



EDM

Business & Mass Readers DATABASE

(KiniEvents & Kini Morning Brief)

Data Literacy in today's Digital Age
 Understand the importance of data in the contemporary world dominated by digital technologies in our upcoming panel discussion.
 Join us on **13th December at Brickfields Asia College (BAC)** for NDSP #8 at 2pm.
 Redeem **RM20 Touch n Go credit** at our registration desk.
 Only for **ON-GROUND** attendees!
[RSVP HERE](#)

VANILLA VILLAGE EXPERIENTIAL FARM TOUR
 hands-on . interactive . immersive
 Explore Malaysia's 1st and largest vanilla smart farm! Includes guided farm tour, hands-on activities, vanilla planting, **FREE** handcrafted pure vanilla ice cream and so much more!
[BOOK NOW](#)

Take the Quiz and find Your Dream Vacation
 Stand a chance to win **2 GSC Movie Tickets** when you answer the quiz.
 Don't miss this opportunity to connect with your inner explorer and ignite your wanderlust. Remember, the world is yours to explore, and **Trafalgar** is here to make your travel dreams a reality.
[Answer quiz & Win 2 gsc Tickets](#)



Prepared by **FG MEDIA**

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- EDM Ad Insertion & Summary

Part 3: Package Cost

Examples of EDM Ad Insertion

kiniEvents
National Data Sharing Policy Series
How businesses can view data not just as an asset but as a currency?

TOP IN TECH
National Data Sharing Policy Series 8
**Data is the new currency ..
Eureka**

23rd November, Thurs | 10am - 1pm
Work

RSVP for free before 23 November 2023
Seats are limited to 100 attendees

Secure My Seat Now

More events from KiniEvents!

GenZ @ the Podium
Amendment of Whistleblowing Protection Act Malaysia
Session 6: Amendment of Whistleblowing Protection Act
Stay tuned for live streams on Malay Radio Facebook & X/Twitter/YouTube. Broadcast October 23, 2023, from 2.30 pm to 4.30 pm.

National Data Sharing Policy Series 8
Data and the new currency... the process
Watch Replay

kiniEvents
Join in the upcoming National Data Sharing Policy Series

TOP IN TECH
National Data Sharing Policy Series 8
Data Literacy in today's Digital Age

Wed, 19th Dec 2023 | 4pm - 6pm
Auditorium @ Universiti Kebangsaan Malaysia

GET RM 20
only for on-ground attendees

RSVP NOW **TOP IN TECH**

Understand the importance of data in the contemporary world dominated by digital technologies in our upcoming panel discussion.

Join us on **12th December at BrokersAsia College (BAC)** for NDSBP at 4pm

Redeem **RM20** towards **Go Credit!** at our registration desk. Only for **ON-GROUND** attendees!

RSVP Here

TOP IN TECH
Carbon Credits: A Win-Win for Sustainability and Business?

19th Oct | Tuesday | 4pm - 5pm **RSVP NOW**

PAUL ABDEL RAZAK
Senior Lecturer, Universiti Kebangsaan Malaysia

NIKOLEE RUMAH
Business Development Officer, Carbon Data Group

ABDUL HADI
Head of Sustainability, M&P

Join us on Tues, 19th Oct, 4pm via Zoom

This episode will explore what carbon credits are, how do they work, and their role in promoting sustainable practices in businesses.

Join us on Tues, 19th Oct, 4pm via Zoom

RSVP NOW

MDC
MDX
MALAYSIA DIGITAL EXPO 2023 GRAND FINALE
16-18 November 2023 | MDC, Kuala Lumpur

Headline Speaker: Zack Kass

Find Out More

MALAYSIA RECORDS
THE VANILLA ISLAND

Vanilla Village Experiential Farm Tour
Explore Malaysia's 1st and largest vanilla smart farm includes guided farm tour, hands-on activities, vanilla planting, FREE handcrafted pure vanilla beverage and much more!

BOOK NOW!

VANILLA VILLAGE EXPERIENTIAL FARM TOUR
DATE: 19 OCT 2023 | TIME: 10:00 AM

Explore Malaysia's 1st and largest vanilla smart farm includes guided farm tour, hands-on activities, vanilla planting, FREE handcrafted pure vanilla ice cream and so much more!

Book Now!

Advertisement

Program Penguikuan MikroMADANI

Program Penguikuan Mikro MADANI (Mikro MADANI) bertujuan untuk mengembangkan perniagaan mikro melalui bantuan kewangan dalam bentuk geran dan pinjaman serta pelaksanaan aktiviti penerangan dan capaian.

Geran Persekitaran Mikro (GPM)
Meningkatkan pembangunan perniagaan mikro menerusi bantuan kewangan yang menepatkan bantuan kewangan dan aktiviti maklumat logi kepada usahawan perniagaan mikro.

Pembinaan Persekitaran Mikro (Persekitaran Mikro)
Mendukung barisan pemerkasa dan memperkasa perniagaan mikro melalui perkhidmatan logistik dan pembangunan komuniti perniagaan mikro.

Geran Persekitaran Desa Mikro (GPD)
Meningkatkan taraf pembangunan komuniti mikro dengan subsidi kepada usahawan mikro di kawasan luar bandar.

RSPP Plus Sederhana dan Inovatif
Mencorakkan usaha perniagaan perniagaan mikro dan Barisan Usahawan Sederhana & Inovatif melalui perkhidmatan bersepadu, geran paduan perniagaan.

Geran Persekitaran Mikro (GPM)
Meningkatkan perniagaan mikro menerusi bantuan kewangan. Status Persekitaran Mikro (RSPP) dan Persekitaran Mikro (RSPP).

Untuk maklumat lanjut, klik di sini!
<http://smecorp.gov.my/MIKROMADANI>

Anda pemilik perniagaan mikro dan perlukan bantuan untuk mengembangkan perniagaan?

TOP IN TECH
SUMMIT & INNOVATION AWARDS 2023

8 CATEGORIES ARE OPEN FOR ENTRY

Submit Now
By 30th Nov 2023

Calling all visionaries, entrepreneurs, startups, SMEs, and budding innovators!

The Top In Tech Innovation Awards is back to salute your remarkable innovative stories and noteworthy journey in this golden age of innovation!

Submission is open until 30th Nov 2023 (No fee required for submitting an entry)

Take me to the Submission Form

Don't miss out on our event happening this month!

National Data Sharing Policy Series 8 will dive deeper into the interplay of the data journey, covering aspects such as data extraction, refining skills, governance and compliance, and the valuable lessons learned in overcoming data-related challenges.

Don't miss out! Join us on Thurs, 19th Oct, 10am at WTC@, KL Sentral (Seats are limited to 100 seats only!)

Only 100 seats left!

Secure My seat now

Advertisement

19-22 OCT
MALAYSIA LEADERS CONFERENCE CENTRE

Revolutionizing Digital Landscape with AI, Net Zero, and Biotech

Day 1 (19 October)
SME Digitalisation Summit

Day 2 (20 October)
SME ESG Summit

Day 3 (21 October)
AI, Net Zero & Biotech Investor Summit

Day 4 (22 October)
Sembang Inovasi/Innovation Dialogue Day (20 Startups)

Day 1-4 (19 - 22 October)
Exhibition & Showcase (250 Booths)

Example of EDM Report



Calling all visionaries, entrepreneurs, startups, SMEs, and budding innovators!

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Visa fee required for submitting an entry.

[Take me to the Submission Form](#)

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Advertisement

SDEC 2023 to Kick Off on October 18-22
Paving the Way Forward for Malaysia's Digital Future



Awards + NDSP 5 + SDEC Ads -
NDSP List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:30 PM

539 Sent
32.47% Opened
4.45% Clicked



Awards + NDSP 5 + SDEC Ads - KE
List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:30 PM

7,497 Sent
19.38% Opened
0.51% Clicked



Awards + NDSP 5 + SDEC Ads -
SME/TIT List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:30 PM

4,567 Sent
23.08% Opened
1.34% Clicked



Awards + NDSP 5 + SDEC Ads -
YYC List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:15 PM

157 Sent
19.11% Opened
1.91% Clicked

EDM System: Octopus

Benchmark Result:
Business Database Non-Targeting
(~40k emails)

Est. Open Rate : >5%

Benchmark Result:
Business Database Segments Targeting
(~70k emails)

Est. Open Rate : >8%

Database Summary

Total Database Size:

~75,000 emails

Segmented Database:

~40,000 emails

By Industry: 24,046 emails

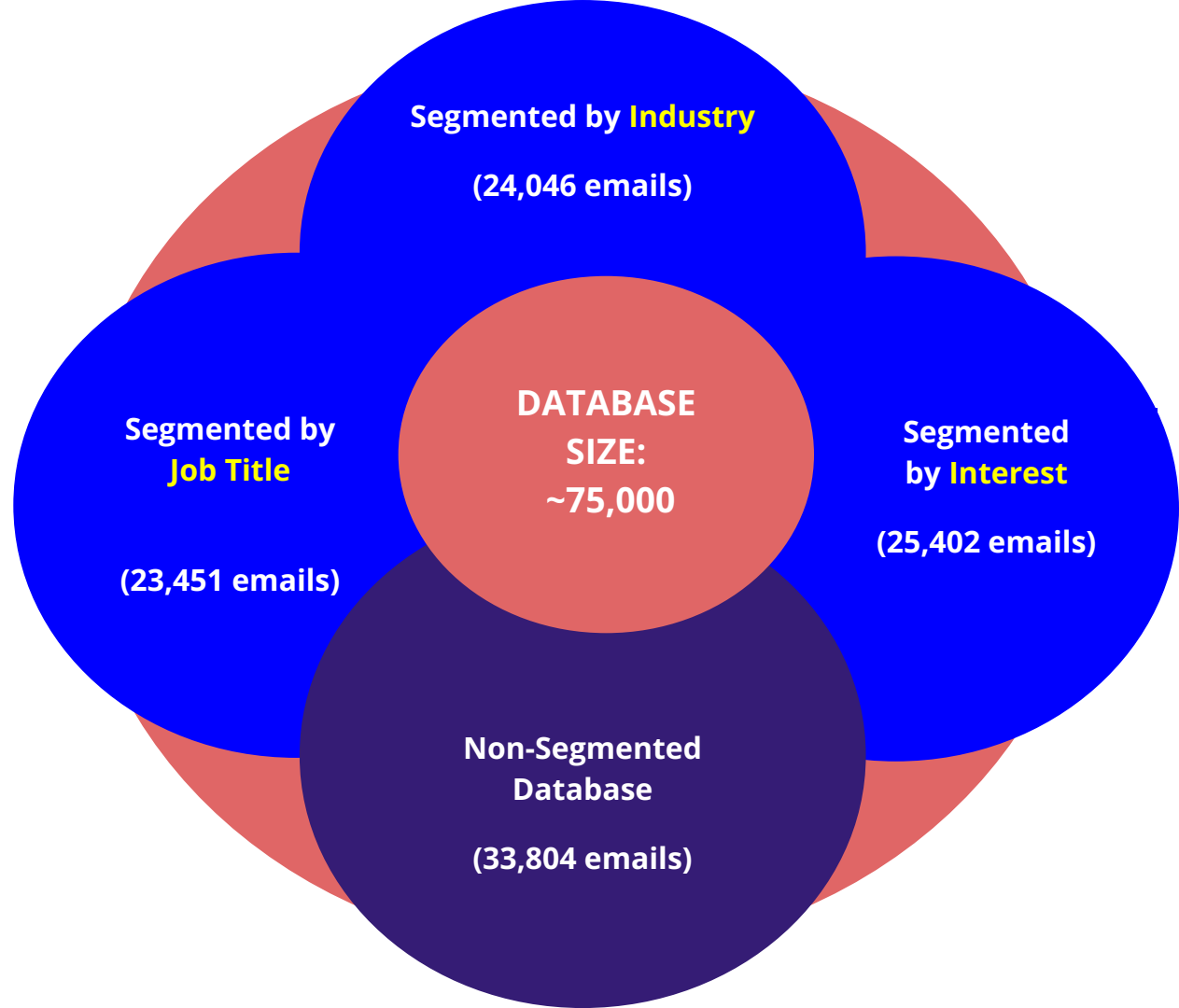
By Job Title: 23,451 emails

By Interest: 25,402 emails

Non-segmented Database

(Race & Gender):

~33,000 emails

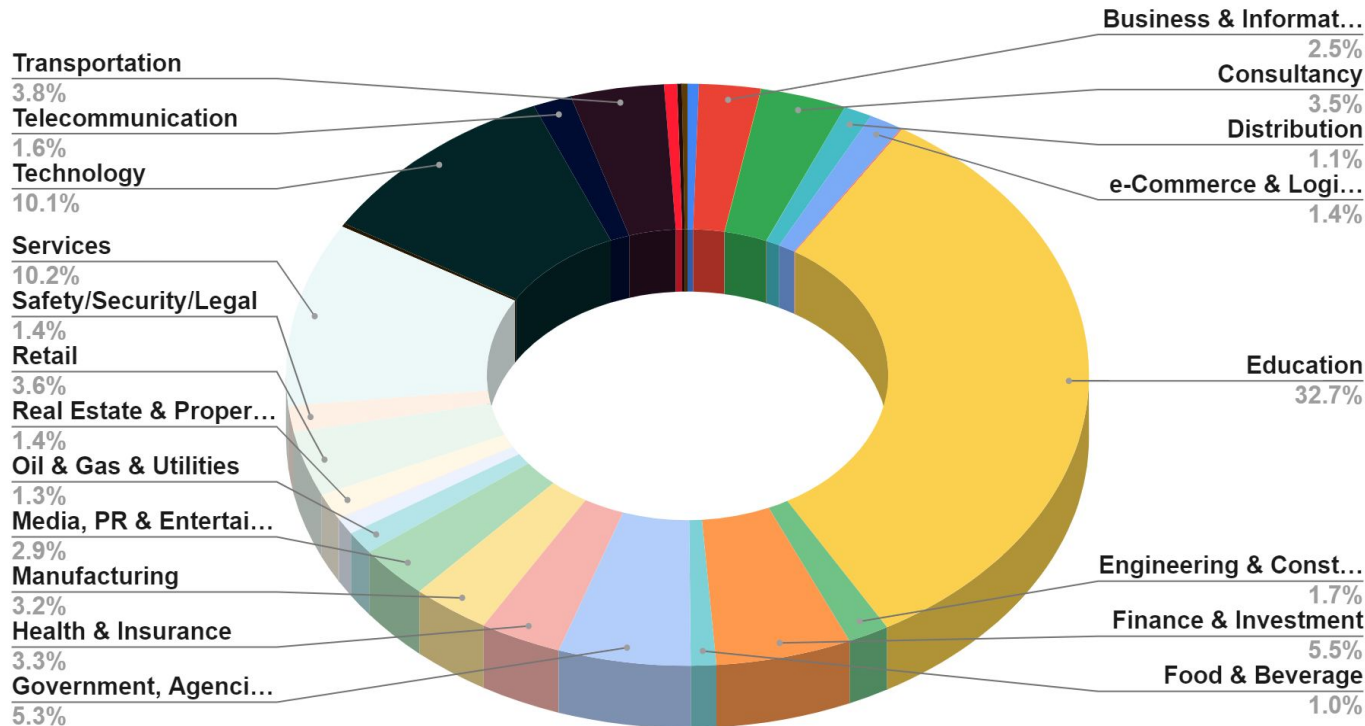


Segmented by Industry

(Total: **24,046** emails)

Top 5 Industries:

1. **Education: 32.7%** (7,871 emails)
2. **Services: 10.2%** (2,461 emails)
3. **Technology: 10.1%** (2,420 emails)
4. **Finance & Investment: 5.5%** (1,317 emails)
5. **Govt, Agencies & Embassy: 5.3%** (1,282 emails)

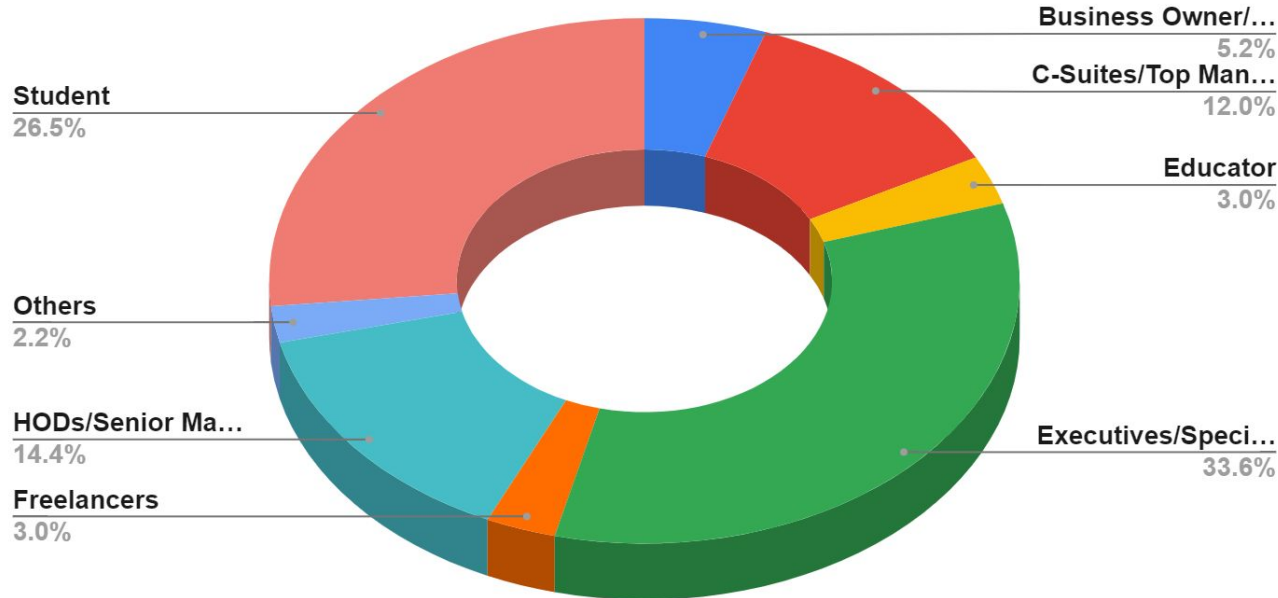


Segmented by Job Title

(Total: **23,451 emails**)

Top 5 Job Titles:

1. **Executives / Specialists: 33.6%** (7,884 emails)
2. **Student: 26.5%** (6,223 emails)
3. **HODs / Snr Managers / Managers - 14.4%** (3,369 emails)
4. **C-Suites / Top Management - 12.0%** (2,809 emails)
5. **Business Owner - 5.2%** (1,231 emails)

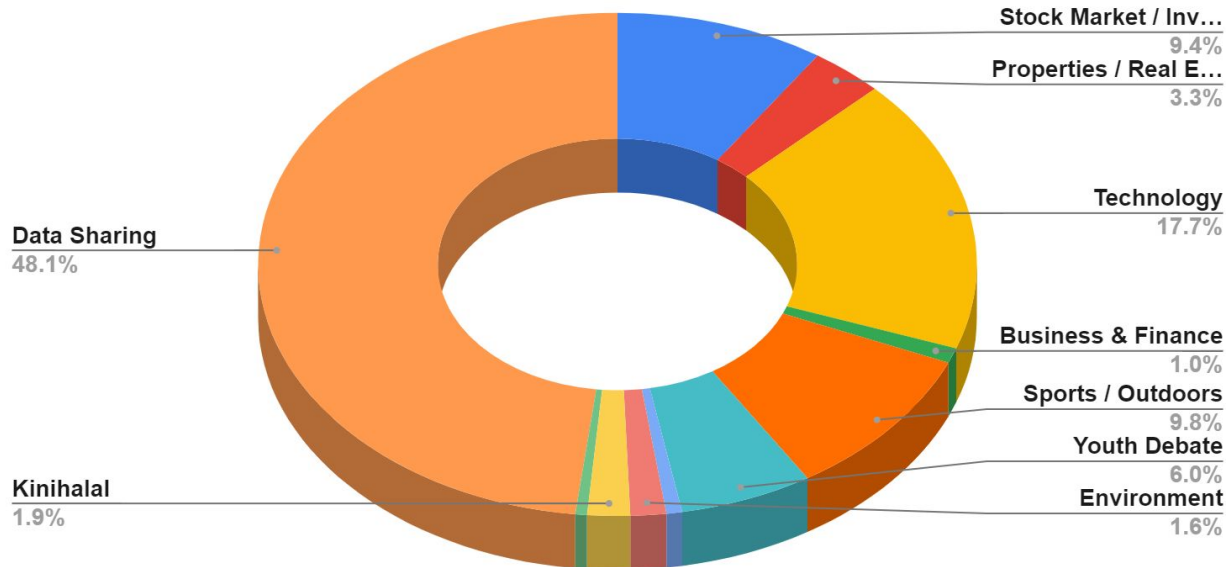


Segmented by Interest

(Total: **25,402 emails**)

Top 5 Interest:

1. **Data Sharing: 48.1%** (12,224 emails)
2. **Technology: 17.7%** (4,497 emails)
3. **Sports / Outdoors: 9.8%** (2,479 emails)
4. **Stock Market / Investment: 9.4%** (2,389 emails)
5. **Youth Debate: 6.0%** (1,521 emails)

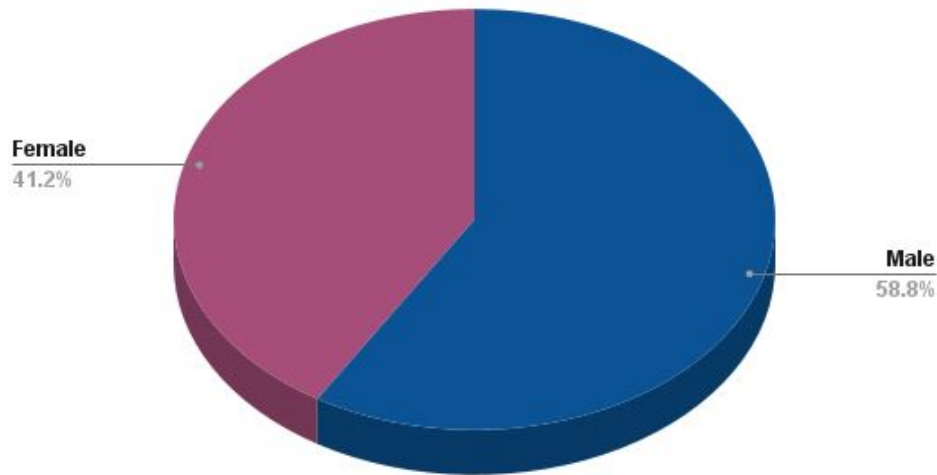
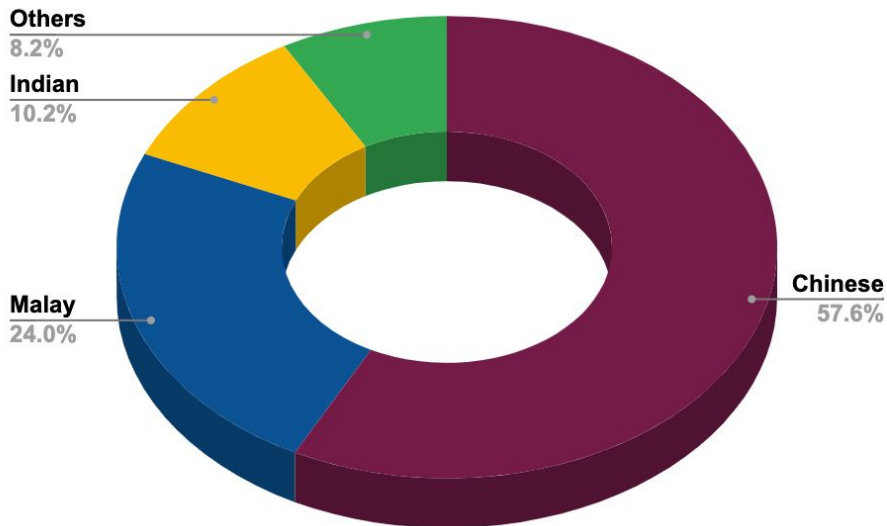


Segmented by Gender & Race

(Total: **33,804 emails**)

Breakdown by Race

1. Chinese - 57.6% (19,471 emails)
2. Malay - 24.0% (8,114 emails)
3. Indian - 10.2% (3,448 emails)
4. Others - 8.2% (2,771 emails)



Breakdown by Gender

1. Male - 58.8% (19,876 emails)
2. Female - 41.2% (13,927 emails)

Kini Morning Brief: EDM Ad Insertion

Daily Newsletters: **Kini Morning Brief (EN/BM)** Article posting at “**Announcement**” section

Kini Morning Brief 06:16
to me

malaysiakini

kini morning brief


Prepared for you
By Zhen Kamaruzaman


Good morning. Here's what you should know today.


Key Highlights

- Sock-gate triggers friendly fire
- Vigilanteism over sock comments
- Padu deadline looms


HIGHLIGHTS


 ['Allah' socks supplier rues arson threat, personal data sharing](#)


 [Woman remanded for breaching men's prayer room at Penang mosque](#)

 [Anwar: Focus on big issues, not squabble over bak kut teh, canteens](#)


Views that matter


 [10 big issues for Anwar to mull and decide](#)
By P Gunasegaram


 [Syed Saddiq muddies Muda's water](#)
By S Thayaparan

 [PAS has misunderstood the meaning of Ramadan](#)
By Mariam Mokhtar

Other news that matter

 [Agong: I'm not an idol to be worshipped](#)


 [King questions if KL congested due to unequal development](#)

 [Lawfully eligible but denied citizenship, a woman's 30-year fight](#)

Announcement


[Personalising Cancer Care: A Journey Towards A Person-Centred Cancer Journey at SJMC](#)

Amidst the challenging journey of cancer care, SJMC emerges as a beacon of hope, advocating for a more personalised, person-centred approach to cancer care. SJMC is committed to putting patients at the centre of every decision while bridging the care gap.




[Finexus Offers Customised e-Invoicing Solutions for Diverse Industries](#)

Finexus has unveiled a suite of four LHDN e-Invoicing models catering to a wide array of businesses, including MSMEs, SMEs, retailers, corporations, MNCs, and banks.




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Kini Morning Brief is delivered to you every weekday. [Tell your friends](#) about this newsletter. Add us to your contacts list to skip the junk filter.



You received this email because you are subscribed to the Kini Morning Brief
[Unsubscribe](#)

Database size:
~300,000 Emails

Open Rate: ~60%

Recipients:
-Malaysiakini
Subscribers
(Mass Audiences)

Email Schedule:
-Weekly
(Mon, Wed, Fri)

EMAIL BLAST PACKAGE COST

Option	Description	Inventory	Package Cost
I	<p>Format: EDM ad insert in KiniEvents' eNewsletter & Kini Morning Brief</p> <p>Database Type: Non-targeting (All segments) Total Database: ~130,000 Emails</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>2 EDMs (2nd or 3rd Slot)</p> <p>Non-Targeting</p>	<p>RM12,000 6% SST applicable (Total Worth: RM20,000)</p> <p>Est. Open Rate : >5%</p>
II	<p>Format: EDM ad insert in KiniEvents' eNewsletter</p> <p>Database Type: Segments-targeting (Base on Industry, Job Titles, Interests) Total Database: ~50,000 Emails</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>2 EDMs (2nd or 3rd Slot)</p> <p>Segment-Targeting</p>	<p>RM20,000 6% SST applicable (Total Worth: RM30,000)</p> <p>Est. Open Rate : >8%</p>

FOR **CUSTOM MADE PACKAGE:**

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

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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