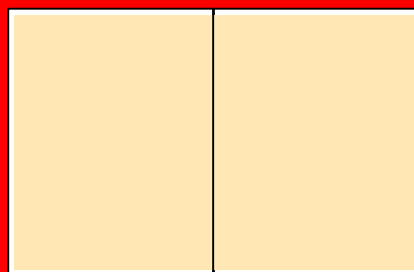


Mechanical Specifications



Full Page
Bleed 215 x 279mm
Non-bleed 185 x 249mm

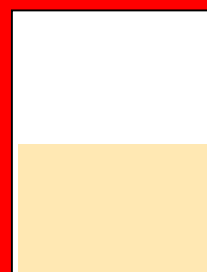


Double Page Spread
Bleed 430 x 279mm
Non-bleed 400 x 249mm



Others

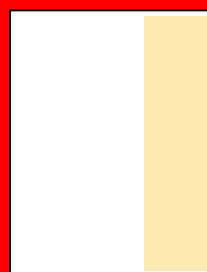
1/3 Horizontal
75mm
190mm
Banner
190mm 50mm
Ad Strip
190mm 32mm



1/2 Page Horizontal
Non Bleed 185 x 125mm



2/3 Page Vertical
Non Bleed 120 x 249mm



1/3 Page Vertical
Non Bleed 65 x 249mm

Trim Size
215 x 279mm

Bleed
Please allow 5mm to trim size on all sides. Due to mechanical tolerances, type matter on facing-pages spreads must be kept 5mm away from the centrefold on each page.

Line Screen
Min. 150 lines

Films
Positive, emulsion down and right reading.

Published Rates(RM)

Size	1x	3x	6x	9x	12x	
Full Colour	Full Page	5,800	5,100	4,900	4,700	4,600
	2/3 Page	4,800	4,400	4,100	3,900	3,750
	1/2 Page	3,000	2,500	2,400	2,300	2,200
	1/3 Page	2,200	1,900	1,800	1,700	1,600
	Double Page Spread	10,800	10,400	9,900	9,200	9,000

Size	1x	3x	6x	9x	12x	
Special Position	Outside Back Cover	7,800	7,000	6,700	6,400	6,200
	Inside Front Cover	7,100	6,300	6,000	5,800	5,600
	Inside Back Cover	6,600	5,700	5,500	5,300	5,100

Size	1x	3x	6x	9x	12x	
Black & White	Full Page	4,500	4,000	3,800	3,650	3,500
	2/3 Page	3,400	3,000	2,800	2,500	2,300
	1/2 Page	2,500	2,200	2,000	1,800	1,500
	1/3 Page	1,700	1,450	1,300	1,200	1,100

Specified Position Additional 20% loading.
Cost of inserts, enquiry cards, advertorial, gatefolds, premiums, stick-ons, etc are available upon request.

Deadlines Ad Booking - 7 weeks before publication date.
Ready Materials - 4 weeks before publication date.

Agency Commission All accredited agencies will be entitled to the agency commission of 15% of the net advertising rate.

BusinessToday

www.bizz2day.com



Rate Card



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An Eye On What Matters

It's hard to keep track of what goes on in today's business world. There is just so much information to digest. Companies merge, stock markets shift and business practices change.

People need this information at their fingertips to be on-the-ball. **Business Today** will deliver it to them. We will bring to our readers news and views on business that matters most to them.

We will cover finance, investment, economics, marketing, management, and business technology — all in-depth, all insightful. **Business Today** will help our readers identify opportunities for doing business more efficiently, effectively and profitably.

Business aside, we also want our readers to enjoy the finer things in life outside the workplace. So, **Business Today** will also keep our readers in the loop on the latest trends, events and leisure pursuits.

Business Today — essential reading for business and business-minded people in and outside the workplace.

Cover Price	: RM9.00
Frequency	: Monthly
Language	: English
Circulation Copies	: 22,000

TARGET AUDIENCE

- Urban, 24-55 years old.
- CEOs, Professionals, Businessmen, SGOs, Managers and Executives.
- Male 70%, Female 30%

Cover Story

Every month, we will delve into a business trend, issue or topic that matters most to our readers. We will ask the pertinent questions, talk to the right industry experts and sift through the data to help our readers make sense of what's going on in the business world today.

Features

It's a big business world out there. We will help our readers keep track of the constantly changing business environment with insightful and precise features. We'll keep our ears close to the ground to bring our readers only what's important to them.

Bulls & Bears

Everyone is busy these days. Who has time to track what's going on in the markets? So we'll do it for our readers. **Business Today** will track and analyse the KLSE, money market, property market, futures, commodities and unit trusts for our readers every month.

Marketing & Management

Art or science? Either way, **Business Today** will bring useful views and news that our readers can use to market and manage their businesses better.

Global Watch

What goes on around the world affects business in Malaysia, so we make sure our readers are in-tune with what's happening around them. Each month, we'll bring to our readers international business news that matters to them.

Million Dollar Club

Success stories in business are always an inspiration. Every month, we'll profile an entrepreneur who has defied the odds in the tough world of business and triumphed. Our readers will get an insight into the person's personal and business philosophies, and an up-close look at the company.

Tech Up

Business and technology go hand-in-hand today. So it's important to keep with the ever-advancing technology world. We'll talk to technology experts, and keep a tab on the latest technology offerings that can help businesses. Hardware, software, solutions — if it matters to the business community, it'll be here.

Style

Every month, we'll round up the latest and trendiest products that might be useful to our readers and introduce them to our readers. Anything from shirts to ties to watches to camcorders to mobile phones to cappuccino makers.

Bookshelf

Our intrepid bookworms will plough through books for business and pleasure every month, and will only recommend to our readers books that are worthy reads.

Scene Watch

Cooped up in the office, some times we loose track of what's going on around us. We'll keep our readers up to speed by giving them a quick glance of the month's important events — launches, corporate events, seminars and personnel movements within the business community.

Unwind

All work and no play, makes us all dull people. From nine to five, it's work. After that, we'd like our readers to relax and have some fun. And we'll let them in on how they can enjoy life — travel, wine and dine, and maybe even a game of golf.

In Gear

Our roving writer will take cars, bikes and other vehicles out for a spin to give our readers an opinion on what's hot and what's not on the road, in the water and in the sky.

Last Laugh

Take some time out. De-stress with some funnies.