

INSURANCE

A Publication of The Malaysian Insurance Institute

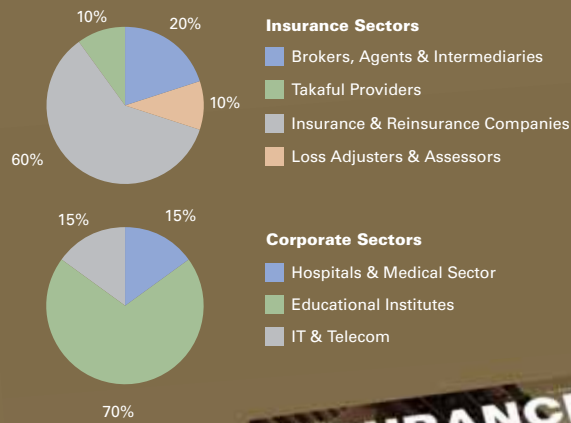
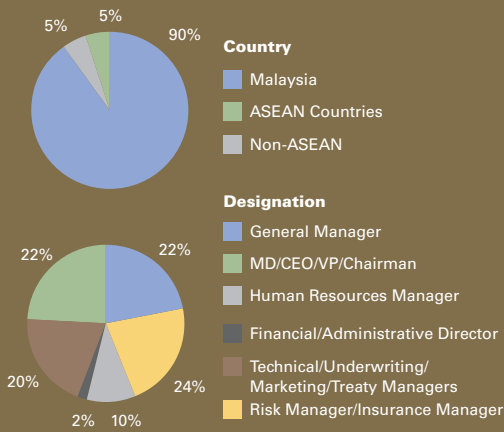
Media Kit

For the Insurance Magazine

The **INSURANCE** magazine is a direct channel to your target audience in all aspects of the Malaysian insurance profession and business.



Information On Readership



Distribution Overall circulation 5,000 copies

The Malaysian Insurance Institute

The Malaysian Insurance Institute (MII) is the leading professional organisation for those working in the insurance sector. Since its inception, MII has established itself as the authoritative body in matters relating to education and training in the insurance industry. It promotes the highest standards of professionalism and efficiency in the conduct of all aspects of insurance business.

We are exceptionally proud of **INSURANCE**, which has humble beginnings as a newsletter for the Institute, evolving into a modern professional magazine that not only keeps members in touch with local and international institute activities but is also a practical aid to a member's professional development.

INSURANCE is published bi-monthly and is read by MII members from across Malaysia and the region. It has a readership of 10,000 members in the insurance profession and continues to develop its dual role as MII's service to members and a tool to help with continuing professional development.

The typical editorial coverage of **INSURANCE** includes: industry news and updates, feature articles on specific areas of the insurance industry, interview articles with industry captains and regulators as well as news about MII's activities locally and abroad.

Issue Calendar

December – January

February – March

April – May

June – July

August – September

October – November



Editorial Regulars

News 360

Roundup of the latest news affecting the industry

Company Corner

Highlights the comings and goings of industry players, market talent etc.

Cover Story

Special features on industry phenomenon or exclusive interviews

Interviews

Interviews with industry captains on best practices, industry developments, innovations, market trends, reviews and outlooks of the insurance and takaful industry

Focus

In-depth topical discussions with inputs not only from within the industry but also other professionals

Features

Articles from different segments of the profession

Leadership & Management

Articles in the area of management, leadership and soft skills to help managers in the industry perform their day-to-day tasks

Advertising Rates

This magazine offers a range of opportunities to help you communicate with your potential customers in the most effective way possible.

Position	Price (RM)
Back Cover	5,000.00
Inside Front Cover	4,000.00
Inside Back Cover	4,000.00
Double Page Spread	5,500.00
ROP Full Page	3,000.00
ROP Half Page	2,500.00
ROP Quarter Page	2,000.00

Advertorial Package

(1 advertorial + 1 ROP)

Insurance: RM3,500.00

Non-Insurance: RM4,000.00

Series discounts are available on request; please contact us to find out more.

All of the above quotes are based on per insertion basis and exclude Government Tax. The advertising costs stated are subject to the supply of digitally supplied/camera ready artwork.

Any additional work carried out on behalf of an advertiser will be charged for.

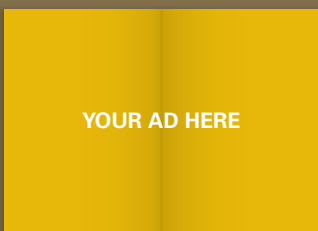
Advertisement Booking Deadline

1st of the month before publication

Advertisement Material Submission Deadline

5th of the month before publication

Technical Specification



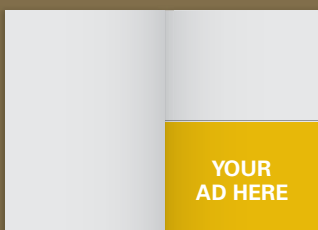
Double Page Spread

Trim: 42.0 cm (w) x 29.7 cm (h)
Text area: 39.5 cm (w) x 27.0 cm (h)
Bleed: 43.5 cm (w) x 31.0 cm (h)



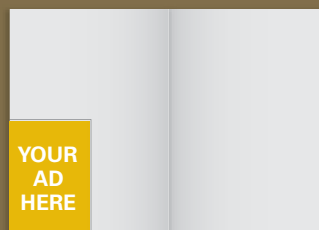
Full Page

Trim: 21.0 cm (w) x 29.7 cm (h)
Text area: 18.5 cm (w) x 27.0 cm (h)
Bleed: 22.5 cm (w) x 30.7 cm (h)



**Half Page
(Horizontal)**

Trim: 21 cm (w) x 14.85 cm (h)
Text area: 19.5 cm (w) x 13.35 cm (h)



Quarter Page

Trim: 10.5 cm (w) x 14.85 cm (h)
Text area: 9.5 cm (w) x 13.35 cm (h)

Production Requirements

File Requirements

- Illustrator Application
- All images must be composite CMYK, high resolution (300dpi) format
- All fonts must be outlined
- All documents should contain a bleed area of 5mm

PDF Format

- All files must be PDF
- All files must be composite CMYK
- All images contained within the PDF must be high resolution (300dpi) CMYK format
- The document should contain no spot colours

File Delivery

If supplying files by email, please send them to decalaiskl@gmail.com

If supplying files on disc, please use industry standard CD/DVD.



For advertising enquiries, please contact Maureen Keasbery

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All details in this document are correct at time of print but may be subject to change.

