



WOMEN'S INSTITUTE OF MANAGEMENT

An invitation to advertise in:

INSPIRE Business Journal

WHO ARE WE ?

We are 'INSPIRE', a management and leadership business journal put out by the Women's Institute of Management. WIM is a tax exempt Non Profit NGO which delivers free skills training courses for disadvantaged women throughout Malaysia. INSPIRE is distinct, relevant and unique.

WHAT KIND OF BUSINESS JOURNAL ARE WE ?

We are a business journal that talks about the real issues in working life that affect up and coming and seasoned professionals. We write it as we see it - from a professional's perspective. Insightful, honest, useful, motivational and relevant. INSPIRE challenges our minds to be more successful.

WHAT TOPICS DO WE COVER?

Everything and anything on management, leadership, entrepreneurship and education. "How to be a good boss". "How to manage time wisely". "How to sell top management big ideas persuasively". "How to dress for success". "How to be twice as good in what you do in half the time". The list goes on and on. We also interview local and international personalities who more than give credibility to the stories we cover.

WHAT IS OUR CIRCULATION

Five thousand... and that's just for starters! In this day and age where issues in the workplace are openly debated and championed, we're confident our circulation will expand in time. INSPIRE is also sold at MPH Bookstores.

WHO MAKES UP THIS FIVE THOUSAND ?

Members of the Institute... professionals... businesswomen and businessmen... even ordinary folk who are interested in moving ahead. INSPIRE is also distributed to the Prime Minister and all Cabinet Ministers, selected Ambassadors and High Commissioners, the National Library and Libraries of Parliament, University Malaya, USAM, UPM, UKM, the Royal Selangor Club, the Royal Lake Club, numerous professional bodies and MAS Golden Lounges for first class and business class passengers.

Interested to advertise, please contact us at :

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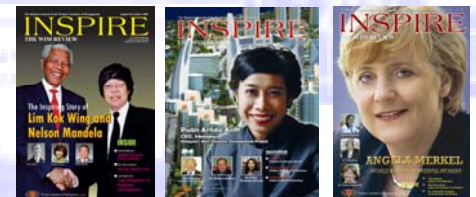
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A 'YES' response to advertise in INSPIRE can be translated as a social partnership with WIM to support disadvantaged women in this country.