

# financial 1<sup>st</sup>



# 2018

Advertising Rate Card  
and Media Information

[www.mfpc.com.my](http://www.mfpc.com.my)



# introduction

The **financial 1<sup>st</sup>** is a triannual financial planning magazine published by the MFPC since year 2006. **financial 1<sup>st</sup>** core target readers are members and partners of the MFPC. The quarterly highlights include industry movement and trends, exclusive interviews with VIP guests, upcoming events available for sharing, forum sessions with the industry expertise and general market scenarios to explore.



# readership

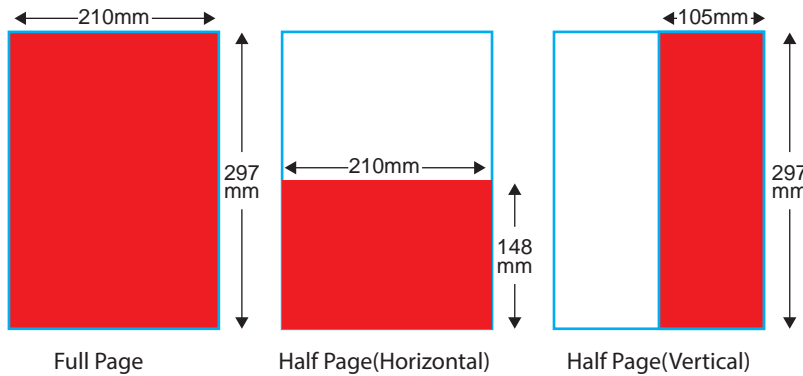
Most of the MFPC members are practitioners. They are attached to Companies of Financial Advisers, Insurance Companies, Unit Trust Companies, Banks, Associations related to the financial industry and etc. financial 1st is also a marketing channel for financial planning services and products to be introduced to the members and public at large.

# circulation

The magazine is scheduled to be published Tri-annually and distributed to 5,000 members of the MFPC and to Malaysia's Ministries, the Regulators, namely, the Central Bank of Malaysia (BNM) & Securities Commission Malaysia (SC), Financial Institutions, Insurance Companies, Banks, Unit Trust Companies, Malaysia's Public and Private Universities, Polytechnics and many others!

Financial 1st Advertising Rate Card			
No of Insertion / year	1 insertion / year	2 insertions / year	3 insertions / year
<b>Ads Position</b>			
Back Cover (BC)	RM3,800	<b>Discount 10%</b>	<b>Discount 15%</b>
Premium Page (PP) - IFC / IBC	RM2,800		
Run-On-Page (ROP)	RM2,000		
Half Page Horizontal / Vertical (HPH / HPV)	RM1,250		
Special Cover Interview / Advertorial Package (*Terms & Conditions Apply)	Will entitled: 1. Main Cover 2. Three (3) Full Page of the Interview / Advertorial 3. One (1) Full Page of Advertisement 4. Free 50 copies of the magazine with the published interview		<b>RM10,000</b>

## ADVERTISEMENT SPECIFICATION :



Advertising position	Specified Print Area
Back Cover (BC)	210mm (w) x 297mm (h)
Premium Page (PP)	210mm (w) x 297mm (h)
Run-On-Page (ROP)	210mm (w) x 297mm (h)
Half Page Horizontal (HPH)	210mm (w) x 148mm (h)
Half Page Vertical (HPV)	105mm (w) x 297mm (h)

**SUBMISSION DEADLINE**  
**BOOKING DEADLINE :**  
 On the 10<sup>th</sup>  
 (One Month before publication month)

**MATERIAL DEADLINE :**  
 On the 15<sup>th</sup>  
 (One Month before publication month)

## Format required

**Advertising materials** Softcopy in 300 dpi high resolution/CMYK in PDF or TIFF file

### File format required

- 1) Content (text) – MS Word format
- 2) Photo/images – min. 300 dpi in Tiff/PSD format
- 3) Chart/Table/Graphic – EPS format

**Magazine size** 210mm x 297mm (Trim)

**Advertising Page size** 210mm x 297mm (Bleed-leave 3mm bleeding on 4 sides)

**Text (content) Page size** 180mm (w) x 257mm (h)

**Screen** 175 lines per inch

**Publication Frequency** Tri annually (3 times a year)

**Ad Booking Deadline** 10 days prior to month of publication

**Materials Booking Deadline** 20 days prior to month of publication



For further enquiries, Please contact :

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Tri Annual Publication Per Annum

### 1. ORDER FORM

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### 2. PUBLICATIONS DETAILS

Please type or write clearly and tick (✓) where appropriate.

	1 insertion	(10%) 2 insertion	(15%) 3 insertion
Back Cover (BC)	<input type="checkbox"/> RM3,800	<input type="checkbox"/> RM6,840	<input type="checkbox"/> RM9,690
Premium Page (PP) <input type="checkbox"/> Inner Front Cover(IFC) <input type="checkbox"/> Inner Back Cover(IBC)	<input type="checkbox"/> RM2,800	<input type="checkbox"/> RM5,040	<input type="checkbox"/> RM7,140
Run-On-Page (ROP)	<input type="checkbox"/> RM2,000	<input type="checkbox"/> RM3,600	<input type="checkbox"/> RM5,100
Half Page Horizontal / Vertical (HPH / HPV)	<input type="checkbox"/> RM1,250	<input type="checkbox"/> RM2,250	<input type="checkbox"/> RM3,187
Special Cover Interview / Advertorial Package	<input type="checkbox"/> RM10,000		

\*Terms & Conditions Apply  
 - Invoice will be sent after the publication of each issue

### Mode of Payment

<input type="checkbox"/> Cheque / Bank Draft
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Kindly select mode of payment and refer to mode of payment.

### 3. MODE OF PAYMENT

Cheque I enclose Bank Draft / Cheque No: \_\_\_\_\_ of RM \_\_\_\_\_ made payable to "Malaysian Financial Planning Council"

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Cardholder's name: \_\_\_\_\_ Amount RM: \_\_\_\_\_

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

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/Card holder

