ADVERTISEMENT OPPORTUNITIES
MEDIA KIT 2020
Sorry, we don’t sell advertising space.
We offer solutions!
About Us

The Malaysian-German Chamber of Commerce and Industry (MGCC®), or AHK Malaysia as it is known in Germany, is the official representative of German industry and trade in Malaysia with excellent relations to governments and its authorities, to business organisations and to industry both in Malaysia and in Germany. The Chamber represents the interests of more than 400 members and is part of the global network of German Chambers of Commerce Abroad (AHK network) with 140 offices in 92 countries—and counting.

Established in the year 1991, MGCC has since been a strong and reliable partner for its members and clients with a widespread, result-oriented range of services and a successful track record. As the largest bilateral European Chamber in Malaysia, MGCC is the preferred service partner for companies seeking to establish a market presence here or to increase their involvement in Malaysia. The Chamber also offers a platform to share experiences and exchange views at a wide range of forums and events, as well as to establish business relationships within its network. MGCC is supported by the Federal Ministry of Economic Affairs and Energy based on a resolution of the German parliament, the Bundestag.

As a member, you have access to many different branding opportunities provided by MGCC. Our Communications team is committed to creating greater visibility for your brand and products through multiple platforms in print and online.

Advertising with us is a cost-efficient method of reaching a wide range of potential customers and serves as an effective opportunity for you to bring your company to the centre of attention.

We can help you to:

- Maximise your company's visibility
- Enhance your company profile
- Attract more customers and business partners
- Increase your brand awareness
Advertisement Options

1 MAGAZINE

MGCC Perspectives is the member and business magazine of the Malaysian-German Chamber of Commerce and Industry. The magazine is published four times a year, and is available in print and online.

The cover stories and business articles provide high-quality editorial coverage and deliver in-depth information about industry, market insights, economic reports, commentaries as well as up-to-date information about members and social trends in the Malaysian-German context.

With flexible advertising options both small and large businesses have access to an international readership of senior executives and high level professionals in Malaysia, Germany and beyond.
Readership
MGCC Perspectives is read by decision-makers, industry captains as well as other important stakeholders of the Malaysian-German business community.

At a total circulation of its printed version of around 1,500 copies as well as the monthly 20,000 downloads of its online version, each issue reaches more than 22,000 readers.

Distribution
MGCC Perspectives is distributed by mail to domestic and international subscribers. It is also available at MGCC's conferences, seminars and social events, at KLIA Golden Lounge and Thai Airways Executive Lounge, embassies, hotels and restaurants.

Online Presence
The full version of the magazine can be read online or downloaded from our website. In the online version of the magazine, your advertisement will be linked to your company website.

Ad Rate:

<table>
<thead>
<tr>
<th></th>
<th>Single Insertion</th>
<th>2 Insertions (10% Discount)</th>
<th>4 Insertions (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>RM5,625</td>
<td>RM10,125</td>
<td>RM18,000</td>
</tr>
<tr>
<td>Inside Opposite Front</td>
<td>RM4,688</td>
<td>RM8,438</td>
<td>RM15,000</td>
</tr>
<tr>
<td>Opposite Editorial</td>
<td>RM4,375</td>
<td>RM7,875</td>
<td>RM14,000</td>
</tr>
<tr>
<td>Full Running Page</td>
<td>RM3,594</td>
<td>RM6,469</td>
<td>RM11,500</td>
</tr>
<tr>
<td>Half Running Page</td>
<td>RM1,875</td>
<td>RM3,375</td>
<td>RM6,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>RM4,688</td>
<td>RM8,438</td>
<td>RM15,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>RM6,250</td>
<td>RM11,250</td>
<td>RM20,000</td>
</tr>
<tr>
<td>Advertorial: Double-Spread</td>
<td>RM5,313</td>
<td>RM9,563</td>
<td>RM17,000</td>
</tr>
<tr>
<td>Advertorial: One Page</td>
<td>RM2,969</td>
<td>RM5,344</td>
<td>RM9,500</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Single Insertion</th>
<th>2 Insertions (10% Discount)</th>
<th>4 Insertions (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>RM4,500</td>
<td>RM8,100</td>
<td>RM14,400</td>
</tr>
<tr>
<td>Inside Opposite Front</td>
<td>RM3,750</td>
<td>RM6,750</td>
<td>RM12,000</td>
</tr>
<tr>
<td>Opposite Editorial</td>
<td>RM3,500</td>
<td>RM6,300</td>
<td>RM11,200</td>
</tr>
<tr>
<td>Full Running Page</td>
<td>RM2,875</td>
<td>RM5,175</td>
<td>RM9,200</td>
</tr>
<tr>
<td>Half Running Page</td>
<td>RM1,500</td>
<td>RM2,700</td>
<td>RM4,800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>RM3,750</td>
<td>RM6,750</td>
<td>RM12,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>RM5,000</td>
<td>RM9,000</td>
<td>RM16,000</td>
</tr>
<tr>
<td>Advertorial: Double-Spread</td>
<td>RM4,250</td>
<td>RM7,650</td>
<td>RM13,600</td>
</tr>
<tr>
<td>Advertorial: One Page</td>
<td>RM2,375</td>
<td>RM4,275</td>
<td>RM7,600</td>
</tr>
</tbody>
</table>
**Artwork Specifications:**

- To be supplied electronically (.ai, .psd, .pdf, .tiff, or .jpg file)
- All format in CMYK
- Resolution not less than 300dpi

- Half running page size:
  210mm (width) x 137.5mm (height)

- Full running page size:
  210mm (width) x 275mm (height)
NEWSLETTER

Every month, MGCC Newslink 360° provides a rundown on the latest market trends, important highlights and events within and around our network.

>1,500 Subscribers

> 20% Consistent opening rate

Artwork Specifications:

- To be supplied electronically (.tiff, .gif or .jpg file)
- Full Width Banner: 1600px (width) x 500px (height)

Ad Rate:

<table>
<thead>
<tr>
<th></th>
<th>Pricing (Per Insertion)</th>
<th>For Members (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>RM1,500</td>
<td>RM1,200</td>
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</tbody>
</table>
WEBSITE

Advertising on the website (www.malaysia.ahk.de) is a great way to be present and visible on the largest English and German business online platform in Malaysia.

Your company logo will be placed in our homepage and linked to your company website.

The website attracts an average of 35,000 page views per month from ASEAN countries, China, India, Europe, USA, Malaysia and Australia.

Artwork Specifications:

- To be supplied electronically (.tiff, .gif or .jpg file)
- Resolution not less than 300dpi
- Total file size not exceeding 5MB
- Width x Height: 300 x 150 pixels

Ad Rate:

<table>
<thead>
<tr>
<th></th>
<th>Pricing</th>
<th>For Members (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months subscription*</td>
<td>RM3,000</td>
<td>RM2,400</td>
</tr>
<tr>
<td>12 months subscription*</td>
<td>RM5,000</td>
<td>RM4,000</td>
</tr>
</tbody>
</table>

* Subscriptions run from January to December. Bookings received at any time during the year (less than the stipulated subscription period) will be pro-rated.
Attendees of our events and business meetings, clients of our tenants at the German Business Centre – approximately 1,000 visitors frequent the chamber day in, day out throughout the year. They all will be attracted by your poster-size advertisement at our social lounge and adjacent walkways.

**Artwork Specifications:**
- To be supplied electronically (.ai, .psd, .pdf, .tiff, or .jpg file)
- All format in CMYK
- Width x Height: 64cm x 89cm

**Ad Rate:**

<table>
<thead>
<tr>
<th></th>
<th>Pricing</th>
<th>For Members (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 months subscription*</td>
<td>RM6,250</td>
<td>RM5,000</td>
</tr>
</tbody>
</table>

* Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.
Day in, day out, the Malaysian-German Chamber of Commerce and Industry receives visitors for business, education and research. Those who make the trip come to search for potential suppliers, customers, joint-venture partners, trading partners, agents and investments.

At the entrance, MGCC has set up a billboard wall which enables companies to have their logo and company names prominently displayed in the size 42cm x 29.5cm.

What better way is there to capture the attention of MGCC’s daily visitors than to have your logo permanently at the reception area of the Chamber?

**Specifications:**

- All format in CMYK colour
- Not less than 20MB

<table>
<thead>
<tr>
<th>Pricing (Per Insertion)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12 months subscription*</td>
<td>RM3,500</td>
</tr>
</tbody>
</table>

*Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.
PRESS REVIEW
(Available only for MGCC members)

The weekly press review Malaysia am Mittwoch | MGCC Pressespiegel is sent exclusively to MGCC members and serves as a source of relevant information and news on current political, economic and social developments in and around Malaysia.

Providing a comprehensive picture of Malaysia, the Pressespiegel also closes the information gap of Malaysia in German media coverage.

Artwork Specifications:
- To be supplied electronically (.tiff, .gif or .jpg file)
- Full Width Banner: 1600px (width) x 500px (height)

<table>
<thead>
<tr>
<th>Pricing (Per Insertion)</th>
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</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>RM650</td>
</tr>
</tbody>
</table>
TV DISPLAY
(Available only for MGCC members)

At MGCC’s entrance a dedicated waiting area with a 40-inch plasma TV screen is prepared for visitors and guests. While waiting for their appointments guests can watch the advertisements played on the TV, as well as enjoy the reading materials provided.

Advertisements are played repeatedly from Monday to Friday during office hours from 9am to 6pm.

Artwork Specifications:
- Slideshow (Microsoft PowerPoint) or movie (wmv)
- Change of advertisement is permissible up to 3 times per year

<table>
<thead>
<tr>
<th>Pricing</th>
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</tr>
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<tbody>
<tr>
<td>12 months subscription*</td>
<td>RM6,500</td>
</tr>
</tbody>
</table>

* Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.
### Membership Directory

*(Available only for MGCC members)*

<table>
<thead>
<tr>
<th>Advertisement Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Position:</strong></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>RM6,500</td>
</tr>
<tr>
<td><strong>Special Position:</strong></td>
<td></td>
</tr>
<tr>
<td>Opposite Company Profile (right page)*</td>
<td>RM3,500</td>
</tr>
<tr>
<td>Half Page (below company profile)*</td>
<td>RM3,000</td>
</tr>
<tr>
<td><strong>Standard Position:</strong></td>
<td></td>
</tr>
<tr>
<td>Full Running Page*</td>
<td>RM3,000</td>
</tr>
<tr>
<td>Half Running Page*</td>
<td>RM2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Logo Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo placement creates visibility for your company profile and attracts the reader to your business activities.</td>
<td>RM500</td>
</tr>
</tbody>
</table>

* Logo will be included FOC for Half/Full Page Ad.

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**Company Logo Requirements**

1. Illustrator AI file (.ai) format
   - **Colour:** CMYK
   - All fonts used must be outlined

2. JPEG (.jpg) or TIFF (.tiff) format
   - **Colour:** CMYK
   - **Resolution:** 300dpi
   - **Size:** At least 5cm in width or length (depending on the logo if the shape is square/circular/horizontal/vertical)

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* Logo will be included FOC for Half/Full Page Ad.
Artwork Specifications:

- To be supplied electronically (.ai, .psd, .pdf, .tiff, or .jpg file)
- All format in CMYK
- Resolution not less than 300dpi

- Half running page size:
  190mm (width) x 125mm (height)

- Full running page size:
  190mm (width) x 250mm (height)
Testimonials

Infineon’s long presence in Malaysia exemplifies the strong position the German industry has in the country and together with MGCC we are able to offer win-win opportunities for both local and German businesses.

Dato’ Peter Halm
Vice President & Chief Financial Officer

Beckhoff Malaysia has been advertising with MGCC since 2014 and this has garnered recognition and made Beckhoff a household name among its members. It is definitely a great platform to share information on our PC-based control technology for the industrial automation market.

Daniel Tay
Managing Director

Advertising with MGCC maximises the exposure of Transcargo among the German business community, and helps to position Transcargo among the top logistics players specialised in the German market.

Ong Chin Keong
Director
Advertisers In 2019
CONTACT US

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twitter.com/AHKMALAYSIA

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