

malaysiakini **DNA**
DIGITAL NEWS ASIA

ESG & Sustainability

Interactive Content & Media Interview

Proposal by : **FG MEDIA**



The slide features a light green background with stylized green leaf illustrations in the corners. The top-left corner has a cluster of leaves, the top-right corner has a branch with several leaves, and the bottom-left corner has a large, broad leaf. The main text is centered in the middle of the slide.

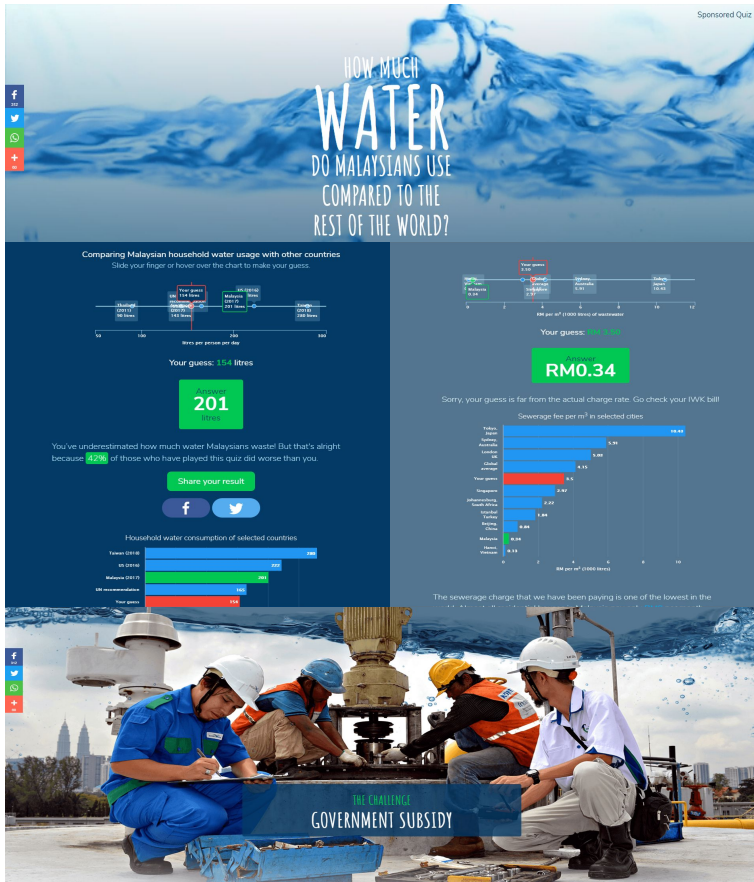
INTERACTIVE CONTENT

Engaging Storytelling & Multimedia Format

(Data Driven, Visualised, Quiz, Survey)

Interactive Content (Data-Driven, Emotional Engagement, Feedbacks & Collect Contact Database)

Topic: How much Water do Malaysians use compared to the rest of the World? (Sponsored by IWK)



Now that you have a better understanding of the issue, we would like to ask whether you will agree to pay a higher sewerage charge?

YES

NO

How much will you be willing to pay every month?

RM10

RM12

RM15

RM18

RM20

>RM20

Do you mind telling IWK more about you so that they can better serve you?

Answer all the questions below and you will be entered into a lucky draw to enjoy FREE IWK sewerage service for one month.

Gender:

☐ Male

☐ Female

House ownership:

☐ Own house

☐ Rented

Employment:

☐ Private sectors

☐ Self-employed

☐ Others

☐ Civil service

☐ Unemployed

Your email:

abc@mail.com

Interactive Content (Visualising Content)

Special Report: [The Baling Flood Disaster](#)

ENBM中文

Search tabs

malaysiakini
news and views that matter

Donate

HIKING UP GUNUNG INAS WITH SURVIVORS OF THE BALING FLOODS

Yap Si Err and Mukhriz Hazim | Jan 9, 2023

After Baleri above sea level, the rest of the journey must be completed by foot.

At this point, elephant footprints were spotted, indicating that this forest reserve is the endangered species' habitat.

KREGET AZHAN MAUDISA

kiniTV

Another unbroken reservoir. It is quite big. If I can say so.

0:00 / 1:19

Special Report: [When the water rises](#)

ENBM中文

malaysiakini
news and views that matter

When the water rises:

A Malaysian climate change story

Aidila Razak and Arulidass Sinnappan | Aug 29, 2022

Projection of flooding due to sea level rise in Klang islands and coast

2040 2060 2080 2100

0.00m 2.00m 2.40m

Source: Reuters

By 2100, if no mitigation is done, sea levels can rise up to 6.5 metres, further flooding the jetty.

Interactive Content ([Website](#)) (Regional - MY, Indo, SG)

Topic: [STOP THE HAZE](#) (Sponsored by Sime Darby Plantation)

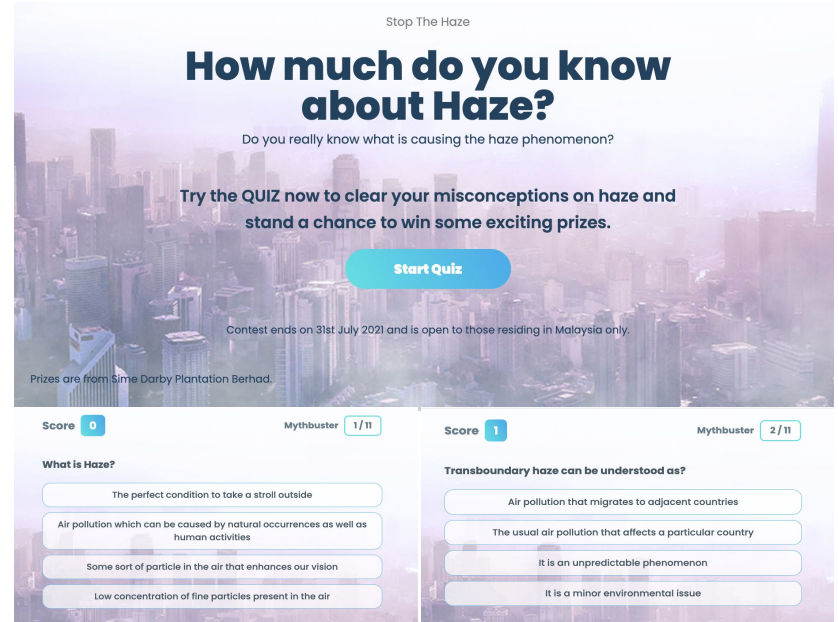
[Homepage](#)

- Visualised Content **FACTS, QUIZ, AQI, CONTACT & FEEDBACKS**



[QUIZ](#)

- Score 10 to receive prizes from Sime Darby Plantation



INTERACTIVE CONTENT Package Cost (Production, Circulation, Guarantee Result)

Ad Item	Description	Inventory	Package Cost
Interactive Content Production	Content Format: Interactive Content, Visualised Report Length: Custom Languages: EN/BM/CN Hosting Platform: Kini News Lab <i>*Content's copyright is mutually owned by Kini & client.</i>	1 TOPIC (1 Content Format) (1 Language)	RM 50,000 8% SST applicable (Total Worth: RM100,000) Guaranteed Result: > 2,000 Participants/Engagements/Reads
Interactive Content Circulation	I. Website (Desktop & Mobile): ● Malaysiakini Sustainability section ● Digital News Asia Sustainability section ● Kini News Lab Sponsored Content section II. Social Media: ● Malaysiakini FB, X, IG, LI ● Digital News Asia FB, LI Posting Format: Interactive Content header image, caption message, URL link, #hashtag & handshake with client's socmed pages. <i>*Boost to targeted audience group is available.</i>	2 WEEKS 2 WEEKS 2 WEEKS 8 POSTS 2 POSTS	

Notes: 1. Inventories can be utilized from October 2024 to December 2025, for a total of 15 months.
2. Enjoy a **12% discount for full upfront payment** and a **10% discount for partial payments** made in Q4 2024.

The image features a light green background with stylized green leaves and branches in the corners. The top-left corner has a cluster of leaves, the top-right corner has a branch with several leaves, and the bottom-left corner has a large leaf and a smaller one. The text is centered in the middle of the page.

MEDIA INTERVIEW

by **Malaysiakini & Digital News Asia**

Article & Video

Media Interview ARTICLE

- Publish on **Malaysiakini & Digital News Asia** : “Sustainability” section

Mydin



MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

Read More →

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



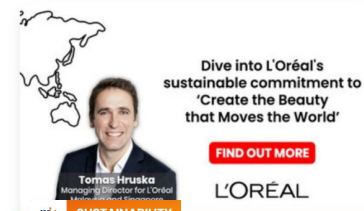
Investing towards a Sustainable Future

ESG Investing for Sustainable Prosperity

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

SUSTAINABILITY

L'ORÉAL



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

FIND OUT MORE

L'ORÉAL

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



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

SUSTAINABILITY

Heineken



Brew a Better World: Creating long-term sustainable value

FIND OUT MORE

SUSTAINABILITY

Sustainability in action: How a brewer is making a difference

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

Lotus's Malaysia



Lotus's Malaysia partners with MJIT-UTM in innovating sustainable solutions within the retail industry

SUSTAINABILITY

Mah Sing Group



Sustainable Serenity Unveiled

FIND OUT MORE

SUSTAINABILITY

Sustainable Serenity Unveiled

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

SEDA



International Sustainable Energy Summit ISES 2024 Accelerating Energy Transition Through Innovation

20 - 21 Aug 2024

Deep Landing Convention Centre Malaysia

www.isea.gov.my

WRANGLER CONTENT

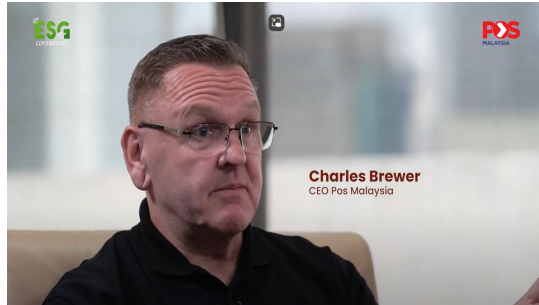
Deep Dive SEDA's remarkable efforts to promote the nation's Sustainable Energy

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

Media Interview VIDEO

- Live-Broadcast & circulate across **Malaysiakini & Digital News Asia** (Social Media) **FB, X, IG, LI Youtube, TikTok**
- Format: Pre-Recording / Live-Interview

POS Malaysia



MDEC



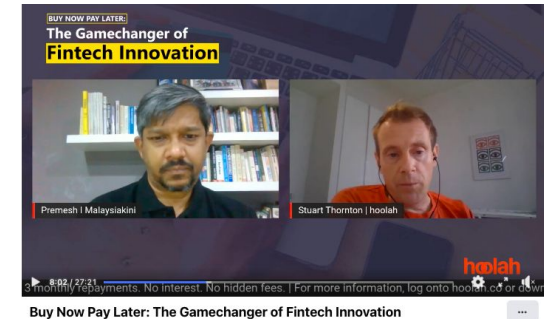
redONE



Doctor on Call



Hoolah



The slide features a light green background with stylized green leaf and branch illustrations in the corners. Top-left: A cluster of three rounded leaves. Top-right: A branch with several small, oval-shaped leaves and a single larger heart-shaped leaf below it. Bottom-left: A large, multi-lobed leaf and a smaller heart-shaped leaf. Center: The text "PUBLICATION PLATFORMS" in a bold, black, sans-serif font.

PUBLICATION PLATFORMS

Malaysiakini Sustainability Section

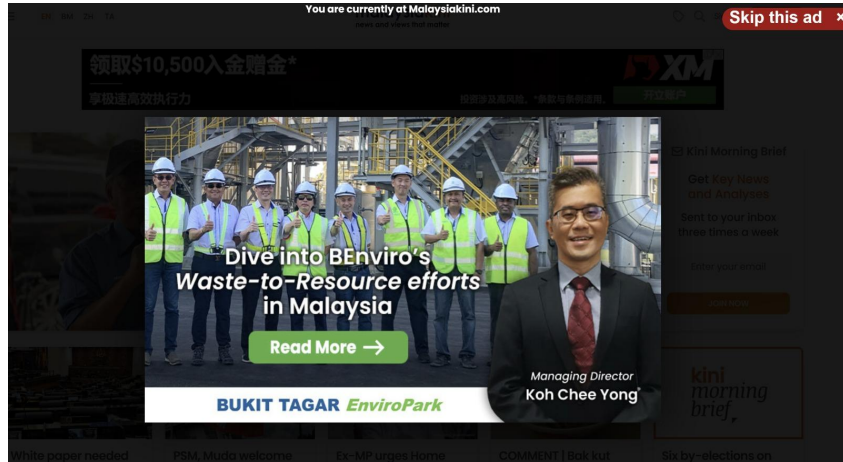
<https://www.malaysiakini.com/en/latest/sustainability>

Digital News Asia Sustainability Section

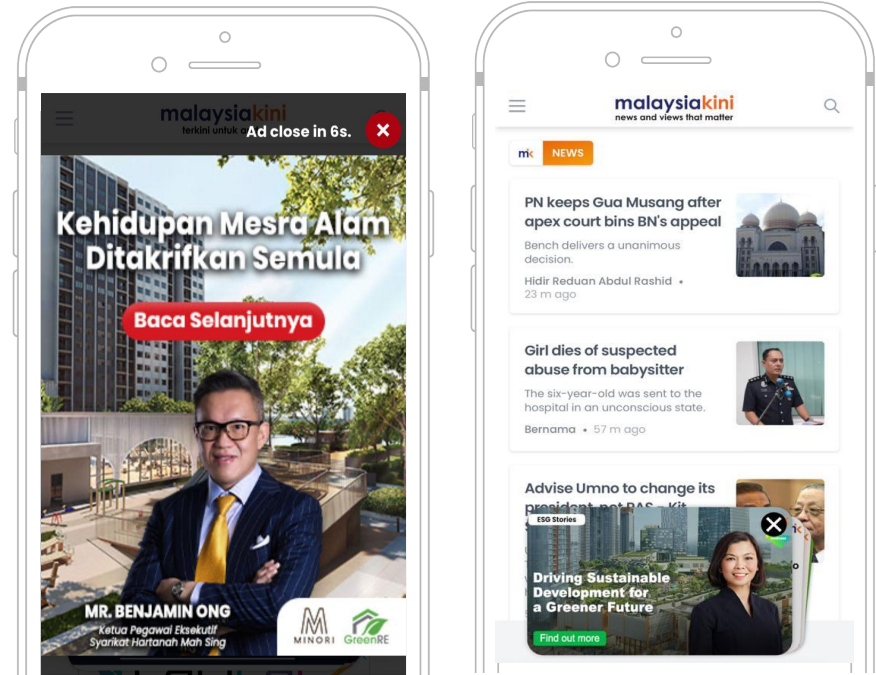
<https://www.digitalnewsasia.com/sustainability-matters>

COVER STORY Publication

Mkini, DNA (Desktop)
Homepage **Site Take Over**

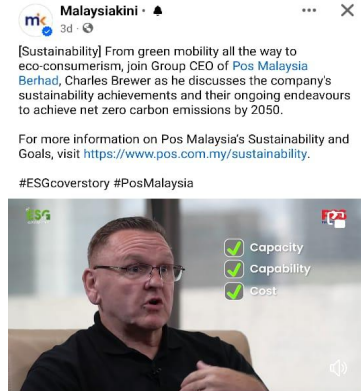


Mkini, DNA (Mobile)
Homepage **Mobile First View / Mobile Card**

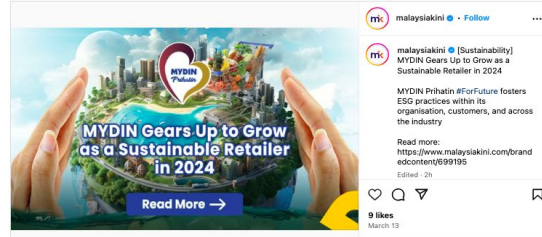


SOCIAL MEDIA Circulation

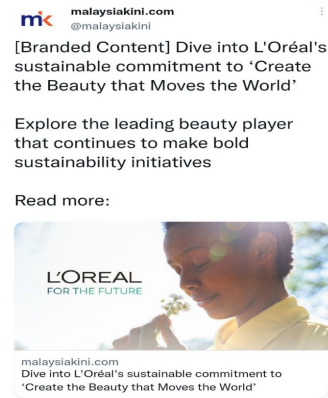
Facebook Posting



Instagram Posting



X Posting



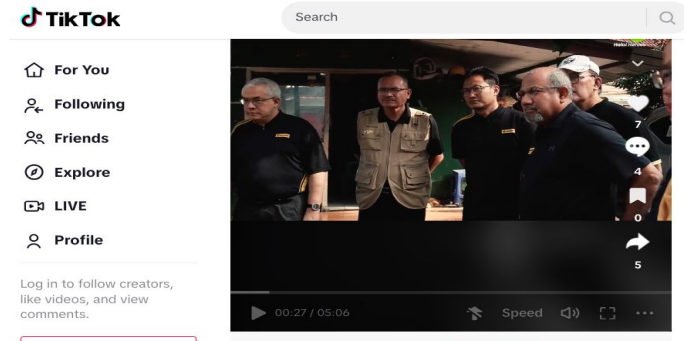
LinkedIn Posting



Youtube Posting



TikTok Posting



MEDIA INTERVIEW Package Cost (Production, Circulation, Guarantee Result)

Ad Item	Description	Package A	Package B
Media Interview Content Production	Content: Media Interview Format (Video): Pre-Record / Live-Interview Length: < 1,000 words (Article), < 2min (Video) Languages: EN/BM/CN <i>*Content's copyright is mutually owned by Kini & client.</i>	1 ARTICLE (1 language)	1 ARTICLE + 1 VIDEO (1 language each)
Media Interview Content Circulation	I. Website (Desktop & Mobile): ● Malaysiakini Sustainability section ● Digital News Asia Sustainability section II. Social Media: ● Malaysiakini FB, X, IG, LI, Youtube, TikTok ● Digital News Asia FB, LI Posting Format: Article/Video with caption message, URL link, #hashtag & handshake with client's socmed pages. <i>*Boost to targeted audience group is available.</i>	1 WEEK 1 WEEK 4 POSTS 2 POSTS Guaranteed Result: > 5,000 Reads	2 WEEKS 2 WEEKS 8 POSTS 4 POSTS Guaranteed Results: > 5,000 Reads > 20,000 Views
Package Cost (8% SST is applicable): (Total Worth) (Discounted)		RM 15,000 (RM30,000) (-50%)	RM 30,000 (RM70,000) (-57%)

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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, >12 mil SocMed Followers

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