



# FMM Directory of Malaysian Industries 52<sup>nd</sup> Edition

Available in: • PRINT COPY • e-BOOK

In its 52<sup>nd</sup> edition, FMM Directory of Malaysian Industries provides a comprehensive profile of leading Malaysian Industries and a broad range of information important for doing business with Malaysian companies. It also has a wide circulation in the domestic and overseas market.

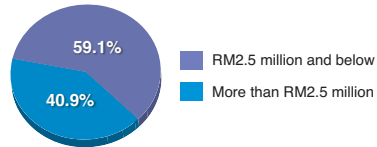
• Reach out to Trade Commissioners in over 80 countries

• Target business worldwide via Foreign Embassies, Trade Missions and Trade Fairs Overseas

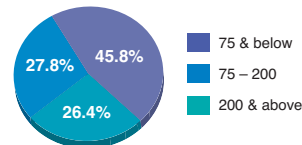
• Promote your products and services to high-profile business leaders

Income Tax (Deduction for Advertising Expenditure on Malaysian Brand Name Goods) Rules 2002

## Readership Profile



By Issued Capital



By No. of Employees

## Why Should You Advertise?



Worldwide Exposure for as little as **RM7** per day...

### Circulation

- FMM Members
- Major Bookstores in Malaysia
- Business Institutions and Trade Organisations
- Ministries, Government Departments and Agencies
- Foreign Embassies and Trade Commissioners in Malaysia
- Major Exhibitions/Events in Malaysia
- FMM Overseas Exhibitions, Trade Missions and Incoming Delegations

## FMM Directory of Malaysian Industries 52<sup>nd</sup> Edition \*ADVERTISEMENT RATES/BOOKING FORM

Products & Services Catalogue	FMM Member	Non-Member
Half Page	<input type="checkbox"/> RM 2,500	<input type="checkbox"/> RM 2,900
Full Page	<input type="checkbox"/> RM 3,500	<input type="checkbox"/> RM 4,100
Double Page Spread	<input type="checkbox"/> RM 5,700	<input type="checkbox"/> RM 6,700
Listing	Complimentary	<input type="checkbox"/> RM 500
<b>Prime Positions</b>		
Bookmark	<input type="checkbox"/> RM 6,500	<input type="checkbox"/> RM 7,500
Separator Page	<input type="checkbox"/> RM 5,000	<input type="checkbox"/> RM 6,000
Full Page (first 30 pages)	<input type="checkbox"/> RM 4,000	<input type="checkbox"/> RM 4,700
DPS (first 30 pages)	<input type="checkbox"/> RM 6,500	<input type="checkbox"/> RM 7,700

### Technical Specifications

#### Double Page Spread

- Image Area 400mmW × 270mmH
- Trim Size 420mmW × 298mmH
- Bleed Size 430mmW × 308mmH

#### Full Page

- Image Area 190mmW × 270mmH
- Trim Size 210mmW × 298mmH
- Bleed Size 220mmW × 308mmH

#### Half Page

- Image Area 190mmW × 130mmH

### Material Requirement

- Softcopy in AI, PDF or JPEG format (300dpi) with print quality colour proof

### Artwork & Colour Proof Charges

RM300 will be charged if not supplied by Advertisers

For enquiries & to advertise, please contact:

**Natalie Ng**

**E-mail: natalie@fmm.org.my**

**HP: 019-8290708 Tel: 03-62867324**

### Special Package

Top up **RM2,000** (Normal Rate RM3,800) for additional Full Page advertisement in **Business In Action** (Quarterly newsletter of Federation of Malaysian Manufacturers)

YES! We would like to take the Special Package

Please  selected issue:

Jan – Mar 2021

Jul – Sep 2021

Apr – Jun 2021

Oct – Dec 2021

### Deadline Information

Booking Deadline February 26, 2021

Material Deadline March 26, 2021

Publication Date June 2021

For Office Use

### Advertisement Booking Details

**Federation of Malaysian Manufacturers (7907-X)**

Wisma FMM, No 3, Persiaran Dagang, PJU 9

Bandar Sri Damansara, 52200 Kuala Lumpur Fax: 03-62741266/7288

Booked by:

Full Name \_\_\_\_\_ Designation \_\_\_\_\_

Company \_\_\_\_\_

Full Mailing Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Date \_\_\_\_\_

Bank-in to **Federation of Malaysian Manufacturers** for RM \_\_\_\_\_  
Maybank Account No: 5-14208-33076-8 (please attach bank-in slip to publication@fmm.org.my)

Signature \_\_\_\_\_ Company Stamp \_\_\_\_\_