



malaysiakini

Special Ads Package for SME & Corporate

#BizSurvival Ads Package
[Inventories: Advertorial, Online Banner,
Social Media Posting]

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 is highlighted with a red box and has a 'Lagi Berita' (More News) button. Below the list, there are three more article teasers, each with a red box around the headline and a 'Lagi Berita' button. The first of these is 'Umno wants police to return funds seized after Najib resigned'. The second is 'New S'gor MB only after Raya'. The third is '1MDB taskforce meets DOJ and FBI'.

Mobile Web:
Malaysiakini
(EN/BM/CN)

Home Page
Branded Content

The mobile screenshot shows the Malaysiakini homepage on a smartphone. The layout is optimized for a smaller screen. A featured article is highlighted with a red box. The article title is 'Producing Malaysia's Top Security & Forensic Specialists'. The article text mentions that two student teams from Asia Pacific University of Technology & Innovation (APU) were crowned champions. Below the article, there is a 'Branded Content' label and a 'Rafizi let off, judge says public' headline.

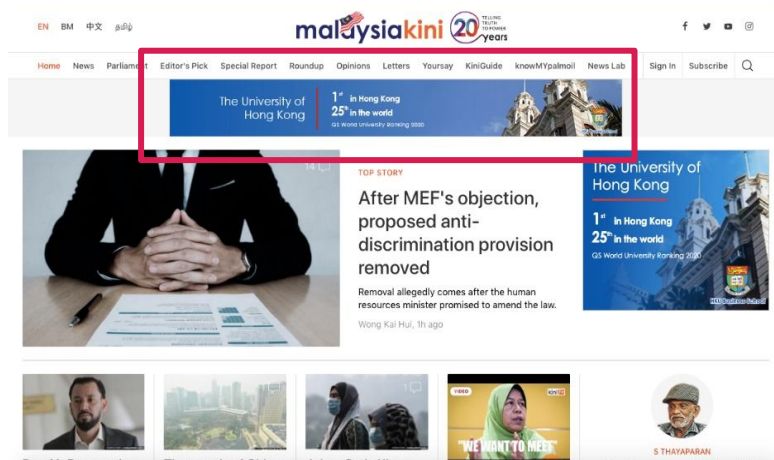
*Content placement is available across Malaysiakini (EN, BM, CN & Tamil) Desktop & Mobile sites.

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)

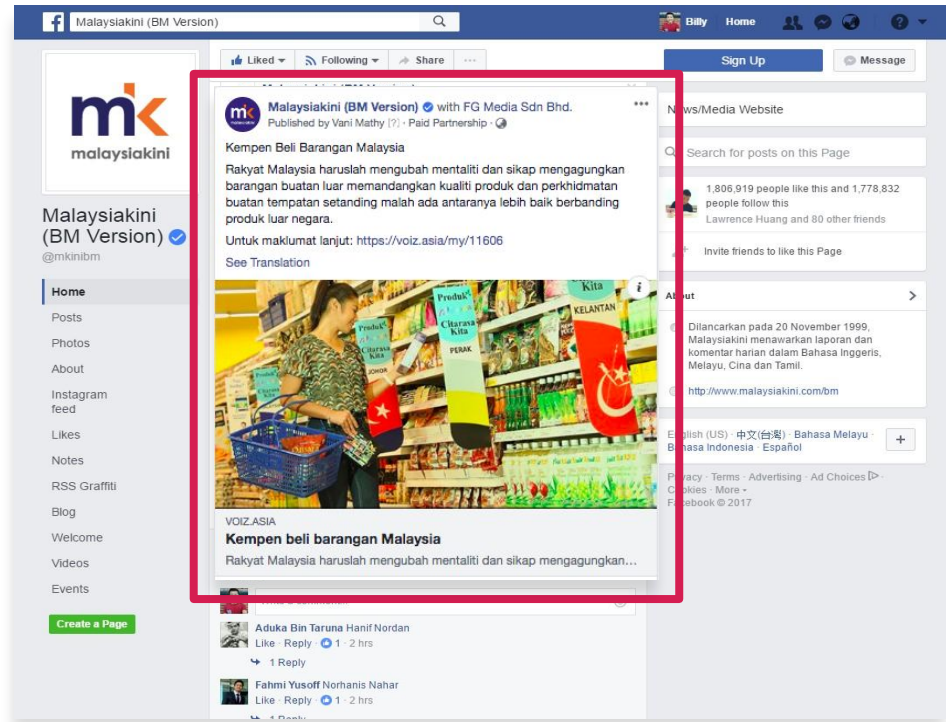
Post Format: Normal Post

- **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 67,500)</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 impressions 500,000 impressions</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 June 2020.*


All inventories to be utilised by 30 September 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 8,000 gross <i>(Worth: RM 15,000)</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 impressions 500,000 impressions</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 June 2020.
 All inventories to be utilised by 30 September 2020.
 Full upfront payment to be made before campaign start.*



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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)

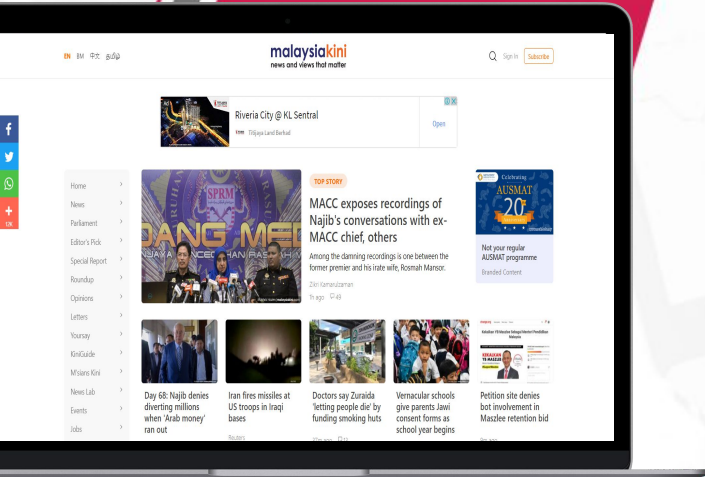
Facebook (EN, BM, CN) > **1.4 mil Fans**

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

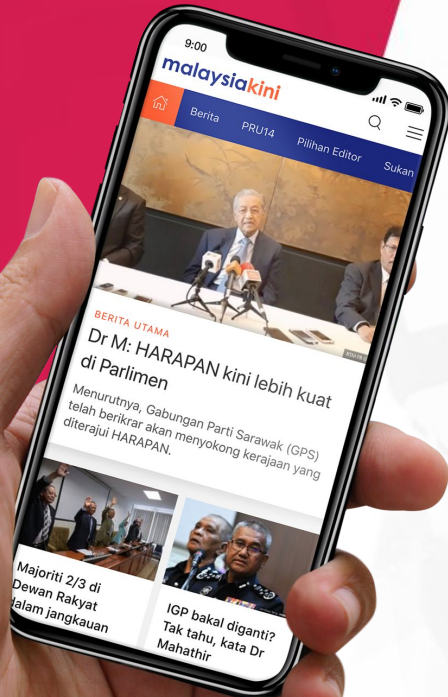
INSIDE PAGE

	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

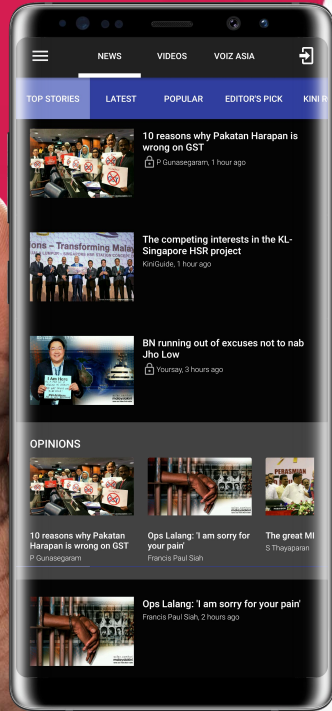
INSIDE PAGE

	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

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)

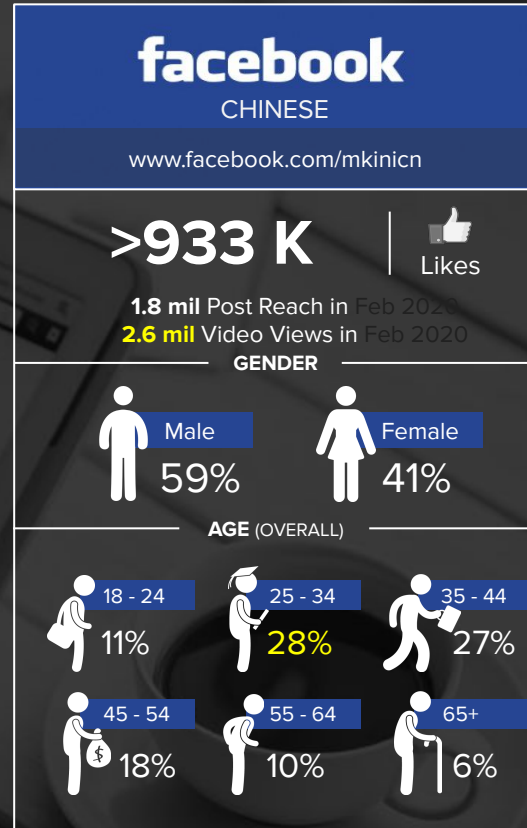
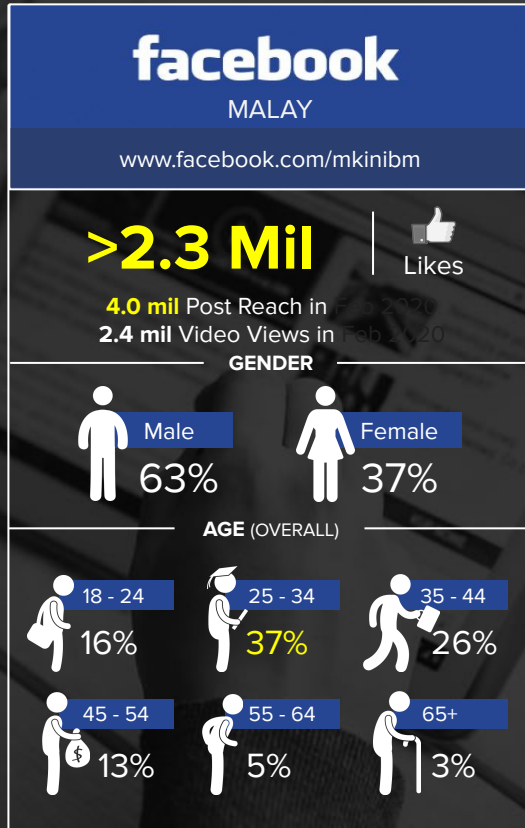
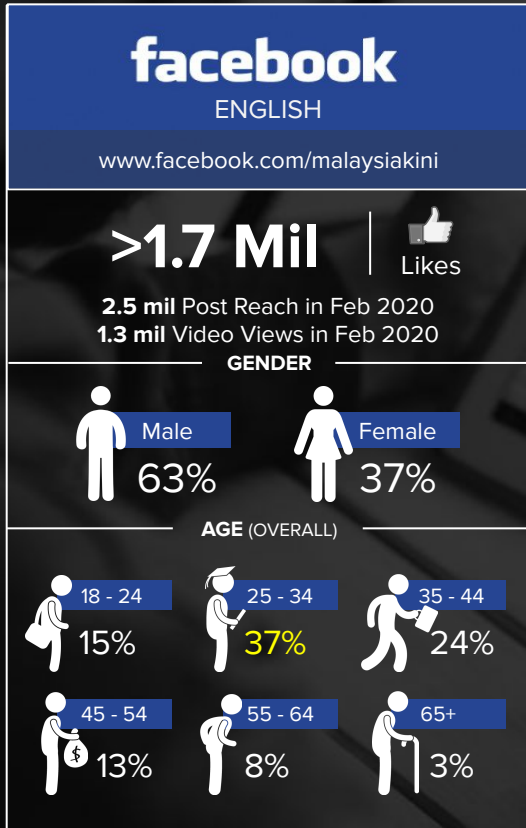


65+

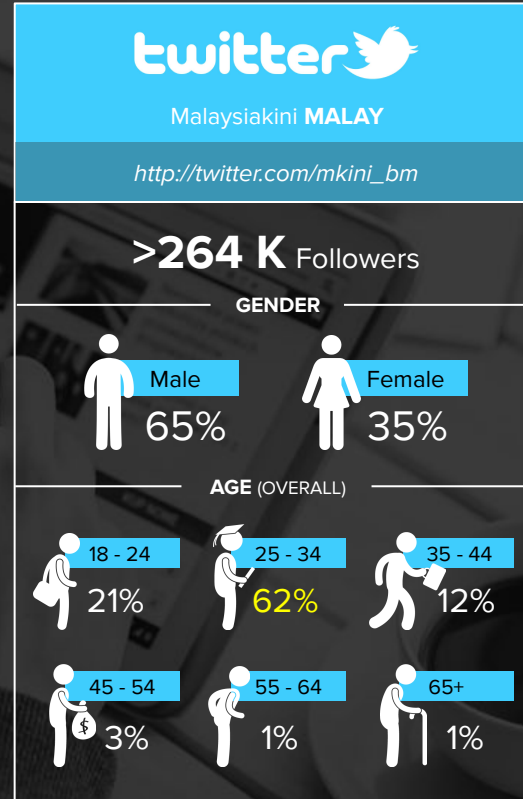
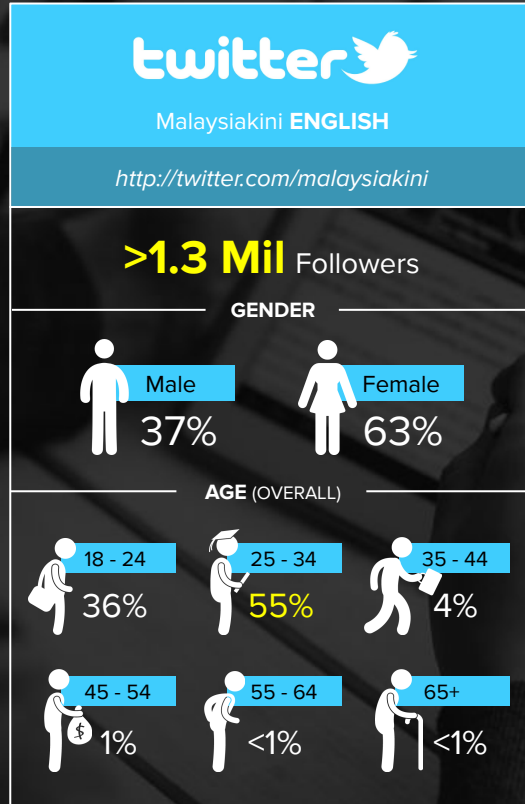
8.57% (D)

10.06% (M)

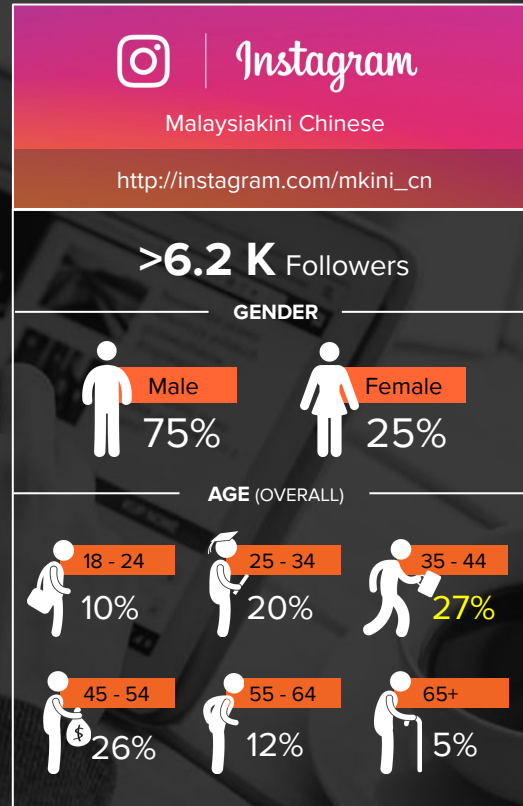
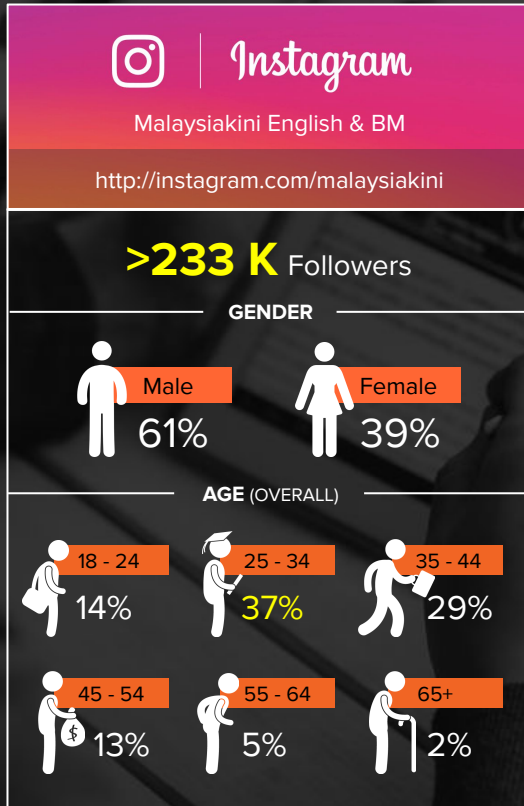
MALYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM



MALYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM



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