



Media Profile 2021

Malaysia's Premier Business Platform

About Us

01

BusinessToday is a premier business media reaching out to **357,000** 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



ESTABLISHED IN 2001

WHY

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

357,000



BusinessToday
digital platform
reaches 357,000
business leader
locally monthly

60%



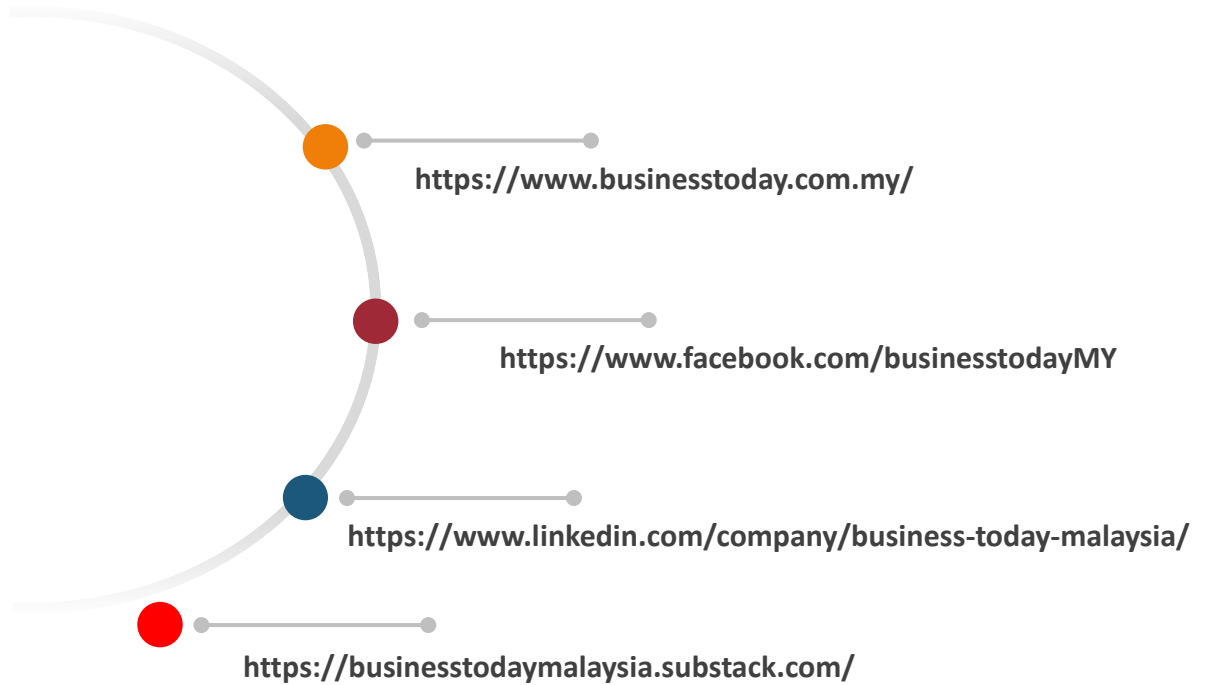
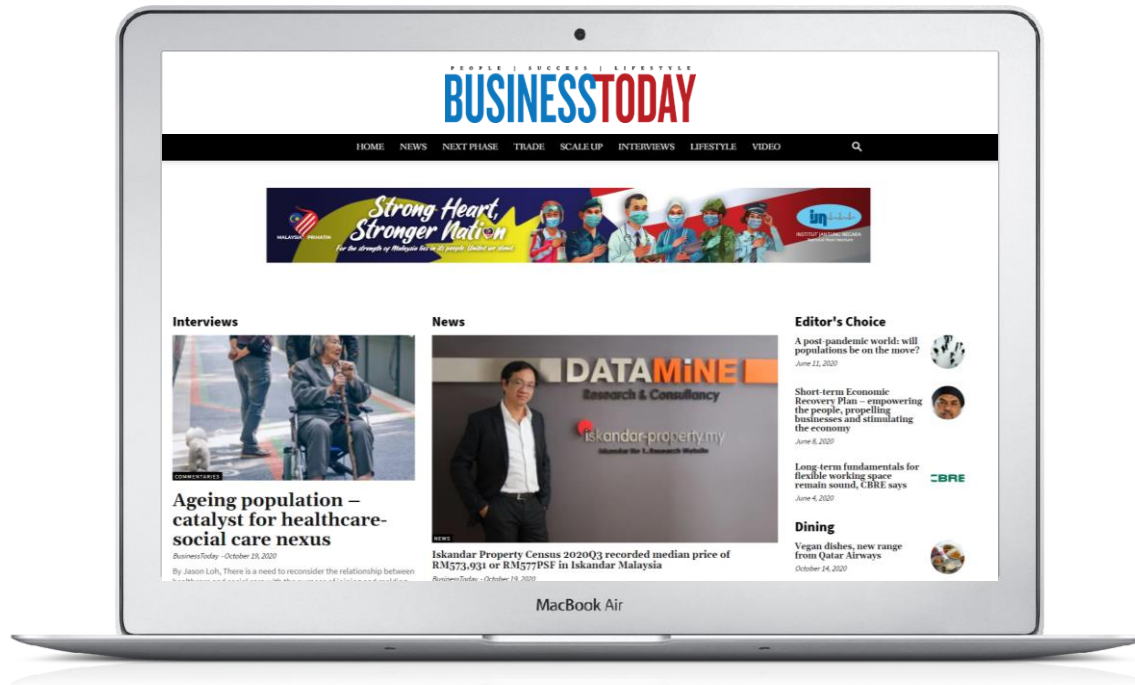
Over half of the
BusinessToday
audience is made
up of Top-level and
senior
management
readers.

1 million



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

*Source: Subscription survey 2020



Digital Platform



WEBSITE
250,000



AVAILABLE ON
FACEBOOK

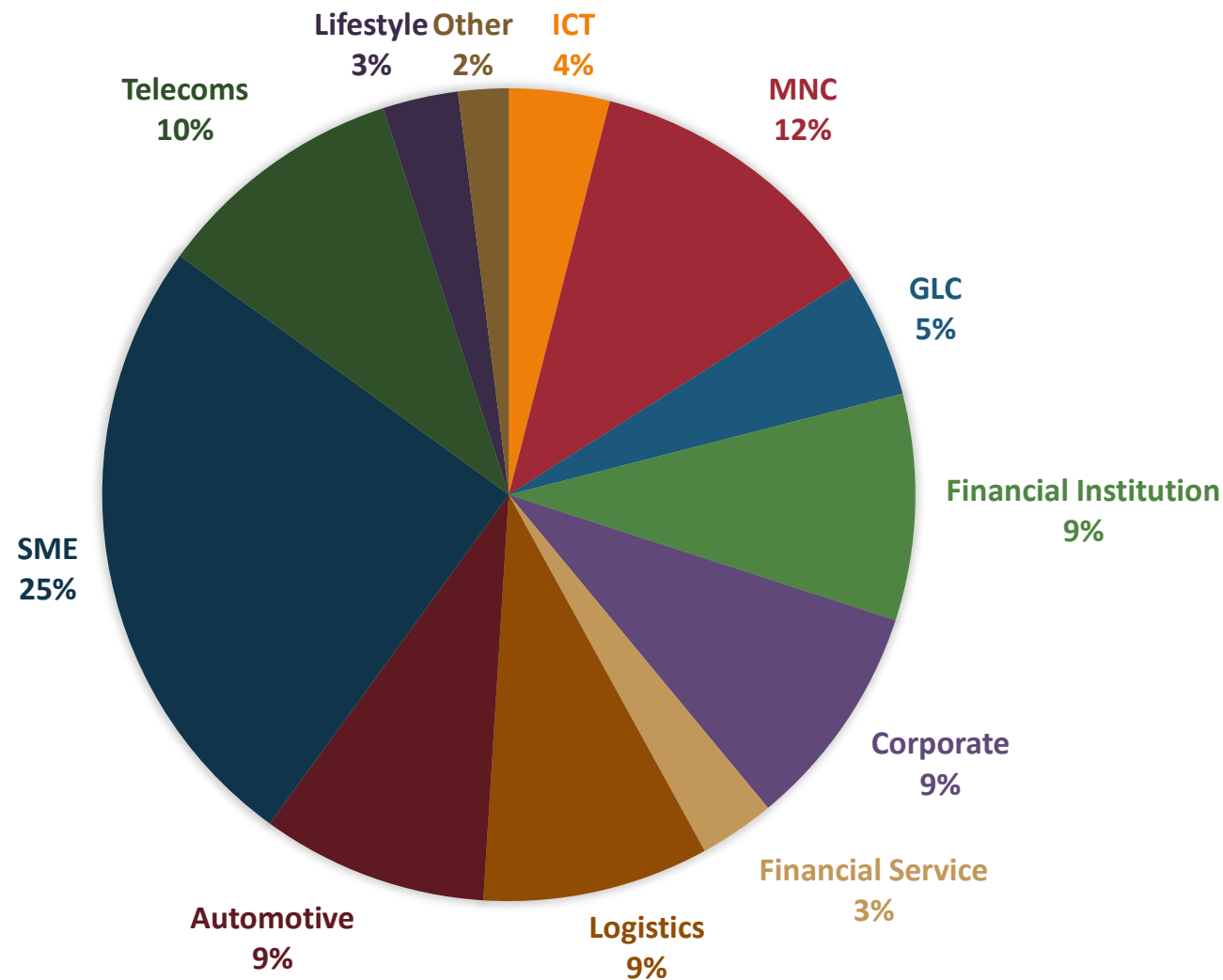


AVAILABLE ON
LINKEDIN



E-NEWSLETTER

Database Profile Base On Industry




Segments Featured

BUSINESSTODAY

HOME NEWS NEXT PHASE TRADE SCALE UP INTERVIEWS LIFESTYLE VIDEO

Malaysia needs to brand its startup ecosystem as one of world's best, says KJ
By Penneeraj October 28, 2020




Khairy Jamaluddin, Minister of Science, Technology and Innovation, said the country's entrepreneurship ecosystem was on par with the world's best, but Malaysia must brand itself better to get itself noticed.

"We don't brand ourselves enough. We have to do more about positioning ourselves. Many countries are attracting the same limited amount of talent. If you don't shout above the noise, you're going to be bypassed," said Khairy at a panel discussion titled "Reflect, Reset and Reform – Thriving in the New World" at eNation, a four-day technology conference organised by the Malaysian Global Innovation & Creativity Centre (MaGIC).

Also on the panel are Nadien Makarim, Indonesia's Minister of Education and Culture and Founder of Gejok, Fleur Pellerin, former France's Minister of SMEs, Innovation and Digital Economy and Ed Vaizey, former UK's Minister for Culture, Communications and Creative Industries. The session was moderated by CNN anchor Richard Quest.

Khairy further pointed out that Malaysia has the advantage of being an English-speaking country, multicultural, high-

World Brand, Family Choice.



Latest News

iCar Asia receives acquisition proposal from Autohome Inc. for AS\$0.50 cash per share
October 20, 2020

LinkedIn announces suite of tools to help job seekers
October 20, 2020

Securities Commission Revises Guidelines On Digital Assets
October 28, 2020

MATTA calls for sufficient funding for tourism businesses to digitalise in upcoming Budget 2021
October 28, 2020

MATTA urges for proposed two-tiered wage subsidy system
October 28, 2020

Must read

Selarvest: Green wishlist for Budget 2021
October 20, 2020

Budget 2021 – Youth's wishlist to endure the crisis
October 20, 2020


5 ways how corporate culture works for remote teams
October 28, 2020

Oh, Boomer. Oh, Gen Z. Let's talk
October 28, 2020

BUSINESSTODAY

HOME NEWS NEXT PHASE TRADE SCALE UP INTERVIEWS LIFESTYLE VIDEO

Trade with ASEAN slips by 10.5% during first 9 months of 2020
By Penneeraj October 28, 2020



Malaysia's trade with ASEAN in Sept 2020 has increased by 0.5 percent compared to Sept 2019, contributing RM18.79 (24.9 percent) to Malaysia's total trade.


According to the Ministry of International Trade and Industry Malaysia, exports rebounded by 6.7 percent to RM23.1 billion backed mainly by higher exports of E&E products which increased by 47.8 percent or RM3.2 billion. Exports to markets that recorded expansion include Singapore, Viet Nam and the Philippines.

Imports from ASEAN however declined by 7.4 percent to RM 15.69 billion.

Compared to August 2020, trade, exports and imports were up by 8.9 percent, 9.6 percent and 7.8 percent, respectively.

During the first nine months of the year, trade with ASEAN was valued at RM324.71 billion slipped by 10.5 percent compared to the same period of 2019. Exports to the region contracted by 6.4 percent to RM 198 billion following lower exports of crude petroleum, manufacturers of metal as well as chemicals and chemical products.

World Brand, Family Choice.



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- NEWS
- TRADE
- FINANCE
- START UP
- SCALE UP
- NEXT PHASE
- GREEN ENERGY
- IR 4.0
- CEO INTERVIEW
- TRAVEL
- DINING
- LIFESTYLE
- SUSTAINABILITY

BUSINESSTODAY

OUR NUMBERS

Business Leaders, C-Suites, Business Owners,
Senior Management

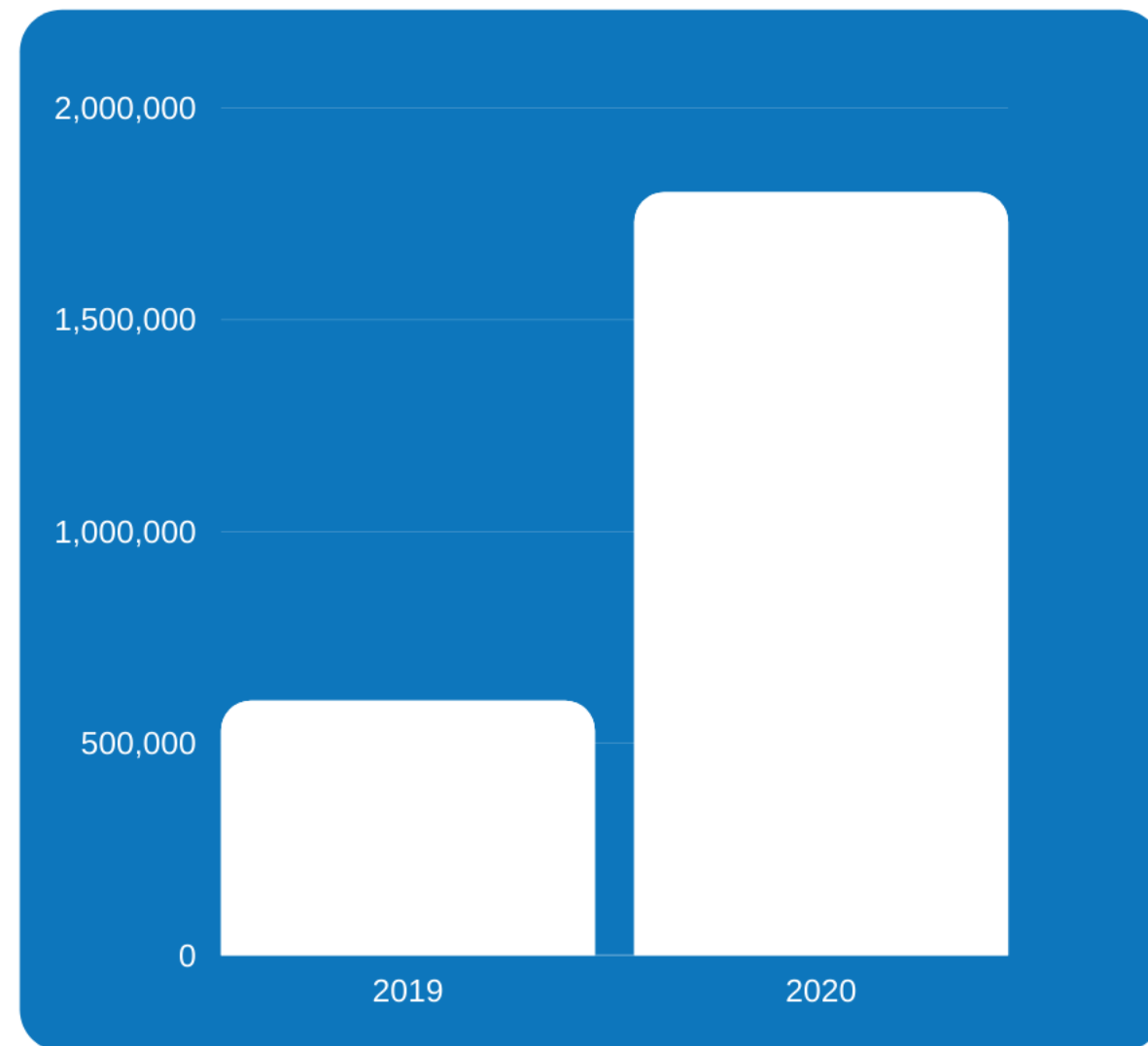
- 
- **250,000 Online Viewership**
 - **90,000 Print Readership**
 - **10,000 Newsletter EDM**
 - **7000 e Magazine**
 - **357,000 Total Reach**

*Source: Subscriptions, Google Analytics,

Website Viewership Growth 200%

Increase in readership Y-O-Y

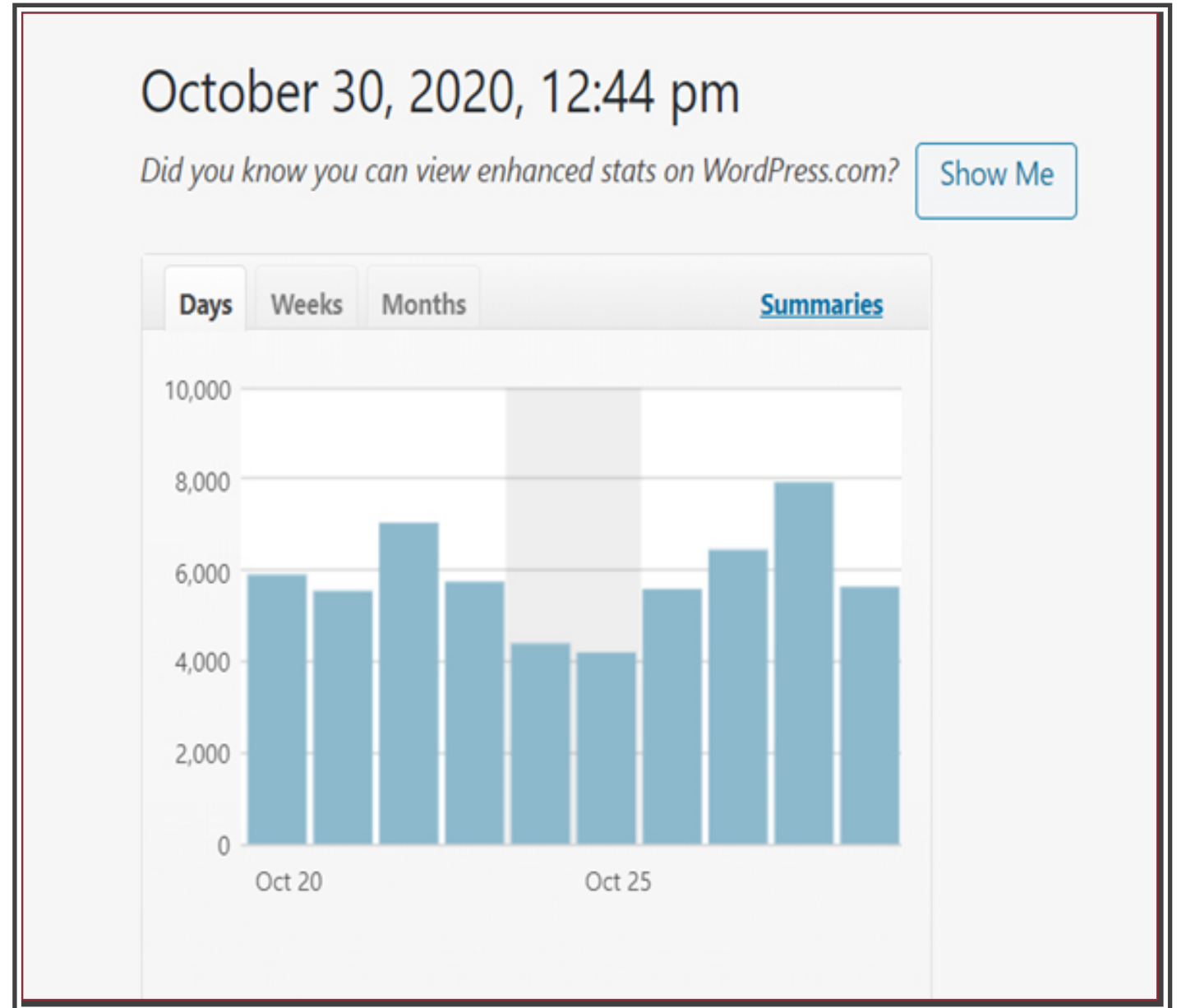
GOOGLE ANALYTICS REPORT 2020



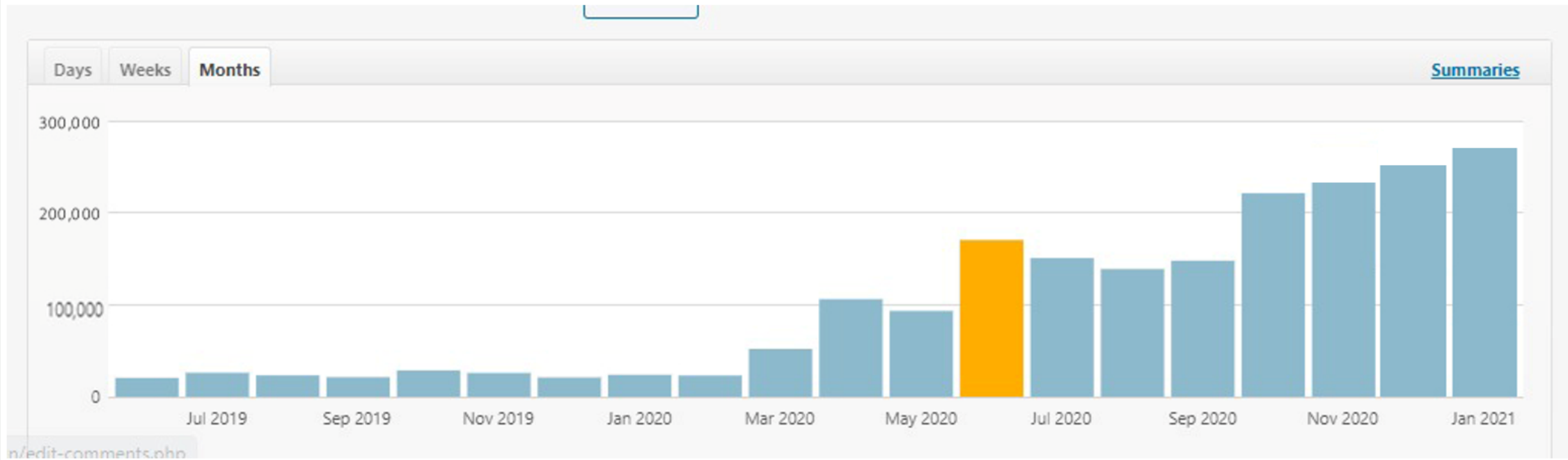
Average Daily Views

Our daily views has been growing at an exponential level this year reaching a high of over 8,000 views a day.

Source: Google Analytics

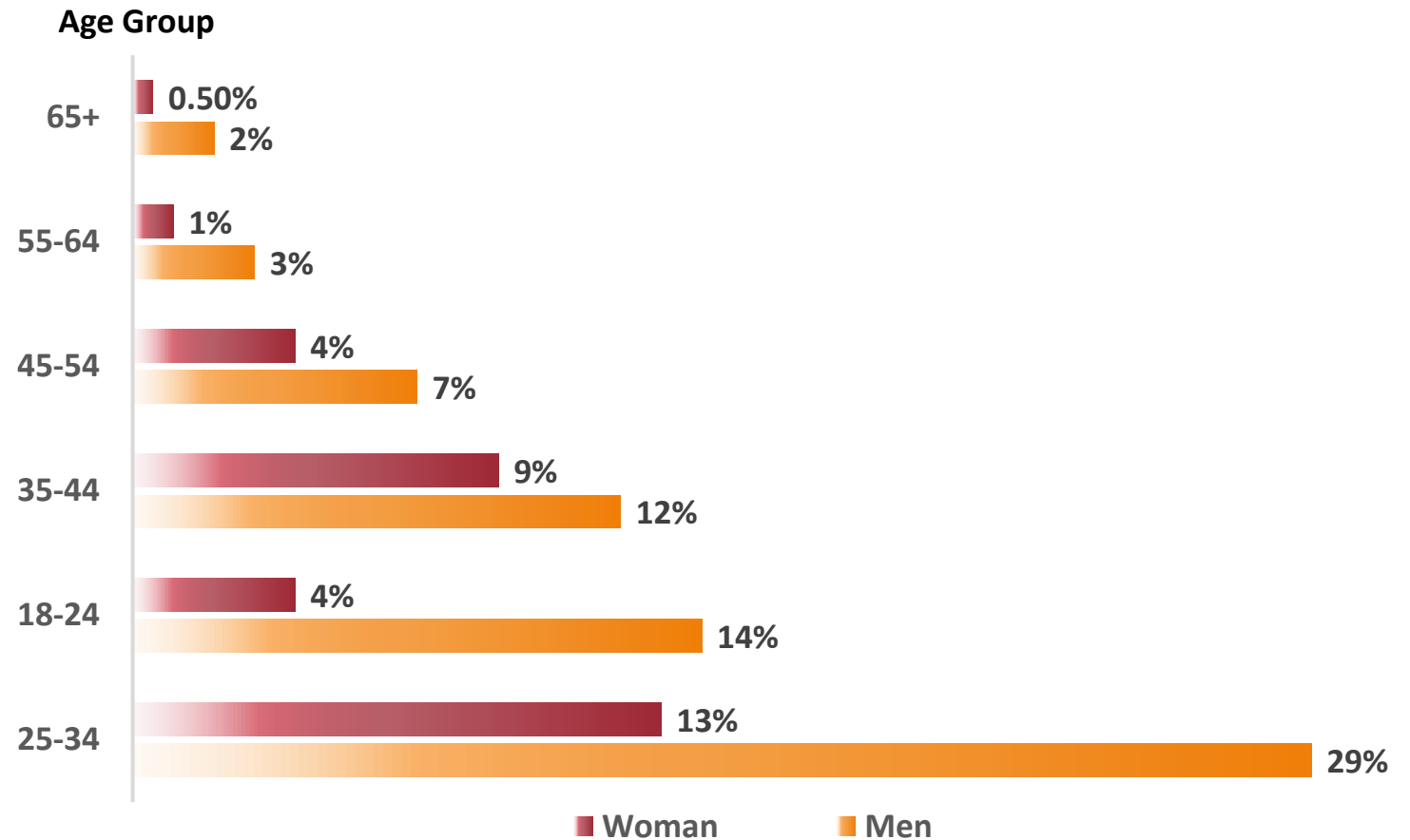
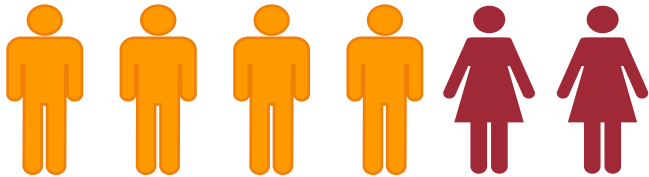


Website Viewership



Source: Google Analytics

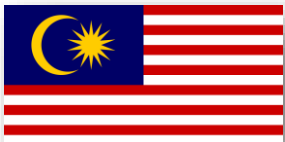
Online Readers Demographic



*Source: Google Analytics

Website Views

BY COUNTRY



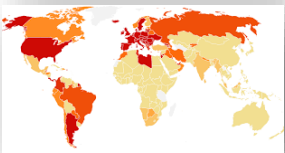
82%
MALAYSIA



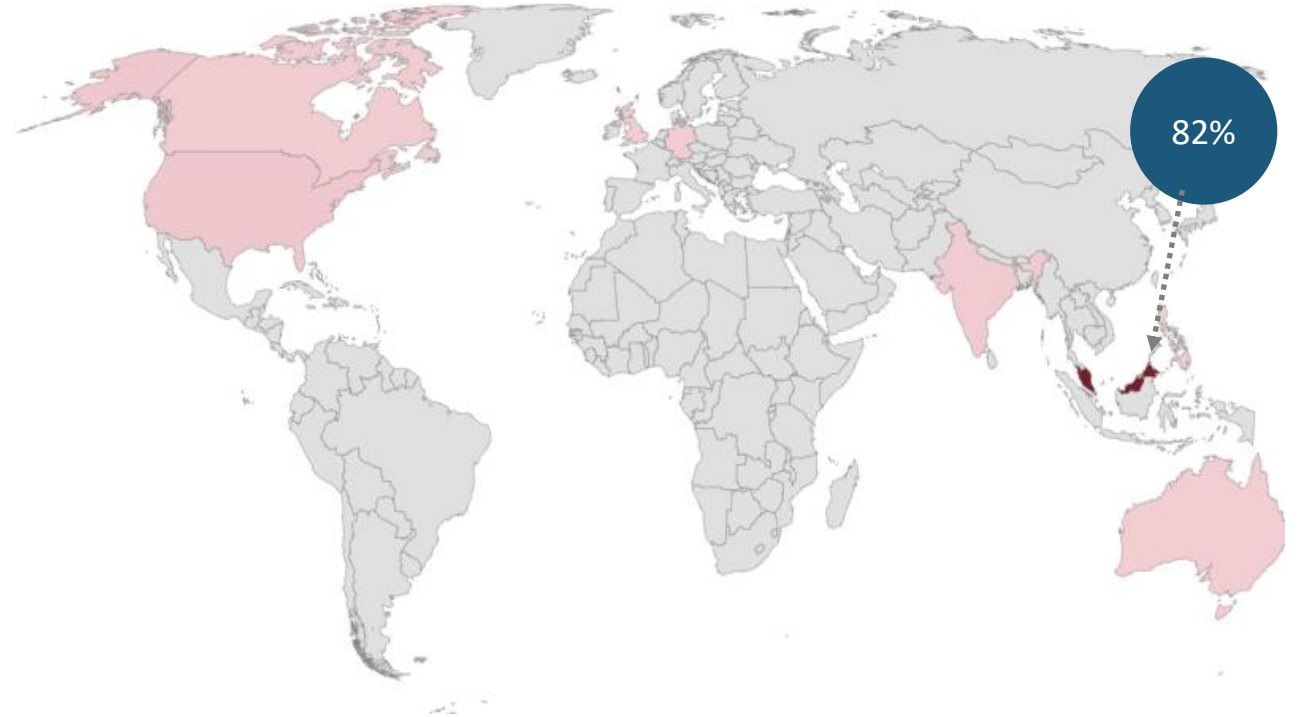
7%
SINGAPORE



2%
UNITED STATE



9%
REST OF THE WORLD



*Source: Google Analytics

Industries We Cover



Finance



Manufacturing



E-commerce



Healthcare



Sustainability



Investment



Property



Tech



Digitalization



IR4.0



Oil & Gas



Lifestyle

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.



Dr Afzanizam Abdul Rashid

Bank Islam Chief
Economist - on Finance

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.



Nazery Khalid

Maritime Analyst and
Head Group Corporate
Communications at
Bousted Heavy
Industries

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



Stephen Innes

Chief Global Market
Strategist at Axi

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.



Jamari Mohtar

Director Of Media & Communications, EMIR RESEARCH

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.



Evelyn Devadason

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

IR4.0

Digital technology has its greatest advantage in its flexible approach. These technologies are designed to be integrated into existing processes, making it easier for local business owners



Dato' Madani Sahari

CEO of the Malaysia Automotive Robotics and IoT Institute (MARii),

Media Partners

Malaysia Digital Economy
Corporation (MDEC)



Agriculture, Horticulture and Tourism
Exhibition (MAHA)



Invest Selangor



APEC 2020



Malaysian External Trade Development
corporation



Kementerian Sains, Teknologi dan
Inovasi (MOSTI)



Media Partners

Kementerian Pertanian dan Industri
Makanan- MAFI



SME CORP



KEMENTERIAN PEMBANGUNAN
USAHAWAN DAN KOPERASI- MEDAC



IGEM 21, International Greentech &
Eco Products Exhibition & Conference
Malaysia



Ministry of International Trade &
Industry ,MITI



Selangor International Business
Summit (SIBS)



Media Partners



CREATING BRANDED CONTENT

Assisting client grow their
business since 2001



Sponsored Content for MOSTI

Premium Service



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



VIDEO

Be part of our In -
Conversation series



EVENTS

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

Analysis



Economy

<https://www.business-today.com.my/2020/05/20/how-will-the-covid-19-outbreak-affect-budget-2021/>

News Content



Finance

<https://www.business-today.com.my/2020/05/23/bank-rakyat-grants-moratorium-for-up-to-rm-6-million-worth-repayments/>

Segment Sponsorship



Energy

<https://www.business-today.com.my/2020/01/20/revolutionising-the-energy-industry/>

Cover Story



Property

<https://www.business-today.com.my/2020/02/20/laying-cornerstones-to-fill-the-gap/>

Special Focus



Investment

<https://www.business-today.com.my/2019/10/21/the-economic-powerhouse-of-malaysia/>

Branded Contents: Digital and Print



Social Enterprise Segment



SME Segment



SURVIVE NOW, THRIVE LATER: LIFE BEYOND THE PANDEMIC FOR THE SME RETAIL SECTOR

Innovate or die - a common concern observed throughout the effects of the Movement Control Order (MCO) in reshaping the business landscape.

Small and medium enterprises (SMEs) took the hammering - some reported a drop in sales as much as 90 percent - with restrictions to operate brick and mortar stores, interstate travel, and all sorts of social events, creating financial strangleholds in the retail industry.

As Malaysia SMEs are in a precarious situation - seeing zero cash flow - abandoning their once tried-and-true methods of conducting business and, instead, adopting a new strategy could be the only way to survive this new normal.

Predominantly, business owners must be prepared to expect that their customers will not be visiting their stores as often as they used to before Covid-19, says Vernon Chua, Co-Founder and Chief Executive Officer of Innervia Labs. This decline in footfall traffic is going to weigh heavily on their sales and therefore their cash flow.

Going digital is key - more so amid the prolonged pandemic. Chua believes that for business survival, business owners need to repurpose their communications and marketing through online channels and messaging applications to engage with their customer base.

"Generally, there are businesses who just hunker down by reducing costs and preserving cashflow to ride out the storm," Chua says in a response to a question. Though it might seem to be a valid strategy as survival may perhaps be their main objective, however, if all they did were cut pay, shut down outlets and negotiate for lower rentals while waiting for the government's stimulus package to take effect, it will be an opportunity lost to grow their business.

Hence, businesses should gear towards building their online presence and fine-tune their branding, Chua points out, to have a higher chance of survival and thrive when the economy recovers.

"They need to actively engage with their customer base, foster complementary partnerships and innovate new products while improving their SOPs to build trust with their community during the pandemic," he asserts.

Though the situation has generally improved, the landscape and dynamics have shifted, and we have found ourselves a new normal. The major challenge SMEs face is the low consumer confidence in the market.

Even though the government has lifted the restriction for the economic and social sectors to open, public sentiments and consumer spending have evolved, Chua tells *Business Today*.

In the CEO's viewpoint, Covid-19 has forced consumers to spend responsibly which impacts almost every business's cash flow and liquidity.

Besides the obvious cost-cutting measures Chua mentioned, he generally advises his clients to try and raise cash upfront through gift cards and discounted vouchers.

58 **BUSINESS TODAY**

"Realistically, companies should also clear up their slow moving stock as much as possible through clearance sales in order to free up cash flow in their business," Chua explains. Having sound cashflow is vital as it opens more options for businesses to navigate during this period of uncertainty.

In addition, he also recommends business owners to start going through their data to understand their customer behaviours to help introduce new products and promotions that will keep them engaged and coming back.

Besides, SMEs should also look out for changes in their customers' spending habits in the face of the uncertain economic climate, Chua says.

"Customers' wallet sizes are on average going to trend downward, and businesses should expect their customers to be more price-sensitive and value-driven."

A successful business will be able to track the price sensitivity while communicating very clearly the value of their products, according to Chua. Price sensitivity can be tracked through a thorough pricing analysis of their sales to see what prices their customers are comfortable at purchasing. One method is by running multiple promotions to test the waters and analyse the data that comes in to gauge their customers' response.

The CEO also stresses that businesses should consider investing in data analytics tools which can help companies collect and analyse reliable empirical data to drive their pricing decisions.

SURVIVAL OF THE BRICK AND MORTARS

There is no doubt that many brick and mortar stores are struggling to stay afloat long before the coronavirus hit our shores. But the pandemic has intensified and accelerated the disruption seeing some facing an extinction-level event.

It is a grim outlook - but make no mistake, there will be survivors and as a matter of fact, there will always be a place for the brick and mortar in the retail landscape, Chua believes.

"Brick and mortar stores provide better range of experiences for shoppers as compared to online stores," he opines.

"Touch and feel is still a very different experience from 'point and click'."

Chua emphasises that a physical store engagement with customers is more personal and at the same time points out the differentiation between themselves from their competitors.

Definitely retail "like" will continue after this catadysm subsides, but it is going to look quite different, Chua states, but however, he also points out that for businesses to thrive, they need to provide a seamless online to offline experience to cater the different kinds of shoppers while maintaining the tone and feel of the brand.

BEYOND SURVIVAL

The key question is, Chua says, how do you differentiate yourself and carve out a niche in the online space?

SMEs should realise that their competitors are most likely running online as well, blasting emails and ads to all their customers but at the end of the day fatigue starts to set in for the customers," he remarks.

A strategy that seems to work is the idea of hyper-localisation, the CEO shares. It is a very big word for what is actually a very old and simple idea. Every business operates as part of either a geographic or interest-based community. By understanding the community, they are better able to focus and 'localise' their attention on engaging, marketing and selling to their known customers.

"This allows them to build their brand by emphasising the quality of their customers' experience through service, domain knowledge and superior products," Chua explains.

Another aspect SMEs should do is educate themselves on the emerging data economy taking place globally, he also points out. They need to understand that their businesses are continuously producing data, and that this data is valuable not just for their own analysis and decision making but for someone else as well, for example their own suppliers.

"SMEs should seriously start considering commoditising their own data, packaging it in a consumable way for FMCGs, brand owners and market research organisations. This has the potential to become a new recurring revenue stream for themselves as well as helping the market understand consumer behaviour and trends that can improve supply chain efficiencies."



For businesses to thrive, they need to provide a seamless online to offline experience to cater the different kinds of shoppers while maintaining the tone and feel of the brand.

59 **BUSINESS TODAY**

NEW

WEEKLY NEWSLETTER



3 TIMES A WEEK



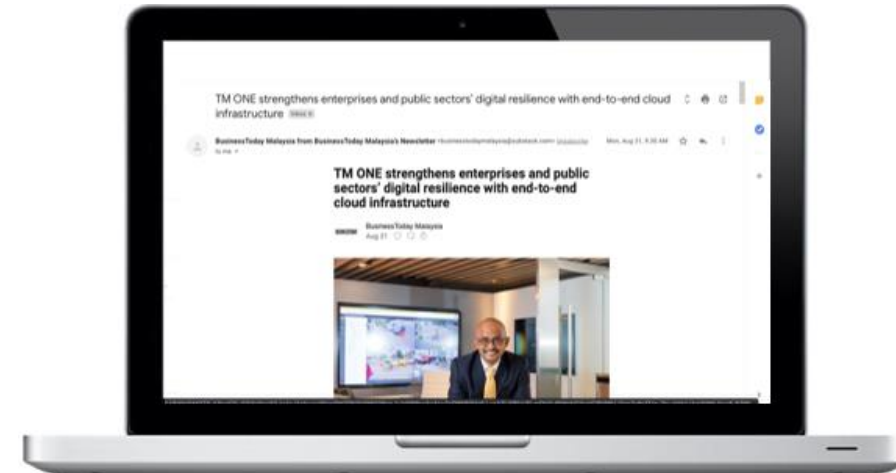
MONDAY-
HIGHLIGHT
FEATURE



WEDNESDAY-
MID-WEEK
NEWS



FRIDAY-
WEEKLY WRAP



—Videos

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.

coway

Interview with COWAY , MD



TM
ONE

Interview CEO of TM One



Production Details

Dimensions: Width: 1280px max, height: 720px max (16:9 aspect ratio)

Max File Size: 1GB

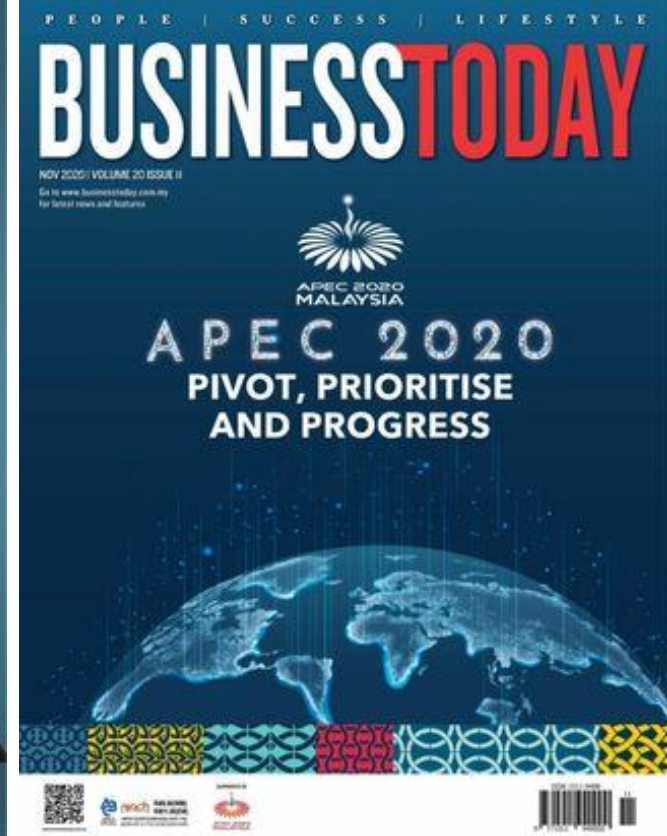
Platform Support: Desktop, tablet web, mobile web

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.



Print



READERSHIP:
90, 000



CIRCULATION:
23, 689



SUBSCRIPTION:
7, 600



COMPANIES:
60%



INDIVIDUALS:
40%



Global E-Store

E-magazine View

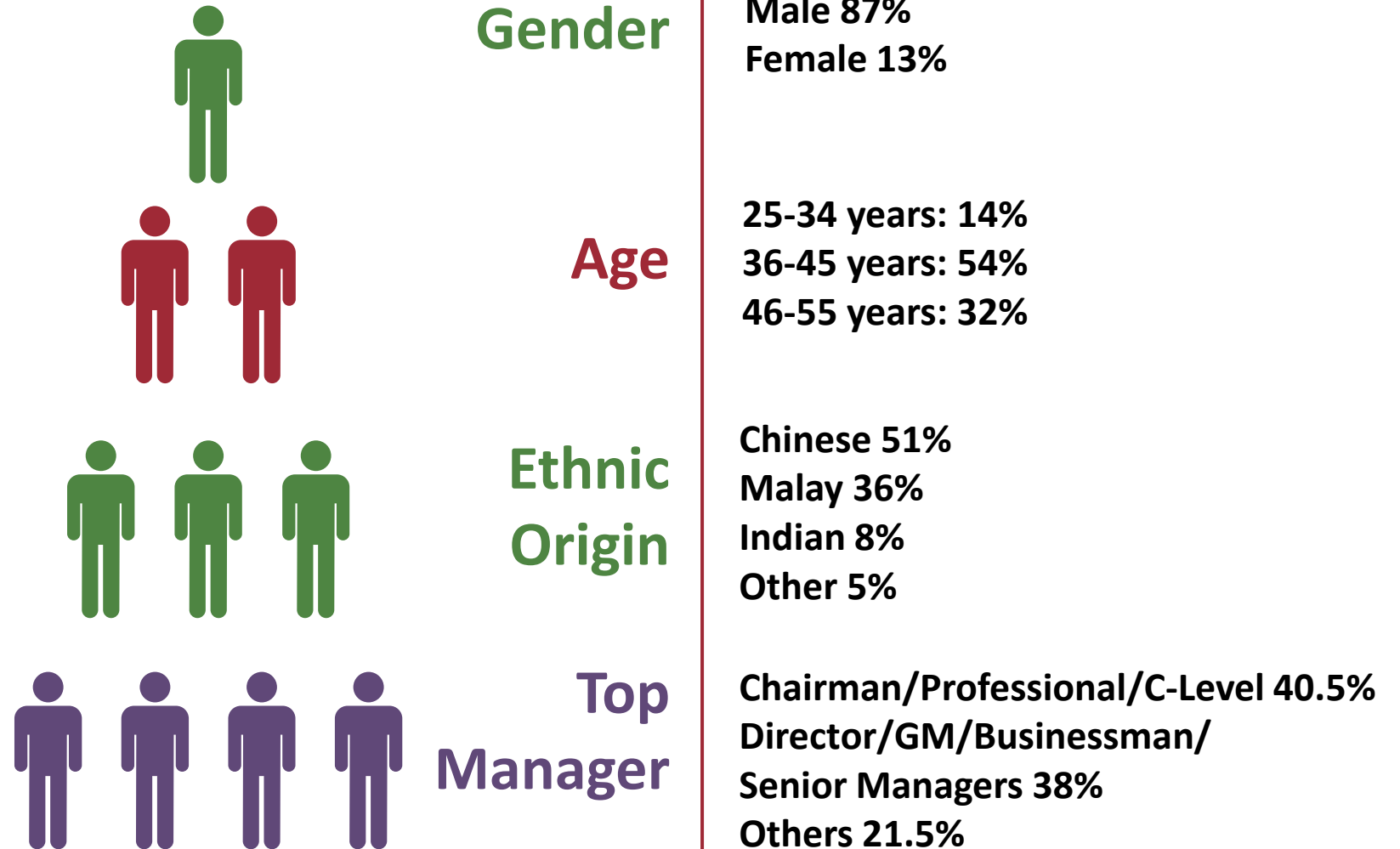


Business Today Malaysia- All Issues

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.



Print Readers Demographic



*Source: Subscription survey, 2020

Distribution Venues

News- stands & bookstores in Malaysia:
15,013

Subscribers+ Controlled Distribution:
7,321

Events Sponsorship: 300

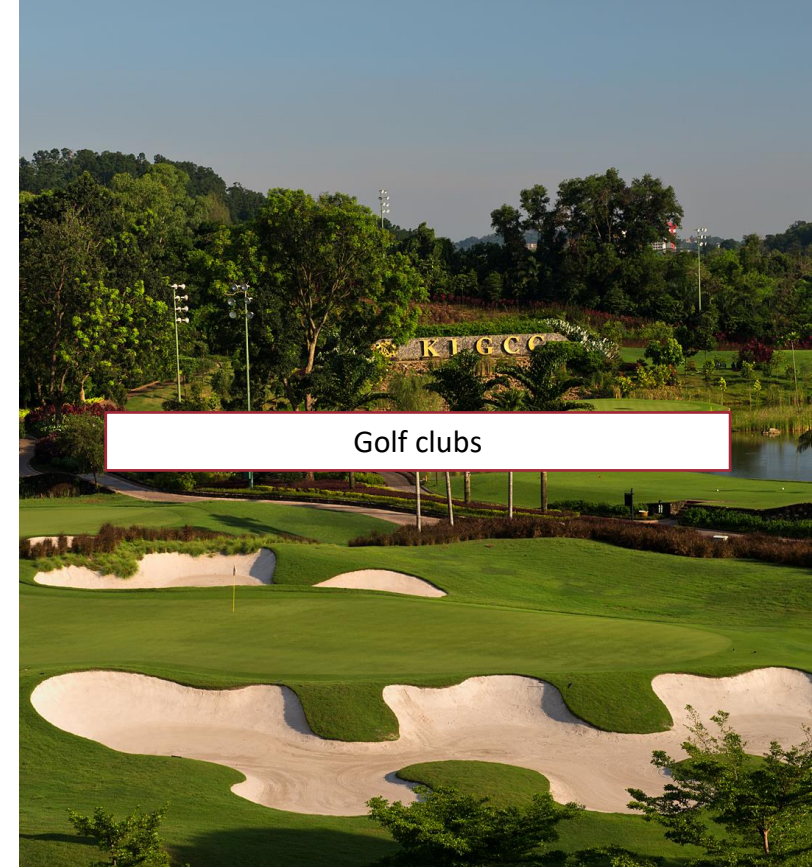
Exclusive golf & recreational clubs: 700

5-Star Hotels & Resorts: 250

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



Golf clubs



Ministries and government agencies

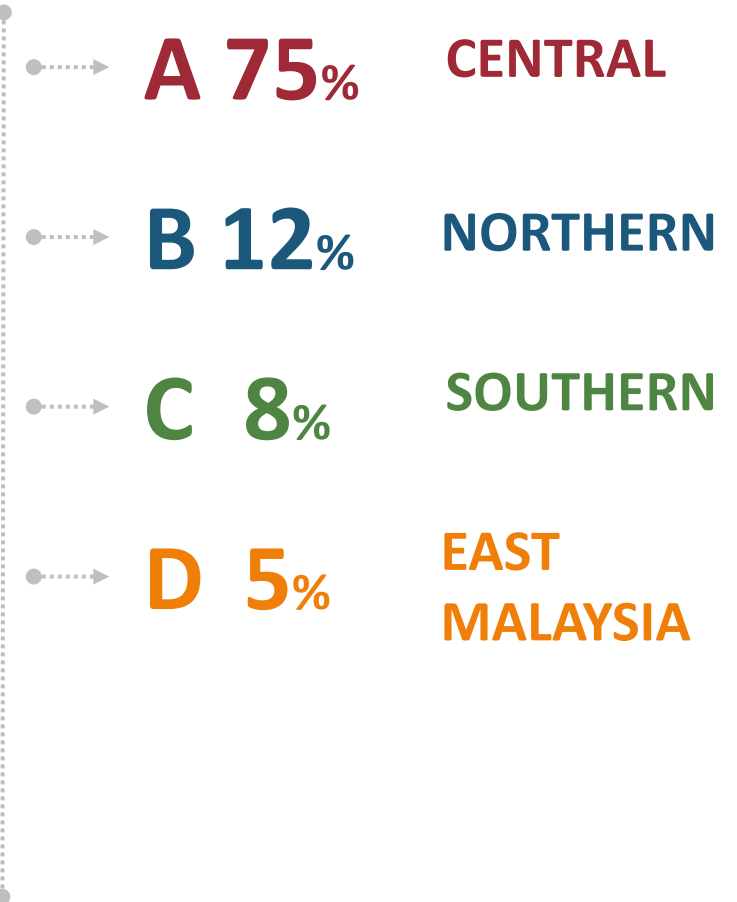
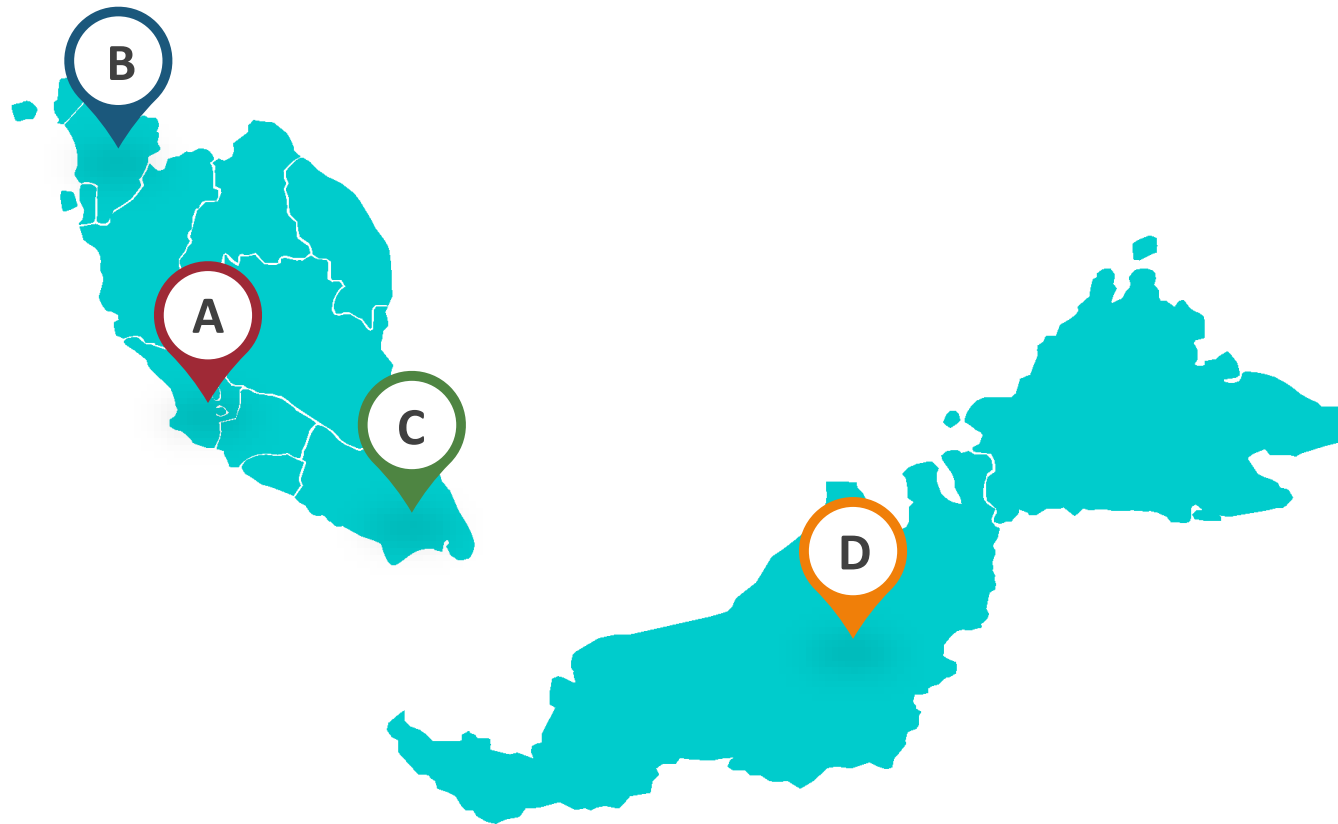


Starbucks, DOME, Coffee Bean



Distribution Zones

BY REGION



Our Clients



Our Clients



Hundreds of brands trust BusinessToday

Digital Ads Specs & Rate

Unit	Spot	Dimension Pixels	Format/File Size	Section	Estimated Impression	Duration	Rates
Pop Ad Banner	1	3034 x 600	<150 KB 4:3/16:9	Home Page	350,000	1 month	RM35,000
Leaderboard	1	3034 x 376	<150kb	Home Page	250,000	1 month	RM22,500
Banner 1	1	300 x 250	<150kb	Home Page + ROS	250,000	1 month	RM18,000
Banner 2	1	300 x 250	<150kb	Home Page + ROS	250,000	1 month	RM15,000
Mid Banner	1	300 x 90	<150kb	Home Page + ROS	250,000	1 month	RM10,000
Video Interview	Top Story		<10 Mb 4:3/16:9	Home Page + ROS	100,000		RM15,000

Branded Content Specs & Rate

Unit	Spot	Word Count	Format/File Size	Section	Estimated Impression	Rates
Main Story	3	3000	<150kb	Home Page	270,000	RM35,000
Content	1	300-400	<150kb	Home Page + ROS	80,000	RM7,500
Content Series	3	300 -400	<150kb	Home Page + ROS	240,000	RM20,250
Content Series	6	300-400	<150kb	Home Page + ROS	480,000	RM38,250
Segment Sponsorship	1			Main Menu	250,000	RM15,000
Newsletter	1	150-250	<150kb	Email	10,000	RM2,500

Magazine Ads Solution Spec & Rate

	Size	1x	3x	6x	12x	Specifications
Full color	Full page	6,800	6,100	5,900	5,600	215x279mm
	1/2 page	4,500	4,000	3,400	3,200	225x139.5mm
Special Position	OBC	8,800	8,000	7,700	7,200	215x279mm
	IFC	8,100	7,300	7,000	6,600	215x279mm
	IBC	7,600	6,700	6,500	6,100	215x279mm
	DPS	11,500	9,775	9,500	9,000	430 x 279mm

Contact us to customize the package for you

Build Your Brand Today!

Let's Get Started

