

LAUNCHING SOON

THE OFFICIAL MAGAZINE OF **FOMSO**

(Federation Of Malaysian Sri Lankan Organisations)

Reach out to over 10,000 professional members of the Federation.

FOMSO Statistics

Magazine readership: 24,000 - 30,000

Magazine print: 6,000 copies x 4-5 persons per household

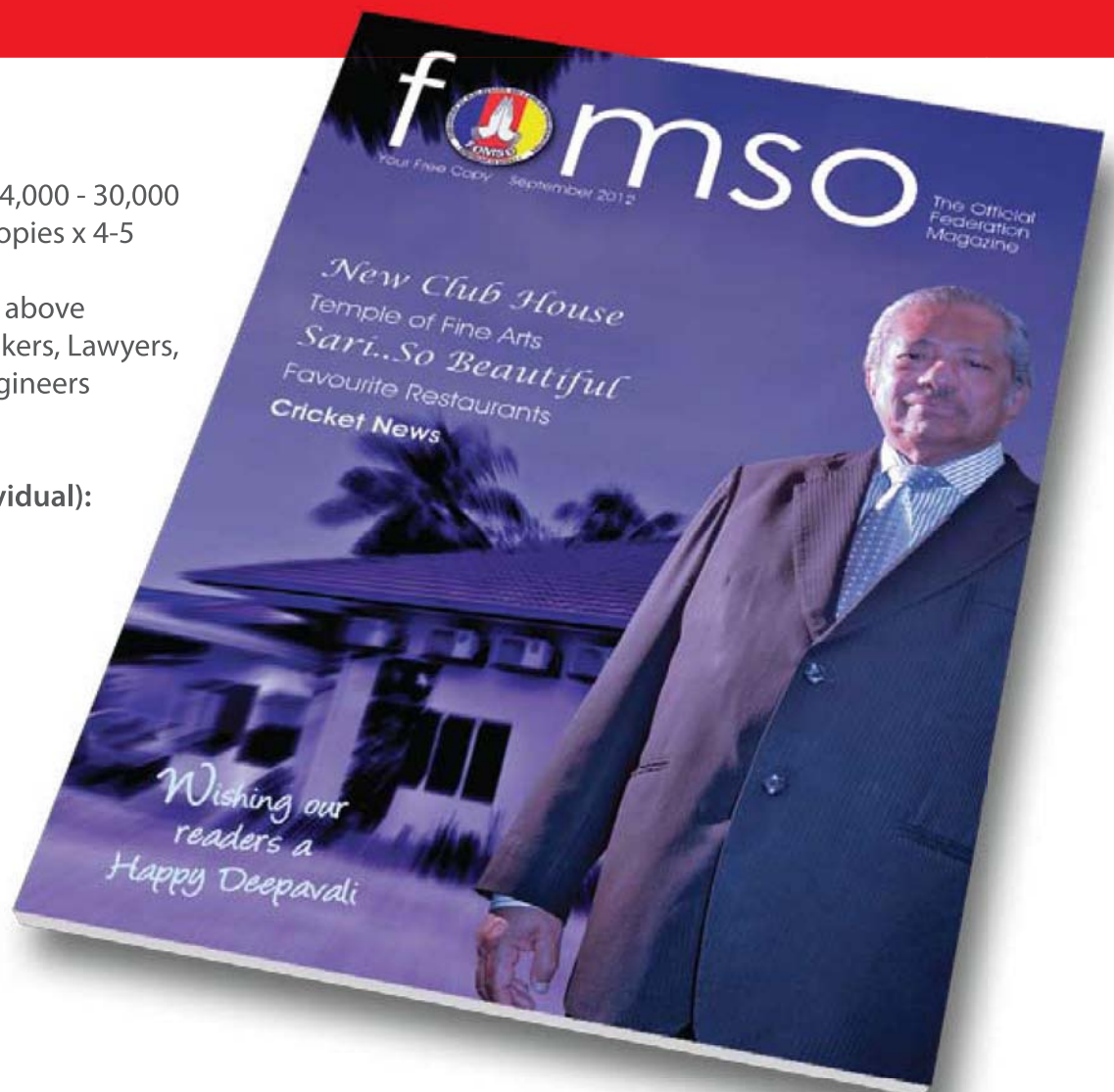
Age group: 35 years and above

Profession: Doctors, Bankers, Lawyers, Architects, Lecturers, Engineers

Housewives: 5,000

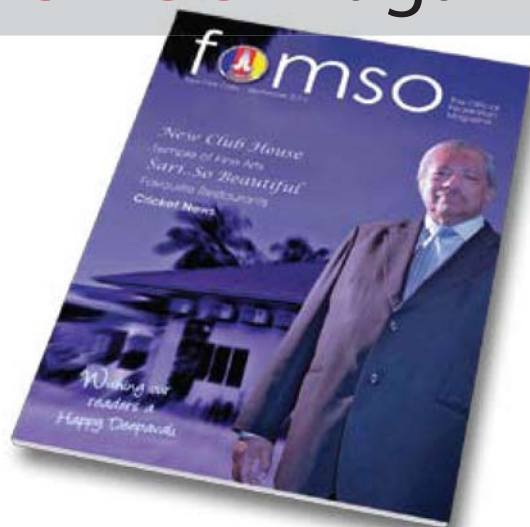
Children: 10,000

Income range (per individual):
RM4,000 - RM15,000



*visual sample of magazine

FOMSO Magazine Advertising Rates



Magazine Contents

FOMSO & Affiliates activity news
 Banking & Finance
 Cricket & Hockey
 Sari fashion
 Fashion accessories
 Cosmetics & Perfume
 Favourite Restaurants
 Education

Print run - 6,000 copies (32pages, Full colour)

FOMSO INTRODUCTION

A group of concerned Ceylonese had a series of meetings in early 2003 to discuss various issues facing the community especially its future direction. Arising out of these deliberations a Ceylonese Community Forum was held on 5th October 2003 at the Sheraton Hotel, Subang. The objective of this forum was to chart the future direction of the community and to bring together the various Ceylonese-based organisations to work together for the best interest of the community.

At this meeting it was resolved the formation of an umbrella body to be known as the " Federation of Malaysian Ceylonese Organisation (FOMCO) under the Societies Act 1966.

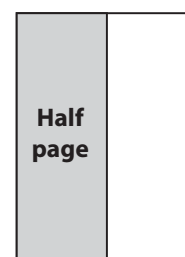
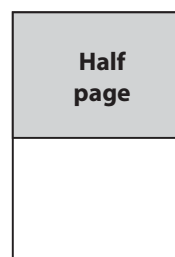
Prior to the submission of the application for registration of FOMCO, the organising committee mandated to seek registration, decided to rename the organisation as the Federation of Malaysian Sri Lankan Organisations (FOMSO) to reflect the current reference to Ceylon and Sri Lanka.

The application was submitted on 1st April 2004 and approved on 21st June 2006 under Registration Number 0711-06 WKL

Advertising Rates

	Per Issue (RM)	Quarterly (RM)
Inside front cover	2,500	2,250
Outside back cover	2,500	2,250
Full page	2,000	1,800
Half page (horizontal)	1,300	1,170
Half page (vertical)	1,300	1,170

Rates effective from 1st September 2012



**Advertise quarterly
for discounted rates!**

Benefits for Quarterly Full page Ads

- For all sponsors who purchase the quarterly package you will receive 1 page free advertorial* in each issue.
- Special sponsorship opportunities at FOMSO events

*client is to provide advertorial content

For Advertising enquiries:

email: callstrategic@yahoo.com off: 03-7880 1306 hp: 012-3883 305 (Daniel)



**FEDERATION OF MALAYSIAN SRI LANKAN ORGANISATIONS
(FOMSO)**

PERSEKUTUAN ORGANISASI SRI LANKA DI MALAYSIA
(REGISTRATION NUMBER: PPM/WKL- 0711/06)

Panel of Advisors:

Tan Sri, Dato' (Dr) Ramon Navaratnam; Tan Sri Devaki Krishnar; Tan Sri Dato' P. Alagendra; Tan Sri C. Rajendram; Tan Sri. Datuk G. Gnanalingam;
Tan Sri, Dato' Seri Dr. M. Mahadevan; Tan Sri, Dato' K. Thanabalingam; Datuk V.V. Nathan; Dato' K.N. Nadarajah

**Executive
Committee**

President

Dato' S. Kulasegaran
DSPN

Deputy President

Mr. A. Gnanarajah
JSM, JMW, AMN

Vice-Presidents

Mr. S. Logarajah

Mr. P. Satguna Rajah

Datuk Dr. D. M.

Thuraiappah
PJM, DSPN, SSA,
AMN

Hon. Secretary

Mr. C. Nadarajah
PJK

Hon. Treasurer

Dato
G. Vijayanathan
DPMP, JSM, KMN,
AMN, PJK

Bureaux

Chairpersons

Education

Prof. R. Rajeswaran

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Mr. N. Rasanayagam
PJK

Government Affairs

Mr. V. Mahalingam
KMN, AMS, PJK

Cultural

Mr. R. Sivanathan

Women & Welfare

Mrs. Sarojini
Pasupathy PPN

Youth

Ir. Poobalan
Mahalingam

Networking

Mr. Magandran
Muthiah

APPEAL LETTER

16th August, 2012

Re: Advertisement for the FOMSO Newsletter

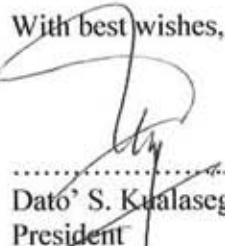
We trust that this appeal letter will provide you with the necessary information about our new format newsletter.


FOMSO has been active in various ways for the past eight years but much of its activities have not been passed on to our members. In creating more avenues to communicate with members it is necessary to use modern technology especially the print media more effectively. This new format provides one such method using professional services to bring FOMSO into higher profile.

As such we appeal to all the people of good will to contribute to better communication to the 6000 Ceylonese households which means an audience of at least 25,000. We feel that this newsletter will be a valuable tool to be valued and used for better advertising your services. Our Ceylonese people are mostly middle to high net worth and therefore are a good target for promotion at less than RM1.00 per head of readership. This amounts to good sense and value for money.

The rates for advertisement in this newsletter are attached and therefore we hope that you will make use of this media for advertisement which is being produced every three months. It will give an opportunity for reaching the readership with different print of advertisement every three months. We trust that you will not miss this opportunity for advertising.

With best wishes,


.....
Dato' S. Kulasegaran
President


.....
Assoc Prof. Datuk
Dr.D.M.Thuraiappah
Chairman of Fund Raising Bureaux

Correspondence Address: Honorary Secretary, FOMSO, No. 18, Jalan Midah 12-B, Taman Midah,
56000, Kuala Lumpur, Malaysia. H/p: 012-2840521