



SEPTEMBER SPECIAL SUPPLEMENT
MERDEKA & MALAYSIA DAY
Together We Recover

Booking Deadline
20th August 2021





64 Years In The Making

This year's Malaysia Day will be remembered throughout the years as the year we fought Covid-19 the hardest and with the most emotion. Let us not forget the virus is still very much around but we are now armed with vaccines. The bullet for our battles and hopefully one day we will win the war!

64 Years is an achievement for Malaysia, as a young nation she has grown and made a significant mark in the global scene. Our GDP growth has been phenomenal, our corporations have business beyond the shores and our people are highly regarded for their '**BOLEH**' attitude.

A culmination of qualities from our uniquely diverse society, a string will succeed and a blessed land came together to make Malaysia a successful nation that she is.

While we can go on forever and reflect on the past, this Malaysia Day BusinessToday will want to look forward. We are in the midst of the National Recovery Plan, the 12th Malaysia Plan will focus on growth, 4IR and Digitalisation.

64th Malaysia Day Special Edition

Contents:

- 64 Years Of Independence
- How we got here?
- Malaysia Day with Sabah and Sarawak
- Corporate Malaysia 64 years In the Making
- Story of KLSE, Top 100 Listed Companies
- Leaders share their stories, then and now
- Together we recover - National Recovery
- Corporates Doing Their Bid For the Rakyat

Distribution & Digital

The Special edition will be in Print + Digital + Social

Distribution numbers

Website - 257,000

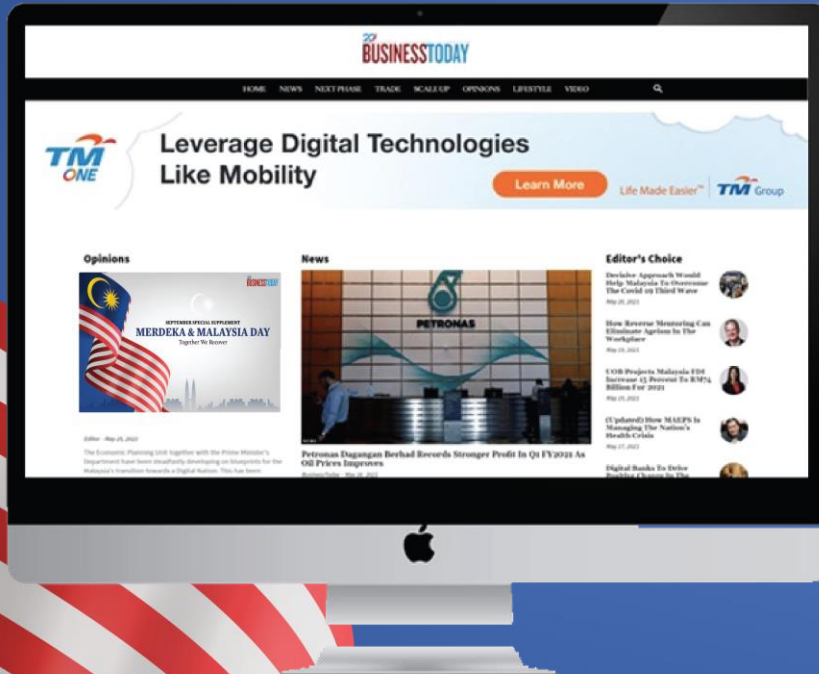
Social + EDM - 15,000

Print Readership - 90,000

Reprint - 10,000

Total : **372,000**

Digital + Mobile + Print



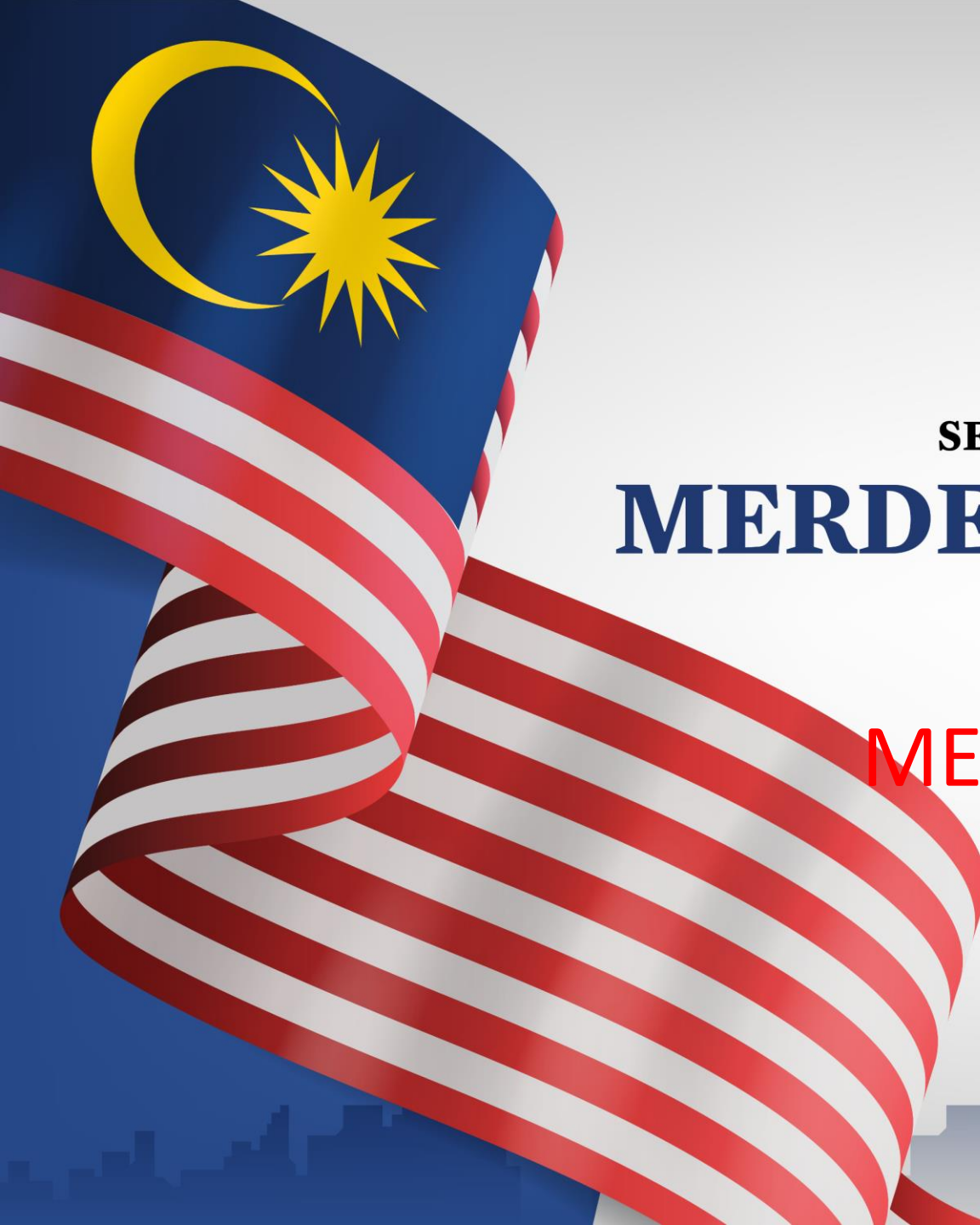
*A special tab will be crated for this special purpose - all clients contents will be hosted here for 30 days



Last Year Sample

Nationwide
distribution &
eMagazine





SEPTEMBER SPECIAL SUPPLEMENT

MERDEKA & MALAYSIA DAY

Together We Recover

MEDIA PROFILE AND RATES

Booking Deadline
20th August 2021



BT Profile and Rates

Business Today is a premier business media digital and print platform 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

Business Today is available on digital and hardcopy

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

Demographic

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

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,

Audience Snapshot

No. 1

#1 Destination for Opinions by Business Leaders since 2001

60%

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

357,000

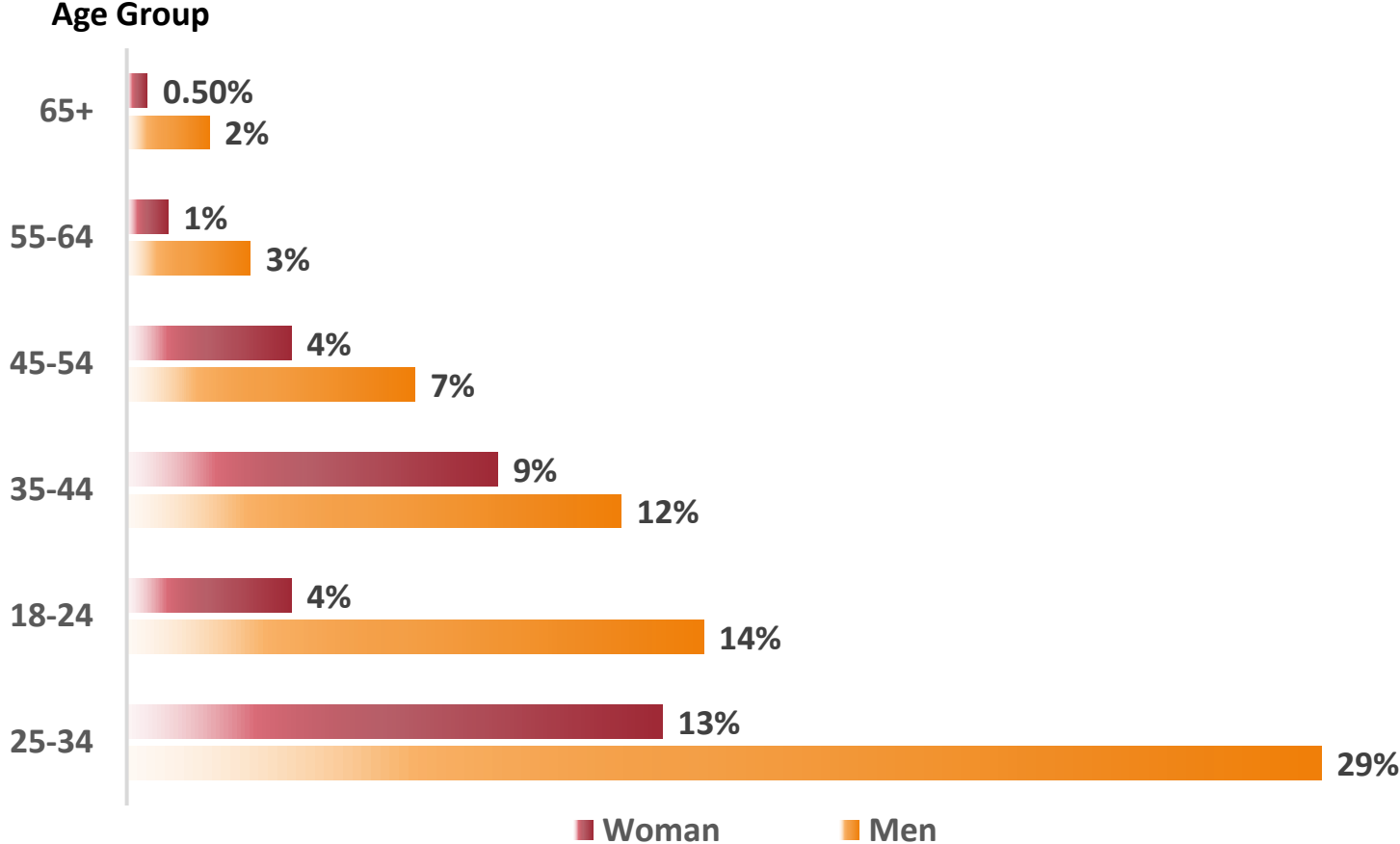
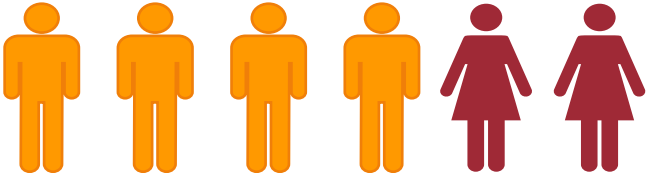
BusinessToday digital platform reaches 357,000 business leader locally monthly

1 million

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

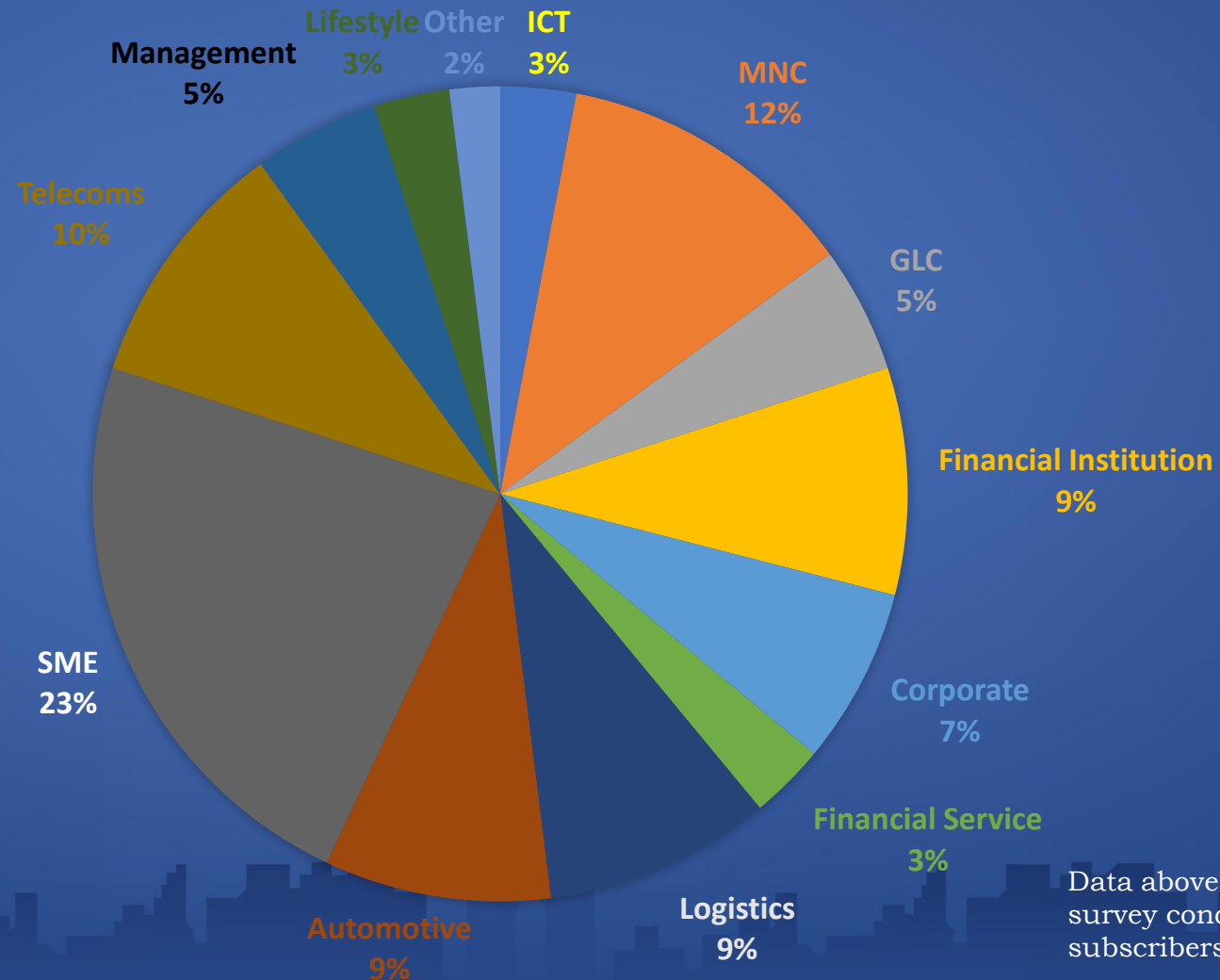


Online Readers Demographic



*Source: Google Analytics

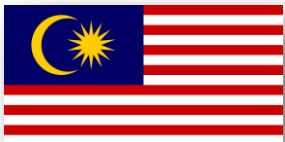
Database Profile By Industry



Data above was obtained via internal survey conducted on 1,000 of the subscribers

Website Views

BY COUNTRY



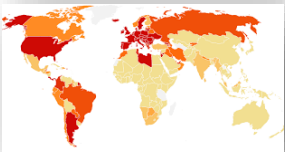
82%
MALAYSIA



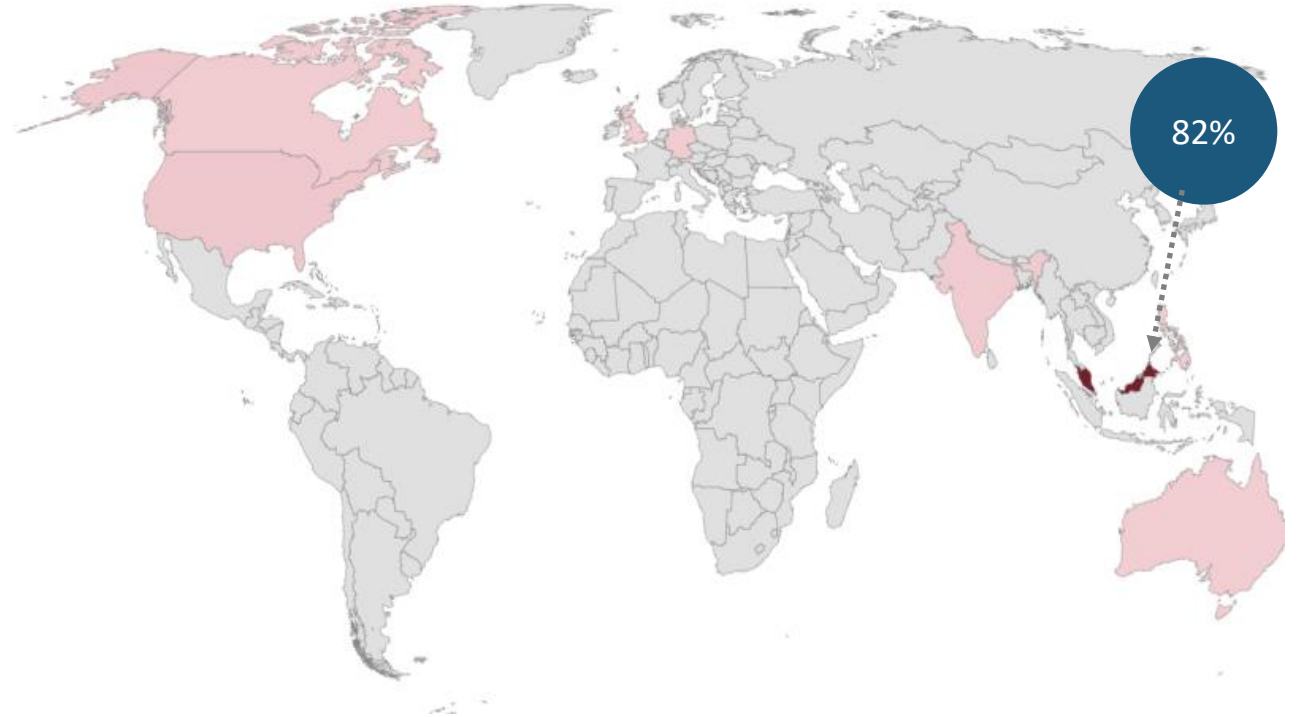
7%
SINGAPORE



2%
UNITED STATE



9%
REST OF THE WORLD



*Source: Google Analytics

Media Packages & Rates

- Cover Position
- Inside Front Cover Position (IFC)
- Inside Back Cover Position (IBC)
- Outside Back Cover Position (OBC)
- 2-pages Editorial Content
- 1-page Editorial Content



Package Options

Cover - RM 25,000

Cover Position + Digital

- 3 pages of editorial content (interview or submitted materials)
- 1 FPFC advertisement in BusinessToday magazine. Valued at RM6,800
- Digital uploads

OBC - RM 15,000

OBC Position + Digital

- 2 pages of editorial content (interview or submitted materials)
 - 1 FPFC OBC advertisement in September Special Supplement
 - Digital uploads
- 

Package Options

IFC - RM 12,000

IFC Position + Digital

- 2 pages of editorial content (interview or submitted materials)
- 1 FPFC IFC advertisement in September Special Supplement
- Digital uploads

IBC - RM 10,000

IBC Position + Digital

- 2 pages of editorial content (interview or submitted materials)
- 1 FPFC IBC advertisement in September Special Supplement
- Digital uploads

Package Options

2 Page - RM 8,000

2-pages Editorial Content + Digital

- 2 pages of editorial content (interview or submitted materials)
- Digital uploads

1 Page - RM 6,800

1-page Editorial Content + Digital

- 1 page of editorial content (submitted materials)
- Digital uploads

Book Your Space NOW!!!



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