

# malaysia**kini** kini**TV**

## Event Coverage

[Article & Video]

[Website + Social Media + Branded Capsule]

[EN, BM, CN]

Proposal by **FG** MEDIA

# 1.1 Event Coverage ARTICLE

Format: **Event Coverage & Media Reporting**

Length: ~ **1,000 words** Language: **EN,BM,CN**

*\*Article's copyright is mutually owned with client.*

*\*Services included: A writer will be attending the event and do write-up.*

## McDonald

malaysiakini  
news and views that matter



KANDUNGAN BERJENAMA

Bulan Komuniti McDonald's Ukir Senyuman 12,000 Anak Yatim

Diterbitkan: Oct 18, 2023 5:41 PM • Dikemaskini: 5:41 PM

Setiap bulan Oktober, McDonald's Malaysia merayakan Bulan Komuniti untuk terus mengukuhkan komitmen kemasyarakatannya dan menceriakan kanak-kanak yang kurang bermasib baik.

Yang menariknya sepanjang bulan ini, McDonald's akan memperuntukkan RM300,000 bagi menganjurkan majlis sambutan hari jadi bersama 12 ribu anak yatim dari 400 rumah kebajikan yang terpilih di seluruh negara.



## SME Growth Summit

malaysiakini  
news and views that matter



CORPORATE ANNOUNCEMENT

SME Growth Summit 2023: Unlocking SMEs Potential!

Published: May 12, 2023 5:49 PM • Updated: 5:50 PM

Unlocking potential in your business means turning your "shoulds" into "musts" and creating that ultimate belief that you can grow your business even if it is a small and medium-sized enterprise.

Jointly organised by Malaysiakini and Kakitangan.com, **SME Growth Summit 2023** pioneered the concept "Connect, Exchange of Ideas and Create", and has equipped the delegates with ideas, connections and models they need to scale up their business.



## Lalamove

malaysiakini  
news and views that matter



CORPORATE ANNOUNCEMENT

Lalamove: Delivering joy to senior citizens, this Parents' Day

Published: Jun 20, 2023 10:36 AM • Updated: 10:38 AM

This event reflected Lalamove's dedication to support local communities through its CSR programme, **Deliver Care**. The programme witnessed generous donations from Lalamove's business clients, including Caring Pharmacy, Corvan Asia Sdn Bhd, White On White (M) Sdn Bhd, Paradigm Global Marketing and OneWorld PPE.

Caring Pharmacy graciously provided free health checkups to the elderly



Healthcare professionals from Caring Pharmacy conducting general health consultations to the senior citizens

In a remarkable display of support, Caring Pharmacy lends their expertise to uplift the well-being of the residents. Skilled

## Maaedicare

malaysiakini  
news and views that matter



CORPORATE ANNOUNCEMENT

Maaedicare illuminates the path to wellness by providing Free Health Screening

To foster public awareness on health care, **Maaedicare Charitable Foundation** recently hosted a health screening event "Maaedivibes Health and Wellness Day 2024" at NU Sentral.

What illnesses can be detected through a Health Screening?



"Common conditions identified through screening include high blood pressure, high cholesterol, diabetes, thyroid conditions, pre-cancerous condition, health and lifestyle changes. By providing on-the-spot assessments, attendees have gained valuable insights into their health status and take appropriate actions towards healthier lifestyles," said Dr. Mohammad Shazi.

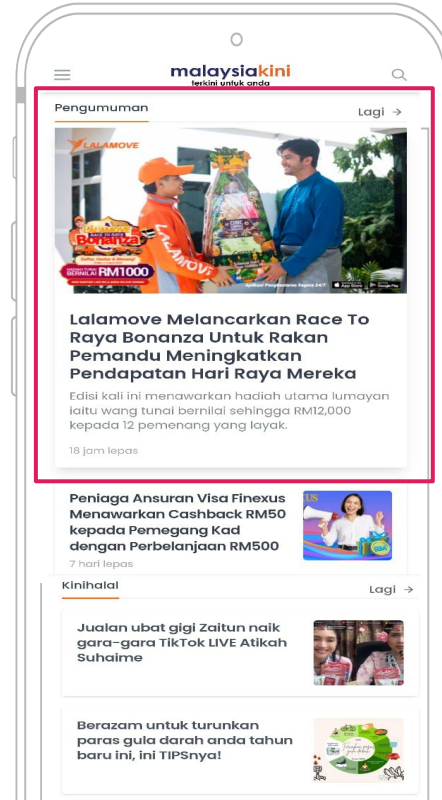
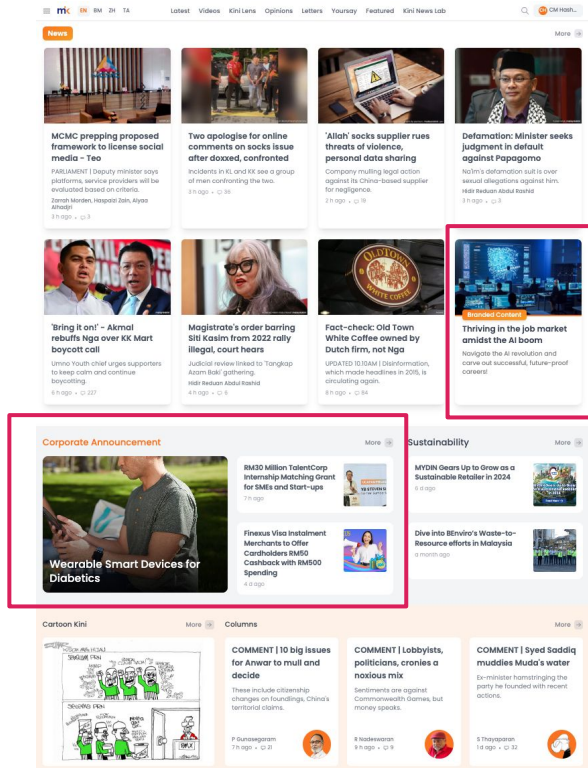
# 1.2 Event Coverage ARTICLE Publication

Website: **Malysiakini (Desktop & Mobile)** Homepage **Branded Content / Announcement / Events Section**

*\*Services included: Article page design, hosting on Mkini.*

(Mobile Homepage) **Branded Content / Announcement**

(Desktop Homepage) **Branded Content / Announcement**



# 2.1 Event Coverage VIDEO

Format: **Event Coverage & Media Reporting**

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

Publication: **Malysiakini & KiniTV (SocMed) FB, IG, X, TikTok, Youtube**

*\*Video's copyright is mutually owned with client.*

Language: EN, BM, CN

*\*Services included: Scriptwriting, shooting, editing, voiceover, subtitles etc.*

**Shorts Reel** (Publish the same day as event)

**Full Video** (Publish in the following days/week after the event)

**MBB Islamic TikTok**



**KPKT Youtube**



**MBB Islamic Facebook**



**McD Instagram**



**HRD Corp X**



**CIMB Mihas Facebook**



## 2.2 Event Coverage VIDEO Publication

Publication (Full Video:) **KiniTV (Bulletin News) Branded Capsule insertion**

Bulletin News Circulation: Mkini & KiniTV - Desktop & Mobile, FB, Youtube

**Bank Islam** (Sekilas Fakta: Branded Capsule)  
(timecode: 11:11 onwards)



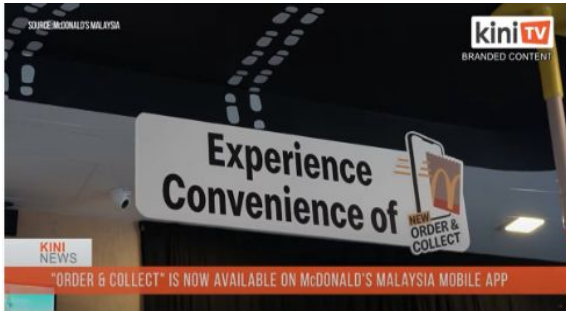
**Sun Life** (Kini News: Branded Capsule)  
(timecode: 10:34 onwards)



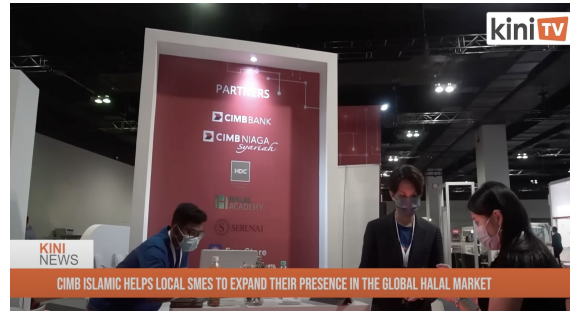
**TikTok Shop** (Kini News: Branded Capsule)  
(timecode: 14:04 onwards)



**McDonald** (Kini News: Branded Capsule)  
(timecode: 09:30 onwards)



**CIMB Islamic** (Kini News: Branded Capsule)  
(timecode: 08:40 onwards)



**Ministry of Finance (MOF)**  
(BM Branded Capsule) (standalone)



# Malaysiakini & KiniTV: Event Coverage (Article & Video) Package Cost 2024

## Media Inventories

### 1.0 Event Coverage Article

Total: **1 Article**

Format: **Event Coverage & Media Interview**

Length: ~1,000 words (1 Language: EN/BM/CN)

*\*Article's copyright is mutually owned with client.*

Article Publication:

**Website: Malaysiakini** (Desktop & Mobile) Homepage  
**Branded Content / Announcement / Events** Section

Duration: **1 Day**

**Social Media: Malaysiakini - FB, X, IG**

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

Total: **3 Posts**

Target Result: **>2,000 Reads**

### 2.0 Event Coverage Article

Total: **1 Full Video OR 1 Shorts Reel**

Format: **Event Coverage**

Length: ~2-3 min (Full video) + <1 min (Short Reel)

*\*Video's copyright is mutually owned with client.*

Video Circulation:

**Social Media: Malaysiakini & KiniTV : FB, X, IG, TikTok, Youtube**

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

Total: **5 Posts**

**KiniTV (Bulletin News): Branded Capsule insertion**

Bulletin News Circulation: Mkini & KiniTV - Desktop & Mobile, FB,  
Youtube.

Total: **1 Insertion**

Target Result: **>20,000 Views**

**Package I (Article): RM5,000**

(Total Worth: RM10,000) (Discounted -50%) (ROI: 2x)

**Package II (Video): RM10,000**

(Total Worth: RM30,000) (Discounted -66%) (ROI: 3x)

**Bundle Package III (Article + Video): RM13,000**

(Total Worth: RM40,000) (Discounted >68%) (ROI: 3.2x)

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

2. Agency commission only applicable for Bundle Package III.

# 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 Users monthly , ~50 mil Pageviews monthly, >9.1 mil SocMed Followers**

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