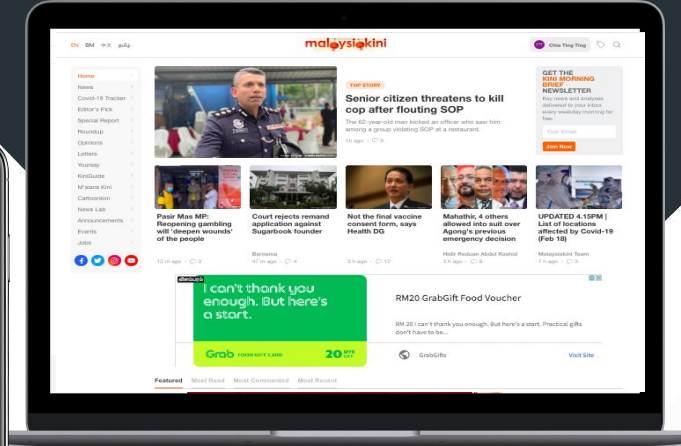
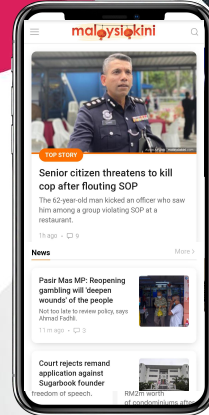


malaysiakini

MEDIAKIT

DESKTOP / MOBILE / SOCIAL MEDIA



Prepared by  MEDIA

YouTube

Weekly reach - online

ONLINE

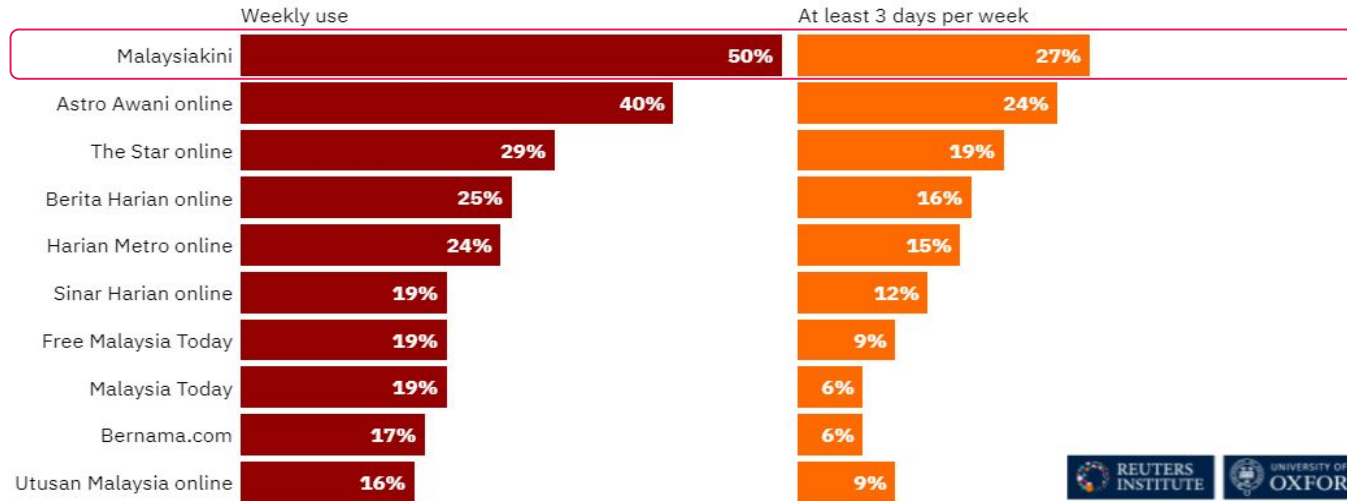
Malaysia



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](#).





Top Websites

News and Media | Apr 2022 | Malaysia

Domain (7,681)	Traffic Share	Rank	Monthly Visits	Unique Visitors	Desktop vs Mobile	Visit Duration	Pages/Visit
 yahoo.com	6.10% 	#11	15.24M	2.571M	76.3%  23.7%	00:06:53	5.58
 malaysiakini.com	5.24% 	#4,487	13.08M	1.633M	19.6%  80.4%	00:05:07	4.04
 thestar.com.my	3.75% 	#5,875	9.375M	1.752M	26.7%  73.3%	00:03:18	2.39
 hmetro.com.my	3.64% 	#7,485	9.104M	2.126M	12.2%  87.8%	00:03:06	2.82
 freemalaysiatoday.com	3.35% 	#8,247	8.378M	1.898M	17.3%  82.7%	00:04:09	2.17
 bharian.com.my	3.19% 	#8,898	7.969M	2.254M	15.8%  84.2%	00:02:31	2.41
 sinarharian.com.my	2.81% 	#10,231	7.035M	1.765M	10.7%  89.3%	00:02:30	2.58

Direct Traffic Leaders

News and Media | Apr 2022 | Malaysia

Domain	Traffic Share	Rank
 yahoo.com	29.32%	#11
 malaysiakini.com	6.19%	#4,487
 thestar.com.my	4.58%	#5,875
 msn.com	4.33%	#41
 sinchew.com.my	2.55%	#9,564
 freemalaysiatoday.com	2.47%	#8,247

MALAYSIAKINI Traffic & Audience



800,000

Overall Monthly **Desktop** Unique Readers

13,000,000

Overall Monthly **Desktop** Pageviews

7,840,000

Collective **Social Media** Followers

4,000,000

Overall Monthly **Mobile** Unique Readers

60,000,000




Overall Monthly **Mobile** Pageviews

Source: Google Analytics, March 2022






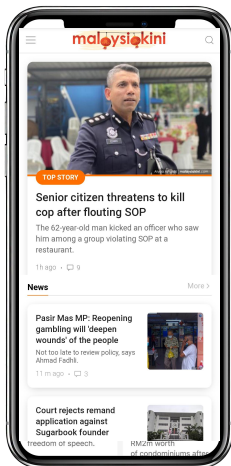
MOBILE Audience Figures

HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	643,092	479,274	93,315	8,641
 Page Views	12,105,175	15,934,814	1,738,644	28,038
 Session Duration	00:03:55	00:04:53	00:04:06	00:01:36

INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	1,672,806	1,987,643	357,772	4,881
 Page Views	10,774,422	16,473,761	1,959,406	14,912
 Session Duration	00:01:44	00:01:54	00:01:12	00:01:08





DESKTOP Audience Figures

HOME PAGE



Unique Visitors

ENGLISH

353,633

MALAY

175,571

CHINESE

52,026

TAMIL

2,956



Page Views

3,834,199

2,890,606

807,228

8,372



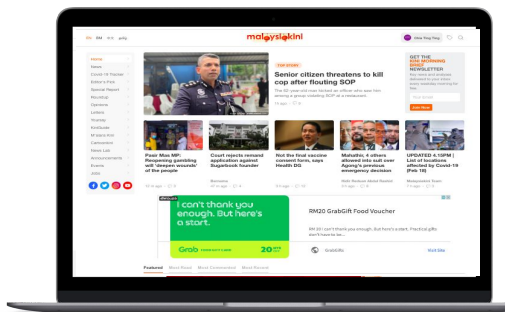
Session Duration

00:04:23

00:05:33

00:04:37

00:02:04



INSIDE PAGE



Unique Visitors

ENGLISH

380,429

MALAY

263,106

CHINESE

73,667

TAMIL

1,428



Page Views

2,849,526

2,386,695

595,530

6,064



Session Duration

00:02:27

00:03:43

00:02:29

00:02:06

Source: Google Analytics, March 2022

DEMOGRAPHIC (Desktop vs Mobile)

GENDER GROUP



Male

55.6% (D)

59.5% (M)

Around 55% of the audience
are male readers



Female

44.4% (D)

40.5% (M)

AGE GROUP



18 - 24

18.07% (D)

8.85% (M)



25 - 34

17.72% (D)

16.35% (M)



35 - 44

20.32% (D)

22.47% (M)



45 - 54

20.05% (D)

21.63% (M)



55 - 64

14.35% (D)

18.84% (M)



65+

9.48% (D)

11.85% (M)

INTEREST



Entertainment lover
1,290,110



Business & Finance
535,306



Sports
501,467



Food & Dining
454,396



Auto Enthusiast
361,014



Education Seeker
360,709

BRAND AFFINITY



Gadget
137,785



CPG
136,006



Furniture & Interior
90,513



Shopping lover
58,545

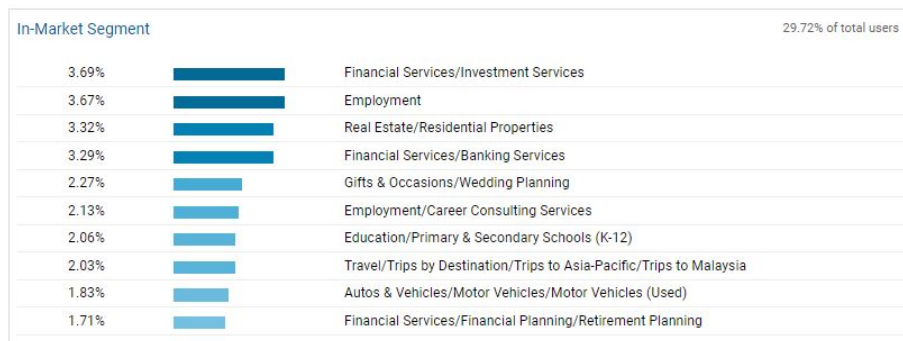


Household Appliances
38,322



Telecom
29,603

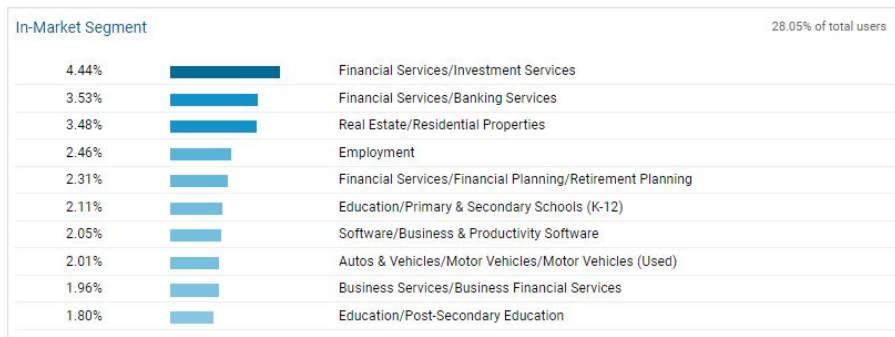
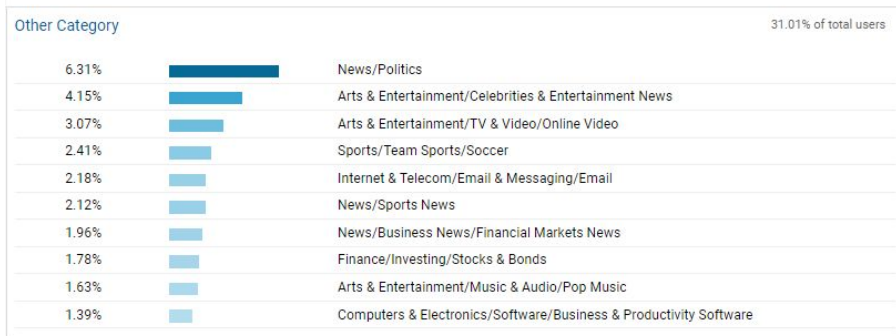
MALAYSIAKINI Mobile: Audience Interests



Source: **Google Analytics (March 2022)**

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

MALAYSIAKINI Desktop: Audience Interests



Source: **Google Analytics (March 2022)**

- **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)



	Users ?
	3,969,619 % of Total: 100.00% (3,969,619)
1. Kuala Lumpur	1,937,461 (37.16%)
2. Johor Bahru	414,829 (7.96%)
3. Shah Alam	376,005 (7.21%)
4. Puchong	264,919 (5.08%)
5. Singapore	165,372 (3.17%)
6. Petaling Jaya	150,524 (2.89%)
7. Kajang	130,208 (2.50%)
8. Sungai Petani	125,889 (2.41%)
9. Bukit Mertajam	117,490 (2.25%)
10. Ampang Jaya	113,911 (2.19%)
11. Ipoh	112,168 (2.15%)
12. Kota Kinabalu	107,401 (2.06%)
13. Kuching	98,333 (1.89%)
14. Bayan Lepas	83,517 (1.60%)
15. Seremban	69,328 (1.33%)

16. George Town	56,189 (1.08%)
17. Kota Bharu	38,573 (0.74%)
18. Rawang	34,370 (0.66%)
19. Malacca	34,144 (0.65%)
20. (not set)	32,029 (0.61%)
21. Batu Caves	31,937 (0.61%)
22. Jelutong	28,686 (0.55%)
23. Kuantan	27,879 (0.53%)
24. Klang	26,209 (0.50%)
25. Cheras	24,136 (0.46%)
26. Miri	22,881 (0.44%)
27. Batu Pahat	21,626 (0.41%)
28. Kluang	18,053 (0.35%)
29. Subang Jaya	17,355 (0.33%)
30. Muar	16,359 (0.31%)
31. Seri Kembangan	15,445 (0.30%)
32. Nilai	14,357 (0.28%)
33. Bandar Seri Begawan	13,776 (0.26%)
34. Taiping	13,116 (0.25%)
35. Putrajaya	11,036 (0.21%)

36. Kulai	10,558 (0.20%)
37. Kuala Terengganu	10,503 (0.20%)
38. Kulim	10,437 (0.20%)
39. Chukai	9,921 (0.19%)
40. Kapar	9,735 (0.19%)
41. Melbourne	9,593 (0.18%)
42. Kepala Batas	9,227 (0.18%)
43. Forest City	8,911 (0.17%)
44. Sandakan	8,496 (0.16%)
45. Ashburn	8,382 (0.16%)
46. Kuala Dungun	7,884 (0.15%)
47. Cyberjaya	7,855 (0.15%)
48. Prineville	7,784 (0.15%)
49. Sydney	7,516 (0.14%)
50. Port Klang	7,445 (0.14%)

Source: **Google Analytics** (March 2022)
Total Mobile Users: 3,969,619

MALAYSIAKINI Desktop Users: Geo-Location (Cities)


























	Users  				
	770,119				
	% of Total: 100.00% (770,119)				
1. Kuala Lumpur	181,846 (21.02%)	16. Seremban	12,511 (1.45%)	36. Port Klang	2,974 (0.34%)
2. Shah Alam	69,255 (8.01%)	17. Malacca	8,873 (1.03%)	37. Kuala Terengganu	2,826 (0.33%)
3. Puchong	46,689 (5.40%)	18. Putrajaya	8,554 (0.99%)	38. Muar	2,753 (0.32%)
4. Singapore	44,556 (5.15%)	19. Batu Caves	7,611 (0.88%)	39. London	2,730 (0.32%)
5. Johor Bahru	40,398 (4.67%)	20. Kota Bharu	7,385 (0.85%)	40. Cyberjaya	2,688 (0.31%)
6. Petaling Jaya	38,198 (4.42%)	21. Rawang	6,952 (0.80%)	41. Taiping	2,511 (0.29%)
7. (not set)	37,849 (4.38%)	22. Kuantan	5,985 (0.69%)	42. Perth	2,288 (0.26%)
8. Kajang	27,729 (3.21%)	23. Klang	5,687 (0.66%)	43. Bandar Seri Begawan	2,157 (0.25%)
9. Ampang Jaya	21,991 (2.54%)	24. Jelutong	5,373 (0.62%)	44. Kulai	2,086 (0.24%)
10. Ipoh	20,459 (2.36%)	25. Stockholm	5,318 (0.61%)	45. Perai	2,081 (0.24%)
11. Sungai Petani	18,632 (2.15%)	26. Cheras	5,270 (0.61%)	46. Kepala Batas	1,996 (0.23%)
12. Bukit Mertajam	17,410 (2.01%)	27. Subang Jaya	5,195 (0.60%)	47. Kedah	1,912 (0.22%)
13. Kuching	16,307 (1.88%)	28. George Town	4,909 (0.57%)	48. Los Angeles	1,857 (0.21%)
14. Bayan Lepas	15,590 (1.80%)	29. Miri	4,723 (0.55%)	49. Bangkok	1,809 (0.21%)
15. Kota Kinabalu	14,488 (1.67%)	30. Sydney	4,398 (0.51%)	50. Kapar	1,755 (0.20%)
		31. Melbourne	4,115 (0.48%)		
		32. Seri Kembangan	4,024 (0.47%)		
		33. Batu Pahat	3,954 (0.46%)		
		34. Kluang	3,205 (0.37%)		
		35. Nilai	3,149 (0.36%)		

Source: **Google Analytics** (March 2022)
Total Desktop Users: 770,119

Source: **Google Analytics** (March 2022)

Total Desktop Users: 770,119

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

	3,969,619	
	% of Total: 100.00%	
	(3,969,619)	
1.  Malaysia	3,616,159 (90.53%)	
2.  Singapore	169,138 (4.23%)	
3.  United States	54,253 (1.36%)	
4.  Australia	25,901 (0.65%)	
5.  Indonesia	15,273 (0.38%)	
6.  Brunei	13,940 (0.35%)	
7.  United Kingdom	12,763 (0.32%)	
8.  India	9,952 (0.25%)	
9.  Ireland	5,016 (0.13%)	
10.  Sweden	4,960 (0.12%)	
11.  Bangladesh	4,871 (0.12%)	
12.  Thailand	4,615 (0.12%)	
13.  Saudi Arabia	4,316 (0.11%)	
14.  Canada	3,886 (0.10%)	
15.  Hong Kong	3,822 (0.10%)	
16.  Philippines	3,484 (0.09%)	
17.  New Zealand	3,122 (0.08%)	
18.  Japan	3,041 (0.08%)	
19.  Germany	2,482 (0.06%)	
20.  United Arab Emirates	2,422 (0.06%)	
21.  Taiwan	2,354 (0.06%)	
22.  Nepal	1,843 (0.05%)	
23.  France	1,759 (0.04%)	
24.  Netherlands	1,738 (0.04%)	
25.  Vietnam	1,596 (0.04%)	

Source: **Google Analytics** (March 2022)

Total Mobile Users: 3,969,619

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

	770,119
	% of Total: 100.00% (770,119)
1.  Malaysia	621,037 (80.21%)
2.  Singapore	47,206 (6.10%)
3.  United States	23,166 (2.99%)
4.  Australia	13,028 (1.68%)
5.  Norway	6,915 (0.89%)
6.  United Kingdom	6,647 (0.86%)
7.  Hong Kong	6,135 (0.79%)
8.  Sweden	5,568 (0.72%)
9.  Turkey	4,421 (0.57%)
10.  Germany	3,125 (0.40%)
11.  Indonesia	2,680 (0.35%)
12.  India	2,673 (0.35%)
13.  Thailand	2,634 (0.34%)
14.  Japan	2,360 (0.30%)
15.  Brunei	2,216 (0.29%)

16.  Canada	2,210 (0.29%)
17.  Philippines	1,947 (0.25%)
18.  Netherlands	1,930 (0.25%)
19.  South Korea	1,727 (0.22%)
20.  China	1,491 (0.19%)
21.  New Zealand	1,449 (0.19%)
22.  United Arab Emirates	1,422 (0.18%)
23.  Taiwan	1,335 (0.17%)
24.  France	1,054 (0.14%)
25.  Vietnam	799 (0.10%)

Source: **Google Analytics** (March 2022)

Total Desktop Users: 770,119

DESKTOP FIXED AD POSITIONS

HOME PAGE

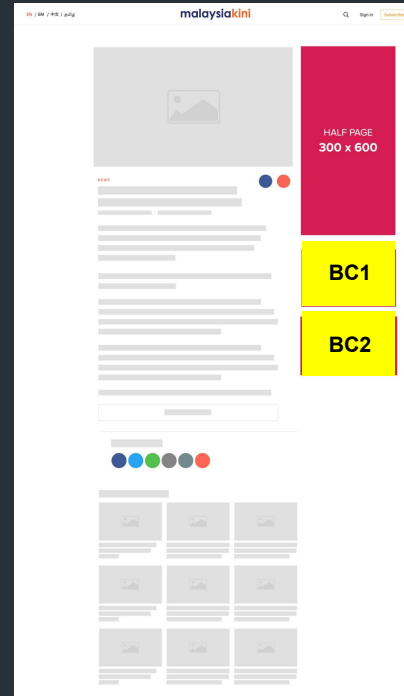
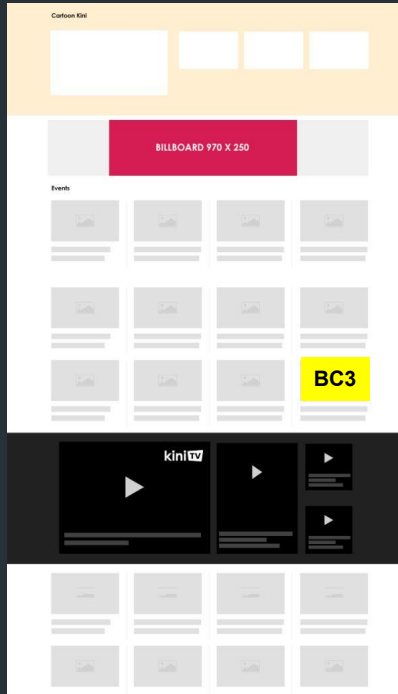
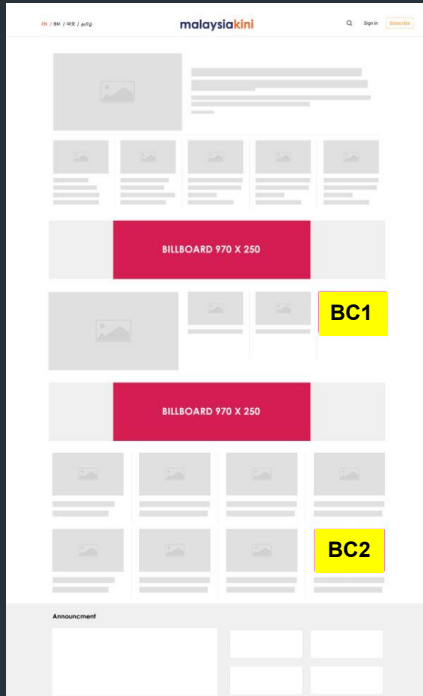
INSIDE PAGE

continue



BILLBOARD
(970px X 250px)

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



HALF PAGE
(300px X 600px)

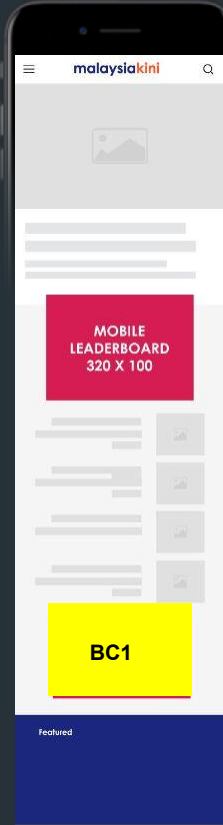
BRANDED CONTENT
1, 2
(400px x 240px)

MOBILE FIXED AD POSITIONS

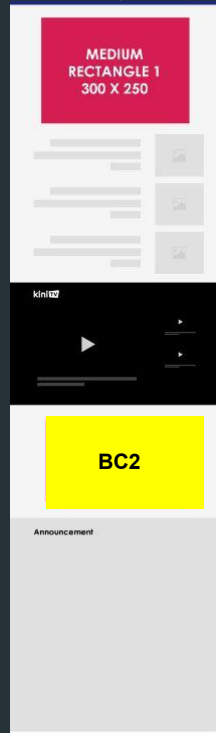
HOME PAGE

MEDIUM RECTANGLE
(300px X 250px)

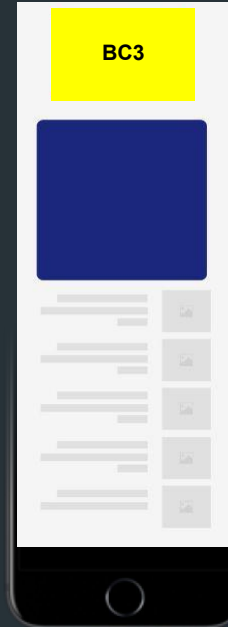
BRANDED CONTENT
1, 2 & 3
(400px X 250px)



continue
↓

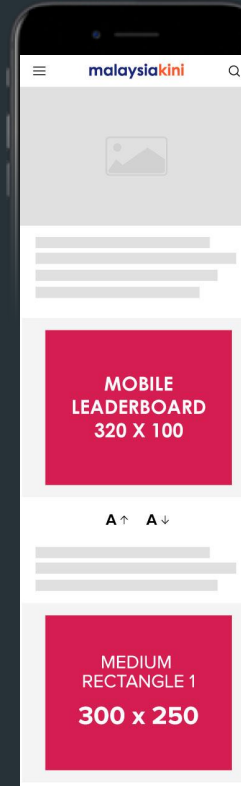


continue
↓

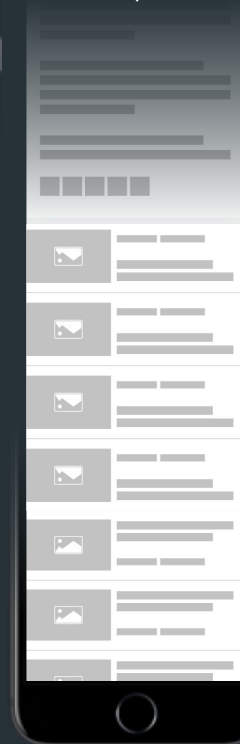


INSIDE PAGE

continue
↓



MEDIUM RECTANGLE 1
(300px X 250px)

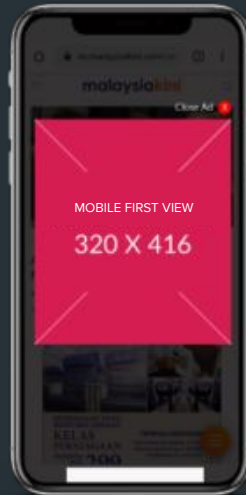


OUT OF PAGE AD POSITIONS

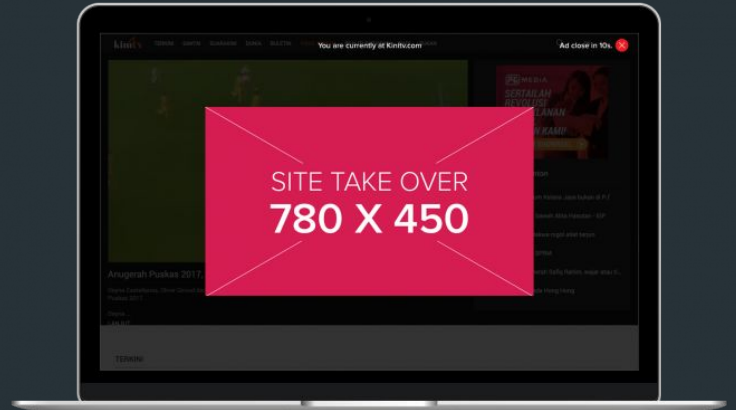
MOBILE CARD



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 20
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 20
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:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

MALAYSIAKINI SOCIAL MEDIA PLATFORM

facebook

ENGLISH

www.facebook.com/malaysiakini

>1.9 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

>2.48 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

>1.07 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

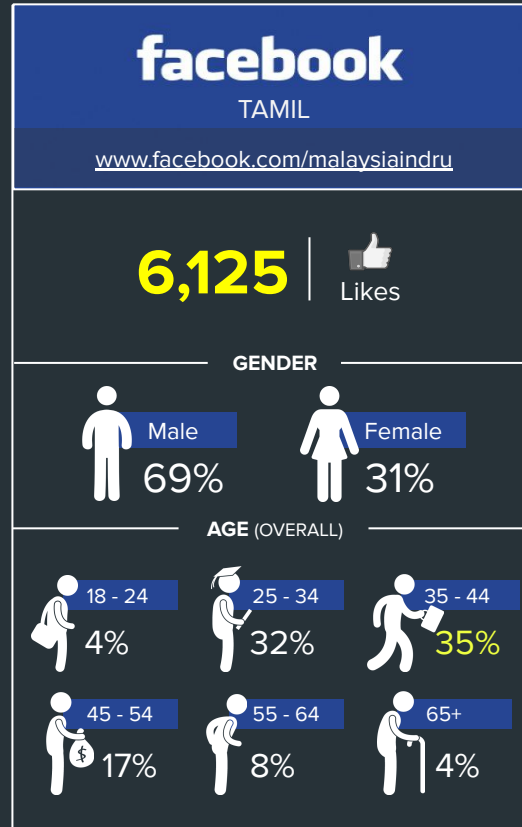
10%



65+

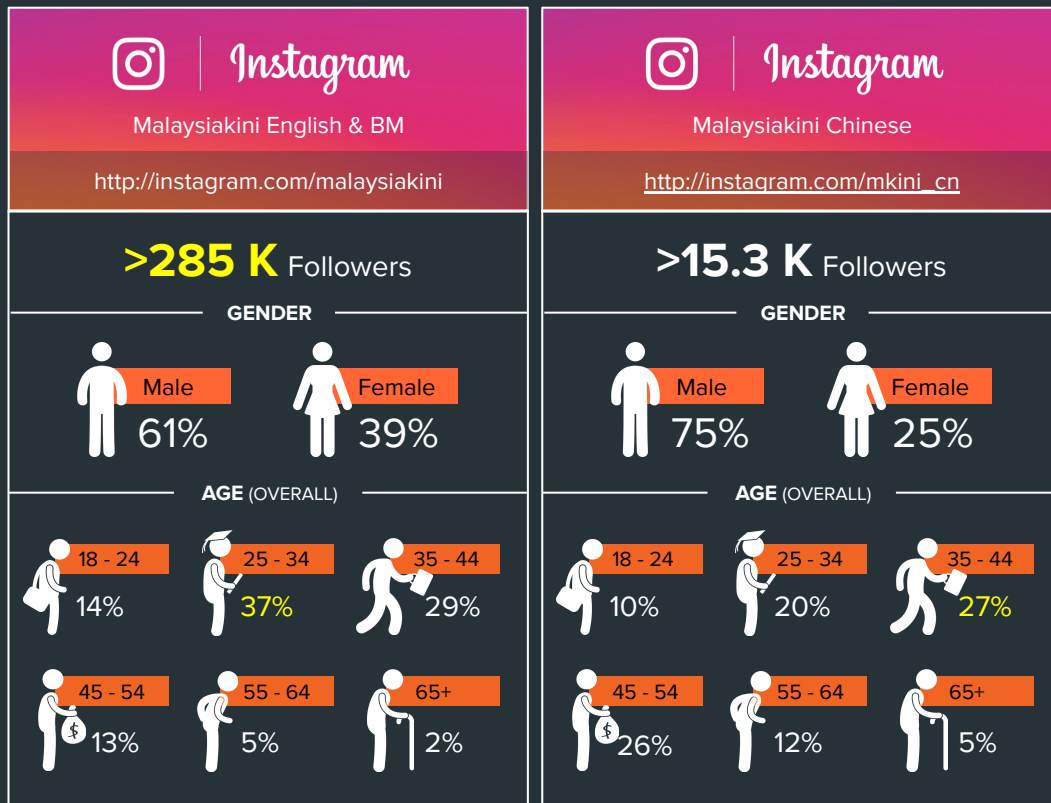
6%

MalaysiaIndru FACEBOOK PLATFORM

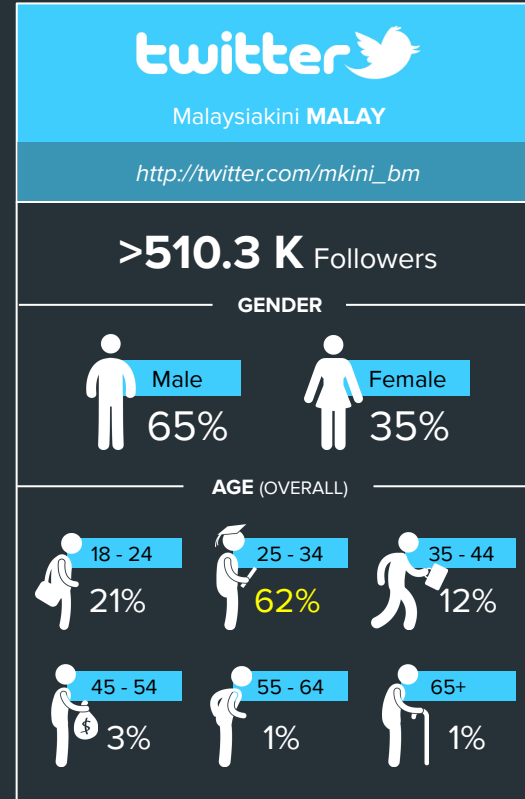
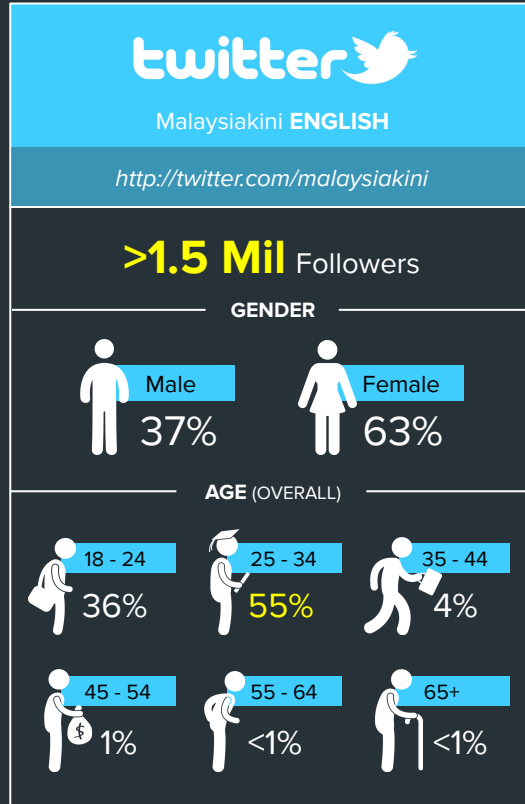


Social Media Platforms [as of May 2022]

MALAYSIAKINI SOCIAL MEDIA PLATFORM



MALAYSIAKINI SOCIAL MEDIA PLATFORM



MALAYSIAKINI SOCIAL MEDIA PLATFORM



Telegram

Malaysiakini EN (Official)

37,190

Subscribers

5.0k

Views per post

40.86%

Enabled notifications

Malaysiakini BM (Rasmi)

37,888

Subscribers

4.8k

Views per post

49.76%

Enabled notifications

当今大马

3,817

Subscribers

613

Views per post

34.77%

Enabled notifications

MALAYSIAKINI SOCIAL MEDIA PLATFORM

Follower Demographics



3,196

Followers

By INDUSTRY



Media
458



Technology
250

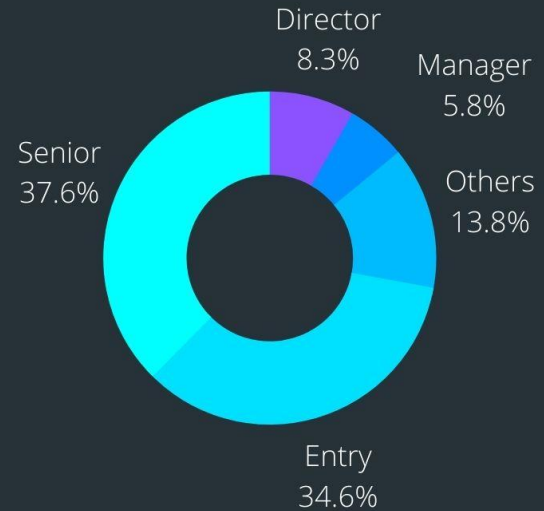


Education
177



Finance
152

By SENIORITY



MALAYSIAKINI SOCIAL MEDIA POSTINGS RATE CARD

Social Media Postings			
Malaysiakini	Language	Posting Format	Rate (Per Posting)
Facebook	EN, BM, CN	Video, Reels, Article, Images, URL, Hashtag, Handshake/ tag with client's social media page. <i>*Boosting to target specific audience group is available.</i>	RM 1,000
Instagram	EN, CN		RM 1,000
Twitter	EN, BM		RM 1,000
Telegram	EN, BM, CN	Only text with 1 link is allowed	RM 1,000
Package Cost: RM 3,500 (Option I) 1 posting x 4 pages (Option II) 4 posting x 1 or more pages			

Live Stream			
Malaysiakini	Language	Posting Format	Rate (Per Live Stream per Page)
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

FOR **CUSTOM MADE PROPOSAL:**

Email: advertise@fgmedia.my

More Info: www.fgmedia.my

CONTENT PRODUCTION & PACKAGES

01 **Branded Article**

02 **Branded Video**

03 **Interactive Content**

04 **Video Live-Talkshow**

05 **EDM**

01 Branded Article

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

Prudential

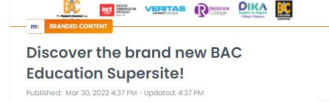


ADVERTORIAL

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

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

BAC Education



<https://www.malaysiakini.com/brandedcontent/616391>

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>

Lotus



KAMPUNGAN BERJAMAK

Lotus's Malaysia melengkapkan penjenamaan semula & menggunakan teknologi untuk memaksimumkan kemudahan pembelian

Dibagikan: Mar 9, 2022 10:55 AM - Dikemaskini 10:55 AM

[m/brandedcontent/613959](https://www.malaysiakini.com/brandedcontent/613959)

Lalamove

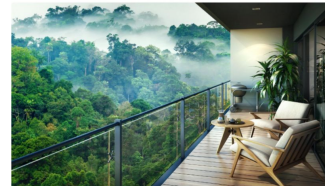


ADVERTORIAL

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

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
Article Write-up	Length: < 1,000 words Language: EN/BM/CN <i>*Article's copyright mutually owned by Kini & client.</i>	1 ARTICLE	RM 15,000 6% SST applicable (Total Worth: RM18,000) Guaranteed Results: > 5,000 Pageviews > 100,000 Reach
Article Circulation	I. Branded Content Placement <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Desktop & Mobile Homepage II. Social Media Posting <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, Telegram	1 WEEK 5 POSTS	

FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

02 Branded Video

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

Indah Water Konsortium Mini Documentary



IWK, Wira yang tak didendang

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



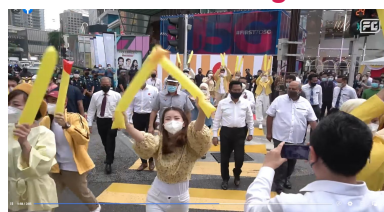
Physical inactivity, 4th leading risk of mortality

MDEC Media Interview



Special Interview: Malaysiakini meets MDEC

McDonald Event Coverage



Say hello to McDonald's Fries Crosswalk at Bukit Bintang

KWSP Current Issues Reporting



Pengeluaran iSinar Kehendak atau Keperluan?

BRANDED VIDEO PACKAGE

Ad Item	Description	Inventory	Package Cost
Video Production	<p>Video Type: Event Coverage / Media Reporting / Voxpop / Media Interview</p> <p>Length: ~2 min</p> <p>Language: EN / BM / CN with Subtitle</p> <p><i>*Video's copyright mutually owned by Kini & client.</i></p> <p><i>*Excluded celebrity / talent fee.</i></p>	1 VIDEO	<p>RM 30,000</p> <p>6% SST applicable</p>
Video Circulation	<p>I. Medium Rectangle</p> <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Desktop & Mobile Insidepage <p>II. Social Media Posting</p> <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, Telegram	<p>2 WEEKS (1 mil imps)</p> <p>10 POSTS</p>	<p>(Total Worth: RM50,000)</p> <p>Guaranteed Results:</p> <p>> 50,000 Views</p> <p>> 500,000 Reach</p>

FOR CUSTOM MADE PACKAGE:

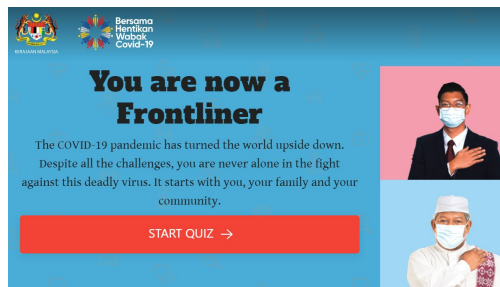
Email: advertise@fgmedia.my More Info: www.fgmedia.my

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



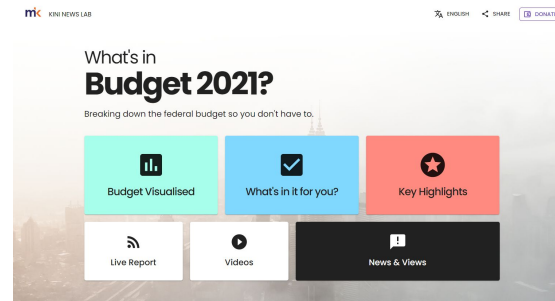
Team Selangor - Aduan Quiz
Interactive Quiz



Indah Water Konsortium
Visual Content



Anlene
Visual Content



Budget 2021
Visual Content

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

INTERACTIVE CONTENT PACKAGE

Ad Item	Description	Inventory	Package Cost
Interactive Content Production	Format: Visualise Content / Quiz / Poll Hosting Platform: Kini News Lab <i>*Content's copyright mutually owned by Kini & client.</i>	1 TOPIC (1 Format)	RM 30,000 6% SST applicable
Interactive Content Circulation	I. Branded Content Placement <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Desktop & Mobile Homepage II. Social Media Posting <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, Telegram	2 WEEKS 10 POSTS	(Total Worth: RM50,000) Guaranteed Results: > 2,000 Engagement > 500,000 Reach

FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

04 Video Live-Talkshow *Examples from our past campaigns*

Facebook & Youtube Live-Talkshow

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



VIDEO LIVE-TALKSHOW PACKAGE

Ad Item	Description	Inventory	Package Cost
Talkshow Production	<p>Format: Live-Talkshow / Pre-recording</p> <p>Length: 30 min</p> <p>Language: EN/BM/CN</p> <p><i>*Included 1 Host / Moderator</i></p> <p><i>*Talkshow's copyright is mutually owned by Kini & client.</i></p>	1 TOPIC TALKSHOW	
Talkshow Broadcast	<p>Recording platform: Streamyard / Zoom</p> <p>I. Broadcast Channel (Live-stream)</p> <ul style="list-style-type: none">● Malaysiakini (EN/BM/CN) Facebook● KiniTV (EN/BM/CN) Facebook● Malaysiakini (EN/BM) Twitter● KiniTV Youtube <p><i>*Cross-live on Client's FB/TW/YT is available</i></p> <p>Post Circulation: Full Recorded Talkshow Video</p> <p>II. Balloon Rectangle (Desktop)</p> <p>Medium Rectangle (Mobile)</p> <ul style="list-style-type: none">● Malaysiakini & KiniTV (EN/BM/CN) Desktop● Malaysiakini (EN/BM/CN) Mobile	<p><45 min LIVE-STREAM</p> <p>across</p> <p>4 PAGES</p> <p>(Pin-on-Top)</p> <p>1 WEEK</p> <p>(500K imps)</p>	<p>RM 30,000</p> <p>6% SST applicable</p> <p>(Total Worth: RM50,000)</p> <p>Guaranteed Results:</p> <p>> 30,000 Views</p> <p>> 500,000 Reach</p>

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, Tealive, 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.

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
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

05 EDM Audience Database Summary

(As of Jan 2022)

Total Database Size:

62,000 emails

Biz Database Segmentation:

20,000-30,000 emails

By Industry: 8,565 emails

By Job Title: 8,003 emails

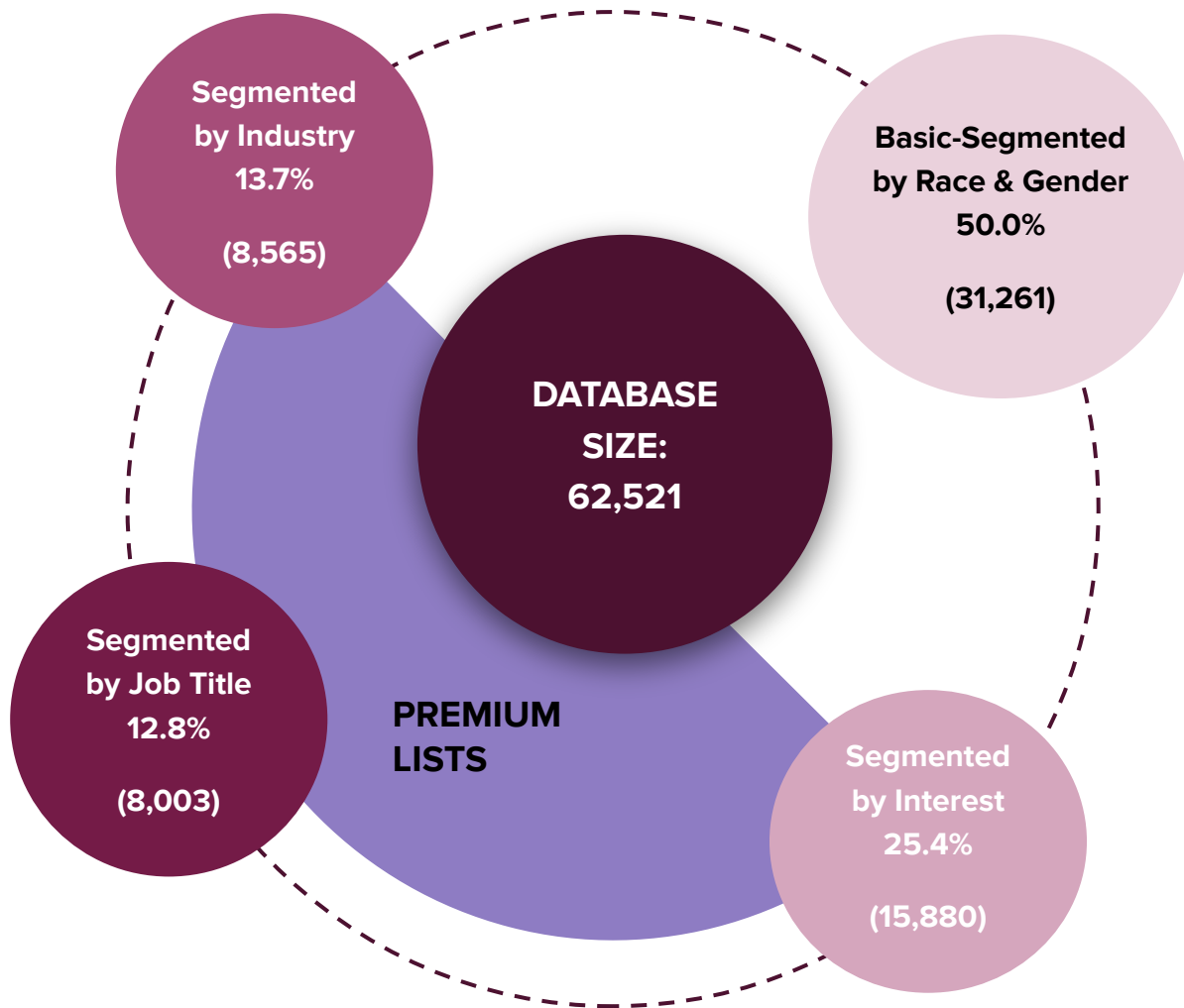
By Interest: 15,880 emails

Basic-Segmented:

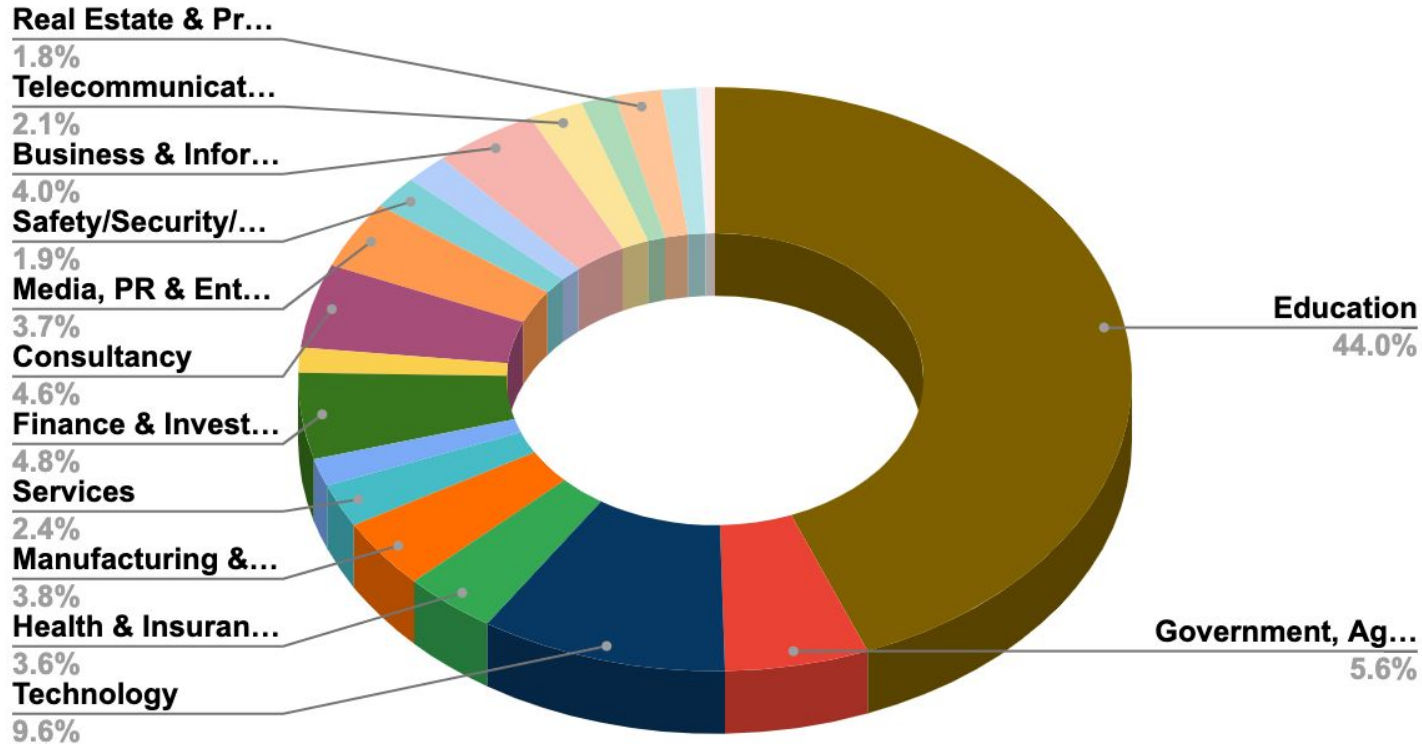
By Race & Gender: 31,261 emails

Non-segmented Database:

~30,000 emails



EDM Database - breakdown by industry



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

Top 3 Industries

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

EMAIL BLAST (EDM) PACKAGE

Option	Description	Inventory	Package Cost
A	<p>EDM Format: Standalone / Combined with Kini Events Newsletter</p> <p>General Database: Non-targeting (All segments) Total: 30k-40k Emails per Blast</p> <p><i>*EDM material & artwork provided by the client.</i></p>	2 EDMs	<p>RM8,000 6% SST applicable</p> <p>(Total Worth: RM10,000)</p> <p>Est. Open Rate : ~10% Est. Click Rate : ~0.2%</p>
B	<p>EDM Format: Standalone / Combined with Kini Events Newsletter</p> <p>Biz Database: Segments-targeting (1 or more segments) Total: 10k - 20k Emails per Blast</p> <p><i>*EDM material & artwork provided by the client.</i></p>	2 EDMs	<p>RM12,000 6% SST applicable</p> <p>(Total Worth: RM16,000)</p> <p>Est. Open Rate : ~15% Est. Click Rate : ~0.5%</p>

FOR CUSTOM MADE PACKAGE:

Email: enquiry@kini.events More Info: www.fgmedia.my

1. Content Diversification

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 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 36 -37 for breakdowns.](#)

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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