

MCM

MYANMAR CONSOLIDATED MEDIA LIMITED

PRINT & ONLINE
MEDIA KIT
FINANCIAL YEAR 2009-2010

- THE MYANMAR TIMES – MYANMAR
- THE MYANMAR TIMES – ENGLISH
- NOW! MAGAZINE
- CRIME JOURNAL & WHEELS
- MCM COMMERCIAL PRINTING
- MCM BOOK PUBLISHING
- TIMES ONLINE





Myanmar's premier news organisation.

We are the nation's most respected publishers.

As a pioneering media company in a rapidly evolving environment Myanmar Consolidated Media (MCM) has no peer. More than just publishers, we are a one stop shop for far-reaching media solutions.

With a history stretching back a decade MCM's dual language flagships *The Myanmar Times* are viewed as the newspapers of record by the nation's decision makers and spenders.

First published in 2000 *The Myanmar Times* is read weekly by hundreds of thousands of Myanmar people, foreigners plus 50 countries worldwide, and through *Times Online* we record millions of visits annually.

The company's products have earned a reputation for autonomy, accuracy and integrity, and unlike any other local media organisation MCM has assembled a talented team of foreign and local editors, reporters and contributors with international knowledge and capability.

Through its wholly-owned newspapers & magazines MCM delivers professional coverage across all sections of industry, government and civil society.

That sense of discipline and aspiration for higher standards makes Myanmar Consolidated Media truly the voice of tomorrow.



A guarantee to our readers & advertisers.

We'll give you the most accurate reporting possible.

MCM

MYANMAR CONSOLIDATED MEDIA LTD.

• The Myanmar Times • The Myanmar Times (Myanmar) • NOW! Magazine
• MCM Printing • The Crime Journal • MCM Book Publishing
No. 379/883, Bo Aung Kyaw Street, Kyauktada Township, Yangon, Myanmar. Fax: (951) 254158
Tel: (951) 251642, 392928 E-mail: management@myanmarintimes.com.mm www.mmtimes.com

From our fully integrated press and editorial headquarters in downtown Yangon we're uniquely positioned to report on the rapid adjustments taking place in Myanmar today.

We'll continue to expand and improve our range of printed and online products and all the time we will cover the events in Myanmar with depth and incisiveness.

We'll use our unequalled network of correspondents and international news sources to keep you abreast of this evolving nation as it faces the complexity challenges in the 21st century.

With persistence and discipline we'll give you quality reporting, analysis and insight that is convincing, useful and unique, while we'll endeavour to write and publish with sincerity and professionalism.

In a new and fast age, we are bombarded with media, sometimes at a bewildering pace so you can be sure we will use our website and new technologies to make it easier for readers to interact with us.

We therefore undertake to present the news to you in a simple and readable format.

Our team of 100 editors and journalists in three bureaus across the country know that simply reporting the facts is not enough: they must analyse them and explain to readers how these facts will shape and affect their lives. In this way we continue to serve as the model for innovation in the media sector.

Above all else, we promise to give you the most accurate reporting possible in the nation today.



Ross Dunkley
CEO, Editor in Chief

We are the voice of tomorrow.

A professional, disciplined approach to publishing.

Our readers have come to expect only the best from us because we deliver a comprehensive reading and learning experience through all of our publications, providing:

- Groundbreaking News and Exclusive Interviews;
- Coupled with in-depth Business, Finance and Property News;
- Backed by unparalleled global perspectives through exclusive agreements with wire services like *Agence France Presse* and news providers like *The Los Angeles Times* and *Washington Post* syndicate;
- Plus crime, law and legal issues through *The Crime Journal*, our weekly colour tabloid;
- And we'll keep you right in the loop about people and society, culture, traditions, performance and the fine arts through our *Timeout* section in *The Myanmar Times* and in our fast paced *NOW!* Magazine we dish up fashion, style and music.
- At the end of the day it makes no matter whether a reader is local, expatriate or tourist, our free Classifieds, Quick Guides, Airline Schedules, Useful Numbers and What's On updates keep you fully abreast of the increasingly vibrant country that is Myanmar.

With a stable of hard hitting publications being distributed to every corner of the country throughout the week it's easy to see why advertising has never been easier. As a regular advertiser or only an occasional one our publications will always find your target. It's time you gave us a call.





The Myanmar Times.

Two truly national newspapers.

There's always something new happening every day of the week. Around the clock, 52 weeks a year *The Myanmar Times* brings you the events as they happen.

With a full colour, tabloid presentation printed on international quality newsprint, *The Myanmar Times* published in English on Monday and Myanmar on Friday is more than just a newspaper, it's your complete package.

In every issue of *The Myanmar Times* you can expect more informative news, entertainment and engagement with the new Myanmar. That's why our readers and advertisers become the real winners. There is no better way to reach consumers and clients, potential partners, business analysts and state officials than through *The Myanmar Times*.

The papers remain the bench mark for business, government and the foreign community. *The Myanmar Times* is the preferred weekly choice and it is perceived as the pacesetter in the publishing sphere.

Mirroring this readership base, our advertising clients constitute some of the most successful businesses in Myanmar, which are able to build on their successes with carefully designed and targeted advertising programs with us.

By choosing *The Myanmar Times* as your marketing medium, you will hit your market – directly and accurately – every time.



Crime Journal & Wheels—capturing the middle ground

Tapping into even more consumers.

A weekly full-colour tabloid, *The Crime Journal* contains a compelling mix of local, regional and international crime news and features. Now, in a new innovation the paper has incorporated an auto component with *Wheels* and thus it becomes the only publication in the country to scrutinise the automobile industry.

The Crime Journal and *Wheels* penetrate the 'workhorse' end of the national demographic and it is published to high international standards with highly trained editors and experienced contributors from around the country.

Wheels rises head-and-shoulders above the pack, offering a completely new and exciting reading experience giving you a handle on prices, trends and challenges in the auto sector. *Wheels* and *The Crime Journal* appeals to advertisers who wish to sell security-related products, auto parts and service, electronics goods such as stereo equipment and a myriad of auto related services.



NOW! - The ultimate magazine market opportunity.

The must read for young decision makers and spenders.

NOW! is the sensational magazine for smart, ambitious, adventuresome men and women aged 20 to 45. *NOW!* is a must for celebrity gossip, news, fashion and beauty secrets - the Myanmar Magazine for You.

NOW! magazine deliberately targets younger, affluent decision makers and spenders, many of whom read expensive 'glossy' magazines to stay in touch with what's happening beyond the shores of Myanmar.

NOW! is a publishing first and equal to anything published within the South East Asian region and with a fast growing circulation base it continues to be the fashion pacesetter.

Groundbreaking fashion and celebrity coverage, shopping features that include the must-have items of the season, weekly horoscopes and action-packed sections, *NOW!* is the ultimate destination for both men and women who understand what living is all a bout.

Call our *NOW!* hotline to find out more. Tel: 392928



Extra power through online & print.

Creating revenues online is within your grasp.

If you advertise with us we take your business very seriously indeed. But, in order to keep your business we must stay ahead of the times which is why we are intent at being at the cutting edge where print and online merge.

With an extensive re-tooling of our online architecture we are perfectly positioned to offer our clients digital and print solutions at one stop. Creating revenues online is now within your grasp which is why at *Times Online* and with *The Myanmar Times* life has never been easier. Find out how your advertising budget can go that extra mile by talking with one of our marketing executive now.

www.myanmartimes.com.mm → OK



2009-2010 Advertising Rate Card

In the fiscal year 2009-2010 MCM is retaining most of its standard advertisement sizes, but in order to service its market more comprehensively it now introduces a three tiered pricing structure which allows advertisers to more accurately plan budgets and determine their requirements with greater certainty.

Display Advertising.

Three tiers designed to satisfy any budget.

Premium 'A' – Brand building, product enhancement designed for maximum impact

Business 'B' – Bang for buck preserves budget, magnifies reach and catch

Economiser 'C' – Saves cash, boosts business – the small biz income generator

Classified Advertising.

Nationally first with print & online – results guaranteed.

'Budget' - With an entry price as low as \$2 a day or K15,000/wk

'Work Horse' – for the business owner searching for greater cash flow

'Premium' – for results driven advertising on larger budgets



<p>Full Page 6 col x 38cm \$2964</p>	<p>The Whopper 4 col x 38cm \$1976</p>	<p>Biz-Junior 4col x 20cm \$1000</p>	<p>Biz mini-Junior 5col x 15cm \$937</p>	<p>The Big Bang 4 col x 10cm \$480</p>	<p>Mini-strip 6 col x 6cm \$562</p>
<p>Half Page 6 col x 19cm \$1482</p>	<p>Max Junior 5 col x 20cm \$1300</p>	<p>The Big Strip 6 col x 11cm \$825</p>	<p>The Qtr Pager 3 col x 19cm \$712</p>	<p>Quick Starter 3 col x 10cm \$360</p>	<p>Cash converter 2 col x 10cm \$240</p>
<p>MiniJunior 4col x 22.5cm \$1170</p>	<p>Big Six 6 col x 14cm \$1092</p>	<p>Mini-Qtr 3 col x 15cm \$562</p>	<p>Small Six 6 col x 7cm \$525</p>	<p>Micro-strip 6col x 3cm \$216</p>	<p>Money saver 3 col x 5cm \$180</p>



THE FULL REACH - Buy 3 and take the 4th for free!

The full reach across all demographics.

Premium 'A' – Brand building, product enhancement designed for maximum impact

Full Page	228	38 x 6	\$2964
The Whopper	152	38 x 4	\$1976
Half Page	114	19 x 6	\$1482
Max Junior	100	20 x 5	\$1300
Mini-Junior	90	22.5 x 4	\$1170
Big Six	84	14 x 6	\$1092

*With each option please add in a Full Page for Now! Magazine

Business 'B' – Bang for buck preserves budget, magnifies reach and catch

Biz-junior	80	20 x 4	\$1000
Biz mini-jnr	75	15 x 5	\$937
The Big Strip	66	11 x 6	\$825
The Qtr Pager	57	19 x 3	\$712
Mini-Qtr	45	15 x 3	\$562
Small Six	42	7 x 6	\$525

*With each option please add in a Big Junior size for Now! Magazine

Economiser 'C' – Saves cash, boosts business – the small biz income generator

The Big Bang	40	10 x 4	\$480
Mini-strip	36	6 x 6	\$432
Quick Starter	30	10 x 3	\$360
Cash converter	20	10 x 2	\$240
Micro-strip	18	3x6	\$216
Money saver	15	5 x 3	\$180

*Size of Advert in Now! Magazine varies

Full Page 6 col x H: 38cm \$2508	The Whopper 4 col x H: 38cm \$1672	Biz-Junior 4 col x H: 20cm \$800	Biz mini-Junior 5 col x H: 15cm \$750	The Big Bang 4 col x H: 10cm \$360	Mini-strip 6 col x H: 6cm \$324
Half Page 6 col x H: 19cm \$1254	Max Junior 5 col x H: 20cm \$1100	The Big Strip 6 col x H: 11cm \$660	The Qtr Pager 3 col x H: 19cm \$570	Quick Starter 3 col x H: 10cm \$270	Cash converter 2 col x H: 10cm \$180
Mini-Junior 4 col x H: 22.5cm \$990	Big Six 6 col x H: 14cm \$924	Mini-Qtr 3 col x H: 15cm \$450	Small Six 6 col x H: 7cm \$420	Micro-strip 6 col x H: 3cm \$162	Money saver 3 col x H: 5cm \$135

THE MYANMARTIMES
 Monday 24 Nov. 2008
 Myanmar's first international weekly

Economy main concern at ASEAN meeting

Slow internet c hampers local k



By Karen Jho, Staff Reporter

MYANMAR'S internet connectivity remains a major concern for ASEAN member states, with slow speeds and frequent outages hampering local businesses and government services.

The Myanmar government has been urged to improve its internet infrastructure to meet the needs of the region's growing economy. ASEAN leaders met in Singapore to discuss the issue, with Myanmar's Prime Minister Thein Sein expressing his government's commitment to addressing the problem.

Local businesses and government agencies have reported significant difficulties due to the slow and unreliable internet service. This has led to delays in transactions, communication, and the delivery of services to citizens.

Experts believe that the current state of Myanmar's internet infrastructure is a major barrier to economic growth and development. They call for increased investment in broadband networks and improved regulatory frameworks to ensure a more stable and faster internet service.

မြန်မာတိုင်း(မိ)
 MYANMARTIMES
 မြန်မာ့နိုင်ငံတော် - သယံဇာတနှင့် ထုတ်ကုန်များ

မိဒီအမ်အေစနစ် မုန်းကတ် ဝယ်ယူနိုင်ပြီ

အက်ဒ်အီးစီ ၅၀ တန် တစ်ခါသုံး ကြိုတင်ငွေပေး ကမ်းမှီးတန်း ပို့သိုင်း မုန်းကတ် စတင်ဖြန့်ချိသည့် ပထမနေ့တွင် ကတ် ၁၅၀၀ ခန့် ရောင်းချ



မြန်မာ့အသံနှင့် ရေဒီယို ဖြန့်ချိရေး ကော်ပိုရေးရှင်း (အက်ဒ်အီးစီ) က မိဒီအမ်အေစနစ် မုန်းကတ် ဝယ်ယူနိုင်ပြီ ဟု ကြေညာခဲ့သည်။ အက်ဒ်အီးစီ ၅၀ တန် တစ်ခါသုံး ကြိုတင်ငွေပေး ကမ်းမှီးတန်း ပို့သိုင်း မုန်းကတ် စတင်ဖြန့်ချိသည့် ပထမနေ့တွင် ကတ် ၁၅၀၀ ခန့် ရောင်းချခဲ့သည်။

မိဒီအမ်အေစနစ် မုန်းကတ် ဝယ်ယူနိုင်ရန် အက်ဒ်အီးစီ ၅၀ တန် တစ်ခါသုံး ကြိုတင်ငွေပေး ကမ်းမှီးတန်း ပို့သိုင်း မုန်းကတ် စတင်ဖြန့်ချိသည့် ပထမနေ့တွင် ကတ် ၁၅၀၀ ခန့် ရောင်းချခဲ့သည်။

The Myanmar Times – Dual buy

Hit 250,000+ readers with our two national papers, every Monday and Friday.

Premium 'A' – Brand building, product enhancement designed for maximum impact

Full Page	228	38 x 6	\$2508
The Whopper	152	38 x 4	\$1672
Half Page	114	19 x 6	\$1254
Max Junior	100	20 x 5	\$1100
Mini-Junior	90	22.5 x 4	\$990
Big Six	84	14 x 6	\$924

Business 'B' – Bang for buck preserves budget, magnifies reach and catch

Biz-junior	80	20 x 4	\$800
Biz mini-jnr	75	15 x 5	\$750
The Big Strip	66	11 x 6	\$660
The Qtr Pager	57	19 x 3	\$570
Mini-Qtr	45	15 x 3	\$450
Small Six	42	7 x 6	\$420

Economiser 'C' – Saves cash, boosts business – the small biz income generator

The Big Bang	40	10 x 4	\$360
Mini-strip	36	6 x 6	\$324
Quick Starter	30	10 x 3	\$270
Cash converter	20	10 x 2	\$180
Micro-strip	18	3x6	\$162
Money Saver	15	5 x 3	\$135

Full Page 6 col x H: 38cm \$1824	The Whopper 4 col x H: 38cm \$1216	Biz-Junior 4 col x H: 20cm \$560	Biz mini-Junior 5 col x H: 15cm \$525	The Big Bang 4 col x H: 10cm \$240	Mini-strip 6 col x H: 6cm \$216
Half Page 6 col x H: 19cm \$912	Max Junior 5 col x H: 20cm \$800	The Big Strip 6 col x H: 11cm \$462	The Qtr Pager 3 col x H: 19cm \$399	Quick Starter 3 col x H: 10cm \$180	Cash converter 2 col x H: 10cm \$120
MiniJunior 4 col x H: 22.5cm \$720	Big Six 6 col x H: 14cm \$672	Mini-Qtr 3 col x H: 15cm \$315	Small Six 6 col x H: 7cm \$294	Micro-strip 6 col x H: 3cm \$108	Money saver 3 col x H: 5cm \$90



The Myanmar Times – The Single Buy

Reaching the nation's decision makers and spenders.

Premium 'A' – Brand building, product enhancement designed for maximum impact

Full Page	228	38 x 6	\$1824
The Whopper	152	38 x 4	\$1216
Half Page	114	19 x 6	\$912
Max Junior	100	20 x 5	\$800
Mini-Junior	90	22.5 x 4	\$720
Big Six	84	14 x 6	\$672

Business 'B' – Bang for buck preserves budget, magnifies reach and catch

Biz-junior	80	20 x 4	\$560
Biz mini-jnr	75	15 x 5	\$525
The Big Strip	66	11 x 6	\$462
The Qtr Pager	57	19 x 3	\$399
Mini-Qtr	45	15 x 3	\$315
Small Six	42	7 x 6	\$294

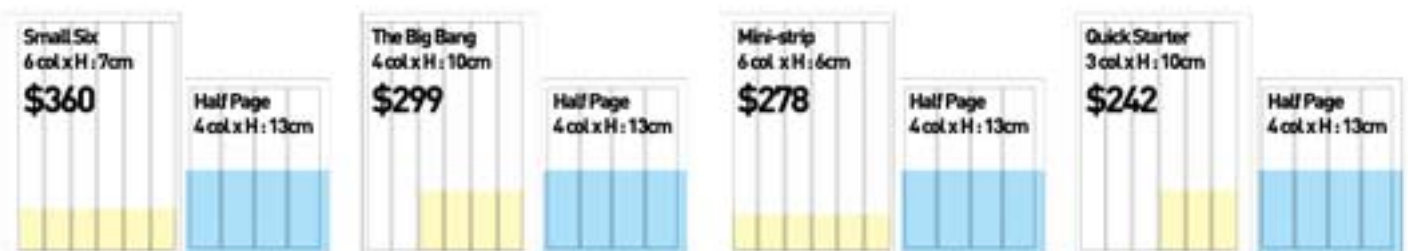
Economiser 'C' – Saves cash, boosts business – the small biz income generator

The Big Bang	40	10 x 4	\$240
Mini-strip	36	6 x 6	\$216
Quick Starter	30	10 x 3	\$180
Cash converter	20	10 x 2	\$120
Micro-strip	18	3x6	\$108
Money Saver	15	5 x 3	\$90

NOW! - Size Specification



The Myanmar Times & NOW! Dual Buy.



NOW! - The ultimate magazine opportunity.

For young, affluent consumers 20-35 years old.

	col-cm	size	price
Display			
Full Page	106	26.5 x 4	\$212
Big Junior	80	26.5 x 3	\$160
Half Page	52	13 x 4	\$104
Product enhancer	40	10 x 4	\$80
Qtr Page	26	13 x 2	\$52
Single Column	13	13 x 1	\$26
Quick Guide			
Size 1	20	10 x 2	\$20
Size 2	10	10 x 1	\$10
Size 3	5	5 x 1	\$5



*NOW! Magazine is a standard four columns wide x 26.5cm deep (bleed size) while in the Quick Guide there are five columns. Prices for advertising using glossy stock is charged at separate rates. A casual column/cm rate of \$5 applies.

The Myanmar Times & NOW! Dual Buy.

Combining two of the best for maximum results.

Full Page	MTM 38 x 6 + Full Page Now!	\$1999
The Whopper	MTM 38 x 4 + Full Page Now!	\$1350
Half Page	MTM 19 x 6 + Full Page Now!	\$999
Max Junior	MTM 20 x 5 + Full Page Now!	\$950
Mini-Junior	MTM 22 x 4 + Full Page Now!	\$750
Big Six	MTM 14 x 6 + Full Page Now!	\$699
Biz mini-jnr	MTM 15 x 5 + Full Page Now!	\$650
The Qtr Pager	MTM 19 x 3 + Full Page Now!	\$499
Small Six	MTM 7x6 + Half Page Now!	\$360
The Big Bang	MTM 10x4 + Half Page Now!	\$299
Mini-strip	MTM 6x6 + Half Page Now!	\$278
Quick Starter	MTM 10x3 + Half Page Now!	\$242



The Crime Journal with Wheels.

Reaching blue & white collar professions.

Premium 'A' – Brand building, product enhancement designed for maximum impact

Full Page	228	38 x 6	\$798
The Whopper	152	38 x 4	\$532
Half Page	114	19 x 6	\$399
Max Junior	100	20 x 5	\$350
Mini-Junior	90	22.5 x 4	\$315
Big Six	84	14 x 6	\$294

Business 'B' – Bang for buck preserves budget, magnifies reach and catch

Biz-junior	80	20 x 4	\$240
The Big Strip	66	11 x 6	\$198
The Qtr Pager	57	19 x 3	\$171
Mini-Qtr	45	15 x 3	\$135
Small Six	42	7 x 6	\$126

Economiser 'C' – Saves cash, boosts business – the small biz income generator

The Big Bang	40	10 x 4	\$100
Mini-strip	36	6 x 6	\$90
Quick Starter	30	10 x 3	\$75
Cash converter	20	10 x 2	\$50
Micro-strip	18	3x6	\$45
Baby boomer	15	5 x 3	\$38
Money saver	10	5x2	\$25

Premium Locations

Page	Loading Fee
Front Page	By negotiation
Page 2	25%
Page 3	50%
Page 5	25%
Business Lead	25%
Timeout Lead	25%
Socialite	25%
Back Page	50%
Preferred location	15%

VIP Volume Discounts

Spend more and enjoy greater savings.

Insertions	Discount
5	10%
10	12%
15	14%
20	15%

FREQUENCY/CASH DISCOUNTS

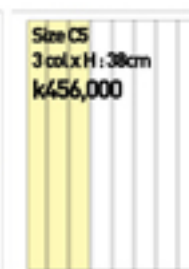
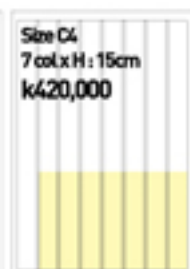
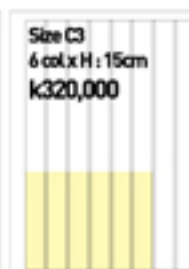
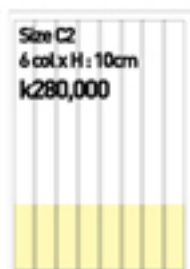
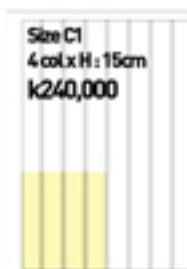
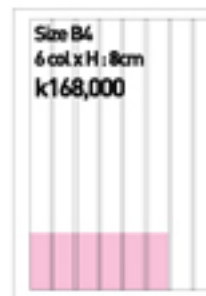
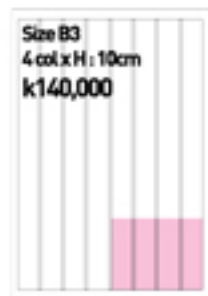
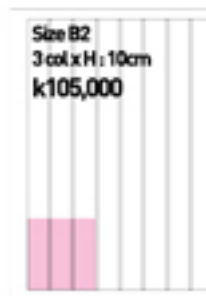
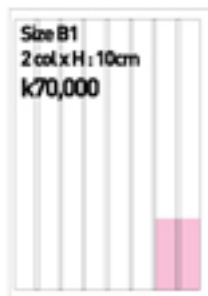
Book any advertisement and receive substantial discounts:

13 wk contract = 5% discount
 26 week contract = 10% discount
 1 Year contract = 15% discount

Pay cash up front on any contract and receive further discounts:

13 wk contracts = 5% cash discount
 26+ wk contracts = 10% cash discounts

MT Classifieds size specification



MT Classifieds - The biggest in Myanmar.

Now online and in print – which is why we produce results

Budget Classifieds

	Size	cm	Price
Size A1	5x1	5	k15,000
Size A2	5x2	10	k30,000
Size A3	6x2	12	k36,000
Size A4	5x3	15	k45,000

Work Horse Classifieds

Size B1	10x2	20	k70,000
Size B2	10x3	30	k105,000
Size B3	10x4	40	k140,000
Size B4	8x6	48	k168,000
Size B5	8x7	56	k196,000

Premium Classifieds

Size C1	15 x 4	60	k240,000
Size C2	10x7	70	k280,000
Size C3	15x6	80	k320,000
Size C4	15x7	105	k420,000
Size C5	38x3	114	k456,000
Size C6	38x4	152	k608,000
Size C7	38x8	304	k1,216,000

Sizes are limited to 15cm in depth. Standard page is 8 columns x 38cm deep

Lineage

It's easy and cheap to buy lineage in our classifieds section.

5 lines = K3000

10 lines = K5000

Get a 50% price reduction on Classifieds.

Buy any classified advertisement in MTM and you are automatically entitled to a 50% discount on the second advert in one of either *The Myanmar Times* (English), *Crime Journal*, *Auto Trader* or *NOW! Magazine*.



We're working hard for you.

National products that penetrate all demographics.

No matter what your product or service, partnering with Myanmar Consolidated Media through advertising is the surest way to put your business on the path to profit and expansion. As a serious player in the Myanmar market, your company cannot afford to pass up the advantage you gain through regular exposure in our newspapers, magazines and online. We are ready now to help you develop a hard-hitting and effective media plan. Please call us now to discuss how we can help you propel your business onward and upward.



MYANMAR CONSOLIDATED MEDIA LTD.

HEAD OFFICE - YANGON:

No.379/383, Bo Aung Kyaw St,
Kyauktada Township, Yangon.
Tel: (951) 392 928, 253 642, 392 676
Fax: (951) 254 158
Email: advertising@myanmartimes.com.mm

MANDALAY BUREAU:

No.180, 74th St, Bet 31st & 32nd St,
Mandalay. Tel: (02) 24450, 24460,
65391, 65392
Fax: (02) 24460
Email: mdyadvertise@myanmartimes.com.mm

CAPITAL BUREAU:

No. 10/72, Bo Tauk Htein St, Yan Aung
(1) Quarter, Nay Pyi Taw - Pyinmana.
Tel: 067- 23064, 23065
E-mail: capitalbureau@myanmar.com.mm
www.mmtimes.com