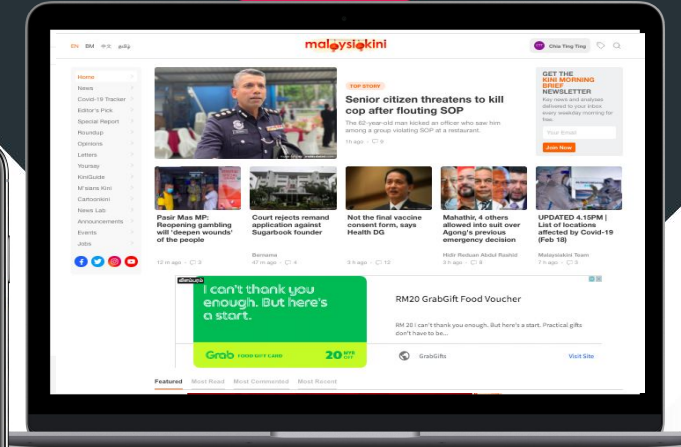
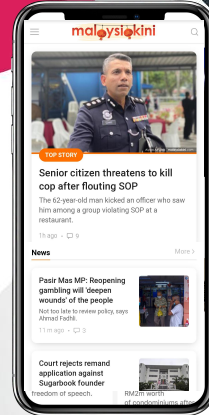


# malaysiakini

## MEDIAKIT

DESKTOP / MOBILE / SOCIAL MEDIA



Prepared by  MEDIA

## 1. Diversified Content and Website Layouts

Since 2019, we've diversified Malaysiakini content to create a **mixture of other content** within the existing political content. Now, there is a vast range of content topics that are related to **corporate, businesses, finance, digitalisation, technology and halal**.

In terms of page layout, we have dedicated **non-political content based columns** to cater to a wider range of readers. For instance, on the Malaysiakini website, there are sections and tabs that consist of articles that promote various brand products and publication of press release articles from corporate events.

There are also columns dedicated to [Top In Tech](#) which focuses on digital, technology and innovation content. We're also working with **Digital News Asia & Tech Ecosystem Partners** for the Top In Tech online forum series.

And also [Kinihalal](#), an Islamic and Muslim based content that tells & explains what's next in the halal industry through education and awareness discussions on ethical, Syariah business and Muslim lifestyle. It is also a contemporary program tracking changes in the halal industry, Islamic economy and finance, and Muslim lifestyle.

Besides, there are various **corporate press releases** published on the Malaysiakini website under the [Announcement section](#).

## 2. Clientele Database Expansion

Our client/advertiser database has grown and diversified over the years, we've also worked with different clients from **Government agencies, Ministries, Corporates, SMEs, and Startups**.

## 3. Business Database

Apart from Malaysiakini subscribers, we've also accumulated approximately **100,000 databases** with more than **30,000 business audiences** and other audiences via the online forum series and events organised through KiniEvents & KiniHalal.

Below are the breakdown of demographics:

### a. Top 5 Industry

- Education ~30%
- Technology ~15%
- Finance & Investment ~10%
- Government, Agencies & Embassy ~10%
- Consultancy ~5%

### b. Top 5 Job Titles

- HODs / Snr Managers / Managers ~25%
- Executives / Specialists ~25%
- C-Suites / Top Management ~20%
- Business Owner/Chairman/Founder/Entrepreneur ~10%
- Students ~15%

### c. Top 4 Interest

- Technology ~30%
- Sports / Outdoor ~20%
- Business, Investment / Stock Market ~25%
- Policies & Politic ~15%

Adding on, based on **DMP Report (Nov-Dec 2021)**, Malaysiakini audience's **interests & Brand Affinity** has diversified beyond just political or entertainment content. [Refer SLIDE 9 -11 for breakdowns.](#)

## Weekly reach - online

## ONLINE

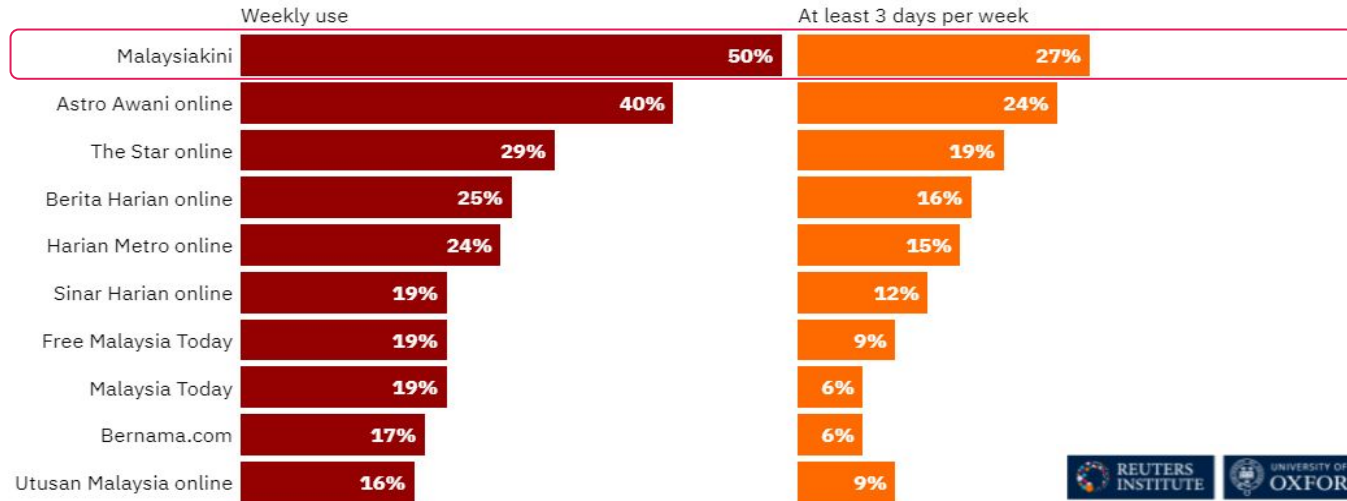
Malaysia



Malaysia

Population: 33 million

Internet penetration: 89%



As online and social media remain as the predominant sources of news for Malaysian users, **Malaysiakini** has once again achieved the top position in weekly reach in Malaysia (50%), a 5% increase from 2020. Read the report [here](#).

### Country rank ⓘ

Oct 2021 - Dec 2021 Malaysia

Domain	Rank
malaysiakini.com	#17
thestar.com.my	#30
sinarharian.com.my	#36
bharian.com.my	#32
hmetro.com.my	#27

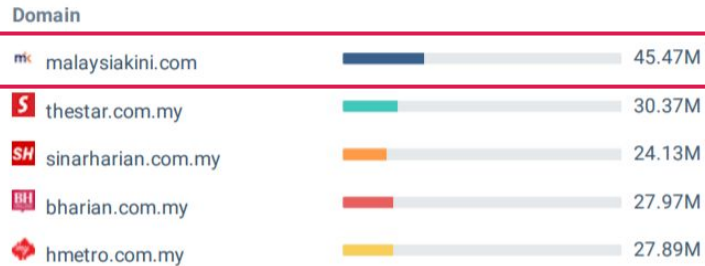
### Industry rank ⓘ

In News and Media

Domain	Rank
malaysiakini.com	#2
thestar.com.my	#4
sinarharian.com.my	#6
bharian.com.my	#5
hmetro.com.my	#3

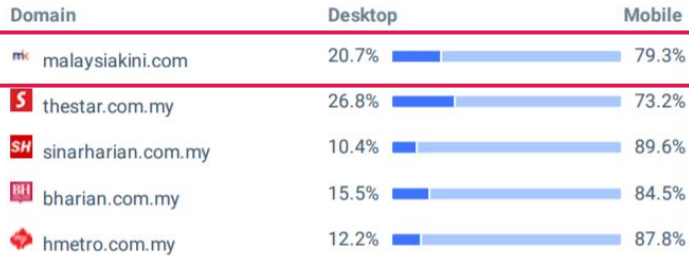
### Total Visits ⓘ

Oct 2021 - Dec 2021 Malaysia



### Device Distribution ⓘ

Oct 2021 - Dec 2021 Malaysia



## MALAYSIAKINI Traffic & Audience

malaysiakini



**900,000**

Overall Monthly **Desktop** Unique Readers

**12,300,000**

Overall Monthly **Desktop** Pageviews

**7,300,000**

Collective **Social Media** Followers

**3,700,000**

Overall Monthly **Mobile** Unique Readers

**77,500,000**




Overall Monthly **Mobile** Pageviews

*Source: Google Analytics, November 2021*






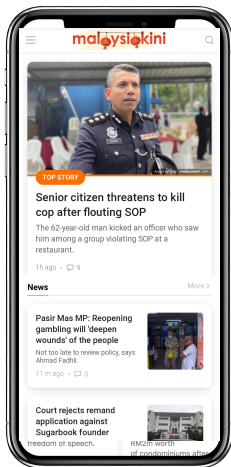
# MOBILE Audience Figures

## HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	<b>554,829</b>	418,550	72,333	8,678
 Page Views	9,576,864	<b>12,236,358</b>	1,382,987	31,113
 Session Duration	00:03:42	<b>00:04:27</b>	00:03:28	00:01:45

## INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	1,613,657	<b>1,689,786</b>	329,580	14,487
 Page Views	13,749,086	<b>16,401,749</b>	1,872,083	17,796
 Session Duration	<b>00:02:49</b>	00:02:19	00:01:15	00:01:15





# DESKTOP Audience Figures

## HOME PAGE



Unique Visitors

ENGLISH

**355,643**

MALAY

160,870

CHINESE

46,166

TAMIL

3,194



Page Views

**3,678,890**

2,407,493

656,371

9,625



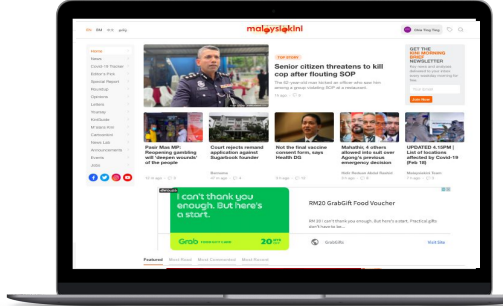
Session Duration

00:05:22

**00:06:31**

00:05:04

00:02:33



## INSIDE PAGE



Unique Visitors

ENGLISH

**452,939**

MALAY

280,079

CHINESE

67,045

TAMIL

5,593



Page Views

**2,729,995**

2,233,163

501,054

6,655



Session Duration

00:02:55

**00:03:35**

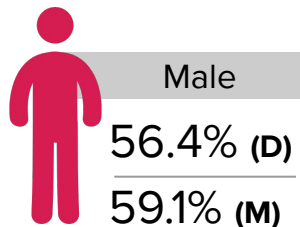
00:03:09

00:01:13

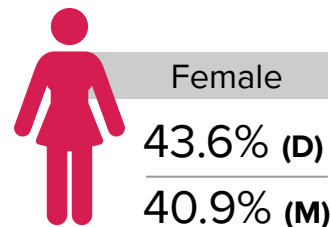
Source: Google Analytics, November 2021

# DEMOGRAPHIC (Desktop vs Mobile)

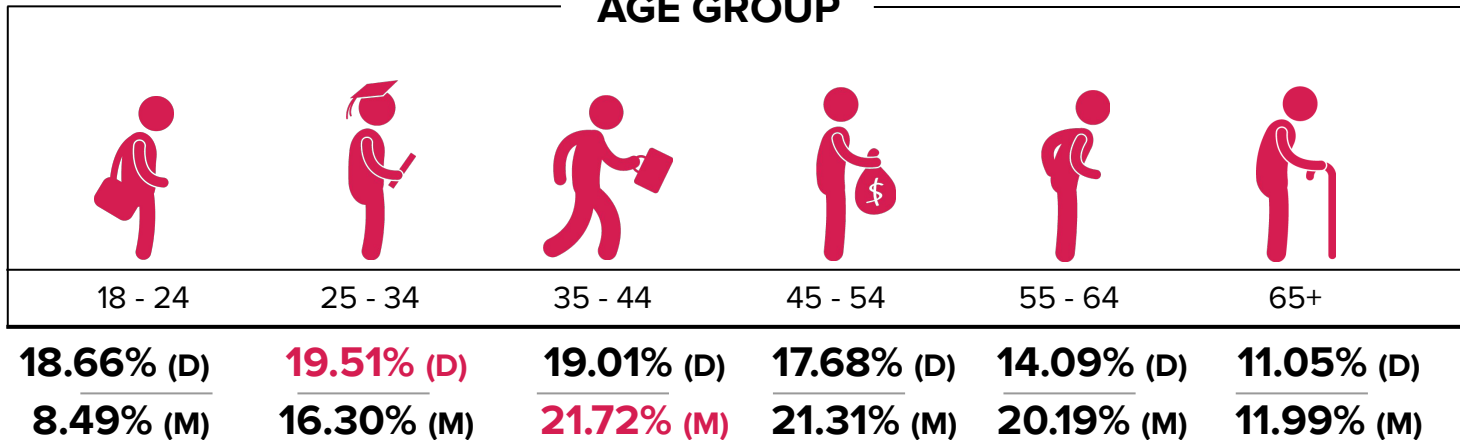
## GENDER GROUP



Around 56% of the audience  
are male readers



## AGE GROUP



## INTEREST



Entertainment lover  
**1,207,203**



Business & Finance  
**500,198**



Sports  
**464,861**



Food & Dining  
**429,515**



Auto Enthusiast  
**365,783**



Education Seeker  
**316,025**

## BRAND AFFINITY



Gadget  
**271,952**



CPG  
**199,579**



Furniture & Interior  
**196,316**



Shopping lover  
**70,256**



Household Appliances  
**69,414**



Telecom  
**60,603**

# MALAYSIAKINI Mobile: Audience Interests

## Affinity Category (reach)

40.54% of total users

4.12%		News & Politics/Avid News Readers
4.04%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.69%		Shoppers/Value Shoppers
3.69%		Travel/Travel Buffs
3.26%		Beauty & Wellness/Frequently Visits Salons
3.05%		Shoppers/Luxury Shoppers
2.85%		Shoppers/Bargain Hunters
2.84%		Lifestyles & Hobbies/Business Professionals
2.69%		Media & Entertainment/Book Lovers
2.55%		Beauty & Wellness/Beauty Mavens








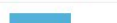


## Other Category

34.21% of total users

7.38%		Arts & Entertainment/Celebrities & Entertainment News
7.23%		News/Politics
3.40%		Sports/Team Sports/Soccer
2.94%		Arts & Entertainment/TV & Video/Online Video
2.64%		News/Sports News
1.90%		Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
1.67%		Books & Literature/E-Books
1.59%		Sports/Individual Sports/Racquet Sports
1.49%		Law & Government/Government/Royalty
1.34%		Arts & Entertainment/TV & Video/TV Shows & Programs/TV Dramas

## In-Market Segment

29.97% of total users

3.80%		Real Estate/Residential Properties
3.10%		Financial Services/Investment Services
2.80%		Financial Services/Banking Services
2.67%		Financial Services/Tax Preparation Services & Software
2.57%		Gifts & Occasions/Wedding Planning
2.56%		Travel/Trips by Destination/Trips to Asia-Pacific/Trips to Malaysia
2.27%		Education/Primary & Secondary Schools (K-12)
2.19%		Education/Post-Secondary Education
2.06%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.93%		Business Services/Business Technology/Enterprise Software

Source: **Google Analytics (1-30 November 2021)**

- **Affinity:** Based on interest & behavior
- **In-Market:** Based on user's recent purchase intent
- **Other:** Similar/Look-alike audience

# MALAYSIAKINI Desktop: Audience Interests

## Affinity Category (reach)

33.49% of total users

3.64%		Travel/Travel Buffs
3.46%		Beauty & Wellness/Frequently Visits Salons
3.05%		News & Politics/Avid News Readers
2.87%		Media & Entertainment/Movie Lovers
2.84%		Shoppers/Value Shoppers
2.75%		Lifestyles & Hobbies/Business Professionals
2.70%		Travel/Business Travelers
2.70%		Shoppers/Luxury Shoppers
2.63%		Lifestyles & Hobbies/Art & Theater Aficionados
2.50%		Lifestyles & Hobbies/Green Living Enthusiasts

## Other Category

30.77% of total users

5.69%		News/Politics
3.92%		Arts & Entertainment/Celebrities & Entertainment News
3.22%		Arts & Entertainment/TV & Video/Online Video
2.56%		Sports/Team Sports/Soccer
2.49%		News/Sports News
2.29%		Internet & Telecom/Email & Messaging/Email
2.21%		News/Business News/Financial Markets News
2.10%		Arts & Entertainment/Music & Audio/Pop Music
1.94%		Finance/Investing/Stocks & Bonds
1.60%		Reference/General Reference/Dictionaries & Encyclopedias

## In-Market Segment

27.16% of total users

4.10%		Financial Services/Investment Services
3.69%		Real Estate/Residential Properties
3.38%		Financial Services/Banking Services
2.47%		Education/Primary & Secondary Schools (K-12)
2.41%		Software/Business & Productivity Software
2.13%		Education/Post-Secondary Education
1.66%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.64%		Travel/Hotels & Accommodations
1.62%		Employment
1.50%		Business Services/Advertising & Marketing Services

Source: **Google Analytics (1-30 November 2021)**

- **Affinity:** Based on interest & behavior
- **In-Market:** Based on user's recent purchase intent
- **Other:** Similar/Look-alike audience

# MALAYSIAKINI Mobile Users: Geo-Location (Cities)

City ?	Users ?		
	3,731,255 % of Total: 100.00% (3,731,255)		
1. Kuala Lumpur	1,786,252 (34.50%)	16. Malacca	60,508 (1.17%)
2. Shah Alam	438,510 (8.47%)	17. Batu Caves	45,480 (0.88%)
3. Johor Bahru	331,403 (6.40%)	18. Rawang	41,851 (0.81%)
4. Puchong	264,009 (5.10%)	19. (not set)	35,820 (0.69%)
5. Singapore	217,297 (4.20%)	20. George Town	35,511 (0.69%)
6. Petaling Jaya	149,246 (2.88%)	21. Kota Bharu	31,698 (0.61%)
7. Kajang	139,181 (2.69%)	22. Cheras	30,708 (0.59%)
8. Ipoh	120,111 (2.32%)	23. Kuantan	30,352 (0.59%)
9. Ampang Jaya	114,447 (2.21%)	24. Klang	24,180 (0.47%)
10. Bukit Mertajam	108,830 (2.10%)	25. Nilai	23,781 (0.46%)
11. Sungai Petani	105,082 (2.03%)	26. Miri	22,980 (0.44%)
12. Kuching	101,629 (1.96%)	27. Jelutong	20,210 (0.39%)
13. Kota Kinabalu	93,782 (1.81%)	28. Batu Pahat	20,122 (0.39%)
14. Bayan Lepas	86,126 (1.66%)	29. Putrajaya	18,822 (0.36%)
15. Seremban	78,632 (1.52%)	30. Seri Kembangan	18,515 (0.36%)
		31. Subang Jaya	18,451 (0.36%)
		32. Kluang	16,376 (0.32%)
		33. Forest City	15,564 (0.30%)
		34. Ashburn	13,587 (0.26%)
		35. Kulim	13,170 (0.25%)
		36. Muar	12,765 (0.25%)
		37. Kuala Terengganu	11,833 (0.23%)
		38. Melbourne	11,724 (0.23%)
		39. Kulai	10,913 (0.21%)
		40. Port Klang	10,236 (0.20%)
		41. Sibul	10,078 (0.19%)
		42. Taiping	10,028 (0.19%)
		43. Perai	9,963 (0.19%)
		44. Prineville	9,861 (0.19%)
		45. Kepala Batas	9,705 (0.19%)
		46. Altoona	9,466 (0.18%)
		47. Bandar Seri Begawan	9,063 (0.18%)
		48. Sydney	8,806 (0.17%)
		49. Bandar Baru Bangi	8,724 (0.17%)
		50. Sandakan	8,201 (0.16%)

Source: **Google Analytics** (November 2021)

**Total Mobile Users: 3,731,255**

# MALAYSIAKINI Desktop Users: Geo-Location (Cities)

City ?	Users ?
	901,538 % of Total: 100.00% (901,538)
1. Kuala Lumpur	188,680 (18.32%)
2. (not set)	93,348 (9.06%)
3. Shah Alam	85,636 (8.31%)
4. Singapore	47,788 (4.64%)
5. Puchong	45,581 (4.43%)
6. Petaling Jaya	39,157 (3.80%)
7. Johor Bahru	35,262 (3.42%)
8. Kajang	31,011 (3.01%)
9. Ipoh	24,967 (2.42%)
10. Ampang Jaya	21,971 (2.13%)
11. Bukit Mertajam	19,899 (1.93%)
12. Bayan Lepas	18,328 (1.78%)
13. Kuching	17,753 (1.72%)
14. Kota Kinabalu	16,340 (1.59%)
15. Sungai Petani	15,960 (1.55%)
16. Seremban	14,826 (1.44%)
17. Malacca	12,836 (1.25%)
18. Batu Caves	10,587 (1.03%)
19. Putrajaya	9,674 (0.94%)
20. Stockholm	9,509 (0.92%)
21. Rawang	8,857 (0.86%)
22. Kuantan	8,607 (0.84%)
23. Sydney	8,464 (0.82%)
24. Kota Bharu	8,161 (0.79%)
25. West Chicago	7,407 (0.72%)
26. Cheras	7,062 (0.69%)
27. Miri	5,794 (0.56%)
28. Melbourne	5,791 (0.56%)
29. Subang Jaya	5,226 (0.51%)
30. London	5,076 (0.49%)
31. Chicago	4,989 (0.48%)
32. Nilai	4,827 (0.47%)
33. Klang	4,766 (0.46%)
34. Batu Pahat	4,563 (0.44%)
35. Seri Kembangan	4,368 (0.42%)
36. Jelutong	4,105 (0.40%)
37. George Town	3,910 (0.38%)
38. Kuala Terengganu	3,774 (0.37%)
39. Port Klang	3,570 (0.35%)
40. Los Angeles	3,449 (0.33%)
41. Brisbane	3,411 (0.33%)
42. Kluang	3,349 (0.33%)
43. New York	3,188 (0.31%)
44. Perai	3,027 (0.29%)
45. Soest	2,557 (0.25%)
46. Sibu	2,552 (0.25%)
47. Kulai	2,549 (0.25%)
48. Kepala Batas	2,487 (0.24%)
49. Frankfurt	2,410 (0.23%)
50. Perth	2,285 (0.22%)

Source: **Google Analytics** (November 2021)

Total **Desktop Users: 901,538**

# MALAYSIAKINI Mobile Users: Geo-Location (Top 25 Countries)

		<b>3,877,914</b> % of Total: 100.00% (3,877,914)
1.	 Malaysia	<b>3,549,449</b> (91.10%)
2.	 Singapore	<b>149,379</b> (3.83%)
3.	 United States	<b>52,439</b> (1.35%)
4.	 Australia	<b>25,504</b> (0.65%)
5.	 Indonesia	<b>13,114</b> (0.34%)
6.	 United Kingdom	<b>12,729</b> (0.33%)
7.	 Brunei	<b>12,126</b> (0.31%)
8.	 India	<b>7,506</b> (0.19%)
9.	 Ireland	<b>6,014</b> (0.15%)
10.	 Philippines	<b>4,880</b> (0.13%)
11.	 Canada	<b>4,550</b> (0.12%)
12.	 Thailand	<b>4,052</b> (0.10%)
13.	 Sweden	<b>4,034</b> (0.10%)
14.	 Bangladesh	<b>3,828</b> (0.10%)
15.	 New Zealand	<b>3,601</b> (0.09%)

16.	 Hong Kong	<b>3,553</b> (0.09%)
17.	 Japan	<b>3,399</b> (0.09%)
18.	 Saudi Arabia	<b>2,545</b> (0.07%)
19.	 Taiwan	<b>2,532</b> (0.06%)
20.	 Germany	<b>2,429</b> (0.06%)
21.	 United Arab Emirates	<b>2,428</b> (0.06%)
22.	 Netherlands	<b>1,631</b> (0.04%)
23.	 France	<b>1,608</b> (0.04%)
24.	 Norway	<b>1,347</b> (0.03%)
25.	 Qatar	<b>1,277</b> (0.03%)

Source: **Google Analytics** (1-31 January 2022)

Mobile Users: **3,877,914**

# MALAYSIAKINI Desktop Users: Geo-Location (Top 25 Countries)

		735,484 % of Total: 100.00% (735,484)
1.	 Malaysia	593,290 (80.10%)
2.	 Singapore	45,527 (6.15%)
3.	 United States	19,318 (2.61%)
4.	 Australia	12,801 (1.73%)
5.	 Norway	9,708 (1.31%)
6.	 United Kingdom	5,958 (0.80%)
7.	 Hong Kong	5,880 (0.79%)
8.	 Turkey	4,528 (0.61%)
9.	 Indonesia	3,580 (0.48%)
10.	 Sweden	2,779 (0.38%)
11.	 South Korea	2,632 (0.36%)
12.	 Thailand	2,552 (0.34%)
13.	 Germany	2,487 (0.34%)
14.	 Japan	2,445 (0.33%)
15.	 India	2,416 (0.33%)

16.	 Canada	2,225 (0.30%)
17.	 Netherlands	2,092 (0.28%)
18.	 Brunei	1,988 (0.27%)
19.	 Philippines	1,613 (0.22%)
20.	 New Zealand	1,404 (0.19%)
21.	 China	1,321 (0.18%)
22.	 United Arab Emirates	1,299 (0.18%)
23.	 Taiwan	1,291 (0.17%)
24.	 France	958 (0.13%)
25.	(not set)	792 (0.11%)

Source: **Google Analytics** (1-31 January 2022)

Desktop Users: **735,484**

# DESKTOP FIXED AD POSITIONS

HOME PAGE

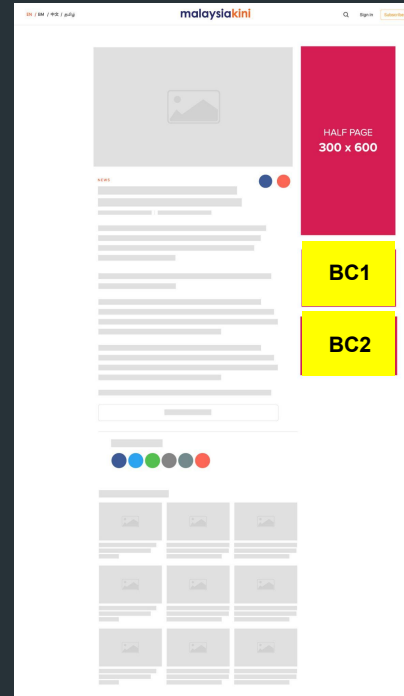
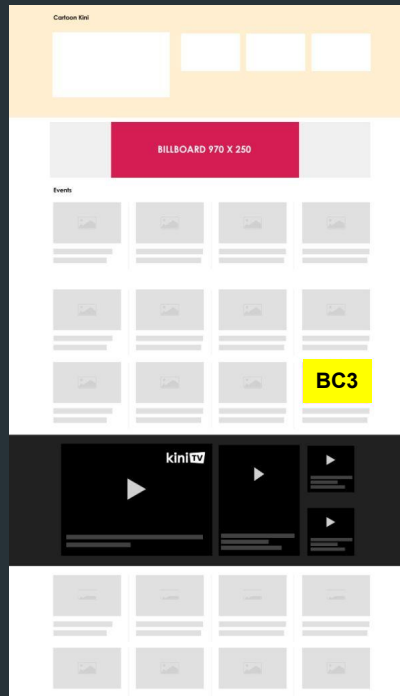
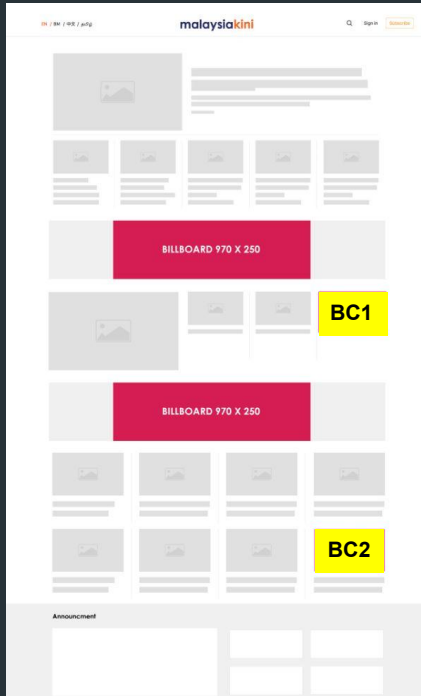
INSIDE PAGE

continue



**BILLBOARD**  
( 970px X 250px )

**BRANDED CONTENT**  
**1, 2, 3**  
(400px x 240px)



**HALF PAGE**  
( 300px X 600px )

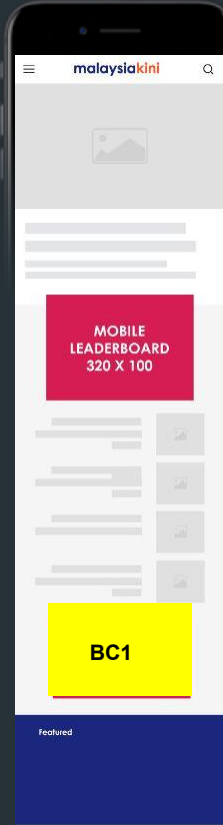
**BRANDED CONTENT**  
**1, 2**  
(400px x 240px)

# MOBILE FIXED AD POSITIONS

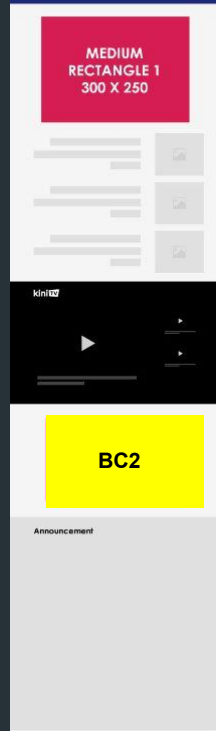
## HOME PAGE

**MEDIUM RECTANGLE**  
( 300px X 250px )

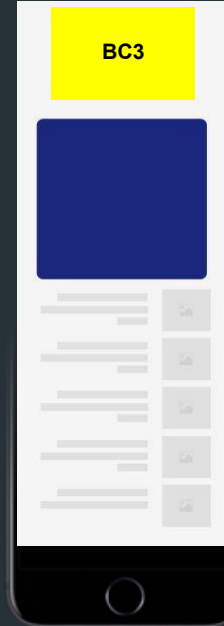
**BRANDED CONTENT**  
**1, 2 & 3, 4**  
( 400px X 250px )



continue  
↓

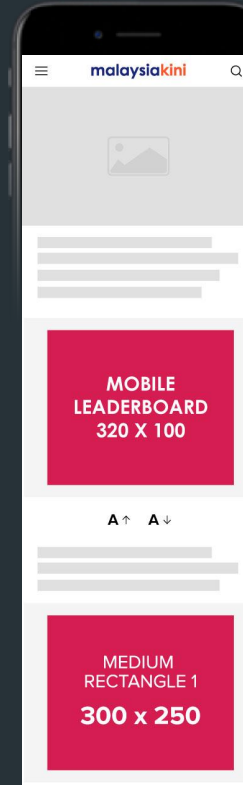


continue  
↓

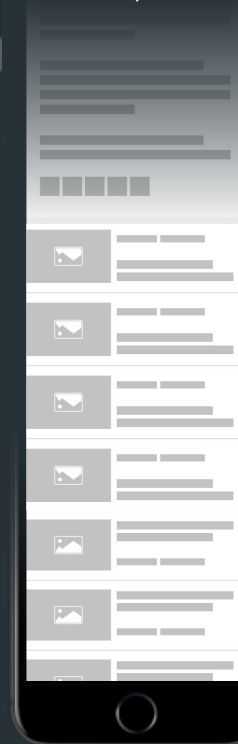


## INSIDE PAGE

continue  
↓



**MEDIUM RECTANGLE 1**  
( 300px X 250px )

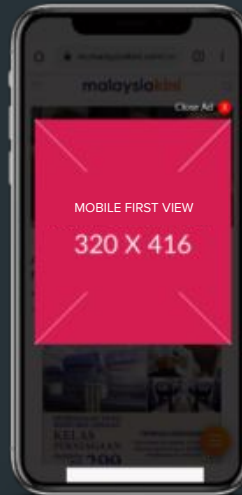


# OUT OF PAGE AD POSITIONS

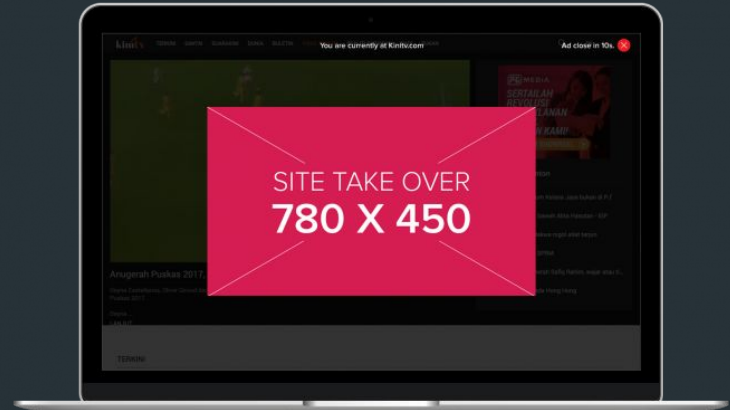
## MOBILE CARD



## MOBILE FIRST VIEW



## SITE TAKE OVER



# MALAYSIAKINI STANDARD & PREMIUM BANNER CPM RATE CARD

Desktop		
Ad Unit	Malaysiakini	Rate (CPM)
Leaderboard	Homepage/ Insidepage	RM 20
Half Page		RM 20
Medium Rectangle		RM 15
Site Take Over	Homepage	RM 50 (1 view/UV/1 hour)
Billboard		RM 40
Bottom Slider/ Bottom Crawler		RM 40 (1 view/UV/1 hour)
Balloon Rectangle Video		

Mobile		
Ad Unit	Malaysiakini	Rate (CPM)
Mobile First View	Homepage	RM 50 (1 view/UV/1 hour)
Medium Rectangle	Homepage/ Insidepage	RM 15
Mobile Engagement	Homepage	RM 40 (1 view/UV/1 hour)
Mobile Underlay	Insidepage	

Desktop & Mobile		
Ad Unit	Malaysiakini	Rate (Duration)
Branded Content 1 / 2 / 3	Homepage	RM 10.000 / week (RM 1,500 / day)  (100% SOV)

FOR CUSTOM MADE PROPOSAL:

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# MALAYSIAKINI SOCIAL MEDIA PLATFORM

## facebook

ENGLISH

[www.facebook.com/malaysiakini](http://www.facebook.com/malaysiakini)

>1.89 Mil



Likes

11 mil monthly Post Reach

1.2 mil monthly Video Views

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

15%



25 - 34

37%



35 - 44

24%



45 - 54

13%



55 - 64

8%



65+

3%

## facebook

MALAY

[www.facebook.com/mkinibm](http://www.facebook.com/mkinibm)

>2.47 Mil



Likes

22 mil monthly Post Reach

2.2 mil monthly Video Views

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

16%



25 - 34

37%



35 - 44

26%



45 - 54

13%



55 - 64

5%



65+

3%

## facebook

CHINESE

[www.facebook.com/mkinicn](http://www.facebook.com/mkinicn)

>1.06 mil



Likes

12 mil monthly Post Reach

4.9 mil monthly Video Views

GENDER



Male

59%



Female

41%

AGE (OVERALL)



18 - 24

11%



25 - 34

28%



35 - 44

27%



45 - 54

18%



55 - 64

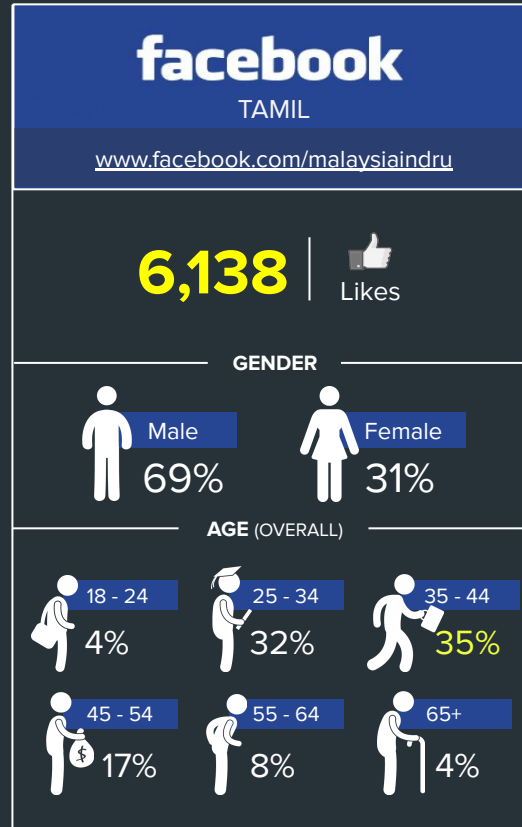
10%



65+

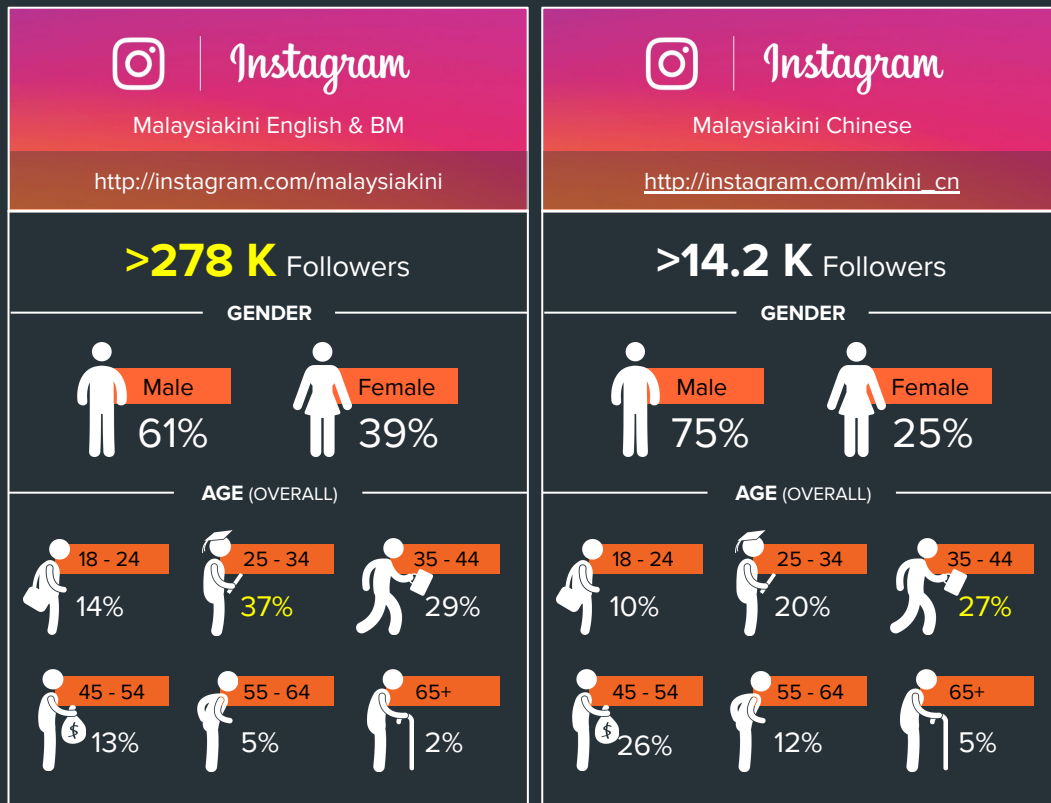
6%

# MalaysiaIndru FACEBOOK PLATFORM

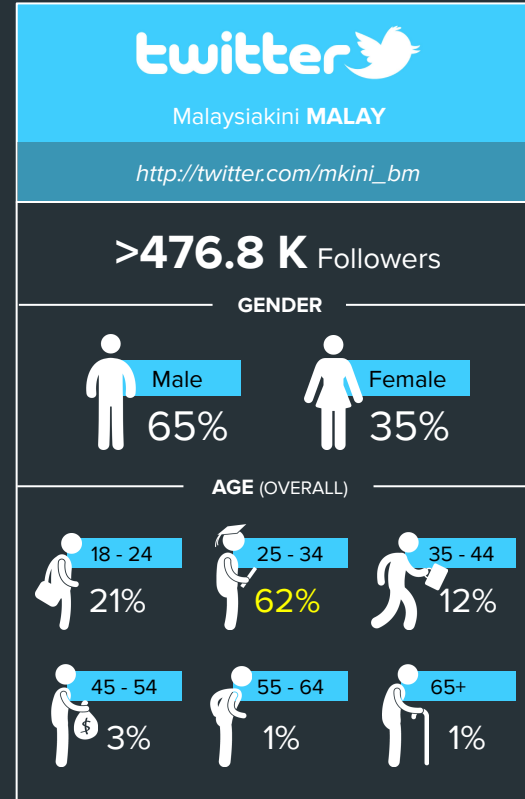
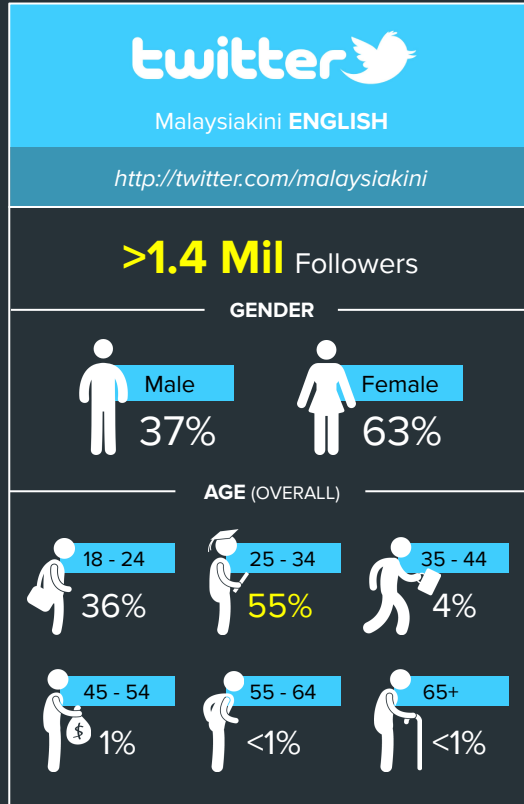


Social Media Platforms [ as of Jan 2022 ]

# MALAYSIAKINI SOCIAL MEDIA PLATFORM



# MALAYSIAKINI SOCIAL MEDIA PLATFORM



# MALAYSIAKINI SOCIAL MEDIA PLATFORM



Telegram

## Malaysiakini EN (Official)

**37,224**

Subscribers

**8.2k**

Views per post

**45%**

Enabled notifications

## Malaysiakini BM (Rasmi)

**37,191**

Subscribers

**5.6k**

Views per post

**53.06%**

Enabled notifications

## 当今大马

**3,863**

Subscribers

**983**

Views per post

**39.04%**

Enabled notifications

# MALAYSIAKINI SOCIAL MEDIA PLATFORM

## Follower Demographics

### By INDUSTRY



Media  
399



Technology  
216

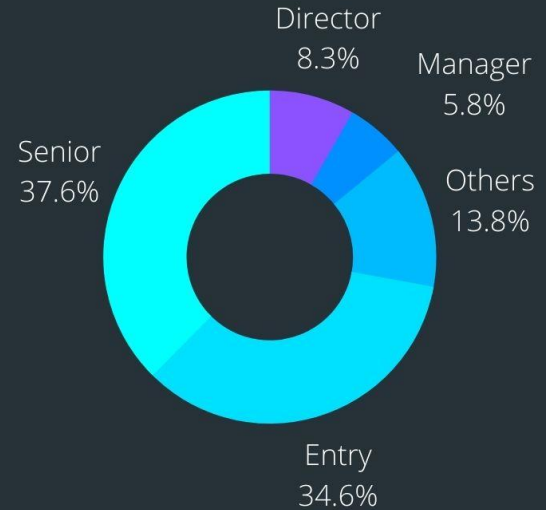


Finance  
99



Education  
122

### By SENIORITY



2,891

Followers

# MALAYSIAKINI SOCIAL MEDIA POSTINGS RATE CARD

Social Media				
Ad Item	Malaysiakini	Language	Posting Format	Rate (Per Post per Page)
Social Media Postings	Facebook	EN, BM, CN	Video, Article, Images, URL, Hashtag, Handshake/ tag with client's social media page.	RM 2,000
	Instagram	EN, CN		RM 2,000
	Twitter	EN, BM	<i>*Boosting to target specific audience group is available.</i>	RM 2,000

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More Info: [www.fgmedia.my](http://www.fgmedia.my)

Ad Item	Malaysiakini	Language	Posting Format	Rate (Per Live Stream per Page)
Live Stream	Facebook	EN, BM, CN	Period: < 60 min	RM 5,000
	Instagram	EN, CN	Live Content: Forum, Conference, Talkshow, Event Launching, Interview	RM 5,000
	Twitter	EN, BM		RM 5,000

# CONTENT PRODUCTION

- 01 **Branded Article**
- 02 **Branded Video**
- 03 **Interactive Content**
- 04 **EDM**
- 05 **Video Conferencing**
- 06 **Audio Conferencing**



# 01 Branded Article

\*More Examples: <https://fgmedia.my/branded-content/branded-article/>

## Prudential



ADVERTORIAL

Prudential Malaysia commits more than RM2 million for Covid-19 Coverage

<https://www.malaysiakini.com/advertorial/526551>

## MyDigital



ADVERTORIAL

MyDIGITAL to transform Malaysia into a digitally-driven, high-income nation by 2030

<https://www.malaysiakini.com/advertorial/565434>

## KWSP



PENGUMUMAN

143

Pengeluaran i-Sinar KWSP perlu mengambil kira keperluan sebenar dan kepentingan hari tua

<https://www.malaysiakini.com/announcement/556991>

## Air Selangor



ADVERTORIAL

Air Selangor berjaya turunkan kadar Air Tidak Berhasil (NRW) bagi tahun 2020 ke 28.6%, melebihi sasaran

<https://www.malaysiakini.com/advertorial/560768>

## Principal



ADVERTORIAL

26

5 cara untuk menguruskan wang anda dengan lebih bijak agar untuk kesejahteraan masa depan

<https://www.malaysiakini.com/advertorial/562150>

## Lalamove

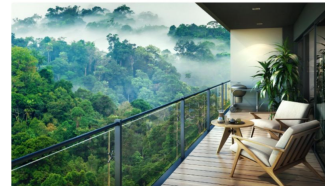


ADVERTORIAL

Lalamove beefs up its fleet to support SMEs with festive deliveries

<https://www.malaysiakini.com/advertorial/561647>

## Tropicana



ADVERTORIAL

Mulling whether to invest in property? Looking for the best ROI?

<https://www.malaysiakini.com/advertorial/539784>

## Celcom



ADVERTORIAL

1

One-year free groceries with the world at your fingertips!

<https://www.malaysiakini.com/advertorial/526691>

# BRANDED ARTICLE PACKAGE

Ad Item	Description	Inventory	Package Cost
<b>Article</b> Write-up	Length: < 1,000 words Language: EN / BM / CN  <i>*Article's copyright mutually owned by Kini &amp; client.</i>	<b>1 ARTICLE</b>	<b>RM 15,000</b> 6% SST applicable  (Total Worth: RM22,000)
<b>Article</b> Circulation	<b>I. Branded Content Placement</b> <ul style="list-style-type: none"><li>Malaysiakini ROS (EN / BM / CN) Homepage</li></ul> <b>II. Social Media</b> <ul style="list-style-type: none"><li>Malaysiakini (EN / BM / CN) Facebook, Twitter, Instagram</li></ul>	<b>1 WEEK</b>  <b>5 POSTS</b>	

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## 02 Branded Video

\*More Branded Video samples: <https://fgmedia.my/branded-content/branded-video/>

### Indah Water Konsortium Mini Documentary



IWK, Wira yang tak didendam

### Sime Darby Plantation Travelogue



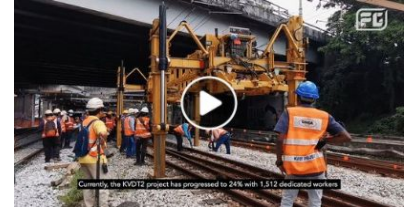
Jom kenali kelapa sawit dari A ke Z!

### Tropicana Corp Berhad Voxpop



You can have it all at Tropicana Metropark!

### KVDT 2 Media Topical Reporting



KVDT2 : Thousands will lose jobs if rail project terminated

### Anlene Educational Video



Physical inactivity, 4<sup>th</sup> leading risk of mortality

### MDEC Media Interview



Special Interview: Malaysiakini meets MDEC

### Sunway Lagoon Event Coverage



Sunway Lagoon kini sudah beroperasi!

### KWSP Current Issues Reporting



Pengeluaran iSinar Kehendak atau Keperluan?

# BRANDED VIDEO PACKAGE

---

Ad Item	Description	Inventory	Package Cost
Video Production	<p><b>Video Type:</b> Event Coverage / Media Reporting / Voxpop / Media Interview</p> <p><b>Length:</b> ~2 min</p> <p><b>Language:</b> EN / BM / CN with Subtitle</p> <p><i>*Video's copyright mutually owned by Kini &amp; client.</i></p> <p><i>*Excluded celebrity / talent fee.</i></p>	1 VIDEO	<p><b>RM 30,000</b></p> <p>6% SST applicable</p> <p>(Total Worth: RM45,000)</p>
Video Circulation	<p><b>I. Branded Content Placement</b></p> <ul style="list-style-type: none"><li>Malaysiakini ROS (EN / BM / CN) Homepage</li></ul> <p><b>II. Social Media</b></p> <ul style="list-style-type: none"><li>Malaysiakini (EN / BM / CN) Facebook, Twitter, Instagram</li></ul>	<p>1 WEEK</p> <p>5 POSTS</p>	<p>Est. Result:</p> <p><b>&gt;15,000 Views</b></p>

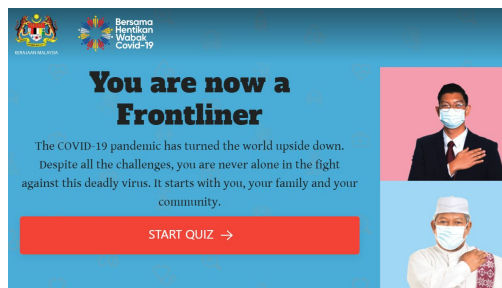
FOR **CUSTOM MADE PROPOSAL:**  
Email: [advertise@fgmedia.my](mailto:advertise@fgmedia.my) More Info: [www.fgmedia.my](http://www.fgmedia.my)

## 03 Interactive Quiz & Visual Content

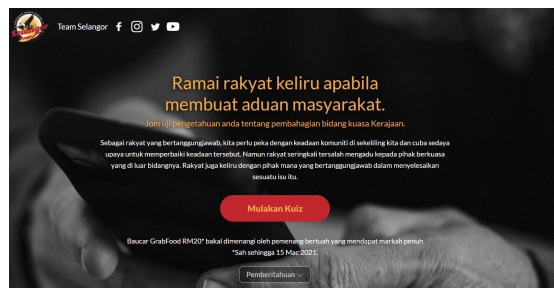
A combination of technology, journalism and data



**Lembaga Zakat Selangor**  
**Interactive Quiz**



**KKMM - You are now a Frontliner**  
**Interactive Quiz**



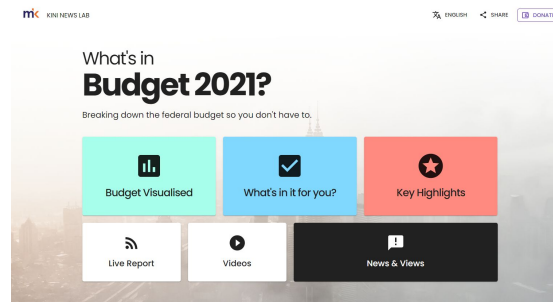
**Team Selangor - Aduan Quiz**  
**Interactive Quiz**



**Indah Water Konsortium**  
**Visual Content**



**Anlene**  
**Visual Content**



**Budget 2021**  
**Visual Content**

<https://pages.malysiakini.com/zakatselangor/my/>

# INTERACTIVE CONTENT PACKAGE

Ad Item	Description	Inventory	Package Cost
Interactive Content Production	Format: <b>Visualise Content / Quiz / Poll</b> Hosting Platform: <a href="#">Kini News Lab</a> <i>*Content's copyright mutually owned by Kini &amp; client.</i>	<b>1 TOPIC (2 Formats)</b>	<b>RM 45,000</b> 6% SST applicable  (Total Worth: RM65,000)
Interactive Content Circulation	<b>I. Branded Content Placement</b> <ul style="list-style-type: none"><li>Malaysiakini ROS (EN / BM / CN) Homepage</li></ul> <b>II. Social Media</b> <ul style="list-style-type: none"><li>Malaysiakini (EN / BM / CN) Facebook, Twitter, Instagram</li></ul>	<b>2 WEEKS</b>  <b>10 POSTS</b>	Est. Result: <b>&gt;500,000 Reach</b> <b>2,000 Engagement</b>

FOR CUSTOM MADE PROPOSAL:

Email: [advertise@fgmedia.my](mailto:advertise@fgmedia.my) More Info: [www.fgmedia.my](http://www.fgmedia.my)

# 04 EDM Examples from our past campaigns

## Maxis Business (Standalone EDM)

Join Outthinker CEO and Thinker360's #1 Global Innovation Thought Leader, Kaihan Krippendorff

Our panel of experts are from Shell, Tealiva, AmBank Group, MAMEE-Double Decker and Maxis as they uncover the critical need for innovation and technology in today's digital economy.

**Spark Engage**  
Innovate to Accelerate

25 March 2021 | 3:30pm - 5:00pm  
Don't miss out on this special edition of Spark Engage! Limited slots available.

Click [here](#) to register now.

Don't miss out on this special edition of Spark Engage!  
Limited slots available.

Click [here](#) to register now.

**Spark Engage: Innovate to Accelerate**  
Monday, 25th March 2021  
3.30pm - 5.00pm

## VI College (Standalone EDM)

Malaysiakini is offering you the opportunity to attend a **FREE MASTERCLASS** in Stock Investing, in collaboration with VI College.

**Investing made easy for everyone**

Malaysiakini is offering you the opportunity to attend a **FREE MASTERCLASS** in Stock Investing, in collaboration with VI College.

No matter what your language preference is, we've got you covered! VI College's experienced trainers are offering classes in **English, Bahasa Melayu and Chinese.**

**REGISTER FOR FREE NOW!**

**Discover the Secret Stock Investing Formula that Generates 15-20% Return Yearly**

Smart investing can be achievable for everyone, no matter the age.

**JOIN OUR FREE MASTERCLASS TODAY**

malaysiakini in collaboration with VI

**REGISTER NOW FOR FREE**

## Alibaba Cloud & VI College (Combined EDM w Top In Tech)

**Alibaba Cloud for IT Service Providers in Malaysia**

Alibaba Cloud helps you create comprehensive IT services by adding value for your customers with our extensive portfolio of cloud computing products and services.

**Find out more**

**Stay Calm and Just Cloud It**  
Is now the time to adopt?

Demystifying the myth: Cloud adoption is really hard.

In case you missed the exciting 5th episode of Top in Tech - Stay Calm and Just Cloud It, you can watch it here!

**Watch The Replay**

Top In Tech is a series of online forum which seeks to offer an in-depth understanding on technology transformation and innovation post Covid-19.

Click [HERE](#) to watch more episodes

For partnerships, email us at [enquiry@kini.events](mailto:enquiry@kini.events)  
Like and follow us on [Facebook](#) for more updates  
#TopInTech #KiniEvents

Jointly Organized By

DNA, malaysiakini, kiniEvents, scaleup

**Investing Made Easy**

Malaysiakini is offering you the opportunity to attend a **FREE MASTERCLASS** in Stock Investing, in collaboration with VI College.

**REGISTER HERE**

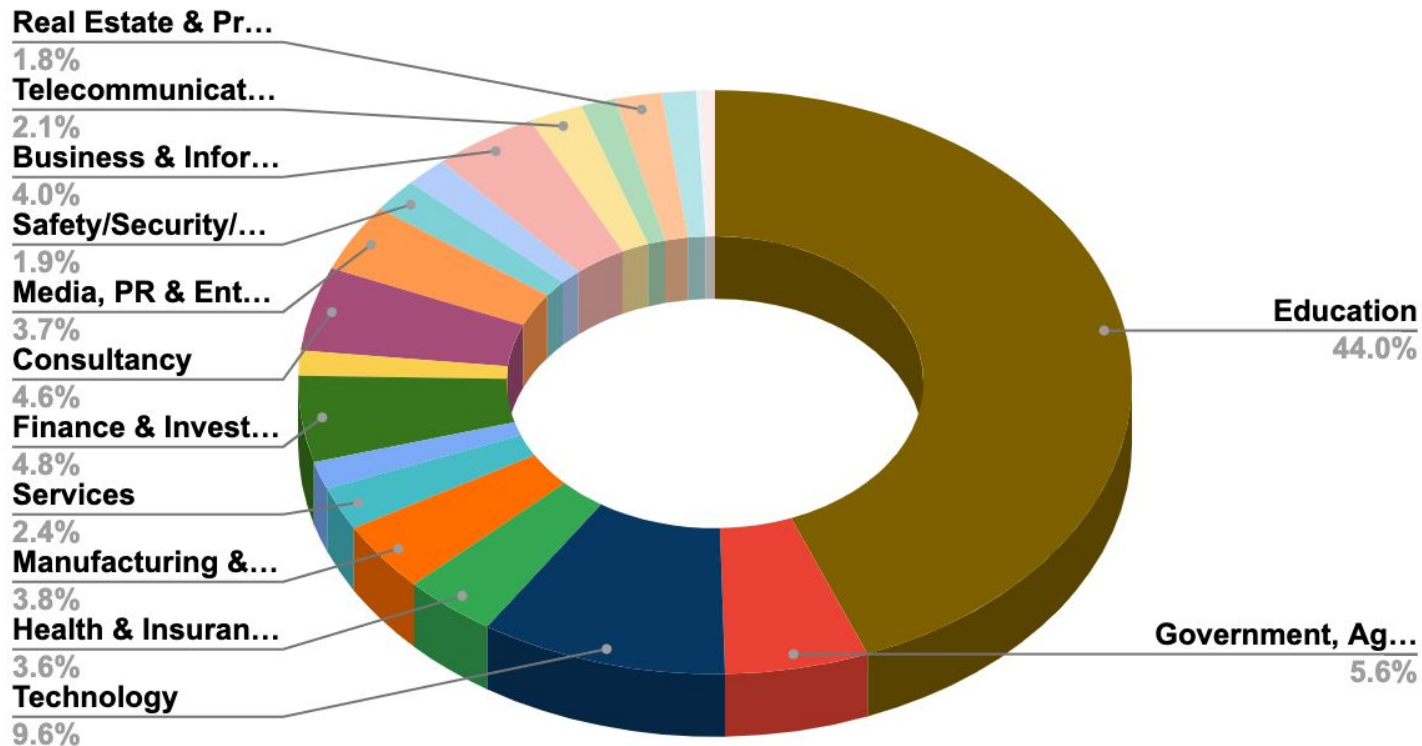
**FG MEDIA**

Create customised, creative and informative contents for your targeted audience

Would you like to create customised, creative & informative contents for your targeted audience? Email us to find out how

**CONTACT US**

## 04 EDM Business Database - breakdown by industry



(Total: **8,565** emails)

### Top 3 Industries

1. **Education**  
**44.0%**
2. **Technology**  
**9.6%**
3. **Government & Agencies**  
**5.6%**

# EDM Packages

Option	Format & Emails	Inventory & Normal Rate	Package Cost & Discount %
<b>Package I</b>	<p>EDM Template Format: <b>Standalone / Combined</b> with Kini Events Newsletter</p> <p>General Database: <b>Non-targeting</b> (All)</p> <p>Total: <b>60k Emails per Blast</b></p> <p><i>*EDM material &amp; artwork provided by the client.</i></p>	<p><b>3 EDMs</b></p> <p>(Rate: RM8,000 per EDM)</p>	<p><b>RM15,000</b></p> <p>Est. Open Rate : ~<b>10%</b> Est. Click Rate : ~<b>0.2%</b></p> <p>(Worth: RM24,000) (Discounted -37.5%)</p>
<b>Package II</b>	<p>EDM Template Format: <b>Standalone / Combined</b> with Kini Events Newsletter</p> <p>Biz Database: <b>Segments-targeting</b> (Any 1 or more)</p> <p>Total (by Est): <b>5k - 30k Emails per Blast</b></p> <p><i>*EDM material &amp; artwork provided by the client.</i></p>	<p><b>3 EDMs</b></p> <p>(Rate: RM10,000 per EDM)</p>	<p><b>RM18,000</b></p> <p>Est. Open Rate : ~<b>20%</b> Est. Click Rate : ~<b>0.5%</b></p> <p>(Worth: RM30,000) (Discounted -40%)</p>

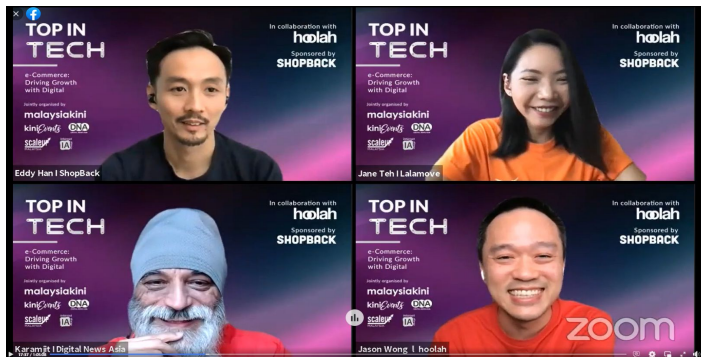
## T&Cs:

1. The Discounted Packages are valid until [31 December 2022](#).
2. 50% upfront payment is required before EDM campaign starts.

# 05 Video Conferencing *Examples from our past campaigns*

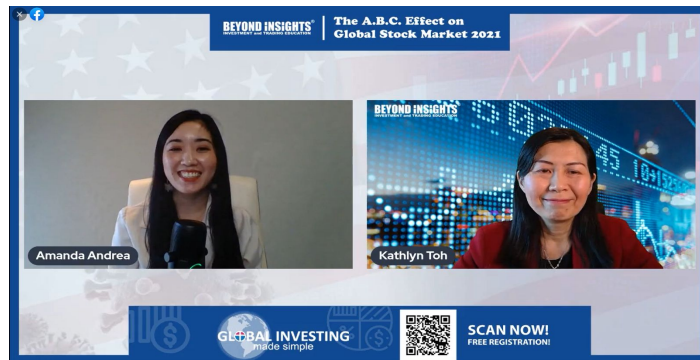
## Zoom Webinars

*allows for pre-registration and facilitates a more corporate discussion and engagement from audience*



## Facebook Live from Streamyard

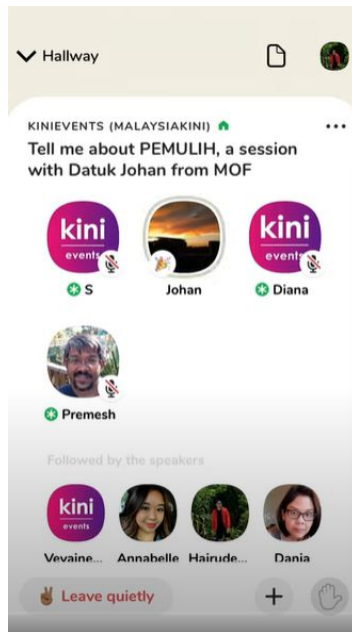
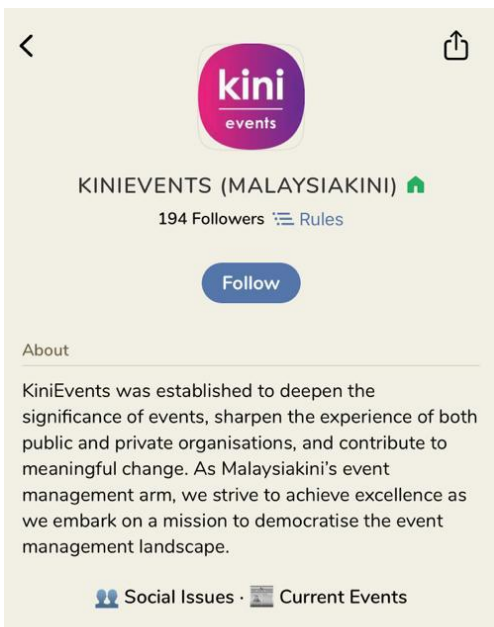
*allows a more creative approach to Facebook Live and gauge engagement from audience via giveaways*



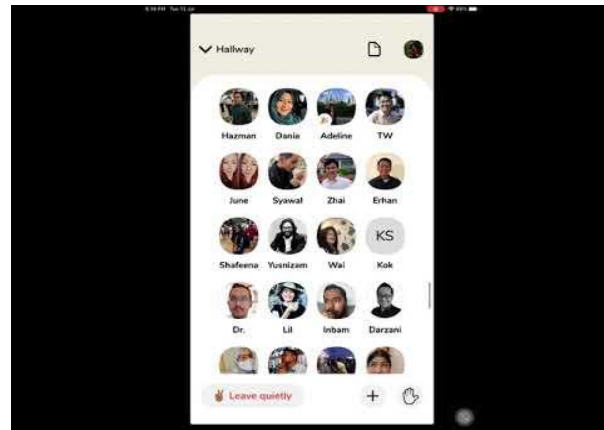
## 06 Audio Conferencing *Examples from our past campaigns*

**Clubhouse** - <https://www.clubhouse.com/club/kinievents-malaysiakini>

**Topic: Tell Me About PEMULIH: a session with Datuk Johan from MOF**



**(Another Platform: Twitter Space)**



\*Uploaded [full recording onto Youtube](#) as an unlisted video.

# CONTACT US

To create native content that is relevant, useful and appropriate for the targeted audience.

Reaching to a wider informed and affluent readers across Malaysiakini :  
**5 mil monthly users , 89 mil monthly pageviews , 7.3 mil SocMed followers**

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**Address:** No 9, Jalan 51/250a, Off Jalan Tandang,  
46050 Petaling Jaya, Selangor

**Website:** [www.fgmedia.my](http://www.fgmedia.my)