



A FIRSTCLASSE MEDIAKIT

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A LUXURY  
LIFESTYLE  
DIGITAL  
FOUNDED IN  
KUALA LUMPUR

*Sophisticated. Refined.*

*Urbane. Relevant.*

FirstClasse is about more than just luxury. We are about appreciating the finer things in life whilst always being two steps ahead and aspiring for the next best thing whether in fashion, lifestyle, dining, travel or everything in between.

We are the thrill-seekers, the daredevils, the life-drinkers of the many adventures this rich Kuala Lumpur city landscape has to offer and we do it a notch above the rest. We do it first class all the way, nothing less. It's in the name.

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## A DIGITAL INTERACTIVE PLATFORM

Proudly founded and based in Kuala Lumpur, we strive to deliver the latest news and trends in luxury lifestyle to our readers in the most interactive and engaging way. We are the only title so far to be birthed in the proud city of KL with a focus on both local and international news and coverage. Through riveting content complemented by quality photos, clean layouts, live videos and more, we send luxury news in not only the fastest, but most impactful manner, catered to Malaysians at home and away.



# PRECISE.

Our content is underlined by insider knowledge and genuine appreciation for craftsmanship and class, delivered by means of a dedicated editorial team tirelessly seeking and delivering the best and latest in luxury.

# ENGAGING.

Our content is customisable at any level to be as interactive as you please with the main objective of pulling the reader in and be fully engaged. Animated photos, videos, live streaming and more are possible, a nod to our promise of a fully digital, interactive platform.

# EFFICIENT.

Being solely digital allows us to create and share the latest news as fast as by the hour and have it offered in a myriad of ways with the same objective – to share good things with beautiful people in a deservingly well-packaged mean.



## SERVICES

# WEB SITE

We premiered as a luxury lifestyle digital publication updated daily with fresh content created by an in-house team of writers, designers and producers. We share content in the form of news and features across six categories – Fashion & Beauty, Cars & Gadgets, Watches & Jewellery, Travel & Homes, Lifestyle, People and Inspire – in luxury.

# PRODUC TION

Branching out, we are proud to premiere our in-house production team, FirstClasse Productions. All our video and digital assets have always been produced in-house, but only for editorial purposes. Due to popular demand for and growth in strength in this particular department, we are open to taking on third-party production projects outside of our editorial scope of luxury.



## PREVIOUS PROJECTS

### ONGROUND

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### #F1RSTPARTY

F1RSTParty was our first anniversary party, a sit down black-tie gala dinner accompanied by performances to celebrate our mark in the scene as well as to thank loyal readers and client brands that have supported us throughout our journey. For the particular celebration, we flew in **Loren Allred**, the original singing voice of Jenny Lind in the movie musical 'The Greatest Showman' for a performance that truly stole the show at W Kuala Lumpur.

[See photos from the day here.](#)



### MISSION20

We celebrated our second birthday with a secret agent-themed cocktail party aptly dubbed Mission 2.0, marking another memorable year of working with old and new clients as well as loyal readers who have supported us since day one. Toasts were made, performances were staged and missions were accomplished at **Blank.Space @ Skyviews, Platinum Park**, complete with 360-degree views of our birthplace of KL.

[See photos from the day here.](#)



## PREVIOUS PROJECTS

### INTERNATIONAL TRAVEL

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#### Tropical Snowman Chalets

Commissioned by **Nicholas Wong**, Ipoh-born owner of the Tropical Snowman Chalets in St Gervais les Bains in France, we travelled with a KOL (**Patricia Knudsen** and friend) to France where we documented her stay encompassing all she saw, heard, tasted and played during her stay as promotional material for the chalet. Photos, videos and articles were all produced in-house for a comprehensive coverage of all the services his chalet has to offer, which was then dispersed to our readers and the KOL's followers.

[See photos and videos here.](#)



#### #FirstClassGoesTo Yangon

In collaboration with TUMI, we travelled to the golden city of Yangon with Malaysian couple Aiman Hakim and Zahirah Macwilson, documenting the cultural sights, eats and experiences over three days under our #FirstClassGoesTo travel series. Photos and videos were produced in-house as promotional material for the brand's carry-on luggage and bag collections, complete with a hotel and luggage giveaway for our readers to experience it all for themselves.

[See photos and videos here.](#)



## PREVIOUS PROJECTS

### LOCAL TRAVEL

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#### Element by Westin Hotel

We partnered with a KOL (**Aishah Sinclair**) to document her stay at Element by Westin Hotel, KL's first sustainable green hotel with a devotion to the environment that resounds with the radio host and family. We produced a video and captured her passion for the environment in an extended feature complete with photos on why Element by Westin is her chosen home away from home.

[See photos and videos here.](#)

### BEAUTY

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#### Decorte Moisture Liposome Global Project

As part of Decorte's global project to promote its Moisture Liposome Serum and Treatment Liquid duo, we engaged with business partners and best friends **Rebekah Yeoh** (Finance Manager at YTL Corp) and **Teo Yi Ping** (trainer at FlyProject) on why some things are better together, like the serum and treatment liquid. We produced a video documenting their friendship and compatibility, which resulted in a dynamic partnership in friendship and business, to drill home the message that sometimes, the best things come in pairs, like Decorte's signature hydration liposome duo.

[See photos and video here.](#)



#### Getting Ready/ Unready With In collaboration with Sephora

How do some of social media's most popular influencers get ready for a night out? How do they take it all off before heading to bed? We visit them right at home and get it on video exactly how they do it and what their favourite products are for a personal insider look to their daily makeup and skincare routines.

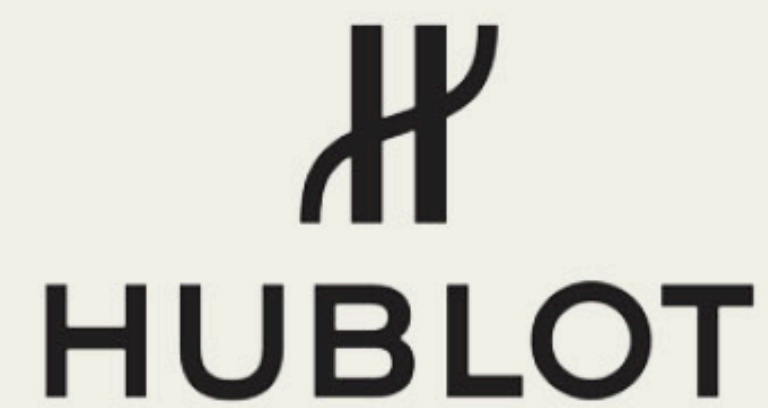
[See videos here.](#)



## CLIENTS



DECORTÉ











# FASHION

Get the latest fashion and beauty trends, new arrivals, limited editions and more and stay on top of your style game with entertaining reads on world-class brands with our Fashion & Beauty section.

# & BEAUTY



# WATCHES & JEWELLERY

Lift the veil on the mastery, craftsmanship and savoir faire that go into the making of the most sophisticated watches and jewellery with insightful features and investigative articles in the world of horology and haute joallerie.





# CARS & GADGETS

Live life in the fast – and high-tech – lane with our Cars & Gadgets section, where test drives, first person reviews and more bring informative updates to you long before some of the cars hit our roads in Malaysia.





# TRAVEL & HOMES

Expand your horizon with that European getaway or make your life a perpetual holiday by jazzing up your home with this section where we'll bring you the what, when, where, who, why and how to live life to the fullest, both away and inside your home.





# LIFE STYLE

The best things in life should  
be toasted to; we bring you  
where to go for good food,  
fine wines and more so  
you'll never run out of good  
spirit – both figurative and  
literal.

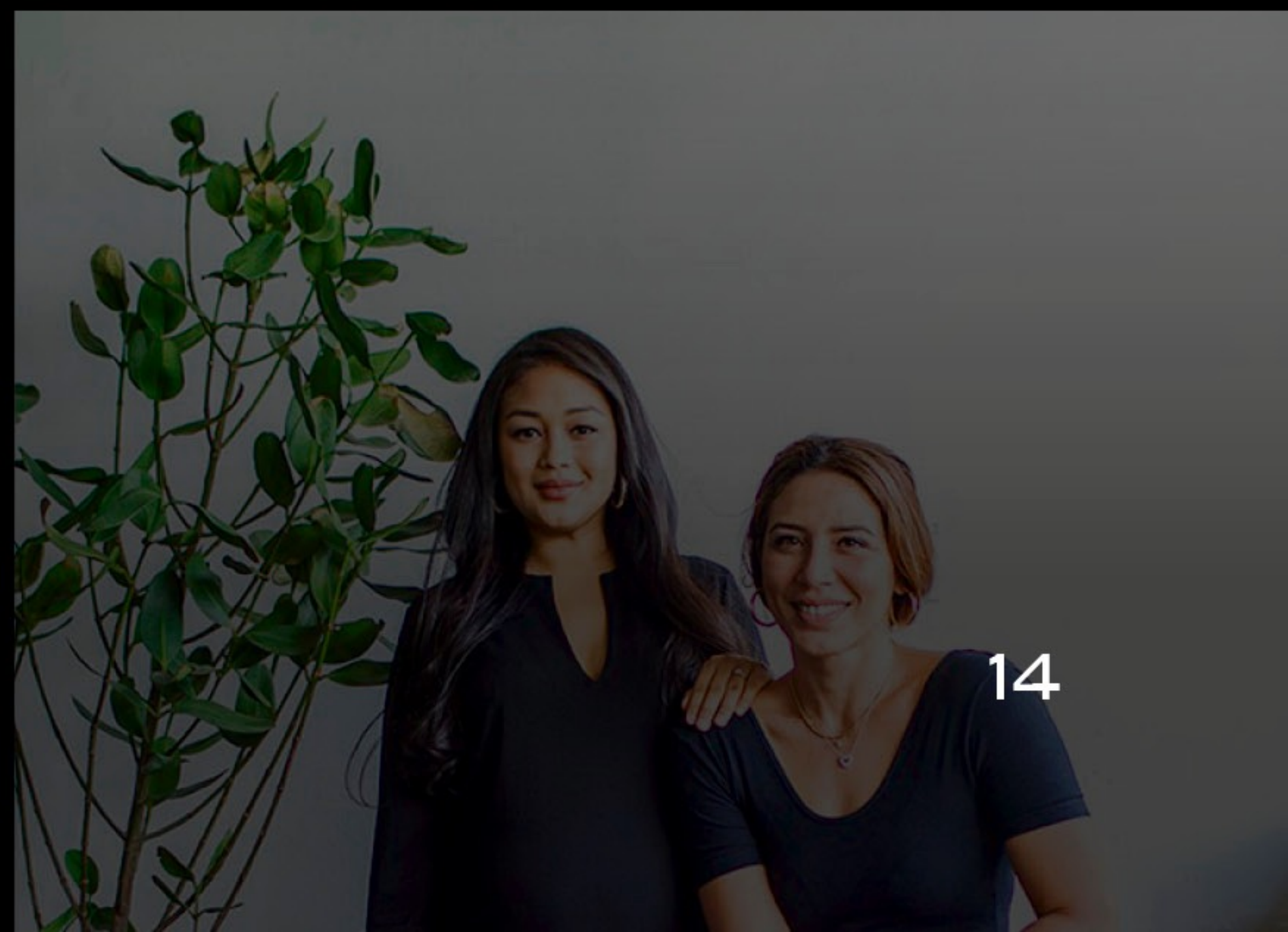




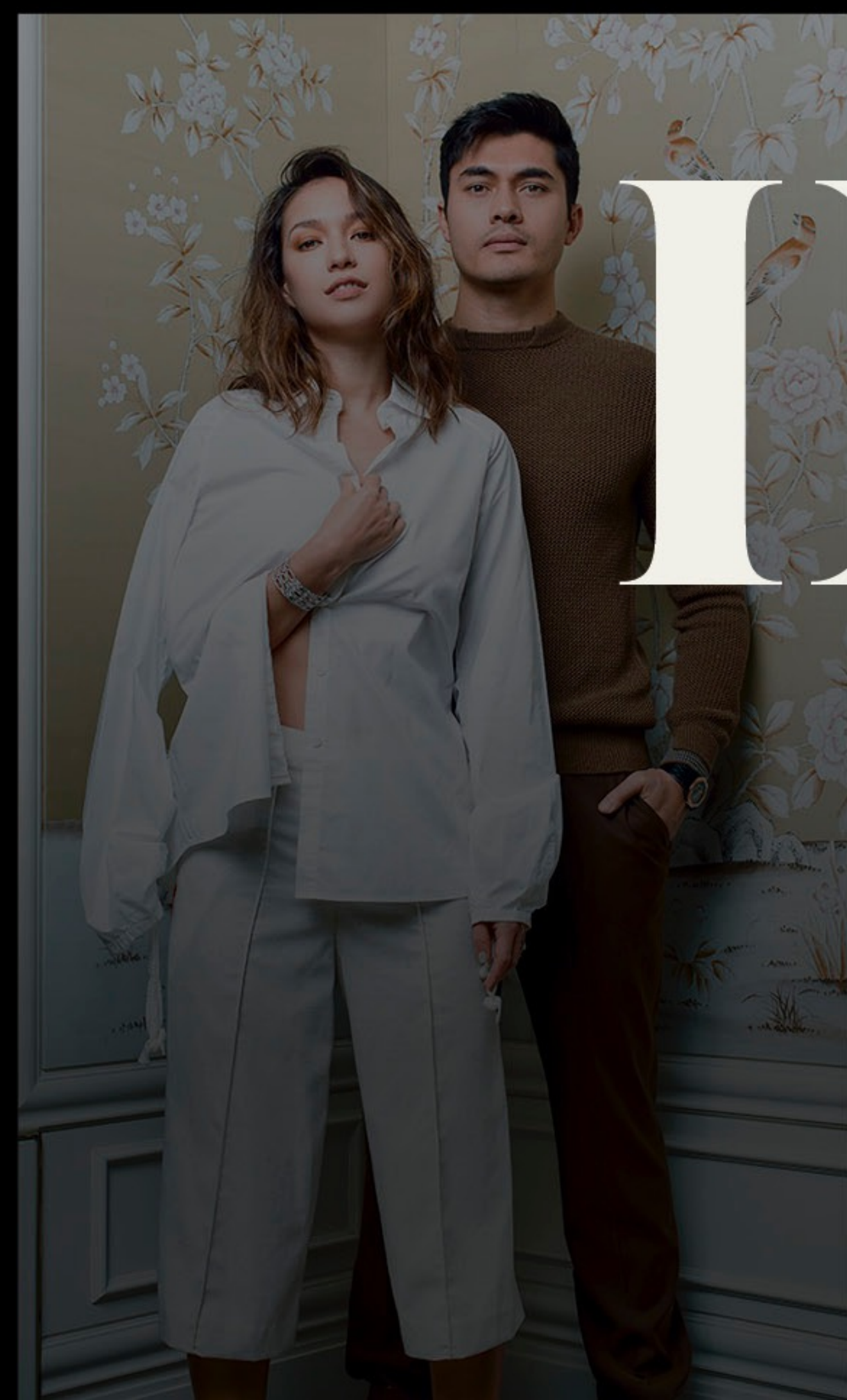


# PEOPLE

Stir up your desire to be the best – and more – with our monthly features on deserving individuals to look out for. We pick the brains of these wave-makers in their respective fields for priceless life lessons and advice and get to know what makes them tick.



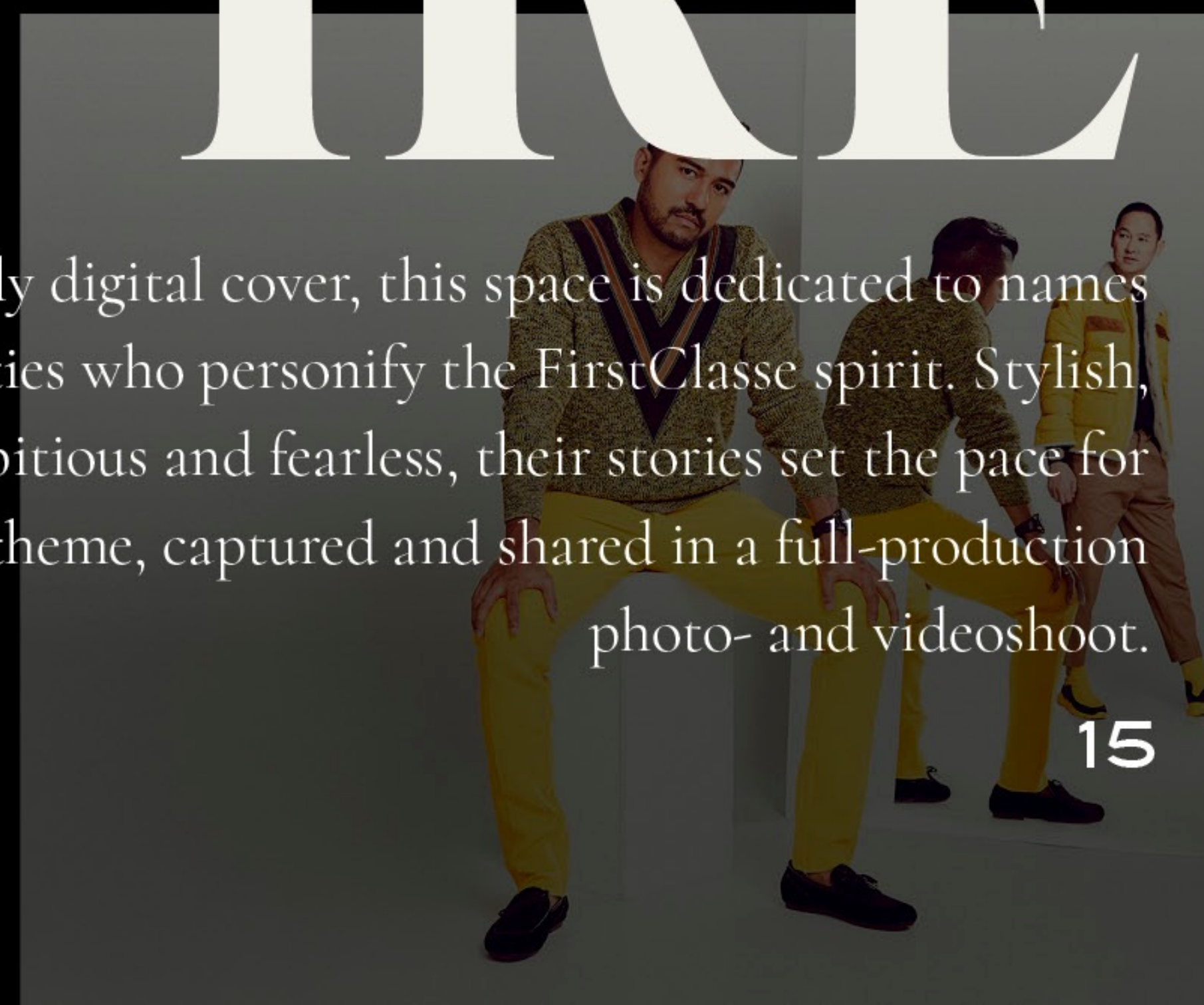




# INSPIRE



Our monthly digital cover, this space is dedicated to names and personalities who personify the FirstClass spirit. Stylish, dynamic, ambitious and fearless, their stories set the pace for our monthly theme, captured and shared in a full-production photo- and videoshoot.







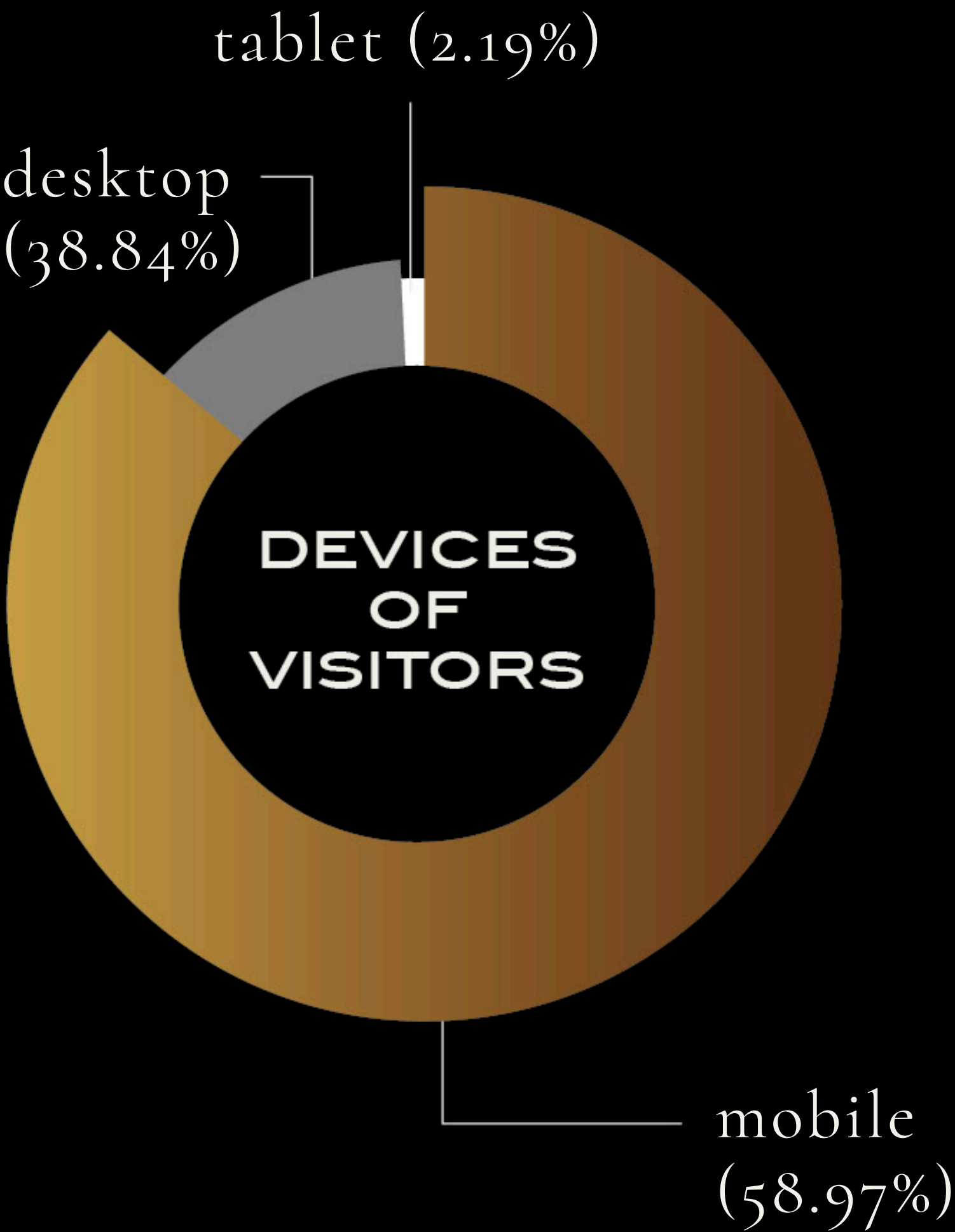
## OUR AUDIENCE

20'S  
30'S  
40'S

Distinguished by timely and relevant content, witty delivery and fresh presentations, FirstClasse will be the first-hand guide to living life with revelry whether you're in your 20's and climbing the ranks; in your 30's and shaping opinions and trends; or in your 40's and looking for the next big thing.



SITE DEMOGRAPHIC



age

18 - 25	10%
25 - 34	43%
35 - 44	24%
45 - 54	12.5%
55 <	10.5%



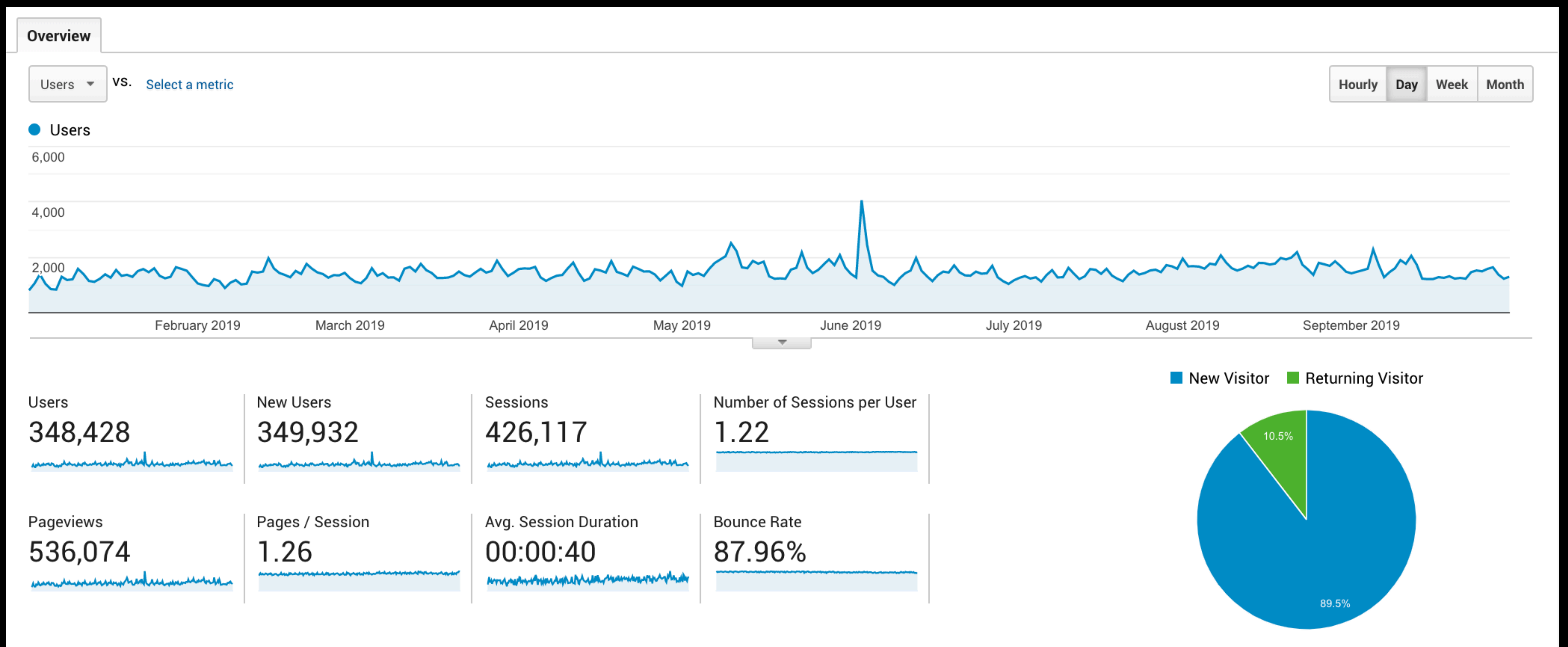
Q3 WEBSITE STATISTICS  
1 JAN - 30 SEPT 2019

536 k Page views  
349 K Visitors



# Q3 GOOGLE ANALYTICS SCREENGRAB

## 1 JAN - 30 SEPT 2019





## EDITORIAL LINEUP FOR 2019

**JANUARY**

Resolutions / Kickstarting the new year / SIHH 2019

**FEBRUARY**

Valentine's / Chinese New Year / Love & Relationships

**MARCH**

International Women's Day / Baselworld 2019 / Oscars

**APRIL**

Health and wellness / Going green / Eco-lifestyle

**MAY**

Mother's Day / Cannes Film Festival / Ramadhan

**JUNE**

Father's Day / Hari Raya / Men's fashion focus



## EDITORIAL LINEUP FOR 2019

**JULY**

Friendship / Summer Holiday features

**AUGUST**

Independence Day / Local Designers / Local brands

**SEPTEMBER**

Malaysia Day (Culture Issue)

**OCTOBER**

Food Focus / Breast Cancer Awareness

**NOVEMBER**

Men's issue / Travel Issue

**DECEMBER**

Guide to partying / Christmas / New Year



DISPLAY ADVERTISING RATES

	fortnightly	monthly
Homepage	28K	38K
Pop-Up Banner (Action tringger)	28K	38K
Web Content Take-over	30K	55K
E-Newsletter (Weekly)	18K	36K
Fashion & Beauty	12K	20K
Cars & Gadgets	12K	20K
Watches & Jewellery	12K	20K
Home & Travel	12K	20K
Lifestyle	12K	20K
People	12K	32K

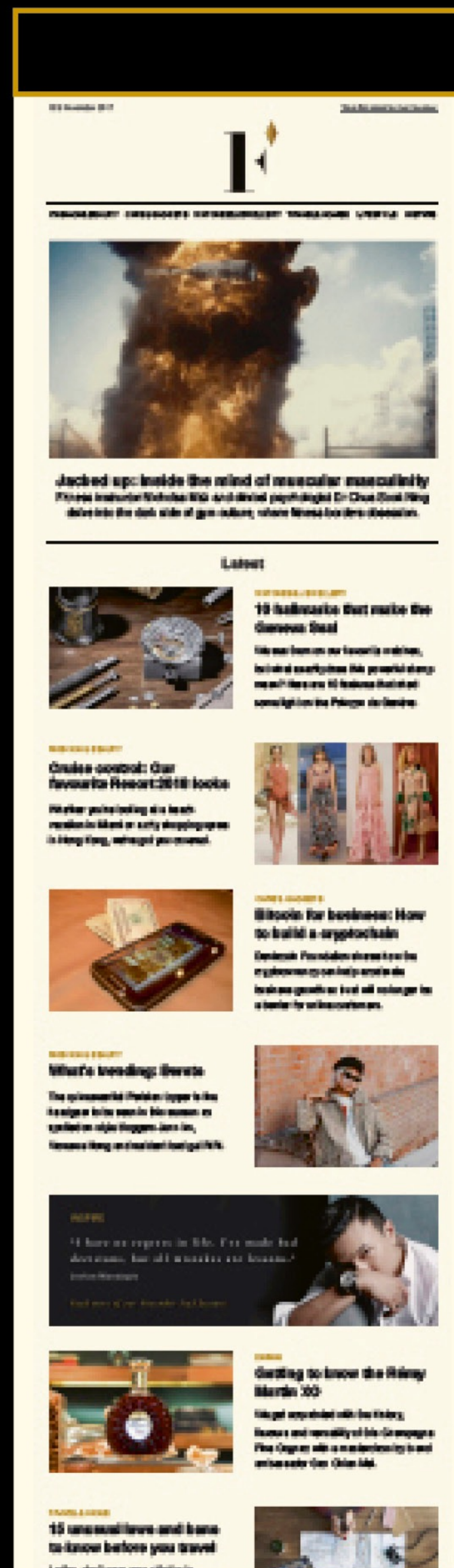
Inspire\* (Buy-out)

- Note**

  - All advertising placements above will be on 100% SOV basis in its own section/page.
  - All rates are quoted in Ringgit Malaysia and are subjected to 6% SST.
  - No extra surcharges for Rich Media\* advertisements.
  - All advertising materials are to be provided by the advertiser.
- \*Inspire (buy-out) will include only your brands product placement.



# NEWSLETTER \ WEEKLY



1200px (width) x  
height is customisable

## Number of Subscribers

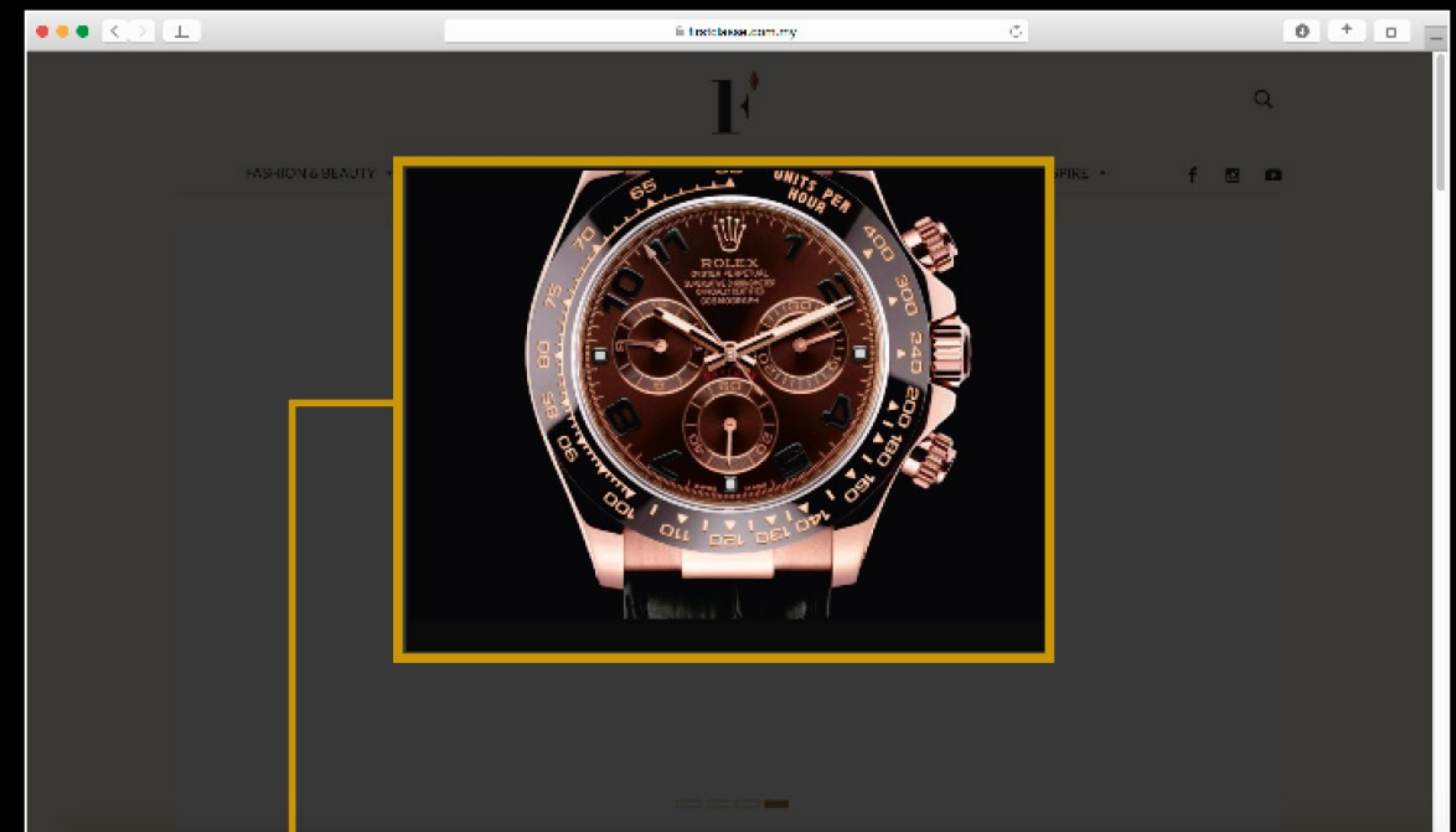
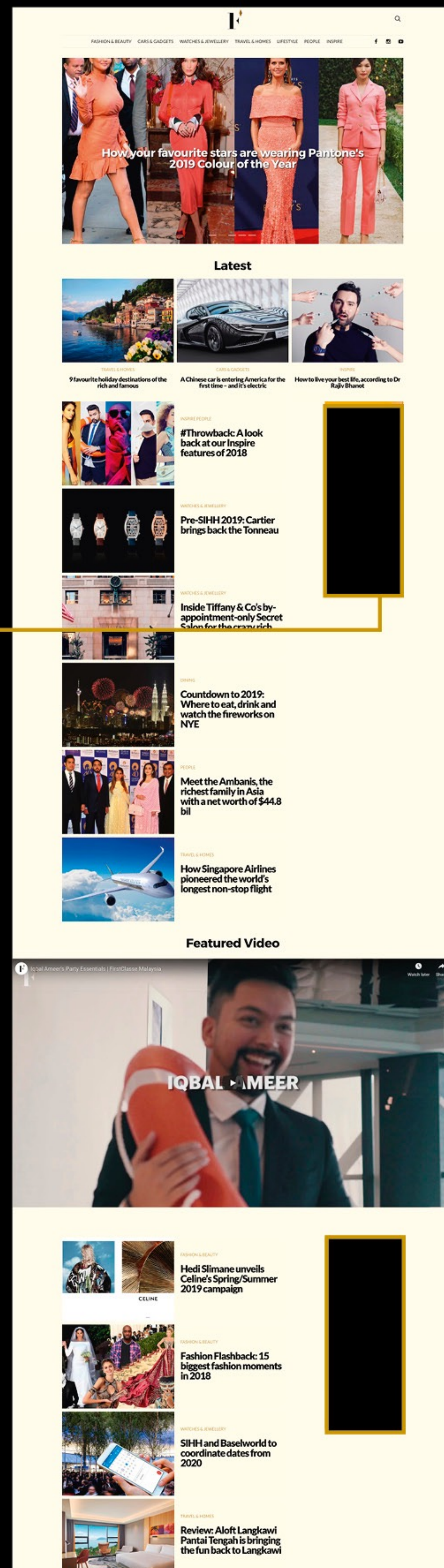
37k<sub>+/-</sub>  
as of December 2018

**Required file format:**  
JPEG / PNG / GIF



# AD SPACE \ HOMEPAGE

200px (width) x  
500px (height)



Customisable

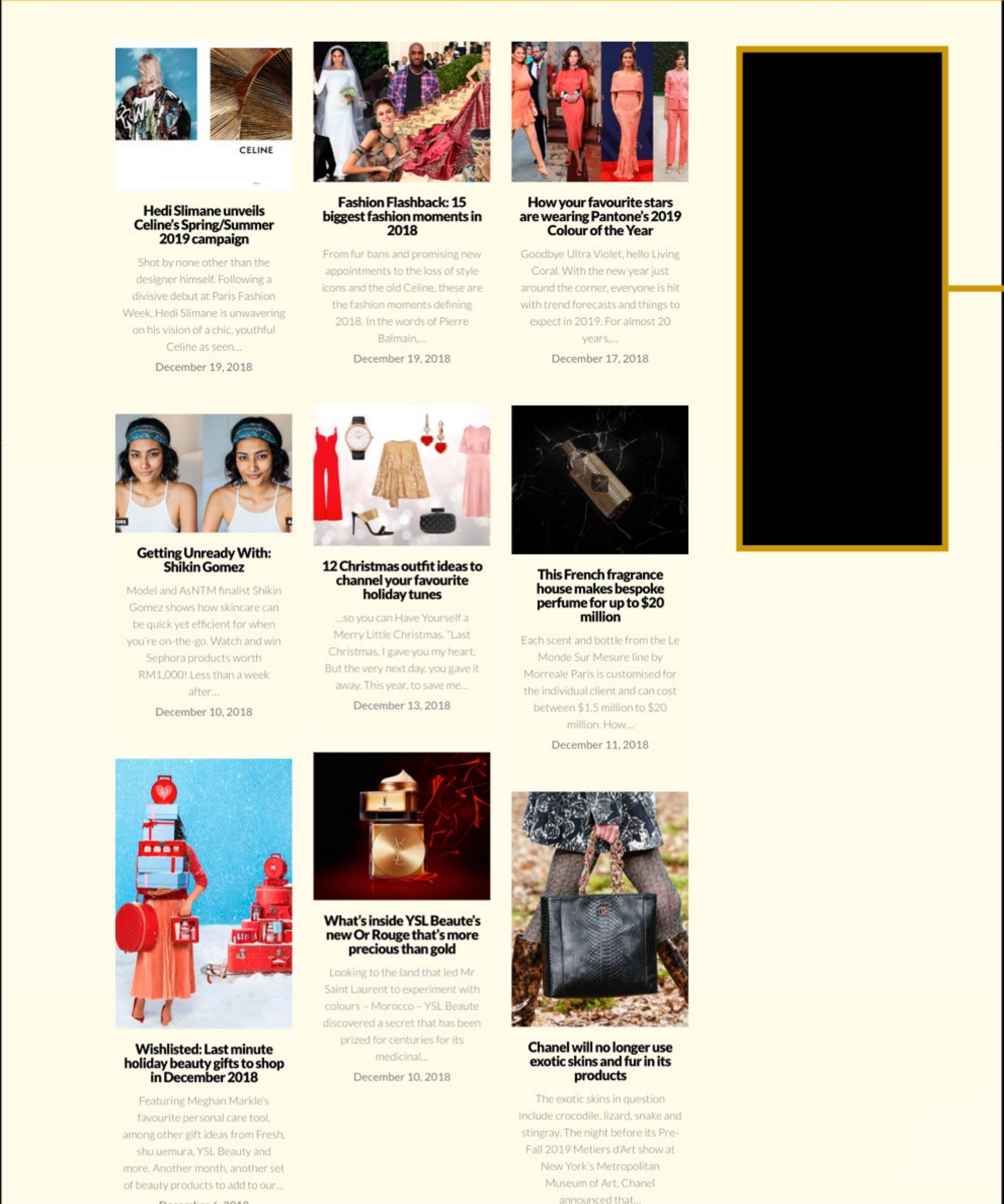
**Required file format:**  
JPEG / PNG / GIF



# AD SPACE \ FASHION & BEAUTY



**For web & mobile:**  
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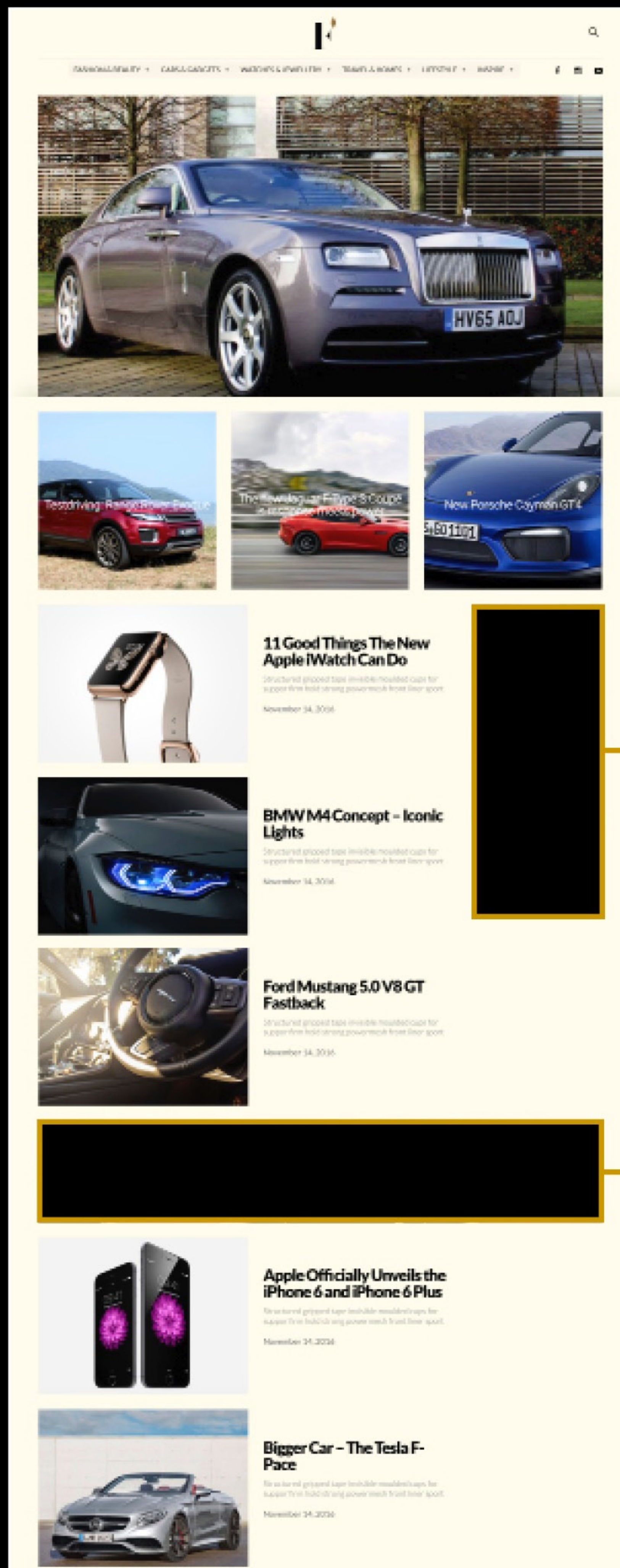


**For web:** 245px (width) x 600px (height)  
**For mobile:** 450px (width) x 300px (height)

**Required file format:**  
JPEG / PNG / GIF



## AD SPACE \ CARS & GADGETS



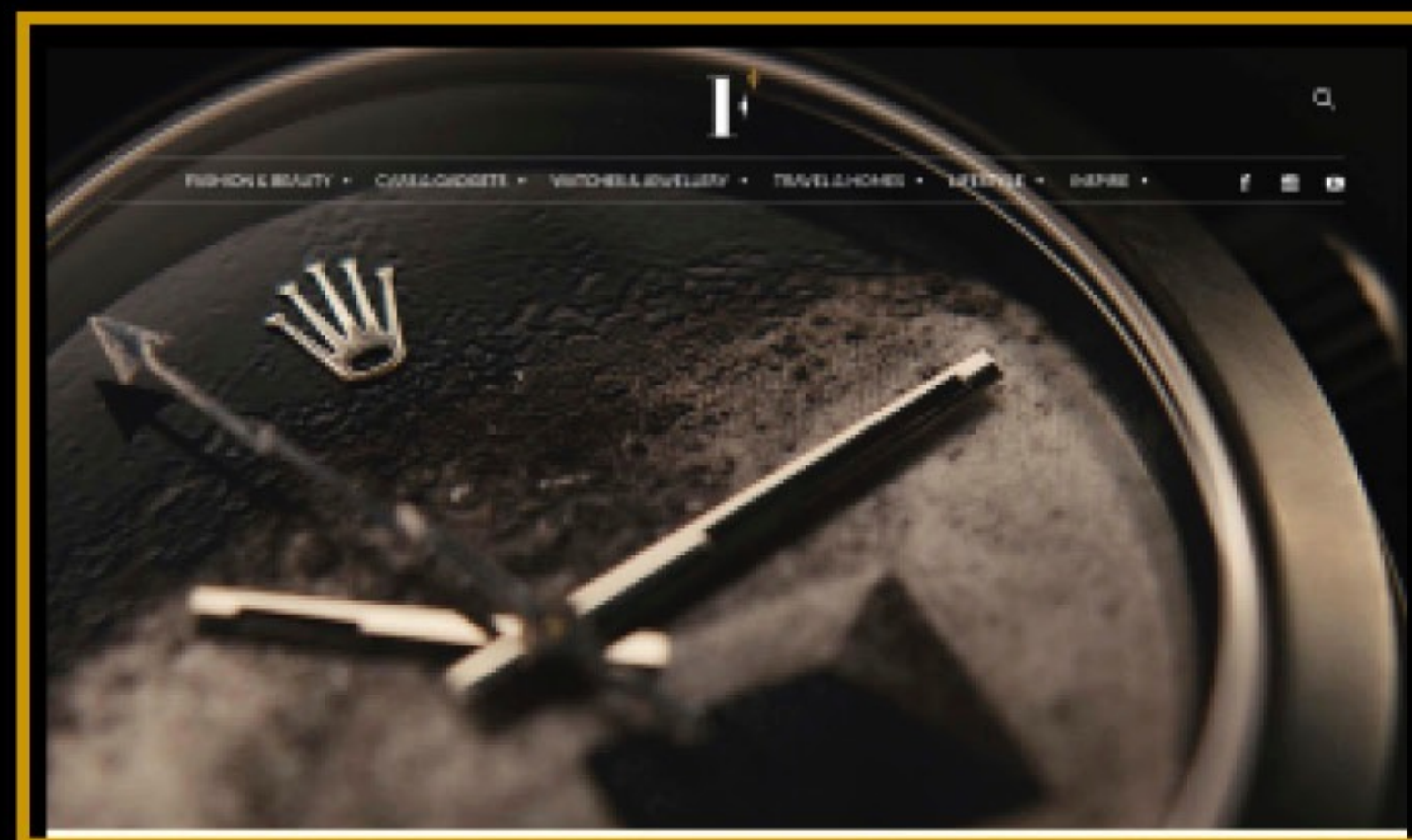
**For web:** 245px (width) x 600px (height)  
**For mobile:** 450px (width) x 300px (height)

**For web:** 1100px (width) x 196px (height)  
**For mobile:** 450px (width) x 300px (height)

**Required file format:**  
JPEG / PNG / GIF



## AD SPACE \ WATCHES & JEWELLERY



**For web & mobile:**

2048px (width) x 1280px (height)



**Dorothy Jen Ng of Frou Frou**  
on shining as bright as her diamonds

Her 3-generation gemologist and director of jewelry Frou Frou, Dorothy Jen Ng, shares a peek

December 25, 2016



**9 minutes with CEO of Romain Jerome, Manuel Emch**

Whoopi's husband Romain's CEO of Romain Jerome, he told us more about the latest RZ collection

December 23, 2016



**Watch and Jewellery Content Page**

Discover the greatest timepieces and jewelry for women from the world's top brands

December 9, 2016



**For web:** 245px (width) x 600px (height)

**For mobile:** 450px (width) x 300px (height)



**Michelangelo Resort & Spa X Kos, Greece**

Discover the greatest timepieces and jewelry for women from the world's top brands

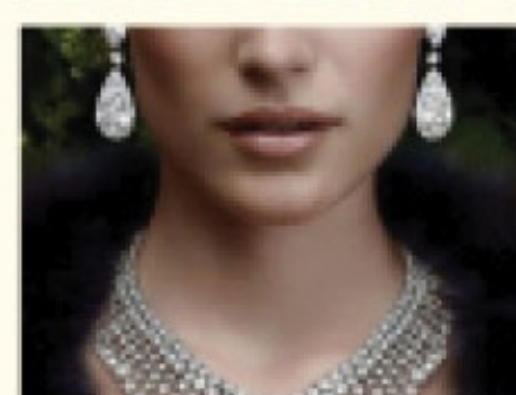
November 25, 2016



**The Great Westvillage Townhouse in New York**

Discover the greatest timepieces and jewelry for women from the world's top brands

November 25, 2016



**Calvin Klein Sells Miami Beach Home**

Discover the greatest timepieces and jewelry for women from the world's top brands

November 25, 2016

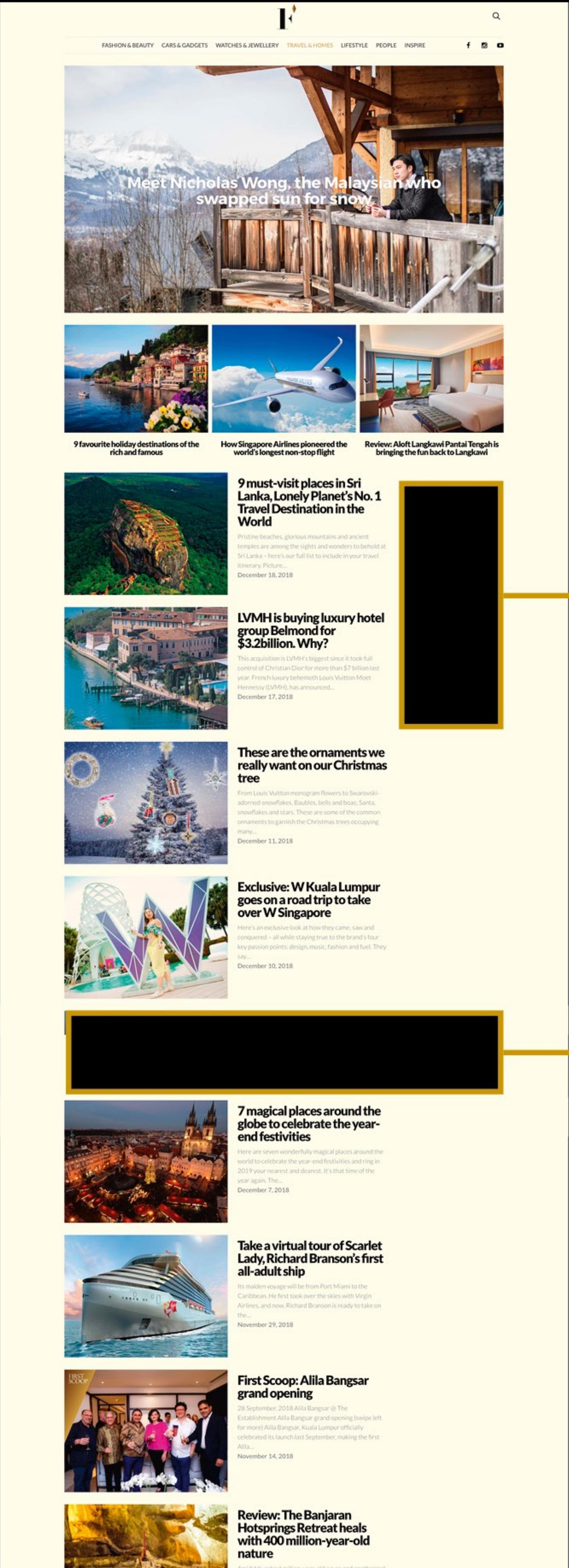
**For web:** 1100px (width) x 196px (height)

**For mobile:** 450px (width) x 300px (height)

**Required file format:**  
JPEG / PNG / GIF



# AD SPACE \ TRAVEL & HOMES



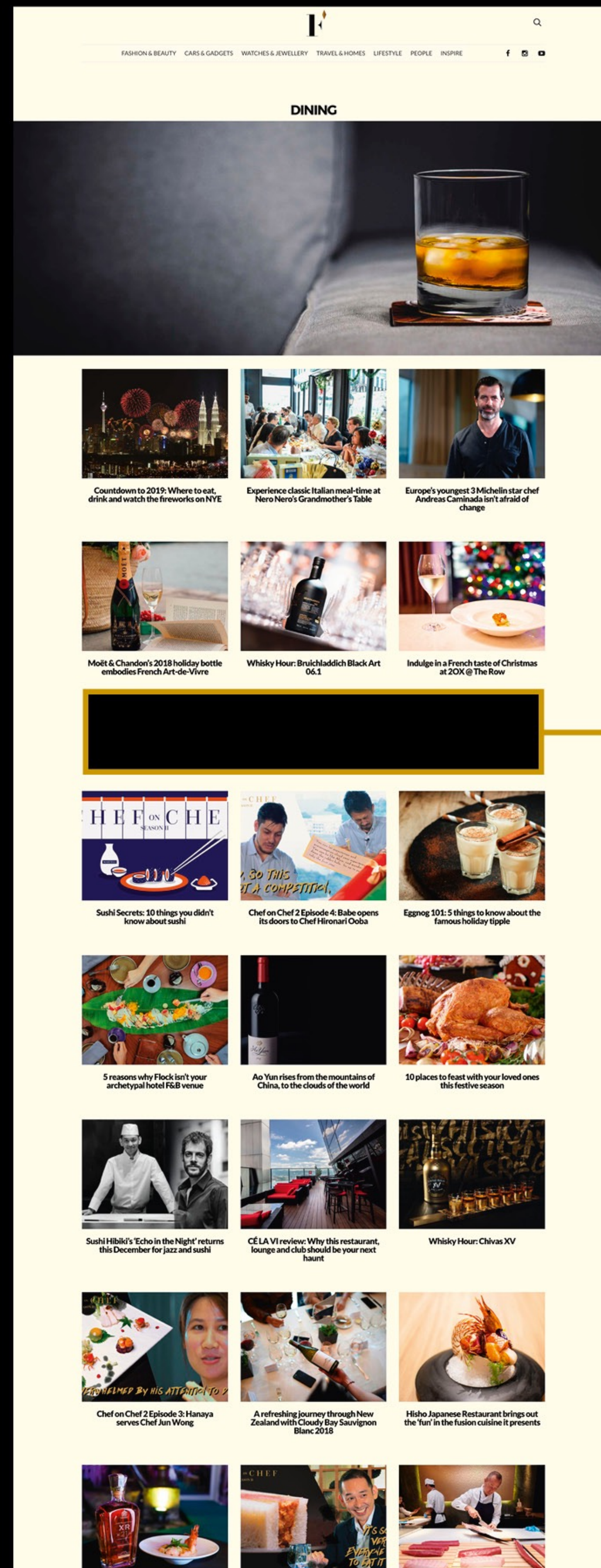
**For web:** 245px (width) x 600px (height)  
**For mobile:** 450px (width) x 300px (height)

**For web:** 1100px (width) x 196px (height)  
**For mobile:** 450px (width) x 300px (height)

**Required file format:**  
JPEG / PNG / GIF



# AD SPACE \ LIFESTYLE (DINING, WELLNESS, ENTERTAINMENT, EXPERIENCES)



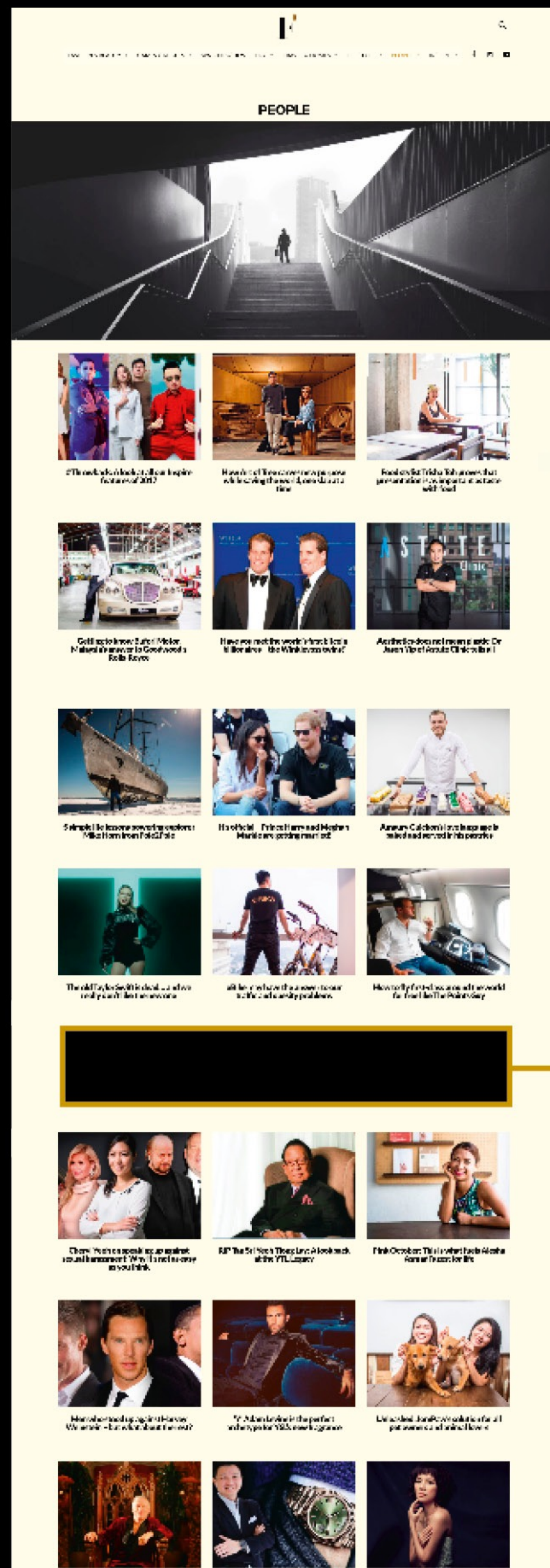
**For web:** 1100px (width) x 196px (height)

**For mobile:** 450px (width) x 300px (height)

**Required file format:**  
JPEG / PNG / GIF



# AD SPACE \ PEOPLE



**For web:** 1100px (width) x 196px (height)  
**For mobile:** 450px (width) x 300px (height)

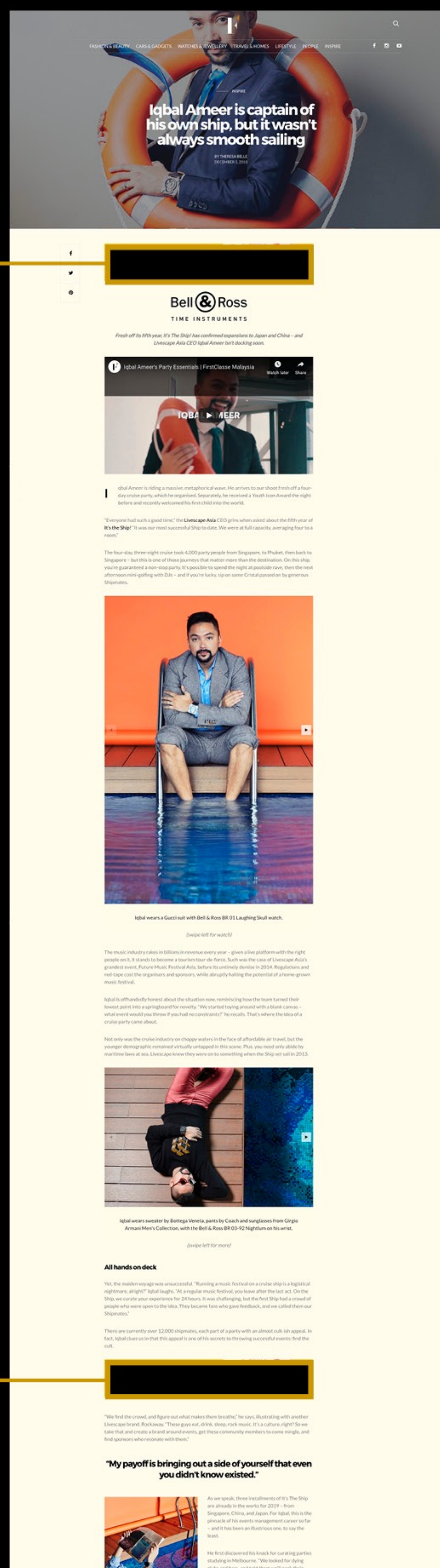
**Required file format:**  
 JPEG / PNG / GIF



# AD SPACE \ INSPIRE

**For web:**  
1100px (width) x  
196px (height)

**For mobile:**  
450px (width) x  
300px (height)



**Required file format:**  
JPEG / PNG / GIF



ADVERTORIAL RATE

weekly

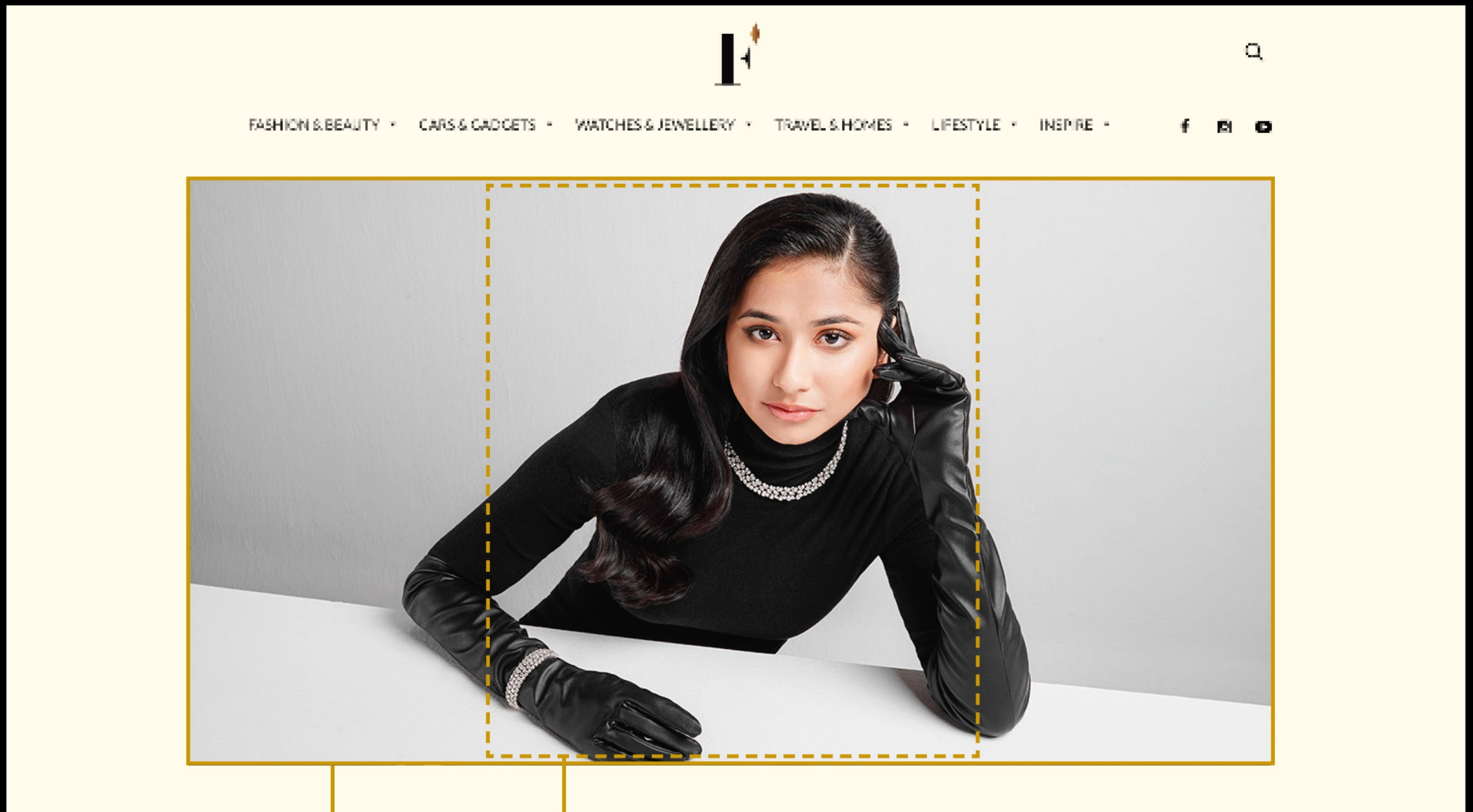
Homepage Royal Slider (Max .5)	8.5K
Homepage Exclusive Column	7.5K
Category Page: Main Featured Content (Max.1)	7.5K
Category Page: Pinned Sub-featured content (Max. 3)	6K
Creative Content Creation - Subjective to Scale of project	18K
Customised Content - Write Up Advertorial	8.5K
Video Advertorial - Assets provided by client	8.5K
Video Advertorial - FirstClasse Production	15K

Rich Media Advertorial

- Content creation will be planned and structured and executed by FirstClasse Creative and Editorial team.
- Charges may vary if FirstClasse Production is involved.
- Please contact Sales team for more details.



## ADVERTORIAL SPACE \ HOMEPAGE ROYAL SLIER (MAX. 5)



**For web:** 1400px (width) x 750px (height)

**For mobile:** Image will be auto-cropped, make sure subject of visual is placed in the center (dotted-lined area)



ADVERTORIAL SPACE \ EXCLUSIVE COLUMN

1280px (width) x 720px (height)





## ADVERTORIAL SPACE \ CATEGORY PAGE

- Main Featured (Max. 1) • Sub Featured (Max. 3)

### Main Featured

1024px (width) x  
631px (height)



### Sub Featured







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**LEONARD LO** +6012 287 3732

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THANK YOU FOR YOUR TIME.