

malaysiakini DNA

DIGITAL NEWS ASIA

Sustainability Section

Proposal by : **FG MEDIA**



The slide features a light green background with decorative elements in the corners: a cluster of leaves in the top-left, a branch with leaves in the top-right, and a few leaves in the bottom-left.

1.0 Sustainability Section

@ Malaysiakini & Digital News Asia

Malaysiakini Sustainability Section

<https://www.malaysiakini.com/en/latest/sustainability>

The screenshot shows the Malaysiakini website interface. On the left, there is a navigation menu with categories: NEWS, VIEWS, FEATURED, and More. The 'Sustainability' link is highlighted with a green box. The main content area features a top article titled 'Socks Issue: Police propose criminal charges against KK Mart, supplier'. Below this are several smaller articles, including 'More jailed 6 months, fined RM2K over offensive comments on 'Aloha' socks', 'K2 Mart's mobile app hacked, given Tind warning', 'No touch falls to relieve court-impounded passport', and 'Softbank's reasoning to remove PH kids' citizenship increased bid'. A 'Sustainability' section is also visible, containing articles like 'Essential Supplements to Stay Strong and Healthy Throughout Ramadan & Raya' and 'Dive Into BENU's Waste-to-Resource efforts in Malaysia'. At the bottom, there are sections for 'Cartoon Kini', 'From Our Readers', and 'Yoursay'.

Digital News Asia Sustainability Section

<https://www.digitalnewsasia.com/sustainability-matters>

The screenshot shows the Digital News Asia website. The top navigation bar includes 'DNA', 'Digital Economy powered by 'MDEC'', 'Insights', 'Personal Tech', 'Spotlight', 'Sustainability Matters' (highlighted in a green box), 'Startups', and 'Business - Protected by LGMSC'. The main content area features a large article titled 'SOLS Energy Drives Malaysia's Home Solar Adoption With Innovative Subscription Model' with a 'WHAT'S NEW' badge. Below it is an 'EDITOR'S PICK' section featuring 'Malaysia Is Among The Top 5 Volvo Markets For EV Adoption'. To the right, there is a 'DIGERATI 50 2020-2021' section with a grid of portraits and a 'DOWNLOAD' button. Further down, there is an 'OTHER NEWS' section with several smaller articles, including 'Ficus Capital Invests US\$422,000 in Malaysian Tech Startup Simplify', 'Telcos are positioned to benefit financially from decarbonization - study', and 'Attitudes and Ethics: Cornerstone of tech industry success'. A 'RECENT NEWS' section is also visible at the bottom.

The slide features a light green background with stylized green leaf and branch illustrations in the corners. The main text is centered and consists of two lines: a blue title and a black subtitle.

2.0 **Sustainability** Topic

Media Interview (Article & Video)

2.1.1 Media Interview Article

Topic: **Sustainability / ESG**

Length: < 1,000 words

Languages: **EN/BM/CN**

**Article will be hosted on Malaysiakini & Digital News Asia "Sustainability" Section*

Mydin



Sustainability

MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

MYDIN Prihatin #ForFuture fosters ESG practices within its organisation, customers, and across the industry

Public Mutual



mk SUSTAINABILITY

ESG Investing for Sustainable Prosperity

Public Mutual empowers investors with funds that align financial goals with sustainable and responsible practices

L'ORÉAL



mk SUSTAINABILITY

Dive into L'Oréal's sustainable commitment to 'Create the Beauty that Moves the World'

Explore the leading beauty player that continues to make bold sustainability initiatives

Knight Frank

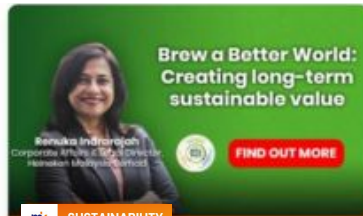


mk SUSTAINABILITY

Beyond Real Estate: Uncover Knight Frank's Path to Environmental and Social Responsibility

Dive into how Keith's vision is spearheading a revolution in Malaysian real estate, with ESG at the forefront

Heineken



mk SUSTAINABILITY

Sustainability in action: How a brewer is making a difference

Brew a Better World: Creating long-term sustainable value.

Lotus's Malaysia



mk SUSTAINABILITY

NaSIC'23 Empowers Students to Reduce, Recycle and Replace Single-Use Plastic Bags

Mah Sing Group



mk SUSTAINABILITY

Sustainable Serenity Unveiled

Presenting M Minor where sustainability, professionalism, and Japanese craftsmanship converge

SEDA



mk UNRATED CONTENT

Deep Dive SEDA's remarkable efforts to promote the nation's Sustainable Energy

Published: Jan 3, 2024 2:46 PM - Updated: 2:46 PM

2.1.2 Media Interview Video

Topic: **Sustainability / ESG**

Length: **2-3 min** (Full Video) + **< 1 min** (Short Reel)

Languages: **EN/BM/CN**

**Video will be uploaded to Malaysiakini & Digital News Asia "Social Media" pages.*

POS Malaysia



MDEC (KKD)



redONE



Doctor on Call



Digital Healthcare: The Future is HERE

Hoolah



Buy Now Pay Later: The Gamechanger of Fintech Innovation

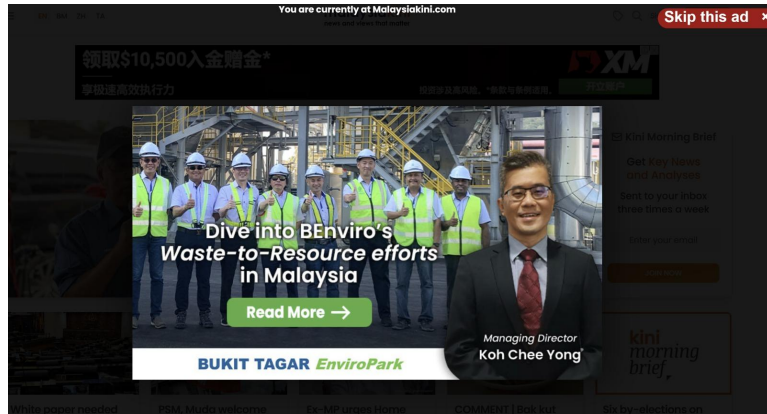
2.2.1 Content Publication: Cover Story

Website: **Malaysiakini & Digital News Asia (EN/BM/CN) (Desktop) Homepage Site Take Over & (Mobile) Homepage First View / Mobile Card**

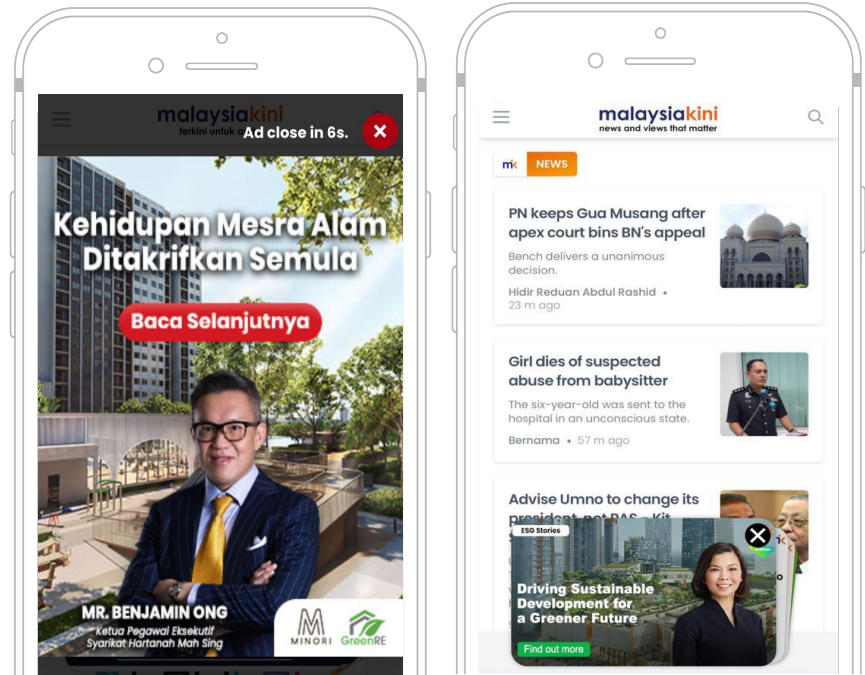
Duration: **First 2 Days** of the publication (*Frequency Cap: 1 View / Unique Reader / 12 Hours*)

Rotation: Article / Video (*Click and link to read article / watch video*)

(Desktop) Homepage **Site Take Over**



(Mobile) Homepage **First View / Mobile Card**



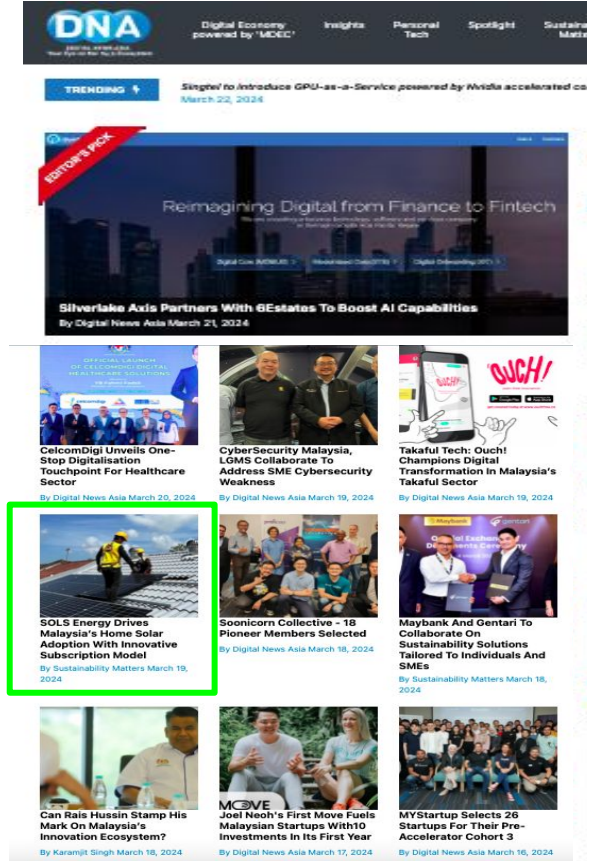
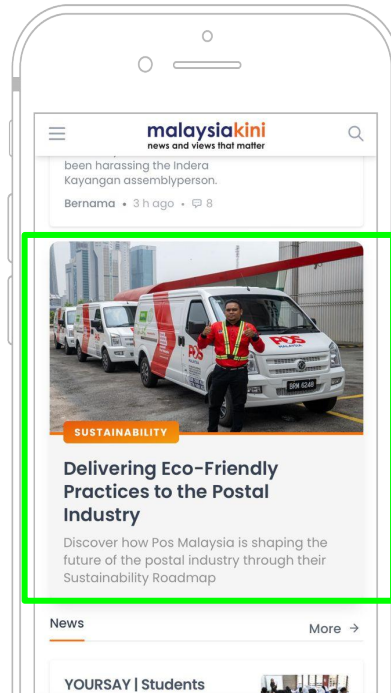
2.2.2 Content Publication: Sustainability Section

Website: **Malaysiakini & Digital News Asia (EN/BM/CN) (Desktop + Mobile) Homepage Sustainability Section**

Duration: **1 Week (SOV: 50%)**

Rotation: Article / Video (*Click and link to read article / watch video*)

Mkini & DNA (Desktop & Mobile) Homepage Sustainability Section



2.2.3 Content Publication: Social Media

Pages: **Malaysiakini & Digital News Asia (EN/BM/CN) Facebook, Instagram, X, LinkedIn, TikTok, Youtube**

Posting Format: Article/Video with caption, URL link, #hashtag, handshake/tag with client's pages.

**Boost to targeting audience & location are available.*

Facebook Posting (Article/Video)



Malaysiakini · 3d ·

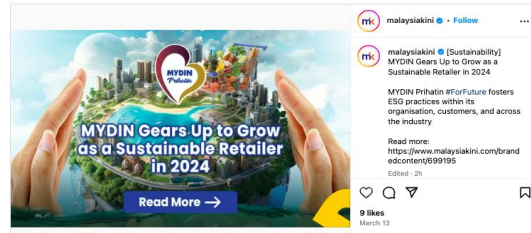
[Sustainability] From green mobility all the way to eco-consumerism, join Group CEO of Pos Malaysia Berhad, Charles Brewer as he discusses the company's sustainability achievements and their ongoing endeavours to achieve net zero carbon emissions by 2050.

For more information on Pos Malaysia's Sustainability and Goals, visit <https://www.pos.com.my/sustainability>.

#ESGcoverstory #PosMalaysia

Capacity
Capability
Cost

Instagram Posting (Article/Video)



malaysiakini · Follow

malaysiakini @ [Sustainability] MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

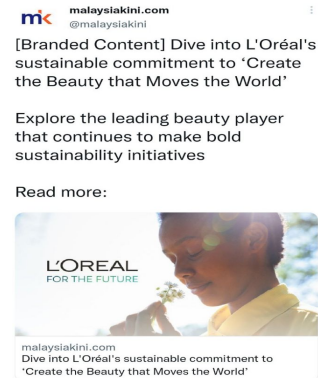
MYDIN Prihatin #ForFuture fosters ESG practices within its organisation, customers, and across the industry

Read more: <https://www.malaysiakini.com/brand/esg/content/999195>

Edited · 2h

9 likes · March 13

X Posting (Article/Video)



malaysiakini.com @malaysiakini

[Branded Content] Dive into L'Oréal's sustainable commitment to 'Create the Beauty that Moves the World'

Explore the leading beauty player that continues to make bold sustainability initiatives

Read more:

L'ORÉAL FOR THE FUTURE

malaysiakini.com Dive into L'Oréal's sustainable commitment to 'Create the Beauty that Moves the World'

LinkedIn Posting (Article/Video)



Malaysiakini 6,372 followers · Edited ·

[Sustainability] MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

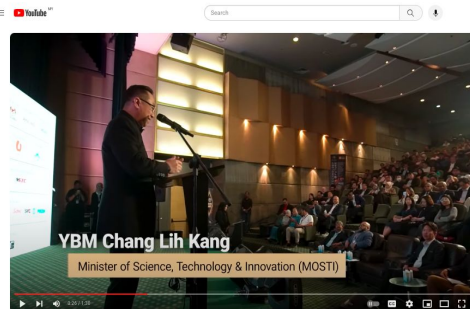
MYDIN Prihatin #ForFuture fosters ESG practices within its organisation, customers, and across the industry

Read more: <https://lnkd.in/gDyNHX>

MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

malaysiakini.com · 4 min read

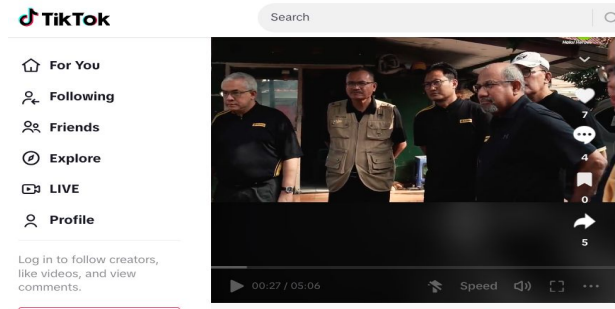
Youtube Posting (Video)



Search

YBM Chang Lih Kang
Minister of Science, Technology & Innovation (MOSTI)

TikTok Posting (Video)



TikTok Search

For You
Following
Friends
Explore
LIVE
Profile

Log in to follow creators, like videos, and view comments.

00:27 / 05:06 Speed

The slide features a light green background with decorative elements in the corners: a cluster of leaves in the top-left, a branch with leaves in the top-right, and a few leaves in the bottom-left.

3.0 **Sustainability** Topic

Media Interview Package Cost

Media Interview ARTICLE Package Cost (Malaysiakini and/or Digital News Asia “Sustainability” Section)

No.	Inventory	Option I	Option II
Sustainability Content Production	<p>2.1 Content: Media Interview Article / Video Topic: Sustainability, ESG Language: EN/BM/CN Lengths: < 1,000 words (Article) / 2-3 min (Full Video) & < 1 min (Short Reel)</p> <p><i>*Article & Video’s copyrights are mutually owned with the client.</i></p>	<p>1 Article (Worth: RM2,000)</p>	<p>1 Article (Worth: RM2,000)</p>
Sustainability Content Publication & Circulation	<p>Website:</p> <p>2.2.1 Malaysiakini / Digital News Asia: Cover Story (Desktop) Homepage Site Take Over & (Mobile) Homepage First View / Mobile Card Frequency Cap: 1 view / UV / 12 hours</p> <p>2.2.2 Malaysiakini / Digital News Asia: Sustainability Section (Desktop & Mobile) Homepage Sustainability Section</p> <p>Social Media:</p> <p>2.2.3 Malaysiakini / Digital News Asia: Social Media Facebook, X, Instagram, LinkedIn, TikTok, Youtube Posting Format: Article/Video with caption, URL link, #hashtag, handshake/tag with client’s pages.</p> <p><i>*Boost to targeting audience & location are available.</i></p>	<p>1 Day x 1 Website (Article Publication)</p> <p>1 Week x 1 Website (Article Publication)</p> <p>3 Posts (Article Posting)</p> <p>(Worth: RM21,000)</p>	<p>1 Day x 2 Websites (Article Publication)</p> <p>1 Week x 2 Websites (Article Publication)</p> <p>6 Posts (Article Posting)</p> <p>(Worth: RM42,000)</p>
<p>Special Package Cost 2024 (Total Worth) (Discount) Guaranteed Result</p>		<p>RM 10,000 (RM23,000) (>56%) N/A</p>	<p>RM 15,000 (RM44,000) (>65%) (>5,000 Reads)</p>

Notes: 1. All Contents are mutually owned with the client.

Media Interview ARTICLE & VIDEO Package Cost (Malaysiakini and/or Digital News Asia “Sustainability” Section)

No.	Inventory	Option III	Option IV
Sustainability Content Production	<p>2.1 Content: Media Interview Article / Video Topic: Sustainability, ESG Language: EN/BM/CN Lengths: < 1,000 words (Article) / 2-3 min (Full Video) & < 1 min (Short Reel)</p> <p><i>*Article & Video’s copyrights are mutually owned with the client.</i></p>	<p>1 Article + 1 Video (2 Clips) (Full Version & Short Reel)</p> <p><i>(Worth: RM22,000)</i></p>	<p>1 Article + 1 Video (2 Clips) (Full Version & Short Reel)</p> <p><i>(Worth: RM22,000)</i></p>
Sustainability Content Publication & Circulation	<p>Website: 2.2.1 Malaysiakini + Digital News Asia: Cover Story (Desktop) Homepage Site Take Over & (Mobile) Homepage First View / Mobile Card Frequency Cap: 1 view / UV / 12 hours</p> <p>2.2.2 Malaysiakini + Digital News Asia: Sustainability Section (Desktop & Mobile) Homepage Sustainability Section</p> <p>Social Media: 2.2.3 Malaysiakini + Digital News Asia: Social Media Facebook, X, Instagram, LinkedIn, TikTok, Youtube Posting Format: Article/Video with caption, URL link, #hashtag, handshake/tag with client’s pages.</p> <p><i>*Boost to targeting audience & location are available.</i></p>	<p>2 Days x 1 Website <i>(Article & Video Publications)</i></p> <p>2 Weeks x 1 Website <i>(Article & Video Publications)</i></p> <p>5 Posts <i>(Article & Video Postings)</i></p> <p><i>(Worth: RM40,000)</i></p>	<p>2 Days x 2 Websites <i>(Article & Video Publications)</i></p> <p>2 Weeks x 2 Websites <i>(Article & Video Publications)</i></p> <p>10 Posts <i>(Article & Video Postings)</i></p> <p><i>(Worth: RM80,000)</i></p>
<p>Special Package Cost 2024 (Total Worth) (Discount) Guaranteed Result</p>		<p>RM 17,000 (RM62,000) (>72%) N/A</p>	<p>RM 22,000 (RM102,000) (>78%) (>5,000 Reads & >20,000 Views)</p>

Notes: 1. All Contents are mutually owned with the client.

2. Agency commission only applicable for Package Options III & IV.

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 & Digital News Asia**
>5 mil Users monthly , **>50 mil Pageviews monthly** , **>10 mil SocMed Followers**

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