

# MAGAZINE OVERVIEW

A Branding cum Business Magazine Comprises of :

## **BUSINESS** ■ ■ **BRANDING**

Up close on business news & updates.

All about the latest development and issues in Branding. Features the mastermind behind the best brands, local and international.

## **INDUSTRY FOCUS** ■

Latest news and development in the world of business in the respective categories: Finance, Economy, ICT, Logistics, Retail, Manufacturing, Media, Healthcare, HR, Tourism, Sports, Real Estate and more.

## ■ **Event Focus**

Highlighting Brand happenings and news. Showcase of the most recent events, conferences, activities, etc.



## THE BRANDLAUREATE BUSINESS WORLD REVIEW'S STRENGTH

### **Quality Subscribers**

Leaders of different businesses and organizations.

### **Focused & Controlled Circulation**

Selective Control Mailing to the offices.

### **Mutual Reach Highlights**

Inter-update of the current brands and businesses within industries.

### **Interactive Community-based Media**

Active Interaction opportunity for Brands & readers.

# CIRCULATION & READERSHIP

<b>Circulation</b>	<b>20,000 bi-monthly</b>
<b>Readership</b>	<b>80,000</b>
<b>Cover Price</b>	<b>WM Rm15 Per Copy</b>
	<b>EM Rm18 Per Copy</b>

# DEMOGRAPHICS

## READERS :

**CORPORATE 45%**

**PROFESSIONAL SERVICES 5%**

**FINANCIAL INSTITUTIONS 19%**

**ACADEMIC 1%**

**INSTITUTIONAL INVESTORS 15%**

**OTHERS 9%**

**GOVERNMENT/REGULATORS 6%**

# RATE CARD

Page Flow	Price (RM)	3 insertions	6 insertions
Inside Front Cover	7,800.00		
Facing Inside Front Cover	9,800.00		
Facing Editor's Page	8,800.00	10%*	15%**
Run of Page	6,800.00	Discount	Discount
Center Spread	10,800.00	Per Page	
Inside Back Cover	7,800.00		
Outside Back Cover	8,800.00		

\* Buy 3 insertions and get 1 advertorial at no additional cost.

\*\* Buy 6 insertions and get 2 advertorial at no additional cost.

Front Coverpage Feature is available of the package.

**Design Charges** 1,500.00

If artwork is not supplied in the correct format or requires typesetting, photography or other design work

**The BrandLaureate's advertising programs provide added value and unique exposure for your company.**

- **Banner Ads**
- **Sponsor's Link**
- **Mobile Invitation**
- **and many other customize Advertising Programs**

Deadlines

Booking — end of 1st week of the month prior to publication date

Artwork — end of 2nd week of the month prior to publication date

\*All rates subject to 6% Government sales tax

Size

(Trim) Letter (Bleed) 3 mm

Contact us

Please send advertising inquiries or press invites to : [info@thebrandmag.com](mailto:info@thebrandmag.com)

39 & 41B, Jalan SS 21/60, Damansara Utama, 47400 Petaling Jaya  
Tel : 77100348/349 Fax : 03-77100350

# The BrandLaureate Business World Review Advertising Order Form

## Advertising Rates

Position	Cost per Insertion	No. of Insertion	* Loading	Discount (On Insertion only)	** Production Charges	Total
Inside Front Cover	RM 7,800					
Facing Inside Front Cover	RM 9,800					
Facing Editor's Page	RM 8,800					
Run of Page	RM 6,800					
Center Spread	RM 10,800					
Inside Back Cover	RM 7,800					
Outside Back Cover	RM 8,800					

\* Only for position

\*\* Only if applicable

• Remarks:

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• If buying multiple runs, will the same advertisement be used for all placements?

(If "No", materials must be due by applicable advertisement due dates. See rate card for applicable dates.)

- Payment – A 50% down payment is required before the publication of the advertisement. The remaining sum will then be on a 30 day credit term.
- All cheques to be made payable to **The Brand Laureate Sdn. Bhd.**

I, the undersigned, acknowledge the request for advertisement space in **The BrandLaureate Business World Review** as detailed on this form and attest that I am authorized to buy such space.

I agree to abide to the regulations stipulated on this form and in The BrandLaureate Business World Review Terms and Conditions as attached.

Signature: \_\_\_\_\_  
(Company Stamp)

Date: \_\_\_\_\_

Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

# TERMS & CONDITIONS

## A. CONTRACT

### 1. Contract Period

The Agreement is valid for a period of twelve (12) months.

### 2. Contract Rates

The advertisements published during the Contract Period shall be charged in accordance to the rates hereinafter appearing and/ or as found in the Publisher's Current Rate Card.

### 3. Rate Adjustment

All rates are subject to adjustment at one month's notice.

### 4. Publisher's Advertising Order Form

- a) The Advertiser shall furnish a Order Form when making booking(s)
- b) All original order forms are to be submitted to the Publisher within 48 hours after fax in.

### 5. Publisher's Rights

- a) Cancellations/Transfers: The Publisher reserves the right to levy full charges and/or not to accept cancellations and/or transfers. Cancellation after confirmation of advertisement space will result in advertiser/agency being billed for half the cost of confirmed space.
- b) Suspension/Rejections/Cancellations: The Publisher reserves the right to suspend or cancel any advertisement booked and/or accepted for publication by the Publisher in the event of non-payment of overdue accounts by the Advertiser.
- c) Alteration: The Publisher shall have the right to make whatsoever alteration(s) are deemed necessary or desirable or to require any copies to be amended in order to gain the Publisher's approval of the Advertiser or the need to give the Advertiser prior notice.
- d) Reproduction  
Reasonable care will be taken to avoid mistakes; however the publisher accepts no liability for any errors or omissions or inaccurate copy instructions on the part of third parties or subcontractors. It will not compensate for advertisements which do not comply with the specifications.
- e) Materials  
An advertiser's property, including, but not limited to artwork, illustrations and copy is held at the owner's risk and should be insured by it against loss or damage from whatever cause. The publisher reserves the right to destroy all property which has been in its custody for six months from the date of its most recent appearance.

### 8. Complaints

All complaints on advertisements published must be made by the Advertiser in writing to the Publisher within seven (7) days from the date of publication.

### 9. Invoices

Any sums due will be invoiced by the publisher directly to the advertiser and must be paid within 30 days of the invoice date. Late payment of more than 30 days past payment due date will result in a 10 per cent penalty fee being added to the original balance.

### 10. Indemnity

The Publisher is indemnified against all claims, actions, demands, suits, costs and expenses in respect of the advertisement published under instructions from the Advertiser.

### 11. Termination of Agreement Period

The parties hereto hereby agree that the Publisher shall be entitled to terminate the agreement before the expiry of the Contact Period in the event of the following:

- a) When the Advertiser fails to settle all outstanding monies owing and due to the Publisher and the outstanding sum(s) is not received by the publisher after given due notice.
- b) When the Advertiser breaches any of the terms and conditions as specified in the Agreement and/or the Publisher's Current Rate Card and/or the Publisher's Advertising Order Form.

## B. Advertising Restrictions

All advertisements must abide by local advertising restrictions and regulations. These include:

- a) All advertisements must conform to the Malaysian Code of Advertising Practice.
- b) All advertisements pertaining to medicine, infant food, health products and treatment affecting the human body must comply with the Medicines (Advertisement & Sale) Act 1956 (Revised – 1983) and the Medicine Advertisements Board Regulations 1976.
- c) All advertisements on residential properties must bear necessary approval code number from the Ministry of Housing and Local Government.
- d) All tour enterprises incorporated in Malaysia must be registered with the Tourist Registration Number.
- e) All discount/sales advertisements must bear the approval code from the Ministry of Domestic Trade and Consumer Affairs.