

SPECIAL MERDEKA PULLOUT

MODERN MALAYSIA, 65 YEARS IN THE MAKING



Special Merdeka Pull-out August Issue

- BusinessToday will be publishing a Special Merdeka Edition in August in conjunction with Malaysia turning 65.
- Advertisers are invited to participate in the edition with an advertisement either in print or on BusinessToday website.
- This year we will focus on some of the Malaysia's Blueprint that help shape the country. From RMK1 to RMK12.
- Key Policies introduced from the first Prime Minister to Datuk Seri Ismail Sabri that supported economic growth.
- What young nation builders have to say about Malaysia and her future
- Malaysia by Numbers; Economic data throughout the years.



Be Part Of Corporate Malaysia's Merdeka Celebration



Show Your Support

Take part in the Celebration with BusinessToday Special Edition



Reach Corporate Malaysia

Reach to 90,000 print readers comprising of Ministries and corporate Malaysia



500,000 Online Visitors

Show your support and let over 500,000 online visitors show their support with you.



Be Part of History

Print and digital is forever, your brand will be part of history and remain achieved



Your Cost Only RM0.02

With half a million reach it only costs RM0.02 to be part of this special

500,000

Distribution & Reach

Readership profile:

C-Levels, Senior Management, Business Owners, GLC's, SME/SMB, Banks, MNC
(refer to BT Full Media Dect)



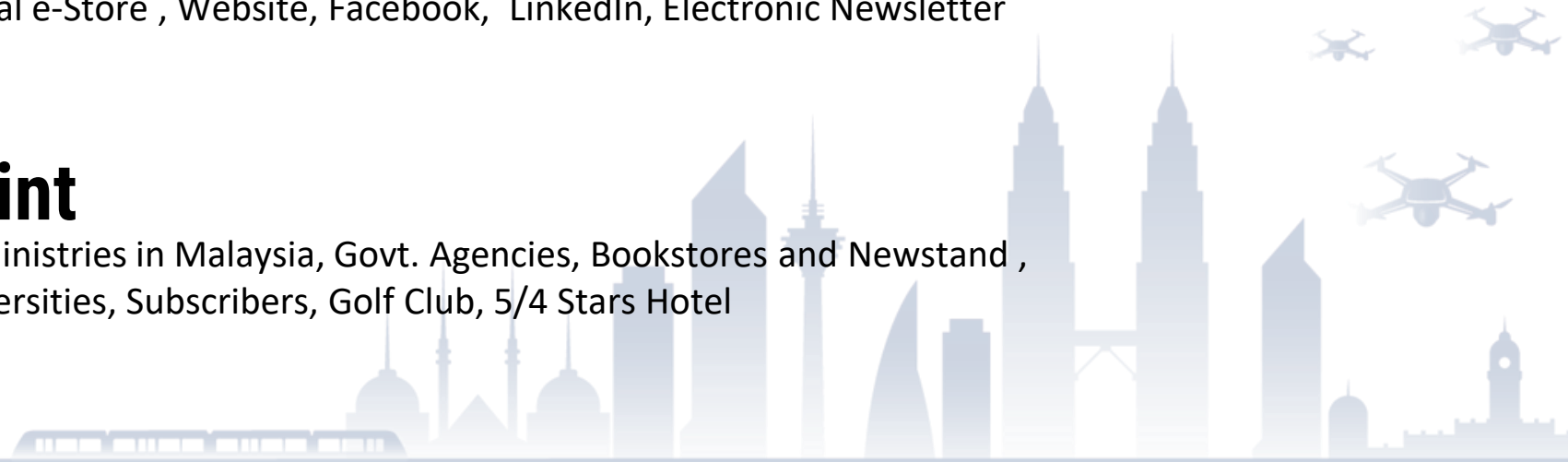
Digital

Global e-Store , Website, Facebook, LinkedIn, Electronic Newsletter



Print

20 Ministries in Malaysia, Govt. Agencies, Bookstores and Newstand ,
Universities, Subscribers, Golf Club, 5/4 Stars Hotel



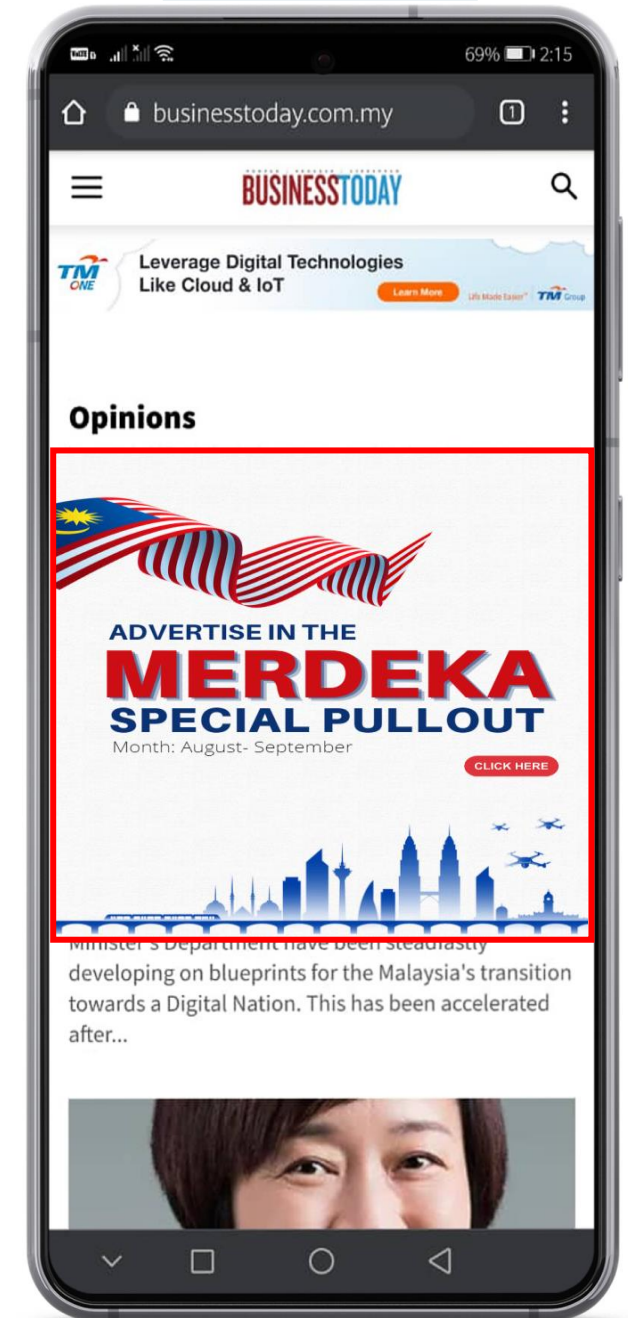
SPECIAL TAB FOR MALAYSIA DAY

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

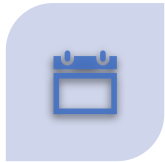
Desktop view



Phone view



WEEKLY NEWSLETTER



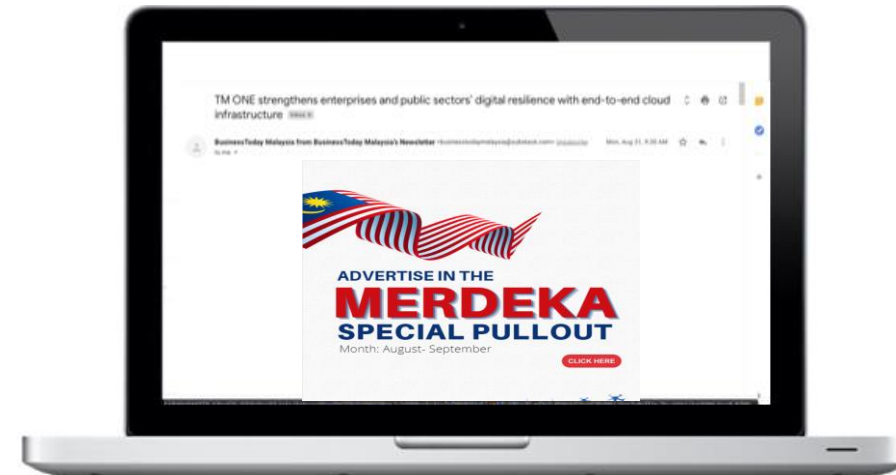
DATABASE:
25,000



MONDAY-
HIGHLIGHT
FEATURE



OPEN RATE: AVERAGE 45%



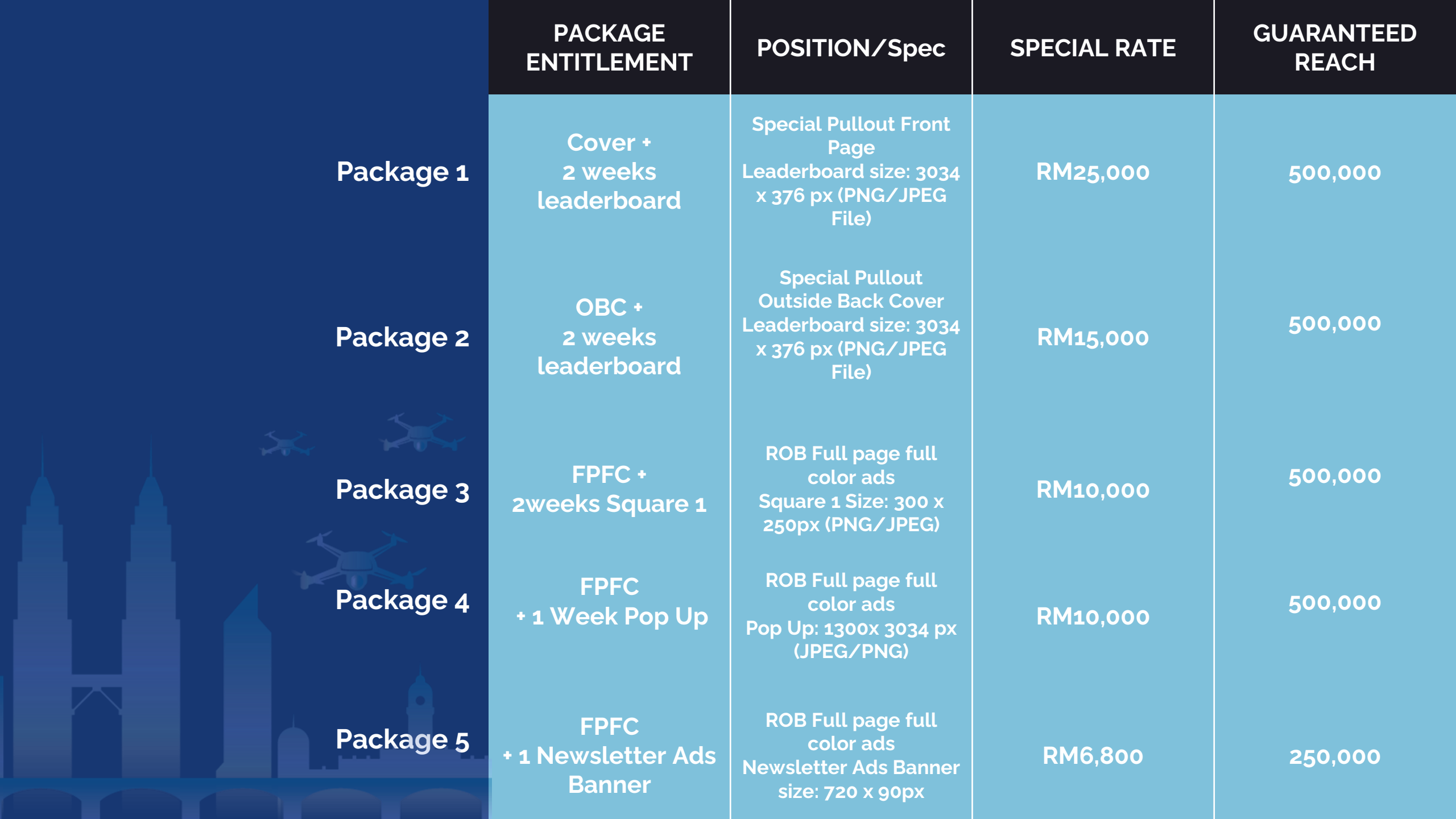
“MORE WAYS TO CONNECT WITH BUSINESSTODAY”

SPECIAL ADVERTISING PACKAGE

PROMOTION PERIOD: AUGUST TO SEPTEMBER 2022

PLATFORM: DIGITAL + PRINT + EDM



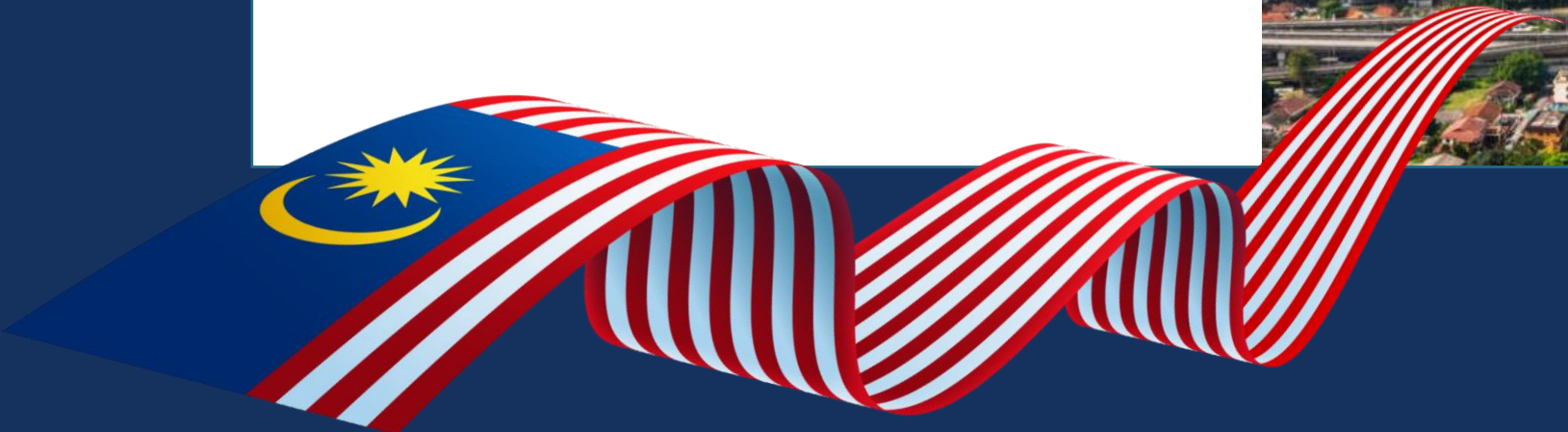


	PACKAGE ENTITLEMENT	POSITION/Spec	SPECIAL RATE	GUARANTEED REACH
Package 1	Cover + 2 weeks leaderboard	Special Pullout Front Page Leaderboard size: 3034 x 376 px (PNG/JPEG File)	RM25,000	500,000
Package 2	OBC + 2 weeks leaderboard	Special Pullout Outside Back Cover Leaderboard size: 3034 x 376 px (PNG/JPEG File)	RM15,000	500,000
Package 3	FPFC + 2weeks Square 1	ROB Full page full color ads Square 1 Size: 300 x 250px (PNG/JPEG)	RM10,000	500,000
Package 4	FPFC + 1 Week Pop Up	ROB Full page full color ads Pop Up: 1300x 3034 px (JPEG/PNG)	RM10,000	500,000
Package 5	FPFC + 1 Newsletter Ads Banner	ROB Full page full color ads Newsletter Ads Banner size: 720 x 90px	RM6,800	250,000

Advertisement Placement

REACH THE RIGHT AUDIENCE
WITH IMPACTFUL PLACEMENTS

DIGITAL + PRINT



INVENTORY

LEADERBOARD

BANNER ONE

XXL POP UP

ISLAND ADS

FPFC PRINT ADVERTISEMENT

0.51 % CTR

Leaderboard 3034 x 376px

0.27 %

Banner 300 x 250px

90,000 READERSHIP

FULL PAGE FULL COLOR

Package 1: Cover + 2 weeks Leaderboard

3034px X 376px
YOUR MESSAGE DELIVERED

YOUR MESSAGE DELIVERED

w215 mmx
H279mm

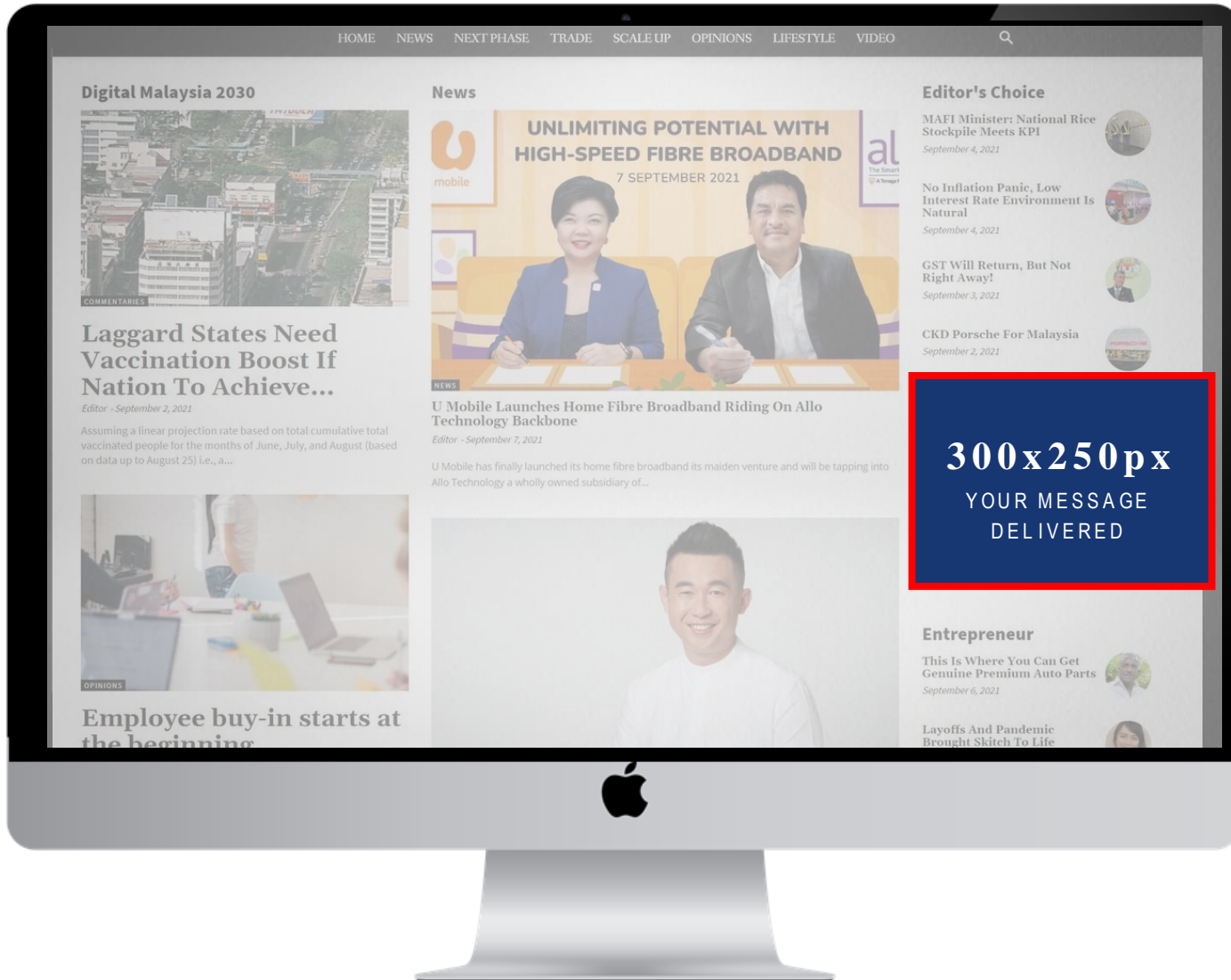
Package 2: Outside back cover + 2 weeks Leaderboard

3034px X 376px
YOUR MESSAGE DELIVERED

YOUR MESSAGE DELIVERED

w215 mmx
H279mm

Package 3: FPFC+ 2 weeks Square 1



w215 mmx
H279mm


Package 4: FPFC+ 1 week Pop Up



XXL POP UP
3034px X 1300px

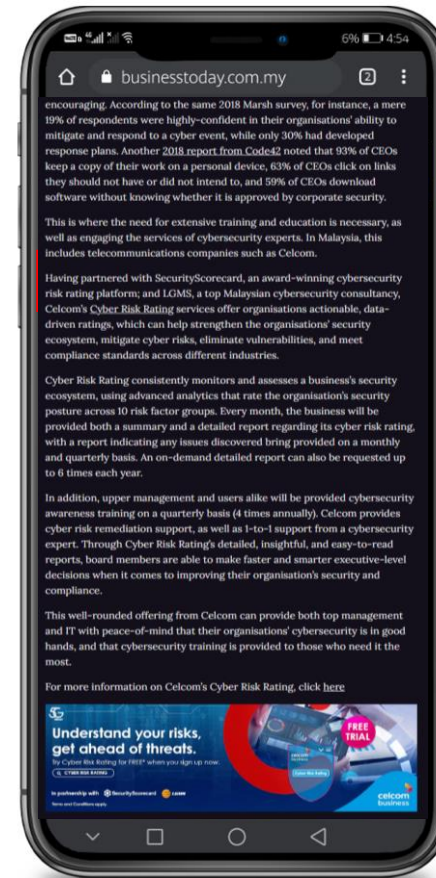
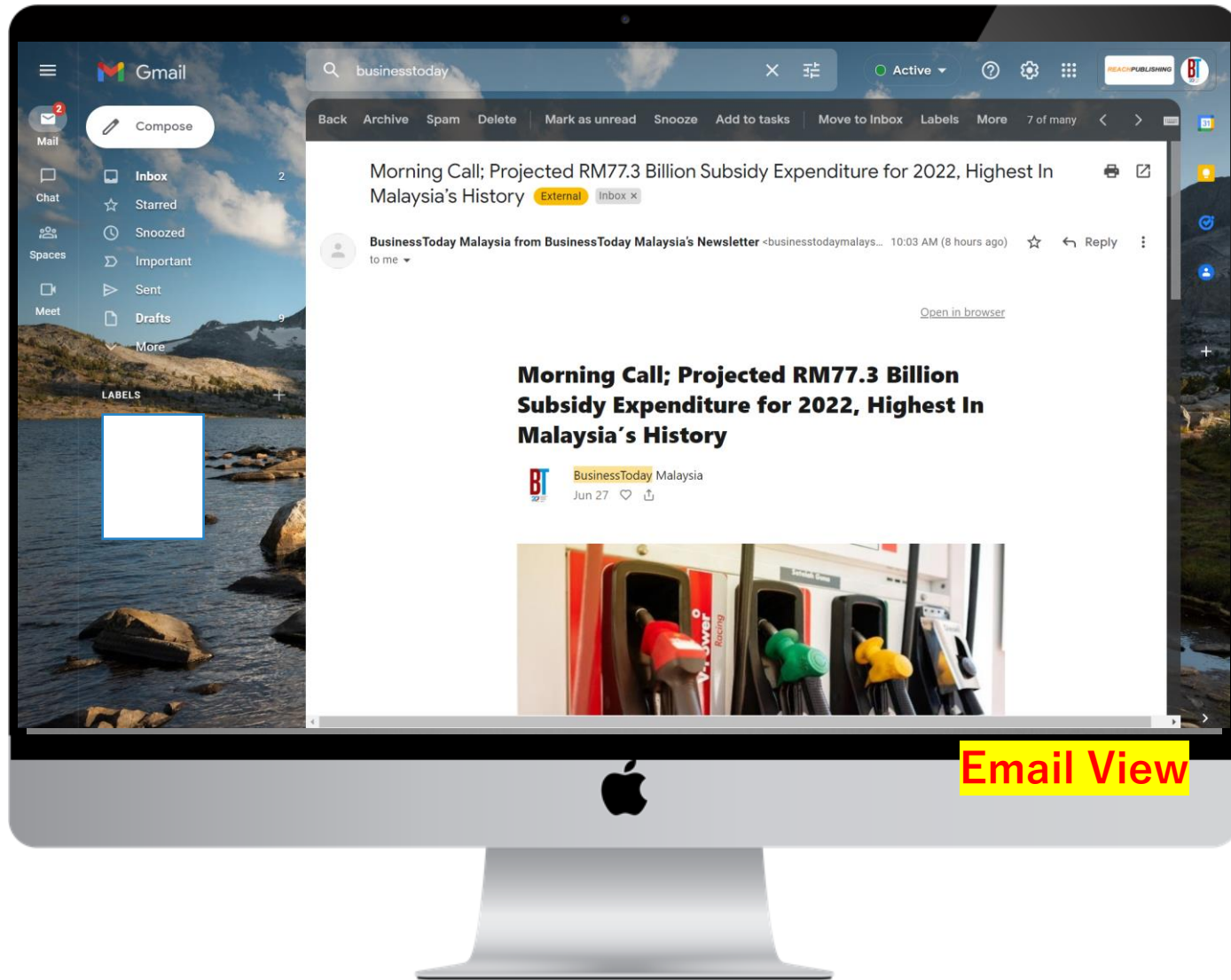


YOUR MESSAGE
DELIVERED



w215 mmx
H279mm

Package 5: FPFC + 1 ISLAND ADS IN NEWSLETTER



w215 mmx
H279mm

Sample of Newsletter:
<https://businesstodaymalaysia.substack.com/p/top-executives-must-keep-cybersecurity>

A blurred background image showing two people in business attire shaking hands, symbolizing a partnership or agreement. The image is slightly out of focus, with the hands and forearms being the primary focus.

Realising Objectives With BusinessToday

TAPPING INTO BUSINESSTODAY'S 502,000 CORPORATE
COMMUNITY AND POTENTIAL INVESTORS WITH WELL
CRAFTED CONTENTS

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**.

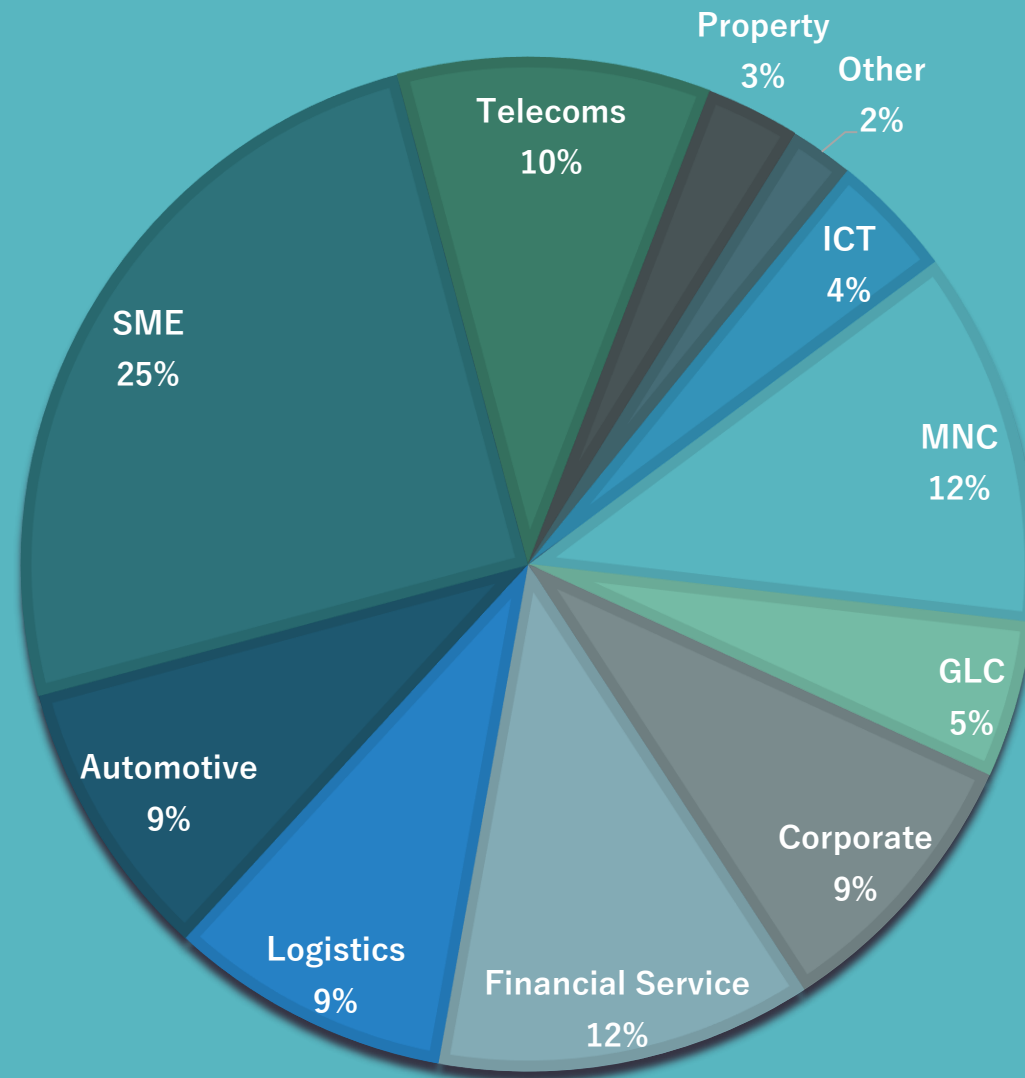
We consider ourselves a toolkit for any business to start their entrepreneurial journey

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

Data Base Profile Base On Industry

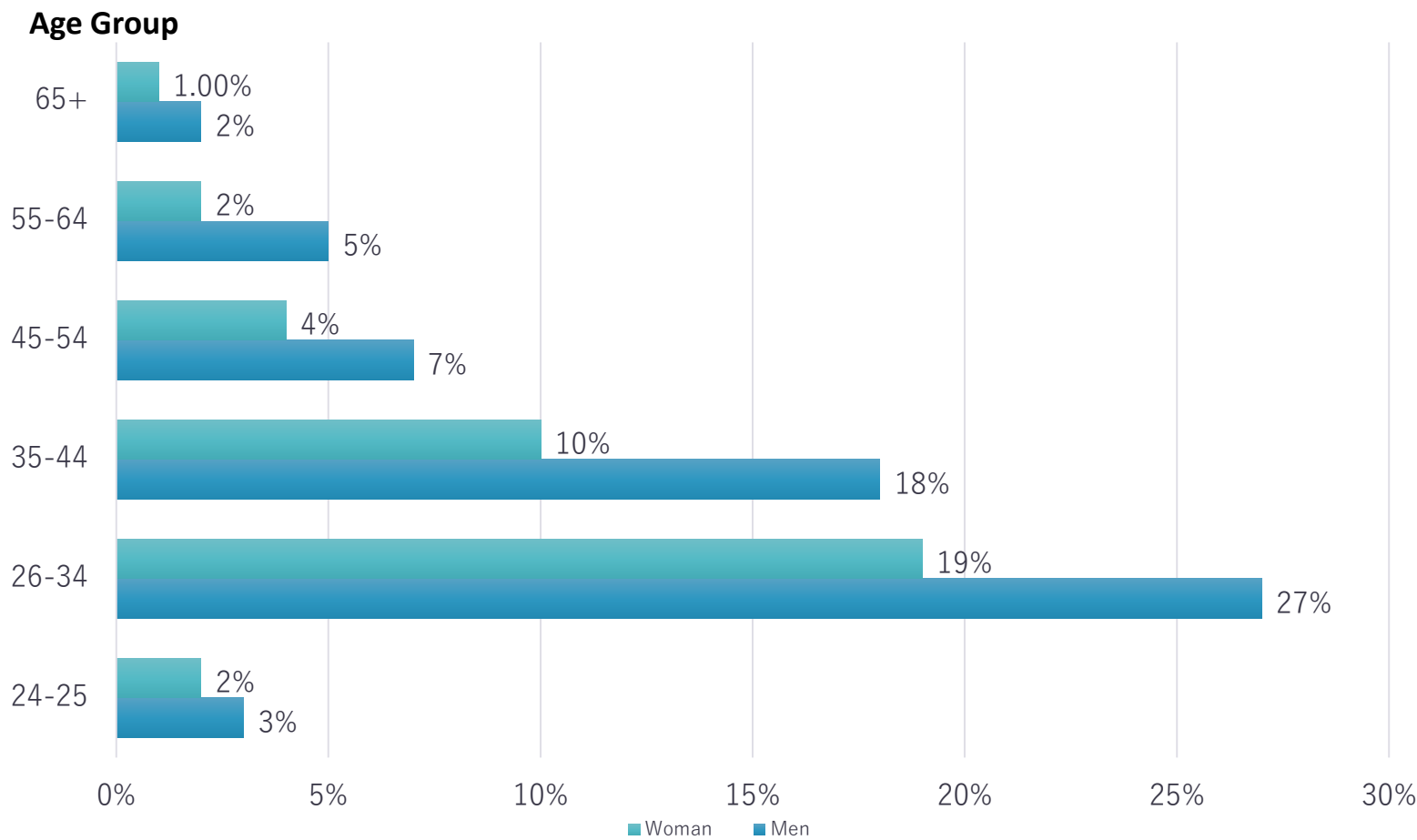
*Source: Data above was obtained via internal survey
conducted on 1000 of the subscribers*

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



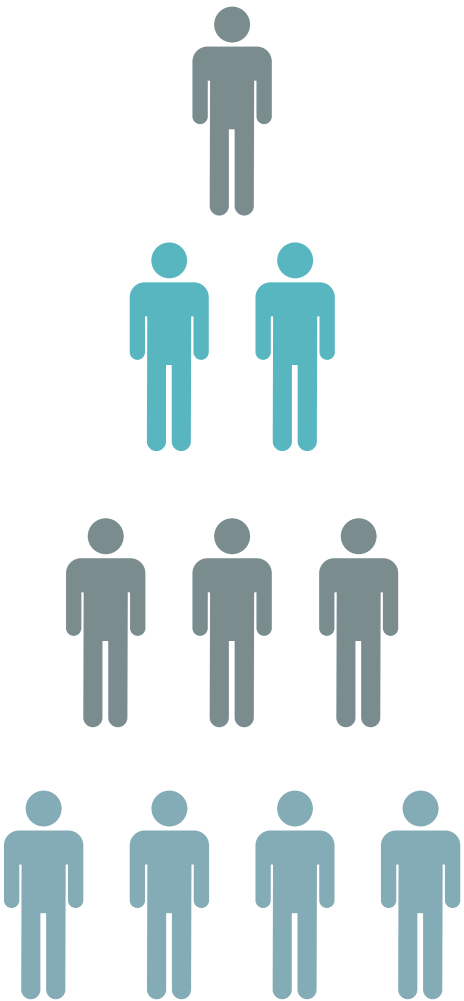
Online Readers Demographic

AGE and Gender



**Source: Google Analytics and social media analytics*

Print Readers Demographic



Gender

Male 87%
Female 13%

Age

25-34 years: 14%
36-45 years: 54%
46-55 years: 32%

Ethnic Origin

Chinese 51%
Malay 36%
Indian 8%
Other 5%

Top Manager

Chairman/Professional/C-Level 40.5%
Director/GM/Businessman/
Senior Managers 38%
Others 21.5%

*Source: Subscription survey, 2020



Digital Content



Past Supplements Sample

Click Here:

<https://www.business today.com.my/2021/08/19/exclusive-digital-malaysia-2030-special-supplement/>

or

<https://www.business today.com.my/2020/10/27/supplement-malaysia-day-special-2020/>

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