP 10 POSITION

## VISITOR'S DEMOGRAPHIC



\*Source: Google Analytics, social media

# WORLD CLASS EDITORIALS

## DR AFZANIZAM ABDUL RASHID

Bank Islam Chief Economist - on Finance

### TRADE

The economic stimulus has been massive, but the government and the central banks appears to be ready to do what ever it takes to revive the economy. That would mean bond prices would go higher if benchmark rates would be reduced.



## NAZERY KHALID

Maritime Analyst and Head Group Corporate Communications at Bousted Heavy Industries

### LOGISTIC

Advents in areas such as Internet of Things, Big Data Analytics, integrated systems, artificial intelligence (AI), virtual reality (VR), blockchain technology, smart manufacturing, robotics and machine learning, among many others, are key components driving this revolution.



## STEPHEN INNES

Chief Global Market Strategist at Axi

### MARKETS

So, the global equity markets' reaction to this week's data docket, possibly via the higher yields feedback loop, will be a keen litmus test that equity investors are happy with growth



## JAMARI MOHTAR

Director Of Media & Communications, EMIR RESEARCH

### TECHNOLOGY

Nowadays going blockchain has become a trend in the developed countries that there is a bandwagon effect where everybody wants to adopt it without really understanding why it should be adopted in the first place.

# WORLD CLASS EDITORIALS



## EVELYN DEVADASON

Professor at the Faculty of Economics & Administration,  
University of Malaya

### ECONOMY

Understanding the extent of trade interdependencies and the intersection of food trade policies are both essential for managing the country's vulnerability to the logistics and trade shocks.



## LEE HENG GUIE

Executive Director of SERC & ACCCIM

### FINANCE

Businesses need to make up for lost time on recouping shattered business revenue and increasing investment. Many badly hit firms are eager to see tax reliefs and incentives to support their revival and invest in digital technology and automation.



## DATO JOEY YAP

Feng Shui, Chinese Astrology & Metaphysics Expert

### FENG SHUI

Global best-selling author of 20 years and the world's leading Astrology and Metaphysics. Chief consultant to some of the world's personalities, featured on CNN, Bloomberg and Time Magazine. An International Speaker, who has shared his knowledge of Feng Shui to over a million people in over 37 countries.



## DR. SHANKARAN NAMBIAR

Head of Research at The Malaysian Institute of Economic Research (MIER)

### ECONOMY

He has been engaged as a consultant for the Ministries of Finance, International Trade and Industry, and the Ministry of Domestic Trade and Consumer Affairs in Malaysia. He has also been a consultant for UNESCAP, UNDP, UNECLAC, ILO, ADBI, ASEAN Secretariat, ERIA and JETRO. Worked on areas such as trade policy, distributive trade, industrial development, competition policy, and poverty.





## TAN SRI ZAKRI ABDUL HAMID

CEO of Amanah Lestari Alam (ALAM) & Bank  
Pembangunan Malaysia

### ESG

We can never have a positive effect on our environment if we do not attempt to modify our undesirable habits. We must always keep in mind that changing our behaviour begins with each and every one of us.



## DR RAIS HUSSIN

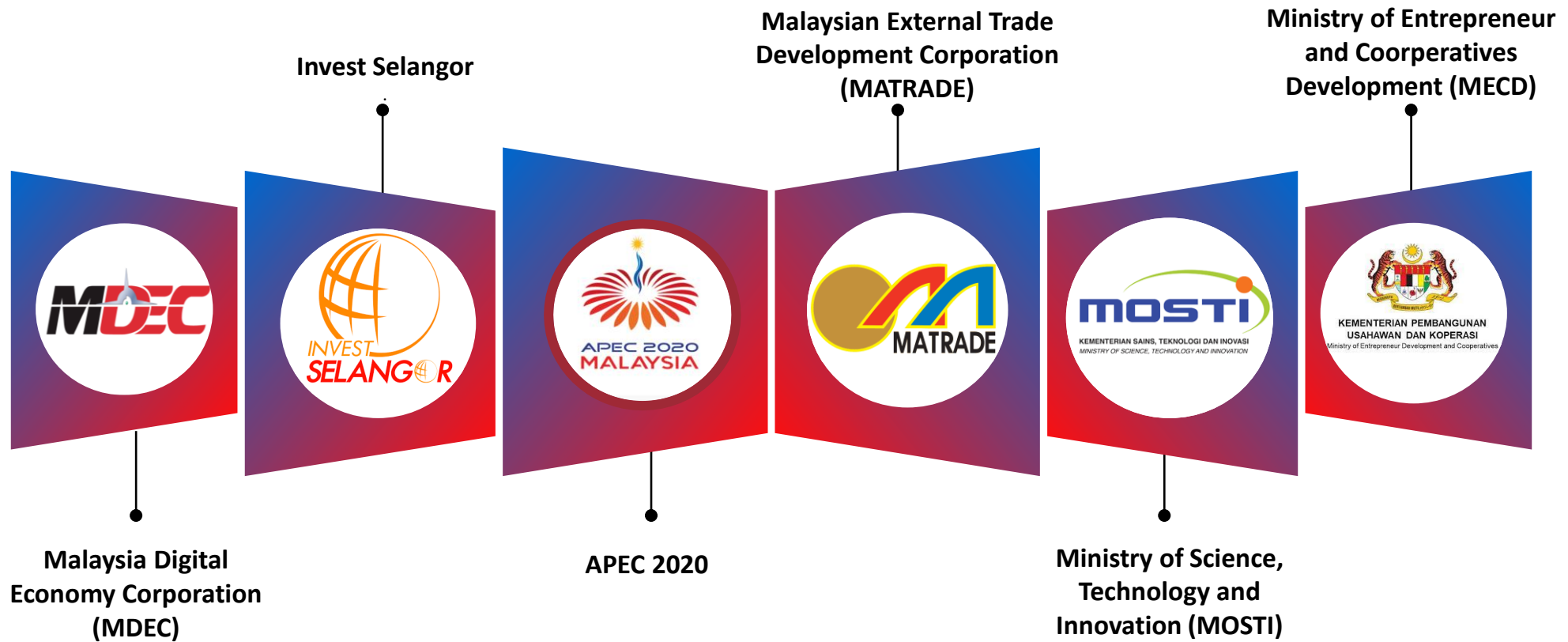
President and Chief Executive Officer EMIR RESEARCH

### TELECOMS

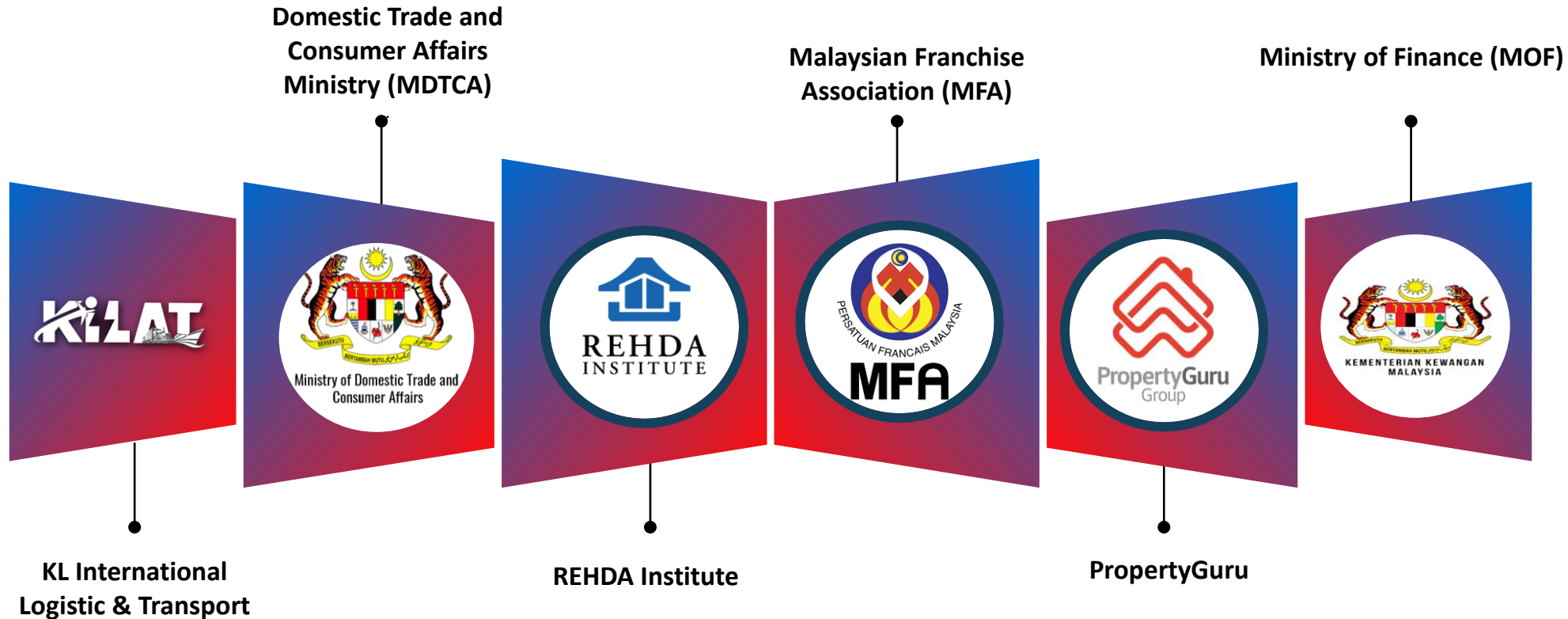
Nowadays going blockchain has become a trend in the developed countries that there is a bandwagon effect where everybody wants to adopt it without really understanding why it should be adopted in the first place.

# WORLD CLASS EDITORIALS

# OFFICIAL CONTENT PARTNERS



# OFFICIAL CONTENT PARTNERS



# OFFICIAL CONTENT PARTNERS





# CREATING BRANDED CONTENT

Assisting client grow their business since 2001



Sponsored Content for MOSTI

# PREMIUM SERVICE

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## BRANDED CONTENT

Let us be the platform  
for your voice



## ADVERTISING

Advertise on various  
platforms to reach out to  
different segments of the  
business society



## LIVE BROADCAST

Be part of our In -  
Conversation series



## SEMINARS

Looking for a partner to  
hold events to promote  
your products and story?



## NEWSLETTER

News & Article direct to  
email and Business  
Today's Leads

# BRANDED CONTENTS



[CLICK HERE](#)



MANPOWER

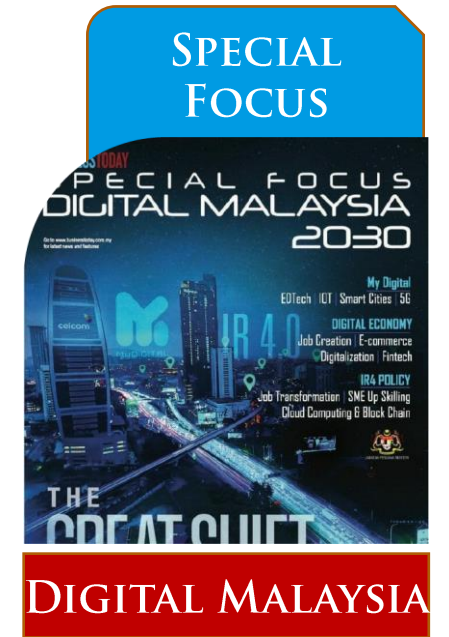
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[CLICK HERE](#)

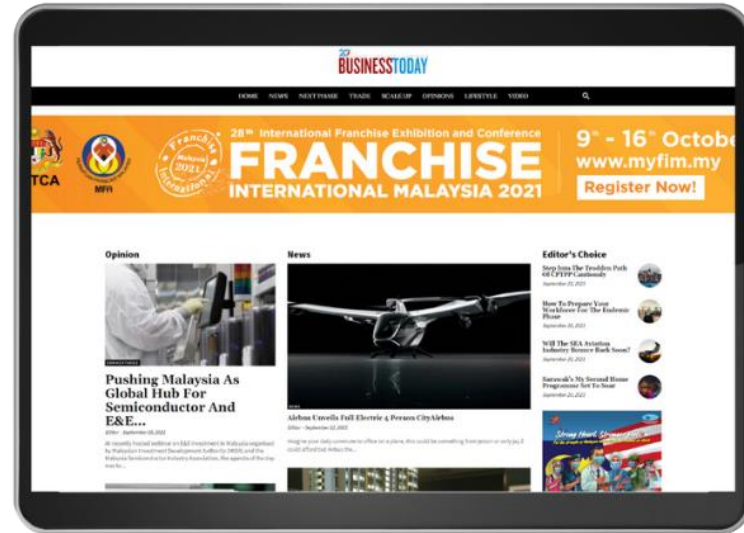


[CLICK HERE](#)



[CLICK HERE](#)

# CONTENT PLATFORM: DIGITAL & PRINT







# LIVE BROADCAST

## Live Broadcast Station at SIBS 2022:

BusinessToday to support SIBS with Onsite broadcasting set up to promote event conduct interview with the stakeholder, exhibitors, VIP. Video to be broadcast on BT platform, co share with Invest Selangor's social media site.

## Generate Video Contents

### Link:

<https://www.facebook.com/100063484685316/videos/1617031588691701>







**Production Details**  
**Dimensions:** Width: 1280px max, height: 720px max (16:9 aspect ratio)  
**Max File Size:** 1GB  
**Platform Support:** Desktop, tablet web, mobile web  
**Creative Type:** VAST or MP4  
**Page Support:** BT, YouTube Videos and ROS  
**Position on Page:** In-stream video player  
**Optional Tracking:** Up to two (2) impression and click trackers are accepted for each build. Quartile tracking (start, first quartile, midpoint, third quartile, complete) is accepted.

# BT TV

Video interviews or specially curated content is possible with BusinessToday. We have teams to develop video content that resonates with business community, a much sought-after commodity these days.



Professor Elizabeth Lee, Chief Executive Officer of the Sunway Education Group and President of Sunway University Professor Sibrandes Poppema



Interview with Bryan Loo, CEO of Loob Holding



# EVENTS & SEMINARS



# EVENTS Hybrid

BusinessToday gets down with its readers in multiple event partnerships. Apart from those listed, we are organized our own events like forums, seminars and networking sessions.

MIHAS

SIBS

IGEM

## Partnerships

BT us open to partnerships; events that are relevant to our readers are welcomed to submit their interest. Just drop us a note and we will get back to you.

Sponsorships  
Partnership

Ask Us How You  
Can Be Involved



**YOUR GATEWAY TO ASEAN**  
**SIBS Insights**  
**WEDNESDAY | 9 OCT 2019**

**Maximising Possibilities Under One Event**

Welcome to Selangor International Business Summit 2019. The state of Selangor, the economic powerhouse of Malaysia is geared towards its biggest event of the year commencing today.

The 4-days event at Malaysia International Trade & Exhibition Centre (MITEC)'s will feature 850 booths with a good mix of domestic and international businesses. With an expected turnout of 30,000 visitors, the expected negotiated trade transaction value stands at RM250 million, almost 30% higher than 2018's RM194.6 million.

The Selangor government's role is to facilitate business relations between global and domestic markets, as well as to congregate industry players through investment opportunities which create a foothold over the course of SIBS annually. This year's summit are geared towards growth and upcoming industry trends, and will prove invaluable for upcoming and established businesses.

Events under the portfolio of SIBS 2019 include the 5th Selangor International Expo 2019 (10-13 October), 3rd Selangor ASEAN Business

Conference 2019 (10-11 October), and the inaugural edition of the Selangor R&D and Innovation Expo (10-13 October) which is geared to provide unprecedented access to the latest technology and upcoming developments in a multitude of industries. The 4th Selangor Smart City & Digital Economy Convention 2019 will commence on 11th October and will provide an invaluable theoretical and practical framework for trending and upcoming aspects of the global economy.

The Selangor International Business Summit has positioned itself as a launchpad for small businesses, and a chance for established businesses to form greater alliances. Selangor's strategic location and conducive business environment and policies have created a stronghold which supports and drives growth. The favourable financial climate and trade position within the state provide the perfect springboard for the leap into other ASEAN markets which is home to over 200 of the world's largest corporations, with a combined consumer market of more than 640 million.

**SPONSORS:**

- PLATINUM SPONSOR: LINACO
- SILVER SPONSOR: BANK ISLAM
- DIAMOND SPONSOR: CIMB ISLAMIC
- SUPPORTING PARTNER: standard chartered, MATRADE
- SPONSOR: MIHAS
- PARTNERS: eHalal, Halal Focus, GLOBAL HALALTECH, HERRY HALAL
- HELP DESK
- NETWORK LOUNGE
- EXHIBITION
- KNOWLEDGE HUB



# SME SEMINAR 2022: SEMBANG BIZ WITH HP & AMD

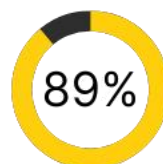
Artificial Intelligence Product Overview

## CAMPAIGN SUMMARY

Total Impressions  
**2,787,976**

Total Attendance  
**210**

Guest Satisfaction



PR COVERAGE  
Monthly site impressions:  
**2,300,000**





# SIME DARBY PROPERTY VIEWING PARTY





# AFFIN BANK CUSTOMER APPRECIATION



# 30,000 HIGH NETWORTH PROFILE DATABASE

## WEEKLY NEWSLETTER

4 TIMES A WEEK



SUNDAY



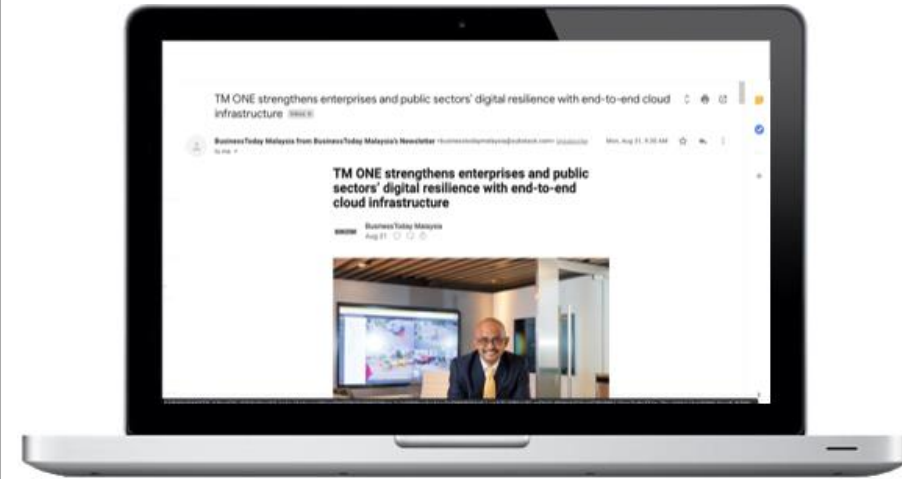
MONDAY-  
HIGHLIGHT  
FEATURE



WEDNESDAY-MID-  
WEEK NEWS



FRIDAY-WEEKLY  
WRAP



**“MORE WAYS TO CONNECT WITH  
BUSINESSTODAY”**





# PRINT



READERSHIP:  
90, 000



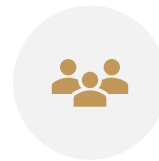
CIRCULATION:  
23, 689



SUBSCRIPTION:  
8, 000



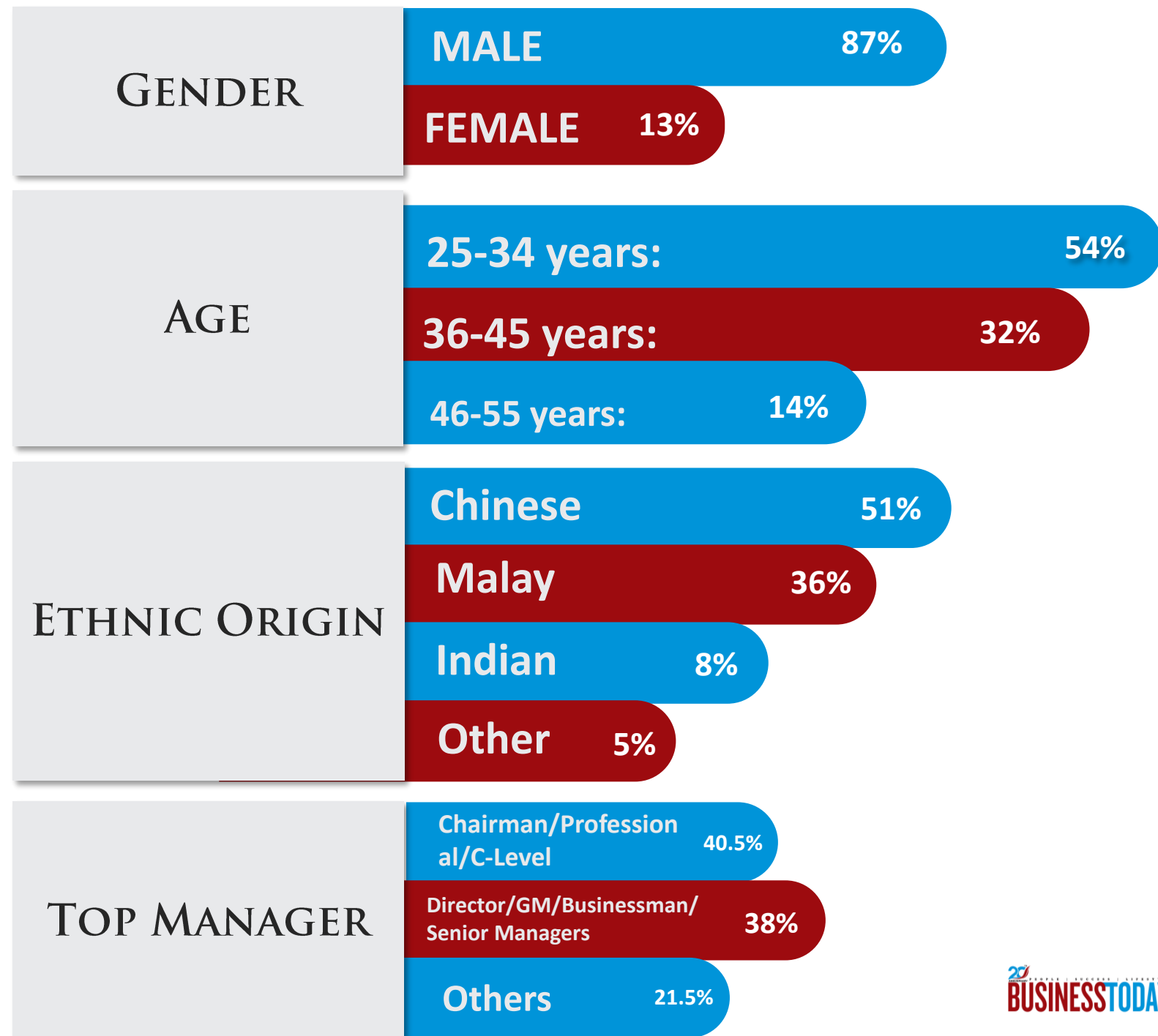
COMPANIES:  
60%



INDIVIDUALS:  
40%

# PRINT READERS DEMOGRAPHIC

\*Source: Subscription survey, 2021



# GLOBAL E-STORE

<https://www.magzter.com/MY/Reach-Publishing-Sdn-Bhd/Business-Today-Malaysia/Business/>

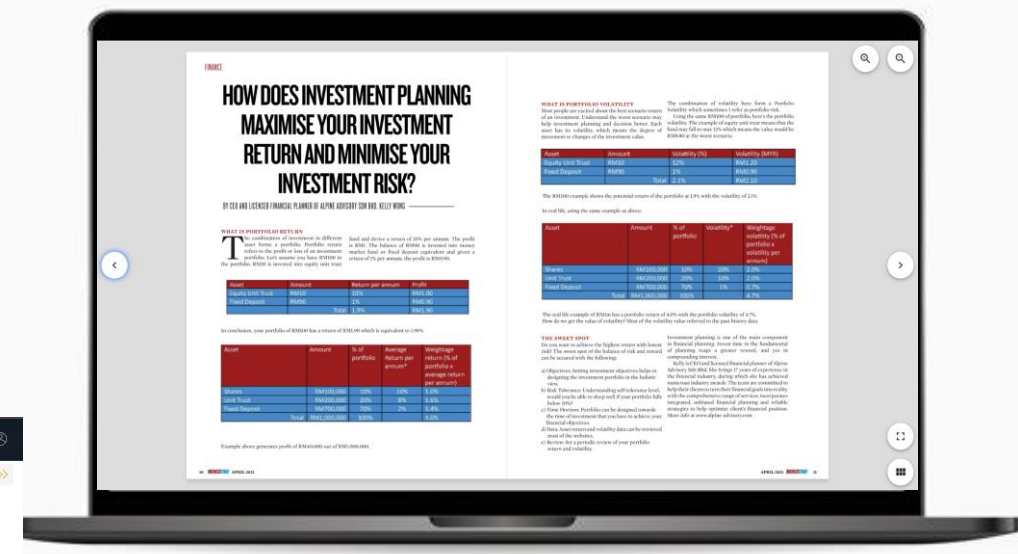


## Business Today Malaysia- All Issues

A premier English monthly business magazine, Business Today has grown in leaps and bounds since its inception in May 2001. Today, it is instantly recognised all over Malaysia as the definitive business magazine that brings the business community closer and exposes them to the global competitive edge. Business Today also hears and caters to the increasingly important issues, initiatives and incentives provided to the SME and SMB industries in order for Malaysia to rise to become a high income nation. Business Today readers will find key trends in economic, financial and business developments which impact the business ecosystem in Malaysia. Not affiliated with Business Today India.



## E-magazine View



OVERALL MONTHLY  
DOWNLOAD **21,360**



14,300



7,060



# DISTRIBUTION VENUES

News- stands & bookstores in  
Malaysia: 15,013

Subscribers+ Controlled Distribution:  
7,321

Events Sponsorship: 300

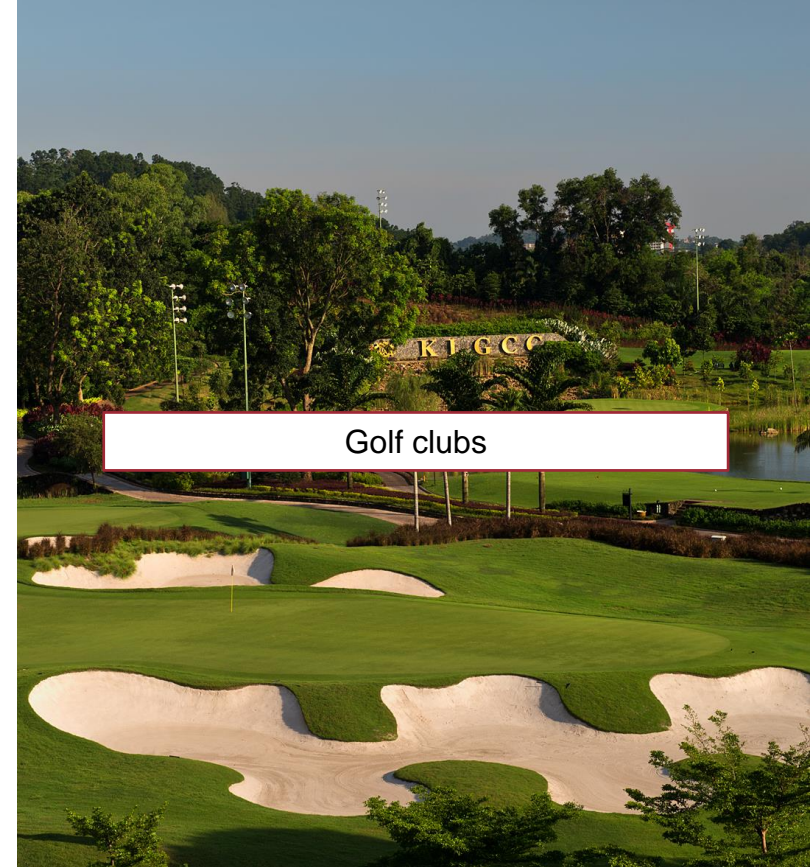
Exclusive golf & recreational clubs:  
700

5-Star Hotels & Resorts: 250

Airport lounges at klia, klia2, and other  
main terminals in Malaysia



Golf clubs



Ministries and government agencies



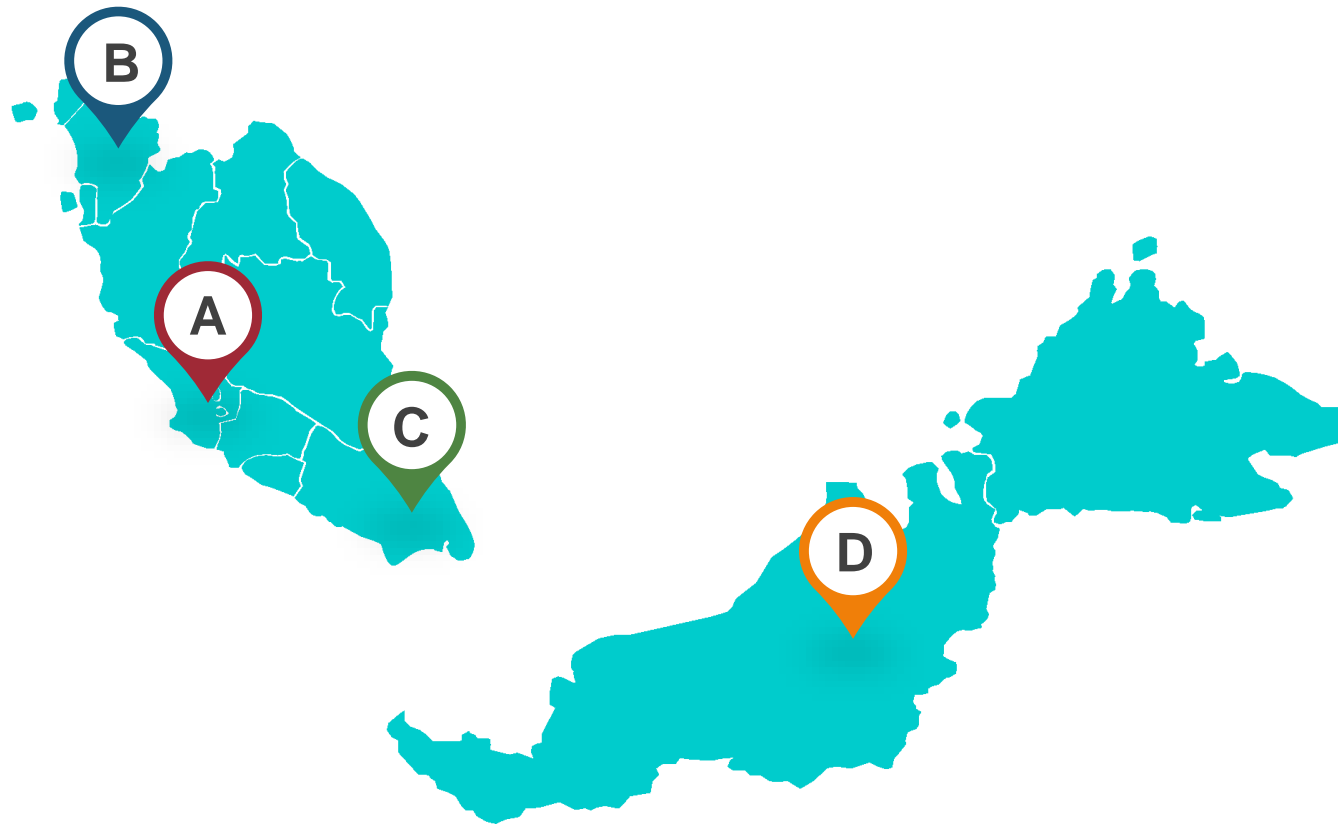
Starbucks, DOME, Coffee Bean





# DISTRIBUTION ZONES

BY REGION



→	<b>A 75%</b>	<b>CENTRAL</b>
→	<b>B 12%</b>	<b>NORTHERN</b>
→	<b>C 8%</b>	<b>SOUTHERN</b>
→	<b>D 5%</b>	<b>EAST MALAYSIA</b>

# OUR CLIENTS

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# OUR CLIENTS



*Hundreds of brands trust BusinessToday*

# DIGITAL ADS SPECS & RATE

Unit	Spot	Dimension Pixels	Format/File Size	Section	Estimated Impression	Duration	Rates
Pop up Ad Banner	1	3034 x 1300	<150 KB 4:3/16:9	Home Page	698,000	1 month	RM42,000
Leaderboard	1	3034 x 376	<150kb	Home Page	698,000	1 month	RM27,000
Banner 1	1	300 x 250	<150kb	Home Page + ROS	698,000	1 month	RM21,600
Banner 2	1	300 x 250	<150kb	Home Page + ROS	698,000	1 month	RM18,000
Mid Banner	1	300 x 90	<150kb	Home Page + ROS	698,000	1 month	RM12,000
Video Interview	Top Story		<10 Mb 4:3/16:9	Home Page + ROS	100,000		RM18,000

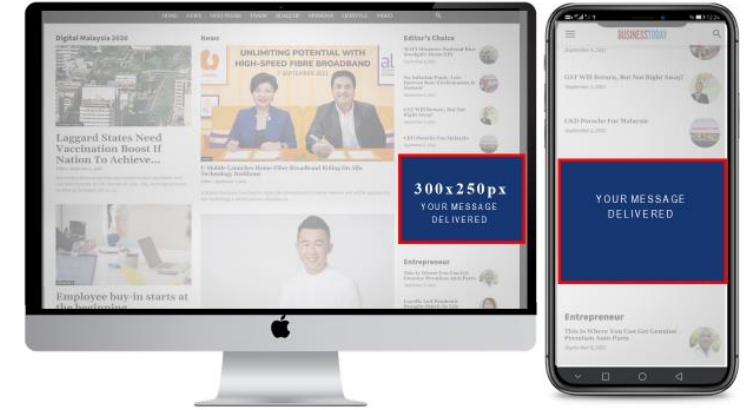
# DIGITAL AD TEMPLATE



Pop up Ad Banner



Leaderboard



MREC Banner

# BRANDED CONTENT SPECS & RATE

Unit	Spot	Word Count	Format/File Size	Section	Estimated Impression	Rates
<u>Main Story</u>	3	3000	<150kb	Home Page	324,000	RM42,000
<u>Content</u>	1	300-400	<150kb	Home Page + ROS	100,000	RM9,000
<u>Content Series</u>	3	300 -400	<150kb	Home Page + ROS	300,000	RM24,300
<u>Content Series</u>	6	300-400	<150kb	Home Page + ROS	600,000	RM45,900
<u>Segment Sponsorship-Monthly</u>	12 articles		3 articles /week	Island Ads Banner & CTA	698,000	RM43,200
<u>Newsletter</u>	1	250-350	<150kb	Email	30,000	RM4,200



# MAGAZINE ADS SOLUTION SPEC & RATE

	Size	1x	3x	6x	12x	Specifications
Full color	<b>Full page</b>	6,800	6,100	5,900	5,600	215x279mm
	<b>1/2 page</b>	4,500	4,000	3,400	3,200	215x139.5mm
Special Position	<b>OBC</b>	8,800	8,000	7,700	7,200	215x279mm
	<b>IFC</b>	8,100	7,300	7,000	6,600	215x279mm
	<b>IBC</b>	7,600	6,700	6,500	6,100	215x279mm
	<b>DPS</b>	11,500	9,775	9,500	9,000	430 x 279mm

*Contact us to customize the package for you*

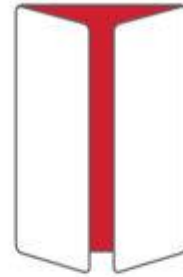
# CREATIVE BUYS



Bi-Fold



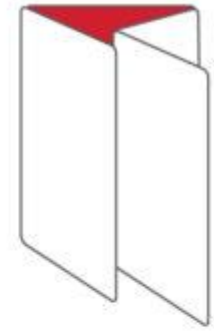
Tri-Fold



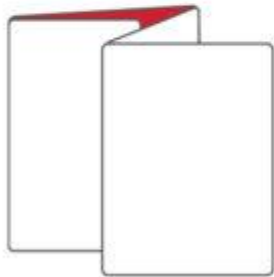
Gate Fold



Z-Fold



Double Parallel Fold



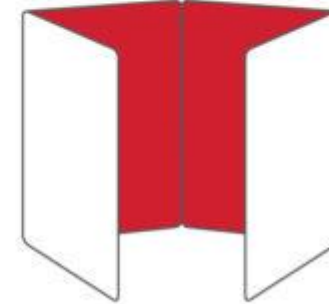
Map Fold



French Fold



Accordion Fold



Closed Gate Fold



Map Fold

**Let's Get Started**

# **BUILD YOUR BRAND TODAY!**

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