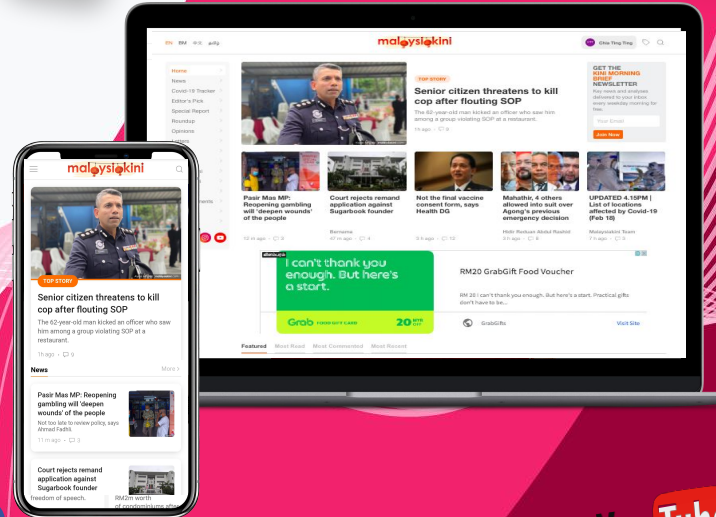


malaysia**kini**

MEDIAKIT

DESKTOP / MOBILE / SOCIAL MEDIA

Prepared by **FC MEDIA**



Weekly reach – online

ONLINE

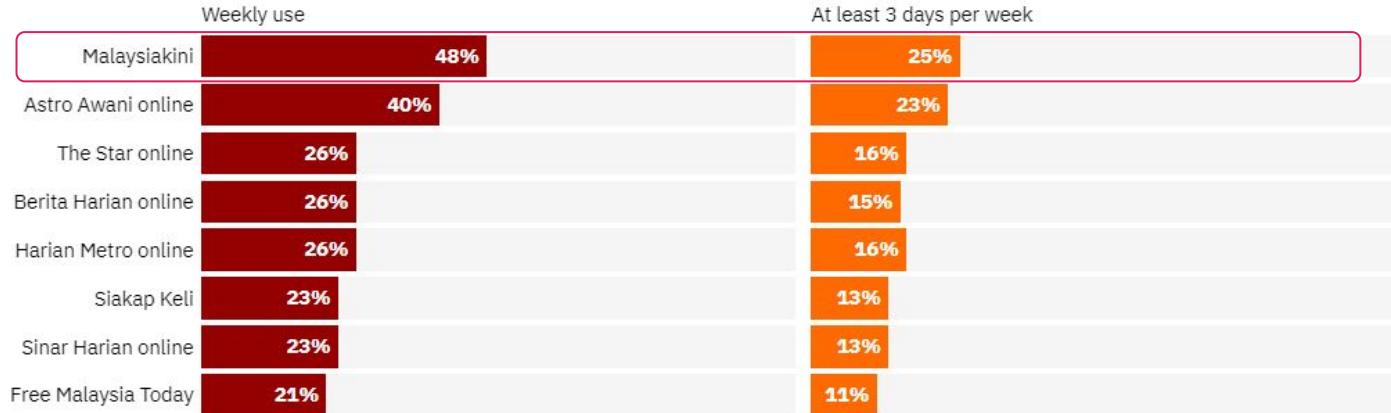
Malaysia



Malaysia

Population: 33 million

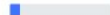
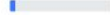
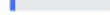
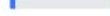
Internet penetration: 89%



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 (48%). Read the report [here](#).

Top Websites

News and Media | Nov 2022 | Malaysia

Domain (6,407)	Traffic Share	MoM Traffic C	Rank	Monthly Visits	Unique Visitors	Quarterly Change	Desktop vs Mobile	Visit Duration
 malaysiakini.com	9.23% 	↑ 69.16%	#10	37.21M	4.322M	↑ 74.71%	17.9%  82.1%	00:06:16
 freemalaysiatoday.com	5.67% 	↑ 92.56%	#17	22.86M	4.404M	↑ 81.67%	12.9%  87.1%	00:03:31
 astroawani.com	5.38% 	↑ 266.17%	#16	21.70M	6.325M	↑ 197.69%	12.9%  87.1%	00:03:27
 thestar.com.my	5.05% 	↑ 66.93%	#19	20.36M	3.581M	↑ 42.18%	21.4%  78.6%	00:04:11
 bharian.com.my	4.64% 	↑ 67.76%	#21	18.71M	4.882M	↑ 52.78%	12.8%  87.2%	00:02:25
 yahoo.com	4.58% 	↓ 5%	#15	18.46M	2.922M	↓ 0.66%	64.0%  36.0%	00:06:17
 hmetro.com.my	4.44% 	↑ 37.55%	#22	17.89M	4.316M	↑ 29.1%	9.8%  90.2%	00:03:11

Direct Traffic Leaders

News and Media | Nov 2022 | Malaysia

Domain	Traffic Share	Change	Rank
 yahoo.com	23.27%	↓ 3.8%	#13
 malaysiakini.com	10.98%	↑ 58.15%	#1,633
 thestar.com.my	5.86%	↑ 27.82%	#3,272
 sinchew.com.my	3.52%	↑ 62.81%	#6,674
 freemalaysiatoday.com	3.17%	↑ 36.19%	#3,325

MALAYSIAKINI Traffic & Audience



845,000

Overall Monthly **Desktop** Unique Readers

16,253,006

Overall Monthly **Desktop** Pageviews

7,900,000

Collective **Social Media** Followers

5,024,702

Overall Monthly **Mobile** Unique Readers

79,950,676

Overall Monthly **Mobile** Pageviews

Source: Google Analytics, December 2022



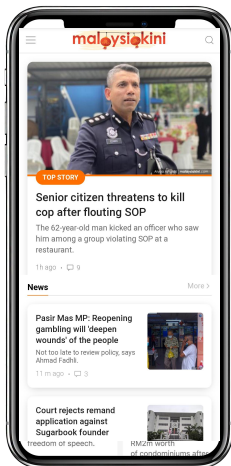
MOBILE Audience Figures

HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	647,479	632,078	96,875	10,333
 Page Views	14,865,488	25,603,910	2,437,513	19,470
 Session Duration	00:04:43	00:05:33	00:04:50	00:01:17

INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	1,987,499	2,642,838	403,783	5,807
 Page Views	12,935,176	19,900,705	2,167,841	21,300
 Session Duration	00:01:37	00:01:31	00:01:10	00:01:11



Source: Google Analytics, December 2022



DESKTOP Audience Figures

HOME PAGE



Unique Visitors

ENGLISH

329,828

MALAY

174,101

CHINESE

61,560

TAMIL

3,404



Page Views

3,682,377

3,304,110

1,042,866

8,346



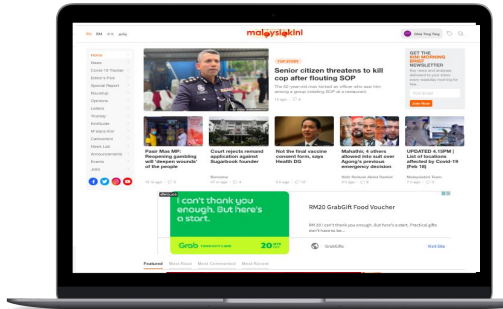
Session Duration

00:05:22

00:07:03

00:05:24

00:01:53



INSIDE PAGE



Unique Visitors

ENGLISH

335,196

MALAY

256,335

CHINESE

76,308

TAMIL

1,873



Page Views

2,596,723

2,658,058

648,170

7,122



Session Duration

00:02:53

00:03:48

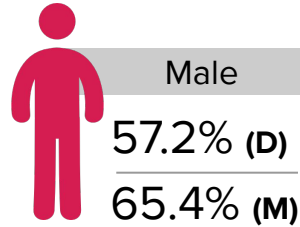
00:02:57

00:01:16

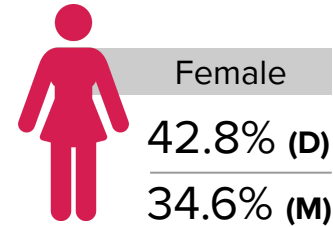
Source: Google Analytics, December 2022

DEMOGRAPHIC (Desktop vs Mobile)

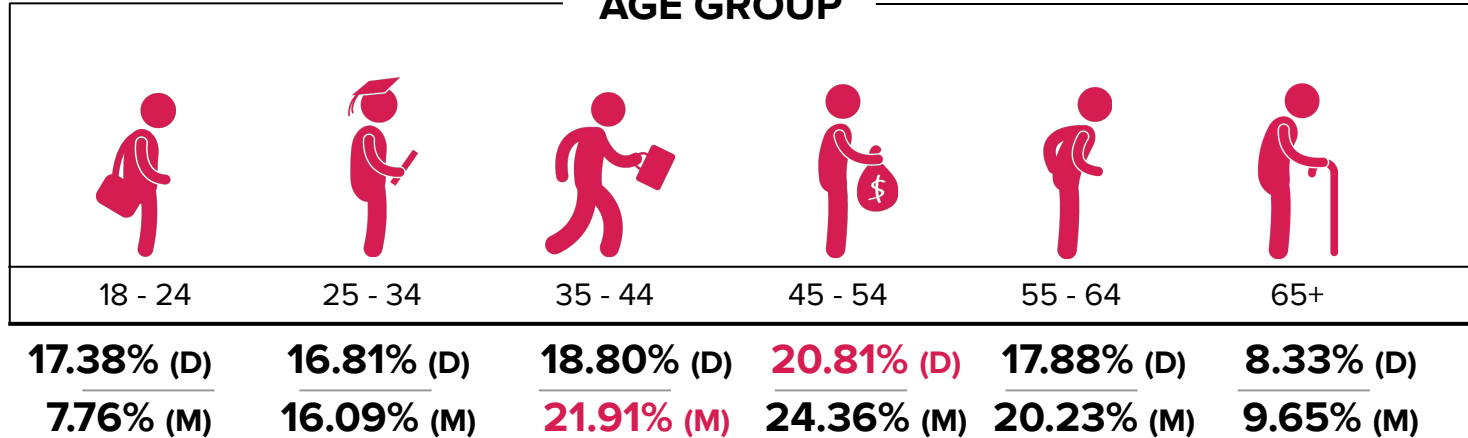
GENDER GROUP



Around 55% of the audience
are male readers



AGE GROUP



MALAYSIAKINI EN

INTEREST



Entertainment lover
1,664,113



Business & Finance
1,177,332



Sports
1,110,702



Food & Dining
508,599



Auto Enthusiast
721,243



Education Seeker
715,106

BRAND AFFINITY



Gadget
54,095



CPG
138,511



Furniture & Interior
27,979



Shopping lover
78,936



Household Appliances
43,327



Telecom
31,761

MALAYSIAKINI BM

INTEREST



Entertainment lover
679,048



Business & Finance
152,060



Sports
146,231



Food & Dining
57,510



Auto Enthusiast
97,286



Education Seeker
94,088

BRAND AFFINITY



Gadget
10,206



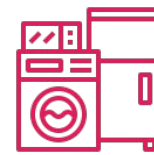
CPG
17,048



Furniture & Interior
6,819



Shopping lover
9,576



Household Appliances
9,445



Telecom
8,368

MALAYSIAKINI CN

INTEREST



Entertainment lover
127,979



Business & Finance
18,830



Sports
16,617



Food & Dining
7,744



Auto Enthusiast
13,788



Education Seeker
12,372

BRAND AFFINITY



Gadget
1,725



CPG
2,559



Furniture & Interior
1,750



Shopping lover
3,416



Household Appliances
1,473



Telecom
1,895

DESKTOP FIXED AD POSITIONS

HOME PAGE

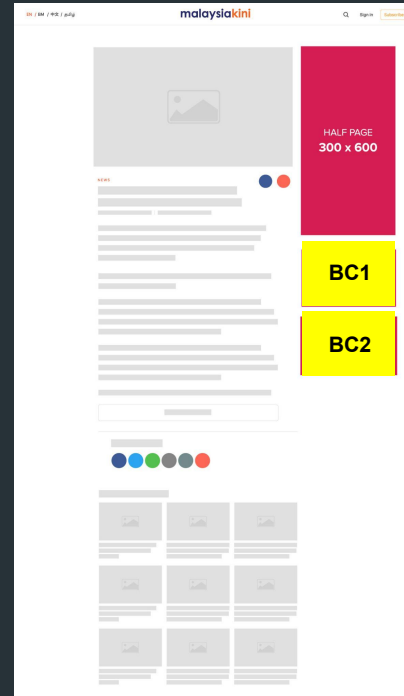
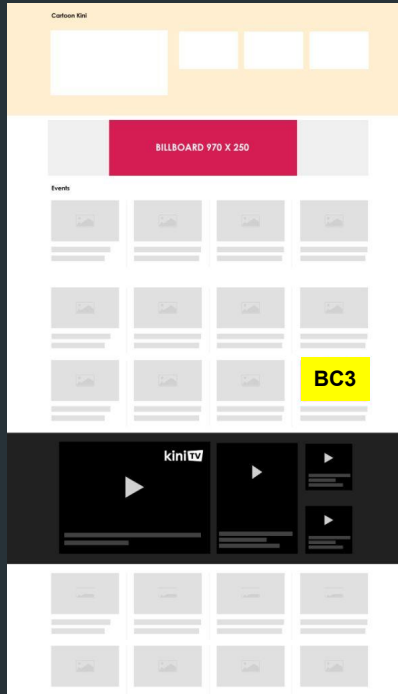
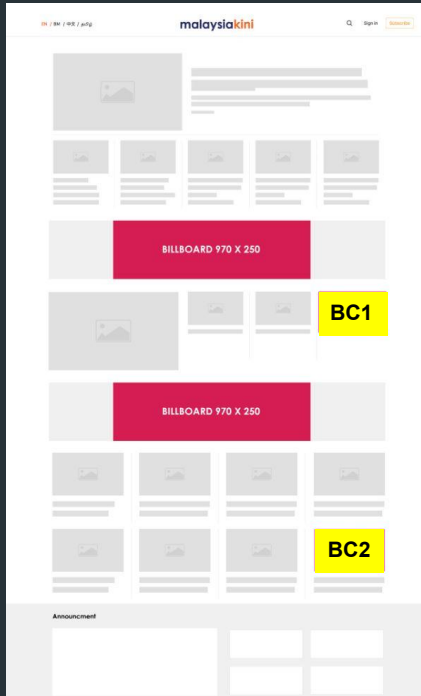
INSIDE PAGE

continue



BILLBOARD
(970px X 250px)

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



HALF PAGE
(300px X 600px)

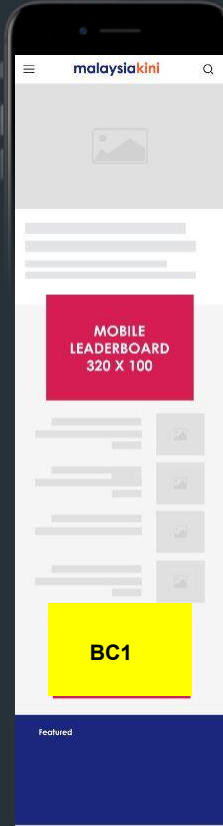
BRANDED CONTENT
1, 2
(400px x 240px)

MOBILE FIXED AD POSITIONS

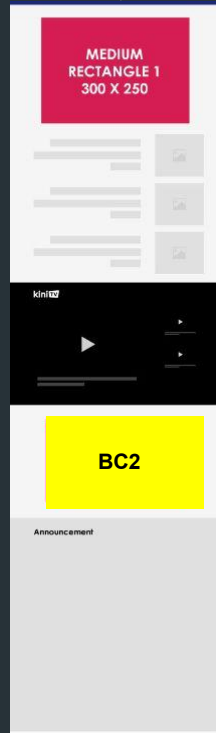
HOME PAGE

MEDIUM RECTANGLE
(300px X 250px)

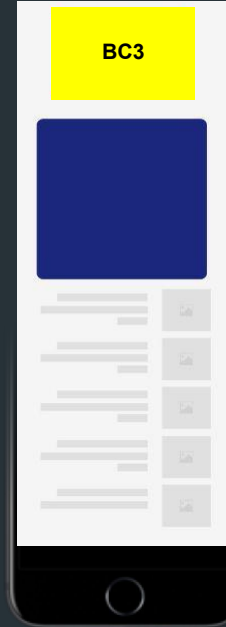
BRANDED CONTENT
1, 2 & 3
(400px X 250px)



continue
↓

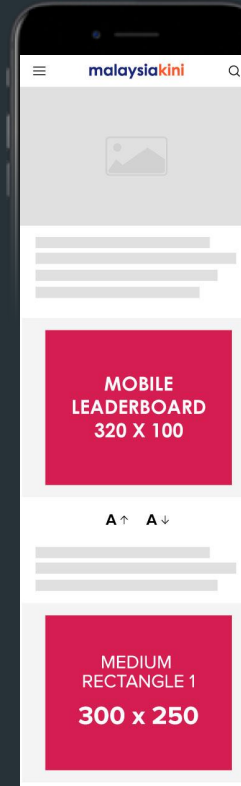


continue
↓

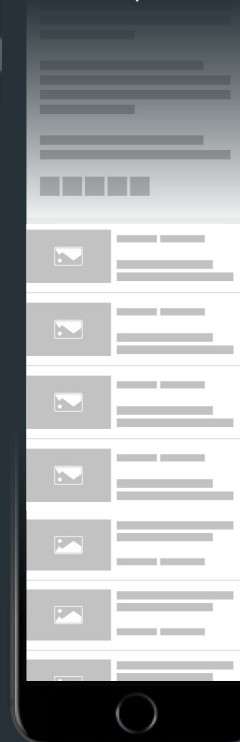


INSIDE PAGE

continue
↓



MEDIUM RECTANGLE 1
(300px X 250px)

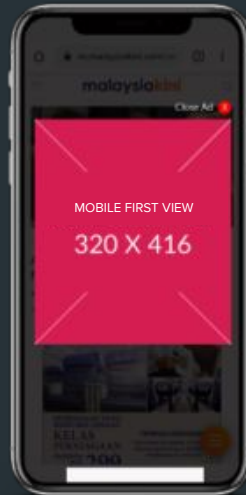


OUT OF PAGE AD POSITIONS

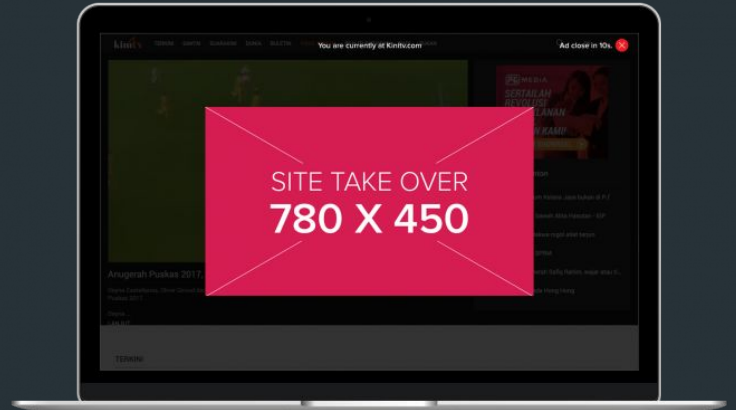
MOBILE CARD



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 40 (1 view/UV/1 hour)
Billboard		RM 30
Bottom Slider / Bottom Crawler		RM 30 (1 view/UV/1 hour)
Balloon Rectangle		

Mobile		
Ad Unit	Malaysiakini	Rate (CPM)
Mobile First View	Homepage	RM 40 (1 view/UV/1 hour)
Medium Rectangle	Homepage/ Insidepage	RM 20
Mobile Card / Mobile Engagement	Homepage/ Insidepage	RM 30
Mobile Underlay	Insidepage	RM 30 (1 view/UV/1 hour)
Desktop & Mobile		
Ad Unit	Malaysiakini	Rate (Duration)
Branded Content 1 / 2 / 3	Homepage (50% SOV)	RM 10.000 / Week (RM 1,500 / day)

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

3.5 mil monthly Post Reach

63.9k monthly Video Views

GENDER



Male

62%



Female

38%

AGE (OVERALL)



18 - 24

7%



25 - 34

34%



35 - 44

29%



45 - 54

16%



55 - 64

8%



65+

6%

facebook

MALAY

www.facebook.com/mkinibm

>2.49 Mil



Likes

6.3 mil monthly Post Reach

7.3 mil monthly Video Views

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

7%



25 - 34

32%



35 - 44

31%



45 - 54

17%



55 - 64

9%



65+

4%

facebook

CHINESE

www.facebook.com/mkinicn

>1.0 mil



Likes

1.2 mil monthly Post Reach

774 k monthly Video Views

GENDER



Male

59%



Female

41%

AGE (OVERALL)



18 - 24

5%



25 - 34

25%



35 - 44

28%



45 - 54

21%



55 - 64

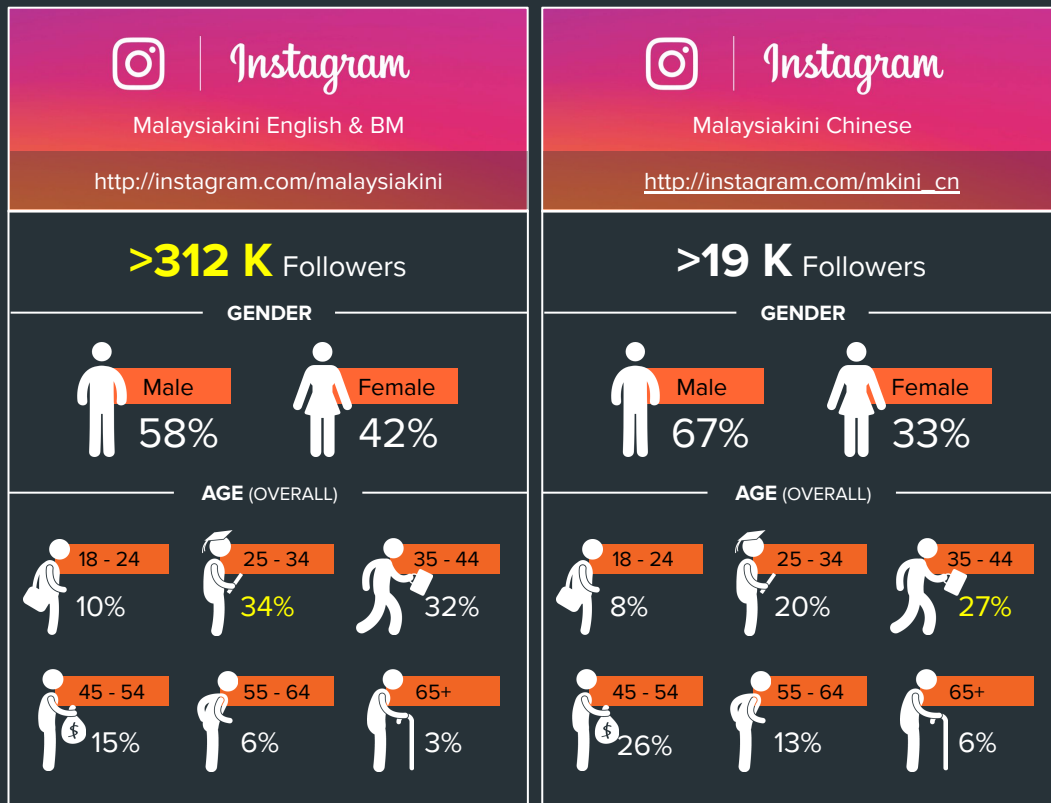
13%



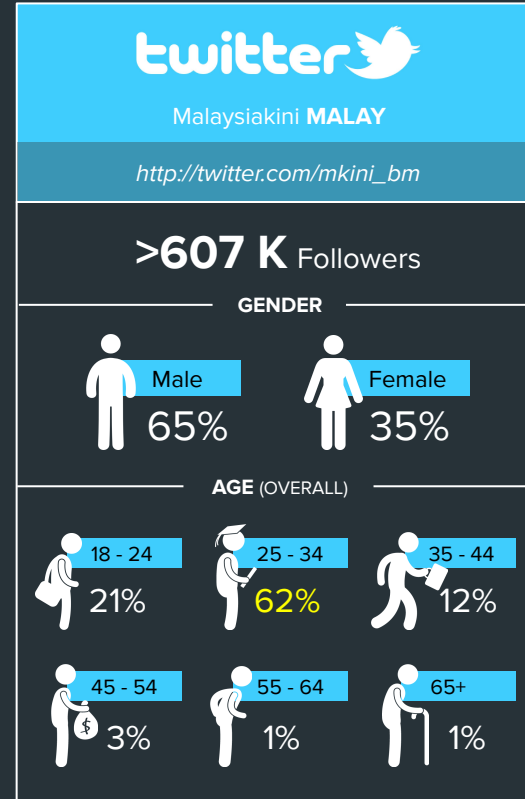
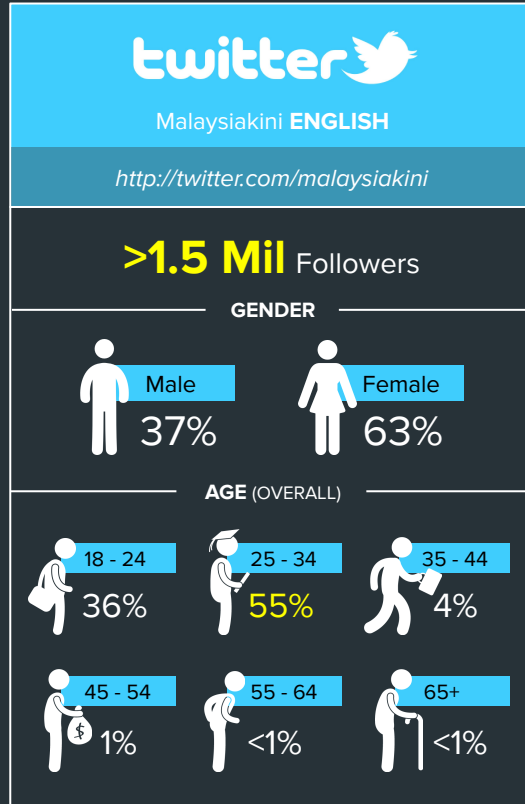
65+

8%

MALAYSIAKINI SOCIAL MEDIA PLATFORM



MALAYSIAKINI SOCIAL MEDIA PLATFORM



MALAYSIAKINI SOCIAL MEDIA PLATFORM



Telegram

Malaysiakini EN (Official)

35,363

Subscribers

4.0k

Views per post

38.22%

Enabled notifications

Malaysiakini BM (Rasmi)

33,468

Subscribers

3.0k

Views per post

44.75%

Enabled notifications

当今大马

3,511

Subscribers

545

Views per post

32.47%

Enabled notifications

MALAYSIAKINI SOCIAL MEDIA PLATFORM

Follower Demographics

By INDUSTRY



Media
497



Technology
422

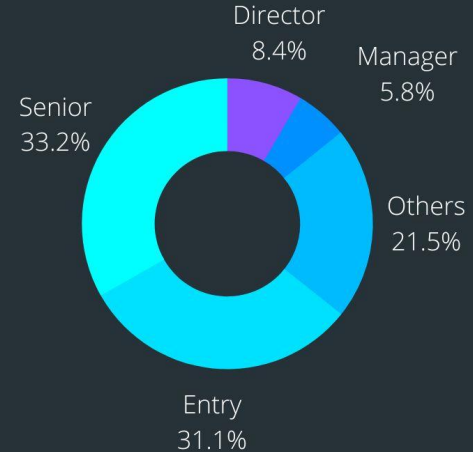


Education
309



Finance
338

By SENIORITY



3,899

Followers

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 2,000
Instagram	EN, CN		RM 2,000
Twitter	EN, BM		RM 2,000
Telegram	EN, BM, CN		RM 2,000
		Only text with 1 link is allowed	

Live Stream			
Malaysiakini	Language	Posting Format	Rate (Per Live Stream Per Page)
Facebook	EN, BM, CN	Period: < 45 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

***T&C:** For SocMed campaign that involve boosting services, the total boosting cost should NOT be more than 40% of total ad buy amount.

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

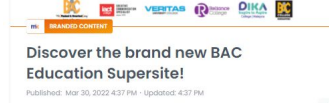


ADVERTORIAL

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



KARANGKAMPUNG SELATAN

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

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

<https://www.malaysiakini.com/brandedcontent/613959>

Lalamove

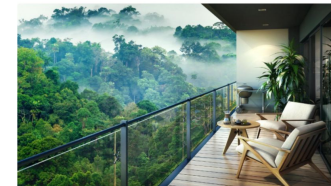


ADVERTORIAL

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 Write-up	RM 18,000 6% SST applicable (Total Worth: RM22,000) Guaranteed Result: > 5,000 Reads
Article Circulation	I. Branded Content Placement - Malaysiakini (EN/BM/CN) Desktop & Mobile Homepage (50% SOV) II. Social Media Posting - Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, Telegram, LinkedIn	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/>

BANK ISLAM

Travelogue



Inisiatif Kelestarian Mabul demi kehidupan & alam semulajadi Pulau Mabul

INDAH WATER KONSORTIUM

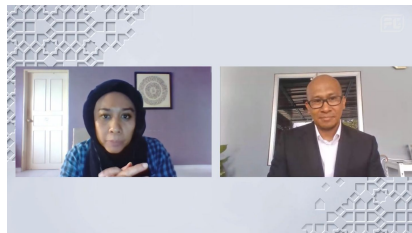
Mini Documentary



IWK, Wira yang tak didendang

MOF

Media Reporting



PEMULIH diharapkan dapat bantu usahawan PKS

PMO

Media Topical Reporting



Government raises Monsoon Assistance to assist smallholders

HASIL

Educational/Animation



Urusan dengan LHDNM kini di hujung jari anda!

McDONALD'S

Event Coverage



McDonald's Batu Kawan Drive-Thru Restaurant Grand Opening

RC RESIDENCES

Voxpop



How will GE15 affect our younger generation's decision?

MOF

Voxpop



Sejauh Manakah Keberkesanan Bajet 2022

BRANDED VIDEO PACKAGE

Ad Item	Description	Inventory	Package Cost
Video Production	Video Type: Event Coverage / Voxpop / Media Reporting / Media Interview Length: ~2 min Language: EN / BM / CN with Subtitle <i>*Video's copyright mutually owned by Kini & client.</i> <i>*Excluded celebrity / talent fee.</i>	1 VIDEO	RM 40,000 6% SST applicable
Video Circulation	I. Desktop & Mobile - Malaysiakini (EN/BM/CN) Medium Rectangle Insidepage II. Social Media Posting - Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, Telegram, LinkedIn	2 WEEKS (1,000,000 impressions) 10 POSTS	(Total Worth: RM60,000) Guaranteed Result: > 100,000 Views

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



MOF - Budget 2023
Visual Content + Quiz + Poll



KKMM - You are now a Frontliner
Interactive Quiz



Team Selangor - Aduan Quiz
Interactive Quiz



Indah Water Konsortium
Visual Content + Quiz



Aniene
Visual Content



Lembaga Zakat Selangor - Aduan Quiz
Visual Content + Quiz + Survey

INTERACTIVE CONTENT PACKAGE

Ad Item	Description	Inventory	Package Cost
Interactive Content Production	Format: Quiz / Visualise Content / Poll Hosting Platform: Kini News Lab <i>*Content's copyright mutually owned by Kini & client.</i>	1 TOPIC (1 Format)	RM 40,000 6% SST applicable (Total Worth: RM60,000) Guaranteed Result: > 2,000 Engagement
Interactive Content Circulation	I. Desktop & Mobile - Malaysiakini (EN/BM/CN) Branded Content Homepage II. Social Media Posting - Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, Telegram	2 WEEKS (50% SOV) 10 POSTS	

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



CVSKL



Institut Jantung Negara (IJN)



Anlene



Focus Point Vision Care Group



CIMB islamic



Yukazan

VIDEO LIVE-TALKSHOW PACKAGE

Ad Item	Description	Inventory	Package Cost
Talkshow Production	Format: Live-Talkshow / Pre-recording Length: 30 min Language: EN/BM/CN <i>*Included 1 Host / Moderator *Total 2-3 Speakers (1 Rep from client) *Talkshow's copyright is mutually owned by Mkini & client.</i>	1 TOPIC TALKSHOW (30 min)	
Talkshow Broadcast	<i>*Recording platform: Streamyard / Zoom</i> Broadcast Channel (Live-stream) ● Malaysiakini (EN/BM/CN) Facebook ● KiniTV (EN/BM/CN) Facebook ● Malaysiakini (EN/BM) Twitter ● KiniTV Youtube <i>*Cross-live on Client's FB/TW/YT is available. *A&P inventories for Pre-During-Post are included.</i> Post Circulation: I. Desktop & Mobile ● Malaysiakini (EN/BM/CN) Balloon Rectangle, Medium Rectangle II. Social Media Posting ● Malaysiakini (EN/BM/CN) Facebook, Twitter, Instagram, LinkedIn	LIVE-STREAM (30 min) across 4 PAGES 1 Snippet VIDEO (2min) (Speakers' Key-takeaways) 2 WEEKS (500,000 impressions) 10 POSTS	RM 40,000 6% SST applicable (Total Worth: RM80,000) Guaranteed Results: > 10,000 Views (Full Talkshow Video) > 30,000 Views (Snippet Video Clip)

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!

ALEX NG
Senior Analyst, Spark Engage

HELVY KASRI & DANIEL LIM
Senior Analyst, Spark Engage

CHEN HONGTIAN
Senior Analyst, Spark Engage

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

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30 industry experts and thought leaders

6 masterclass deep-dive sessions

2,000 delegates

200 exhibitors

5,000 visitors

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PUTTING PEOPLE FIRST IN A TECH-INSPIRED WORLD

A statutory authority under the Ministry of Human Resources (MHRM), Human Resource Development Corporation (HRD Corp) is the catalyst for driving the development of Malaysia's current and future workforce. It is one with the nation's aspiration of becoming a high-income and developed economy.

After a two-year hiatus, HRD Corp is delighted to announce the return of its iconic "topgun" event where it gathers industry leaders and subject matter experts to discuss issues, challenges and opportunities in Malaysia's human capital development landscape.

The National Human Capital Conference & Exhibition (NHCC) 2020 will be held on 24 November 2020 at MITEC. The two-day event will feature disruptive discussions into the most significant challenges affecting HR and business today.

Pernahkah anda menerima panggilan atau e-mel pengumuman daripada pihak yang menyuarakan sebagai pegawai Lembaga Hasil Dalam Negeri Malaysia (LHDN)?

MyTax

DASHBOARD RINGKAS DAN PADAT

Mari kita bersama-sama bijak menjadi manusia perniagaan ini dengan menyemak data status perniagaan di portal MyTax.

MyTax

Anda juga boleh membuat semakan kedudukan kejuruan cukai melalui aplikasi e-Lajar: <https://mytax.hasil.gov.my/> > log masuk > perkhidmatan wafaruz > e-Lajar

MyTax

<https://mytax.hasil.gov.my>

Kini, segala maklumat cukai anda hanya di hujung jari!

Wafaruz Ahlul Amryah

LHDN MALAYSIA

Pengumuman

kini

Radiobu Bicara UMNO Islamik X Kinihalal Bicara & Investicartanilang berunding perniagaan hasil melalui media.

Khamis, 22 November 2023
3.00pm - 4.00pm
Secure Linkupung Menerusi Zoom

05 EDM Audience Database Summary

(As of Jan 2023)

Total Database Size:

67,099 emails

Biz Database Segmentation:

20,000-30,000 emails

By Industry: 9,093 emails

By Job Title: 8,962 emails

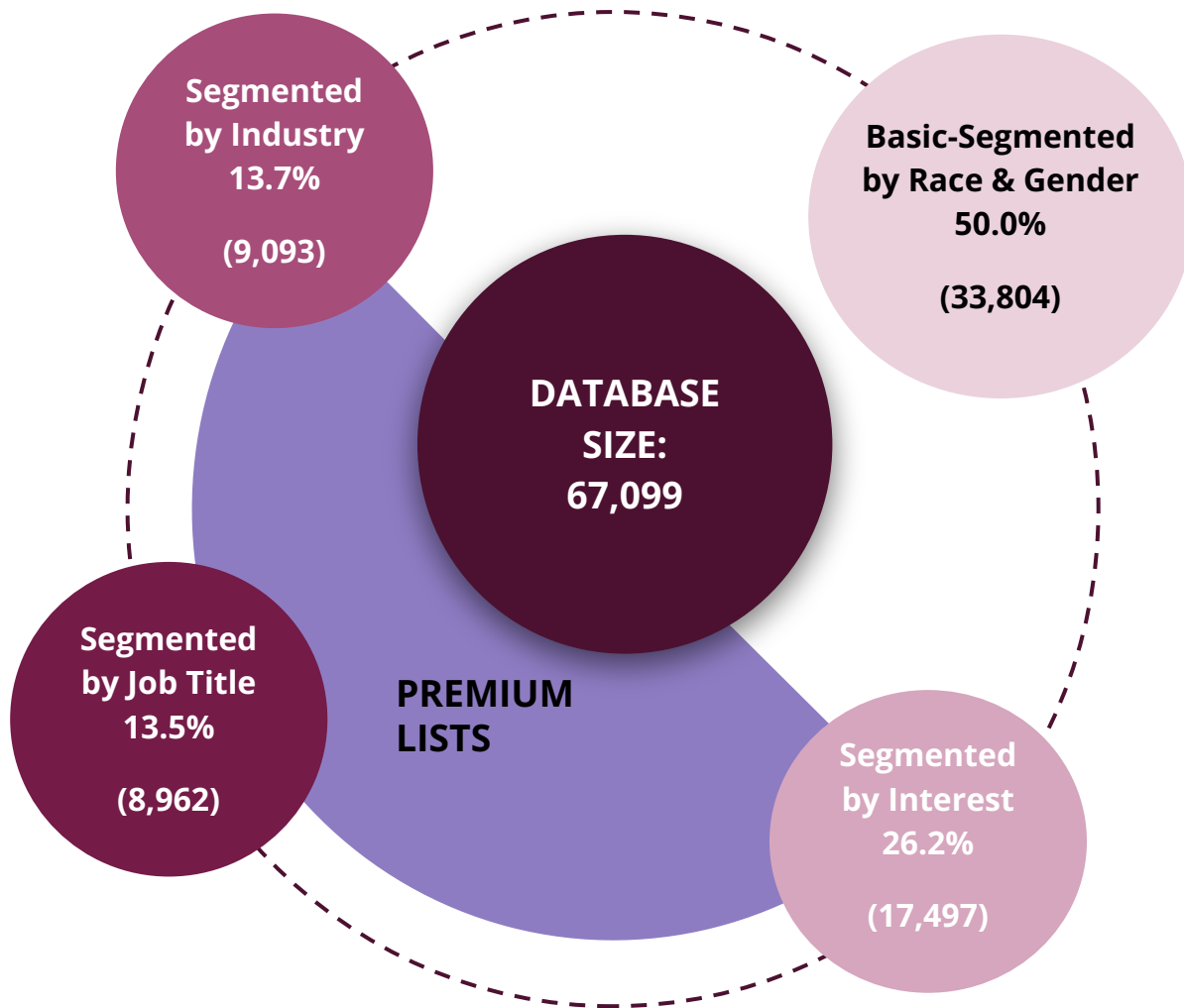
By Interest: 17,497 emails

Basic-Segmented:

By Race & Gender: 33,804 emails

Non-segmented Database:

~30,000 emails



Segmented by Industry

(Total: **9,093 emails**)

Safety, Security, Legal

1.5%

Services

1.7%

Engineering &

2.0%

Real Estate & property

2.5%

E-commerce & Logistics

2.6%

Business & Information

2.8%

Manufacturing

3.8%

Media, PR &

4.4%

Health & Insurance

4.8%

Govt, Agencies &

6.0%

Consultancy

6.1%

Finance & Investment

7.2%

Top 5 Industries:

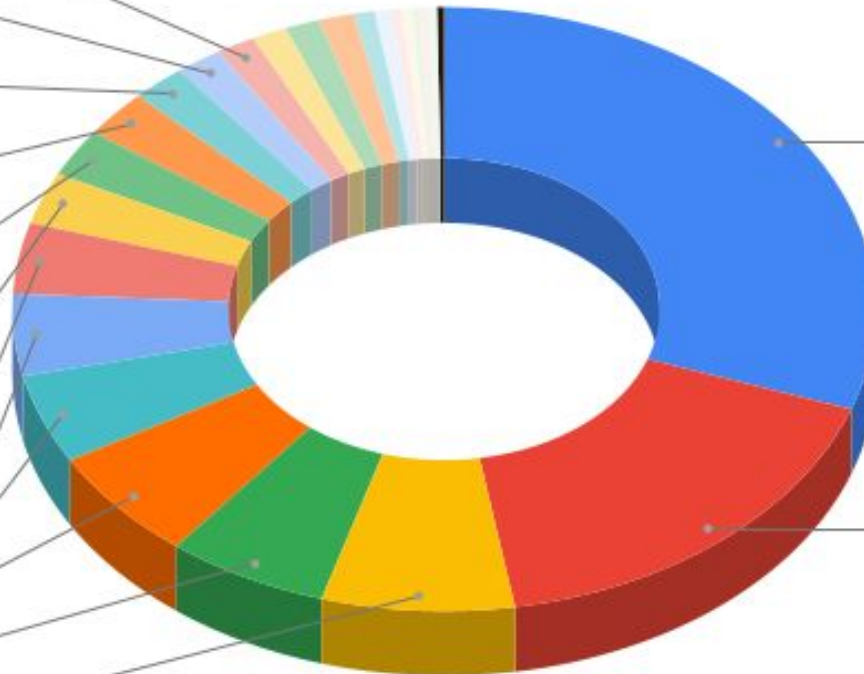
1. **Education - 30.4%** (2,764 emails)
2. **Technology - 17.0%** (1,546 emails)
3. **Finance & Investment - 7.2%** (655 emails)
4. **Consultancy - 6.1%** (555 emails)
5. **Govt, Agencies & Embassy - 6.0%** (546 emails)

Education

30.4%

Technology

17.0%



EMAIL BLAST (EDM) PACKAGE

Option	Description	Inventory	Package Cost
I	EDM Format: Standalone / Combined with Kini Events Newsletter Mass Database: Non-targeting (All segments) Total: 30k-40k Emails per Blast <i>*EDM material & artwork provided by the client.</i>	2 EDMs	RM8,000 6% SST applicable (Total Worth: RM10,000) Est. Open Rate : 8%-10%
II	EDM Format: Standalone / Combined with Kini Events Newsletter Biz Database: Segments-targeting (2 or more segments) Total: 10k - 20k Emails per Blast <i>*EDM material & artwork provided by the client.</i>	2 EDMs	RM12,000 6% SST applicable (Total Worth: RM16,000) Est. Open Rate : 10%-15%

FOR CUSTOM MADE PACKAGE:

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

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