

financial 1st



2023

Advertising Rate Card
and Media Information

www.mfpc.com.my

introduction

The **financial 1st** is a triannual financial planning magazine published by the MFPC since year 2006. **financial 1st** 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!

TARGET MARKET



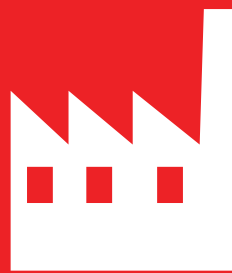
Gender

Male 39%
Female 61%



Designation

RFP 81%
Affiliate RFP 16%
Shariah RFP 3%



PUBLICATION SPECIFICATION

Published by	Malaysian Financial Planning Council (MFPC)
Frequency	Tri Annual
Language	English
Printing Quantity	Not more than 3,000 copies
Circulation	16,000 registered MFPC members
Readership	Approximately 13,000 per issue
Readership profile	Financial Planner, Bankers, Employers Government Regulators, Insurance Agents, Wills Advisers, Units Trust Agents and etc.
Number of pages	44+ (including cover page)
Printing Process	CTP (4c x 4c)
Furnishing	UV one [1] side on cover
Binding Style	Staple binding
Printing Material	260gsm Art Card (Cover) 105gsm Art Paper (Inner Contents & Advertisement)
Magazine size	210mm x 297mm (Trim)
Advertising Page size	210mm x 297mm (Bleed-leave 5mm bleeding on 4 sides)
Text (content) Page size	180mm (w) x 257mm (h)
Screen	175 lines per inch
Ad Booking Deadline	10 days prior to month of publication
Materials Booking Deadline	20 days prior to month of publication
Advertising materials	Softcopy in 300 dpi high resolution/CMYK/ PDF or TIFF file
Format required	1) Content (text) – MS Word format 2) Photo/images – Adobe Photoshop CS3 (min. 300 dpi in Tiff/Psd format) 3) Chart/Table/Graphic – Adobe Illustrator CS3 (eps format)

PAYMENT TERMS

Advance payment required

Note: MFPC 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.

Area	Categories	Percentage
Industry	Insurance	52%
	Bank	16.54%
	Others	6%
	Universities	7%
	Financial Advisor	3%
	Accountants	0.25%
	Investment	0.16%
	I.T.	0.05%
	Retirement Advisors	8%
	Human Resource	7%

PRINT AREA

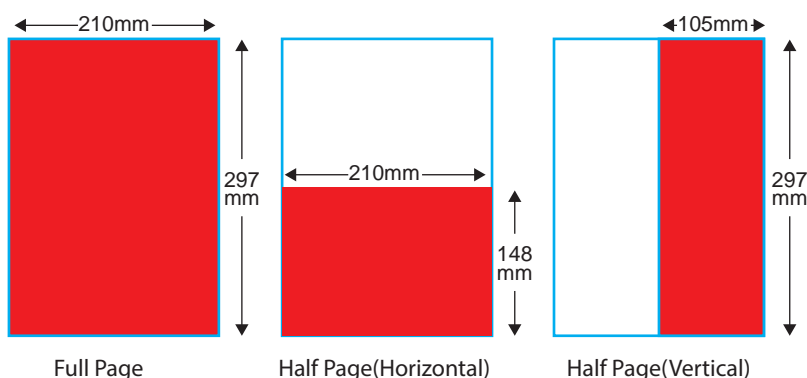
Full Page 210 x 297mm	Quarter Page 105 x 14.85mm
Half Page (Vertical) 105 x 297mm	Half Page (Horizontal) 210 x 146mm
1/3 Column (Vertical) 70 x 297mm	1/3 Column (Horizontal) 210 x 70mm

Readers by State

State	%
Penang	9
Johor	9
Sarawak	8
Sabah	4
Pahang	2
Selangor	32
Terengganu	1
Wilayah Persekutuan	19
Kedah	3
Kelantan	2
Melaka	3
Negeri Sembilan	3
Perak	5
Perlis	0

Financial 1st Advertising Rate Card			
No of Insertion / year Ads Position	1 insertion / year	2 insertions / year	3 insertions / year
Back Cover (BC)	RM4,180	Discount 10%	Discount 15%
Premium Page (PP) - IFC / IBC	RM3,080		
Run-On-Page (ROP)	RM2,200		
Half Page Horizontal / Vertical (HPH / HPV)	RM1,375		
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 RM11,000		

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 10th
 (One Month before publication month)

MATERIAL DEADLINE :
 On the 15th
 (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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