



# A Guide to Certified Engineering Companies and Products in Malaysia

**Dimension Publishing Sdn Bhd** – the official publisher of the **Institution of Engineers, Malaysia (IEM)** – is proud to introduce the all-new Engineering In-Focus, which provides a more streamlined focus, additional benefits for our business partners and more relevance for your business.

## introduction

Companies or organisations that bear the insignia of the prestigious International Organisation for Standardisation (ISO) certification holds a natural advantage when it comes to business dealings. By the same token, the products and/or services of these companies are held in high regards in the industry due to the proven procedures and well-documented processes in place to achieve ISO certification.

Our upcoming issue, '**A Guide to Certified Engineering Companies & Products**', will feature reputable ISO-certified companies, with a special focus on quality engineering firms, profiling their successes and accomplishments while showcasing ISO accredited products and services.

'**A Guide to Certified Engineering Companies & Products**' will focus on ISO accomplishments and achievements by Malaysia's leading companies providing engineering products, systems, automation, consultation and other related services. The companies featured in this publication encompasses a wide variety of engineering sectors, including manufacturers, project consultants, developers, integrators, planners, designers and many more. These companies represent the best in the industry, by virtue of their dedication and thorough cooperative effort to achieve an international standard certification.



## relevant editorial content

- Introduction to Standards and ISO
- SIRIM's Function, Role and Services
- Understanding ISO Categories, Certifications and Schemes
- Application Regulations and Requirements for ISO
- Company and Product Profiles

## circulation & readership profile

The benefit of being a part of 'A Guide to Certified Engineering Companies & Products' is the exposure of your company's products and services to corporate engineering firms and highly-skilled professional engineers who are decision-makers in major government and private sector projects. Other intrinsic benefits stem from our association and collaboration with the Institution of Engineers, Malaysia, offering:

- A circulation of over 15,000 professional engineer members of IEM
  - Free copies (approx. 5,000) to engineering firms and companies providing services and products to engineers
- An estimated readership of 75,000 readers, including registered engineers, corporate leaders, CEOs, government officials, project directors, entrepreneurs, project consultants, engineering consulting firms, graduate students and many more
- A successful collaboration with IEM – widely renowned for their members' expertise, knowledge, education and training.

ITEMS	COPIES
IEM Registered Fellow members	700
IEM Registered Member (selected active members)	2,000
All Consulting Engineering Firms	300
All Registered SIRIM Certified Engineering Firms	300
All Registered CIDB Certified Construction & Developer Firms	4,000
Engineering Firm in Malaysia	2,000
Engineering Related Government Departments	500
Companies Provides Service and Products to Engineers	2,000
Professional Institution Related to Various Engineering Disciplines	200
Engineering Contractors and Developers	200
Public Libraries	300
Major Retail Bookstore (SRP RM100)	2,500
<b>Total Circulation &amp; Readership</b>	<b>15,000</b>

## advertising benefits

Full-package Offer:

- 1 Full Page Colour Advertisement (ROP)
- Corporate Profile (1 page)
- Focus on Certified Engineering Products/Systems/Activities/Services (2 pages)

The above content can be arranged to suit your preference within the page allocation.

Total package rate for Four (4) full pages of content is ONLY RM10,000!

Other packages can be arranged to meet your preferred advertising needs. Whether it is more than four pages or just a single page, we will work together with you to meet your crucial business requirements.

Our main aim is for 'A Guide to Certified Engineering Companies & Products' to play a substantial role as a resource for our readers to gain an insight into the world of ISO certification; from general certification concepts, schemes, procedures for certification and the benefits of applying for the International Standards certification. By providing a list of ISO-certified companies in Malaysia in a clear, concise, indexed and easily searchable database, we hope to break down the wall of communication between our business partners and readers.

## Advertising Rate Card

DISPLAY AD (PER ISSUE)	AMOUNT IN (RM)
Book Mark*	16,000.00
Cover Gatefold (2 pages)	18,000.00
Outside Back Cover	12,500.00
Inside Front Cover	10,000.00
Inside Back Cover	8,500.00
Page 1	9,000.00
Section Divider	8,500.00
Facing Foreword, Title and Content page	7,500.00
Page 2 to page 8	7,500.00
<b>2 pages package (ROP)</b>	<b>6,000.00</b>
<b>4 pages package (ROP)</b>	<b>10,000.00</b>
Run-on-page (ROP) 4 Colours	4,000.00
Run-on-page (ROP) in B/W	3,500.00
<b>Internet Advertisement Package (same booking(s) as for on-line version)</b>	
<b>*Prime position booking - banner + full pages Ad</b>	<b>Additional 15% of net rate</b>

\*Book Mark price included printing cost (Max. size 6" x 8")

MECHANICAL DATA		DEADLINES	
<b>Printing</b>	Offset 4 Colour, CTP	<b>Booking Deadline</b>	4 weeks prior to publication date
<b>Binding</b>	Perfect Bind	<b>Material Deadline</b>	3 weeks prior to publication date
<b>Trim Size</b>	210 x 297mm	<b>Publication Date</b>	March/April 2009
<b>No. of pages</b>	Approximately 192+	<b>Frequency</b>	Annually
<b>Finishing</b>	Cover Matt Lamination		
MATERIAL REQUIREMENT		PAYMENT TERMS	
<b>Colour Advertisement</b>	High-resolution min. 300 dpi softcopy (in TIFF/EPS/PDF or Adobe Illustrator format with text created outline)	<b>Display Advertisement</b>	50% advanced deposit; balance due upon publication
<b>B&amp;W Advertisement</b>	High-resolution min. 300 dpi softcopy (in TIFF/EPS/PDF or Adobe Illustrator format with text created outline)	<b>Advertising Agency</b>	+15% agency commission
		<b>Overseas Advertiser</b>	+25% (Advance Payment Scheme)
		<b>GST</b>	+5%

# CORPORATE PROFILE FORM

## PLEASE TICK TO SELECT THE TYPE OF ISO CERTIFICATION

- ISO certified Company  
 ISO certified Products  
 ISO certified Services

## PLEASE TYPE OR PRINT IN BLOCK LETTERS

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Year of company registration in Malaysia: \_\_\_\_\_

Parent Company (if applicable): \_\_\_\_\_

Nature of business: \_\_\_\_\_

## ISO CERTIFICATION

From the categories on the right, select (tick) the categories best describe your ISO company/products/services. If others, please specify here:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Type of ISO standard/certificates received (e.g. ISO 9001, ISO 9002, etc):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Description of ISO certification(s) attained:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## NAME AND SIGNATURE OF SENIOR EXECUTIV. THE PERSON SIGNING THIS FORM TAKES RESPONSIBILITY FOR THE CONTENTS THEREOF

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Chop: \_\_\_\_\_

## PRODUCTS/SERVICES INDEX CATEGORIES

- Air-conditioning & Refrigeration Engineering
- Architects, Designers, Surveyors, Valuers & Measurers
- Automation & Robotics Engineering
- Building & Construction Equipment and Materials Suppliers
- Biologi, Agricultural & Food Engineering
- Chemicals & Chemical Products Manufacturing
- Computer Consultants & Office Equipment Companies
- Construction, Decoration & Engineering Contracting
- Electronic & Electrical Products Trading
- Energy & Power Generation Engineering
- Engineering Product Suppliers
- Engineers & Engineering Consultants
- Environmental Protection Consultants, Products & Equipment Manufacturing
- Geo-technical Engineering & Transportation
- Information, Communcation & Multimedia Technology
- Laboratories & Testing Centers
- Machinery & Related Accessories
- Management Companies & Consultants
- Mechanical & Aerospace Engineering
- Public Utilities
- Science & Medicine Engineering
- Structural Engineering & Construction
- Telecommunication Service & Products
- Automative Engineering
- Other Areas



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