



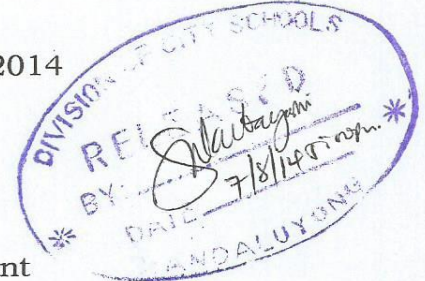
Republic of the Philippines  
Department of Education  
National Capital Region  
**DIVISION OF CITY SCHOOLS**  
City of Mandaluyong

Tel. no. 533-49-31 / 35 Fax. no. 532-71-17  
E-Mail Address: [depedmandaluyong@gmail.com](mailto:depedmandaluyong@gmail.com)  
Official Website: [depedmandaluyong.wordpress.com](http://depedmandaluyong.wordpress.com)



July 7, 2014

**MALAYA BUSINESS INSIGHT**




**MEMORANDUM TO:** Assistant Schools Division Superintendent  
Education Program Supervisors  
Public Schools District Supervisor  
Division Coordinator  
Principals, Public Elementary & Secondary Schools

Attached is a copy of letter from **Ms. Abbi N. Robles, Circulation Clerk of Malaya Business Insight** dated June 18, 2014, which is self-explanatory and for information of all concerned.

Subscription of the said Insight can be charged to school Maintenance and Other Operating Expenses (MOOE) fund under Publication or Subscription Expense subject to usual accounting and auditing rules.

For further inquiries, please contact their Sales and Marketing Group at telephone numbers 527-3069 and 311-5321 or e-mail at [mbi\\_smg@yahoo.com](mailto:mbi_smg@yahoo.com).

Immediate dissemination of this **Memorandum** is desired.

  
**EVANGELINE P. LADINES, CESO VI**  
Schools Division Superintendent

# Malaya Business Insight

June 18, 2014

MS. EVANGELINE LADINES  
Office In- Charge  
DEPARTMENT OF EDUCATION- MANDALUYONG  
H-Way Hills ES, Calbayog St., Mandaluyong City

Dear Ms. Ladines:

Greetings!

As you may know, Malaya has undergone a major change in its market positioning to further cater to the needs of its reading public. Currently, it is now a Business paper called "Malaya Business Insight". It comes in a very readable package – A fusion of in-depth news, excellent news analyses, credible prognosis of events, powerful commentaries and balanced updates on the happenings in the corporate world. It also provides economic, political, business, sports, lifestyle and entertainment scopes. Aside from having the Business section as one of our strengths, the paper also boasts of its in-depth analyses on various issues by its veteran columnists, as well as the most-read column of our publisher, Mr. Amado "Jake" Macasaet entitled "Business Circuit."

We have a nationwide circulation of **83,000** copies daily and our subscription base covers the A, B & upper C markets. In addition to our nationwide dealership network, we also have our exposure in various non-traditional channels of distribution, that includes tie-ups with various business hotels, coffees shops, fine dining restaurants and airline companies. We are also available in bookshops and convenience stores. Aside from that, we are the **only Business Paper** onboard the Philippine Airlines' daily flights, both domestic and international.

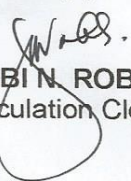
In this regard, we would like to offer our **SUBSCRIPTION PROMO**. Please find below the details:

Duration	No. of Issues	Regular Rate	Discounted Rate		SAVINGS
<b>3 months</b>	<b>65</b>	<b>1,625.00</b>	<b>1,462.50</b>	<b>10% off</b>	<b>162.50</b>
<b>6 months</b>	<b>130</b>	<b>3,250.00</b>	<b>2,762.50</b>	<b>15% off</b>	<b>487.50</b>
<b>12 months</b>	<b>260</b>	<b>6,500.00</b>	<b>5,200.00</b>	<b>20% off</b>	<b>1,300.00</b>

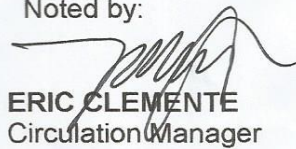
For further inquiries, you may reach our Sales and Marketing Group at 527-3069, 311-5321 or email [mbi\\_smg@yahoo.com](mailto:mbi_smg@yahoo.com)

Thank you.

Sincerely yours,

  
ABBIN ROBLES  
Circulation Clerk

Noted by:

  
ERIC CLEMENTE  
Circulation Manager