

malaysia**kini** MEDIKIT

DESKTOP / MOBILE / SOCIAL MEDIA

Prepared by  **MEDIA**

AUDIENCE INTEREST SEGMENTS

Top 10 Categories



Entertainment
2,832,174



Lifestyle & Hobbies
1,463,479



News & Politics
2,120,502



Health & Sports
1,399,700



Food & Dining
1,069,576



Business & Finance
528,254



Shoppers
661,975



Travel
707,719



Technology
604,425



Auto Enthusiast
280,445

Source: Google Analytics, March 2024

AUDIENCE DEMOGRAPHIC

GENDER GROUP



Male

50.59% (D)
54.73% (M)

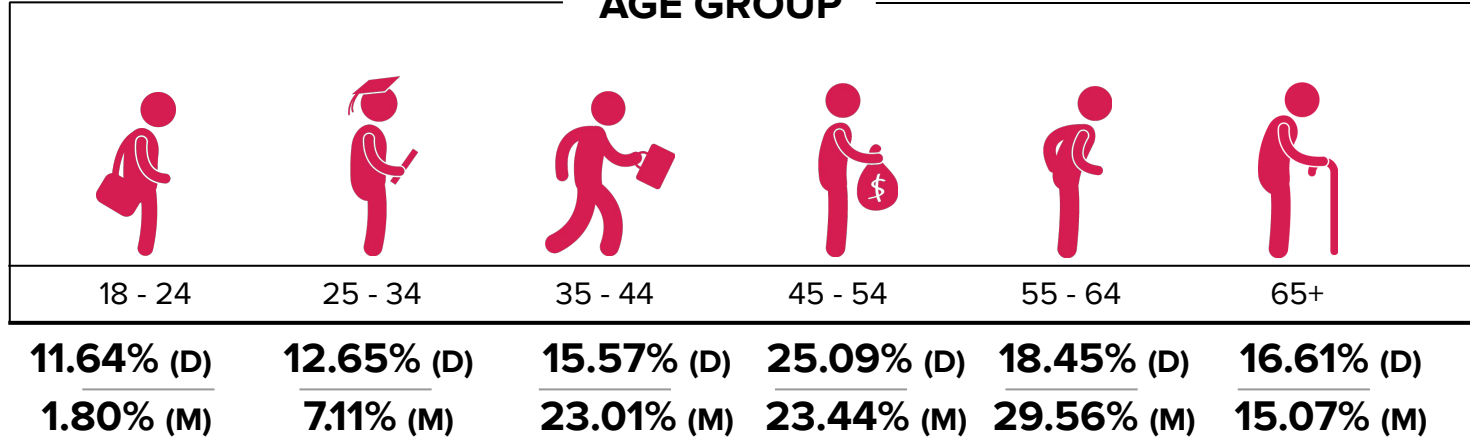
Around 54% of the audience are male readers



Female

49.41% (D)
45.27% (M)

AGE GROUP



Weekly reach - online

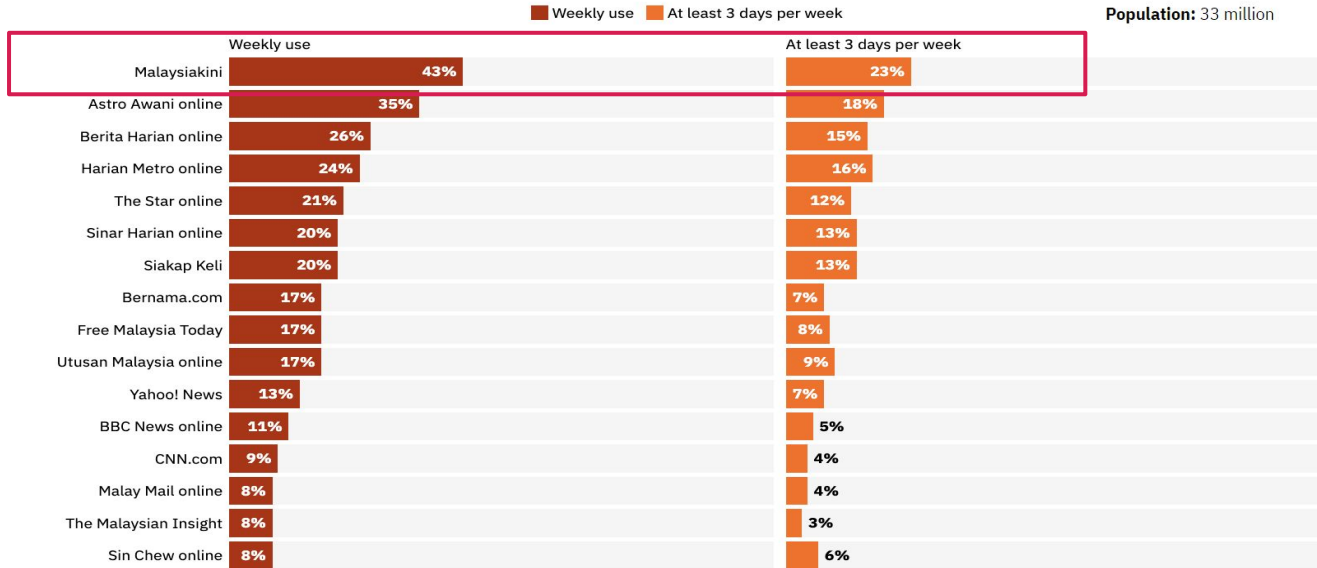
ONLINE
Malaysia



Malaysia

Population: 33 million

Internet penetration: 94%



[Get the data](#) • [Embed](#)



As online and social media remain as the predominant sources of news for Malaysian users, **Malaysiakini** has once again achieved the top #1 position in weekly reach in Malaysia since 2020. Read the 2024 report [here](#).

Top Websites

News and Media | Mar 2024 | Malaysia

Domain (5,092)	Traffic Share	MoM Traffic Ch	Rank	Monthly Visits	Unique Visitors	Quarterly Change	Desktop vs Mobile	Visit Duration
yahoo.com	7.10%	↑ 5.26%	#13	20.40M	3.448M	↑ 5.44%	67.3% / 32.7%	00:09:07
malaysiakini.com	5.42%	↑ 7.23%	#20	15.58M	2.057M	↑ 7.25%	16.4% / 83.6%	00:04:47
thestar.com.my	4.91%	↑ 20.84%	#26	14.11M	2.469M	↑ 1.54%	14.0% / 86.0%	00:03:27
hmetro.com.my	4.53%	↑ 7.40%	#25	13.02M	2.783M	↓ 4.83%	6.9% / 93.1%	00:03:29
bharian.com.my	4.08%	↑ 26.17%	#33	11.73M	3.005M	↑ 4.19%	9.6% / 90.4%	00:02:31
freemalaysiatoday.com	3.03%	↑ 24.69%	#47	8.715M	1.978M	↑ 5.98%	13.0% / 87.0%	00:02:52
sinarharian.com.my	2.78%	↑ 29.10%	#45	7.986M	2.560M	↑ 15.91%	6.9% / 93.1%	00:02:37

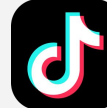
Direct Traffic Leaders

News and Media | Mar 2024 | Malaysia

Domain	Traffic Share	Change
yahoo.com	38.92%	↑ 7.45%
malaysiakini.com	6.90%	↓ 3.88%
thestar.com.my	4.07%	↓ 5.48%
douyin.com	3.13%	↑ 11.33%
freemalaysiatoday.com	2.14%	↓ 4.59%
sinchew.com.my	1.93%	↑ 9.29%

TRAFFIC (READERS & FOLLOWERS)

malaysiakini



731,968

Overall Monthly **Desktop** Unique Readers

8,614,269

Overall Monthly **Desktop** Pageviews

12,000,000

Collective **Social Media** Followers

4,179,871

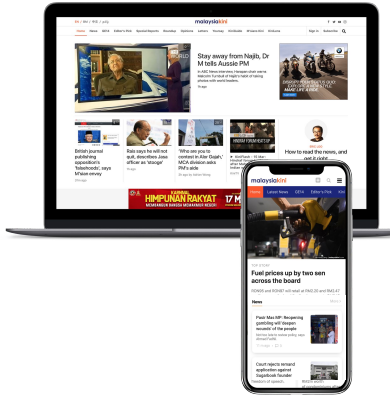
Overall Monthly **Mobile** Unique Readers

42,195,210




Overall Monthly **Mobile** Pageviews

Source: Google Analytics & Social Media, Mar 2024




Audience Figures (Desktop & Mobile)



HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	550,989	396,262	64,558	4,413
 Page Views	8,078,861	10,211,651	1,272,131	12,426
 Session Duration	00:04:08	00:03:43	00:03:56	00:00:46

INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	1,697,936	1,891,098	332,165	4,418
 Page Views	17,041,404	12,840,244	1,340,966	11,796
 Session Duration	00:03:48	00:02:50	00:02:02	00:01:51

Source: Google Analytics, Mar 2024

DESKTOP FIXED AD POSITIONS

HOME PAGE

INSIDE PAGE

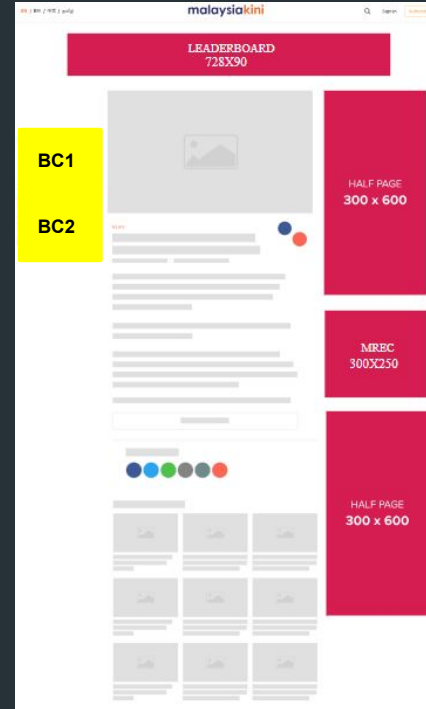
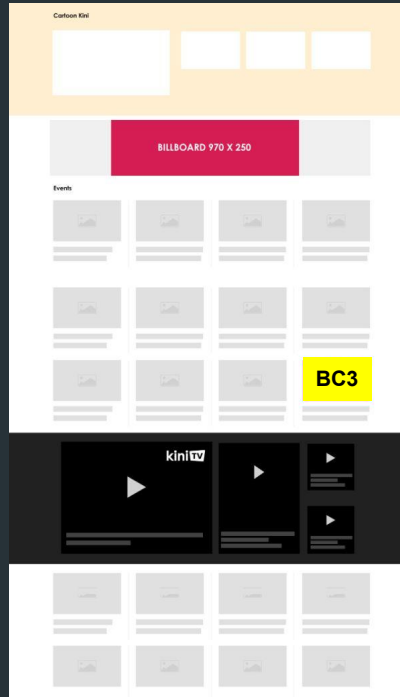
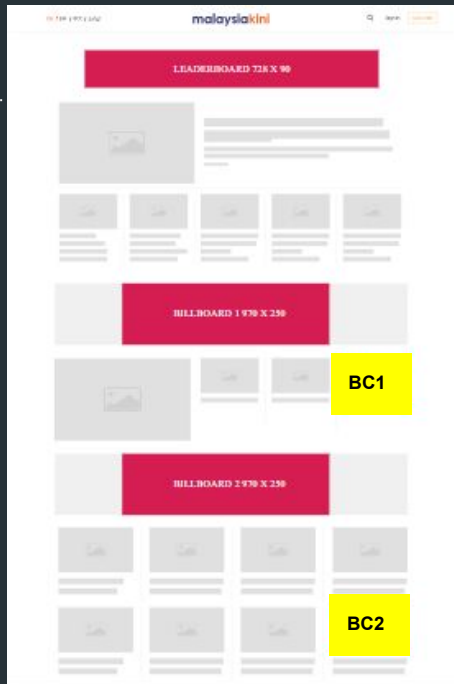
continue



LEADERBOARD
(728px X 90px)

BILLBOARD
(970px X 250px)

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



LEADERBOARD
(728px X 90px)

HALF PAGE
(300px X 600px)

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

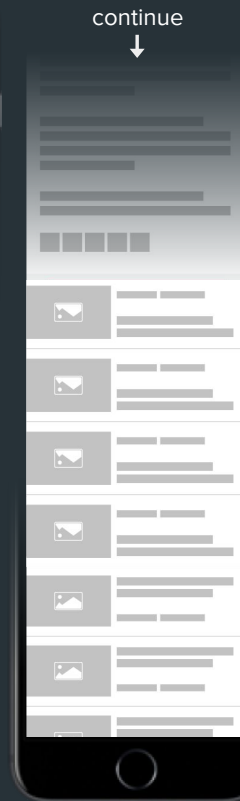
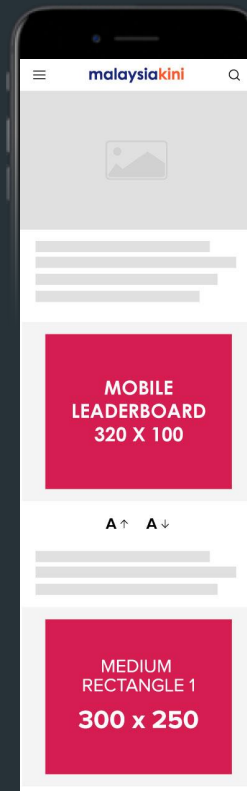
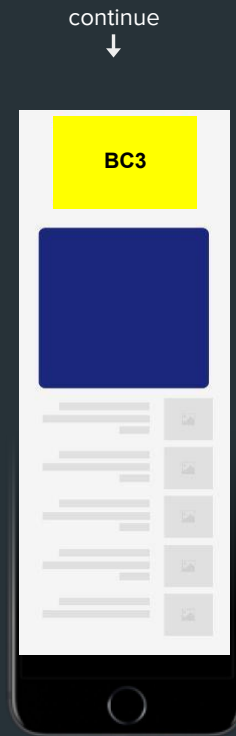
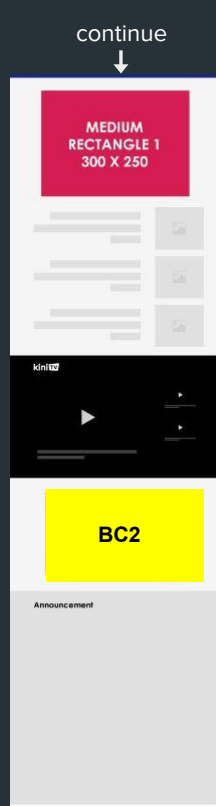
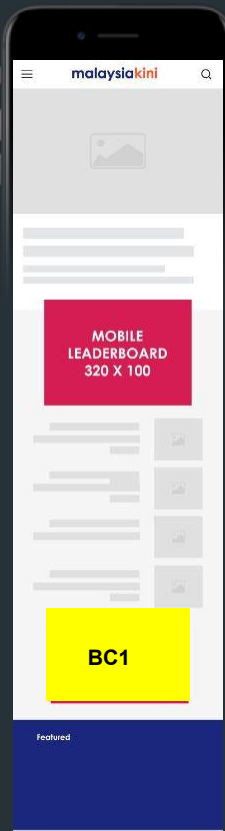
MOBILE FIXED AD POSITIONS

HOME PAGE

INSIDE PAGE

MEDIUM RECTANGLE
(300px X 250px)

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



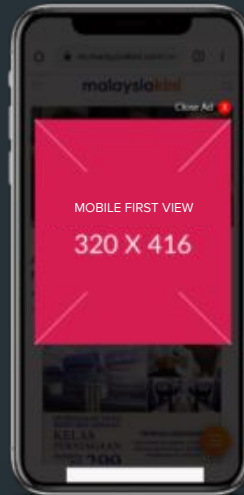
MEDIUM RECTANGLE 1
(300px X 250px)

OUT OF PAGE AD POSITIONS

MOBILE CARD



MOBILE FIRST VIEW



SITE TAKE OVER



RATES CARD (DESKTOP & MOBILE)

Desktop		
Ad Unit	Malaysiakini	Rate (CPM)
Leaderboard	Homepage/ Insidepage	RM 30
Half Page		RM 30
Medium Rectangle		RM 30
Site Take Over	Homepage	RM 40 (1 view / UV / 12 hours)
Billboard		RM 35
Bottom Slider / Bottom Crawler		RM 35 (1 view / UV / 12 hours)
Balloon Rectangle		

Mobile		
Ad Unit	Malaysiakini	Rate (CPM)
Mobile First View	Homepage	RM 40 (1 view / UV / 12 hours)
Medium Rectangle	Homepage/ Insidepage	RM 30
Mobile Card / Mobile Engagement	Homepage/ Insidepage	RM 35
Mobile Underlay	Insidepage	RM 35 (1 view / UV / 12 hours)
Desktop & Mobile		
Ad Unit	Malaysiakini	Rate (Duration)
Branded Content #1 Branded Content #2 / #3	Homepage (50% SOV)	RM 15,000 / Week RM 2,500 / Day

FOR CUSTOM MADE PROPOSAL:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

MALAYSIAKINI SOCIAL MEDIA PLATFORM

facebook

ENGLISH

www.facebook.com/malaysiakini

>1.8 Mil



Likes

2.5 mil monthly Post Reach
>430.1 k monthly Video Views

GENDER



Male

62%



Female

38%

AGE (OVERALL)



18 - 24

5%



25 - 34

31%



35 - 44

32%



45 - 54

17%



55 - 64

9%



65+

6%

facebook

MALAY

www.facebook.com/mkinibm

>2.5 Mil



Likes

4.8 mil monthly Post Reach
>2.7 mil monthly Video Views

GENDER



Male

64%



Female

36%

AGE (OVERALL)



18 - 24

5%



25 - 34

30%



35 - 44

33%



45 - 54

18%



55 - 64

10%



65+

4%

facebook

当今大马

www.facebook.com/mkinicn

>1.0 mil



Likes

1.3 mil monthly Post Reach
>335.3 k monthly Video Views

GENDER



Male

60%



Female

40%

AGE (OVERALL)



18 - 24

4%



25 - 34

22%



35 - 44

28%



45 - 54

22%



55 - 64

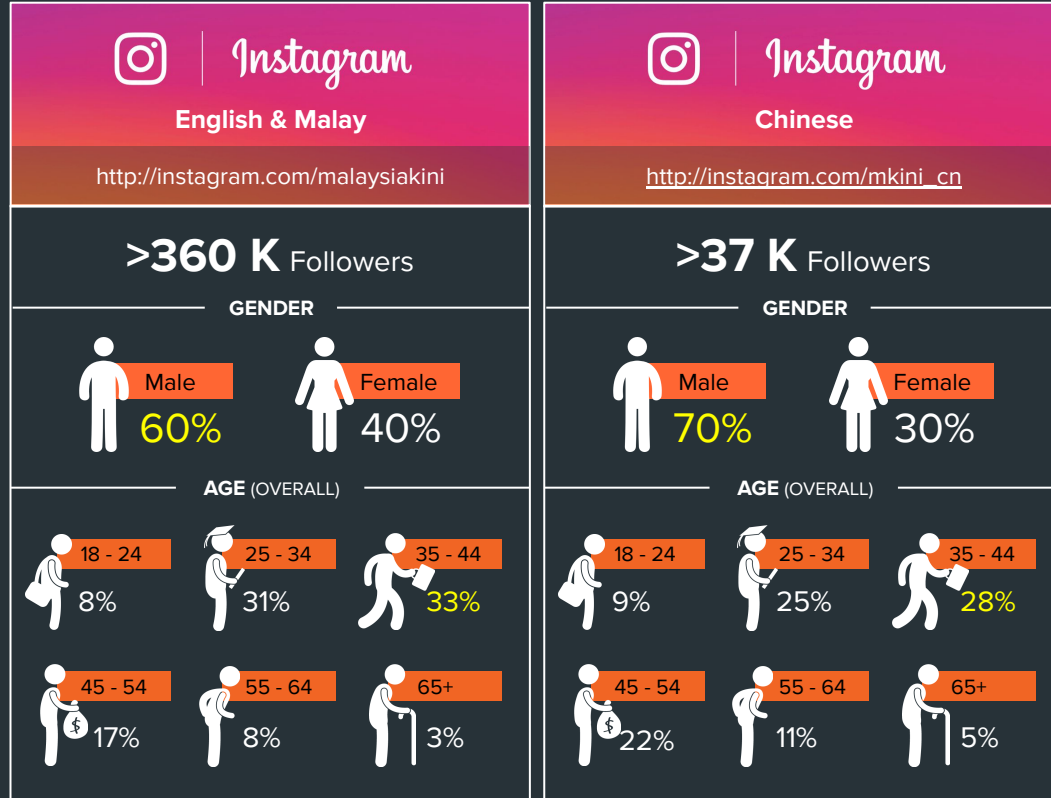
14%



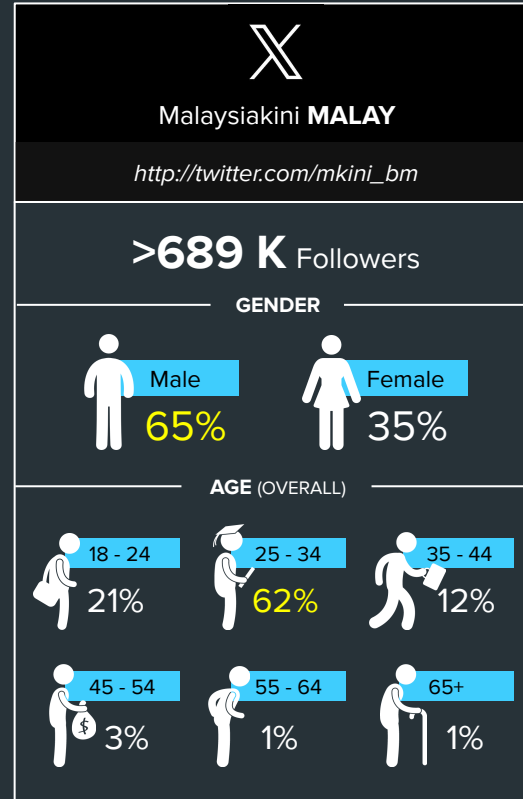
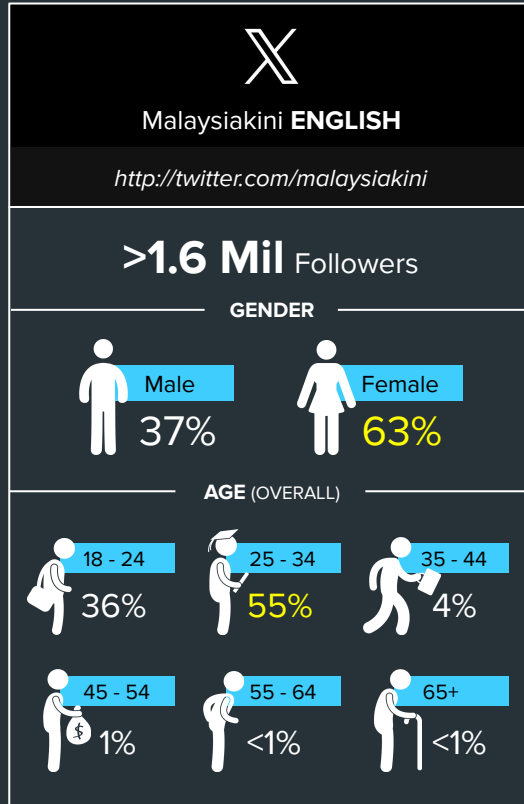
65+

10%

MALAYSIAKINI SOCIAL MEDIA PLATFORM



MALAYSIAKINI SOCIAL MEDIA PLATFORM



MALYSIAKINI & KiniTV TikTok & Youtube Platforms



https://www.tiktok.com/@malaysia_kini

> **158 K** Followers

Average Video Views: 11 mil

Average Video Shares: > 37k

Average Video Likes: > 237k

GENDER



Male

82%



Female

18%

AGE (OVERALL)



18 - 24

7%



25 - 34

25%



35 - 44

31%



45 - 54

20%



55 - 64

17%



65+

NA%



> **2.22 Mil**



Subscribers

>1 Mil (Hours) Watch time in March 2024

>20.9 Mil Views in March 2024

3min 20sec Average View Duration in Mar 2024

GENDER



Male

81%



Female

19%

AGE (OVERALL)



18 - 24

6%



25 - 34

15%



35 - 44

17%



45 - 54

16%



55 - 64

22%



65+

24%

MALAYSIAKINI SOCIAL MEDIA PLATFORM

Follower Demographics

By INDUSTRY



Media
> 300



Technology
> 120

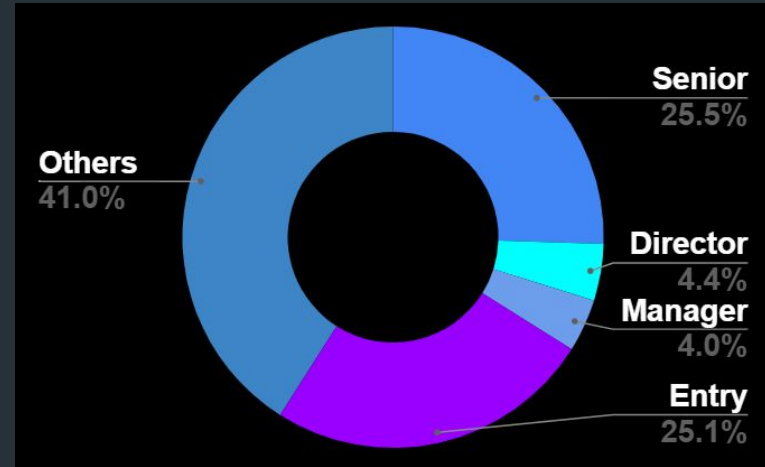


Education
> 100



Finance
> 100

By SENIORITY



LinkedIn

5,444

Followers

MALAYSIAKINI SOCIAL MEDIA POSTINGS RATE CARD

Social Media Postings				Live Stream				
Malaysiakini	Language	Posting Format	Rate (Per Posting Per Page)	Malaysiakini	Language	Posting Format	Rate (Per Livestream Per Page)	
Facebook	EN, BM, CN	Video, Short Reels, Article, Images, URL, Hashtag, Handshake/ tag with client's social media page.	RM 2,000	Facebook	EN, BM, CN	Period: < 1 hour Live available for Online & On-Ground (single camera production)	RM 5,000	
Instagram	EN, BM			<i>*Boosting to target specific audience group is available.</i>	RM 2,000			X
X		EN, BM, CN	Youtube					EN, BM, CN
Youtube		EN, BM, CN	LinkedIn					EN, BM, CN
TikTok	EN, BM, CN	Video, Images, URL, Hashtag/tag client's social media page.	RM 2,000	TikTok	EN, BM, CN			Period: < 1 hour Live available for On-Ground (via Mobile Phone)
Telegram	EN, BM, CN	Only text with 1 link is allowed	RM 1,000	LinkedIn				

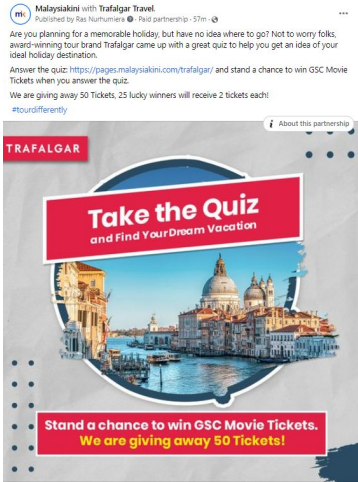
FOR CUSTOM MADE PROPOSAL:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

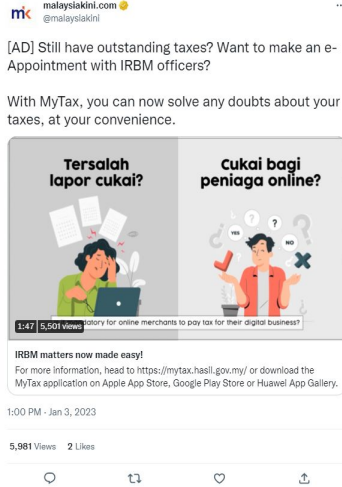
Social Media (Content Posting)

SocMed Pages : **Malaysiakini Facebook** (EN,BM,CN), **X** (EN,BM), **Instagram** (EN,CN), **LinkedIn** (EN), **TikTok** (EN,BM)
Services included: **Video/Article/Images** with description message, URL, #hashtag, handshake/tag with client's pages,
Boosting to target audience is available.

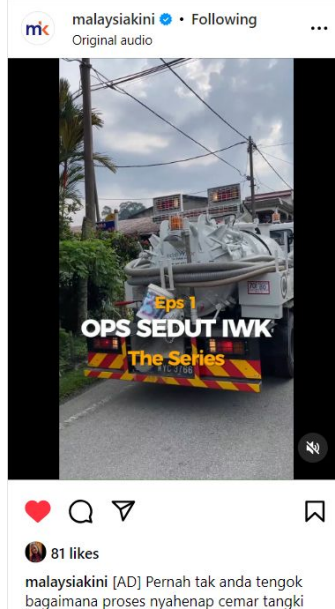
Facebook
(EN/BM/CN)



X
(EN/BM)



Instagram
(EN/CN)



LinkedIn
(EN)



TikTok
(EN, BM)



Social Media (Live Streaming)

SocMed Pages : **Malaysiakini Facebook** (EN,BM,CN), **X** (EN,BM), **Instagram** (EN,CN), **LinkedIn** (EN), **TikTok** (EN,BM)
Services included: **Live Streaming** with description message, URL, #hashtag, handshake/tag with client's pages,
Boosting to target audience is available.

Facebook
(EN/BM/CN)



Debate Tsunami 7.0

X
(EN/BM)



GenZ @ the Podium

LinkedIn
(EN)



National Data Sharing Policy Series #9

Youtube
(EN, BM, CN)



MSMEs? - The Mid-Term Review of the 12th Malaysia Plan

CONTENT PRODUCTION & PACKAGES

- 01 **Branded Article**
- 02 **Branded Video**
- 03 **Interactive Content**
- 04 **Livestream Talkshow**
- 05 **EDM**
- 06 **Survey / Poll**

01 Branded Article

*More Examples: <https://fgmedia.my/malysiakini-branded-article/>

Prudential



ADVERTORIAL

Prudential Malaysia commits more than RM2 million for Covid-19 Coverage

<https://www.malysiakini.com/advertorial/526551>

BAC Education



Discover the brand new BAC Education SuperSite!

Published: Mar 30, 2022 4:37 PM - Updated: 4:37 PM

<https://www.malysiakini.com/brandedcontent/616391>

KWSP



PENGUMUMAN

143

Pengeluaran i-Sinar KWSP perlu mengambil kira keperluan sebenar dan kepentingan hari tua

<https://www.malysiakini.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.malysiakini.com/advertorial/560768>

Lotus



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

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

[m/brandedcontent/613959](https://www.malysiakini.com/brandedcontent/613959)

Lalamove

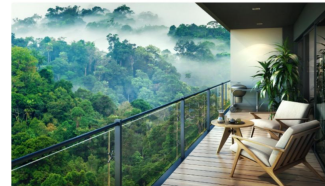


ADVERTORIAL

Lalamove beefs up its fleet to support SMEs with festive deliveries

<https://www.malysiakini.com/advertorial/561647>

Tropicana



ADVERTORIAL

Mulling whether to invest in property? Looking for the best ROI?

<https://www.malysiakini.com/advertorial/539784>

Celcom



ADVERTORIAL

One-year free groceries with the world at your fingertips!

<https://www.malysiakini.com/advertorial/526691>

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 20,000 8% SST applicable (Total Worth: RM27,000) Guaranteed Result: > 5,000 Reads
Article Circulation	I. Desktop & Mobile <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Homepage Branded Content #1 II. Social Media Posting <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Facebook, X, Instagram, LinkedIn, Telegram	1 WEEK (50% SOV) 5 POSTS (Any page)	

FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

02 Branded Video

Lembaga Zakat Selangor

Voxpop/ Quiz



Terjah Ramadhan @ Bazar Stadium Shah Alam

Indah Water Konsortium

Mini Documentary



IWK, Wira yang tak didendang

KTMB

Media Reporting



Penambahbaikan KTM Komuter Sektor Utara

Whita Glo

Expert Interview



Flaunt your radiant skin with confidence with Whita Glo!

Lembaga Hasil Dalam Negeri

Animation



Urusan dengan LHDNM kini di hujung jari anda!

McDonald's Malaysia

Event Coverage



McDonald's Pasang Solar PV Di 100 Restoran Pandu-Lalu

Tropicana Corporation Berhad

Short Story



Affordable Livin'Style

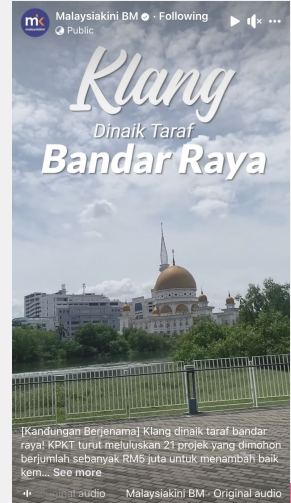
OMG Reno

Testimonial/Review



Transform your new home with just RM499

Example of 1-min Reels



[Kandungan Berjenama] Klang dinaik taraf bandar raya! KPKT turut meluluskan 21 projek yang dimohon berjumlah sebanyak RM6.5 juta untuk menambah baik kem... See more

Malaysiakini BM - Original audio

BRANDED VIDEO PACKAGE

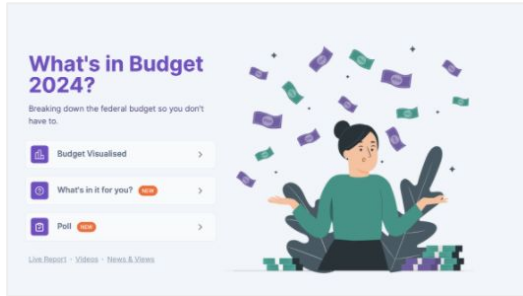
Ad Item	Description	Inventory	Package Cost
Video Production	<p>Video Type: 1 Full Video & 1 Short-Reel Length: 2 min (Full) & <60 Sec (Short Reel) Topic/Content: Event Coverage / Voxpop / Media Reporting / Media Interview Language: EN / BM / CN with Subtitle</p> <p><i>*Video's copyright mutually owned by Kini & client.</i> <i>*Excluded talent fee & venue cost.</i></p>	<p>1 VIDEO (2 Versions) (Short Reel & Full Video on Same Topic/Event)</p>	<p>RM 45,000 8% SST applicable</p> <p>(Total Worth: RM60,000)</p>
Video Circulation	<p>I. Desktop & Mobile</p> <ul style="list-style-type: none"> Malaysiakini (EN/BM/CN) Homepage, Insidepage Medium Rectangle <p>II. Social Media Posting</p> <ul style="list-style-type: none"> Malaysiakini (EN/BM/CN) Facebook, X, TikTok KiniTV (EN/BM/CN) Facebook, Youtube 	<p>2 WEEKS (500,000 Impressions) (Full Video)</p> <p>10 POSTS (5 Posts for Short Reel) (5 Posts for Full Video)</p>	<p>Guaranteed Result: > 100,000 Views (Full Video & Short Reel)</p>

FOR CUSTOM MADE PACKAGE:

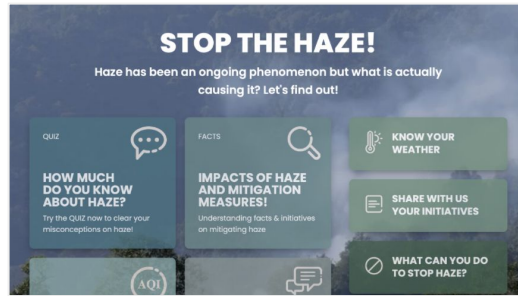
Email: advertise@fgmedia.my More Info: www.fgmedia.my

03 (a) Interactive Quiz & Visual Content

A combination of technology, journalism and data



MOF - Budget 2024
Visual Content + Quiz + Poll



Sime Darby - Haze
Visual Content + Quiz + Poll



Trafalgar - Which Travel Package Suits You?
Personalize Quiz



Indah Water Konsortium
Visual Content + Quiz



MDEC - National Data Sharing Policy
Visual Content



Lembaga Zakat Selangor
Visual Content + Quiz + Survey

INTERACTIVE CONTENT PACKAGE

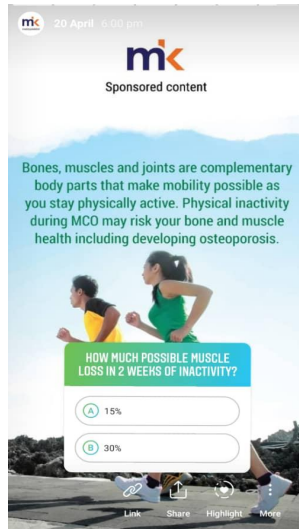
Ad Item	Description	Inventory	Package Cost
Interactive Content Production	<p>Content Format: Quiz / Visualise Content / Poll Length: Custom Hosting Platform: Kini News Lab</p> <p><i>*Content's copyright mutually owned by Kini & client.</i></p>	1 TOPIC (1 Format)	RM 45,000 8% SST applicable (Total Worth: RM60,000) Guaranteed Result: > 2,000 Engagement
Interactive Content Circulation	<p>I. Desktop & Mobile</p> <ul style="list-style-type: none">Kini News Lab (EN/BM/CN) Homepage Sponsored ContentMalaysiakini (EN/BM/CN) Homepage Branded Content <p>II. Social Media Posting</p> <ul style="list-style-type: none">Malaysiakini (EN/BM/CN) Facebook, X, Instagram, LinkedIn, Telegram	2 WEEKS x 2 Websites (50% SOV)	
		10 POSTS (Any page)	

FOR CUSTOM MADE PACKAGE:

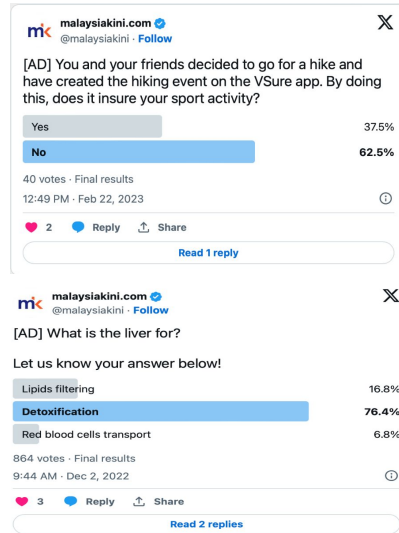
Email: advertise@fgmedia.my More Info: www.fgmedia.my

03 (b) Carousel/Poll A series of images/short animation

IG Story Poll
(Anlene)



X Poll
(VSure, LAC)



Zaitun - Tips Mulut Segar
Short Reel & Tiktok



LZS - Lailatul Qadar
Short Reel



LZS - Checklist Raya
Carousel Images

CAROUSEL/POLL PACKAGE

Ad Item	Description	Inventory	Package Cost
Carousel/Poll Production	<p>Artwork Production</p> <p>Format I: (Carousel) Image/Infographic/Short Animation Format II: (Poll) Images Total: 4 Artworks per Set Language: EN / BM / CN</p> <p><i>*Artwork & creatives' copyright is mutually owned with client.</i> <i>*Creatives designs included by FG Media or provided by client.</i></p>	<p>1 SET (4 Artworks)</p>	<p>RM 15,000 8% SST applicable</p> <p>(Total Worth: RM26,000)</p>
Carousel Circulation	<p>Artwork Circulation</p> <p>Platform: Social Media Malaysiakini Facebook, Instagram, X & LinkedIn Posting Format: Artwork with caption and URL link, #hashtag, handshake/tag with client's pages.</p> <p><i>*Boosting to target audience is available.</i></p>	<p>8 POSTS (Any page)</p>	<p>Guaranteed Result: >200,000 Reach</p>

FOR CUSTOM MADE PACKAGE:

Email: advertise@fgmedia.my More Info: www.fgmedia.my

04 Live-Talkshow *Examples from our past campaigns*

Facebook & Youtube Live-Talkshow

Elevate your brand with lively Facebook & Youtube Live talkshow – where experts share insights and captivate your audience in real-time



Anlene



YYC "Tax Made Easy" Series



Focus Point



Institut Jantung Negara (IJN)

Example of Speaker's Key Takeaways

For post circulation purposes



YYC "Tax Made Easy" Series
Snippet: Tax Tips for Freelancers

VIDEO LIVE-TALKSHOW PACKAGE

Ad Item	Description	Inventory	Package Cost
<p>Talkshow Production</p>	<p>Format: Live-Talkshow / Pre-recording Length: 30 min Language: EN/BM/CN</p> <p><i>*Included 1 Host / Moderator</i> <i>*Total 2-3 Speakers (1 Rep from client)</i> <i>*Talkshow's copyright is mutually owned by Mkini & client.</i></p>	<p>1 TOPIC TALKSHOW (30 min)</p>	
<p>Talkshow Broadcast</p>	<p>Platform: Streamyard / Zoom Broadcast Channel (Live-stream)</p> <ul style="list-style-type: none"> ● Malaysiakini (EN/BM/CN) Facebook ● KiniTV (EN/BM/CN) Facebook ● Malaysiakini (EN/BM/CN) X ● KiniTV Youtube <p><i>*Cross-live on Client's FB/TW/YT is available.</i> <i>*A&P inventories for Pre-During-Post are included.</i></p> <p>Post Circulation:</p> <p>I. Desktop & Mobile</p> <ul style="list-style-type: none"> ● Malaysiakini (EN/BM/CN) Balloon Rectangle or Medium Rectangle <p>II. Social Media Posting</p> <ul style="list-style-type: none"> ● Malaysiakini (EN/BM/CN) Facebook, X, TikTok ● KiniTV (EN/BM/CN) Facebook, Youtube 	<p>LIVE-STREAM (30 min) across 4 CHANNELS</p> <p>1 Snippet VIDEO (2min) (Speakers' Key-takeaways)</p> <p>2 WEEKS (500,000 Impressions)</p> <p>10 POSTS (Any Page)</p>	<p>RM 45,000 8% SST applicable (Total Worth: RM75,000)</p> <p>Guaranteed Results: > 10,000 Views (Full Talkshow Video)</p> <p>> 30,000 Views (Snippet Video)</p>

05 EDM Examples from our past campaigns

(Combined EDM 2nd-3rd Slot)

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 6
Data is the new currency .. Eureka
23rd November, Thurs | 10am - 1pm
WDRQ

RSVP for free before 21 November 2023

Secure my seat now

More events from kiniEvents!

GenZ@the Podium
Amendment of whistleblowing Protection Act Malaysia
Is it Time to Strengthen Whistleblower Protections and Tackle Sexual Harassment, and What Will the Consequences Be?
Stay tuned to watch the livestream on **MyGiggle Facebook & YouTube**, **YouTube**, **Spotify**, **October 18, 2023**, from 2:30 pm to 4:25 pm

Watch Replay

National Data Sharing Policy Series 6
Data and the new currency: the process

Watch Replay

Announcement

MDX
MALAYSIA DIGITAL EXPO 2023 GRAND FINALE
1-3 November 2023 | MDEC, Kuala Lumpur

Zack Kass
Malaysia's 1st and largest central smart farm involves guided farm tour, hands-on activities, variety planting, FREE hand-drawn pure vanilla ice cream and so much more!

Book Now

Join in the upcoming National Data Sharing Policy Series

National Data Sharing Policy Series 8
Data Literacy in today's Digital Age
Wed, 10th Nov 2023 | 9pm - 4pm
GET RM20 only for on-ground attendees
RSVP NOW

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

Join us on **10th December at Brio!@Axa College (BAQ)** for NOSP #8 at 5PM

RSVP Here

TOP IN TECH
Carbon Credits:
A Win-Win for Sustainability and Business?
10th Oct | Tuesday | 4pm - 5pm | RSVP NOW

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, 10th Oct, 4pm via Zoom**

RSVP Now

Program Penguahan MikroMADANI

Program Penguahan MikroMADANI (PMM) bertujuan untuk membangkitkan perusahaan mikro melalui bantuan kewangan dalam bentuk geran dan pinjaman serta penguasaan teknologi peredaran dan capaian.

- Cukai Perkhidmatan Mikro (CPM)**
Mengalutikan pembebasan cukai perkhidmatan mikro daripada bebanan kewangan kepada perniagaan mikro yang berprestasi dan berdaya saing untuk meningkatkan produktiviti perniagaan mikro.
- Pembebasan Perkhidmatan Mikro (PMP)**
Mempunyai beban pembebasan cukai perkhidmatan mikro yang mengurangkan kos perkhidmatan mikro.
- Cukai Perkhidmatan Mikro (CPM)**
Mengalutikan cukai perkhidmatan mikro daripada bebanan kewangan kepada perniagaan mikro yang berprestasi dan berdaya saing untuk meningkatkan produktiviti perniagaan mikro.
- RSKP Perkhidmatan Mikro (RPM)**
Mempunyai beban pembebasan cukai perkhidmatan mikro yang mengurangkan kos perkhidmatan mikro.
- Bantuan Kewangan Mikro (BKM)**
Mengalutikan perkhidmatan mikro melalui pembebasan cukai perkhidmatan mikro.

Book Now

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

National Data Sharing Policy Series 6
Data and the new currency: the process

Secure my seat now

19-22 OCT
Revolutionising Digital Landscape with AI, Net Zero, and Biotech

Day 1 (19 October)
Digital Summit

Day 2 (20 October)
AI Summit

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

Day 4 (22 October)
Biotech Accelerator Programme Demo Day (20 Startups)

Day 1+2 (19-22 October)
Exhibition & Showcase (250 Booths)

05 EDM Audience Database Summary (As of Jan 2024)

Total Database Size:

~75,000 emails

Segmented Database:

~41,000 emails

By Industry: 24,046 emails

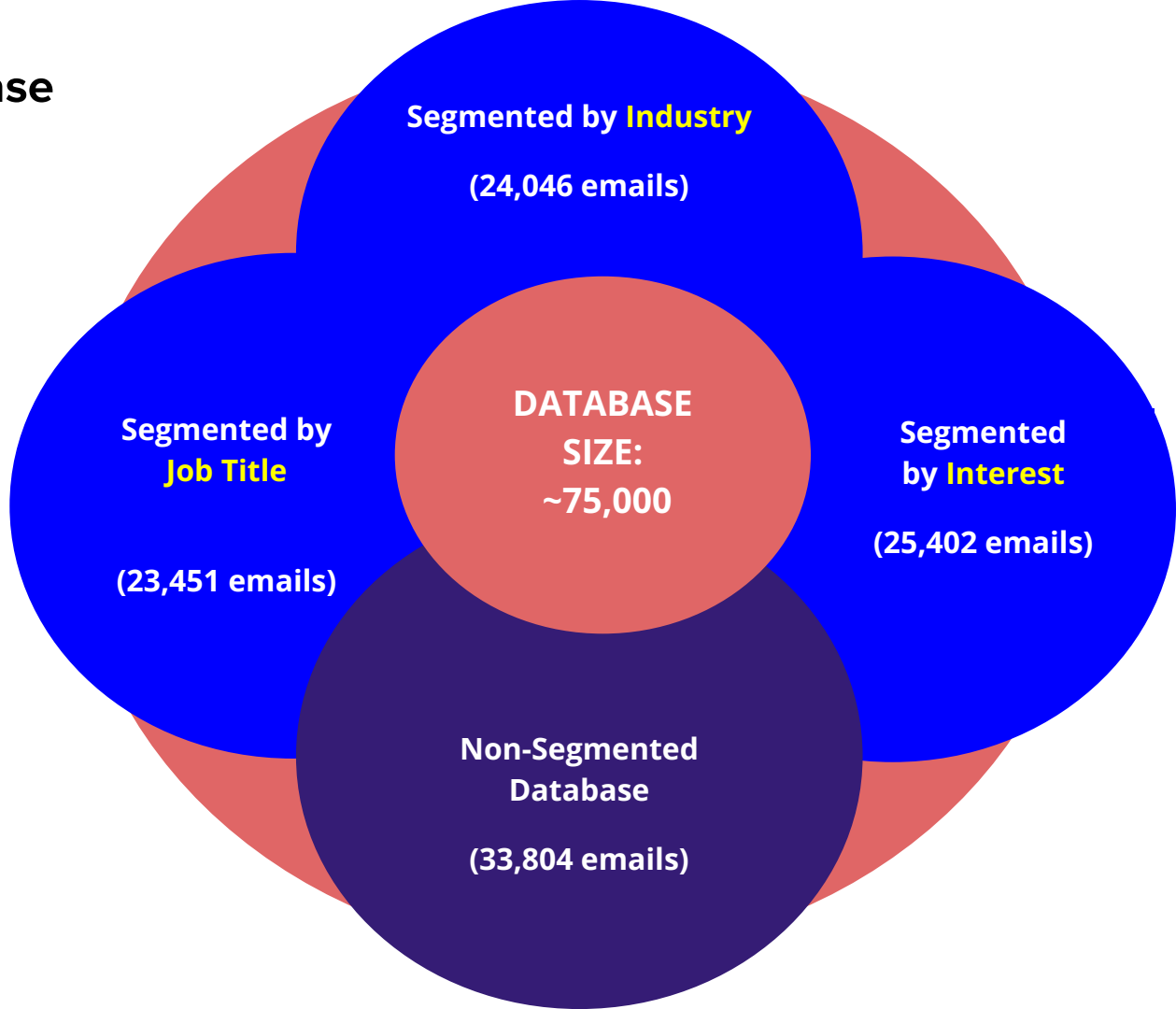
By Job Title: 23,451 emails

By Interest: 25,402 emails

Non-segmented Database

(Race & Gender):

~33,000 emails

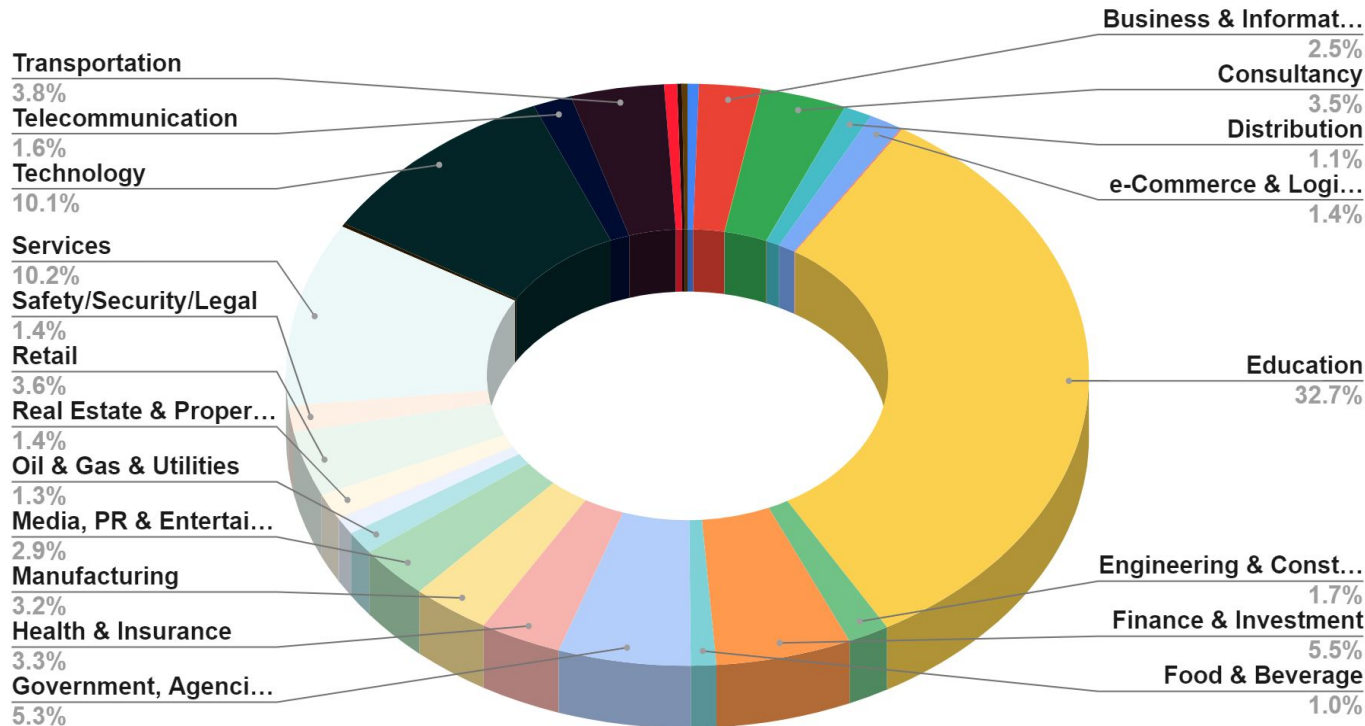


Segmented by Industry

(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)

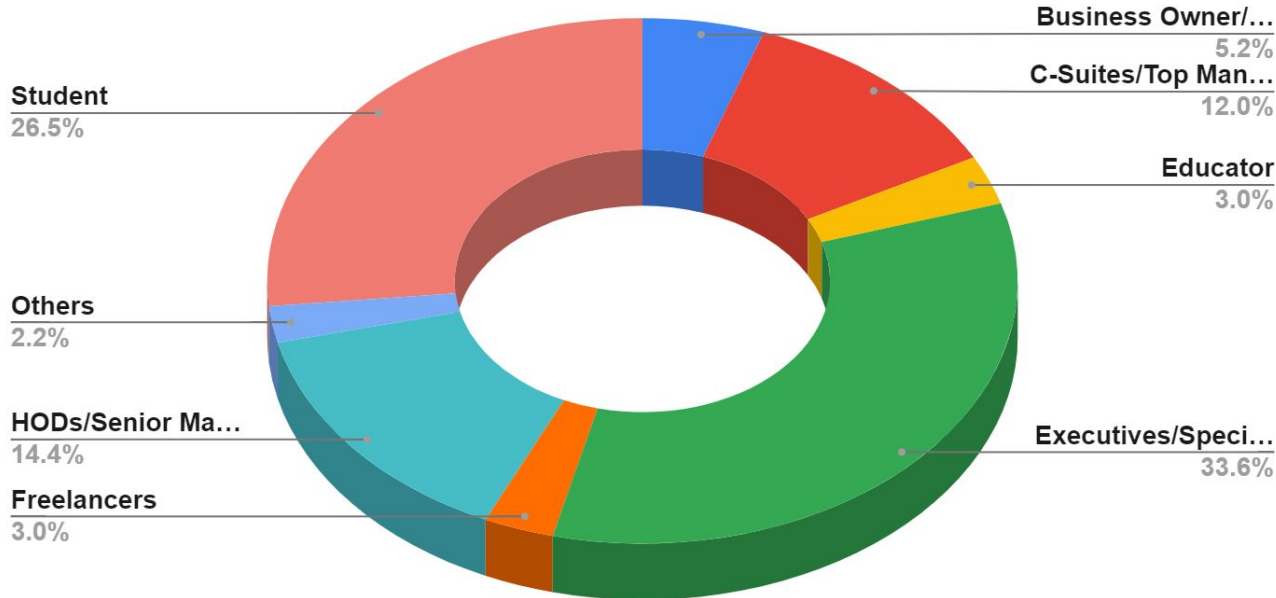


Segmented by Job Title

(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)

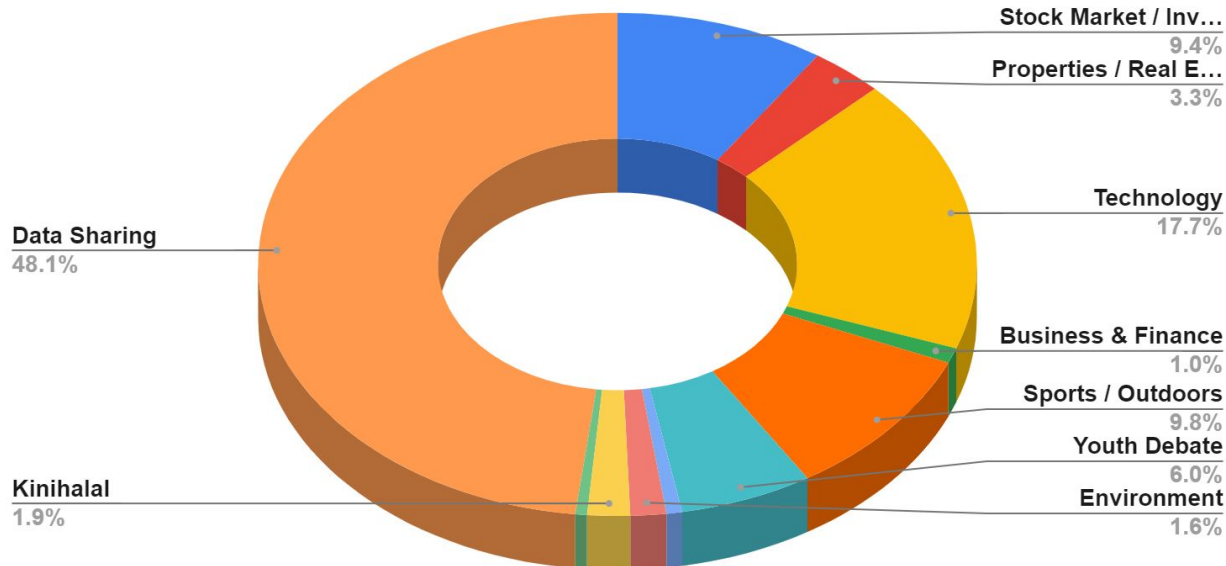


Segmented by Interest

(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)

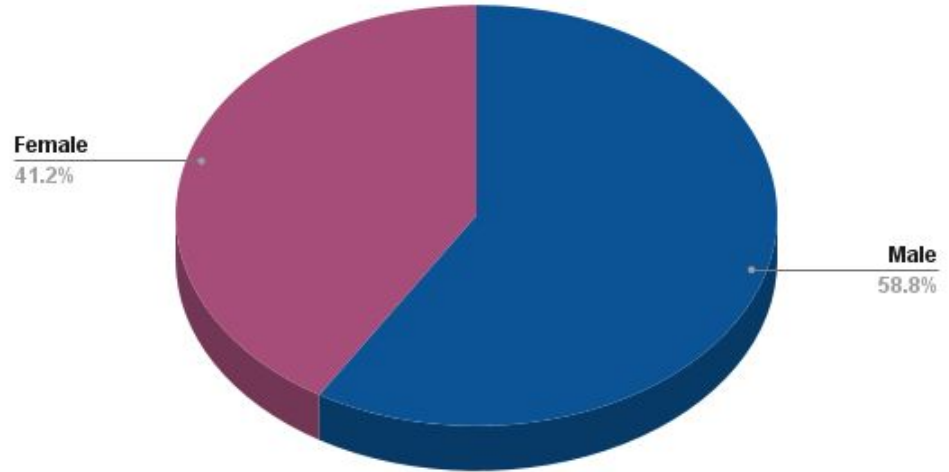
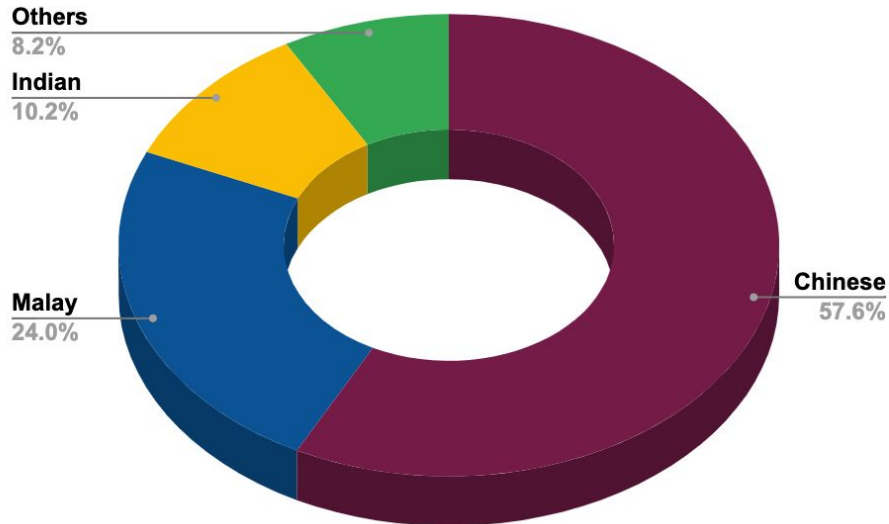


Basic-Segmented by Gender & Race

(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 Kamaruzzaman


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.




Prefer reading the Kini Morning Brief in Chinese? It's available now and it's completely free! [Subscribe here](#), and it will be delivered directly to your email from Monday to Friday.



Thank you for reading. Support independent journalism by [subscribing](#) to Malaysiakini from RM12/month.

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) Tota 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

06 SURVEY *Examples from our past survey campaigns*

English Survey

TOP IN TECH

Sejauh manakah anda mengetahui tentang **perkongsiian data** dalam kerajaan, sektor swasta dan rakyat?

Jawab Kaji Selidik

Dasar Perkongsian Data Nasional

tingting@malaysiakini.com [Switch account](#)

Not shared

* Indicates required question

Tinjauan Pendapat

1. Adakah ungkapan 'Perkongsiian Data' adalah perkara yang baru kepada anda? *

Ya

Tidak

2. Sejauh manakah anda mengenali konsep 'Perkongsiian Data'? *

Saya mempunyai pengetahuan yang baik tentang konsep perkongsian data

Saya mempunyai sedikit pengetahuan tentang konsep perkongsian data

Saya mempunyai pengetahuan yang kurang tentang konsep perkongsian data

Saya tidak mempunyai pengetahuan tentang konsep perkongsian data

3. Benarkah terdapat manfaat perkongsian data untuk kerajaan, sektor swasta dan rakyat? *

Ya

Tidak

Bahasa Melayu Survey

TOP IN TECH

How well do you know about **data sharing** across the government, private sectors and citizens?

Tell Us More

National Data Sharing Policy

tingting@malaysiakini.com [Switch account](#)

Not shared

* Indicates required question

Survey Questionnaires

1. Is the term Data Sharing something new to you? *

Yes

No

2. To what extent do you know about the concept of data sharing? *

I have a good knowledge of data sharing concept

I have a little knowledge of data sharing concept

I have a rare knowledge of data sharing concept

I have no knowledge of data sharing concept

3. Is it true there are benefits of data sharing for the government, private entities and the general public? *

Yes

No

Chinese Survey

TOP IN TECH

您对政府、私人界和公众之间的数据共享了解多少？

请告诉我们

国家数据共享政策 / National Data Sharing Policy

tingting@malaysiakini.com [Switch account](#)

Not shared

* Indicates required question

此国家数据共享政策系列是由马来西亚数字经济机构 (MDEC)、《当今大马》、Digital News Asia 联合举办，并获得到马来西亚通讯及数码部 (KKD) 的支持。

通过参与这份国家数据共享政策的调查，您可以协助大马发展更有利的数据生态圈，并为共同塑造一个互惠互利的数据共享做出贡献。

您的宝贵意见将协助政府制定和实施相关政策来满足不同利益相关者 (包括公共部、私营部和公众)。

请回应所有相关问题。

如需查询和澄清，您可发送电子邮件至：enquiry@kini.events

谢谢。

The National Data Sharing Policy series is a campaign jointly organised by Malaysia Digital Economy Corporation (MDEC), Malaysiakini, Digital News Asia and supported by the Ministry of Communications & Digital (KKD).

By participating in the National Data Sharing Policy survey, you can help shape the future of data sharing in Malaysia and contribute to the development of a more conducive data ecosystem.

Your input is invaluable for the Government to formulate and implement policies that meet the needs of various stakeholders, including the public sector, the private sector and the general public.

Please fill in all required details.

For inquiries and clarifications, you can send an email to: enquiry@kini.events

Thank you.

tingting@malaysiakini.com [Switch account](#)

Not shared

Next **Clear form**

06 POLL Examples from our past poll campaigns

IG Story Poll (Anlene)

mk 20 April 6:00 pm

mk
Sponsored content

Bones, muscles and joints are complementary body parts that make mobility possible as you stay physically active. Physical inactivity during MCO may risk your bone and muscle health including developing osteoporosis.

HOW MUCH POSSIBLE MUSCLE LOSS IN 2 WEEKS OF INACTIVITY?

A 15%

B 30%

Link Share Highlight More

X Poll (VSure, LAC Malaysia, Slumberland Malaysia, Nippon Paint)

mk malaysiakini.com
@malaysiakini · Follow

[AD] You and your friends decided to go for a hike and have created the hiking event on the VSure app. By doing this, does it insure your sport activity?

Yes	37.5%
No	62.5%

40 votes · Final results
12:49 PM · Feb 22, 2023

2 Reply Share

Read 1 reply

mk malaysiakini.com
@malaysiakini · Follow

[AD] How often do you deep clean your home?

Let us know in the poll!

Find out more about the 5 places you probably forgot to clean in your house here: voiz.asia/en/40913

Once a week	41.7%
Once a month	15.5%
Once every 3 months	9.7%
Once a year	33%

103 votes · Final results
3:38 PM · Dec 14, 2021

4 Reply Share

Read more on X

mk malaysiakini.com
@malaysiakini · Follow

[AD] What is the liver for?

Let us know your answer below!

Lipids filtering	16.8%
Detoxification	76.4%
Red blood cells transport	6.8%

864 votes · Final results
9:44 AM · Dec 2, 2022

3 Reply Share

Read 2 replies

mk malaysiakini.com
@malaysiakini · Follow

[AD] What sleeping problem are you facing now?

Get the key to good, quality sleep for better physical and mental health here: voiz.asia/en/40654

Neck pain	21.8%
Back pain	29.1%
Shoulder pain	14.4%
Insomnia	34.8%

1,449 votes · Final results
3:59 PM · Feb 17, 2021

16 Reply Share

Read 1 reply

Survey Campaign Mechanism

Format

Type: Online & On Ground (Public Opinion)

Data Collection:

Google Form (Online) & **Physical Form** (OnGround)

-Part 1: Maximum of 11 Questions

-Part 2: Respondents Demographics

(Name, Email, Contact Number, Organisation, Job Title)

Languages:

English, Bahasa Malaysia, Chinese & Tamil

Sample size: Min of 2,000 survey respondents

Rewards: Malaysiakini Subscription, E-Vouchers, Movie Tickets etc

Target Respondents: Mass Audience / Students /
(Or Specific Audience Group)

Partnership Entitlements

- **Branding**
Partner's logo placement on all publicity collaterals and survey forms & video.
(Title: In-collaboration with xxx / Brought to you by xxx)
- **Bunting Placement & Engagement Activities**
Partner's bunting placement during On-Ground survey roadshows & promote partner's latest product & services.
- **Respondents Database**
Data collected will be mutually owned with Partner.

Survey Dissemination

1. Online Survey

Drive Traffic to Online Survey Form:

- **Digital Banners** (Malaysiakini Desktop / Mobile]
- **EDM** blast to **Mass Audience Database** (Kini Morning Brief) or **Business / Student Database** (KiniEvents Newsletters)
- Location: **Nationwide**
- **Social Media Survey Posting & Poll** (FB, X, IG, LK)
- Insert **Partner's CTA link** in **Online Survey Google Form**

2. OnGround Survey

Distribution of Physical Survey Form:

- **Public Transport Stations**
- **University Campus** (Roadshows)
- **On the Street**
- Location: **Peninsular Malaysia**
- Insert **Partner's QR Code** in **Physical Survey Form**

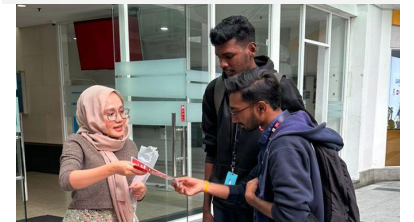
Asia Pacific University
(University Campus)



KTMB Station
(Public Transport Station)



Street
(Public Spaces)



OnGround Survey Example

Asia Pacific University
(University Campus)



KTMB Station
(Public Transport Station)



Street
(Public Spaces)



SURVEY CAMPAIGN PACKAGE

Inventory	KPI	Package Cost
<p>Survey Type: Online and/or OnGround</p> <p>Target Respondents: Public/Mass Audience (Targeted Demographic, Gender, Race is available)</p> <p>Location: Nationwide (Online) Peninsular Malaysia (On-Ground)</p> <p>Language: EN, BM, CN, Tamil</p> <p>Data Collected: Name, Contact, Email (Compulsory) Designation/Job Title, Organisation (Non-Compulsory)</p> <p>Dissemination Inventory (Online Survey): Mkini Website Digital Banners, Mkini & KiniEvents EDMs, Mkini SocMed Postings (FB, IG, X, LI, YT, TikTok) Mkini Social Media Polls (IG Story, X)</p>	<p>~2,000 Survey Respondents (Public/Mass)</p> <p>Survey Duration: ~3 months</p>	<p>~RM60,000</p> <p><i>(Cost Per Survey: RM30)</i></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, >12 mil SocMed Followers

HASHVNE @ SHASHAH

hashvne@malaysiakini.com

013-359 2776

LINA SHALNI

lina@malaysiakini.com

017-728 7395

SYAHIRAH IBRAHIM

syahirah@malaysiakini.com

017-619 0307

YEE SUN LEE

yeesun@malaysiakini.com

012-611 3593

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

Website: www.fgmedia.my