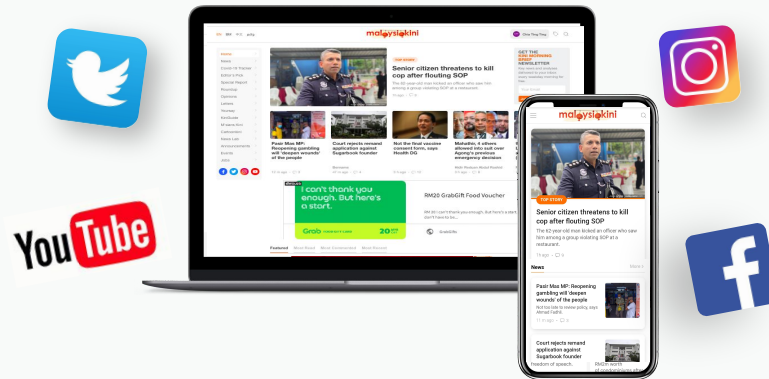


malaysiakini

2022 Ad Packages

[Branded Article, Branded Video,
Online Banner, Social Media Posting]



Proposal by **FG MEDIA**



CONTENT

Malaysiakini Ad Packages

- 1.0 **Branded Article**
Malaysiakini Branded Content (Desktop & Mobile: EN/BM/CN)
- 2.0 **Branded Video**
Voxpop, Media Interview, Media Reporting, Event Coverage etc (EN/BM/CN)
- 3.0 **Online Banner**
Malaysiakini Desktop & Mobile Sites (EN/BM/CN)
- 4.0 **Social Media Posting**
Malaysiakini Facebook, Twitter & Instagram (EN/BM/CN)

Malaysiakini Corporate Subscription & Press Release Publication

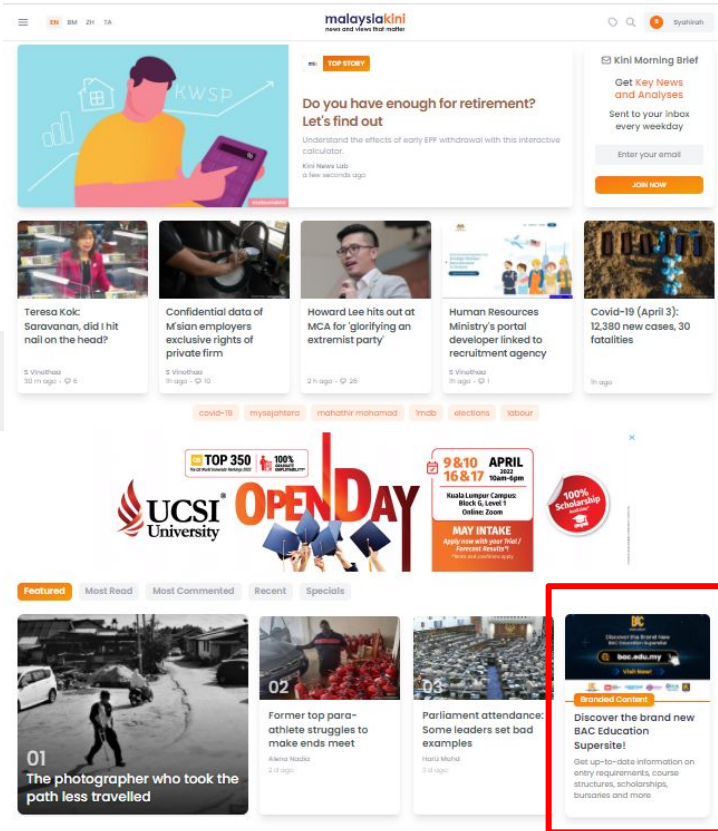
- 5.0 **Corporate Subscription with Press Release Publication**
on **Desktop & Mobile** (EN/BM/CN) + **Facebook + e-Newletters**

1.1 Branded Article & Press Release (Publication)

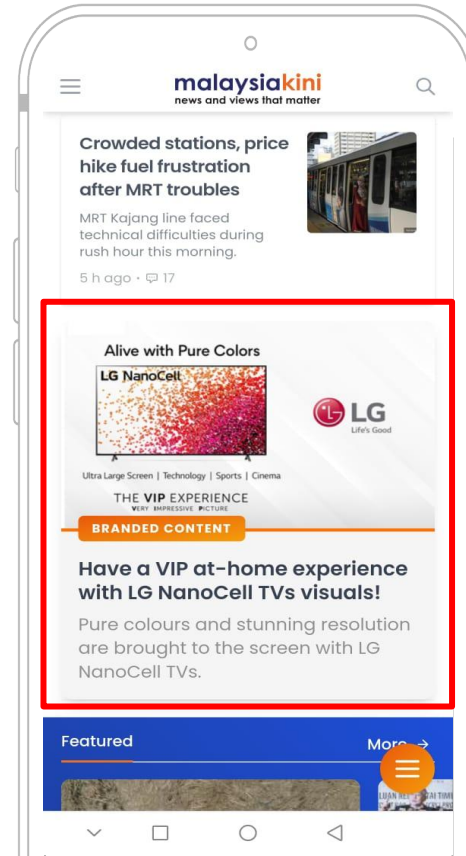
Malaysiakini (Run of Site) **Homepage Branded Content** (EN/BM/CN) (Center @ News Column)

Services included: **Article write-up**, article page design, article hosting on [Malaysiakini](https://www.malaysiakini.com)

Desktop
Branded Content



Mobile
Branded Content



1.2 Branded Article (Writeup)

Examples of **Branded Article** (Advertorial / Media Interview / Event Reporting) (Article is mutually owned)

LOTUS

DIGITAL NASIONAL BERHAD

Indah Water Konsortium

KWSP



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

Ditabitkan: Mar 11, 2022 10:55 AM • Dikemaskini: 10:55 AM

Lotus's Stores (Malaysia) Sdn Bhd (Lotus's Malaysia) rangkaian pasar raya besar terkemuka di Malaysia, hari ini mengumumkan bahawa ia telah menyelesaikan penjenamaan semula 62 bekas stor Tesco dan penggunaan platform teknologinya untuk melahirkan keceriaan SMART pada setiap hari kepada pengguna.

Pelancaran Nasional rasminya telah disempurnakan oleh Yang Berhormat Dato Sri Alexander Nanta Linggi, Menteri Perdagangan Dalam Negeri dan Hal Ehwal Pengguna Malaysia di Lotus's Ampang pada hari ini. Lotus's juga memperkenalkan platform baharu dalam talian Lotus's yang menggabungkan kedua-



Connecting the Rakyat to the future

Published: Dec 16, 2021 7:11 PM • Updated: Jan 14, 2022 4:44 PM

5G is here for Keluarga Malaysia

Impact to the nation's economy

5G consumer services are expected to benefit from 5G which will create a new impetus in driving the 4th Industrial Revolution (IR4.0) digital transformation, cloud services, Business of Things (IoT) and digital health (eHealth).

RM650bil cumulative GDP uplift by 2030

750,000 high-skilled jobs

Coverage of populated areas

Year	Coverage
2021	>10%
2022	>40%
2024	>80%
2031	>90%

4G and 5G Network Uplift per 100

Year	Uplift
2021	4.4
2022	4.7
2024	4.9
2031	5.0



Wastewater is not a waste! It's a valuable resource and commodity.

Published 29 Mar 2021, 11:16 am • Modified 29 Mar 2021, 11:16 am

Why wastewater a concern?

About 80% of the world's wastewater is released into the environment without adequate treatment or in some cases, untreated, according to a [World Bank report](#) released to mark the 2020 World Water Day.

Wastewater, or water-carried waste, be it from the bathroom, toilet, kitchen, laundry and drain, or from businesses and industry, if left untreated or poorly treated, will find its way into the soil and water bodies such as rivers, lakes and oceans, causing water pollution and public health issues, among others. However, the national sewerage company does not intend to allow that to go untreated or to waste.



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

Ditabitkan 5 Jan 2021, 2:30 pm • Dikemaskini 5 Jan 2021, 6:04 pm

Kumpulan Wang Simpanan Pekerja (KWSP) telah membuka permohonan kemudahan [i-Sinar KWSP](#) kepada [dua kategori](#) pencarum yang membabitkan sejumlah 8 juta ahli yang layak bagi membantu mereka yang terjejas akibat wabak Covid-19.

Namun sebelum anda berbuat demikian, tiga persoalan penting di sini yang perlu anda jawab ialah: (1) Bolehkah simpanan persaraan KWSP anda bertahan sekian lama? (2) Adakah anda hanya bergantung kepada simpanan KWSP untuk membiayai persaraan anda? (3) Apakah tujuan anda mengeluarkan simpanan KWSP sebelum persaraan anda?

2.0 Branded Video (Production & Circulation)

Video Format: **Voxpop, Media Interview, Media Reporting, Event Coverage, Animation**

Video Length: **1-3 min** (Any language) (Services included: Script writing, shooting/recording, post-editing) (Video is mutually owned)

Indah Water Konsortium
Mini Documentary



IWK, Wira yang tak didendang

Sime Darby Plantation
Travelogue



Jom kenali kelapa sawit dari A ke Z!

MOF

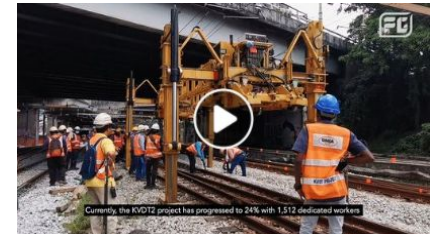
Media Interview (Virtual)



PEMULIH diharapkan dapat bantu usahawan PKS

KVDT 2

Media Topical Reporting



KVDT2 : Thousands will lose jobs if rail project terminated

MOF

Educational/Animation



Kita Prihatin

KPDNHEP

Media Interview & Reporting



Kempen Beli Barangan Malaysia
2021

MCDONALD

Event Coverage



Say hello to McDonald's Fries
Crosswalk at Bukit Bintang

KWSP

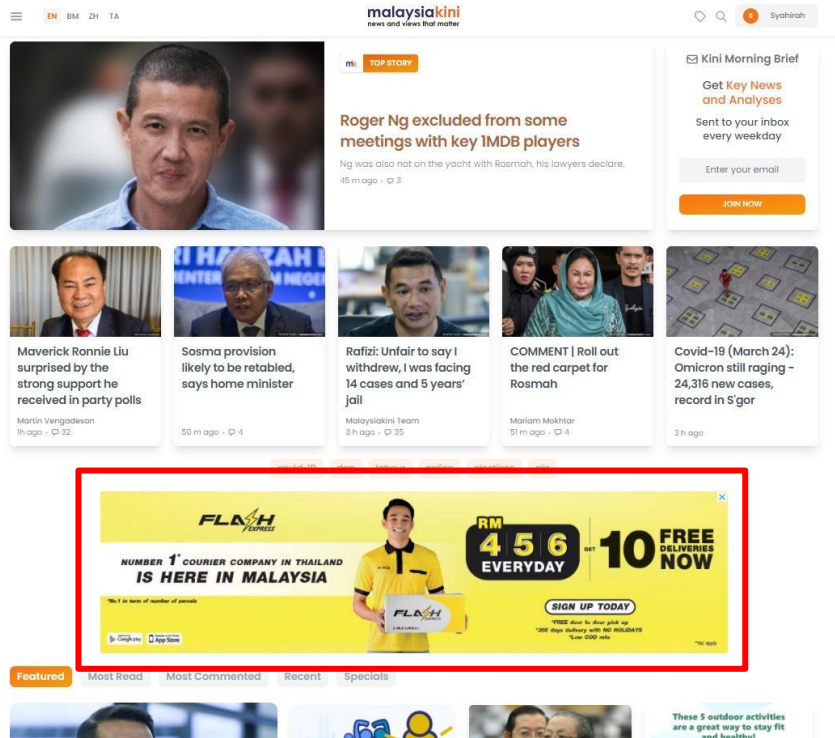
Voxpop



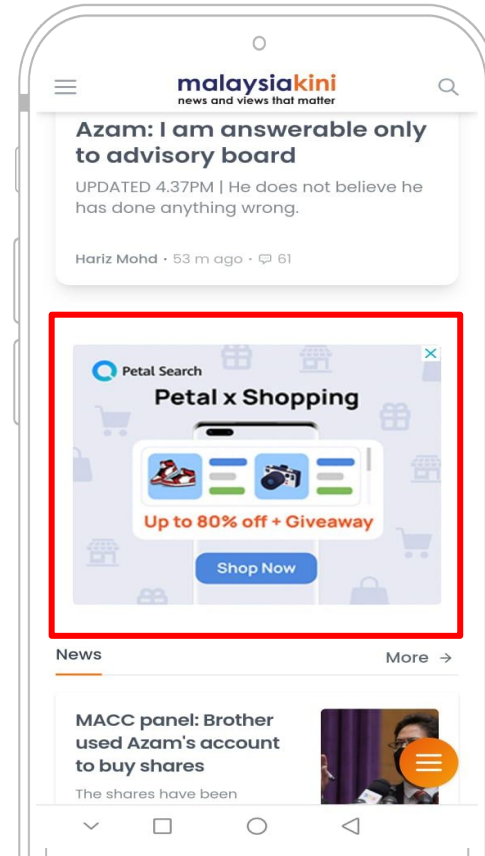
Pengeluaran i Sinar Kehendak atau
Keperluan?

3.0 Online Banner

Malaysiakini (Desktop) **Billboard** or/and (Mobile) **Medium Rectangle** (EN/BM/CN)



Desktop
Homepage
Billboard



Mobile
Homepage /
Insidepage
Medium Rectangle

4.0 Social Media Posting

SocMed Pages : **Malaysiakini Facebook** (EN,BM,CN), **Twitter** (EN,BM), **Instagram** (EN,CN)

Services included: **Article/Video/Images** with description message, URL, #hashtag, handshake/tag with client's pages, **Boosting to target audience is available.**

Malaysiakini Facebook (EN/BM/CN)

Malaysiakini with Anlene Malaysia.
Paid Partnership · 13h · 🌐

Long, sunny days make it more tempting than ever to take a break from the treadmill and take your workout outside. Try any of these 5 outdoor activities to stay fit and healthy! <https://voiz.asia/en/41088>

There's also a chance for you to redeem a FREE sample! Check it out now!

These 5 outdoor activities are a great way to stay fit and healthy!

VOIZ.ASIA

These 5 outdoor activities are a great way to stay fit and healthy!

You and 4 others

Like Comment Share

ANLENE

Malaysiakini Twitter (EN/BM)

Tweet

malaysiakini.com @malaysiakini

You are now A Frontliner

It starts with you, for your family and your community. Embracing New Norms, what does it mean in real life? Take the quiz and win yourself a FREE one-month Malaysiakini subscription!

Take the quiz now:
pages.malaysiakini.com/newnorms/en/

You are now A Frontliner

Embracing New Norms, what does it mean in real life?

START QUIZ

Win yourself a FREE one-month Malaysiakini subscription by participating in the quiz.

12:03 PM · Oct 3, 2020 · Twitter Media Studio

KKMM

Malaysiakini Instagram (EN/CN)

malaysiakini • Following

malaysiakini (AD) Tahukah anda bahawa lelaki yang menghidap diabetes adalah tiga kali ganda berkemungkinan mengalami mati pucuk?

Golongan lelaki yang menghidap diabetes juga berisiko untuk memiliki jumlah sperma yang rendah berbanding lelaki normal sekaligus menyebabkan kadar kesuburan juga menurun.

Dengan perubahan gaya hidup, cara pemakanan dan pemeriksaan kesihatan secara berkala, diabetes boleh dicegah.

Ketahui dengan lebih lanjut mengenai diabetes dan kesihatan lelaki dalam topik 'Kesehatan Lelaki: Diabetes & Mati Pucuk' pada 15 November 2021, jam 9 malam bersama hos Deen yang akan memandu kita!

1. Dr. Kasthuri Dhevi Naidu, Ketua Bahagian Turutaman, PruBSN
2. Dr. Vikramjit Singh Sareen, Pakar Perunding Bedah Urologi, KPI Sentosa KL Specialist Hospital
3. Ma. Pong Seng Yin, Ketua Pakar Diet, KPI Sentosa KL Specialist Hospital

Daftar secara peruma sekarang: <https://bit.ly/PruBSN-ep4> dan anda juga akan mendapat rundingan tafakul peruma daripada agen tafakul.

#PruBSN15tahun #takaful #PruBSN #AspirasiAndaInspirasiKami

15 PRUDENTIAL BSN TAKAFUL

Dr. Kasthuri Dhevi Naidu
Ketua Bahagian Turutaman,
PruBSN

Dr. Vikramjit Singh Sareen
Pakar Perunding Bedah Urologi,
KPI Sentosa KL Specialist Hospital

Ma. Pong Seng Yin
Ketua Pakar Diet,
KPI Sentosa KL Specialist Hospital

Deen Hos

Aspirasi Anda Inspirasi Kami

EP 4: Kesehatan Lelaki: Diabetes & Mati Pucuk

25 Nov 2021 | Khamis | 9 mlm

RSVP SEKARANG

Siapa perbendaharaan Mhas, Mu, Pong Seng Ying
Ketua Pakar Diet,
KPI Sentosa KL Specialist Hospital

Liked by stefan_1122335 and others

10:00 AM · 16 Jan

Add a comment...

PRUDENTIAL BSN TAKAFUL

Malaysiakini Ad Packages

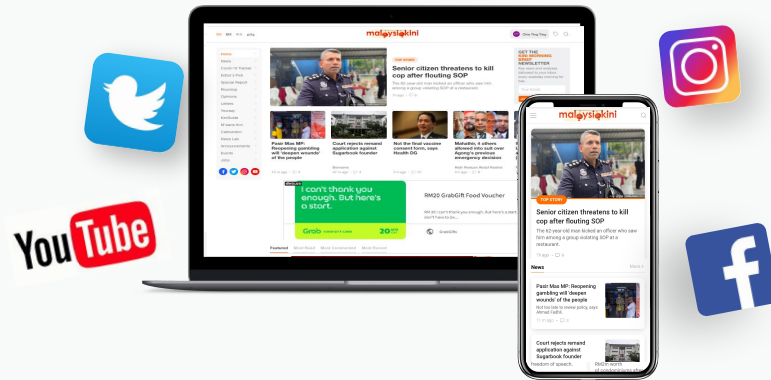
(All packages are valid until 31 December 2022. Full/Half upfront payment is required.)

No.	Ad Item	Option 1	Option 2	Option 3
1. Branded Article	<p>Branded Article <i>(Article's copyright is mutually owned)</i> Length: ~1,000 words (any language)</p> <p>Article Publication: Malaysiakini (Desktop & Mobile) Homepage & Insidepage Branded Content (EN/BM/CN)</p>	<p>1 Article (Write-up included)</p> <p>1 Day Est. > 300 Reads (Worth: RM 2k)</p>	<p>1 Article (Write-up included)</p> <p>1 Week Est. > 3,000 Reads (Worth: RM 10k)</p>	<p>2 Articles (Write-up included)</p> <p>2 Weeks (1 article/week) Est. > 6,000 Reads (Worth: RM 20k)</p>
2. Branded Video	<p>Branded Video <i>(Video's copyright is mutually owned)</i> Length: 2-3 min (any language)</p> <p>Video Publication: Malaysiakini / KiniTV (EN/BM/CN) Facebook, Instagram, Twitter, Youtube</p>	N/A	N/A	<p>1 Video</p> <p>5 Posts Est. > 20,000 Views (Worth: RM 30k)</p>
3. Online Banner	<p>Ad Units: Malaysiakini (ROS) (EN/BM/CN) Billboard and/or Medium Rectangle</p> <p><i>*Included: Banner design, ad serving & result tracking.</i></p>	N/A	<p>500,000 impressions (any site/s) (~2 weeks) (Worth: RM 10K)</p>	<p>1,000,000 impressions (any site/s) (~4 weeks) (Worth: RM 20K)</p>
4. Social Media Post	<p>SocMed Pages: Malaysiakini / KiniTV (EN/BM/CN) Facebook, Instagram, Twitter</p> <p>Posting Format: Article/Video/Images with message, URL, #hashtag, Handshake/tag with client's pages, boost tbc <i>*Posting content is provided by client, or produced by FG Media.</i></p>	<p>3 Posts (any page/s) Est. > 30,000 Reach (Worth: RM 6K)</p>	<p>5 Posts (any page/s) Est. > 50,000 Reach (Worth: RM 10K)</p>	<p>5 Posts (any page/s) Est. > 100,000 Reach (Worth: RM 10K)</p>
<p>Discounted Package Cost (Total Worth) (Discounted %)</p>		<p>RM 5,000 (RM 8,000) (-37.5%)</p>	<p>RM 15,000 (RM 30,000) (-50%)</p>	<p>RM 30,000 (RM 80,000) (-62.5%)</p>

malaysia**kini**

2022 Corporate Subscription with Press Release Publication

[Desktop & Mobile Announcement Section,
FB Posting, eNewsletter Posting]



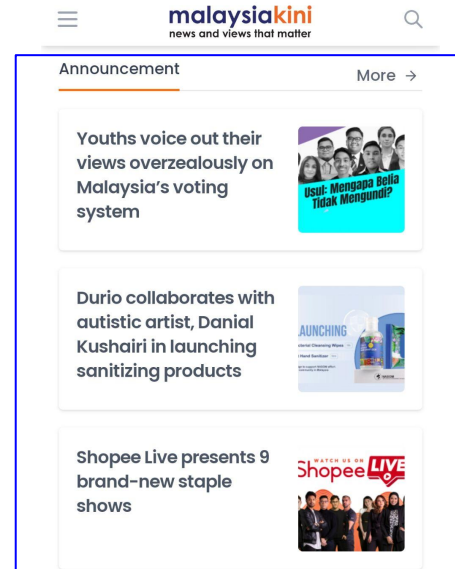
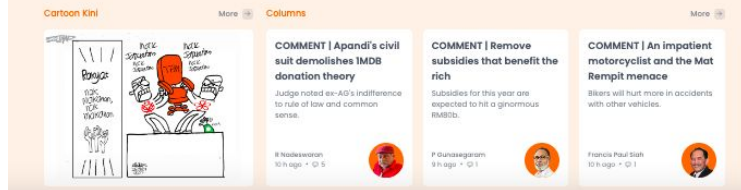
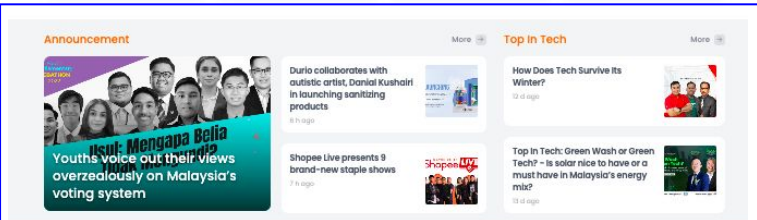
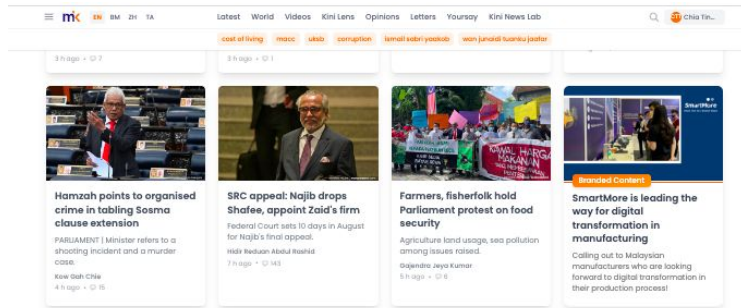
Proposal by **FG MEDIA**

5.0 Press Release Publication

I. Malaysiakini (EN/BM/CN) Desktop & Mobile: Homepage Announcement Section

(Desktop) Announcement / Pengumuman / 公告

(Mobile) Announcement / Pengumuman / 公告



5.0 Press Release Publication

II. Malaysiakini (EN/BM/CN) Facebook Posting

Malaysiakini · July 22 at 12:12 PM · 🌐

[ANNOUNCEMENT]

Nexus International School learners win 140 university offers & USD 1 million scholarships
Read More: <https://mk.my/tyVs0qr>



IB Results 2022
Over 140 University offers & Scholarships Worth USD 1 Mil

Students and their universities:
- Dipati Vaseys - The University of Edinburgh
- Dasha Zhang - The University of Edinburgh
- Tan Kai-Khang - Hong Kong University
- Hebin Jeong - Seoul National University
- Andrew Kwik - Stanford University
- Guo Yuen Xin - University of California, Los Angeles (UCLA)

MALAYSIAKINI.COM
Nexus International School learners win 140 university offers & USD 1 million scholarships

Malaysiakini · Yesterday at 12:32 PM · 🌐

ANNOUNCEMENT

Allianz Junior Badminton Championship starts with a bang!
The Allianz Junior Badminton Championship (AJBC) is well underway, with players stamping their mark during the Qualifying Round One held at the Sports Arena Puchong, Selangor this weekend.... [See more](#)



Allianz 

Allianz Junior Badminton Championship 2022
Rising stars today, Super tomorrow.

MALAYSIAKINI.COM
Allianz Junior Badminton Championship starts with a bang!
The Allianz Junior Badminton Championship (AJBC) is well underway, with players stampin...

III. Malaysiakini E-Newsletter Posting

Kini Morning Brief · kinimorningb... Mon, Jul 25, 7:51 AM (1 day ago) ☆ ↶ ⋮
to me ▾

malaysiakini

kini morning brief

Prepared for you
By RK Anand


Good morning. Here's what you need to know today.

Key Highlights

- Ex-AG Apandi shredded
- Cops to grill 26 on price hike demo
- Harapan must stop shooting itself in the foot

Announcement

[Nexus International School learners win 140 university offers & USD 1 million scholarships](#)



IB Results 2022
Over 140 University offers & Scholarships Worth USD 1 Mil

Students and their universities:
- Dipati Vaseys - The University of Edinburgh
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- Tan Kai-Khang - Hong Kong University
- Hebin Jeong - Seoul National University
- Andrew Kwik - Stanford University
- Guo Yuen Xin - University of California, Los Angeles (UCLA)

Malysiakini Corporate Subscription Packages

(All packages are valid until 31 December 2022. Full upfront payment is required.)

No.	Item	KiniStarter	KiniLite	KiniGold
Subscription Account	Malysiakini Subscription Period: 12 Months (1 Year) <i>*Access full articles news on Malysiakini EN & CN portals</i>	2 Subscription Accounts (1 year)	5 Subscription Accounts (1 year)	8 Subscription Accounts (1 year)
Article Publication	Press Release (Article) Length: < 1,000 words Language: EN/BM/CN <i>*Press Release article & images are provided by client. To be approved by editorial prior to publication.</i> <i>*Article hosted on Malysiakini with a declaration of source provided by advertiser/agency at the bottom of the article.</i> Press Release Publication: I. Malysiakini (EN/BM/CN) (Desktop & Mobile) Homepage Announcement/Pengumuman/公告 II. Malysiakini (EN/BM/CN) Facebook Posting Format: Article with caption, URL, #hashtag, Handshake/tag with client's FB. III. Malysiakini E-Newsletter: Kini Morning Brief Format: Article headline posting in the newsletter Database: ~100,000 emails (Mass Audience)	3 Press Release Articles <i>(Provided by client)</i> 3 Daily-Publication (1 day/article) 3 FB Postings (1 post/article) 3 EDM Postings (1 post/article)	6 Press Release Articles <i>(Provided by client)</i> 6 Daily-Publication (1 day/article) 6 FB Postings (1 post/article) 6 EDM Postings (1 post/article)	12 Press Release Articles <i>(Provided by client)</i> 12 Daily-Publication (1 day/article) 12 FB Postings (1 post/article) 12 EDM Postings (1 post/article)
	Discounted Package Cost <i>(Total Worth) (Discounted %)</i>	RM 6,000 <i>(RM 7,900) (-24%)</i>	RM 10,000 <i>(RM 16,000) (-37.5%)</i>	RM 16,000 <i>(RM 31,600) (-49.3%)</i>

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 :
400,000 daily users , 14 mil monthly pageviews , 6.5 mil SocMed followers

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Website: www.fgmedia.my