

# RESELLER **MALAYSIA**

MARKET | PRODUCTS | PROMOTIONS | VENDORS | PEOPLE | EVENTS



**MEDIA KIT 2017**

Channel News for ICT Resellers

# Welcome to a brand new experience!

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## Welcome to a brand new experience with Reseller Malaysia!



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“Do we need another IT magazine?” some people may ask. That may be true in the consumer arena but how many magazines are there in Malaysia designed for the Resellers? The answer is zero.

Most vendors and principals target their marketing directly at the consumer, and barely get their message through to corporate users. These types of advertising influence one person at a time and they are leads at best. They are like stray gold nuggets, compared to resellers who are like rich veins of gold.

Doesn't the reseller require more information? Planning ahead and staying relevant by studying market trends and analyses? Increasing their offerings to customers by knowing what is available in the market – and more importantly, who sells it?

“I used to subscribe to magazines for information but many of them are out of business today. There isn't any well-known industry publication to keep us informed of market trends, and new products and services offered by various companies,” says Yap Yun Fatt, managing director of Advelsoft (M) Sdn Bhd.

In an African plain, the best place to find wildlife is a watering hole. Likewise, a good place for vendors and distributors to find resellers is a platform targeted exclusively at resellers, where they gather to:

- Learn about current and upcoming products and technologies;
- Read insightful expert-authored articles that can help them grow their business, such as sales lead management, better business practices, and ways to increase efficiency and grow their business;
- Find promotions from vendors and principals; and
- Share feedback and experience.

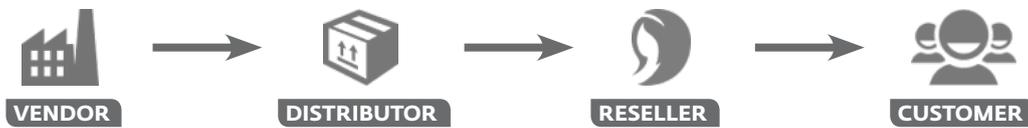
It would be a great place for vendors and distributors to keep their channels updated, to be noticed by prospective channel partners, and to attract more business.

**Welcome to Reseller Malaysia, a new watering hole for ICT resellers!**

# The idea behind Reseller Malaysia

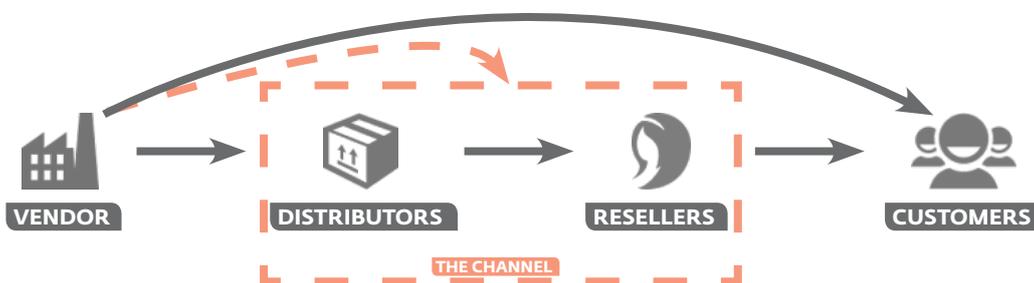
## Standard way of ICT product distribution

A standard ICT Vendor usually utilises the Channel for the sales of 90+% of his goods. Vendor appoints Distributor/s, who have Resellers and they, in turn, sell products or services to their Customers. **Channel is every Vendor's leverage.**



## Typical communication methods of Vendors in Malaysia

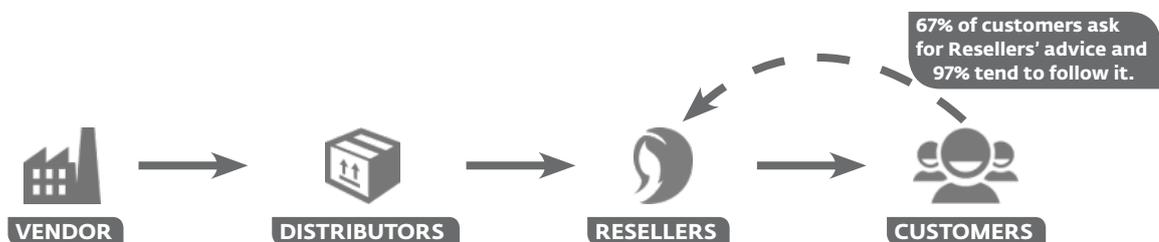
Typically ICT Vendors in Malaysia dedicate a majority of their communication towards the Customer, as this is where there are sufficient platforms to support this type of communication (for consumers - PC.com, CHIP magazine, HWM | for enterprises - ComputerWorld, CIO | digital media - Digital news Asia, Lowyat forum) etc.). Even though Channel is Vendors' leverage, very little of focus is given to communicating with the Channel. **The Channel often listens to the same messages as the end users.**



## Why is communication with the Channel crucial?

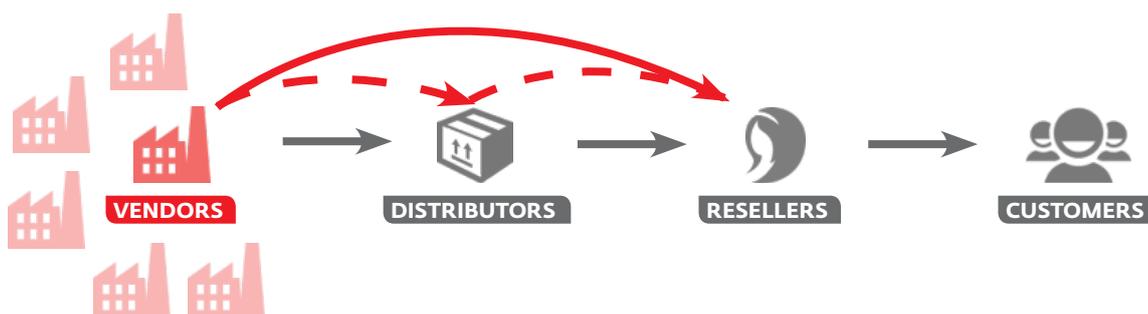
According to multiple surveys\* 67% of Customers that come to a Reseller ask for Resellers' recommendation, and 97% follow this advice. This means that **65% of sales are heavily influenced and/or decided by the preference of the Reseller** and not the customer. The ratio is even higher for enterprises that have a trusted SI or VAR. **The Reseller is the most crucial link in the chain: in a majority of the cases, what he decides is what gets sold.**

\*Study by Computer Reseller News USA and TempReps (which conducted over 1 million promotions for major IT brands)



## The idea behind Reseller Malaysia

Reseller Malaysia is the only ICT Channel magazine and platform in Malaysia, that establishes the opportunity for Vendors and Distributors to communicate with the Channel. Reseller Malaysia is delivered to the Resellers FOC, right to their tables and emails. **Getting the mindshare of Resellers ... they are responsible for 2/3 of the purchase decisions.** Acquiring one new Reseller for a Vendor's products and services means reaching out to all his Customers.



## CIRCULATION

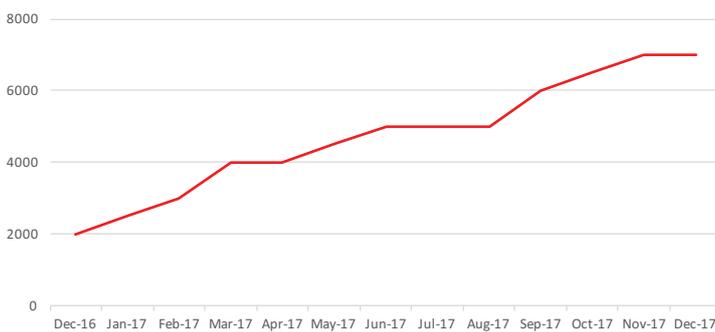
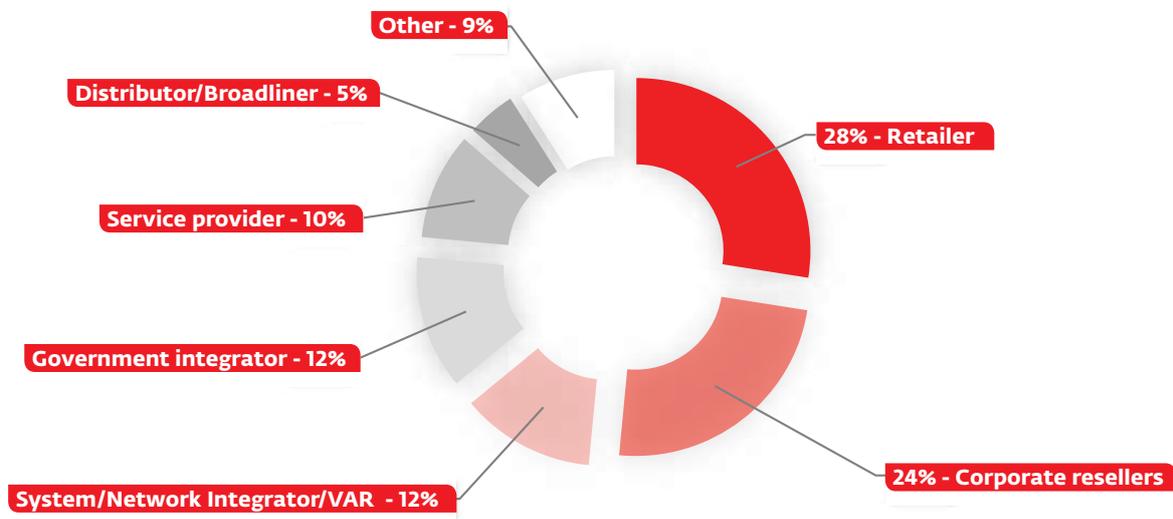
Reseller Malaysia is a trade specific magazine and online platform targeted solely at IT Channel entities. As such it will not have a circulation size comparable to other IT publications in Malaysia as it would defeat the purpose of a Reseller exclusive magazine.

Our target is to address 80+% of IT Resellers in Malaysia by end of 2017.

<b>INITIAL ISSUE CIRCULATION</b>	Circulation quantity: 2000	This amounts to a circulation covering 25% of the whole Malaysian market
Publication date: December 2016	Coverage: whole of Malaysia	

## CIRCULATION BREAKDOWN BY RESELLER TYPE

as at initial issue distribution



## PLANNED CIRCULATION GROWTH

Malaysia is home to an estimated 8000-9000 Resellers in both peninsular and east Malaysia.

It is our target to address 80+% of them with our printed Reseller Malaysia Magazine by the end of the year 2017.

Various onboarding promotions and activities are planned - which account for the jumps in Q1 and Q3 of 2017.

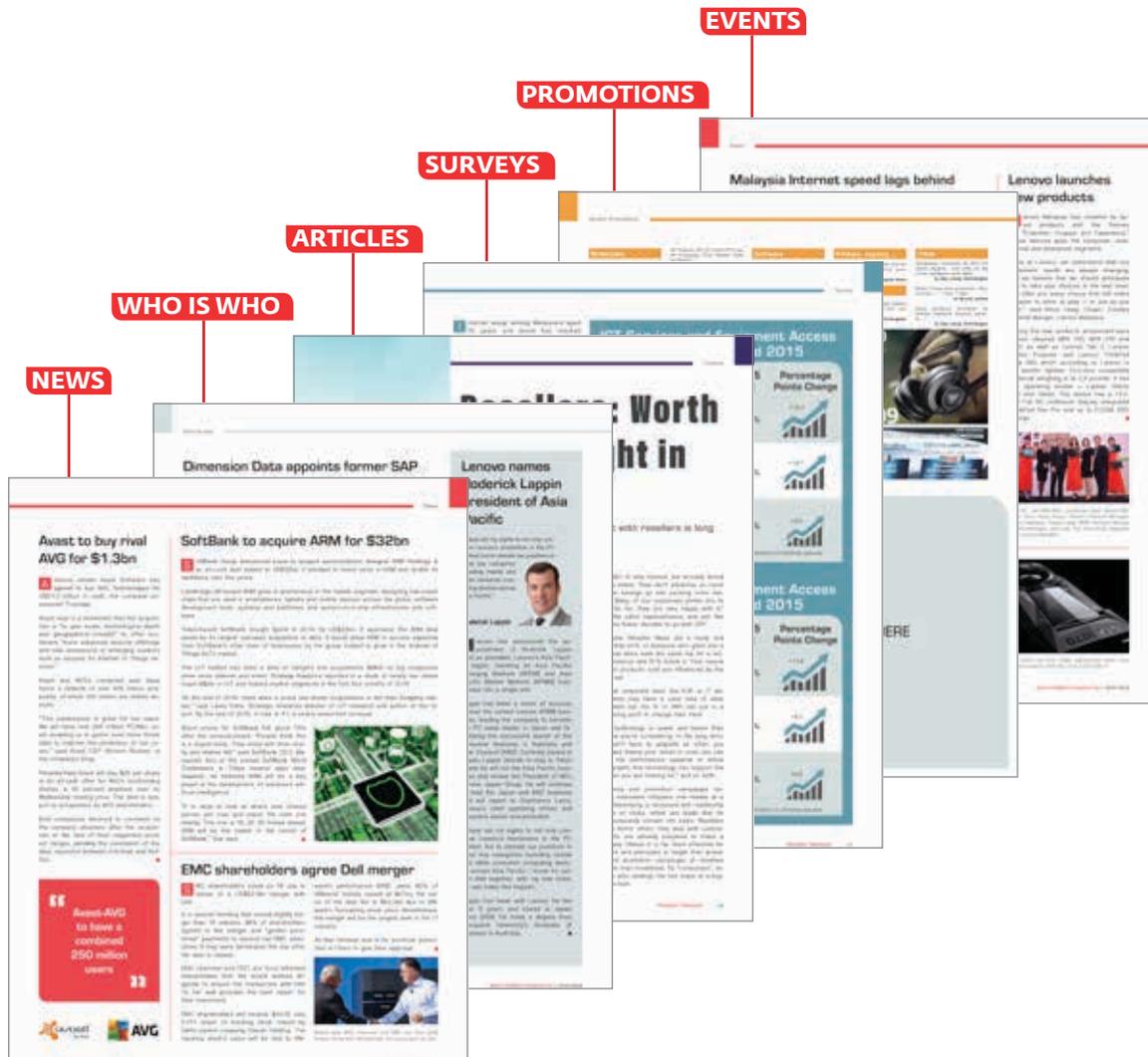
## TARGETED RESELLER GROUPS

Retailer  
E-Shop/E-Tail Operator  
Distributor/Broadliner  
System/Network Integrator/VAR  
IT/Business Consultant

Managed Service Provider  
ISV/Custom Application Developer  
Managed Hosting Provider  
Custom System Builder/White Box  
Corporate Reseller

AV Systems Integrator  
Direct Market Reseller (DMR)  
Communications Integrator  
Government Integrator  
Service Provider

## Reseller Malaysia Magazine sections



**NEWS** - covering local / APAC / worldwide IT market news, major acquisitions, product news, product launches, major IT developments, etc.

**WHO IS WHO** - covering the major appointments of key IT industry positions in Malaysia and APAC.

**ARTICLES** - feature articles on IT-related topics, in-depth technology articles, product-related articles, market trends in detailed articles, "how to enhance your business" articles, CRM articles.

**SURVEYS** - custom Malaysia-centric survey on IT-related topics related to the Resellers' experience with products, technologies, customer handling, sales, etc.

**PROMOTIONS** - listing monthly promotions provided by distributors/vendors to Resellers to attract them to purchase their products or from their channels.

**EVENTS** - coverage of reseller-centric events such as product launches for Reseller, partner conferences, reseller roadshows, award ceremonies, etc.

## www.RESELLERMALAYSIA.my

Along with the printed magazine, Reseller Malaysia will also have a digital portal. Online communication is becoming more important every single day. Having the latest news, market information, company and contact details at a couple of clicks on your keyboard or touch screen is vital. The Reseller Malaysia website offers two sections:



### PUBLIC section

Is accessible by anyone, even end users. This public part of the website contains non-confidential information, such as product news, technology articles, advertising and other content. Advertising will be displayed in both private and public sections.

### PRIVATE section

Available only to validated Resellers after they log in. This private section includes confidential information that is not suitable for end users - Vendor/Distributor contact details, "find your distributors" section, promotions and articles that are not intended for the end users.

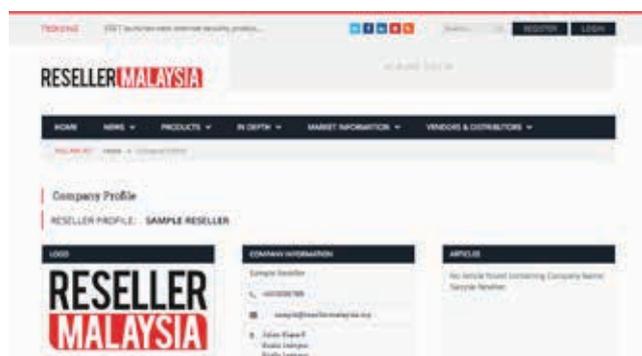
The private section of the website offers content that every Reseller should have quick and easy access to:

**VENDOR CORPORATE DETAILS** - Reseller would be able to view in one page, the details and description of a specific Vendor, including the latest articles about the Vendor, currently running promotions and contact details.

**WHERE TO BUY** - Should a Reseller need to find a Distributor of specific products, he can do so in just two clicks on our "Where to buy page".

**PROMOTIONS** - Listing monthly promotions provided by the Distributors/Vendors to Resellers to attract them to purchase their products or from their channels.

**EVENTS** - Coverage of reseller-centric events such as product launches for Reseller, partner conferences, Reseller roadshows, award ceremonies, etc.



## E-MAIL Newsletters

As a supplement to our printed magazine and online portal, Reseller Malaysia will also be sending out bi-weekly e-mail newsletters, containing the most important news and highlights from the previous fortnight as well as your paid advertising and content.

## Why Advertise with Reseller Malaysia?

-  Channel is Vendors' leverage - More Resellers = More Customers
-  The only ICT channel focused magazine in Malaysia
-  Vast ICT channel partner news database
-  Targeting new Resellers
-  Reminding existing Resellers of their new products, events, promotions
-  Possibility of special targeted communication/cooperation
-  Both online and offline communication

## Advertising Rates



### Advertising

#### PRINT

Double Page Spread	8 300 MYR
Full Page	5 000 MYR
Half Page	4 000 MYR
One-Third Page	3 500 MYR

#### DIGITAL - WEBPAGE (weekly)

Header Ad block	2 500 MYR
HP Leaderboard - below main feature	2 000 MYR
HP Leaderboard	1 500 MYR
HP Ad block (300x250)	1 500 MYR
Category Leaderboard	800 MYR
Category Ad block (300x250)	800 MYR
Paid article	1 700 MYR



### Loading

Inside front Cover and opposite	30 %
Opposite editor's note	20 %
Inside back cover	25 %
Outside back cover	40 %
Other specified position - Online/Print	15 %



### Advertorial

#### SPECIAL TYPES OF ADVERTISEMENTS

Full page Advertorial (text provided by vendor/interview, edited by Reseller Malaysia, design and layout included)	5 800 MYR
Two Page Corporate profile	10 000 MYR
Front page advertorial ad (solus)	2 900 MYR
Horizontal Belly Band	8 000 MYR
Front page logo (4x2 cm - sponsor of the month)	3 300 MYR
Loose inserts 2 page (media space only)	4 200 MYR



### E-mail Newsletter

#### EMAIL NEWSLETTER

Article link - First position	1 700 MYR
Article link - other	1 300 MYR
Banner TOP	2 500 MYR
Banner - other	1 700 MYR

#### OTHER

Events, Social media, etc.	on request
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## All-inclusive partnership

All-inclusive partnership offers a great bundle of marketing tools, that will allow you to cover all the major angles of promoting your brand and products.

### PRINT

- Full page advertisement
- Expert articles - with no brand mention\*
- Full page advertorial\*
- Full page event coverage or 1 full page interview or 1 survey\*

### DIGITAL

- Weekly email newsletter article links
- Weekly email newsletter banners
- Weekly webpage header ad block
- Weekly webpage specific category leaderboard
- Weekly webpage specific category ad block
- Weekly webpage main page leaderboard
- Paid online articles - (both in print and online)

\* to be alternating within package period

Price if purchased separately

**Package Discounted Price**

**Package Discounted Price per month**

	3 months	6 months	12 months
GREAT FOR CAMPAIGNS	3	6	12
	1	2	6
	1	1	3
	1	2	3
	3	5	10
	3	5	10
	1	2	2
STUCK IN THE MIDDLE ?	3	5	10
	3	5	10
	1	2	2
	3	5	10
	3	3	5
	3	5	6
	3	6	12
BEST VALUE			165 000 MYR
			84 000 MYR
			7 000 MYR
	54 000 MYR	98 000 MYR	
	27 000 MYR	48 000 MYR	
	9 000 MYR	8 000 MYR	

## 3-month selective packages

3-month selective packages are built for clients who are looking for either print-only or digital-only campaigns. Combining the best tools in each category to give you the maximum impact.

### PRINT

- Full page advertisement
- Expert articles - with no brand mention\*
- Full page advertorial\*
- Full page event coverage or 1 full page interview or 1 survey\*
- Bookmark or loose insert (up to 4 pages - print charged separately)

### DIGITAL

- Paid online articles - (both in print and online)
- Weekly email newsletter banners
- Weekly webpage header ad block
- Weekly webpage specific category leaderboard
- Weekly webpage specific category ad block
- Weekly email newsletter article links

\* to be alternating within package period

Price if purchased separately

**Package Discounted Price**

**Package Discounted Price per month**

	3-month PRINT	3-month DIGITAL
PAPER IS PAPER	3	3
	1	3
	1	2
	1	5
	1	3
	1	3
DIGITAL REVOLUTION	3	3
	3	3
	2	2
	5	5
	3	3
	3	3
	40 000 MYR	33 000 MYR
	21 000 MYR	15 000 MYR
	7 000 MYR	5 000 MYR