

## Advertisement Rate Card 2013/2014

# EUMCCI REVIEW

— Your Partner for EU Malaysia Business —

EUMCCI Review magazine is the voice of a business community that's vibrant, dynamic and is expected to grow by leaps and bounds. Generally, analysts believe that the EU-Malaysia trade relations is set to see tremendous growth.

EUMCCI Review is distributed on a quarterly basis to EUMCCI members, all Embassies, industry associations and government officials with whom the Chamber has dealings, as well as to European Chambers worldwide. It is also sold to the public in all the leading bookshops in Malaysia. EUMCCI Review is an excellent medium to showcase your company, products or services. Your products and services will reach a very niche market that you are targeting.

Advertise with EUMCCI Review and grow from strength to strength. 2013 is a special year for EUMCCI Review as it celebrates its 10th year. Be a part of the celebration and advertise with EUMCCI Review.



## EU-Malaysia trade

- ASEAN is the third largest trading partner of EU after the United States and China.
- In ASEAN, Malaysia is EU's second largest trading partner after Singapore.
- Malaysia is EU's 23rd largest trading partner in the world.
- With the implementation of Economic Transformation Programme and the private sector as the main driver of the economy the opportunity for trade between EU and Malaysia has increased.
- Trade between EU and Malaysia is expected to grow even further when the free trade agreement is concluded between EU and Malaysia.
- EUMCCI Review is ideally positioned to ride this wave of optimism about the future prospect of trade between EU and Malaysia.

## Target Market

- Business community with a vested interest in the growth of trade and investment between EU and Malaysia.

## Distribution

- all EU Bilateral Business Councils / Chambers
- all Embassies
- all EU diplomats
- Business information counters at KLIA & MIDA
- EU Delegations & EuroChambers in SEA
- Chambers of Commerce in Europe, Government agencies & organisations in Malaysia
- European Business Organisation Network and EU-ASEAN Business Council
- Hotels executive lounges
- Sold in all leading bookshops nationwide

### Magazine details

- Frequency: Quarterly
- Issue: - Mar  
- Jun  
- Sep  
- Dec

## ADVERTISING FOUR-COLOUR ADVERTISEMENTS

POSITION	CASUAL RATES	2 TIMES	4 TIMES
Inside Front Cover	RM8,000	RM7,000	RM6,000
Inside Back Cover	RM6,000	RM5,000	RM4,000
Outside Back Cover	RM10,000	RM9,000	RM8,000
Full Page – Rob	RM3,500	RM3,325	RM3,150
Half Page	RM2,500	RM2,375	RM2,250
Quarter Page	RM1,500	RM1,425	RM1,350

Advertisement rates are subject to 6% government tax

### PAYMENT

Cheque Payable to MPH Group Magazine (M) Sdn Bhd

## ADVERTISEMENT SPECIFICATIONS

<b>Full Page</b>	
Bleed Size:	216mm (W) x 303mm (H)
Trimmed Size:	210mm (W) x 297mm (H)
Type area:	190mm (W) x 273mm (H)
<b>Double Spread</b>	
- 420mm (W) x 297mm (H)	
<b>Half Page (Horizontal)</b>	
- 210mm (W) x 148.5mm (H)	
<b>Half Page (Vertical)</b>	
- 105mm (W) x 297mm (H)	
<b>Quarter Page (Vertical)</b>	
- 105mm (W) x 148.5mm (H)	

### MATERIAL REQUIREMENT

Saved in CD ROM (PDF format)

