



The Malaysia Chinese Yellow Pages (MCYP) is dedicated to the Chinese business community in view of the thriving commercial activities

among the Chinese in Malaysia, a significant volume of business transactions are done in Mandarin or other Chinese dialects. Hence, this directory is very handy to the Chinese business community. Most of the Chinese businesses are centered in the western part of the Peninsular, Kota Kinabalu, Sandakan, Kuching, Miri and Sibu in East Malaysia, which the MCYP will be widely circulated.

MCYP is published annually in three editions, namely the Peninsular Malaysia, Sabah and Sarawak edition. Apart from classified listings, the Sabah and Sarawak edition carries Style@Home – a Section dedicated for real estate, home living, and items for interior design. This makes easier and friendlier search for the nugget of information required.

MCYP is distributed to business and commercial areas, especially in areas with high concentration of Chinese-owned businesses. Selected hotels, associations and guilds are also furnished with the directory. It is also common knowledge that Malaysia receives high number of business visitors from the Republic of China, Hong Kong, Taiwan, Singapore and Indonesian Chinese. Therefore, the MCYP serves as one of the frontages for the meeting buyers and sellers. Business entities in Malaysia should use the MCYP as an alternative avenue to publicise their products and services.

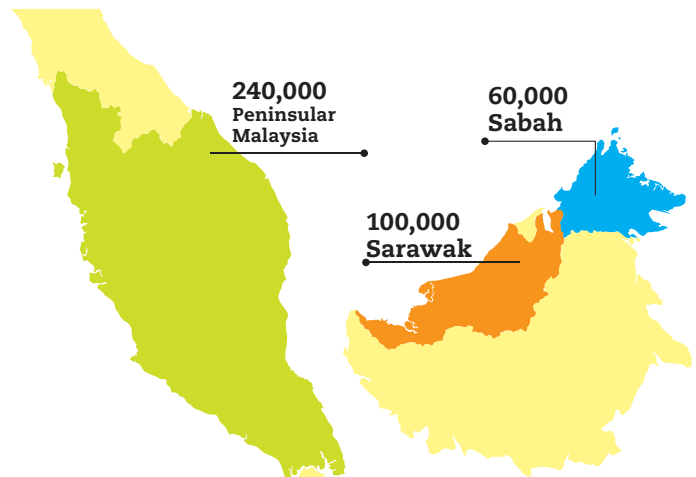
Reasons to Advertise in Malaysia Chinese Yellow Pages

- ▶▶ **Focused Market**
Reaches out to chinese literate business people and consumer
- ▶▶ **Affordable Advertising Rates**
The advertising rates are affordable and cost-effective
- ▶▶ **Established**
Published annually since 1990
- ▶▶ **Indispensable Guide**
MCYP serves as both B2B & B2C advertising mediums
- ▶▶ **Wide Distribution**
Distributed to commercial and industrial sectors, professional bodies, government agencies, embassies, trade organizations & MATRADE

Circulation :
400,000
print copies

FREE
Circulation

DISTRIBUTION



- ✓ **Local exhibition**
- ✓ **Trade fairs**
- ✓ **SMI**
- ✓ **Public Listed Companies**
- ✓ **Industrial area**

YES! I am interested to advertise.

PLEASE CONTACT ME NOW!

Name : _____

Designation : _____

Company Name : _____

Tel : _____

Fax : _____

E-mail : _____

Fax to : 03-4291 9191