



FEDERATION OF
MALAYSIAN
MANUFACTURERS

e-Advertisement

2023

Business in Action

BIA@FMM

NOW!
online
magazine

**PROMOTE YOUR
PRODUCTS & SERVICES**

**Why Should
You Advertise
In FMM
e-advertisement**

**Contents
in BIA?**



- 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



- New Section. Branding & Marketing, Business Continuity, Sustainability & many more

⚙ *Interactive advertisement*

⚙ *Global distribution to more than 11,000 FMM members companies, government agencies, overseas companies / buyers.*

⚙ *FMM@BIA 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*

⚙ *FMM website annual traffic of more than 1.5 million pageviews*

⚙ *FMM website - Source of reference to manufacturing companies for Government policies, incentives, legislation, procedures, training / seminar;*

⚙ *Instant access & reasonable rates*

What is BIA?

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

Membership Division 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

Advertisement Rates

Space	Member	Non Member
Special Feature	Price	Price
Industry Spotlight	7,000	8,500
Webpage Ads	Price	Price
Billboard	4,500	6,000
Half-page Ads	4,000	5,500
Medium Rectangle	3,000	4,500
Leaderboard	2,500	4,000
Mobile Leaderboard	2,000	3,500

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

Artwork Specification

Industrial Spotlight

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

Web Banner

- ★ Billboard 970pxW x 250pxH
- ★ Leaderboard 728pxW x 90pxH
- ★ Mobile LDB 320pxW x 50pxH
- ★ Mid Rectangle 300pxW x 250pxH
- ★ Half-Page 300pxW x 600pxH

Artwork Charges

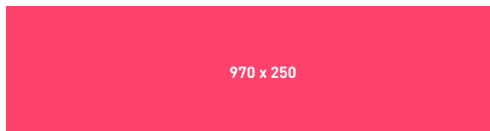
RM500 will be charged if not supplied by Advertisers

Material Required

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

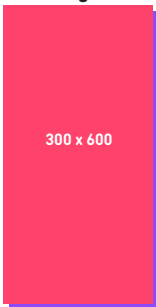
Artwork Orientation

Billboard



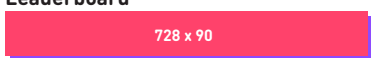
970 x 250

Half-Page Ad



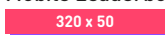
300 x 600

Leaderboard



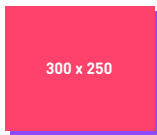
728 x 90

Mobile Leaderboard (LDB)



320 x 50

Medium Rectangle



300 x 250

Note: Size are in pixels. Maximum size for artwork is 150kb

Business in Action ADVERTISEMENT BOOKING FORM



Membership Division

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



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

- | | | |
|--------------------------------------|--|---|
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Half-Page Ads | <input type="checkbox"/> Medium Rectangle |
| <input type="checkbox"/> Leaderboard | <input type="checkbox"/> Mobile LDB | <input type="checkbox"/> Industrial Spotlight |

Issue Booking

- Jan - Mar 2023
 Apr - Jun 2023
 Jul - Sep 2023
 Oct - Dec 2023

Booking Deadline

- Feb 1, 2023
 May 1, 2023
 Aug 1, 2023
 Nov 1, 2023

Artwork Deadline

- Feb 15, 2023
 May 15, 2023
 Aug 15, 2023
 Nov 15, 2023

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)

Name: _____
Designation: _____ Company: _____
Address: _____

Tel: _____ Fax: _____
Email: _____ Date: _____

Signature: _____ Stamp: _____