

circulation in malaysia

- VENTURE CAPITALISTS
- KUALA LUMPUR STOCK EXCHANGE MEMBERS
- MINISTRIES, GOVERNMENT & STATUTORY BODIES
- MALAYSIAN INDUSTRIAL DEVELOPMENT AUTHORITIES
- TRADING & MANUFACTURING COMPANIES
- STATE ECONOMIC DEVELOPMENT COMPANIES
- FOREIGN EMBASSIES & TRADE EMBASSIES
- CHAMBERS OF COMMERCE & INDUSTRIES
- TRADE ASSOCIATIONS AND MATRADE MEMBERS
- BANKS & FINANCIAL INSTITUTIONS
- SHARES & STOCKBROKING FIRMS
- MAJOR DISTRIBUTION OUTLETS
- HIGH NET WORTH CLIENTS OF MAJOR FINANCIAL INSTITUTIONS

circulation overseas

- VENTURE CAPITALISTS
- MATRADE WORLD-WIDE OFFICES
- MIDA WORLD-WIDE OFFICES, EMBASSIES & HIGH COMMISSIONS
- TRADE & INVESTMENT CENTRES ABROAD
- GOVERNMENT INSTITUTIONS & RELATED AGENCIES
- INTERNATIONAL STOCK EXCHANGE & FINANCIAL BODIES
- MANUFACTURERS ASSOCIATIONS WORLD-WIDE
- TRADING & MANUFACTURING COMPANIES
- OVERSEAS CHAMBERS OF COMMERCE
- INTERNATIONAL TRADE FAIRS & EXHIBITIONS

circulation profile of malaysia's top 500 largest corporations 2007/08

• Listed Companies	-	15%
• Advertisers	-	5%
• Government Departments	-	10%
• Mida & Matrade Offices	-	10%
• Banks & Financial Institutions	-	5%
• Embassies & Trade Offices	-	10%
• International Exchange	-	5%
• Trade Fairs & Exhibitions	-	10%
• Chambers Of Commerce & Associations	-	10%
• Retail Outlets	-	20%

bursa malaysia industry index

- | | |
|------------------------------------|---------------------|
| • TECHNOLOGY | • CONSUMER PRODUCTS |
| • INDUSTRIAL PRODUCTS | • CONSTRUCTION |
| • TRADING / SERVICES | • FINANCE |
| • HOTEL | • PROPERTIES |
| • PLANTATION | • MINING |
| • TRUSTS | • CLOSED-END FUNDS |
| • INFRASTRUCTURE PROJECT COMPANIES | • REIT |

Malaysia's Top 500 largest listed Corporations 2007/08

r a t e c a r d

Malaysia's Top
500
largest listed
Corporations 2007
rate card

SPARKTON SDN BHD, (467241-P)

91, Lorong Maarof, Bangsar Park, Kuala Lumpur.

Tel : 603 2284 8997 / 6109 Fax : 603 2284 9023 Email : sparkton21@yahoo.com.my

Malaysia's Top 500

Largest Listed Corporations 2007/08

Sparkton Sdn. Bhd. introduces a new category publication for Public Listed Companies comparisons and references - The **Malaysia's Top 500 Largest Listed Corporations 2007/08**. The publication objective is to introduce top performers in various categories.

The **Malaysia's Top 500 Largest Listed Corporations 2007/08** publication is a compilation of data ranking in order of Revenue, Market Capital, Total Returns, Assets, Profits, Earnings Per Share, Employees etc.

circulation & readership

The **Malaysia's Top 500 Largest Listed Corporations 2007/08** will be printed in soft cover, CD and online versions with a total circulation of 20,000 copies and with an estimated readership of 250,000. This publication will be distributed locally and worldwide through selected Malaysian extensive global network of Trade Offices and various overseas networks to stock exchange, private and governmental institutions. It will also be sold at bookshops at RM 198.00

outline of contents

- The Role of Bursa Malaysia, statutory regulations and consequent implications affecting the industry
- Malaysia after AFTA
- Economic Outlook 2008
- The Future - Views from Top Broking Companies in Malaysia
- Bursa Malaysia member Listings
- Global Exchange statistic
- Chambers Of Commerce and Industry
- Selected Statutory Bodies and Agencies
- New Listings / Government Listed Companies / Syariah approved counters
- Future Listings
- Licensed Banking Institutions in Malaysia
- Insurance Sector (New) 2007/08 Edition
- Women CEO (New) 2007/08 Edition

benefits

- The only comprehensive **Malaysia's Top 500 Largest Listed Corporations 2007/08** publication in Malaysia.
- Prestige of being selected as the **Malaysia's Top 500 Largest Listed Corporations 2007/08**
- Corporate exposure with peers in the industry
- 20,000 Copies in Circulation with estimated readership of 250,000
- Distributed to local and overseas Network of Trade Offices and global stock exchanges, private and governmental institutions
- An easy reference to all Public Listed Companies in Malaysia
- A niche publication that targets the Public Listed Companies
- Showcase of various institution's products and services
- Valuable insights to the Captains of industries on Bursa Malaysia



advertisement rates

advertisement rates	(RM)
Cover Page Logo	10,000
Inside Front Cover	35,000
Page Facing (IFC)	25,000
Back Cover	30,000
Inside Back Cover	20,000
Page Facing (IBC) Preferred Page	12,500
Full Page	10,000

mechanical data & material requirements

Full Page Bleed	317mm (H) x 220mm (w)
Full page trimmed Size (A4)	297mm (H) x 210mm (w)
Full Colour Film	Screened Positive
Colour Separated Film	175 lpi

Publication : 2008

term of payment

- * Payments made are non-refundable and must be settled as specified upon signing the insertion order.
- * Cheques are to be crossed and made payable to : Sparkton Sdn. Bhd.
- * Advertising agency add 15%
- * All insertion orders are non-cancellable

colour separation

Artwork and colour separation if undertaken by the publisher with the instructions of the advertiser will be charged at a Minimum of RM 3,000.

product type

Annual Publication with soft cover, electronic version on CD and Website. Name of Publication : **Malaysia's Top 500 Largest Listed Corporations 2007/08**
Retail Price : The retail price for books inclusive of CD's will be at RM 198.00