



A FIRSTCLASSE MEDIAKIT

We are a contemporary luxury digital publication proudly founded and based in Kuala Lumpur. We strive to deliver the latest news and trends in 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.



ENGAGING.

Our content is customisable to be as interactive as you please with the main objective of pulling the reader in and be fully engaged with animated photos, videos, live streaming and more.



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.

PREVIOUS PROJECTS

ONGROUND



#FIRSTPARTY



MISSION 2

BEAUTY

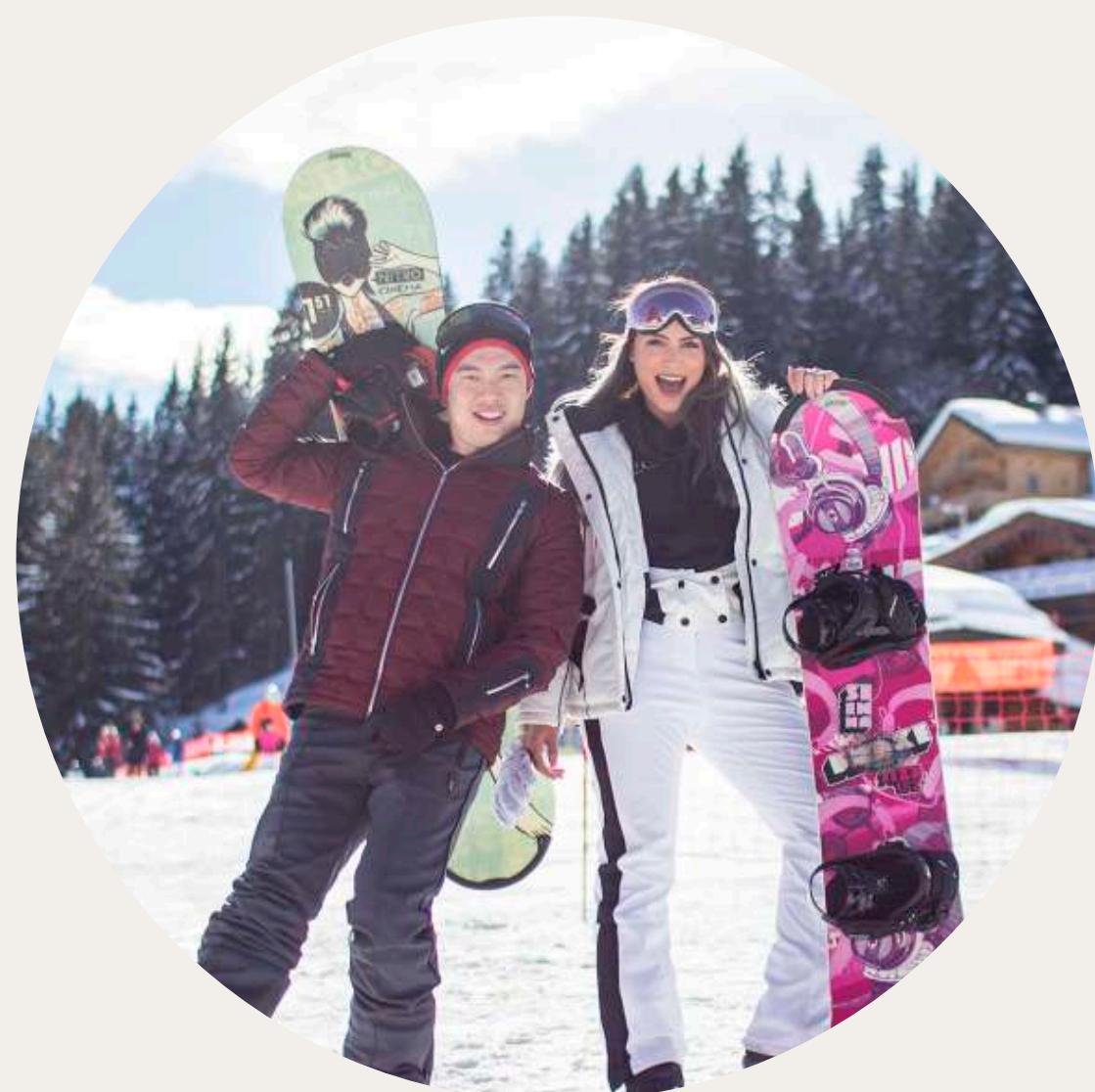


**Decorte Moisture
Liposome
Global Project**



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

INTERNATIONAL TRAVEL



**Tropical Snowman
Chalets**



**#FirstClasseGoes
To Yangon**



**#FirstClasseGoes
To Danang**



**Element by
Westin Hotel**

CLIENTS

Bell & Ross
TIME INSTRUMENTS



BVLGARI

Chopard

CHIVAS

DECORTÉ

dyson



THE
GLENLIVET



HABIB

HEARTS ON FIRE®
THE WORLD'S MOST PERFECTLY CUT DIAMOND®

Hennessy
X.O


HUBLOT


THE HOUR GLASS


JAEGER-LECOULTRE

J.D
JAQUET DROZ
SWISS WATCHMAKER SINCE 1738

KEN®

malaysia 
airlines


MARTELL
COGNAC


MASERATI

Ω
OMEGA

PIAGET

RANGE
ROVER

SINGAPORE
AIRLINES 


SWISS WATCH
GALLERY

TOYOTA
Supra

TUMI

W
KUALA LUMPUR



LIFESTYLE



WATCHES &
JEWELLERY



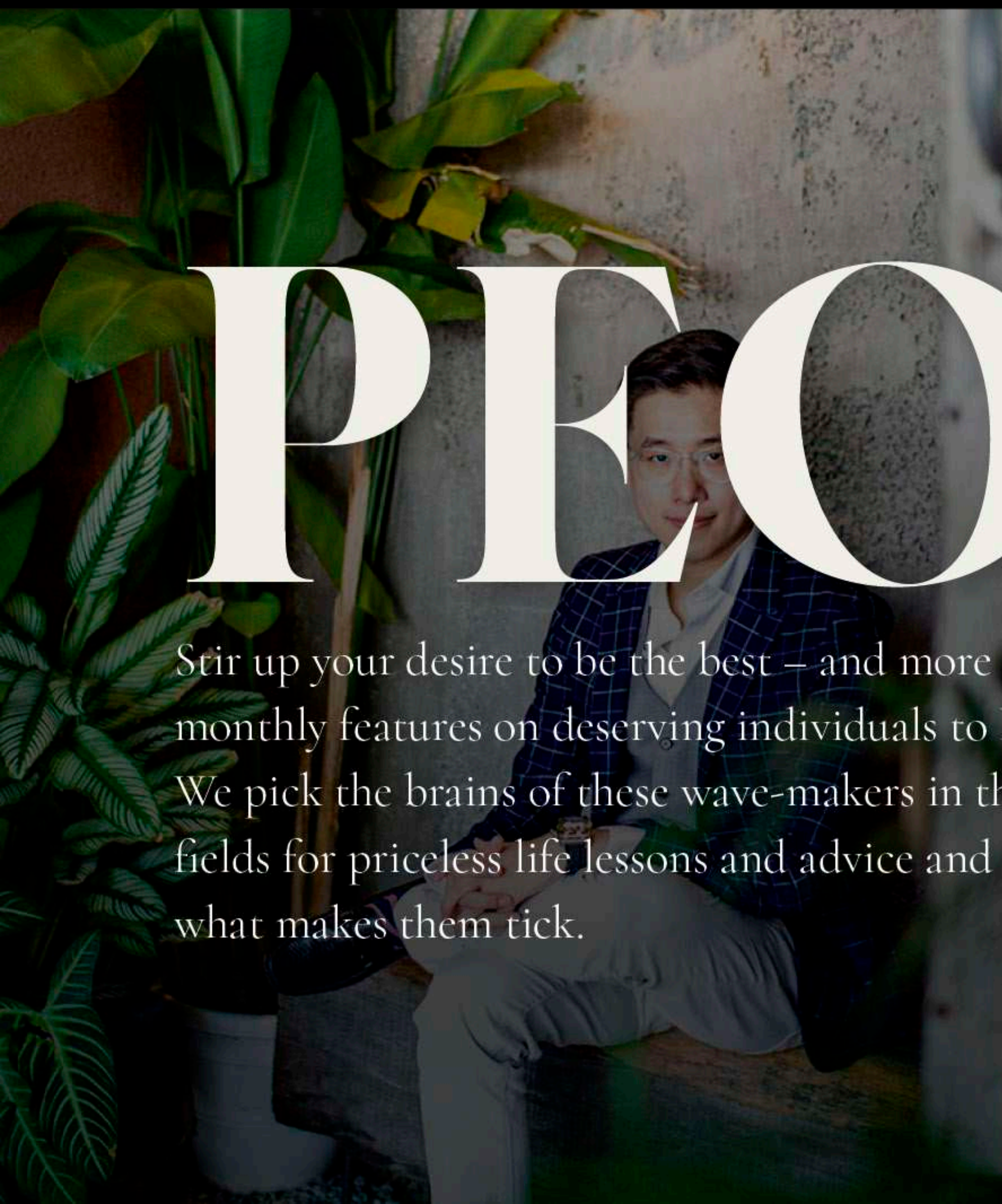
CARS &
GADGETS



FASHION &
BEAUTY

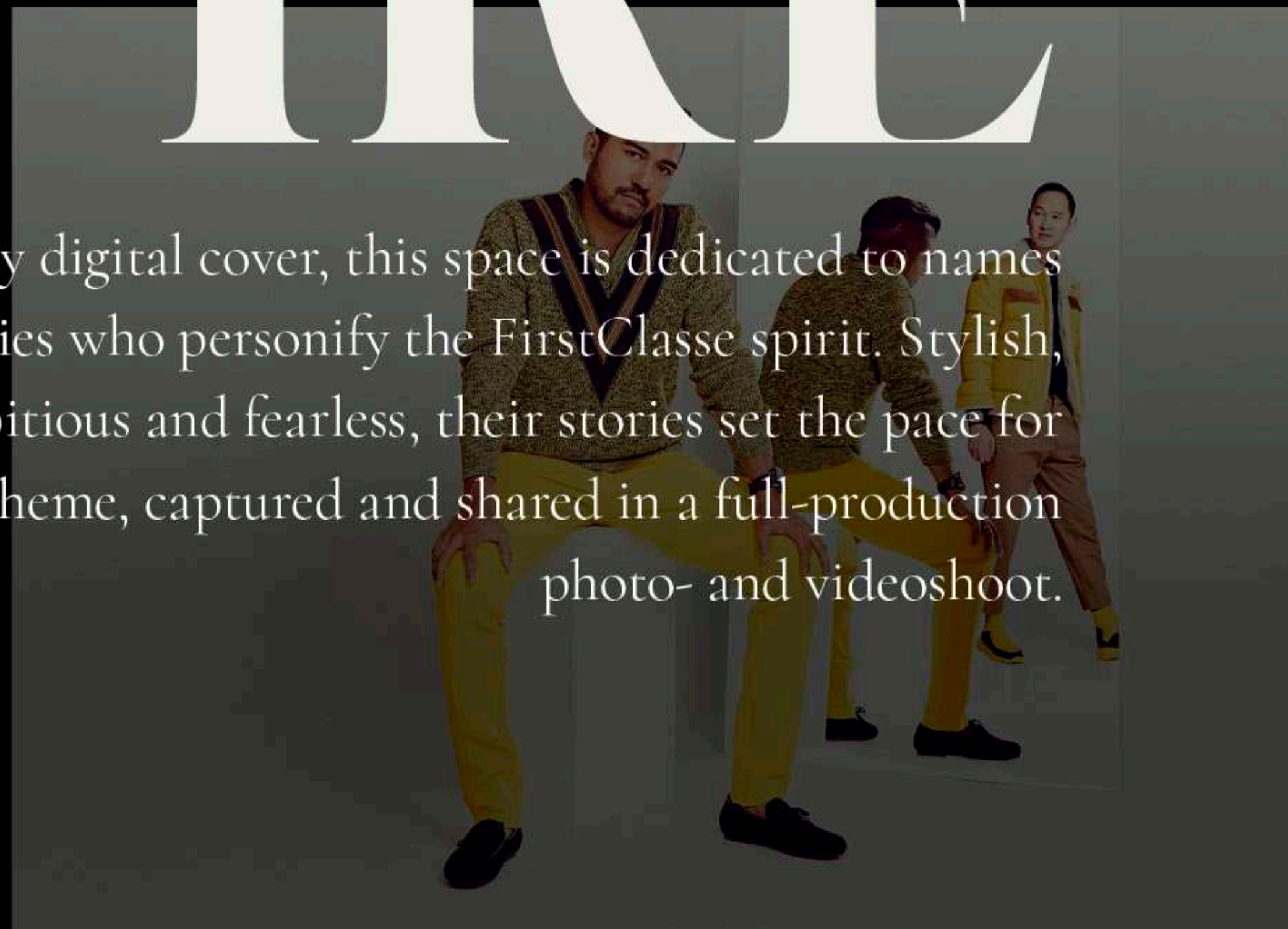
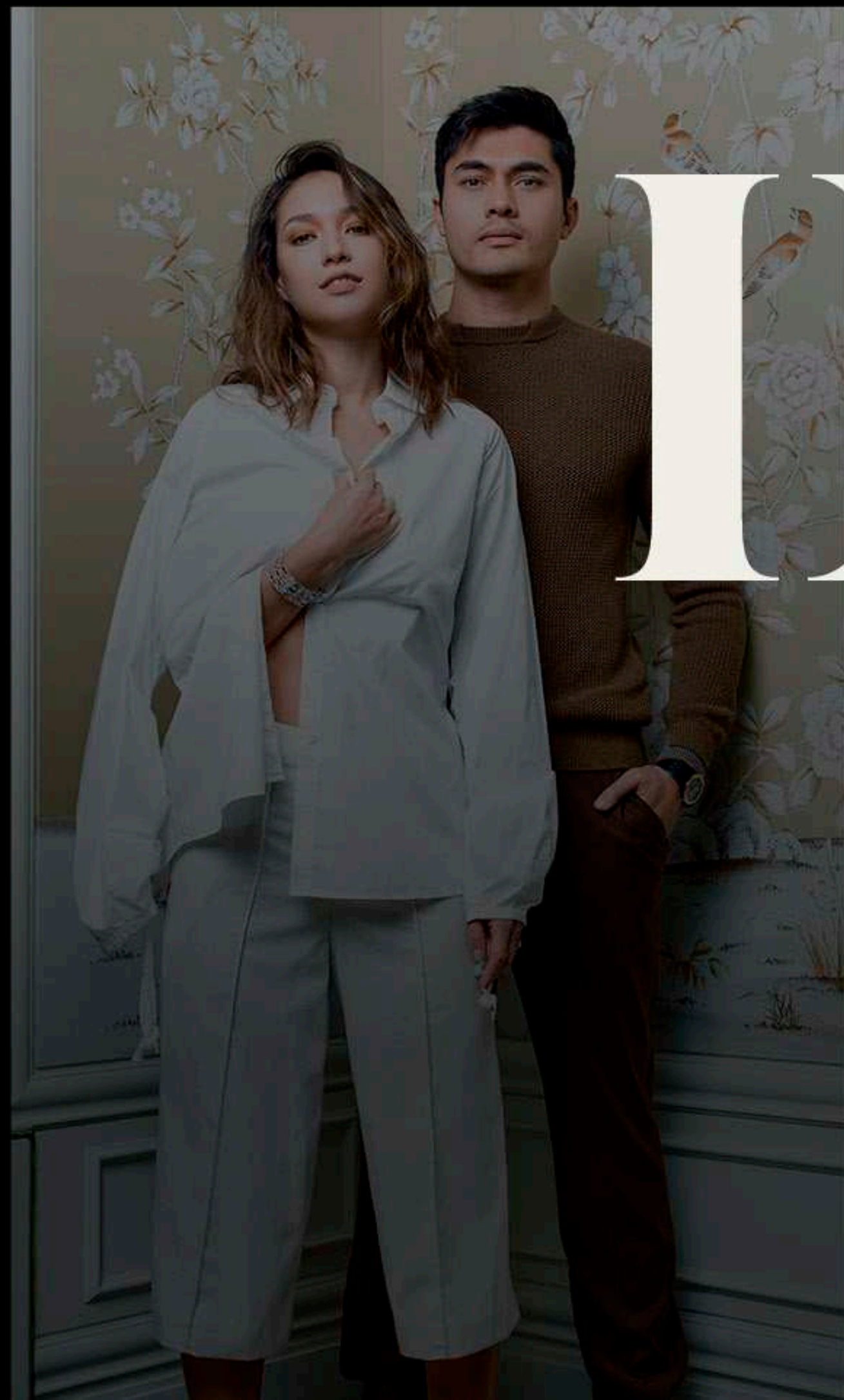


TRAVEL &
HOMES



PEOPLE

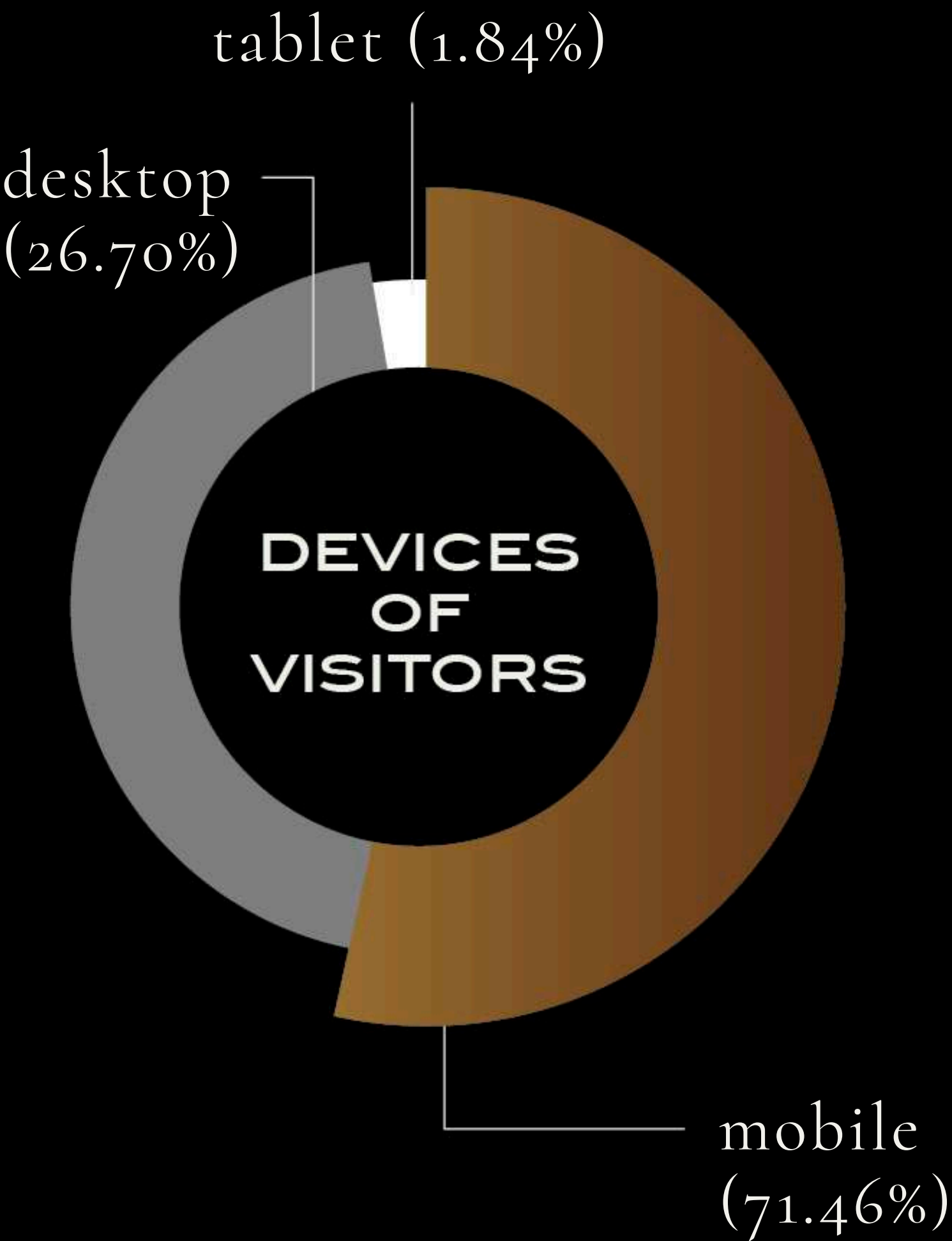
Stir up your desire to be the best – and more – with our monthly features on deserving individuals to look out for. We pick the brains of these wave-makers in their respective fields for priceless life lessons and advice and get to know what makes them tick.



INSPIRE

Our monthly digital cover, this space is dedicated to names and personalities who personify the FirstClasse 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.

SITE DEMOGRAPHIC



age

18 - 24	13%
25 - 34	32%
35 - 44	23%
45 - 54	13%
55 <	19%

2020 WEBSITE STATISTICS
JANUARY - SEPTEMBER 2020

842k

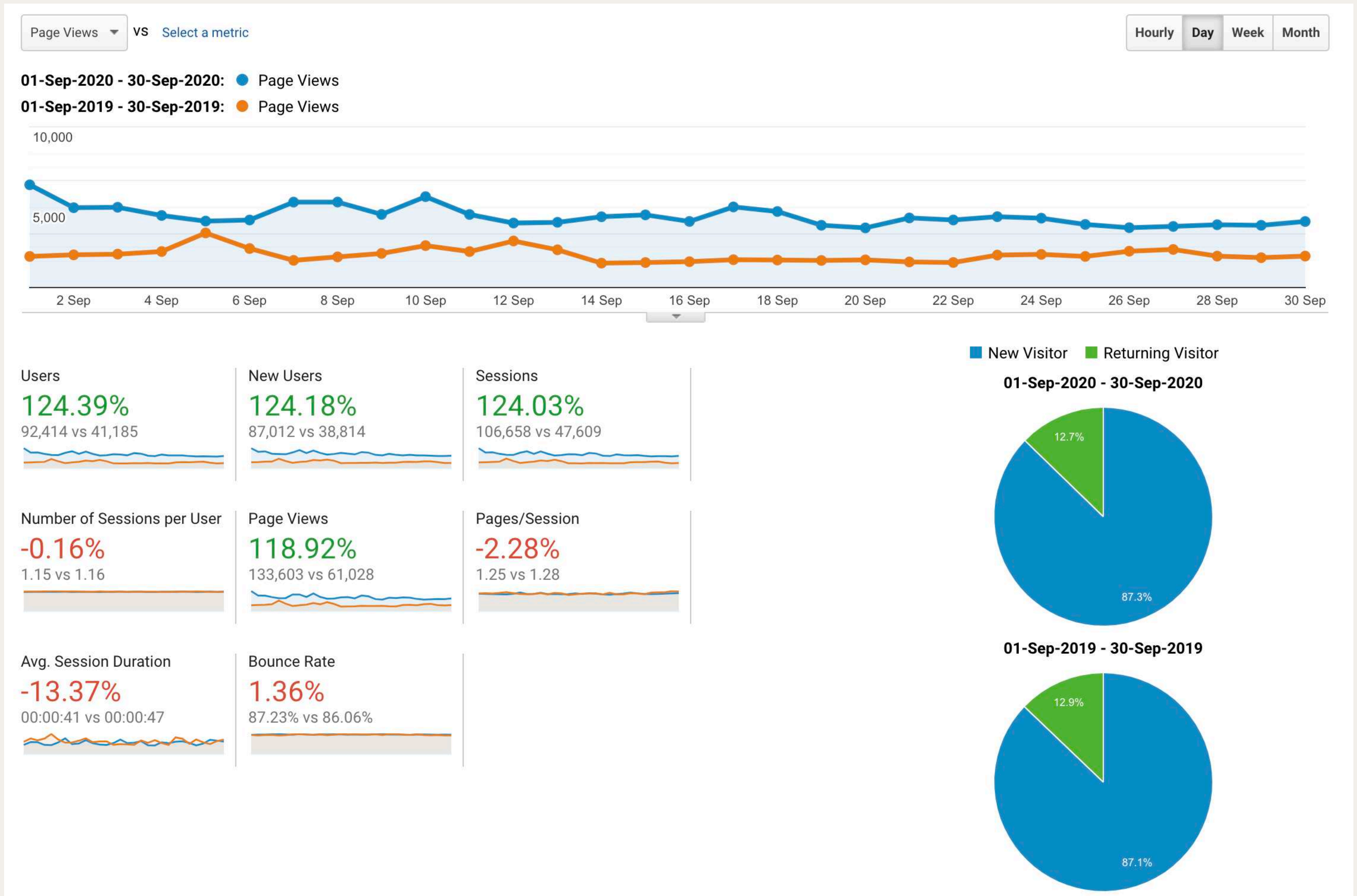
Page
views

568K

Visitors

2020 WEBSITE STATISTICS

SEPTEMBER 2019 - SEPTEMBER 2020



EDITORIAL LINEUP FOR 2020

JANUARY

Chinese New Year

FEBRUARY

Valentine's

MARCH

International Women's Day

APRIL

World Heritage Day (18)

MAY

Hari Raya (23) / Mother's Day (24)

JUNE

World Ocean's Day (8) / World Yoga Day (21) / Father's Day

JULY

Olympics Tokyo 2020 (24)

AUGUST

Merdeka (31)

SEPTEMBER

Malaysia Day (16)

OCTOBER

World Mental Health Day

NOVEMBER

Movember (all month)

DECEMBER

Christmas

DISPLAY ADVERTISING RATES

monthly

Inspire Sponsorship (Digital Cover)	UPON REQUEST
Digital Banner	CPM 230
E-Newsletter Banner Ad	9k
EDM	10.5k
Customised Content - Write Up Advertorial	8.5k
Video Advertorial - Assets provided by client	8.5k
Video Advertorial - FirstClasse Production	UPON REQUEST
Social media posting - Instagram post	2.5k

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.
- Nett price not inclusive 15% media agency comm

*Inspire (buy-out) will include only your brands product placement.

NEWSLETTER \ WEEKLY



1100px (width) x
196px (height) is
customisable

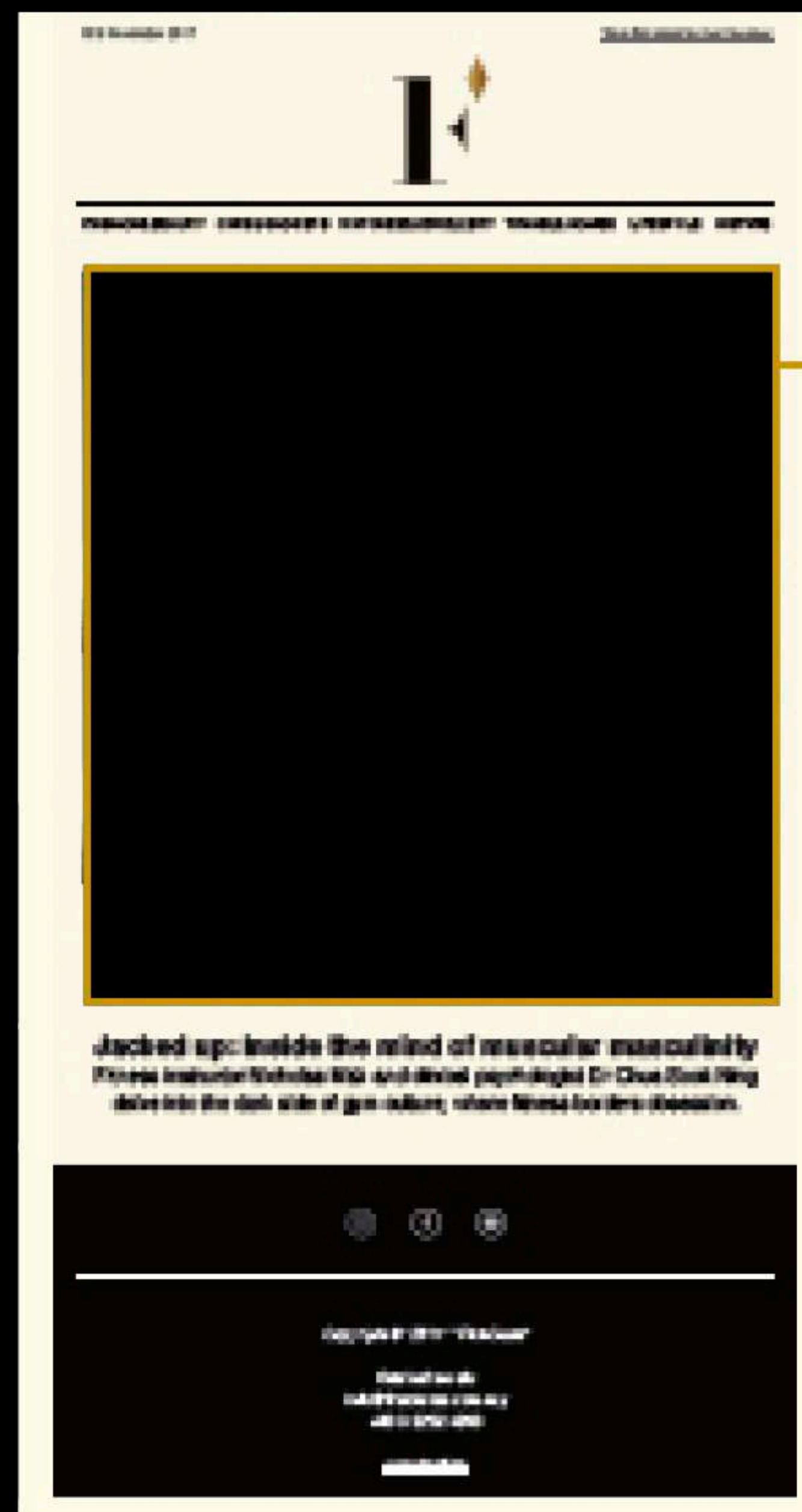
Number of Subscribers

35k+/-

as of Oct 2020

Required file format:
JPEG / PNG / GIF

EDM



728px (width) x
1000px (max height)

Required file format:
JPEG / PNG / GIF

AD SPACE



Billboard Banner

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

For mobile: 1100px (width) x 196px (height)

Half Page Banner

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

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

Leaderboard Banner

For web: 1100px (width) x 102px (height)

For mobile: 1100px (width) x 102px (height)

Required file format:
JPEG / PNG / GIF



FIRST
CLASSE

www.firstclasse.com.my

LEONARD LO +6012 287 3732

General Manager leonardlo@firstclasse.com.my

VINCEE TAN +6012 272 7522

Business Development Director vinceetan@firstclasse.com.my

THANK YOU FOR YOUR TIME.