



2025

WORLD HEALTH DAY

Content Partnership Proposal

Interactive Content, Video Talkshow
& Specialist Interview

Content Proposal by :

malaysia**kini**
news and views that matter

kini **TV**

FG **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, Aug 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



18 - 24

11.64% (D)

1.80% (M)



25 - 34

12.65% (D)

7.11% (M)



35 - 44

15.57% (D)

23.01% (M)



45 - 54

25.09% (D)

23.44% (M)



55 - 64

18.45% (D)

29.56% (M)



65+

16.61% (D)

15.07% (M)

Advertisers



FOCUS POINT

BLACKMORES



Partnership Content Formats:

Part 1: HEALTH MATTERS Interactive Content

- **Interactive content** in 2 formats:
Visualised Content & Quiz
- Educating reader on a serious health topic in a **fun & engaging** ways
- Boost to **target audience group**
- Collect **Participants Contact Database** (Name, Email, Tel, Address etc)
- **Rewards** to quiz participants: Mkini & Sponsor's products

Part 2: HEALTH MATTERS Video Talkshow

- **3 Invited Speakers: Main Speaker** from Topic Sponsor, 2 Industry/topic experts (doctor;pharmacist; nutritionist; psychologist; psychiatric etc)
- **Moderate** by Media Rep./KOL
- **Livestream** across 4-5 SocMed Pages
- **A&Ps** for Pre-During-Post talkshow is included
- Boost to **target audience group**
- **Insert CTA** for topic sponsor

2025 World "Health" Day Schedule:

International Sex Education Day	2 February 2025
National Cancer Awareness Day	4 February 2025
World Oral Health Day	20 March 2025
World Obesity Day	4 March 2025
World Kidney Day	13 March 2025
National Immunisation Day	16 March 2025
World Doctors Day	30 March 2025
World Health Day	7 April 2025
World Liver Day	19 April 2025
World Asthma Day	6 May 2025
World Digestive Health Day	29 May 2025
World Blood Donor Day	14 June 2025
International Day of Yoga	21 June 2025
World Brain Day/ International Brain Day	22 July 2025

2025 World “Health” Day Schedule:

World Breastfeeding Week	1 - 7 August 2025
National Nutrition Week	1 - 7 September 2025
World Physiotherapy Day	8 September 2025
World Suicide Prevention Day	10 September 2025
National Rehabilitation Awareness Week	15 - 21 September 2025
World Sexual Health Day	4 September 2025
World Alzheimer’s Day	21 September 2025
World Lung Day	25 September 2025
National Women’s Health and Fitness Day	25 September 2025
World Heart Day	29 September 2025
World Sight Day	9 October 2025
Breast Cancer Awareness Month	1-31 October 2025
World Stroke Day	29 October 2025

National Health Education Week	13 - 19 October 2025
World Stroke Day	29 October 2025
Mental Health Day	10 October 2025
Global Handwashing Day	15 October 2025
World Pediatric Bone and Joint Day	19 October 2025
World Psoriasis Day	29 October 2025
National Diabetes Education Week	3 - 9 November 2025
World Pneumonia Day	12 November 2025
World Diabetes Day	14 November 2025
National Handwashing Awareness Week	1 - 7 December 2025
National Influenza Vaccination Week	1 -7 December 2025

Part 1: HEALTH MATTERS Interactive Content

Example I: Visualised Content & Quiz

Language: BM (Length: Custom) Hosting: [Kini News Lab](#)

**Interactive contents' copyright is mutually owned with the topic sponsor.*

Quiz: How Well Do You Know Your Movements (Partnership with Anlene)

How Well Do You Know Your Movements?

TAKE THE QUIZ

Test your knowledge about mobility today.

Brought To You By **malaysiakini**
news and views that matter

In Collaboration With **Anlene**

Score: 0 2/7

Which of the food sources has got higher calcium content?

Tempeh, baked beans, broccoli.

Dairy products (milk, yogurt, cheese), anchovies, kal lan, almond etc.

Correct

Dairy products (milk, yogurt, cheese), anchovies, kal lan, almond etc.
Is the right answer.

Next Question →

Brought To You By **malaysiakini**
news and views that matter

In Collaboration With **Anlene**

Visualised Content: These 5 outdoor activities are a great way to stay fit and healthy! (Partnership with Anlene)

These 5 outdoor activities are a great way to stay fit and healthy!

As Malaysia sees an increase in daily confirmed cases of Covid-19, we must take note that not all outdoor activities are color-coded green when it comes to safety. However, if you want to jog or go for a walk and focus on your fitness goals, there are some outdoor activities that you can do while maintaining your social distance. To help you plan your fitness activity, we have put together 5 outdoor activities that you can do to stay in top shape.

1 Jog

As long as you're able to social distance, jogging is a good choice. If you want to get out of the house and get in a cardio workout at the same time, to be even safer, carry your hand sanitizer for disinfection.

Jogging regularly will allow you to maintain a healthy weight, especially if you also modify your diet.

2 Farm to Plate

It can burn up to 300 calories in an hour. Not only can you burn calories, but in the end, you'll have a beautiful landscape to show for it.

In the video, Soon and Yuen explain why they enjoy gardening and share some helpful tips for starting your very own vegetable garden.

Farm to Plate is not a new concept. In fact, it has been around for many, many years. Essentially, it means that the food on the table comes directly from your own garden, without going through a market. Most of our distributor along the way, this practice directly promotes healthy eating practices.

Gardening can also keep yourself fit, and as a happy bonus, you could come out with some delicious and healthy vegetables or herbs for your table.

3 Ride your bike

Whether you're cycling hard or going on an easy ride, remember that the same rules for jogging apply here – maintain proper social distance while you're riding. Let's hear from cyclists – Munirah, Ali and Sandhya – on the benefits of cycling and their remedies to relieve leg or knee post-ride cycling.

Cycling is more of an aerobic activity, which means that your heart, blood vessels and lungs all get a workout. This will breathe deeper, purify and expedite increased body temperature, which will improve your overall fitness level.

4 Yoga for flexibility

A matter of fact, it actually helps with our balance. This exercise can be carried out anywhere, be it in your home or even outdoors, grab a mat and you're good to go. Find out some of the benefits of yoga and whether you have to be flexible to do yoga from Cona.

5 Take a hike

Let's hear from seasoned hikers – Kelvin and Koala – about why they love hiking and some tips for new hikers.

LET'S MAINTAIN OUR MOBILITY

FREE SAMPLE!

1 Lace up for a jog

Performing active lifestyles helps to improve your bone health, enhance systems, strengthen muscles around joints and maintain healthy as you age.

Find out from our jogging enthusiasts – Susan and Phee – on the best time to go for a jog, what to do before you begin your jogging routine and ways to release sore muscles and joints after a long jog.

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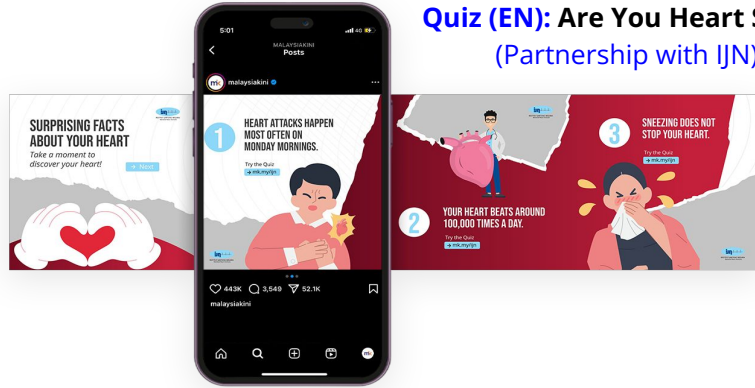
5 Take a hike

Let's hear from seasoned hikers – Kelvin and Koala – about why they love hiking and some tips for new hikers.

Example II: Visualised Content & Quiz

Language: EN & CN (Length: Custom) Hosting: [Kini News Lab](#)

**All contents' copyright is mutually owned with the topic sponsor.*

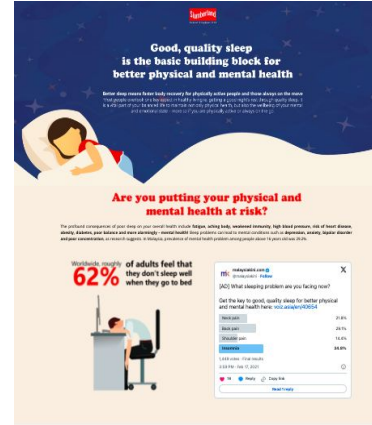


Quiz (EN): Are You Heart Smart (Partnership with IJN)

Quiz (EN): Boost your Mental Energy (Partnership with Brands)



Visualised Content: Are you putting your physical & mental health at risk? (Partnership with Slumberland)



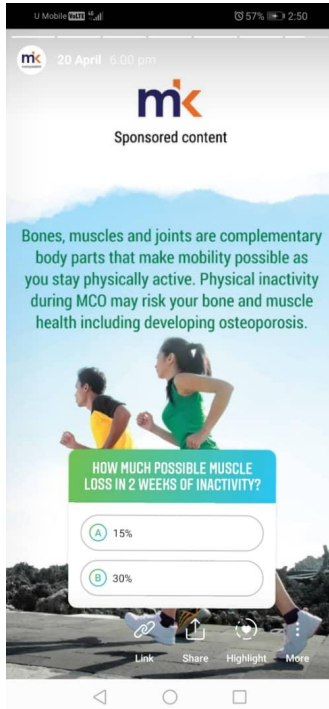
Example: **Socmed Poll**

SocMed Pages: **IG, X**

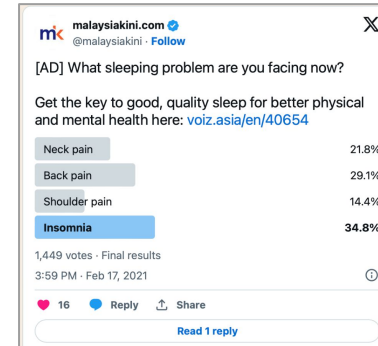
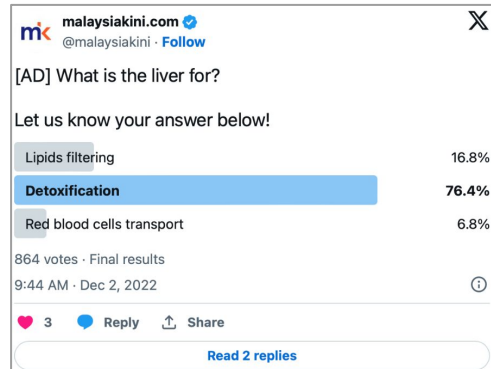
Language: EN/BM/CN (Length: Custom) Hosting: [Kini News Lab](#)

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IG Story Poll (Anlene)



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



Campaign Mechanism (Visualised Content & Interactive Quiz)

Target Audience: **Mass Audience** (Working-Senior Adult) / **Targeted Audience** (Health-Interest)

**Contents' copyrights are mutually owned with client.*

(Quiz) Execution Plan:

- **(Quiz) 10 Questionnaires** – info, facts, statistic related to joint/nerve care
- 3-4 possible answers for each questionnaires (Only 1 correct answer)
- Those **scored 10/10 correct answer** → will receive **Rebates from Mkini & client**
- Rebates included: client's products, Mkini subscription (3 mons), TnG cash voucher etc (TBC)
- To claim the Rebates, **participant has to sign-up for client's Members & Mkini Subscriber**
- Player can also **share the Quiz & challenge their friends** on SocMed pages.

(Quiz) Collect Participant Contact Database:

- **Co-owned** by client & Mkini Subscription team
- **Estimation Result: Minimum >1,000 Membership sign-ups** per quiz

(Interactive Content & Quiz) Publication & Circulation

- **Kini News Lab (Desktop & Mobile)** Homepage (2 weeks per content)
- **Malaysiakini (Desktop & Mobile)** Homepage (2 weeks per content)
- **Malaysiakini (SocMed)** FB, IG, X (10 posts per content)

**Boost to targeted audience for higher engagement is available.*

Part 1: Interactive Content PACKAGE COST

Ad Item	Description	Inventory	Topic Sponsor Entitlements	Package Cost
Interactive Content Production	<p>Content Formats: Visualise Content / Quiz / Poll</p> <p>Length: Custom</p> <p>Hosting Platform: Kini News Lab</p> <p><i>*Interactive Contents' copyright is mutually owned with Sponsor.</i></p>	<p>1 TOPIC in 2 Formats</p>	<p>Logo & Product Placement & Link</p> <p>(On Top/Bottom of Visualised Content Page & Quiz Page)</p>	<p>RM 45,000</p> <p>15% Agency Commission is applicable</p>
Interactive Content Circulation	<p>I. Desktop & Mobile</p> <ul style="list-style-type: none"> Kini News Lab (EN/BM/CN) Homepage Sponsored Content Malaysiakini (EN/BM/CN) Homepage Branded Content <p>II. Social Media</p> <ul style="list-style-type: none"> Malaysiakini (EN/BM/CN) Facebook, X, Instagram 	<p>2 WEEKs</p> <p>2 WEEKs (50% SOV)</p> <p>10 POSTS</p>	<p>Guaranteed Results:</p> <p>> 2,000 Participant Contact Database (Will be shared with Sponsor)</p> <p>> 200,000 Reach (SocMed Pages)</p>	<p>(Total Worth: RM65,000)</p> <p><i>*Included boosting budget to target audience.</i></p>

Part 2: HEALTH MATTERS Video Talkshow

Shooting: **Pre-Shooting** (On-Ground / Virtual)

Publication: **Live-stream** across **FB, X, Youtube**

Health Matters Talkshow (FB Playlists):

<https://www.facebook.com/watch/47298465905/932017140520113>

Livestream (On-ground shooting)

Sound Bones, Sound Health (Partnership with Anlene)



World Sight Day Virtual Launch
(Partnership with Focus Point)



*Cross-live with topic sponsor's socmed pages

*Talkshow content is mutually owned with topic sponsor.

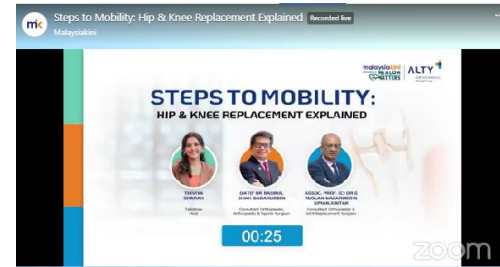
*KKLIU to be applied by client before schedule for live-stream.

Virtual (Livestream)

The Stroke Busters (Partnership with LAC)



Hips & Knee Replacement Explained
(Partnership with ALTY Orthopaedic Hospital)



Part 2: Video Talkshow PARTNERSHIP PACKAGE

Ad Item	Description	Inventory	Package Cost
Talkshow Production	<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>RM 45,000 8% SST applicable</p> <p>(Total Worth: RM75,000)</p>
Talkshow Broadcast	<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/X/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</p>	<p><i>*Included boosting budget to target audience.</i></p> <p>Guaranteed Results:</p> <p>> 10,000 Views (Full Talkshow Video)</p> <p>> 30,000 Views (Snippet Video)</p>

Part 3: MEDIA INTERVIEW Cover Story

Interviewees: **Specialists / Doctors**

Publication: **Malaysiakini** (Desktop & Mobile) Homepage **"Health Matters" label**

Sanofi-Aventis

malaysiakini
news and views that matter



Health Matters

Vaksinasi Tahunan Melindungi Golongan Warga Emas Berisiko Tinggi Dari Influenza

Diterbitkan: Oct 1, 2024 10:00 AM · Diemaskini: 10:59 AM

Malaysia dijangka menjadi negara tua menjelang 2030, iaitu 15 peratus daripada penduduk terdiri daripada populasi berusia 60 tahun ke atas.¹ Ini susulan kesan daripada peningkatan jangka hayat dan penurunan kadar kelahiran.

Sempena Hari Warga Emas Sedunia yang disambut pada 1 Oktober setiap tahun, marilah kita bersama-sama menghargai dan memberi penghormatan kepada golongan warga emas. Pada masa yang sama, golongan warga emas juga digalakkan untuk mengambil vaksin influenza tahunan, terutama sekali menjelang musim cuti hujung tahun semakin hampir, ditambah lagi dengan sambutan perayaan berturut-turut pada awal bulan 2025 yang boleh mengakibatkan peningkatan kes influenza.



Westwood Clinic

malaysiakini
news and views that matter



Umbrella of Hope: Westwood Clinic Innovates Mental Health Care Through AI

Published: Jun 24, 2024 11:02 AM · Updated: 11:02 AM

Mental health conditions are more common than many people realise, affecting 1 in 3 Malaysians, according to the Ministry of Health. These statistics make it the second largest health problem after heart disease which is plaguing Malaysians.

However, these conditions are often brushed off and by doing this, it can eventually lead to more severe problems down the road.

Project Umbrella: Breaking Down Stigma Surrounding Mental Health



VitaHealth Malaysia

malaysiakini
news and views that matter



Get your daily dose of essential nutrients with VLIFE™'s ready-to-use sachets!

Published: Jun 15, 2024 4:34 PM · Updated: Jun 19, 2024 11:35 AM

With today's modern and busy lifestyle, living a desired healthy routine may seem challenging to achieve.

But by adopting small changes every day such as nourishing your body with essential nutrients, staying hydrated, exercising and having enough sleep, you will be able to take care of your overall health and wellness.

Wellness On the Go

For individuals who are seeking a quick way to nourish their mind and body with sufficient nutrients, they can opt for VitaHealth's newly launched functional drink series, known as VLIFE™. Packaged in convenient sachets, these drinks offer a portable solution that can be enjoyed anytime, anywhere.

Suitable for individuals aged 18 and above, the series comprises three formulations: **Imunee**, **B-Calm** and **Powerrr** – all packaged in liquid sachets and are made using DoubleNutri™ Technology for maximum absorption and efficacy.



KPJ

malaysiakini
news and views that matter



Guard Your Vision from Glaucoma, the "Silent Thief" of Sight

Published: Jun 27, 2024 2:08 PM · Updated: Jul 29, 2024 3:36 PM

Did you know that eye diseases are common and can go undetected for a long time? In fact, vision loss sometimes happens so gradually that you may not recognise you have a problem until it's too late.

The Leading Cause of Blindness in People over 40!

Known as the "Silent Thief of Sight", glaucoma develops when the optic nerve is damaged. As this nerve gradually deteriorates, blind spots develop in your vision. In Malaysia, some form of glaucoma affects about 1 in 2000 people.

At first, glaucoma doesn't usually have any symptoms. Over time, you may slowly lose vision, usually starting with your peripheral vision.



Media Interview VIDEO

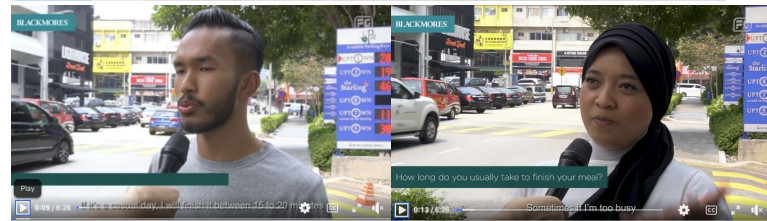
i. Video Format: **Media Interview & Voxpop**

- 2-3 mins (1 language)
- Mutually owned with client.

LAC Malaysia



Blackmores




COVER STORY Publication


Malaysiakini Branded Content section

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Sent to your inbox three times a week
Enter your email
JOIN NOW




We told you so, Akmal says after govt admits hard to waive PTPTN loan
Umno Youth chief reminds how Najib got criticised for not waiving loan payments.
48 m ago · 13




How long will you ride on prophet's name, ex-PAS leader fumes
1h ago · 15




GISBH top leaders hauled to court over corruption crime
Shahrin Aizat Noorshahrizam
3 h ago · 57




Teresa moots lower EPF contributions for employers of migrant workers
Alysa Alhadji, N Faizal Ghazali
1h ago · 5



RON95 subsidy: Rafizi says 'youngest minister' should know better
7 h ago · 61




COMMENT | The buzz around house arrest
Dobby Chew
8 h ago · 34




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COMMENT | Sg Bakap Part 1: Still running green?
Harapan's reliance on older voters doesn't show promise of future victory.
Bridget Welsh
17 h ago · 5




Dr M blames Pak Lah, Najib for causing disunity among Malays
'Malays now split into four or five political parties.'
23 h ago · 131



A leader without knowledge misleads, Harapan candidate warns
16 h ago · 17

PAS denies any discussions over joining Harapan-BN govt
1 d ago · 34




Branded Content

Umbrella of Hope: Westwood Clinic Innovates Mental Health Care Through AI
Re-Mind is Malaysia's pioneering Global Patent AI-powered app with astute voice detection to identify mental health states


Malaysiakini Corporate Announcement section

mk
LatestVideosKini LensOpinionsLettersYoursayFeaturedKini News Lab


NewsMore




MCMC prepping proposed framework to license social media - Teo
PARLIAMENT | Deputy minister says platforms, service providers will be evaluated based on criteria.
Zarah Menden, Hasegah Zain, Alysa Alhadji
3 h ago · 3




Two apologise for online comments on socks issue after doxxed, confronted
Incidents in KL and KK see a group of men confronting the two.
3 h ago · 36




'Allah' socks supplier rules threats of violence, personal data sharing
Company mulling legal action against its China-based supplier for negligence.
2 h ago · 19




Defamation: Minister seeks judgment in default against Papagomo
No'm's defamation suit is over sexual allegations against him.
Hafiz Ruzman Abdul Razak
3 h ago · 3




'Bring it on!' - Akmal rebuffs Nga over KK Mart boycott call
Umno Youth chief urges supporters to keep calm and continue boycotting.
6 h ago · 27



Magistrate's order barring Siti Kasim from 2022 rally illegal, court hears
Judicial review linked to Tangkap Azam Bak! gathering.
Hafiz Ruzman Abdul Razak
4 h ago · 13




Fact-check: Old Town White Coffee owned by Dutch firm, not Nga
UPDATED 10:50AM | Disinformation, which made headlines in 2015, is circulating again.
8 h ago · 94




Thriving in the job market amidst the AI boom
Navigating the AI revolution and carve out successful, future-proof careers!

Corporate AnnouncementMore



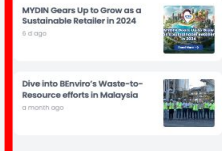
Wearable Smart Devices for Diabetics



RM30 Million TalentCorp Internship Matching Grant for SMEs and Start-ups
7 h ago

Finerex Visa Instalment Merchants to Offer Cardholders RM50 Cashback with RM500 Spending
4 d ago


SustainabilityMore



MYOB Clears Up to Grow as a Sustainable Retailer in 2024
8 d ago


Dive into Benviro's Waste-to-Resource efforts in Malaysia
a month ago

Cartoon KiniMoreColumns



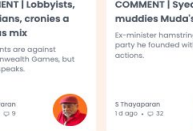
COMMENT | 10 big issues for Anwar to mull and decide
These include citizenship changes on foundations, China's territorial claims.

F Sunandegaram
7 h ago · 20



COMMENT | Lobbyists, politicians, cronies a noxious mix
Sentiments are against Commonwealth Games, but money speaks.

8 Nadeem
8 h ago · 9

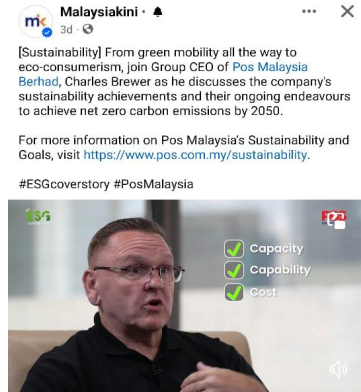


COMMENT | Syed Saddiq muddies Muda's water
Ex-minister hamstringing the party he founded with recent actions.

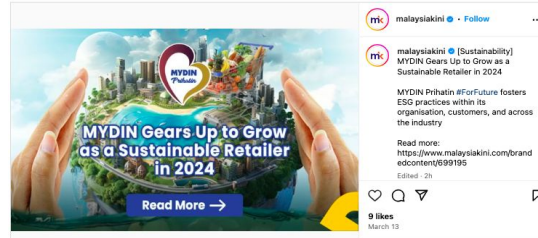
5 Thayyaparan
1d ago · 21

SOCIAL MEDIA Circulation

Facebook Posting



Instagram Posting



X Posting



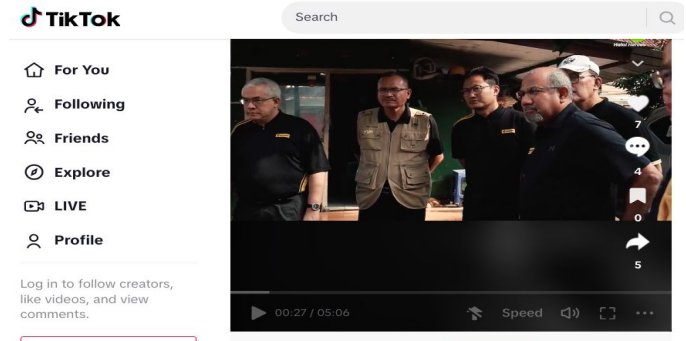
LinkedIn Posting



Youtube Posting



TikTok Posting



Part 3: MEDIA INTERVIEW Partnership Package

Ad Item	Description	Package A	Package B
Media Interview Content Production	<p>Content: Media Interview Format (Video): Pre-Record / Live-Interview Length: < 1,000 words (Article), < 2min (Video) Languages: EN/BM/CN</p> <p><i>*Content's copyright is mutually owned by Kini & client.</i></p>	1 ARTICLE (1 language)	1 ARTICLE + 1 VIDEO (1 language each)
Media Interview Content Circulation	<p>I. Website (Desktop & Mobile):</p> <ul style="list-style-type: none">Malaysiakini Homepage "Health Matters" label <p>II. Social Media:</p> <ul style="list-style-type: none">Malaysiakini FB, X, IG, LI / Youtube, TikTok <p>Posting Format: Article/Video with caption message, URL link, #hashtag & handshake with client's socmed pages.</p> <p><i>*Boost to targeted audience group is available.</i></p>	1 WEEK 4 POSTS Guaranteed Result: > 5,000 Reads	2 WEEKS (1 week article & 1 week video) 8 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 (RM80,000) (-62.5%)

Notes: 1. Inventories can be utilized from **Q4 2024 to Q4 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**.

MEDIA INTERVIEW ARTICLE AND VIDEO **Partnership Examples**

I. Articles

1. SJMC <https://www.malaysiakini.com/brandedcontent/674440>
2. KPJ Damansara Specialist Hospital <https://www.malaysiakini.com/brandedcontent/611752>
3. CVSKL <https://www.malaysiakini.com/brandedcontent/634610>
4. Columbia Asia <https://www.malaysiakini.com/brandedcontent/636760>
5. Pfizer <https://www.malaysiakini.com/brandedcontent/644216>

II. Videos

1. LAC <https://www.facebook.com/Malaysiakini/videos/694567772419974/>
2. CityMedic2U <https://www.instagram.com/reel/CeDlxX-BHuN/>
3. HSC Medical Centre https://www.youtube.com/watch?v=hRRi_YXLd2U
4. Columbia Asia <https://www.malaysiakini.com/brandedcontent/636760>
5. Anlene <https://www.facebook.com/Malaysiakini/videos/594874642373284>

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