



FEDERATION OF  
MALAYSIAN  
MANUFACTURERS

Advertisement  
Rates  
**2022**

# BIA@FMM

## Business in Action

### What is BIA?

Business in Action @ FMM is a quarterly magazine of FMM. It provides value-added information to keep members updated on issues of interest and concern to their business.

These include:



- Market and networking opportunities
- Market Alerts such as trade barriers, mandatory requirements that affect business
- ASEAN News



- Industry Group News
- HR/IR Matters
- Events/Trade Fairs/Exhibitions participated by FMM



- Updates on trade policies that affect manufacturers
- Happenings at FMM Branches

Promote your Products  
& Services in  
**Business in Action@FMM**

### Circulation

The 5,000 copies of the Business in Action@FMM are circulated on a complimentary basis to members and :


- Ministries, Governments and Agencies.
- Foreign Embassies and Trade Offices in Malaysia.
- Business Visitors, Trade Mission Delegates; and Foreign Trade Organisations/Chambers.

Business in Action @ FMM is widely read by Chief Executives, Senior Management Personnel of companies and Senior Government Officials who need to update themselves on current issues and happenings in the industry

Membership Division Federation of Malaysian Manufacturers  
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# Advertisement Rates

Space	Member	Non Member
<b>Double Page Spread</b>	<b>Price</b>	<b>Price</b>
 <b>Industry Spotlight Run of Book (ROB)</b>	<b>RM 6,800</b> <b>RM 5,000</b> <small>*[Additional page at RM 3,000 per page]</small>	<b>RM 8,000</b> <b>RM 6,200</b> <small>*[Additional page at RM 3,000 per page]</small>
<b>Full Page</b>	<b>Price</b>	<b>Price</b>
<b>Run of Book (ROB)</b>	<b>RM 3,000</b>	<b>RM 3,800</b>
<b>Inside Back Cover</b>	<b>RM 3,300</b>	<b>RM 4,100</b>
<b>Inside Front Cover</b>	<b>RM 3,800</b>	<b>RM 4,600</b>
<b>Back Cover</b>	<b>RM 4,300</b>	<b>RM 5,100</b>

\*\* Rates above are per insertion which exclude artwork charges \*\*\* 10% Discount for 4 insertions & above

## Artwork Specification

### Double Page Spread

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

### Full Page

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

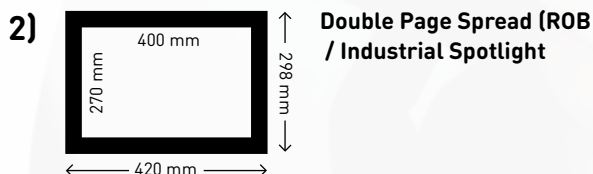
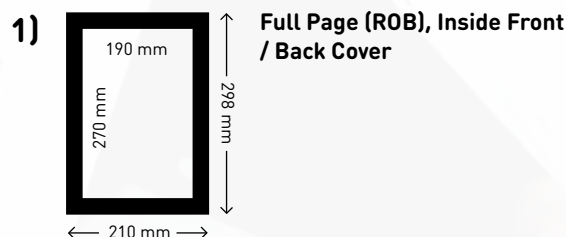
### Artwork Charges

- RM500** will be charged if not supplied by Advertisers

### Material Required

- Softcopy in the following format: **AI (text outlined), PDF, JPEG (300dpi)** with print quality digital colour proof

### Artwork Orientation



## Business in Action ADVERTISEMENT BOOKING FORM



### Membership Division

Federation of Malaysian Manufacturers  
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| <input type="checkbox"/> Back Cover      | <input type="checkbox"/> Double Page(ROB)   | <input type="checkbox"/> Industrial Spotlight |

### Issue Booking

- Jan - Mar 2022
- Apr - Jun 2022
- Jul - Sep 2022
- Oct - Dec 2022

### Booking Deadline

- Jan 21, 2022
- Apr 21, 2022
- Jun 24, 2022
- Sep 22, 2022

### Artwork Deadline

- Feb 11, 2022
- May 13, 2022
- Jul 15, 2022
- Oct 14, 2022

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