



# MJN *eNews*

Malaysia's leading nursing, medical & healthcare news provider

**MALAYSIAN JOURNAL OF NURSING  
E-News**

**MEDIA KIT**

[www.mjn-e-news.com.my](http://www.mjn-e-news.com.my)

**Publisher:** Tara Media & Communications  
SQ9, Menara Indah, Taman TAR,  
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**Web Content  
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## Who We Are

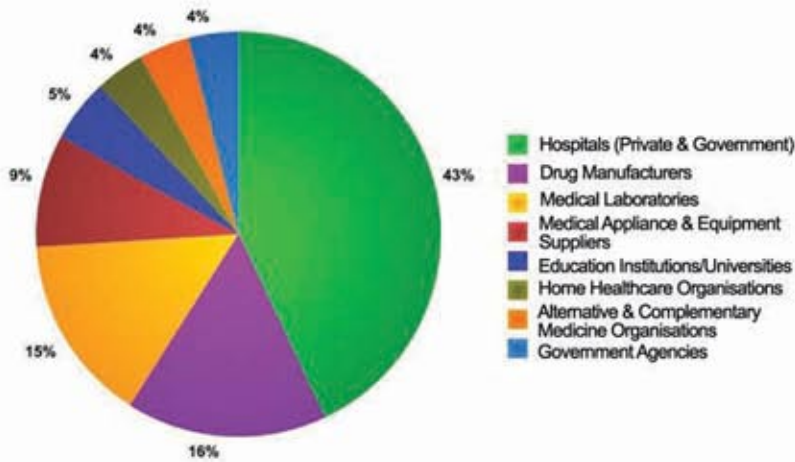
MJN e-News is Malaysia's premier online resource for the nursing, medical and healthcare sectors in the country. We feature the latest technology and product trends and highlight the various professional achievements in the field. MJN e-News covers a wide range of topics such as government initiatives, industry challenges, nursing and healthcare education, clinical studies and more. Published bi-monthly, every issue is relevant and comes from the most reputable and reliable sources.

## Editorial Highlights

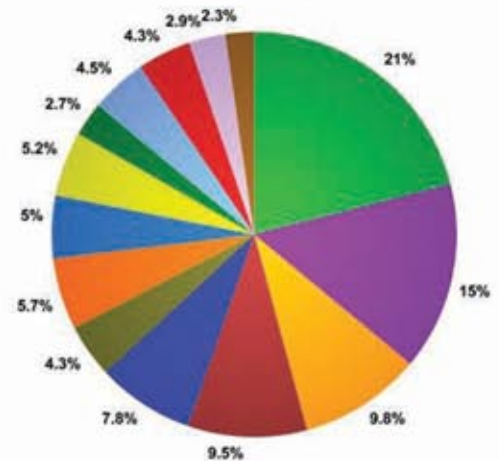
Top Story  
 Features (News & Specials)  
 Personality Profiles  
 Local & International Headlines  
 Education  
 Resources & Publications (Press Releases & Journal Papers)  
 Pharmaceutical  
 Business  
 Health Alert  
 Upcoming Events

### CIRCULATION ANALYSIS

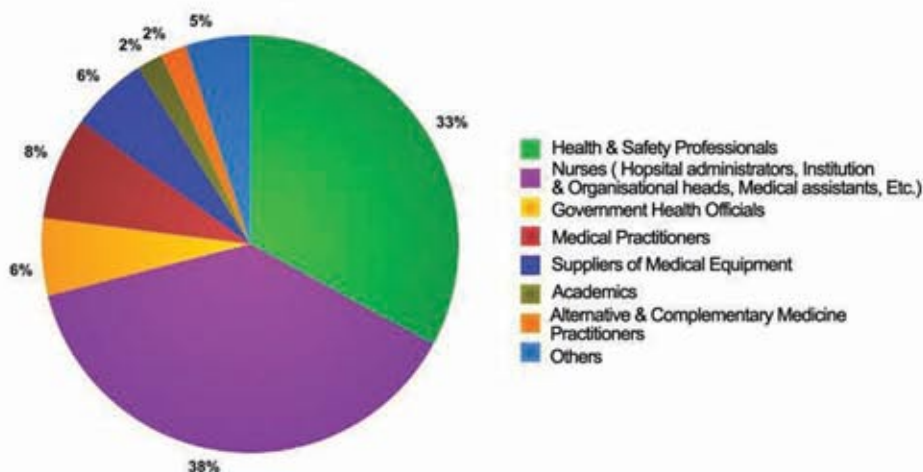
Readership by Sector



Country Breakdown



Readership by Professional Group

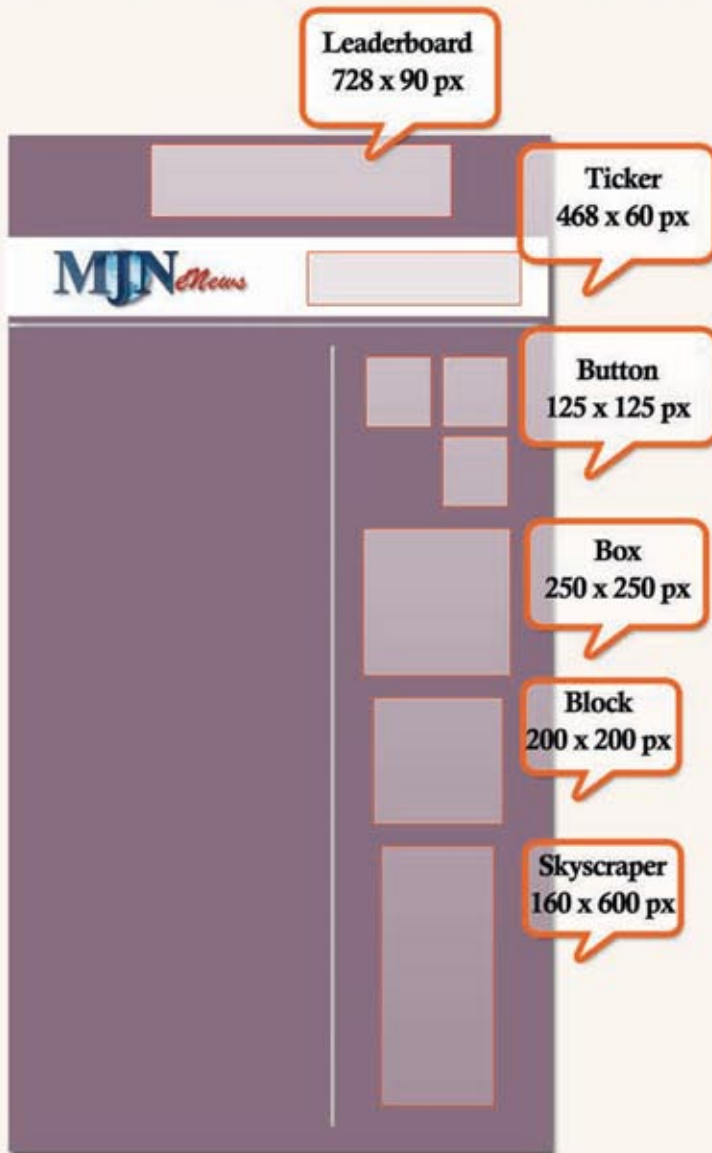


- Malaysia
- Singapore
- Indonesia
- Philippines
- Thailand
- South Korea
- China & Hongkong
- India
- Taiwan
- Indo-China
- Japan
- Bangladesh
- Pakistan
- Others



## Advertising

Promote your business on MJN e-News. We offer various advertising options from cost-efficient to elaborate placements that enable your company to introduce its business, products and services to our highly targeted audience.



## AD RATES

### ▶ Leaderboard Ad

Rate: RM1,000 per month

(Maximum 3 rotating ads/month)

In a top position and an all-page visibility

### ▶ Ticker Ad

Rate: RM750 per month

(Maximum 3 rotating ads/month)

Choice placement opposite the website logo

### ▶ Box Ad

Rate: RM750 per month

(Maximum 4 rotating ads/month)

Delivers your company's advertising in an all-page visibility advantage

### ▶ Button Ad

Rate: RM500 per month

(Maximum 2 rotating ads/month)

Serves the compact advantage of being placed on the site's top fold for optimum click-through potential; Visible on homepage & inside pages

### ▶ Skyscraper Ad

Rate: RM1,000 per month

(Maximum 3 rotating ads/month)

Scores the advantage of all-page visibility with its larger graphical interface

### ▶ Block Ad

Rate: RM650 per month

(Maximum 4 rotating ads/month)

Merits the cost-effective advantage of being placed along the sidebar news content

### ▶ E-broadcast

Rate: RM1,000 per e-broadcast.

All that is required is an HTML file

## CREATIVE SPECIFICATIONS

### ▶ File Type: JPG or GIF

(transparent not recommended)

File Size: Less than 15KB

Colours: 256 colours maximum

GIF animation: Supported

For advertising enquiries, contact:

**Tara Media & Communications**

**SQ 9, Menara Indah, Jalan 9, Taman TAR, 68000 Ampang, Selangor, Malaysia**

**+603 4260 4575 or +603 4260 4576**



## About Tara Media & Communications

Incorporated in 2001, Tara Media & Communications is a privately-owned online publisher and media representative based in Kuala Lumpur, Malaysia.

### Publishing

We operate as a one-stop shop for print and on-line magazines. We collate, write and edit the content; produce, manage and market the following print, digital and online domestic and international publications:

- ▶ Plastics & Rubber Asia (print)
- ▶ Plastics & Rubber Asia (digital)
- ▶ Plastics & Rubber Asia (e-news)
- ▶ Rubber Journal Asia (e-magazine)
- ▶ Injection Moulding Asia (e-magazine)
- ▶ MJN e-News (e-magazine)
- ▶ HealthCare Asia (e-magazine)

### Conferences

Working in smart partnerships with exhibition and seminar organisers and audit firms, we also organise conferences.

Together with its team of dedicated staff, Tara Media & Communications leverages on its strengths and expertise to serve complex requirements, while not forgetting that simplicity is the best policy.

We thrive on a rapidly changing and challenging industry environment and our aim is to empower sustainable success.

## Contact Us

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