

Malaysia Retailer

ADVERTISE YOUR BUSINESS IN THE
OFFICIAL PUBLICATION OF

MRCA

Malaysia Retail Chain Association

OVERVIEW

Malaysia Retailer, the official magazine of the Malaysia Retail Chain Association (MRCA), is a one of a kind retailing, franchising and branding quarterly.

The magazine highlights, informs and introduces to readers, up-to-date strategies within the retail, franchising and branding disciplines. As of 2015, the franchise industry had single-handedly contributed RM26.8 billion to the national economy.

(Source: The Malaysian Insider "Franchise industry expected to contribute RM28 billion in 2016", <http://www.themalaysianinsider.com/business/article/franchise-industry-expected-to-contribute-rm28-billion-in-2016>)

The new and improved Malaysia Retailer features a provocative mix of in-depth articles, personality and company profiles, success stories, and general reports relevant to the three disciplines.

Over the years, MRCA, which was established in 1992, had grown to be recognised as one of Malaysia's most influential retail bodies. The Association now has over 200 leading retail chain stores and franchisors, covering more than 10,000 outlets throughout the country. Scores of MRCA's members have successfully expanded overseas to countries such as the United States, Australia, China, and also ASEAN, African, and even the Middle Eastern regions.

TARGET MARKET

Business community interested in the retail, franchising and branding industry.

DISTRIBUTION

- More than 300 Members Companies & Associates in Malaysian and abroad.
- Members of Top Management.
- Relevant Government Ministries & Agencies, including the Malaysian Overseas Trade Office.
- Relevant Business Organisations & Major Shopping Malls.
- MRCA Events.
- Sold in all leading bookstores nationwide.



ADVERTISING RATES

POSITION	1X	2X	4X
Inside Front Cover	RM5,500	RM5,000	RM4,500
Inside Back Cover	RM4,500	RM4,000	RM3,500
Outside Back Cover	RM6,500	RM6,000	RM5,500
Full Page (Run-of-Book)	RM3,500	RM3,250	RM2,800

MAGAZINE DETAILS

Frequency: Quarterly

Issues: ♦ July ♦ October ♦ January ♦ April

ADVERTISING SPECIFICATIONS

Trimmed Size: 230mm (W) x 300mm (H)

Typed Area: 210mm (W) x 280mm (H)

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Material Requirement: PDF Format, Saved in CD-Rom



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