



malaysiakini

Special Ads Package #BizSurvival

[Inventories: Advertorial, Online Banner,
Social Media Posting]

Proposal by **FC MEDIA**





AGENDA

Special Proposal for Corporate & SME

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

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

2.0 Online Banner (Desktop & Mobile)

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

4.0 Special Offer

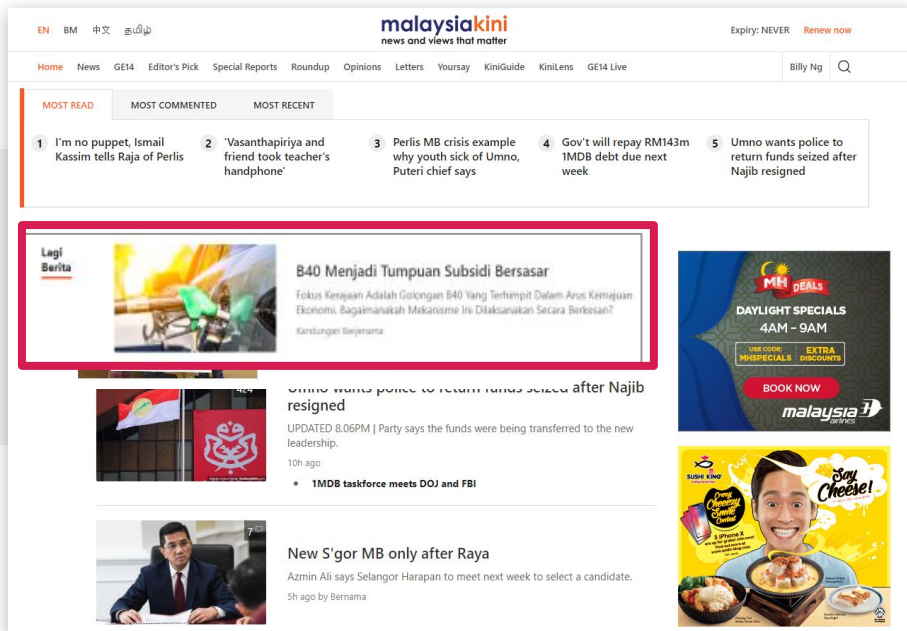
5.0 Malaysiakini: Traffic, Statistic & Audience Demographic
Desktop, Mobile & Social Media Pages

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



Mobile Web:
Malaysiakini
(EN/BM/CN)

Home Page
Branded Content



*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)

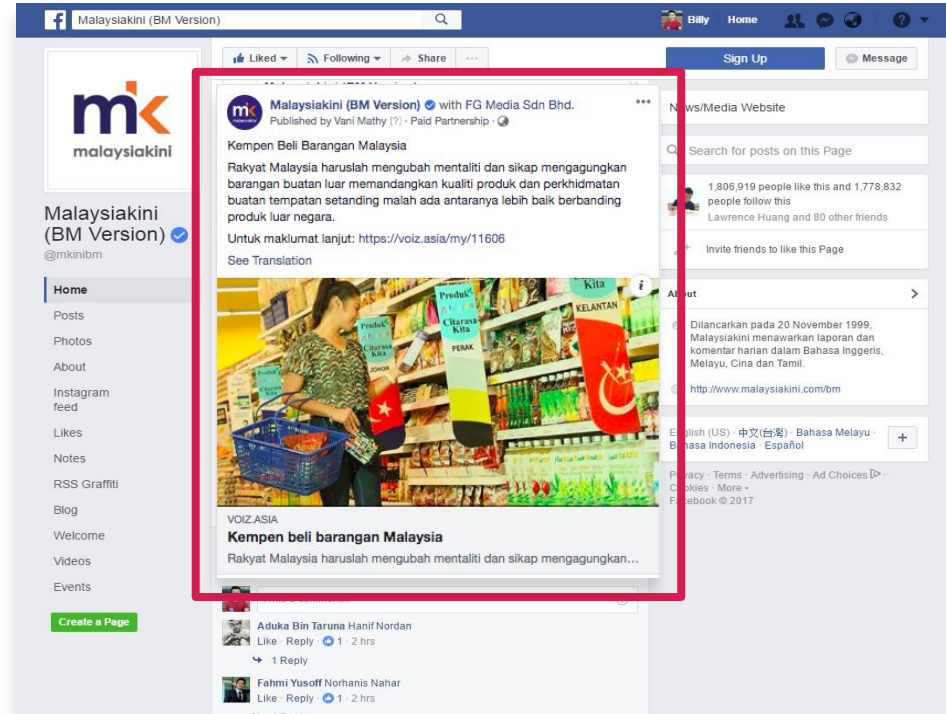
Post Format: Normal Post

- **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

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)

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



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

The background of the slide is a dark, blurred image of a web browser window. The browser's address bar shows the URL 'https://www.facebook.com'. Above the address bar, there is a tab labeled 'Facebook - log in or sign up'. The browser's navigation buttons (back, forward, refresh) are visible on the left side of the address bar. The main content area of the browser is also blurred, showing the Facebook login interface.

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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	Press Release <i>*Article provided by advertiser</i> <i>*Page design by Kini & host on MKini (advertorial)</i> Publication: Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)	Up to 2 Articles (any language) 2 Weeks	RM 25,000 <i>gross</i> <i>(Total Worth: RM 67,500)</i>
Item 2.0 Online Banner	Malaysiakini (EN/BM/CN) Ad Unit: - Desktop Top LeaderBoard - Mobile Medium Rectangle	(any languages sites) 500,000 impressions 500,000 impressions	
Item 3.0 Social Media Postings	Malaysiakini (EN/BM/CN) Facebook, Instagram, Twitter <i>Posting Format: Article & images with message, handshake with advertiser's page, URL link, #hashtag</i>	10 Posts (any page)	

T&Cs: *This special discounted package is valid until 31 December 2020.*

All inventories to be utilised by 31 March 2021.

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
Item 1.0 Branded Content	Advertorial <i>*Article provided by advertiser</i> <i>*Page design by Kini & host on MKini (advertorial)</i> Publication: Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)	1 Article (any language) 1 Week	RM 8,000 gross <i>(Worth: RM 15,000)</i>
Item 2.0 Online Banner	Malaysiakini (EN/BM/CN) Ad Unit: - Desktop Top LeaderBoard - Mobile Medium Rectangle	500,000 impressions 500,000 impressions	RM 10,000 gross <i>(Worth: RM 17,500)</i>
Item 3.0 Social Media Postings	Malaysiakini (EN/BM/CN) Facebook, Instagram, Twitter <i>Posting Format: Article & images with message, handshake with advertiser's page, URL link, #hashtag</i>	5 Posts (any page)	RM 5,000 gross <i>(Worth: RM 10,000)</i>

T&Cs: *This special discounted package is valid until 31 December 2020.*

All inventories to be utilised by 31 March 2021.

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

(rm20k)

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**

kiniTV

Desktop & Mobile

3 Languages (EN, BM, CN)

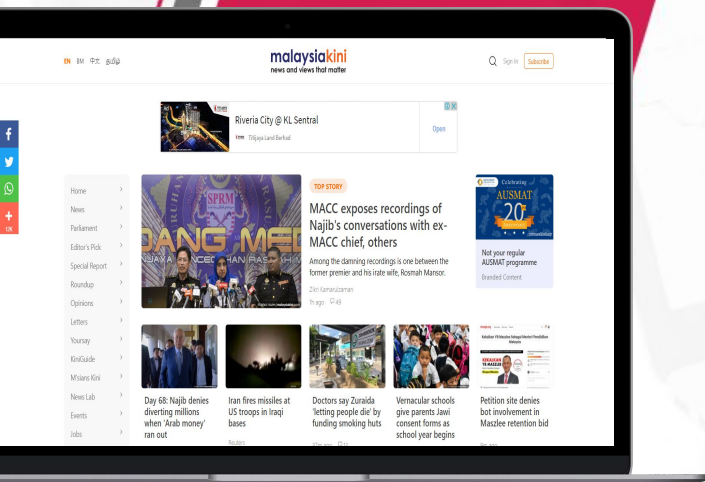
Facebook (EN, BM, CN) > **1.4 mil Fans**

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

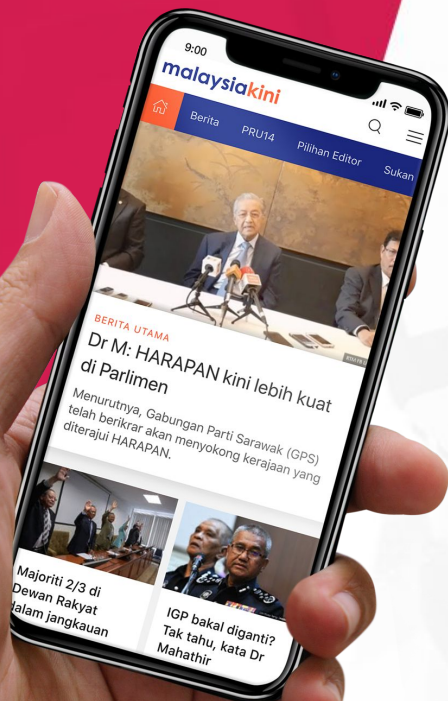
INSIDE PAGE

	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

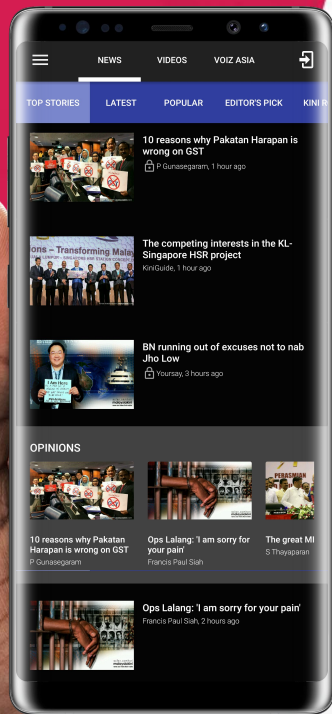
INSIDE PAGE

	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



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