



*Money compass, the PREMIER Chinese Financial and Investment Magazine*

## **MONEY COMPASS EXCLUSIVE PROPOSAL**

### **UNIVERSAL MEDIA PUBLISHERS (M) SDN BHD**

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# **“STRATEGIC MARKETING PROPOSAL FOR 2011”**

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## 1.1 ADVERTISEMENT & EDITORIAL PACKAGE

### Option 1: Three (3) Insertions

No	ITEMS	Insertion (s)	Total Value (RM)	Total Saving (RM)	SPECIAL RATE (RM)
1	Full Page Advertisement (ROP)	3	14,400	-	<b>14,400</b>
2	Full Page Interview Coverage with CEO/Top Management	1	4,800	4,800	<i>Added Value</i>
3	Full Page Editorial Write-up or Advertorial	2	9,600	9,600	<i>Added Value</i>
4	Publish Press Release /Product Launching News under “Market Info”	3 (Max)	6,000	6,000	<i>Added Value</i>
	<b>GRAND TOTAL:</b>		34,800	20,400	<b>14,400</b>

### Option 2: Six (5+1FOC = 6) Insertions

No	ITEMS	Insertion (s)	Total Value (RM)	Total Saving (RM)	SPECIAL RATE (RM)
1	Full Page Advertisement ( <b>Premium Position</b> ) <i>*Complimentary Upgrade</i>	<b>5+1FOC</b>	31,200	7,200	<b>24,000</b>
2	Full Page Interview Coverage with CEO/Top Management	2	9,600	9,600	<i>Added Value</i>
3	Full Page Editorial Write-up or Advertorial	4	19,200	19,200	<i>Added Value</i>
4	Banner Advertisement in Special Feature	1	2,500	2,500	<i>Added Value</i>
5	Publish Press Release /Product Launching News under “Market Info”	6 (Max)	12,000	12,000	<i>Added Value</i>
	<b>GRAND TOTAL:</b>		74,500	50,500	<b>24,000</b>

### Option 3: Twelve (9+3FOC =12) Insertions

No	ITEMS	Insertion (s)	Total Value (RM)	Total Saving (RM)	SPECIAL RATE (RM)
1	Full Page Advertisement ( <b>Premium Position</b> ) <i>*Complimentary Upgrade</i>	<b>9+3FOC</b>	62,400	19,200	<b>43,200</b>
2	Full Page Interview Coverage with CEO/Top Management	2	9,600	9,600	<i>Added Value</i>
3	Full Page Editorial Write-up or Advertorial	10	48,000	48,000	<i>Added Value</i>
4	Banner Advertisement on <b>COVER PAGE</b>	1	8,000	8,000	<i>Added Value</i>
5	Publish Press Release /Product Launching News under “Market Info”	12 (Max)	24,000	24,000	<i>Added Value</i>
	<b>GRAND TOTAL:</b>		152,000	108,800	<b>43,200</b>

## 1.2 COVER PAGE BRANDING EXPOSURE

### Option 1: Exclusive Interview & COVER PAGE Exposure (Refer Appendix 1)

1. Cover Page Exposure : **Photo as Main Feature on Cover Page** \*worth RM10,000
2. Interview Coverage : **Four (4) Full Page Interview Coverage** \*worth RM19,200  
(Include writing, editing, proof read & photography shooting)
3. Free Magazine : Complimentary 100 copies magazine \*worth RM1,200

Total Value Worth : RM30,400

**SPECIAL RATE : RM18,000 (Total Saving of RM12,400)**

### Option 2: Internal Cover Wrap Jacket Package (limited copies for convention publicity)

1. **Internal Cover Wrap Jacket Package - Four (4) Full Pages of Advertisement**  
(Cover Page, Back Cover, Inside Front Cover and Inside Back Cover)  
\*Advertisement Visual/Material to be provided by Client. \*worth RM15,000
2. 1 advertisement worth RM4,800
3. **Free 1000 copies Money Compass** with wrap jacket. \*worth RM12,000

Total Value Worth : RM27,000 + RM4,800

**SPECIAL RATE : RM20,000 (Total Saving of RM11,800)**

### Option 3: Nationwide Wrap Jacket + Interview Package (Refer Appendix 3)

1. **Cover Wrap Jacket (Nationwide 20,000 copies)**
  - Four (4) pages inclusive front cover, back cover, inside front cover and inside back cover.
  - \*Advertisement Visual/Material to be provided by Client. \* worth RM24,000
2. **Special exclusive interview – Four (4) Full Pages of Interview Coverage** \*worth RM19,200 (Inclusive of Photography Shooting, copy writing, editing, proof read and layout design)
3. **Free 200 copies Money Compass** with wrap jacket. \*worth RM2,400

Total Value Worth : RM45,600

**SPECIAL RATE : RM28,000 (Total Saving of RM17,600)**

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## 1.3 SPECIAL CREATIVE BRANDING EXPOSURE (Refer Appendix 4-6)

- i. Special **Creative Cover Page** Advertisement.
- ii. Special **Creative Branding Exposure** on 'Event Calendar' Page
- iii. Special **Creative Island 'Message Box'** with branding exposure.
- iv.

**RATE:** Item i - RM10,000 per insertion  
Item ii - RM5,000 per insertion  
Item iii- RM5,000 per insertion (2 Message Boxes)

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#### 1.4 GROUND EVENT – SEMINAR, EXHIBITION & ROADSHOW (2011) (Event Sponsorship & Booth Participation)

- I. **Event** : **2011 Economy Outlook & Business Feng Shui Talk**  
Date : 12, 18, 20 January 2011  
Venue : Kuala Lumpur, Johor Bahru & Penang  
Mechanism : Seminar and Networking Session  
Target Audience : SME/SMI, Entrepreneur, Businessmen  
(Managing Director, CEO, Top Management)  
Expected Participant : 200 – 300 Paxs per venue
- II. **Event** : **Save & Invest And FCP (Financial Capability Program)**  
Date : 12, 19, 26 March, 16, 23 April 2011  
Venue : Kuala Lumpur, Penang, Johor Bahru, Ipoh & Kuantan  
Mechanism : Talks & Exhibition Counters  
Target Audience : General Public  
Expected Participant : 300 - 500 Paxs per venue
- III. **Event** : **Rich Biz Seminar**  
Date : 26 July & 2 August 2011  
Venue : Mandarin Oriental Hotel  
Mechanism : Seminar and Consultation Counters  
Target Audience : SMB & SME (C-Level & Top Managerial Level)  
Expected Participant : 300 - 400 SMEs (150 - 200 SMEs for each session)
- IV. **Event** : **SME Business Solutions Roadshows**  
Date : 8, 15, 22, October 2011  
Venue : Kuala Lumpur, Penang & Johor Bahru  
Mechanism : Seminar & Exhibition  
Target Audience : SME & Business Persons, Entrepreneurs  
Expected Participant : 200 – 300 Paxs per venue
- V. **Event** : **Budget Talk 2012**  
Date : 29 October 2011  
Venue : Kuala Lumpur  
Mechanism : Seminar and Consultation Counters & Activities  
Target Audience : SMI-SME, Business person  
Expected Participant : Total of 300-400 SME ( *200 SMEs for each session*)

**Appendix 1: Exclusive Interview & COVER PAGE Exposure**

*\*\* (Sample as what we did for Asia Quest Holdings in October 10 issue of Money Compass)*

# 精明理財 | Money compass

马新首本网罗理财规划、财经资讯及企管经营的中文杂志

KDN:PP13648/01/2011  
MITA (P) 232/02/2006

RM12.00 (WM)  
RM14.00 (EM)  
SGD\$7.50

第80期  
October 2010

**MONTHLY FOCUS 本期焦点**

9位产业发展商、房产咨询专家和银行家分享精辟见解



林国豪 Norhayati Subali 丹斯里梁海金 郑水兴 邓志明 陈建业 何振顺 郑汉聪



## 高档产业，投资新焦点

Luxurious Property, a New Focus of Investment

封面人物  
Asia Quest Holdings  
首席执行官温崇年

**特别专访**



保诚国储回教保险  
(Prudential BSN Takaful)  
首席执行官  
Azim Mithani



马联保险  
(MAA Assurance)  
企业客户部副主席  
吴英珠



“企动人生”节目  
制作人兼主持人  
黄筠斌



AXA AFFIN  
保险代理经理  
黄添盛

精彩内容 简谈税务  
股东公司的报税计算法 pg64

产业信箱  
外籍人士于我国置产之申请疑难 pg73

**SME FINANCIAL SOLUTIONS 2010**

- 7/10 (柔佛)
- 13/10 (吉隆坡)
- 16/10 (檳城)



认可本杂志之单位：

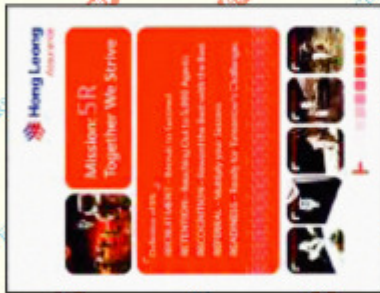


青创会 PUMM  
马来西亚青年创业促进会

提供理财资讯的管道 • 缔造理财有方的社会

**Appendix 2: Sample of Cover Wrap Jacket Package**

**COVER WRAP JACKET PACKAGE**



BACK COVER



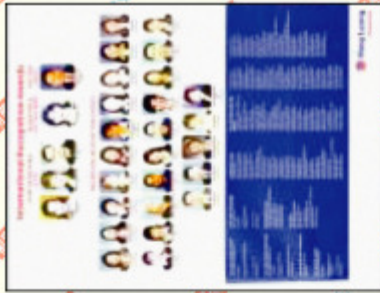
BACK COVER



INNER FRONT COVER



INNER FRONT COVER



INNER BACK COVER



INNER BACK COVER

WRAP JACKET (COVER)

WRAP JACKET (COVER)

Appendix 3: Sample of Cover Wrap Jacket + Interview Package

# COVER WRAP JACKET PACKAGE



WRAP JACKET COVER



INNER FRONT COVER



INNER BACK COVER



BACK COVER



INTERVIEW-01



INTERVIEW-02



INTERVIEW-03

Appendix 4: Creative Banner Advertisement on Cover Page

# 精明理財 | Money compass

KDN:PP13548/01/2010  
MITA (P) 232/02/2006  
RM12.00 (WM)  
RM14.00 (EM)  
SGD\$7.50

第64期  
June 2009

马新首本网罗理财规划、财经资讯及企管经营的中文杂志

COVER FOCUS 封面焦

## Cover

# Advertisement

ISSN 1675-8900  
  
9 771675 890005

认可本杂志之单位：









青创会 PUMM  
马来西亚青年创业促进会

提供理财资讯的管道 • 缔造理财有方的社会

Appendix 5: Special Creative Branding Exposure on 'Event Calendar'

# Advertisement

## 活动预告

30	31					1
2	3	4	5	6	7	8
9	10	11 Namlifa	12 Namlifa	13 Namlifa	14	15 FPAM
16	17	18	19	20	21	22 Cani Success
23 Cani Success	24	25	26	27	28	29

	1	2	3	4	5 FPAM	
6	7	8	9	10	11	12 Great Vision
13 Great Vision INGIAFAM	14 INGIAFAM	15 INGIAFAM	16	17	18	19 Success Resources
20 Success Resources	21	22	23	24	25	26
27	28	29	30			

	主办单位	活动	日期	地点
1	Namlifa	Mega Convention	8月11日-8月13日	GICC Genting Highlands
		Akard Award	8月11日-8月13日	GICC Genting Highlands
2	Cani Success	第十二届亚洲八大名师学习致富大会	8月22日 及8月23日	Sunway Pyramid Convention Centre
3	Success Resources	Ewen Chia Real Internet Income	9月19日 及9月20日	JW Marriott Hotel, KL
4	FPAM Event	Wealth Destruction and Rehabilitation - Helping Malaysian Retirement Clients Thrive	8月15日	Bukit Kiara Equestrian & Country Resort, KL
		Global Financial Crisis & Impact on Regional Economies, with Reference to Malaysia	9月5日	Bukit Kiara Equestrian & Country Resort, KL
5	Great Vision	National Entrepreneur Convention	9月12日	Sheraton Subang Hotel & Tower, Subang Jaya
		National Entrepreneur Workshop	9月13日	Sheraton Subang Hotel & Tower, Subang Jaya
6	INGIAFAM	INGIAFAM Agents Life Camp	9月13日-9月15日	Awana Genting

# Appendix 6: Special Creative Island 'Message Box' with Branding Exposure

## 1. Message Box Sample Design Layout:



## 2. Message Box in Full Page Layout:

封面焦点 Cover Focus

对银行的降幅带来显著影响。

**未履约贷款看涨，银行要自保**

他指出，国行加息TR个基点后，国内各商业银行随着减低基本贷款利率（Lo）RR个基点至RKR%。银行在减低基准利率上并未NM%追随国行的TR个基点降幅，或许是因为预料到非履约贷款将提高，而省下一点“子弹”来应对。

“OK%的Imo 只是一个基准隔夜利率，银行还是需要支付更高的存款利率。此外，银行提供的房屋贷款利率一般是基准利率IN到0%（LoJNBL=LoJOB ），意味着购房者支付的利率是PKVR到OKVR%。在违约未履约贷款风险提高之际，我认为这个利率水平并不是很高。”

**企业享更低借贷成本**

“至于企业，它们在向银行贷款来扩展生意或融资日常运作

时，将享有更低的借贷成本。对于普罗大众，若您有房贷或个人贷款，您也可享有更低的借贷成本。

然而，对存款者来说，他L她们将成为输家，因为他L她们从存款中得到的利息将相对减少。”

他补充，这是一个好机会，让那些欲扩展业务的商家，以更低的成本借贷；消费者则可借助这个机会，考虑以更低的借贷成本为他L她们的贷款进行再融资。

谈到目前是否为购买产业或房产的最佳时机，白文春认为，如果经济状况还是持续恶化，投资者不会选择在目前作出购买产业的仓促决定。

“此外，在作出置产决定时，我相信利率只是左右决定的其中一个因素；房产的位置才是最重要的考虑因素。”

“国内经济会在迈向OMM年底时逐渐改善，主要是因为全球政府实施的刺激经济配套效应将发酵。加上游资充裕，将有助于重建消费者和企业信心，使大马经济表现改善。”