

HR MATTERS

PEOPLE LEADING BUSINESS



MEDIA KIT

As the flagship publication for the Malaysian human resource professional, HR Matters Magazine has been helping HR professionals understand, learn and discuss key HR issues.

Trusted more than any other HR publication
Read by more senior level HR readers
Valued for the impact and breadth of coverage

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SNAPSHOT

what

The HR Matters Magazine covers a range of HR and management issues, balancing local standpoints and regional perspectives.

LEADERSHIP | CULTURE | MANAGEMENT | COMPENSATION |
COMMUNICATION | INDUSTRIAL RELATIONS | LIT |
HR PRACTITIONER | KNOWLEDGE BANK | LETTERS |
LEARNING + DEV | PEOPLE | Q&A | FOCUS | INSIGHT

who

Aimed at the more influential HR decision makers, across a diverse range of industry sectors.

where

The magazine is distributed, on a complimentary basis, to HR Directors and Managers Malaysia-wide.

why

Despite the plethora of business magazines in the local and international business scene, there is insufficient coverage of issues considered relevant and topical to today's HR Manager in Malaysia. HR Matters addresses this.

how

HR Matters has a controlled distribution list of the top 7000 HR Directors, Managers and decision makers within Malaysia in both public listed and privately owned enterprises. To ensure the quality of its distribution, the HR Matters executive team develops and manages its own database of HR and business leaders.

ABOUT THE MAGAZINE

Dynamic, insightful and relevant, HR Matters brings to the fore, key issues in people management and business.

A clean, clear presentation style enables you access to the information in snapshots and at your leisure.

HR Matters Magazine is a quarterly publication.

Circulation	: 7000
Size	: 275mm long by 205mm wide (when closed)
Binding	: wire stitched
Pages	: 52 pages (incl cover)
Material	: 190gsm Art paper for cover and 80gsm glossy art paper for inner pages.
Finish	: UV
Quarterly	: 30 January 30 April 30 July 30 October

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DISTRIBUTION

HR Matters is distributed on a paid subscription basis to both HR Directors and Managers Malaysia wide. The magazine is also sent out to a select number in the demographic above, on a complimentary basis as well.

The magazine does attract international readers who visit the website and there are some international subscriptions.

- 42% HR Manager/Assistant Manager/Senior Manager
- 0.4% HR Consultant
- 1% Chief Executive/Managing Director
- 11% HR Executive
- 1.6% Recruitment, Technology, Training Consultants
- 44% HR Director

WHAT OUR READERS SAY

"... I find it to be a really good read..."

- Hoi Hung Wah, Area Manager HR/Administration, Casco Adhesives

"HR Matters magazine provides interesting articles which I strongly encourage my HR team to read..." - Theresa Chow, Group HR Manager, Kit Loong and Newera Group

"I love the articles published in HR Matters. Keep up the great work!"

- Annie Lim, Head of HR, Novartis Corporation

"It's a great read for all HR practitioners, do keep up the good work. I can't do without it ..."

- Wendy SL Tan, HR Manager, The Delicious Group Sdn Bhd

"Very good sharing effort. Keep it up!"

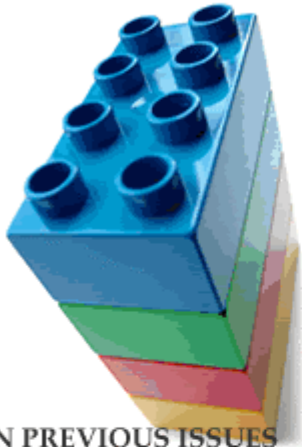
- Mohd Fathil Doyah, HR Manager, Johan Ceramics Berhad

"I have found very useful knowledge in the Knowledge Bank section."

- Bobo, HR & Administration, Unipac Group of Companies

"Thanks for this magazine. It takes a fresh look at a number of current issues and I find it relevant to our times." - Cyril Sen, Sendec Training & Consultancy

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IN PREVIOUS ISSUES

Executive Presence

Our columnist, *Sulynn Choong* asks whether leaders are born with executive presence or whether it can be acquired.

The Process of Achievement

Why success or performance is affected more by your attitude than your skill set. *Carol Quinn* puts the argument forward.

Becoming a Critic of Your Own Thinking

Dr Linda Elder explains why we cannot settle for thinking it's true if we believe it.

Building Your High Performance Team

Set the goal and let them achieve it, argues *Karin Clarke*.

Corporate Governance : Does HR have a Role?

Vijayam Nadarajah believes that HR's role and contribution ought to be important items on the Board's agenda when discussing corporate governance.

Critical Gaps presented by the New Professional

We need a more holistic approach to integrating new talent, argues *Malar Ramalingam*.

FEATURES

Areas discussed include :-

Learning + Dev	Rewards
Focus	Management
Culture	Leadership
Cutting Edge	People
Knowledge	Communication
Insight	Surveys



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CONTRIBUTOR SNAPSHOT

Relying on a mix of both local and international contributors, we aim to include a breadth of insight that goes beyond the traditional HR sphere. Hence, our discussion not just with HR practitioners. Our conversations also take us to HR consultants, psychologists, business coaches, leadership and management gurus and subject matter experts and authors in a number of other areas.

Below you will find a selection of some of the people who have contributed articles or columns to the magazine as well as personalities we have interviewed.



Sulynn Choong
Positive Change
Consultant
Malaysia



Erika Andersen
Author
*Growing Great
Employees*
USA



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of ROWE
USA



Dileep Kumar
HR Director
Kiana Resort
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Rebekah Fensome
Life Coach
United Kingdom



Dawn Webster
Exec Creative
Director,
Loomis-ISC
USA



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maker and
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Manager, Qualitas
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Full Page	RM3,006.00
Half Page*	RM1,954.00
Panel*	RM1,230.00
Insert (per 2 pages)	RM4,320.00
Box Column	RM372.00

* Either horizontal/vertical

		
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BOX COLUMN RM372.00	INSERT RM4,320.00	

PRINT RUN

Geography - Malaysia
Circulation - 7000

Quarterly Run
30 January
30 April
30 July
30 October

LOADING PREMIUMS

Inside Front Cover	20%
Inside Back Cover	20%
Outside Back Cover	25%
1st Right Hand Page	15%
3rd Right Hand Page	15%
Any nominated position	10%

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ADVERTISING SPECIFICATIONS

1. Please supply all artwork in PC format only.
2. File formats accepted are tiff, jpeg or bmp in high resolution only.
3. All files must be 300 dpi high resolution with CMYK process colour. Tiff files must be in PC-format, flattened with no layer.
4. Ad files in Microsoft Word, Excel and Powerpoint and other software are not acceptable.
5. Materials received should be in printable file with no conversion required.
6. Please supply materials on CD. Please provide a colour proof.
7. Please do not supply film.
8. Box Columns. These can be used to provide your corporate logo and 100 word description of your product/service. Logos should be provided in high-resolution CMYK format.
9. Artwork design. All Artwork must be completed and ready to transfer. HR Matters is happy to provide assistance with artwork design but is not responsible or liable for any dissatisfaction with the end result artwork. Artwork shall also follow the mechanical specifications as listed below. Artwork which does not follow the specifications below risks being resized or reformatted for inclusion. HR Matters is not responsible or liable for any dissatisfaction with the end result artwork.

Mechanical Specifications

Advertisement Size	Trim Size (height x width)	Bleed Size (height x width)
Full page	275 x 205 mm	285mm x 215 mm
1/2 page vertical	240 x 87.5 mm	N/A
1/2 page horizontal	120 x 175 mm	N/A
Panel vertical	240 x 58 mm	N/A
Panel horizontal	70 x 175 mm	N/A
Box column	60 x 85 mm	N/A

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LOOSE INSERTS



Sample Acceptable Fold
4 page fold

SAMPLE REQUIREMENT

At least 3 copies of samples of any proposed insert needs to be submitted for checking before you can proceed with an order for the insert. You can clarify full specifications on booking.

BOOKING AND CANCELLATION DEADLINES

Booking Deadline :

Minimum 3 weeks prior to publication date

Cancellation Deadline :

Minimum 2 weeks prior to publication date

Material Deadline :

Minimum 1 week prior to publication date

100% booking fee will apply :-

- (i) should insert fail to arrive in time for publication;
- (ii) should insert be cancelled after the deadline set; or
- (iii) insert is cancelled for not meeting required specifications.

MISCELLANEOUS

1. The orientation of loose inserts cannot be guaranteed (may appear upside -down or back to front).
2. Loose sheets are not permitted within a multiple page insert.
3. Inserts which do not comply with initial booking details may be subject to re-evaluation.
4. All inserts must be identical in terms of technical specifications for any particular publication.
5. Inserts with different specifications necessarily are treated as separate products.
6. Please note that these specifications are subject to change without notice. All bookings are subject to the Terms and Conditions outlined in your booking form and as outlined on the HR Matters website. Full terms are outlined on the HR Matters website.

TECHNICAL SPECIFICATIONS

DIMENSIONS (HEIGHT x WIDTH)

Size
Maximum height 255 mm
Maximum width 185 mm

Minimum height 200 mm
Minimum width 120 mm

Single sheet Minimum 80gsm
Maximum 150gsm

Multiple sheets Minimum 80gsm
Maximum 130gsm
Max for multiples 4 pages

Inserts of different specifications are welcome but need to be discussed beforehand. Please contact us.

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SUBSCRIPTION SERVICES

Subscriptions are yearly at the rate of RM99 (inclusive of postage and handling). International subscriptions are available at the rate of USD47.00 per year. This entitles you to four issues per year published at the of January, April, July and October.

About Flipside

Flipside provides an end to end solution for corporate education and executive training services focusing on the provision of certification programmes.

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