

kini **TV**

MEDIAKIT

DESKTOP / MOBILE / SOCIAL MEDIA

Prepared by **FG** MEDIA

AUDIENCE INTEREST SEGMENTS

Top 10 Categories



Entertainment
144,800



Lifestyle & Hobbies
67,712



News & Politics
96,326



Health & Sports
59,679



Food & Dining
50,800



Business & Finance
25,197



Travel
31,521



Shoppers
27,773



Technology
26,157



Auto Enthusiast
17,088

Source: Google Analytics, Mar 2024

AUDIENCE DEMOGRAPHIC

GENDER GROUP



Male

53.66% (D)
60.77% (M)

More than 70% of the audience are male readers



Female

43.34% (D)
39.23% (M)

AGE GROUP

The higher reader group audience is in the age group of 45 to 54



18 - 24

6.99% (D)
1.10% (M)



25 - 34

12.52% (D)
4.67% (M)



35 - 44

16.07% (D)
20.89% (M)



45 - 54

26.51% (D)
28.03% (M)



55 - 64

18.51% (D)
30.80% (M)



65+

18.76% (D)
14.52% (M)

TRAFFIC (READERS & FOLLOWERS)



17,526

Overall Monthly **Desktop** Unique Readers

49,993

Overall Monthly **Desktop** Pageviews

4,652,088

Collective **Social Media** Followers

123,991

Overall Monthly **Mobile** Unique Readers

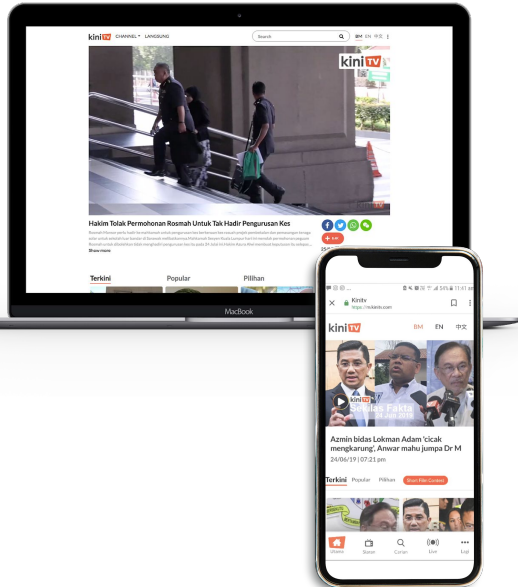
344,735

Overall Monthly **Mobile** Pageviews

Source: Google Analytics & Social Media, March 2024 (Overall)

AUDIENCE FIGURES (Desktop & Mobile)

Desktop & Mobile



Unique Visitors

EN
20,598

BM
81,350

CN
39,569



Page Views

56,670

243,012

95,046



Session Duration

00:02:15

00:02:19

00:02:53

Source: Google Analytics, March 2024

KINITV SOCIAL MEDIA PLATFORM

facebook

ENGLISH

<http://www.facebook.com/kinitv>

>600 K



>100 k monthly Post Reach
>146 k monthly Video Views

GENDER



Male

70%



Female

30%

AGE (OVERALL)



18 - 24

4%



25 - 34

27%



35 - 44

30%



45 - 54

19%



55 - 64

12%



65+

8%

facebook

MALAY

<http://www.facebook.com/kinitvbm>

>1.1 mil



>588 k monthly Post Reach
>1.3 mil monthly Video Views

GENDER



Male

73%



Female

27%

AGE (OVERALL)



18 - 24

4%



25 - 34

27%



35 - 44

32%



45 - 54

18%



55 - 64

12%



65+

7%

facebook

CHINESE

<http://www.facebook.com/kinitvcn>

>567 K



>310 k monthly Post Reach
1.1 mil monthly Video Views

GENDER



Male

67%



Female

33%

AGE (OVERALL)



18 - 24

3%



25 - 34

17%



35 - 44

27%



45 - 54

24%



55 - 64

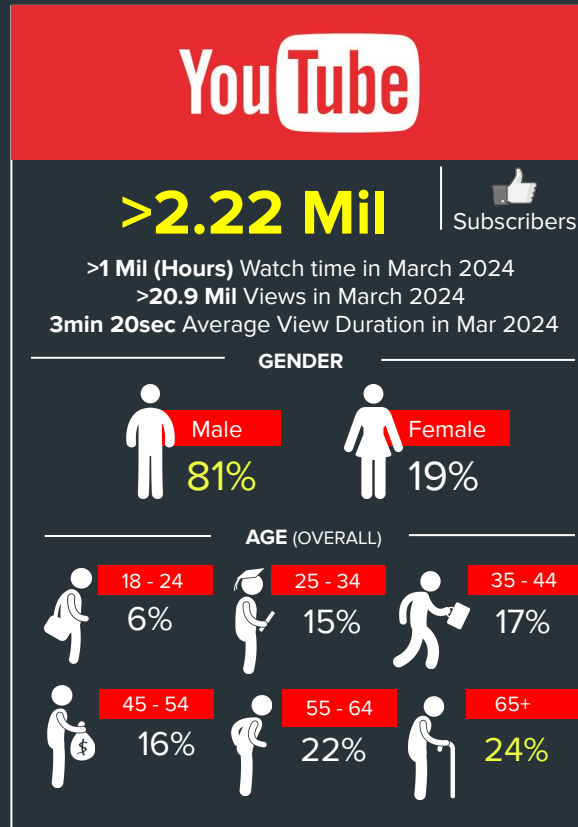
17%



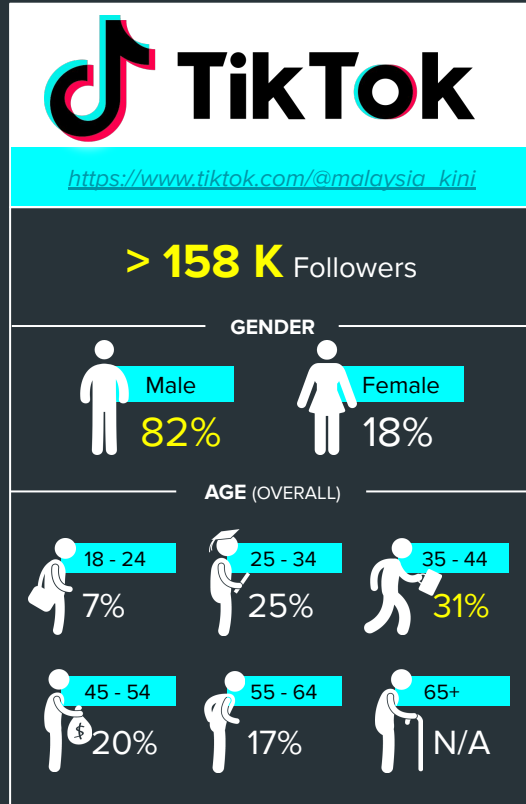
65+

12%

KINITV SOCIAL MEDIA PLATFORM



MALAYSIAKINI & KiniTV TikTok Platforms



Analytics

Engagement

Average Video Views: **11 mil**

Average Video Shares: **>37k**

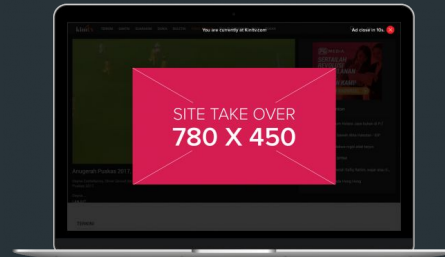
Average Video Likes: **> 237k**

STANDARD & OUT OF PAGE AD UNITS (DESKTOP)

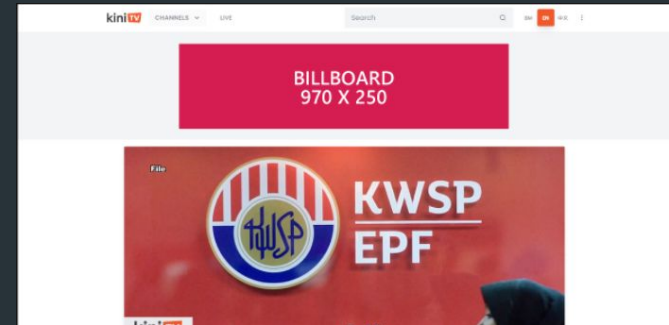
BALLOON AD



SITE TAKE OVER



BILLBOARD



STANDARD & OUT OF PAGE AD UNITS (MOBILE)

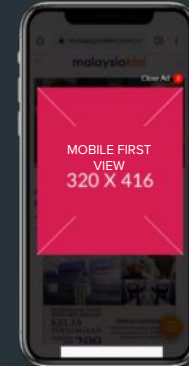
MOBILE ENGAGEMENT



MOBILE CARD



MOBILE FIRST VIEW



RATE CARD (DESKTOP & MOBILE & SOCIAL MEDIA)

Desktop & Mobile		
Ad Unit	KiniTV	Rate (CPM)
Site Take Over	Desktop	RM 40 (1 view/UV/12 hours)
Top Billboard		RM 30
Balloon Rectangle Video		RM 30 (1 view/UV/12 hours)
Mobile First View	Homepage	RM 40 (1 view/UV/12 hours)
Mobile Card/ Mobile Engagement	Mobile	RM 30 (1 view/UV/12 hours)

Social Media				
Ad Item	KiniTV	Language	Posting Format	Rate (Per Post per Page)
Social Media Posting	Facebook	EN, BM, CN	Video, Article, Images, URL, Hashtag, Handshake/ tag with client's social media page.	RM 2,000
	Youtube	EN, BM, CN	<i>*Boosting to target specific audience group is available</i>	RM 2,000
Ad Item	KiniTV	Language	Posting Format	Rate (Per Live-Stream Per Page)
Live Stream	Facebook	EN, BM, CN	Period: < 45 min	RM 5,000
	Youtube	EN, BM, CN	Live Content: Forum, Conference, Talkshow, Event Launching, Interview	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.

MEDIA REPORTING & EVENTS NEWS COVERAGE

01 **KiniTV Bulletin News**

02 **Branded Capsule**

03 **Video Ad Items**

KINITV BULLETIN NEWS

English 'Kini News'



Bahasa 'Sekilas Fakta'



Chinese 'Kinitv快报'



Concept And Duration

- **5 - 10 mins** for English, Malay & Chinese version
- It is a **Daily bulletin** that KiniTV released between **6-8 pm from Monday to Friday**
- **Will have 2 postings times daily** (8pm & following morning 9am), as these are the **peak times that people tune into social media.**
- Summary of **daily important news** with particular focus on **economics and political development** (topics that concerned by most of the Malaysian)

The daily average viewer hits

Total from Youtube & KiniTV

- English **Kini News** : **>30K** daily
- Bahasa Malaysia **Sekilas Fakta** : **>40K** daily
- Chinese **Kinitv快报** : **>30K** daily

BRANDED CAPSULE (Duration: 1.5 min)



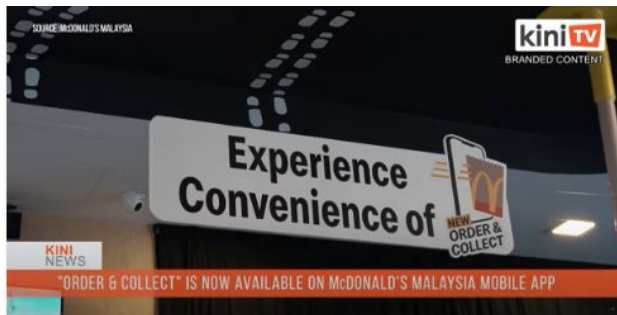
Bank Islam
Branded Capsule
(timecode: 11:11 onwards)



Sun Life Malaysia
Branded Capsule
(timecode: 10:34 onwards)



TikTok Shop
Branded Capsule
(timecode: 14:04 onwards)



McDonald
Branded Capsule
(timecode: 09:30 onwards)



CIMB Islamic
Branded Capsule
(timecode: 08:40 onwards)



Ministry of Finance (MOF)
Branded Capsule
(standalone)

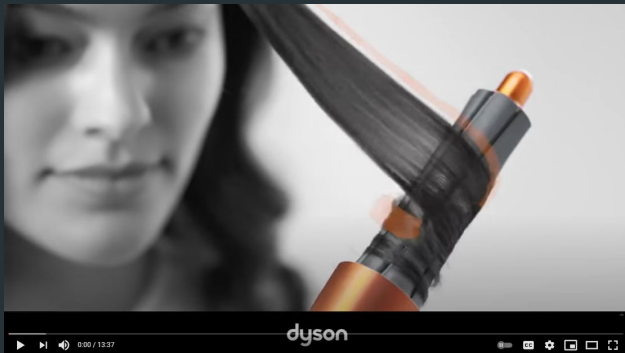
VIDEO AD UNITS



Pre-Roll (Skippable after 5sec, Clickable)

Video File: MP4 (Size limit: 2MB)
Duration: **max 30 seconds**

***Please also provide a landing URL and short caption for this ad**
***Run across ALL KiniTV News Videos**
(only on KiniTV Desktop & Mobile sites)



Opening Montage (Non-Skippable & Non-Clickable)

Video File: MP4 file
Duration: **max 10 seconds**

***Run on KiniTV Bulletin News** (Desktop, Mobile, FB & YT)

VIDEO AD UNITS



Mid-Montage (Non-Skippable & Non-Clickable)

Video File: MP4 file
Duration: **max 15 seconds**

- *Run on KiniTV Bulletin News (Desktop, Mobile, FB & YT)
- *inserted around midway or at 3/4 of the news



End-Montage (Non-Skippable & Non-Clickable)

Video File: MP4 file
Duration: **max 30 seconds**

- *Run on KiniTV Bulletin News (Desktop, Mobile, FB & YT)
- *inserted around midway or at 3/4 of the news

VIDEO AD UNITS



Overlay (Non-Skippable & Non-Clickable)

Format File: Image in PNG (Resize done by FG Media)
Duration: **Appear 2 times x 30 seconds each**

- *Client's Product/ Logo/ Promo Code
- *Run on KiniTV Bulletin News (Desktop, Mobile, FB & YT)



Backdrop Insertion (Non-Skippable & Non-Clickable)

Format File: Image in PNG (Resize done by FG Media)
Duration: **Appear throughout the bulletin news**

- *Client's Product/ Logo Placement
- *Run on KiniTV Bulletin News (Desktop, Mobile, FB & YT)

KINITV BULLETIN NEWS RATE CARD

Programme	Ad Items	Rate
KiniTV Bulletin News (EN) Kini News (BM) Sekilas Fakta (CN) 'Kinitv 快报' Bulletin News Circulation: KiniTV Desktop & Mobile KiniTV Facebook KiniTV Youtube Malaysiakini Desktop & Mobile Malaysiakini Facebook	Branded Capsule Insertion Format: Media Reporting Video Clip Duration: < 2 min Language: EN / BM / CN	RM 20,000 per insert per language <i>(Video production included)</i>
	Opening Montage / Backdrop Insertion Format: TVC video / Static image Duration: < 10 sec <i>(non-skippable & non-clickable) / Throughout</i> Language: EN / BM / CN	RM 15,000 per week per language <i>(TVC ad or image provided by client)</i>
	Pre-Roll Format: TVC video Duration: < 30 sec <i>(clickable & skippable after 5 secs)</i> Language: EN / BM / CN	RM 10,000 per week per language <i>(TVC ad provided by client)</i>
	Overlay Format: Image (animation) Duration: 2 times x 30 sec <i>(non-skippable & non-clickable)</i> Language: EN / BM / CN	RM 10,000 per week per news language <i>(Image provided by client)</i>

FOR CUSTOM MADE PROPOSAL:

Email: advertise@fgmedia.my 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, >12 mil SocMed Followers

HASHVNE @ SHASHAH

hashvne@malaysiakini.com
013-359 2776

SYAHIRAH IBRAHIM

syahirah@malaysiakini.com
017-619 0307

HANANI

nurhanani@malaysiakini.com
011-2820 1125

LINA SHALNI

lina@malaysiakini.com
017-728 7395

ZUHAIRAH

zuhairah@malaysiakini.com
011-6567 6168

Address: No 9, Jalan 51/250a, Off Jalan Tandang,
46050 Petaling Jaya, Selangor

Website: www.fgmedia.my