

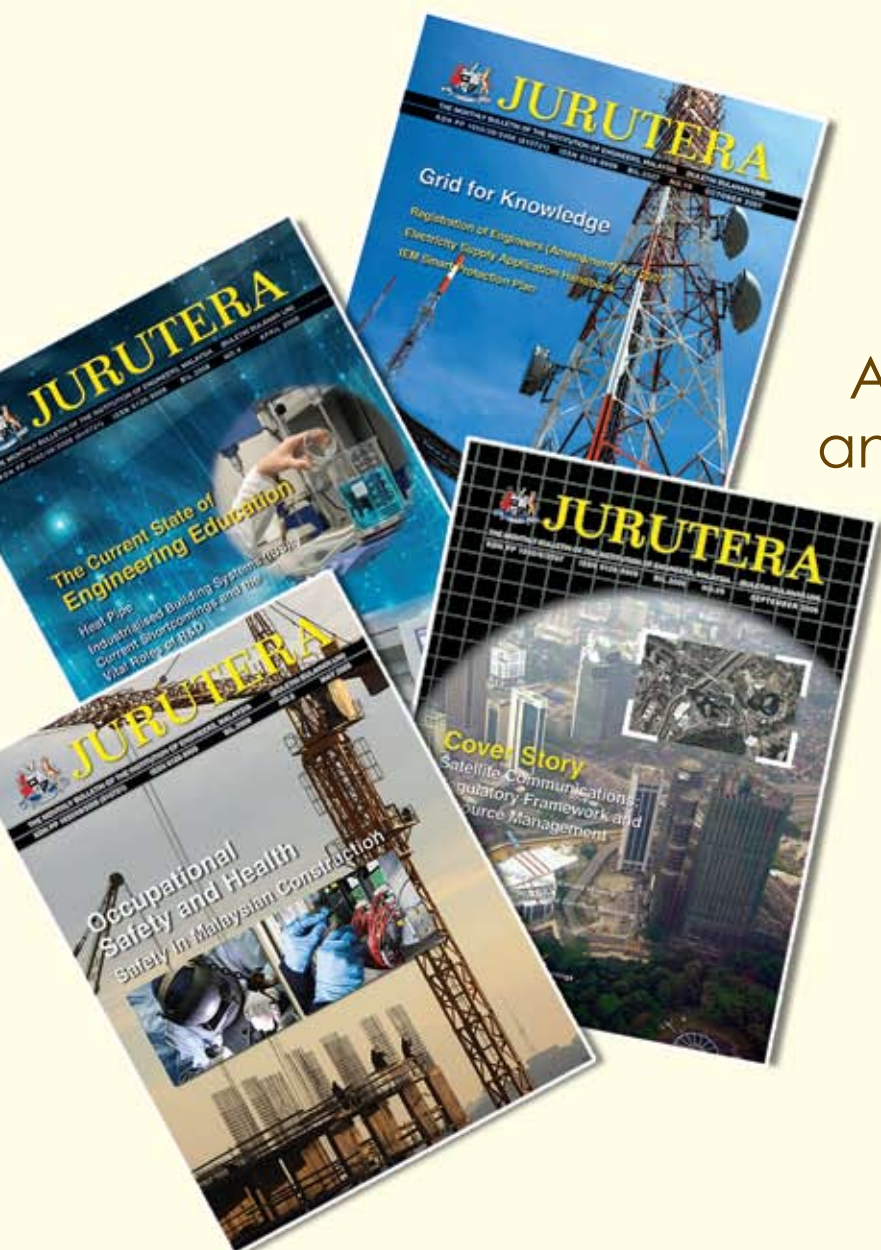


BULLETIN BULANAN IJM



JURUTERA

THE MONTHLY BULLETIN OF THE INSTITUTION OF ENGINEERS, MALAYSIA



2008/2009

Advertising Rate Card
and Media Information

Circulation – 21,000
Readership – 84,000

www.dimensionpublishing.com

www.engineeringcertified.com



DIMENSION PUBLISHING SDN BHD – the official publisher of the Institution of Engineers, Malaysia (IEM) – is proud to introduce the all-new Engineering In-Focus, which provides a more streamlined focus, additional benefits for our business partners and more relevance for your business.

introduction

JURUTERA is the official monthly bulletin of the Institution of Engineers, Malaysia. Published by Dimension Publishing Sdn Bhd, the magazine is circulated to all the members of the Institution, as well as to various local and international professional Institutions.

The magazine aims to be the source for the latest engineering news and information in Malaysia as well as to disseminate topic-specific articles to our core readers. We also provide businesses in Malaysia with an unequivocal opportunity to promote and showcase their products and services to the relevant target audience in the industry, i.e. our readers.



circulation & readership profile

Our esteemed readership consists of certified engineers, decision-making corporate leaders, CEOs, government officials, project directors, entrepreneurs, project consultants, engineering consulting firms and companies involved with engineering products and services.

JURUTERA is circulated to more than 21,000 registered members of the Institution of Engineers, Malaysia, with an estimated readership of 84,000 professionals. Our readership expands together with the Institute's approximate annual growth of 10% in membership across all engineering industries and sectors.

editorial content

JURUTERA is highly driven by an editorial direction that symbolises the marquee of the Institute – professionalism and result-oriented. The magazine's timely, extensive and relevant content revolves around the requirements of our readers and that of our business partners. Here is a brief rundown of our contents:

- In-depth analysis of industry news and events
- Exclusive insights and coverage of major engineering projects
- Technology and application updates
- Latest product and services showcase
- Professional advice and critical analysis of engineering-related topics
- Conference/seminar announcements
- Personality profiles of leading engineers in Malaysia
- Engineering achievements in Malaysia

JURUTERA also aims to raise the awareness of engineering-related knowledge and issues to the Malaysian public through the introduction of specialised sections targeted at non-engineering practitioners and beginners.

advertising benefits

Our business partners can be assured that their products and services will be given the circulation and exposure it deserves, thus maintaining a sustained advertising presence to our core readers of decision-making engineers and technical experts. Our website offers an even wider market reach, with added international presence, aided by our international affiliation with official engineering bodies all over the world.

Our online and offline advertising features such as banner advertising, article sponsorship and direct e-mail announcements have proven to be successful marketing strategies that will set the businesses of our partners apart from their competition.

DISPLAY ADVERTISING RATES

SPECIFIED POSITION	PRICES PER ISSUE IN RM				
	1X	3X	6X	9X	12X
Outside Back Cover	7150	6400	6100	5800	5520
Inside Front Cover	6600	5980	5650	5380	5100
Inside Back Cover	6100	5500	5250	4950	4720
Gate Fold (Ad on Left/Right)	6930	6580	6250	5930	5640
Gate Fold (Spread Size)	13160	12500	11870	11280	10700
Page 1	6000	5400	5100	4840	4600
Facing President Corner	5300	4780	4550	4320	4100
Facing Editorial Page	5150	4650	4400	4180	3980
Facing Content	5000	4500	4250	4050	3850
Facing Blue Pages	4850	4350	4150	3900	3720
Centre Spread	9100	8190	7750	7400	7020
ROP (Inside Page) 4 Colour	4150	3700	3550	3370	3200
ROP (Inside Page) B/W	3100	2800	2650	2520	2400
Half Page 4 Colour	2350	2150	2000	1930	1830
Half Page B/W	1750	1600	1530	1450	1380
1/3 Column 4 Colour	1600	1500	1400	1340	1270
1/3 Column B/W	1180	1070	1020	950	915
1/4 Page 4 Colour	1300	1150	1100	1050	990
1/4 Page B/W	970	870	830	785	740

Special Position: +15%

Overseas Advertiser: +25% (Advance Payment Required)

*Please note that the above prices do not include the 5% GST

*15% advertising agency commission

JURUTERA PROFILE

Published by	Dimension Publishing Sdn Bhd
Inception	June 2002
Frequency	Monthly
Language	English
Circulation	21,000 registered IEM members
Readership	84,000 per issue
Readership profile	Registered engineers, corporate leaders, CEOs, government officials, project directors, entrepreneurs, project consultants, engineering consulting firms, graduate students, engineering products/services companies and many more
Number of pages	60+ (including blue pages)
Printing Process	CTP
Binding Style	Staple binding
Printing Material	157gsm Art Paper (cover) 85gsm Art Paper (contents) 80gsm Simili Paper (blue pages)
Magazine size	210mm x 285mm (Trim) 216mm x 291mm (Bleed)
Screen	175 lines per inch
Ad Booking Deadline	10th of prior month of publication
Materials Booking Deadline	20th of prior month of publication
Advertising materials	Softcopy in 300 dpi high resolution/CMYK/ PDF or TIFF file

Payment Terms

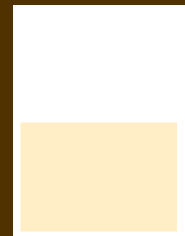
Advance payment required

Note: Dimension Publishing will not be held responsible for any colour discrepancy, layout or design changes, font/typeface errors, picture file resolution errors and or any other discrepancies which are not within our control. This is inclusive of softcopy advertising materials which are created using a different platform.

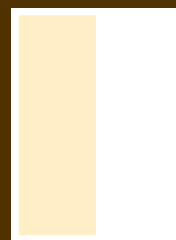
PRINT AREA



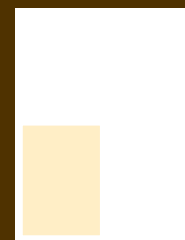
Full Page
210 x 285mm



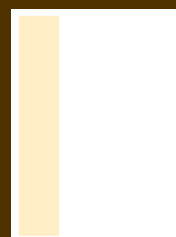
Half Page
186 x 124mm



Half Page
86 x 254mm



Quarter Page
90 x 124mm



1/3 Column
60 x 254mm