

malaysiakini

MEDIAKIT

DESKTOP / MOBILE / SOCIAL MEDIA

Prepared by



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, Sept 2024

AUDIENCE INTERESTS OVERVIEW (Malaysiakini Desktop & Mobile)

Source: Google Analytics, Sept 2024

(Highlighted) Audience Interest Segments:

- Entertainment News
- Banking & Finance, Investors
- Business News readers
- Technology / Technophiles
- Lifestyle & Business Professionals
- Technology & Mobile Enthusiasts
- **Vehicle & Transportation / Auto**

	Total	2,006,703 100% of total			
1	News & Politics/Avid News Readers/Entertainment News Enthusiasts	1,109,734	11	Lifestyles & Hobbies/Business Professionals	418,573
2	News & Politics/Avid News Readers/Avid Political News Readers	991,158	12	Lifestyles & Hobbies/Shutterbugs	388,997
3	Banking & Finance/Avid Investors	717,007	13	Vehicles & Transportation/Auto Enthusiasts	382,981
4	Travel/Travel Buffs	712,704	14	Sports & Fitness/Sports Fans/Racquetball Enthusiasts	377,938
5	Sports & Fitness/Sports Fans/Soccer Fans	650,384	15	Shoppers/Bargain Hunters	367,552
6	Sports & Fitness/Sports Fans	478,578	16	Media & Entertainment/Book Lovers	367,470
7	News & Politics/Avid News Readers/Avid Business News Readers	460,827	17	Media & Entertainment/Music Lovers	360,564
8	Technology/Technophiles	447,500	18	Shoppers/Shopping Enthusiasts	360,413
9	News & Politics/Avid News Readers	436,737	19	Media & Entertainment/Movie Lovers	347,895
10	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	430,380	20	Technology/Mobile Enthusiasts	344,779

AUDIENCE DEMOGRAPHIC

GENDER GROUP



Male

50.59% (D)
54.73% (M)

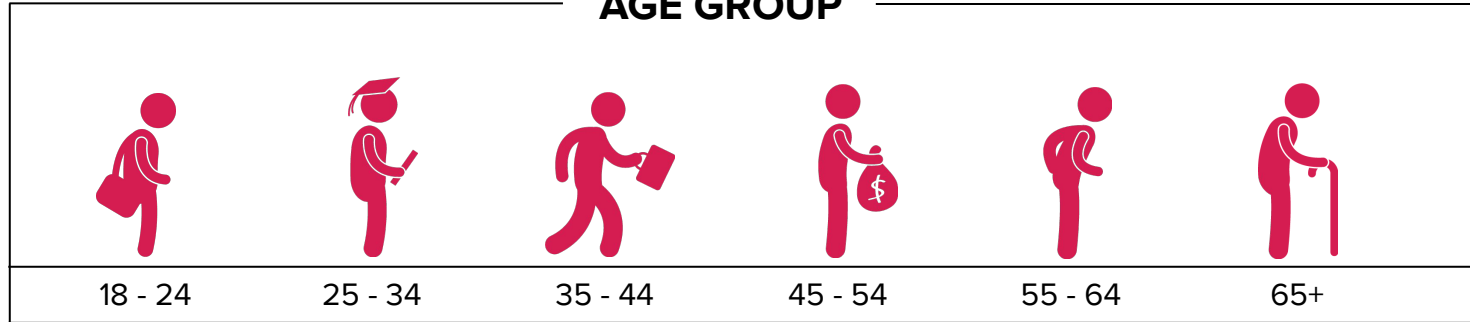
Around 54% of the audience are male readers



Female

49.41% (D)
45.27% (M)

AGE GROUP



11.64% (D)
1.80% (M)

12.65% (D)
7.11% (M)

15.57% (D)
23.01% (M)

25.09% (D)
23.44% (M)

18.45% (D)
29.56% (M)

16.61% (D)
15.07% (M)

TRAFFIC LOCATION (By State)

Region	Views	Total users
Kuala Lumpur	16,065,259	1,632,420
Selangor	6,459,197	585,645
Johor	1,481,609	151,338
Penang	1,229,007	102,590
Perak	1,120,049	99,273
Sarawak	1,114,832	112,104
Sabah	930,253	91,330
Kedah	600,878	63,263
Negeri Sembilan	540,966	53,121
Pahang	488,827	63,166
Malacca	450,493	46,720
Kelantan	382,814	42,272
Terengganu	334,521	37,684
Putrajaya	190,949	15,353
Perlis	74,794	8,455
Labuan	24,175	3,346

Source: Google Analytics, Sept 2024

Weekly reach - online

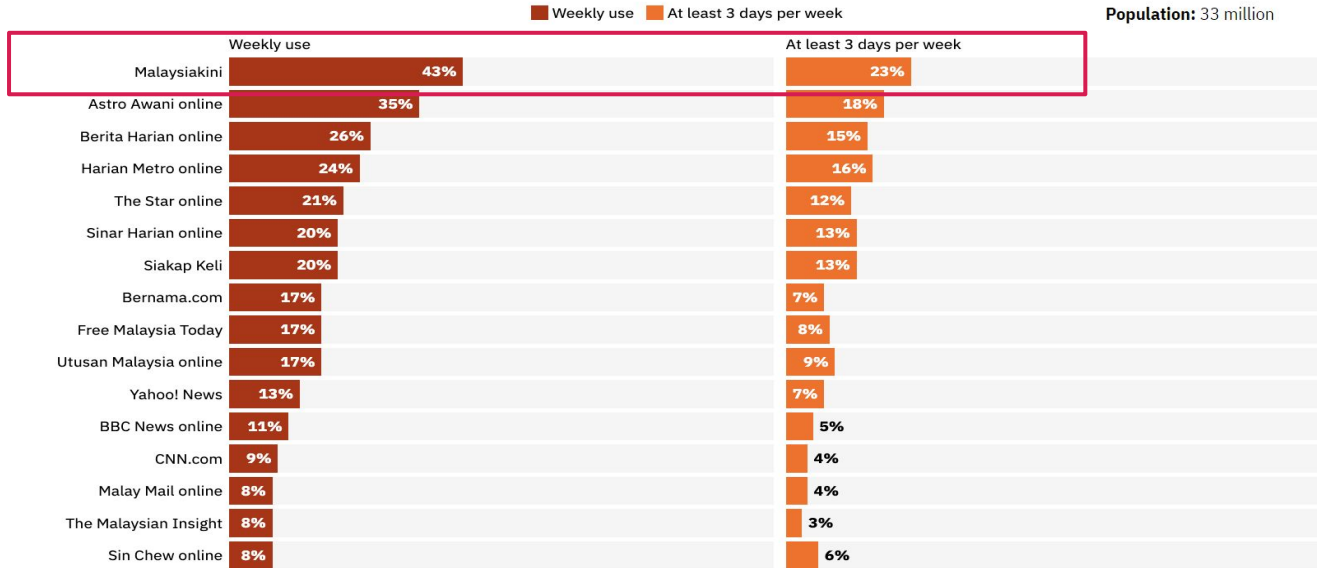
ONLINE
Malaysia



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 | Sep 2024 | Malaysia

Domain (5,377)	Traffic Share	MoM Traffic Ch	Rank	Monthly Visits	Unique Visitors	Yearly Change	Desktop vs Mobile	Visit Duration	Pages/Visit
yahoo.com	8.73%	↓ 5.69%	#12	23.94M	4.051M	↓ 7.34%	69.7% / 30.3%	00:08:31	5.41
malaysiakini.com	4.83%	↓ 5.25%	#25	13.25M	1.581M	↓ 9.50%	14.9% / 85.1%	00:04:44	4.04
hmetro.com.my	4.45%	↓ 15.85%	#32	12.19M	2.770M	↓ 15.39%	7.1% / 92.9%	00:02:30	2.74
bharian.com.my	4.00%	↓ 11.63%	#36	10.96M	3.043M	↓ 16.75%	10.5% / 89.5%	00:02:10	2.42
thestar.com.my	3.89%	↓ 11.60%	#41	10.65M	1.951M	↓ 3.63%	18.8% / 81.2%	00:03:18	2.60
sinarharian.com.my	3.29%	↑ 5.04%	#56	9.035M	1.919M	↓ 21.66%	6.8% / 93.2%	00:02:55	2.32
freemalysiatoday.com	2.86%	↓ 12.73%	#79	7.831M	1.597M	↑ 3.67%	12.6% / 87.4%	00:02:43	1.93

Direct Traffic Leaders

News and Media | Sep 2024 | Malaysia

Domain	Traffic Share	Change	Rank	Monthly Vi
yahoo.com	45.60%	↓ 4.16%	#10	1
malaysiakini.com	5.25%	↓ 2.27%	#4,892	
thestar.com.my	4.13%	↓ 5.03%	#5,503	
msn.com	3.25%	↓ 8.74%	#55	9
douyin.com	2.33%	↓ 3.39%	#105	6
sinchew.com.my	2.20%	↓ 6.67%	#13,619	6

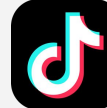
Referrals Traffic Leaders

News and Media | Sep 2024 | Malaysia

Domain	Traffic Share	Change	Rank	Monthly Vi
yahoo.com	16.94%	↑ 4.00%	#10	3
news.yahoo.com	4.65%	↓ 11.21%	#243	
malaysiakini.com	4.00%	↓ 0.15%	#4,892	
msn.com	3.20%	↓ 11.11%	#55	
thestar.com.my	3.17%	↓ 8.74%	#5,503	
qq.com	2.55%	↑ 2.23%	#91	

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

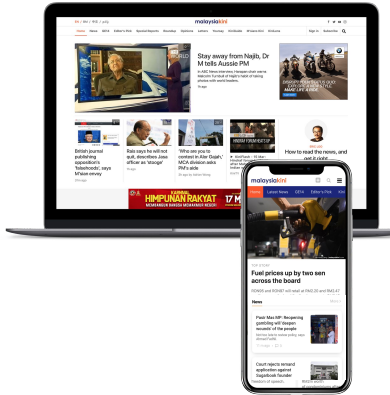
Overall Monthly **Mobile** Unique Readers

42,195,210




Overall Monthly **Mobile** Pageviews

Source: Google Analytics & Social Media, Aug 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, Aug 2024

Advertisers (Corporate & Private)



Advertisers (Government)



OFFICE OF THE PRIME MINISTER
PUTRAJAYA, MALAYSIA



MINISTRY OF FINANCE
(357-02129926)



MINISTRY OF HIGHER EDUCATION



Kementerian Kerja Raya



MINISTRY OF HEALTH MALAYSIA



MINISTRY OF
TRANSPORTATION



MINDEF



KPDNHEP



MCMC



LHDN
MALAYSIA



KWSP
EPF



TENAGA
NASIONAL



Suruhanjaya Perkhidmatan Air Negara



TalentCorp
GROUP OF COMPANIES

IndahWater



HRD CORP
HUMAN RESOURCE DEVELOPMENT CORPORATION



Sustainable Energy Development Authority
seda
MALAYSIA



INSTITUT JANTUNG NEGARA
National Heart Institute



SIRIM



Chase Your Dreams

MDEC™



CYBERVIEW

DESKTOP FIXED AD POSITIONS

HOME PAGE

INSIDE PAGE

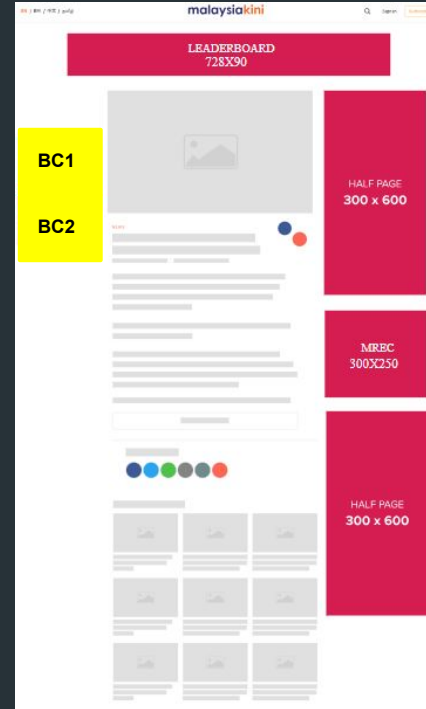
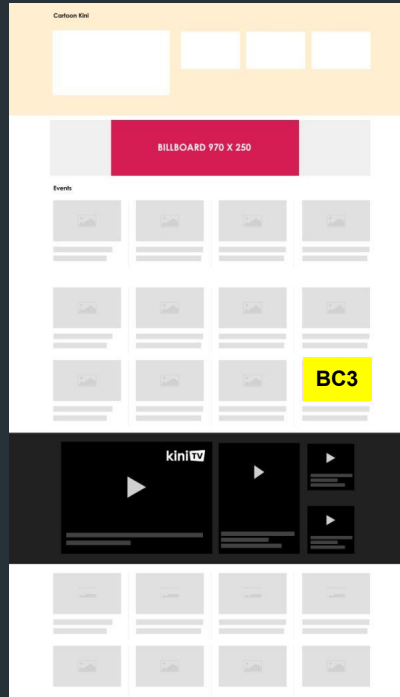
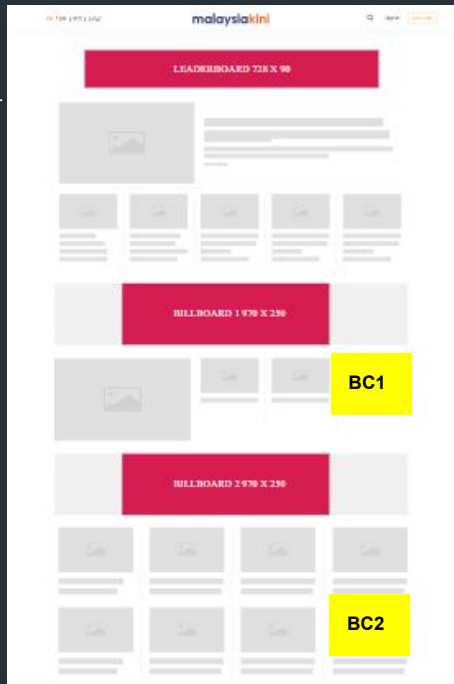
continue



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)

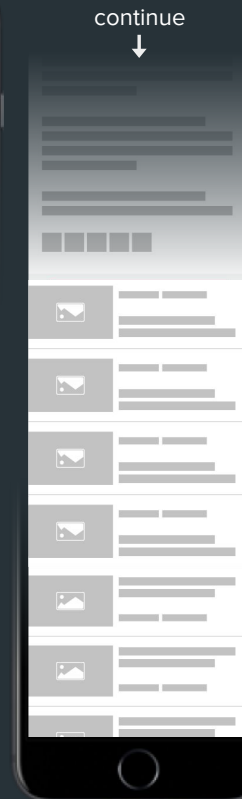
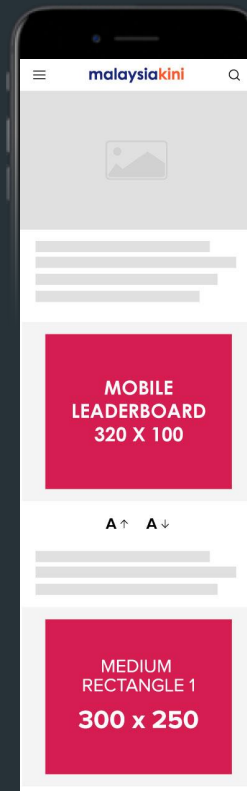
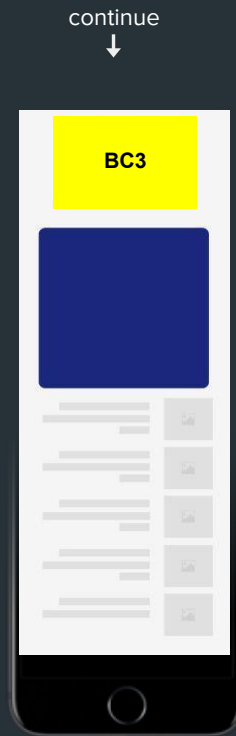
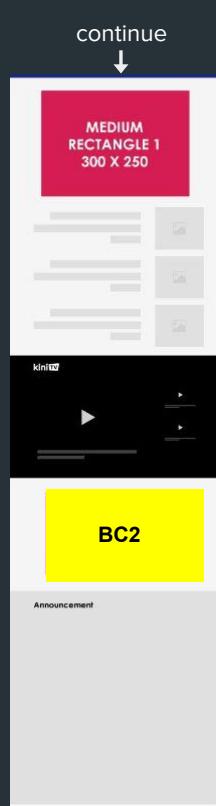
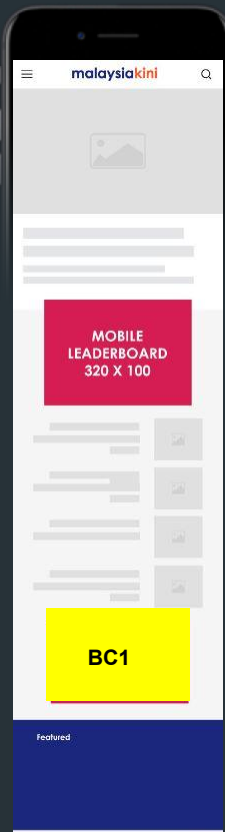
MOBILE FIXED AD POSITIONS

HOME PAGE

INSIDE PAGE

MEDIUM RECTANGLE
(300px X 250px)

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



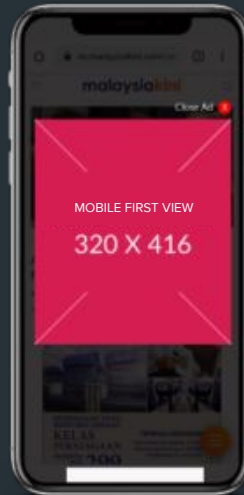
MEDIUM RECTANGLE 1
(300px X 250px)

OUT OF PAGE AD POSITIONS

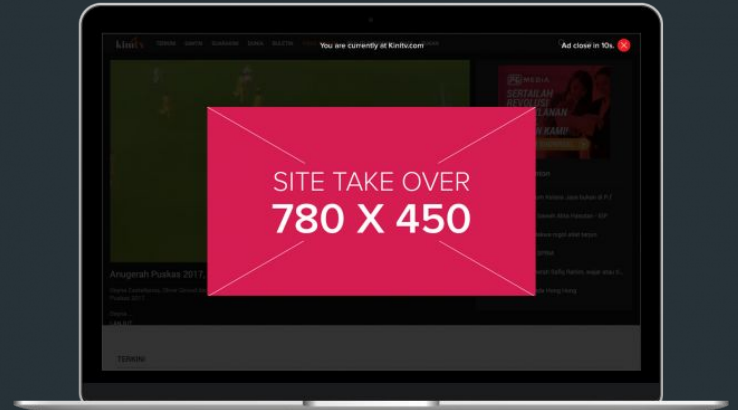
MOBILE CARD



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

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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

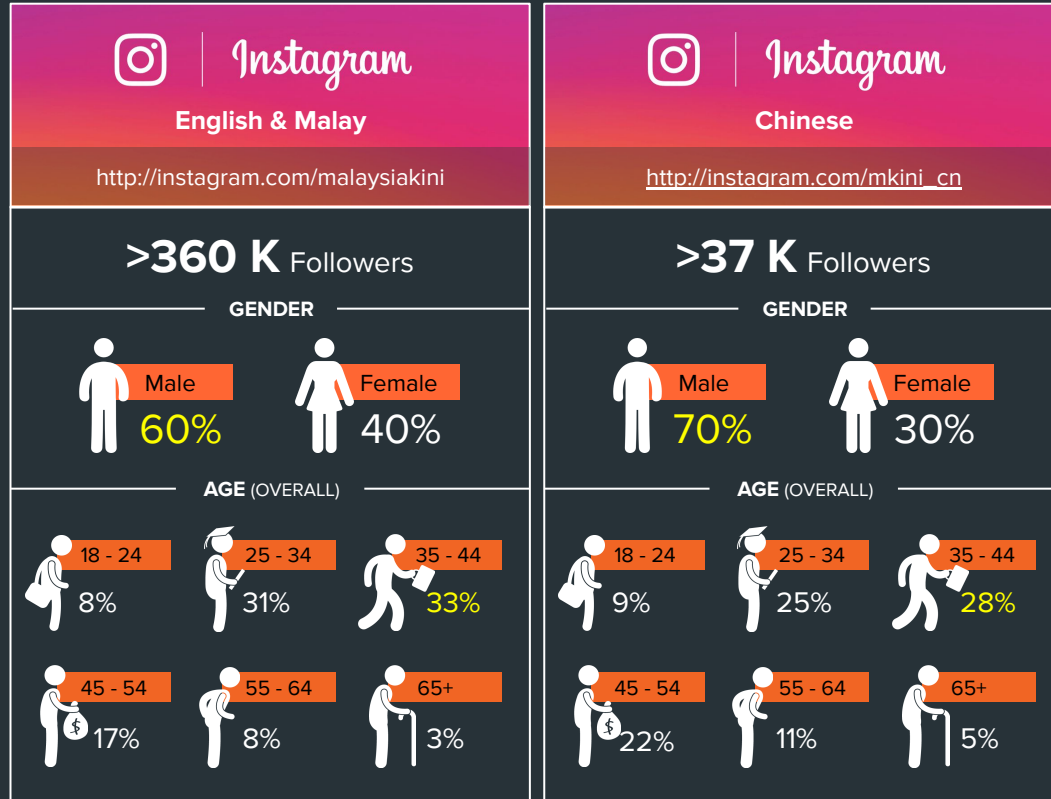
14%



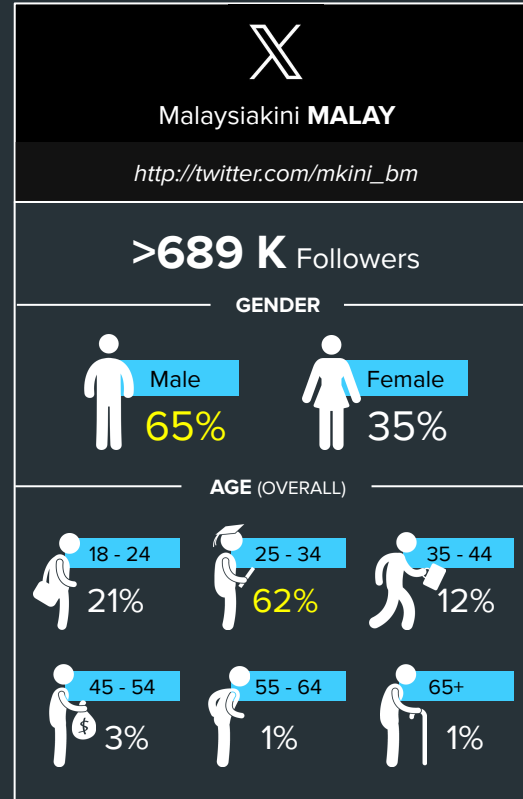
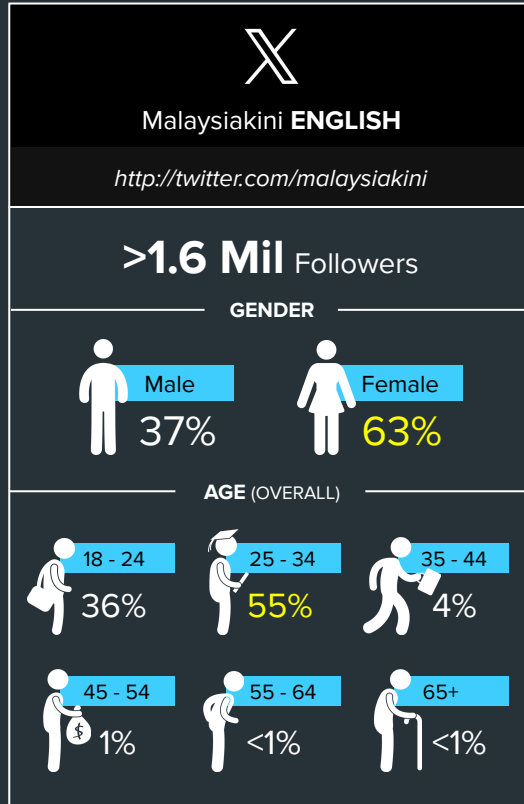
65+

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

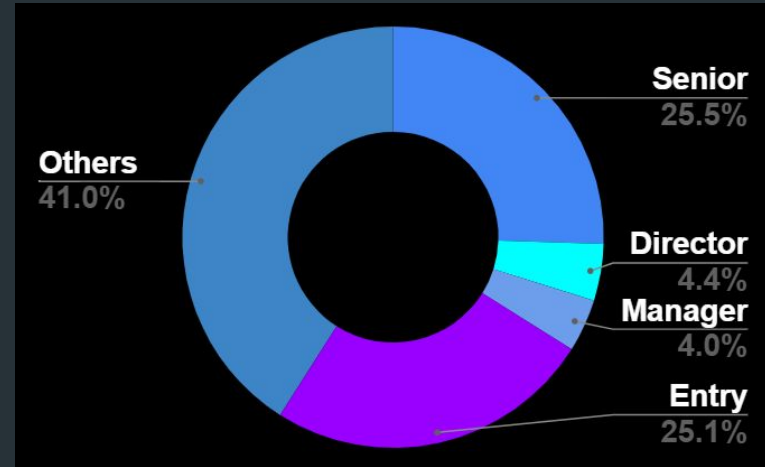


Education
> 100



Finance
> 100

By SENIORITY



5,444

Followers

MALYSIAKINI 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		EN, BM, CN	Youtube				
Youtube	EN, BM, CN	Video, URL, Hashtag/tag client's social media page.	RM 3,000	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		
Telegram	EN, BM, CN	Only text with 1 link is allowed	RM 1,000			Period: < 1 hour	RM 5,000
LinkedIn						Live available for On-Ground (via Mobile Phone)	

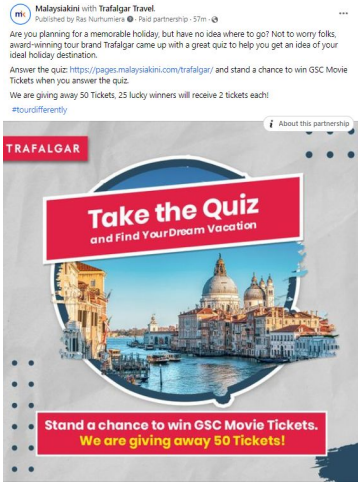
FOR CUSTOM MADE PROPOSAL:

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

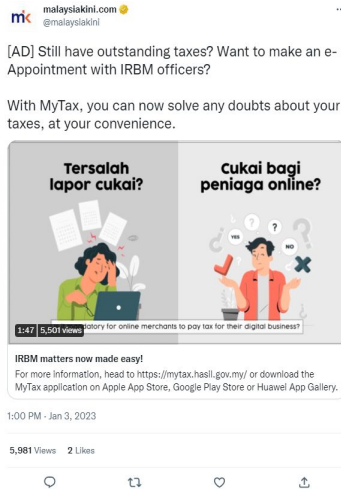
Social Media (Content Posting)

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.

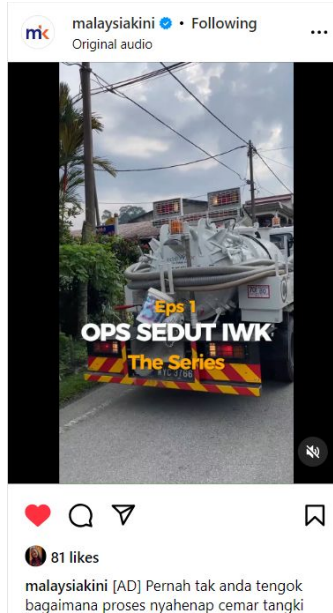
Facebook
(EN/BM/CN)



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

Prudential



ADVERTORIAL

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

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

KWSP



PENGUMUMAN

143 views

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

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

Lotus



KARANGAN BERJANAMA

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.malaysiakini.com/brandedcontent/613959)

Lalamove

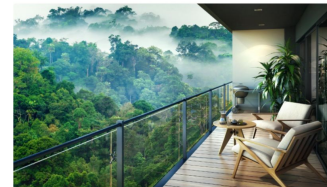


ADVERTORIAL

Lalamove beefs up its fleet to support SMEs with festive deliveries

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

Tropicana



ADVERTORIAL

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

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

Celcom



ADVERTORIAL

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

<https://www.malaysiakini.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 Reach
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

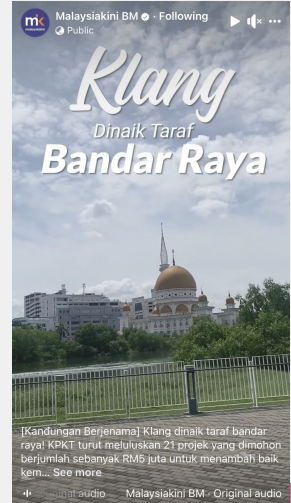
OMG Reno

Testimonial/Review



Transform your new home with just RM499

Example of 1-min Reels



BRANDED VIDEO PACKAGE

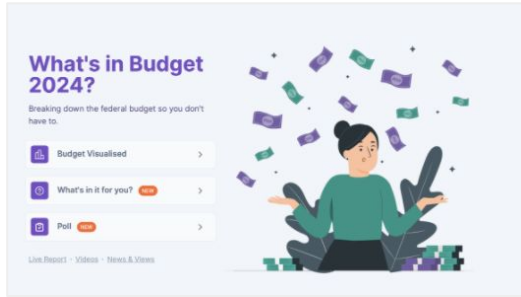
Ad Item	Description	Inventory	Package Cost
Video Production	<p>Video Type: 1 Full Video & 1 Short-Reel Length: 2 min (Full) & <60 Sec (Short Reel) Topic/Content: Event Coverage / Voxpop / Media Reporting / Media Interview Language: EN / BM / CN with Subtitle</p> <p><i>*Video's copyright mutually owned 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:

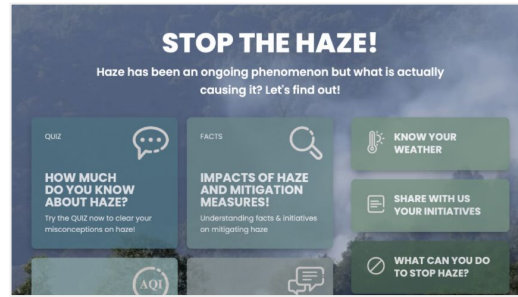
Email: advertise@fgmedia.my More Info: www.fgmedia.my

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



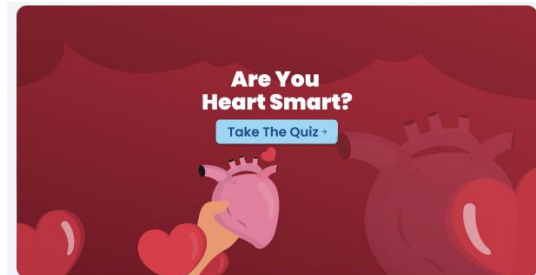
Trafalgar - Which Travel Package Suits You?
Personalize Quiz



Indah Water Konsortium
Visual Content + Quiz



MDEC - National Data Sharing Policy
Visual Content



IJN
Quiz

INTERACTIVE CONTENT PACKAGE

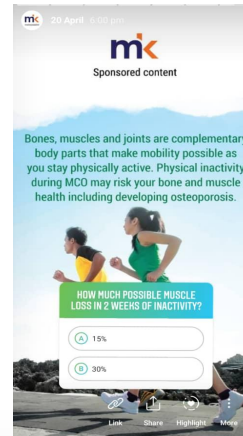
Ad Item	Description	Inventory	Package Cost
Interactive Content Production	<p>Content Format: Quiz / Visualise Content / Poll Length: Custom Hosting Platform: Kini News Lab</p> <p><i>*Content's copyright mutually owned by Kini & client.</i></p>	1 TOPIC (1 Format)	
Interactive Content Circulation	<p>I. 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)	RM 50,000 8% SST applicable (Total Worth: RM65,000) Guaranteed Result: > 2,000 Engagement

FOR CUSTOM MADE PACKAGE:

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

IG Story Poll
(Anlene)



[Infographic] [K9 Wira Comel Malaysia](#)

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



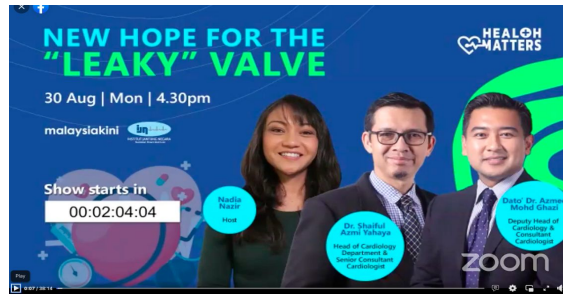
Anlene



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 (Mass Audience DATABASE)

Kini Morning Brief: EDM Ad Insertion

- Malaysiakini Editorial Daily Newsletters - "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's 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.



LHDN e-Invoicing

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.



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每周一至周五 直达您的邮箱

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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)

05 EDM (Business Audience DATABASE)

KiniEvents: EDM Ad Insertion

- Malaysiakini Bi-Weekly Event Newsletter - Second/Third slot

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 6
Data is the new currency .. Eureka

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

RSVP for free before 21 November 2023

The 8th Episode will delve deeper into how some firms are actually monetising their data and the lessons they have learnt in their journey as they have embarked on the path to unlock new opportunities.

23rd November 2023, 10am at Wang, VL, Benteng
(Seats are limited to 100 per only)

[Secure my seat now](#)

More events from KiniEvents!

GenZ at the Podium
Amendment of Whiteblowing Protection Act

Session 5: Amendment of Whiteblowing Protection Act

It is Time to Strengthen Whiteblowing Protection and Labour Share, Barometer, and What Will the Consequence Be?

Stay tuned to watch the livestream on **Sheryl's Social Feedback & Party!** YouTube, Singapore, October 21, 2023, from 2:30 pm to 4:20 pm.

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

[Watch Replay](#)

kiniEvents
Join in the upcoming National Data Sharing Policy Series

Data Literacy in today's Digital Age

Wed, 10th Dec 2023 | 7pm - 9pm | Auditorium @ Innovation @

GET RM 20 only for on-ground attendees

RSVP NOW TOP IN TECH

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

Join us on 10th December at **Erico@Asia College (BAQ) for NCSF #6 at 7PM**

Register **RM20 Touch n Go credit** at our registration desk. Only for ON-GROUND attendees!

[RSVP Here](#)

Public-Private Partnership Key Component of Creating a Better Digital Economy

Key insights on how can the government and private sector work together in building a culture of responsible data sharing.

[Watch Here](#)

Vanilla Village Experiential Farm Tour

Experience Malaysia's 1st and largest vanilla smart farm! Includes guided farm tour, hands-on activities, coffee planting, and more!

[BOOK NOW!](#)

Vanilla Village Experiential Farm Tour
19/10/2023 - 19/10/2023

Experience Malaysia's 1st and largest vanilla smart farm! Includes guided farm tour, hands-on activities, coffee planting, and more!

[Book Now](#)

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

10th Oct | Tuesday | 4pm - 5pm | **RSVP NOW**

FALL AWESOME | **INSPIRE** | **AMBUSS**

Join us on Tues, 10th Oct, 4pm via Zoom

[RSVP Now](#)

Advertisement

Program Penguatkuhan MikroMADANI

Program Penguatkuhan MikroMADANI (PMM) bertujuan untuk membangkitkan perusahaan mikro melalui bantuan kewangan dalam bentuk geran dan pinjaman serta pelaksanaan aktiviti pemasaran dan capaian.

Ciri-ciri Penguatkuhan Mikro (PMM)
Meningkatkan pembelajaran, pengetahuan, dan kemahiran perniagaan kepada para usahawan mikro dan usahawan muda di Ulu Klang menggunakan platform online.

Pembinaan Perancangan Mikro (PMP) dan FinTech
Membantu dalam proses perancangan dan perancangan perniagaan mikro melalui platform perniagaan dan menggunakan platform perniagaan mikro.

Ciri-ciri Penguatkuhan Bina Minda (PBM)
Meningkatkan serta memulakan semangat dan keyakinan di kalangan usahawan mikro melalui program perniagaan.

Keperluan Persekitaran Perniagaan
Memperoleh lesen perniagaan, pendaftaran ke bank, dan pendaftaran di Suruhanjaya Pendaftaran Perniagaan (SSM).

Manfaat Utama PMM
Meningkatkan perniagaan mikro, memperluaskan perniagaan, dan meningkatkan pendapatan perniagaan mikro.

Untuk maklumat lanjut, klik butang <http://smecorp.gov.my/MIKROMADANI>

Anda Memiliki perniagaan mikro dan perlukan bantuan untuk membangkitkan 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 #6 will dive deeper into the intricacies 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, 10th Oct, 10am at WDRQ, VL, Benteng (Seats are limited to 100 per only)

[Secure my seat now](#)

Advertisement

19-22 OCT 2023
Paving the Way Forward for Malaysia's Digital Future

Revolutionising Digital Landscape with AI, Net Zero, and Biotech

Day 1 (19 October)
Digital Summit

Day 2 (20 October)
Net Zero Summit

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

Day 4 (22 October)
Manager Accelerator Programme Closing Day (20 Startups)

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

Announcement

MDEC

MDX
MALAYSIA DIGITAL EXPO 2023
GRAND FINALE

Malaysia's Largest Digital Event
Zack Kass

1-3 November 2023 | MDEC, Kuala Lumpur

[Find Out More](#)

(KiniEvents) Business EDM Database Summary (As of March 2024)

Total Database Size:

~75,000 emails

Segmented Database:

~41,000 emails

By Industry: 24,046 emails

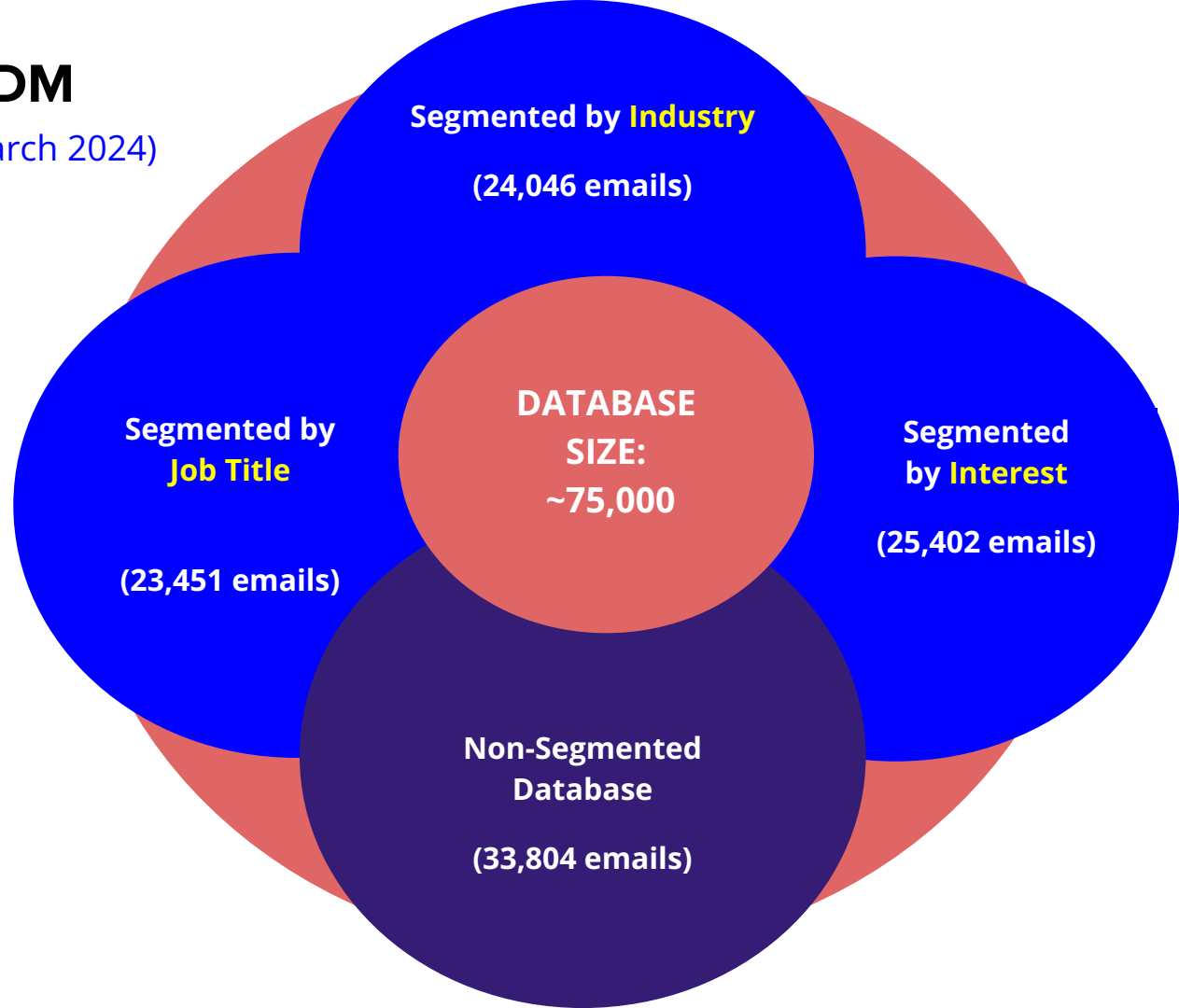
By Job Title: 23,451 emails

By Interest: 25,402 emails

Non-segmented Database

(Race & Gender):

~33,000 emails

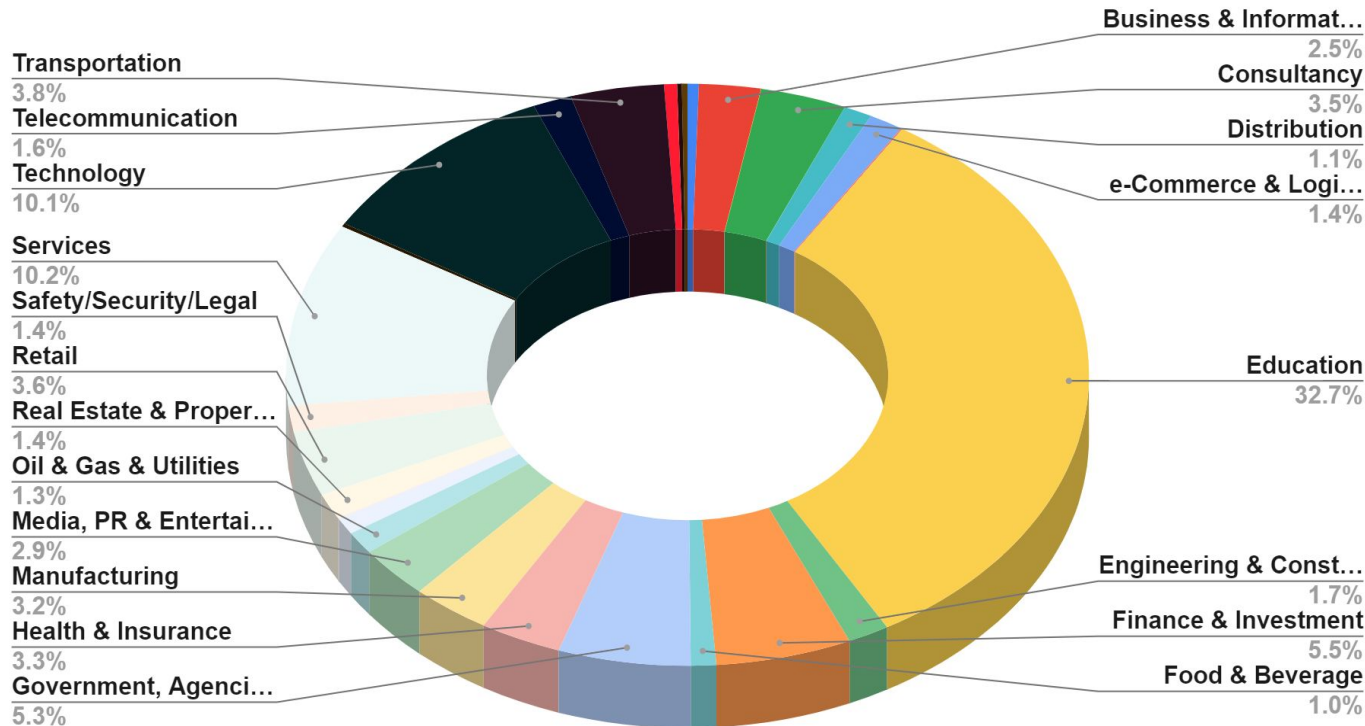


Segmented by Industry

(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)

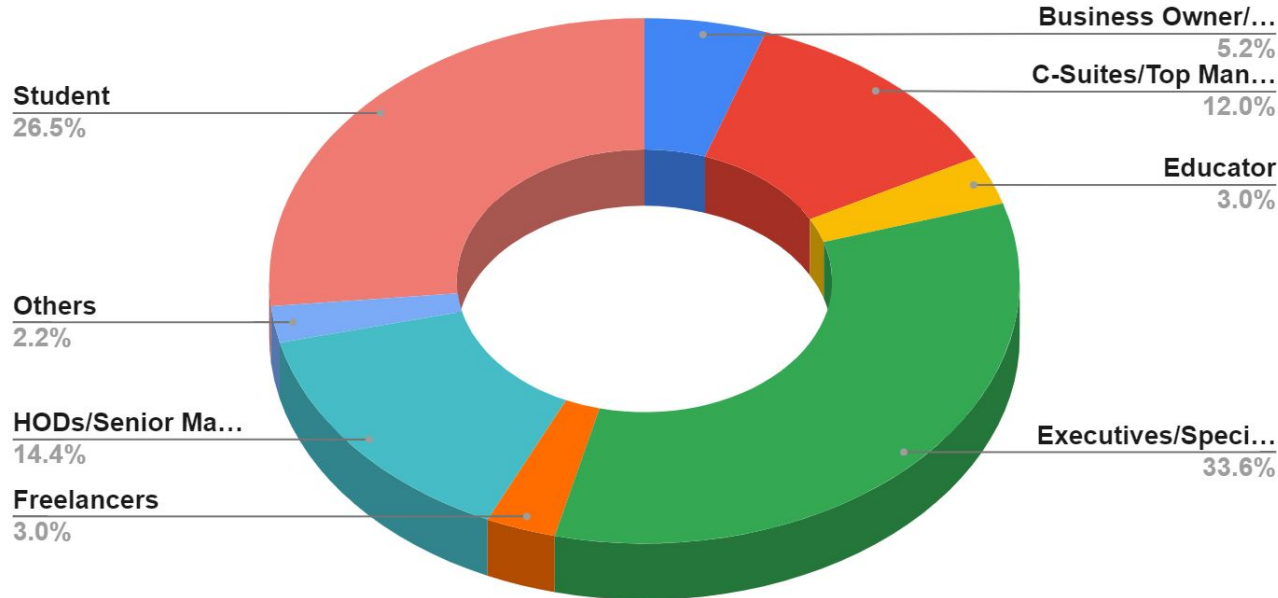


Segmented by Job Title

(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)

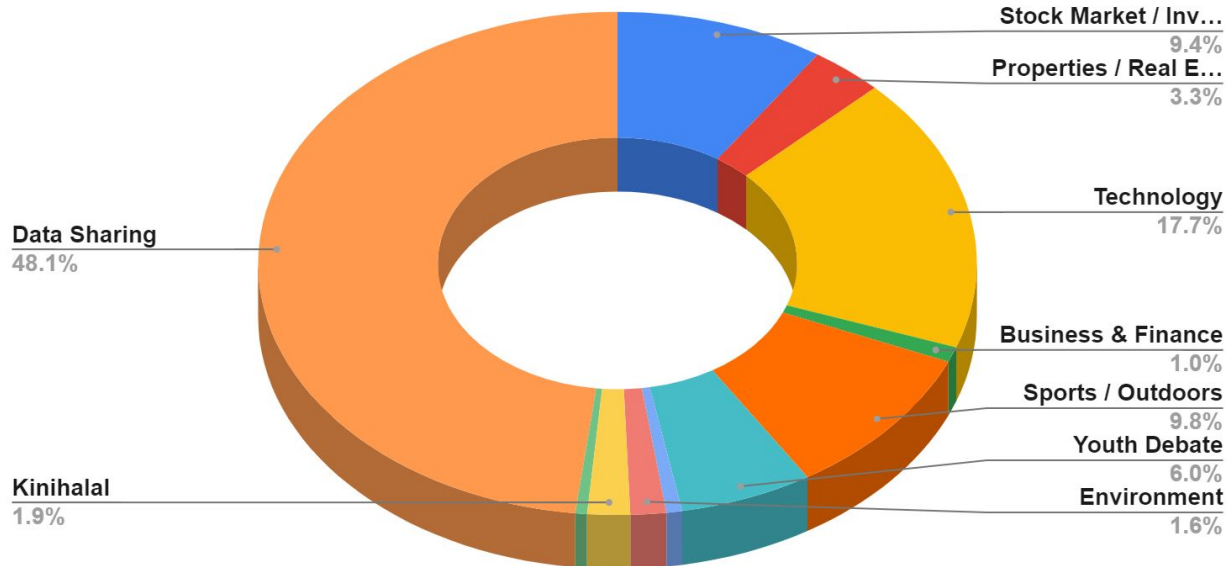


Segmented by Interest

(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)



EMAIL BLAST PACKAGE COST

Option	Description	Inventory	Package Cost
I	<p>EDM (Business Audience Database) KiniEvents EDM (Mass Audience Database) Kini Morning Brief Format: EDM ad insert</p> <p>Database Type: Non-targeting Total Database: ~300,000 Emails</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>2 EDM Ad Inserts</p> <p>Non-Targeting (Mass Audience Database)</p>	<p>RM10,000 6% SST applicable</p> <p>(Total Worth: RM20,000)</p> <p>Est. Open Rate : >15%</p>
II	<p>EDM (Business Audience Database) KiniEvents Format: EDM ad insert</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 EDM Ad Inserts</p> <p>Segment-Targeting (Business Audience Database)</p>	<p>RM15,000 6% SST applicable</p> <p>(Total Worth: RM30,000)</p> <p>Est. Open Rate : >8%</p>

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To create native content that is relevant, useful and appropriate for the targeted audience.

Reaching to a wider informed and affluent readers across **Malaysiakini** :

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