

# Strengthening its position as the go-to advisory magazine for Malaysian businesses with the support of the Financial Times

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## The challenge

The need to be able to compete with top global business information providers by giving readers the global news, features and commentary they want, as well as real-world business insights.

## The solution

Republishing relevant content from the FT, one of the world's foremost business news and information organisations with a uniquely global perspective.

## The benefits

A competitive edge from being able to offer readers valuable global insight, while the FT brand also enhances the magazine's appeal to advertisers and other partners.



The Financial Times is a big name, and any organisation that partners with the brand will benefit from it. The more great work the FT does globally, the more value it brings to partners like BusinessToday.



**Selva Rajan**  
Chief Editor and Managing Director, BusinessToday

## The go-to advisor for Malaysian businesses

BusinessToday was established in 2001 with the aim of producing an unbiased, credible and independent magazine advising Malaysian corporations in their business journey.

There is a strong focus on highlighting success stories of Malaysian companies; the demand by Malaysian corporates to be featured in the publication is testament to its relevance to the local business audience. This local audience looks to the publication as a go-to source of best practice information and guidance to help them in their business decisions.

## The need for quality content

News and information publishing is a highly competitive and saturated business – especially in an age when information and news is readily available on the internet. To succeed in this market, publishers need to offer content worth paying for.

BusinessToday excels in providing local context for Malaysian businesses, highlighting success stories from across the country and advising local companies on how to grow and expand their business.

However, its audience also requires global context and insight. To provide this, BusinessToday chose the FT as a trusted source of independent intelligence on world affairs, business, finance and politics. With over 600 journalists based in over 50 countries, the FT can deliver content that's both relevant and exceptionally well-informed. Around 100 media businesses worldwide benefit from republishing FT content to grow their readership, brand and revenue. By joining them, BusinessToday could fulfil its readers' growing demand for informed international news and analysis.

## Engaging local readers with global content

BusinessToday readers span a diverse audience, from SMEs and the self-employed to top executives

in multinationals. As a republishing partner, BusinessToday can choose from relevant FT news, features and analysis and publish it in their magazine.

They can search and download premium content via the FT's republishing platform, and their license allows them to republish selected articles across their own media channels.

"We typically syndicate FT's coverage of global markets, monetary policy and regulatory updates," says Selva Rajan. "Specific industry news pieces and company financials are also extremely relevant in providing global context."



The FT is extremely relevant in providing global context.



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Chief Editor and Managing Director,  
BusinessToday

A further challenge for BusinessToday was finding senior business-people prepared to share their insights, which can provide readers with valuable lessons. With the FT's access to influential business decision-makers worldwide, BusinessToday now has a regular supply of this type of content.

## Competitive edge and cost savings

Syndicating FT content allows BusinessToday to:

- Gain a competitive edge over local business publications by providing both local and global content
- Make cost savings by drawing on the FT's global network journalists
- Capitalise on the respected FT brand, known for its authority, accuracy and integrity
- Fulfil the growing demand for accurate information and informed analysis
- Enhance its appeal to advertisers



## About the Financial Times

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