



malaysiakini

Special Ads Proposal for Corporate & SME

[#StayHomeStaySafe Ad Packages]
(Inventories: Advertorial, Online Banner, Social Media)

Proposal by  **MEDIA**





AGENDA

Special Proposal for Corporate & SME

(Mix-Inventories of Advertorial, Online Banner, Social Media)

1.0 **Press Release** Announcement (Desktop & Mobile)
Malysiakini Branded Content Placement (EN/BM/CN)

2.0 **Online Banner** (Desktop & Mobile)

3.0 **Social Media** Posting
Malysiakini Facebook, Twitter & Instagram (EN/BM/CN)

4.0 **Special Offer**

5.0 **Malysiakini: Traffic, Statistic & Audience Demographic**
Desktop, Mobile & Social Media Pages

1.0 Press Release (Kenyataan Media)

Malaysiakini Desktop + Mobile: Branded Article Placement (EN/BM/CN)

Desktop Site:
Malaysiakini
(EN/BM/CN)

Home Page
Branded Content

The desktop screenshot shows the Malaysiakini homepage with a navigation bar at the top. Below the navigation bar, there are tabs for 'MOST READ', 'MOST COMMENTED', and 'MOST RECENT'. A list of five articles is displayed. The first article, 'I'm no puppet, Ismail Kassim tells Raja of Perlis', is highlighted with a red box. Below this list, there are three main article sections. The first section, '840 Menjadi Tumpuan Subsidi Bersasar', is also highlighted with a red box. The second section is 'Umno wants police to return funds seized after Najib resigned'. The third section is 'New S'gor MB only after Raya'.

Mobile Web:
Malaysiakini
(EN/BM/CN)

Home Page
Branded Content

The mobile screenshot shows the Malaysiakini mobile homepage. The navigation bar at the top includes the logo, a search icon, and a menu icon. Below the navigation bar, there is a featured article titled 'Najib's quit calls' with a sub-headline 'Husam says the controversial rebuke is only a reminder not to lose sight of the reform agenda.' Below this, there is a large image of a group of people holding a trophy, with a caption 'Producing Malaysia's Top Security & Forensic Specialists.' This section is highlighted with a red box. At the bottom, there is a small article snippet titled 'Rafizi let off, judge says public'.

*Content placement is available across Malaysiakini (EN, BM, CN & Tamil) Desktop & Mobile sites.

2.0 Online Banner

Malaysiakini Desktop + Mobile: Leader Board & Medium Rectangle (EN/BM/CN)

Malaysiakini (EN/BM/CN) Desktop: Top LeaderBoard (728x90px)
Mobile: Medium Rectangle (300x250px)

DESKTOP HOME PAGE



MOBILE HOME PAGE



*Ad items are available across **Malaysiakini (EN, BM, CN & Tamil)** and **KiniTV (EN, BM, CN)** sites.

3.0 SOCIAL MEDIA POSTING

i. Facebook Posting

Malaysiakini Facebook (EN/BM/CN)

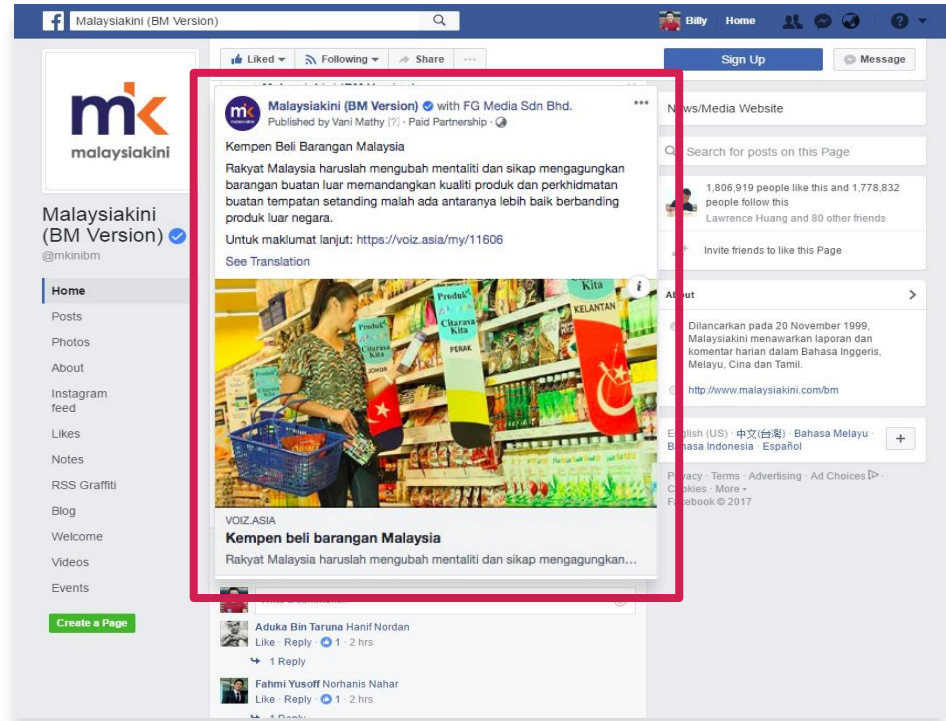
Post Format: Normal Post

- **Article/Picture/Video with description message, landing URL, #Hashtag, and basic audience targeting** (age, gender, location)
- **Handshake with client's FB page**

(Posting materials provided by Advertiser)

Example: MKini FB Post

<https://www.facebook.com/31373189944/posts/10151590607094945/>



*Posting is available across Malaysiakini FACEBOOK (EN, BM, CN) and KiniTV FACEBOOK (EN, BM, CN) pages.

3.0 SOCIAL MEDIA POSTING

ii. Twitter Posting

Malaysiakini Twitter (EN/BM)

Post Format: “Share Post” / Normal Post

- **Article/Picture/Video (< 1min)** with description message, landing URL, #Hashtag
- **Tag with client’s Twitter Page**

(Posting materials provided by Advertiser)

(MKini TW Post)

<https://twitter.com/malaysiakini/status/1074568762865573888>



*Posting is available across **Malaysiakini TWITTER (EN, BM)** pages.

3.0 SOCIAL MEDIA POSTING

(MKini IG Post) Perak State Government
<https://www.instagram.com/p/B98JfGclWFp/>

iii. Instagram Posting Malaysiakini Instagram (EN/CN)


Post Format: “Insta Story” / Normal Post

- **Insta Story:** Video/Picture in vertical (9:16) with #Hashtag & URL Landing Link
- **Normal Post:** Video/Picture with description message not more than 20 words, #Hashtag
- **Tag with client’s Instagram Page**

(Posting materials provided by Advertiser)



*Posting is available across **Malaysiakini INSTAGRAM (EN, CN)** pages.



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***4.0 Special Packages
for Corporate & SME***

4.1 Special Package for Corporate & SME (Bundle Package)

Item	Ad Inventories	Inventory	Special Package Cost
Item 1.0 Branded Content	<p>Press Release <i>*Article provided by advertiser</i> <i>*Page design by Kini & host on MKini (advertorial)</i></p> <p>Publication: Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)</p>	<p>Up to 2 Articles (any language)</p> <p>2 Weeks</p>	<p>RM 25,000 <i>gross</i></p> <p><i>(Total Worth: RM 50,000)</i></p>
Item 2.0 Online Banner	<p>Malaysiakini (EN/BM/CN) Ad Unit:</p> <ul style="list-style-type: none"> Desktop Top LeaderBoard Mobile Medium Rectangle 	<p>(any languages sites)</p> <p>500,000 pageviews 500,000 pageviews</p>	
Item 3.0 Social Media Postings	<p>Malaysiakini (EN/BM/CN) Facebook, Instagram, Twitter</p> <p><i>Posting Format: Article & images with message, handshake with advertiser's page, URL link, #hashtag</i></p>	<p>10 Posts (any page)</p>	

T&Cs: *This special discounted package is valid until 30 April 2020.*

All inventories to be utilised by 30 June 2020.

50% upfront payment to be made before campaign start. Balance 50% can be made within 90 days after campaign ended.


4.2 Special Package for Corporate & SME (Itemise Package)

Item	Ad Inventories	Inventory	Special Cost
<p>Item 1.0 Branded Content</p>	<p>Press Release <i>*Article provided by advertiser</i> <i>*Page design by Kini & host on MKini (advertorial)</i></p> <p>Publication: Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)</p>	<p>1 Article (any language)</p> <p>1 Week</p>	<p>RM 7,000 gross <i>(Worth: RM 12,000)</i></p>
<p>Item 2.0 Online Banner</p>	<p>Malaysiakini (EN/BM/CN) Ad Unit:</p> <ul style="list-style-type: none"> Desktop Top LeaderBoard Mobile Medium Rectangle 	<p>500,000 pageviews 500,000 pageviews</p>	<p>RM 10,000 gross <i>(Worth: RM 17,500)</i></p>
<p>Item 3.0 Social Media Postings</p>	<p>Malaysiakini (EN/BM/CN) Facebook, Instagram, Twitter</p> <p><i>Posting Format: Article & images with message, handshake with advertiser's page, URL link, #hashtag</i></p>	<p>5 Posts (any page)</p>	<p>RM 5,000 gross <i>(Worth: RM 10,000)</i></p>

T&Cs: *This special discounted package is valid until 30 April 2020.*

All inventories to be utilised by 30 June 2020.

50% upfront payment to be made before campaign start. Balance 50% can be made within 90 days after campaign ended.



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***5.0 Traffic, Statistics,
Audience Demographics***

Why **MALAYSIAKINI** and **KINITV**

www.malaysiakini.com

www.kinitv.com

- **Total 10 Million Subscribers & Followers** across Malaysiakini digital & social media platforms.
- **Top online news choice in Malaysia for third consecutive year**
44% of survey respondents used Malaysiakini as news source in frequency of a week
23% in frequency of three days or more
(Source: Reuters Institute & Digital News Report 2019)

- Multiple Publication Platforms & Languages:

malaysiakini

Desktop + Mobile + App:

4 Languages (EN, BM, CN, Tamil)

Facebook (EN, BM, CN) > **4.9 mil Fans**

Instagram (EN, CN) > **239k Followers**

Twitter (EN, BM) > **1.5 mil Followers**

(rm20k)

kiniTV

Desktop & Mobile

3 Languages (EN, BM, CN)

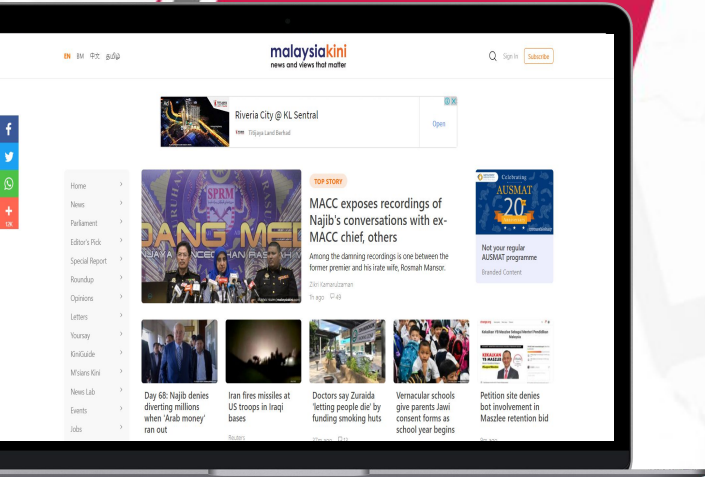
Facebook (EN, BM, CN) > **1.4 mil Fans**

Youtube > **1.16 mil Subscribers**




Daily Motion > **2.8k Followers**

AUDIENCE FIGURES




DESKTOP



HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	525,153	257,601	91,838	19,246
 Page Views	6,094,866	4,073,001	1,583,514	88,050
 Session Duration	00:09:53	00:10:49	00:10:18	00:03:20

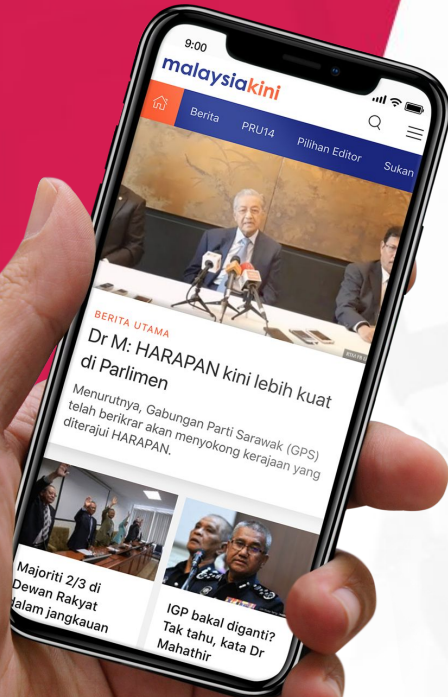
INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	605,041	455,899	106,843	26,277
 Page Views	6,264,936	5,074,760	1,627,084	88,186
 Session Duration	00:06:49	00:06:16	00:10:49	00:01:49




Source: Google Analytics, February 2020

AUDIENCE FIGURES




MOBILE



HOME PAGE

	ENGLISH	MALAY	CHINESE
 Unique Visitors	756,170	881,791	192,483
 Page Views	13,412,681	24,887,382	4,374,130
 Session Duration	00:07:55	00:08:29	00:08:43

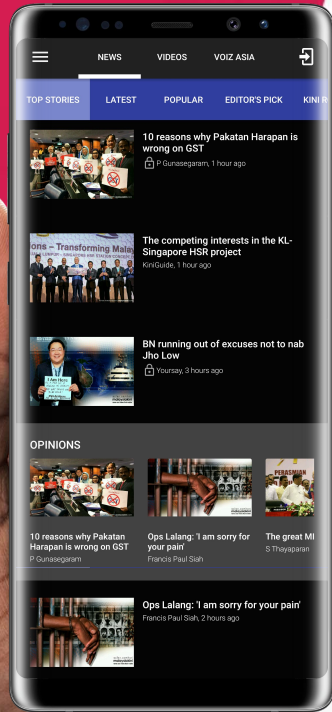
INSIDE PAGE

	ENGLISH	MALAY	CHINESE
 Unique Visitors	3,337,401	3,121,781	818,480
 Page Views	26,222,328	40,136,500	7,320,343
 Session Duration	00:02:33	00:04:01	00:03:00

Source: Google Analytics, February 2020

MOBILE APP ANDROID

HOME PAGE + INSIDE PAGE



Active Users



Screen Views



Session Duration

ENGLISH

20,366

MALAY

10,258

CHINESE

3,745

2,572,597

1,903,026

611,196

00:08:13

00:08:23

00:08:23

Source: Google Analytics, February 2020

DEMOGRAPHIC Desktop (D) vs Mobile (M)

GENDER GROUP



Male

56.8% (D)

58.9% (M)

Around 60% of the audience
are male readers



Female

43.2% (D)

41.1% (M)

AGE GROUP



18 - 24

11.66% (D)

7.31% (M)



25 - 34

26.93% (D)

24.22% (M)



35 - 44

23.84% (D)

24.89% (M)



45 - 54

17.46% (D)

17.73% (M)



55 - 64

11.54% (D)

15.79% (M)

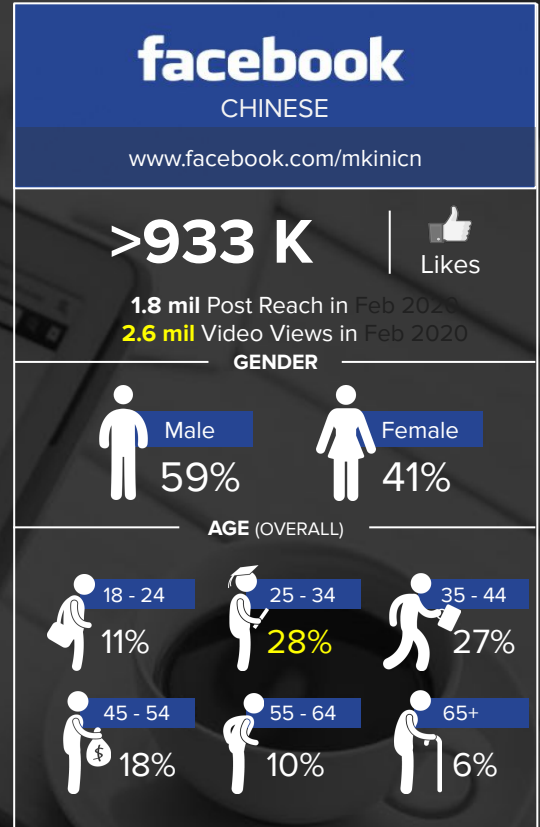
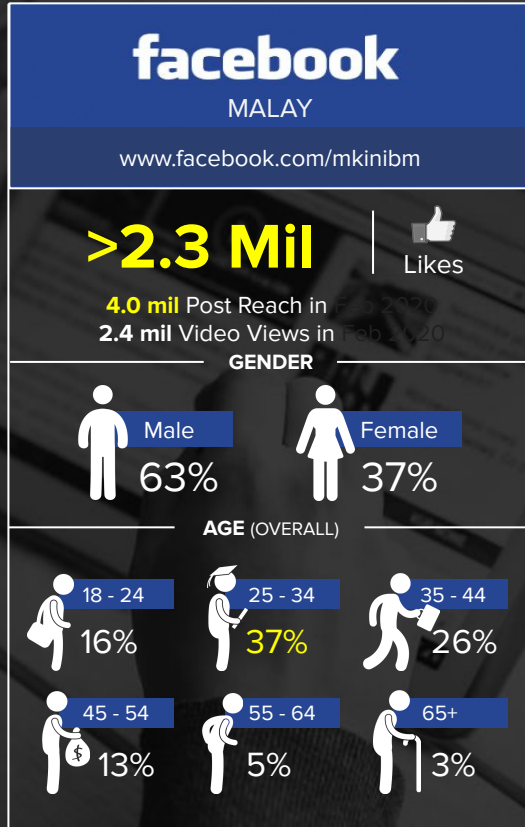
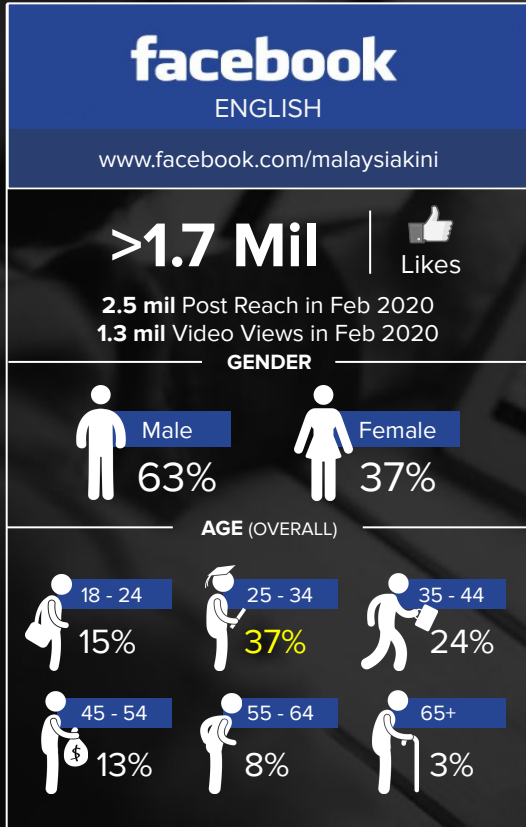


65+

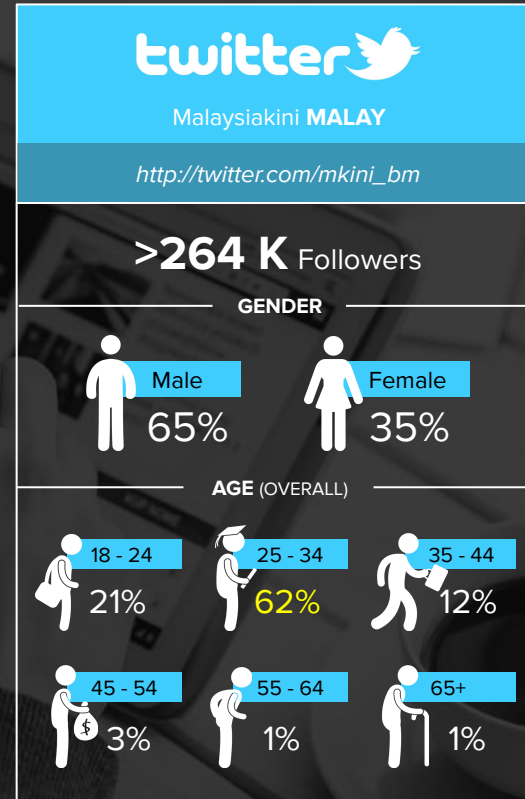
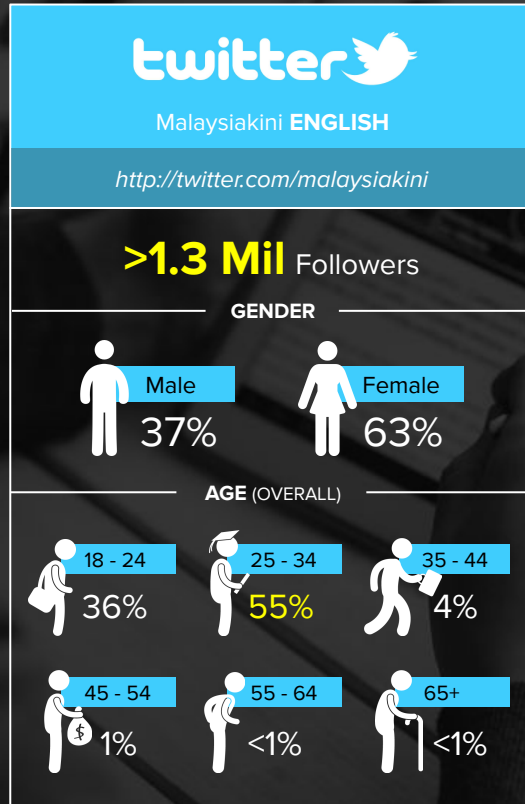
8.57% (D)

10.06% (M)

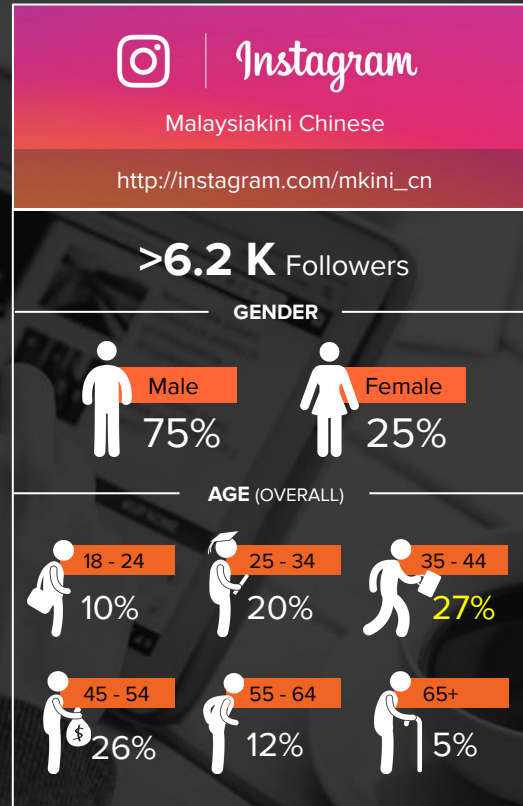
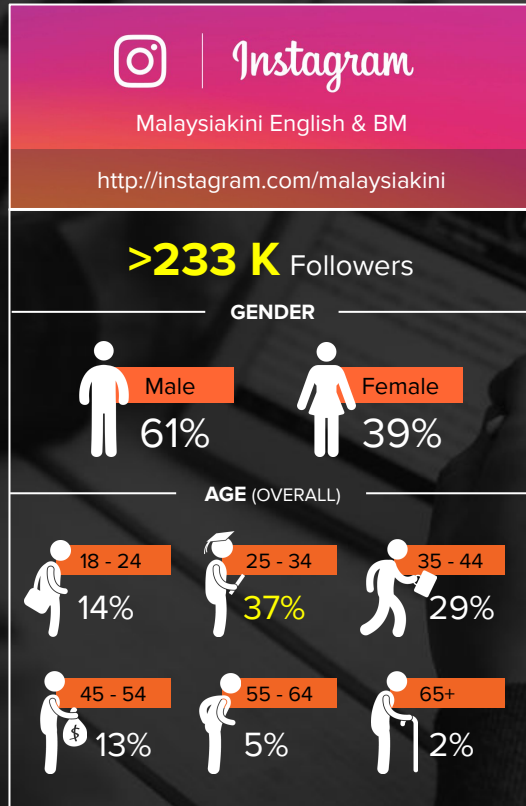
MALYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM



MALYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM



MALYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM





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