

# HR MATTERS

PEOPLE LEADING BUSINESS



## MEDIA KIT 2009-2010

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

## MEDIA KIT 2009 - 2010



### 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 complimentary subscription basis to HR Directors and HR Managers Malaysia wide.

HR Matters is also available on a paid subscription basis both locally and internationally.

- 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!"

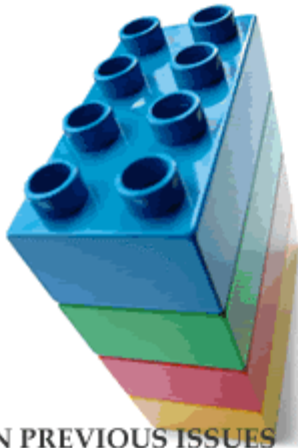
- Mohd Fathil Doyah, HR Manager, Johan Ceramics Berhad

"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

#### **Working the Balance**

We talk to Anderson Lim, HR Director at Republic Polytechnic Singapore about work-life excellence and how they have made this a priority at RP. They talk the talk. It's time to find out how far down the road they've walked.

#### **Courage Leadership**

Sandra Ford Walston, the Courage Expert believes that there's a place for courage at work.

#### **HR Practitioner - Melissa Fitzpatrick**

The General Manager, Operations at Melbourne IT in Australia has garnered two back-to-back National HR Awards in 2005 and 2006. Read our in-depth interview with Melissa to find out more about a high performance work culture where employee satisfaction is a whopping 95%.

#### **The Avant-Garde Leader**

"An avant-garde leader is someone who takes on a role that breaks with traditional roles, one that is perceived as a possible leadership role of tomorrow. It may be on the edge of what is legitimate in society today." - Eva Boxenbaum, Copenhagen Business School.

#### **Managing Conflict at Work**

We talk to three local HR practitioners to get an insight into how they manage conflict at work.

#### **The Value of Human Capital Management**

Jon Ingham sheds light on the value of human capital management. He talks about his experiences working in both the UK and the former USSR.

#### **My Top 10 Peeves**

Sally Hew from TSA Industries Sdn Bhd shares with us, the things that irritate her, in her role as a Human Resources Manager.

### 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



Sam Elias  
Technical Director  
Kareer.com.my  
Malaysia



Bernard Cruz  
Senior VP HR  
Prosafe Prod  
Services  
Singapore



Geh Thuan Hooi  
GM (Services)  
HR Division  
Sunway Group  
Malaysia



Dr Izzy Justice  
Founder, EQMentor  
USA



Mohamad b Hj  
Abu Bakar  
HR Director  
DKSH Holdings  
Malaysia



Avril Henry  
professional  
speaker, author  
and coach  
Australia



John Taya, Exec  
Director Org Dev  
Main Roads  
Western Australia



Stephen Dowling  
Principal  
HR Optimization  
Australia



Guy Wallace  
Vice President  
Curriculum  
Architecture  
Wachovia  
USA



Cali Ressler + Jody  
Thompson, creators  
of ROWE  
USA



Dileep Kumar  
HR Director  
Kiana Resort  
Seremban  
Malaysia



Rebekah Fensome  
Life Coach  
United Kingdom



Dawn Webster  
Exec Creative  
Director,  
Loomis-ISC  
USA



Dave Rogers  
Skilled deal-  
maker and  
entrepreneur  
coach  
Singapore



Bruce Lewin  
Four Groups  
Limited  
United Kingdom



Sarina Anuar  
Human Resource  
Manager, Qualitas  
Group of Companies  
Malaysia








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### ADVERTISING RATES

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

		
<b>FULL PAGE</b> RM3,006.00	<b>HALF PAGE (V)</b> RM1,954.00	<b>HALF PAGE (H)</b> RM1,954.00
		
<b>PANEL (V)</b> RM1,230.00	<b>PANEL (H)</b> RM1,230.00	
		
<b>BOX COLUMN</b> RM372.00	<b>INSERT</b> 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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### EDITORIAL

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### SUBSCRIPTION SERVICES

**HR Directors and Managers**  
Subscription on a complimentary basis.  
**Non-HR Directors and Managers**  
Subscription on a paid basis.  
Local RM11.00 per issue (incl postage/handling)  
International USD11.00 per issue (incl postage/handling)  
**For questions about your subscription or to subscribe:**  
subscribe@hr-matters.info

### About Flipside

Flipside provides an end to end solution for corporate education and executive training services. We facilitate and provide an independent and neutral environment for the exchange of views and sharing of business information and strategies.

**For all commercial and general enquiries:**  
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