

# ADVERTISING OPPORTUNITIES



Grow your business with **BIA@FMM**

## WHAT IS BIA?

*Business in Action@FMM is FMM's quarterly online magazine, delivering updates on local manufacturing insights, trade policies, HR matters, global trends, and exclusive FMM news.*

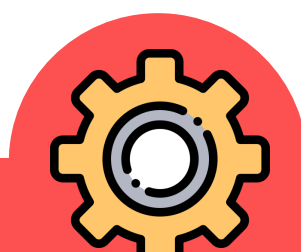
*BIA is circulated to nearly 4000 FMM members, government offices, ministries, agencies, trade offices, and other industry stakeholders, ensuring broad coverage and impact.*

## Why Advertise With Us?



### Pay 1 for 2 Ad Space

BIA@FMM is now available on Website and Flipbook. Double your visibility through two mediums!



### Wide Reach

Position your brand in front of key decision-makers in government, agencies, GLCs, and embassies



### Global Exposure

Gain exposure to a global readership, reaching potential clients and partners from various industries and countries

## Get featured now!

Publication Unit, Federation of Malaysian Manufacturers  
Wisma FMM, No 3, Persiaran Dagang, PJU 9 Bandar Sri Damansara, 52200 Kuala Lumpur

Tel: 03-62867200 [publication@fmm.org.my](mailto:publication@fmm.org.my)

# Advertisement Rates

Space	Member	Non Member
Industry Spotlight (Double Page Spread)	7,000	8,500
Full Page (Billboard)	4,500	6,000
Half Page (Sidebar)	4,000	5,500

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

## Artwork Specification

### Industry Spotlight

Written material / visual provided by Advertiser.  
We will then relayout into our ebook / online webpage.

### Artwork Specification

- ★ Half-Page                      210mmW x 148mmH
- ★ Run of Book (A4)            210mmW x 297mmH
- ★ Double Page Spread      420mmW x 297mmH

### Material Required

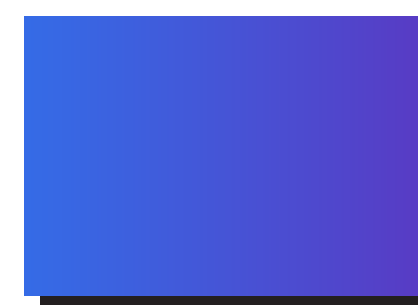
Softcopy in the following format: **AI (text outlined), PDF, JPEG (300dpi)** max size is 150kb.

### Artwork Charges

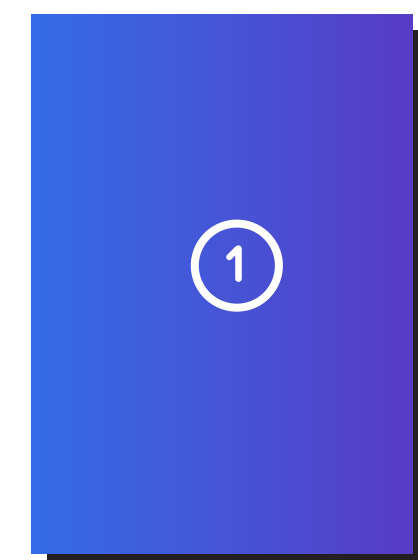
**RM800** will be charged if artwork is not supplied by Advertisers

### Artwork Orientation

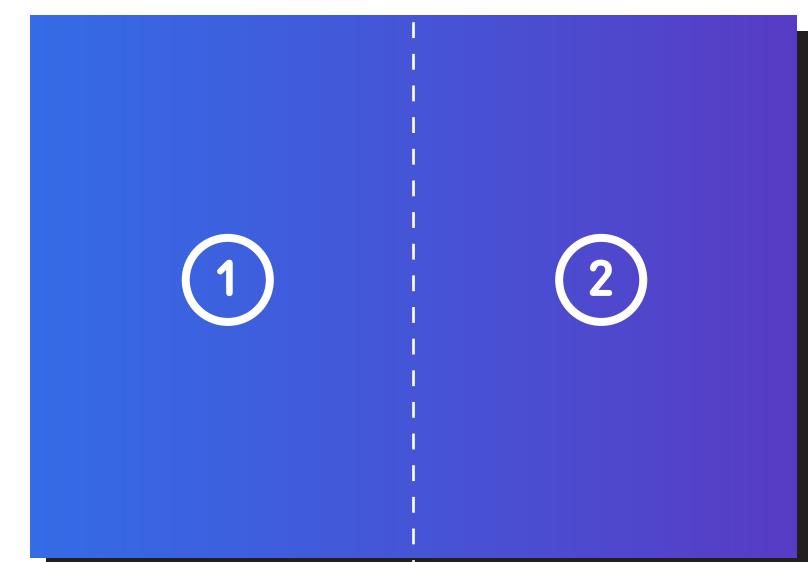
#### Half-Page



#### Run of Book



#### Double Page Spread



## Business in Action ADVERTISEMENT BOOKING FORM



### Publications Unit

Federation of Malaysian Manufacturers  
Wisma FMM, No 3, Persiaran Dagang, PJU 9  
Bandar Sri Damansara, 52200 Kuala Lumpur



### Contact Us:

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E-mail: [publication@fmm.org.my](mailto:publication@fmm.org.my)

Kindly reserve advertisement space as follows: (Please (✓) accordingly)

- Industry Spotlight     Full Page / Billboard     Half-Page / Sidebar

Issue	Booking Deadline	Artwork Deadline
<input type="checkbox"/> Jul - Sep 2024	● Sep 2, 2024	● Sep 15, 2024
<input type="checkbox"/> Oct - Dec 2024	● Dec 2, 2024	● Dec 15, 2024
<input type="checkbox"/> Jan - Mar 2025	● Feb 2, 2025	● Mar 15, 2025
<input type="checkbox"/> Apr - Jun 2025	● May 2, 2025	● Jun 15, 2025

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](mailto:publication@fmm.org.my))

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

Signature: \_\_\_\_\_ Stamp: \_\_\_\_\_