

A new age media company for
a new Myanmar



mizzima

SINCE 1998

media kit

Company profile

A New Age Media Company for a New Myanmar

(Mizzima is the Myanmar media company, employing a range of multimedia products – including print, online, digital and broadcasting.)

Mizzima, derived from the Pali word for middle or moderate and chosen for its inference of an unbiased and independent media, was established in 1998 in New Delhi, India, by current Editor-in-Chief U Soe Myint together with Daw Thin Thin Aung. Both are veterans of Myanmar's 1988 pro-democracy uprising. Since its founding the aim of Mizzima has been to provide high quality news relating to Myanmar and contributing toward freedom of expression and the free flow of information.

During Mizzima's 15 years as a non-profit exile-based media group, Mizzima grew steadily from its modest New Delhi founding to establish a liaison office in Chiang Mai, Thailand, as well as a network of journalists throughout Myanmar and the region. In 2007, the International Press Institute honored Mizzima with its Free Media Pioneer Award.

Following political developments in Myanmar, Mizzima, in March 2012, became the first exile media group to return and register as a domestic, independent for-profit media company. The company's current core products include a weekly magazine (English), pay-for-content TV production (Myanmar), Digital Daily newspaper (Myanmar) and websites (Myanmar and English). The digital newspaper, accessible via mobile application, is the first such product to be made available to Myanmar consumers. This is just one example of how Mizzima is looking to the future, anticipating the evolution in Myanmar's media landscape and the complementary transformation of the country's media market. Additionally, Mizzima media products such as SMS and video news, radio service and photography are available across various digital platforms as well as mobile phone services throughout Myanmar.

Mizzima is a trusted and experienced Myanmar media company, having covered the 2010 general election and 2012 by-election in Myanmar. Mizzima is currently in the midst of implementing its 2015 Election Reporting and Coverage Project, which will include trainings, events and LIVE reporting.

Vision

To be a **leading independent** media organization in Myanmar, playing a vital role in building democracy and informing citizens.

Mission

Mizzima aims to provide **high quality news** on a variety of topics with hard news, features, investigative stories, etc. relating to Myanmar which are **balanced, timely, and accurate** for both Myanmar and international audiences.

By producing high quality news, Mizzima contributes to **freedom of expression, opinion** and the **free flow of information** in the public interest.

Co-Founder, Managing Director & Editor-in-Chief

U Soe Myint

U Soe Myint is a founder and current Editor-in-Chief and Managing Director of Mizzima Media Co. Ltd. While in the midst of his Second Year (Hons.) of International Relations and International Administration at Yangon University in 1988, he participated in the protest movement against the then government. As a student activist he worked as a photographer for the Student Union magazine, *Mainstream*. He was subsequently detained by the military on 19 September, one day after the military staged a coup.

From October 1988 through early 1990 he stayed along the Thai-Myanmar border, continuing his involvement in Myanmar's pro-democracy uprising. On 10 November 1990, he and another student activist – eschewing violence and any use of weapons – diverted a Thai Airways Yangon-bound flight to Kolkata, India. The ensuing press conference at the Kolkata airport drew international attention to the Myanmar peoples' struggle for democracy and human rights under military dictatorship. He was detained in Kolkata's Dum Dum Central Jail for three months. An Indian court later acquitted him of any criminal charges.

From days as a student activist, he honed his journalistic skills in exile from New Delhi, India, where he received refugee status under the mandate of the United Nations High Commissioner for Refugees (UNHCR). Drawing on his previous years of involvement and experience in the non-violent student movement for democracy in Myanmar, he worked as a freelance reporter for such overseas media services as the Democratic Voice of Burma, Radio Free Asia (Burmese Service) and Voice of America (Burmese Service).

In 1998 he, together with Daw Thin Thin Aung, founded Mizzima News Agency. From humble beginnings, relying on scarce financial resources and a public STD/ISD telephone line and fax, Mizzima grew over its 15 years in exile to be a globally recognized source of independent news and analysis of all things related to Myanmar. Mizzima greatly appreciates the international community and donor organization support for its non-profit media activities while in exile.

Since its launch, Mizzima always held as a goal to one day return to Myanmar and work for the building of democracy as a recognized domestic media outlet. This dream was realized in early 2012, with both the registration of Mizzima as a Myanmar business and with the return of U Soe Myint and



other core Mizzima personnel to the country of their birth. This led to the establishment of a commercial media business in Myanmar.

His publications include the 2003 release *Burma File: A Question of Democracy*, as well as numerous articles in various newspapers and magazines. U Soe Myint is a regular speaker and invited guest at national and international forums on media in Myanmar as well as the ongoing broader reform process.

Co-Founder, Director & Consulting Editor

Daw Thin Thin Aung

Daw Thin Thin Aung co-founded Mizzima News Agency along with current Editor-in-Chief U Soe Myint in New Delhi, India, in 1998. Her academic accomplishments include a bachelor's degree in Commerce from the Institute of Economics in Yangon in 1986 as well as an MBA in Finance from the Faculty of Management Studies, University of Delhi, in 1998.

Having left her native Myanmar in 1988, she worked as an India based stringer for BBC's Burmese language service from 1997 to 2006. Following this, she served from 2006 to 2008 as the Coordinator In-charge for the Political Empowerment Program of the Women's League of Burma (WLB) in Chiang Mai, Thailand. In 2008, in her capacity as a Presidium Board Member of WLB, she accepted the Madeleine K. Albright Award on behalf of WLB for the organization's work in promoting the political participation of women in Myanmar.

Since her return to Myanmar, Daw Thin Thin Aung remains a leading figure in Myanmar women's ini-

atives. She currently serves as a representative of the WLB in Yangon charged with networking with local and international women's organizations. She is an active participant in the formation of Women's Political Actions, 2015.

From 2012 to 2013, Daw Thin Thin Aung served as the Project Manager for the Conflict Sensitive Journalism project. The project, a joint undertaking of Mizzima and International Media Support, trained some 400 Myanmar journalists throughout the country as to the professional and ethical approaches of working as a journalist in an environment of actual or potential conflict.

At present, she oversees the production of Mizzima's *News and Views of Women in Society*. The initiative employs weekly TV shows to highlight issues about and impacting women, and specifically women in Myanmar society. The project's overall aim is to facilitate the empowerment and appreciation of women in Myanmar during the country's ongoing transition to democracy and respect for fundamental rights.



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Business, politics, regional issues and more !
Mizzima Business Weekly, in English, keeps
you informed about the key issues.



Mizzima Websites

News, features and analysis in Myanmar and
English.

www.mizzima.com
www.mizzimaburmese.com
www.mizzima.tv



Television / FM Radio Programs

*Business Weekly, Hyper Sports,
Cinema Sports, Women in Myanmar Society
and Tasty Trip* on MRTV as well as the *Meet
the Success* weekly radio program.



Mobile Radio News

Mizzima's text and audio news headlines for
mobile phones can be accessed by sending
an SMS to 188199.

Mizzima Digital Daily

Myanmar's first digital daily

Mizzima is proud of its dedication to the professional development of its staff. Mizzima's newsroom team has benefitted from training provided by Myanmar and foreign experts. These capacity-building initiatives have enabled Mizzima to make a valuable contribution to human resources development as the economy continues to grow and mature.

Mizzima has continually played a pioneering role in introducing new age media in Myanmar, and

with the launch of the digital edition of the *Mizzima Daily* in June 2013 became the first media company in the country to offer a newspaper via Android phones or iPhones.

The *Mizzima Digital Daily* attracts a diverse readership, including public servants, businesspeople, laborers and housewives. A key objective of Mizzima is to keep citizens informed about the changes underway in Myanmar as the transition process continues.

Mizzima media products such as SMS, radio and video news, as well as images, are also available across various digital platforms and mobile phones throughout Myanmar.

With Myanmar's telecom sector poised to undergo massive expansion, the growth prospect for Mizzima's digital products is very positive.

Regardless of the size of your business, whether it's a family-run tea shop, an educational institution or a nationally or internationally recognized corporation, advertising with Mizzima will give you the reach you need to make an impact on the consumers and customers of today and tomorrow.



The banner features the Mizzima logo on the left, a smartphone displaying the app interface in the center, and large Burmese text on the right. At the bottom, there are download instructions for the app.

မြန်မာ့ပြည်ခရီး
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google play store တွင်လည်း ရယူနိုင်ပါသည်။

Mizzima Websites

The oldest of Mizzima's media products are its award-winning online sites: www.mizzima.com, www.mizzimaburmese.com, www.mizzima.tv, which attract a total of more than 1.5 million page views per month.

Prospects for the continued growth in online readership are highly encouraging and with good reason:

- Myanmar has an Internet penetration rate estimated at about ten percent, but which is quickly expanding as more and more of the country's 50 million plus people embrace the digital era.
- Mizzima's websites are not merely stand-alone products, they are also components in a webcasting, digital and social networking web that enhances the velocity and scope of the circulation of news and information through the group's online pipeline. As an example of this interconnectivity, Mizzima's Myanmar-language Facebook page maintains some 230,000

followers, while the corresponding English-language site has about 133,000 followers.

- The Myanmar diaspora is one reason why Mizzima's online product attracts a significant international interest, with high page views from readers overseas, including those in the United States, Australia, Thailand, Singapore and Western Europe.
- Led by a professional editorial team comprising Myanmar and expatriates and linked through media convergence via Mizzima's array of products, our websites have a proven record of providing independent and accurate news and analysis about Myanmar.

Let Mizzima promote your company or event in one of the fastest growing economies in Asia. Advertising – whether it be a business, seminar or social event – on Mizzima's websites is an effective and efficient means of reaching hundreds of thousands of prospective customers and consumers.



Mizzima TV Development

Mizzima TV is another product with excellent growth prospects amid continuing improvements in infrastructure and expanding market opportunities. Mizzima possesses an established and experienced in-house production crew.

When Mizzima was based outside Myanmar, Mizzima TV produced regular news stories which were posted on YouTube. Mizzima TV, which continues to reach viewers through YouTube, expanded operations in January 2013 with the production of a weekly business news program that airs during prime time on Saturdays and is carried by national broadcaster Myanma Radio and Television (MRTV). Mizzima presently produces the following 30-minute weekly television programs aired by MRTV:

- *Business Weekly News*
- *HyperSports and Cinema Sports*
- *Tasty Trip*
- *Women in Myanmar Society*

As well as providing content for Myanmar's national networks and serving as an advertisement agent for MRTV, Mizzima TV also produces documentaries, provides LIVE coverage of major events in Myanmar and manages an archive of

video footage. The TV team's documentaries have covered such topics as ethnic politics and the travels of Aung San Suu Kyi.

Mizzima TV additionally provides production and other services to international broadcasters and organizations seeking to raise awareness about a particular issue in Myanmar. Apart from its local knowledge, using Mizzima TV for production purposes has the obvious benefit of helping to minimize the red tape that can prove a significant hindrance to foreign companies.

Let Mizzima's media convergence advantage work for your business. Engage Mizzima TV to produce an advertising or announcement that fits your specific needs. Such a product can also appear across the company's digital platforms, such as its websites, or via smartphones.





Mizzima Weekly

The *Mizzima Weekly* was the first product Mizzima launched in Yangon after it moved its headquarters from New Delhi to Myanmar's commercial hub.

Available in print and online (www.mzineplus.com), the *Mizzima Weekly* keeps readers informed about developments focused on the business sector and the economy at a time of rapid change in Myanmar. These developments range from the influx of foreign investors to government initiatives aimed at making Myanmar more business-friendly in tandem with Myanmar's democratic transition.

However, the *Mizzima Weekly* offers much more than business news. In addition to its regular special reports, it provides information on dining, traveling, social issues and the arts and culture of Myanmar. Its target audience includes foreign and domestic businesses, the expatriate community in Myanmar and anyone wishing to keep up to date on the changes taking place in the country.

The core of the *Mizzima Weekly* team is comprised of experienced editors and reporters who understand the complexities of Myanmar, know the business players and comprehend the geostrategic significance of the country.

Myanmar is on the move. Investors are flocking in, a building boom is under way and dramatic growth is projected in most economic sectors. A 2012 Asian Development Bank study said Myanmar could become one of Asia's fastest growing economies, expanding at eight per cent a year and tripling per capita income within 20 years.

Mizzima's Mizzima Weekly is your guide to tracking these historic developments, while offering advertisers an opportunity to reach those at the heart of the country's economic expansion.

Mizzima advertising rates card

APPEAR ON EVERY PAGE OF WEBSITE								
Sizes (Pixels)			Rates					
			English Version		Myanmar Version		Dual Package (English + Myanmar)	
			Per Month	Per Week	Per Month	Per Week	Per Month	Per Week
1	ENG Right side	248 (w) x 135 (h)	\$ 650	\$ 180			\$ 975	\$ 294
2	MYA Right side	290 (w) x 120 (h)			\$ 700	\$ 225		
3	Middle Banner	728 (w) x 90 (h)	\$ 550	\$ 190	\$ 550	\$ 190	\$ 825	\$ 256
4	Bottom Banner	728 (w) x 90 (h)	\$ 450	\$ 163	\$ 450	\$ 163	\$ 675	\$ 219
5	Left Banner	190 (w) x 91 (h)			\$ 250	\$ 113		

APPEAR ON EVERY PAGE OF WEBSITE

Sizes (Pixels)			Rates					
			English Version		Myanmar Version		Dual Package (English + Myanmar)	
			Per Month	Per Week	Per Month	Per Week	Per Month	Per Week
1	Sky Banner (ENG)	700 (w) x 100 (h)	\$ 1,100	\$ 350				
2	Sky Banner (MYA)	720 (w) x 90 (h)			\$ 1,100	\$ 350		
3	Header Banner	608 (w) x 82 (h)	\$ 970	\$ 295				

APPEAR ONLY ON BUSINESS PAGES & NEWS PAGES

Sizes (Pixels)			Rates					
			English Version		Myanmar Version		Dual Package (English + Myanmar)	
			Per Month	Per Week	Per Month	Per Week	Per Month	Per Week
1	ENG Right side	248 (w) x 135 (h)	\$ 680	\$ 213			\$ 1,020	\$ 306
2	MYA Right side	290 (w) x 120 (h)			\$ 680	\$ 213	\$ 1,020	\$ 306
3	Bottom Banner	728 (w) x 90 (h)	\$ 382	\$ 139	\$ 382	\$ 139	\$ 574	\$ 186
4	Left Banner	190 (w) x 91 (h)			\$ 213	\$ 96	\$ 675	\$ 219

APPEAR ONLY ON OPINION, LIFESTYLE, DEVELOPMENT, MULTIMEDIA

Sizes (Pixels)			Rates					
			English Version		Myanmar Version		Dual Package (English + Myanmar)	
			Per Month	Per Week	Per Month	Per Week	Per Month	Per Week
1	ENG Right side	248 (w) x 135 (h)	\$ 560	\$ 175			\$ 840	\$ 252
2	MYA Right side	290 (w) x 120 (h)			\$ 560	\$ 175	\$ 840	\$ 252
3	Bottom Banner	728 (w) x 90 (h)	\$ 315	\$ 114	\$ 315	\$ 114	\$ 472	\$ 153
4	Left Banner	190 (w) x 91 (h)			\$ 175	\$ 79		

DISCOUNT POLICY

3 months 10 %
 6 months 15 %
 9 months 20 %
 12 months 30 %

Ads Specification

Resolution 72 dpi
 Format JPEG, Tiff, GIF, ifarm, embeded code

ARTWORK DEADLINE

*All finished banner artwork to be supplied no later than 24 hous prior to first day of the booked month.

*If you need assistance in creating your advert please contact Image Group no later than 3 working days prior to first day of the booked month.

MIZZIMA WEEKLY MAGAZINE RATE CARD

Display Advertising			
1	FP Spread	26.6 cm x 8 col	\$ 630
2	Full Page	26.6 cm x 4 col	\$ 317
3	Half Page	11 cm x 4 col	\$ 154
4	Vertical	21 cm x 2 col	\$ 175
5	Footer Strip	7 cm x 4 col	\$ 98
6	Qtr Page	11 cm x 2 col	\$ 88
7	Header Strip	2 cm x 4 col	\$ 50
Premium Placement Rate		Booking and artwork deadline	
Inside front cover \$ 420		Minium 6 days ahead of publishing date.	
Back cover \$ 475			
Inside back cover \$ 390			
SPECIAL PACKAGE Dual Package with Mizzima Weekly Supplement in Myanmar language \$ 700			
Material Specification		Cancellation Penalty	
1 col = 4 cm 2 col = 8.4 com 3 col = 12.75 com 4 col = 17.15 cm		Cancelling booking less than 6 days prior to publication will result in billing equal to 100% of the advertising cost.	
Format: Tiff, EPS, PDF, JPEG Color mode: CMYK			



Top Story

Behind the mask

"If you take the mask off, it is still a military regime underneath." That was the observation of one of the student protesters beaten by police during the crackdown at Letpadan on March 10, in an interview with BBC TV in Yangon. The sentiment is not new but exposes what many in Myanmar view as a "hidden truth" – the allegation that hardline generals are pulling the strings behind President U Thein Sein's democratic reform façade. [Read more >>>](#)



British mining firm poised to enter Kachin State

The British mining firm Aurasian Minerals Plc is reported to be waiting for "security clearance" before entering Kachin State's Hpakant area, renowned for its jade, according to a report by Kachin News on April 6. [Read more >>>](#)



Vietnamese companies take a shine to Myanmar

Taking advantage of the now open Myanmar economy, Vietnam has been actively promoting investment activities through both its public and private sector, reports Deal Street Asia on April 6. [Read more >>>](#)



(Advertisement)

More



Letter from Puzungtaung

First, I must apologize for having not written sooner. But, things are very busy with Mizzima at the moment. Between establishing our new office, launching the country's first digital daily newspaper, initiating our 2015 Election Coverage Project and co-hosting the 2015 International Press Institute (IPI) World Congress, I simply have not had the time to write earlier. [Read more >>>](#)

Authorities step up temporary ID card collection

[Read more >>>](#)

Thai Myanmar border holiday celebration

[Read more >>>](#)

A football fan's pitch for more playing fields in Yangon

[Read more >>>](#)

Keeping the web open, for better or worse

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Mizzima E-newsletter

Mizzima distributes a daily E-newsletter to more than 5,000 individual email subscribers. The E-newsletter contains news and stories that Mizzima publishes on a daily

basis on both its Myanmar and English language websites, allowing readers to digest all the news in a single step.

ADVERTISING ON MIZZIMA E-NEWSLETTER

	Per Month	Per Week
English Version	\$ 500	\$ 150
Myanmar Version	\$ 700	\$ 200

APPEAR ON MIZZIMA DIGITAL DAILY

First Screen Banner

\$ 250 per month

Inside Screen Banner (inside each Mizzima Digital Daily)

\$ 100 per month

Contact us at Sales and Marketing
(Yangon) 09-421010111, (Mandalay) 09-257550905

Yangon Office

Mizzima Media Group
Room No. 001, 003, Lake Kan Condo,
Upper Pazuntaung Road, Ward 7,
Pazuntaung Twsp, Yangon.
Ph: 01-295398

Mandalay Office

Shwe Yi Mon Hotel, Ta-1/30, Corner of
65th Street and Thazin Street, New Town
(1), Chanmyatharzi Township, Mandalay.
Ph: 02-62013 / 02-62024

Nay Pyi Taw Office

No.(Pa/70), Tha Pyae Gone Pwal Yone Tann, Za Bu Thiri Tsp, Nay Pyi Taw.
Ph: +067-432055



To advertise in any or all of Mizzima's products, please do not hesitate to contact our marketing team, which will provide you with an advertising package tailored to meet your needs. Special discounts and rates are available.

Contact Mizzima's marketing team via:

Email: adsales@mizzima.com

Telephone: 09 421 010 111, 09 421 010 101, 09 421 010 100