

## MJN e-News

2016-2017 Media Data

### Monthly views of 17,544 (Q1-Q4 2016)

\*Overall viewership increase of 7% from Q4 2015

| Visitors by Location                                |     |
|---|-----|
| Malaysia  | 31% |
| China   Hong Kong                                   | 8%  |
| South Asia (India, Pakistan, Bangladesh, Sri Lanka) | 7%  |
| Thailand  | 6%  |
| Europe  | 6%  |
| UK  | 6%  |
| Singapore   | 5%  |
| Philippines   | 5%  |
| Thailand  | 5%  |
| Indonesia   | 5%  |
| US   Canada   | 4%  |
| Indochina (Vietnam, Laos, Cambodia)                 | 3%  |
| Africa  | 2%  |
| Middle East   UAE                                   | 2%  |
| Taiwan  | 2%  |
| Australia   New Zealand                             | 1%  |
| Japan   | 1%  |
| South Korea   | 1%  |
| ROW   | 5%  |

| Email distribution by Destination                   |     |
|---|-----|
| Malaysia  | 38% |
| Singapore   | 7%  |
| Indonesia   | 6%  |
| South Asia (India, Pakistan, Bangladesh, Sri Lanka) | 6%  |
| Europe   UK   | 5%  |
| Thailand  | 5%  |
| Indochina (Vietnam, Laos, Cambodia)                 | 5%  |
| China   Hong Kong                                   | 4%  |
| US   Canada   | 4%  |
| Philippines   | 4%  |
| Australia   New Zealand                             | 4%  |
| Middle East   UAE                                   | 3%  |
| South Korea   | 2%  |
| Japan   | 2%  |
| Africa  | 2%  |
| Taiwan  | 1%  |
| ROW   | 2%  |

### Visitors by Professions

|   |     |
|---|-----|
| Nurses (all levels)                                   | 25% |
| Health & Safety professionals                         | 18% |
| Hospital administrators & practitioners               | 18% |
| Medical devices   Equipment suppliers                 | 10% |
| Government Health Officials                           | 8%  |
| Academics   | 6%  |
| Practitioners of Complimentary & Alternative Medicine | 6%  |
| Others  | 9%  |

### Visitors by Sectors

|   |     |
|---|-----|
| Hospitals (Private & Gov't)                   | 20% |
| Medical equipment producers                   | 16% |
| Alternative medicine & Health organisations   | 14% |
| Government organisations                      | 13% |
| Educational Institutions & Universities       | 11% |
| Home healthcare organisations                 | 9%  |
| Drug manufacturers                            | 8%  |
| Medical laboratories & Research organisations | 7%  |
| Others  | 2%  |

\*Tracked by Alan Yoon Associates Chartered Accountants

### Distribution based on email database of 15,000

\*An increase of 43.5% from previous year data

#### For advertising enquiries, contact

Winston Fernandez

 [winston@taramedia.com.my](mailto:winston@taramedia.com.my)

#### Office Address

SQ9, Block A, Menara Indah, Jalan 9,  
Taman TAR, 68000, Ampang, Selangor,  
Malaysia

Tel: +603 4260 4575

Fax: +603 4260 4576

[www.mjn-e-news.com.my](http://www.mjn-e-news.com.my)