

OUTLINE EDITORIAL CALENDAR 2010

		BOOKING DEADLINE	MATERIALS DEADLINE	PUBLICATION DATE
JANUARY/FEBRUARY	COMMUNICATIONS: The communications revolution that is changing the way we work	7-Dec-2009	15-Dec-2009	1 st week Jan 2010
MARCH/APRIL	SECURITY: Priorities for protecting nations, businesses, homes and intellectual property	7-Feb-2010	12-Feb-2010	1 st week March 2010
MAY/JUNE	SPORT: Entering the big game: the multi-million dollar business of sport	1-Apr-2010	15-Apr-2010	1 st week May 2010
JULY/AUGUST	RETAIL REVOLUTION: The sustainability of luxury brands in a declining economy	1-Jun-2010	15-Jun-2010	1 st week July 2010
SEPTEMBER/OCTOBER	EDUCATION & TRAINING: Building the skills set of the workforce to take on new challenges	15-Aug-2010	21-Aug-2010	1 st week Sept 2010
NOVEMBER/DECEMBER	TRAVEL & TOURISM: Positioning Malaysia as a leading travel & tourism destination	1-Oct-2010	15-Oct-2010	1 st week Nov 2010

Editorial themes are subject to change at the sole discretion of the publisher. Deadlines may be subject to variation - for confirmation contact the BMCC Office

EXCLUSIVE SPONSOR PACKAGES

GOLD SPONSOR - Exclusive! One Only	10,000
<ul style="list-style-type: none"> Front Cover Image + Banner Caption on Page 3 Centre Fold Double Page Spread Editorial Full Page Advertisement within Feature Section Two places at forthcoming BMCC Event 	
SILVER SPONSOR - Exclusive! One Only	7,000
<ul style="list-style-type: none"> Main Image on Intro Page of Feature Section + Caption Two Pages Editorial within Feature Section Full Page Advertisement within Feature Section Two places at forthcoming BMCC Event 	
BRONZE SPONSOR	5,000
<ul style="list-style-type: none"> One & Half Pages Editorial within Feature Section One Full Page Advertisement Two places at forthcoming BMCC Event 	

REGULAR POSITIONS

	Single Insertion	3x Rate (10% Discount)	6x Rate (15% Discount)
Outside Back Cover	4,400	3,960	3,740
Inside Front Cover	3,850	3,465	3,273
Inside Back Cover	3,850	3,465	3,273
Run of Page	3,300	2,970	2,805
Half Page	2,200	1,980	1,870

All prices in Malaysian Ringgit

Size:	A4
Spec:	Full Colour
Circulation:	2,000 copies

FOR BOOKINGS:

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