



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

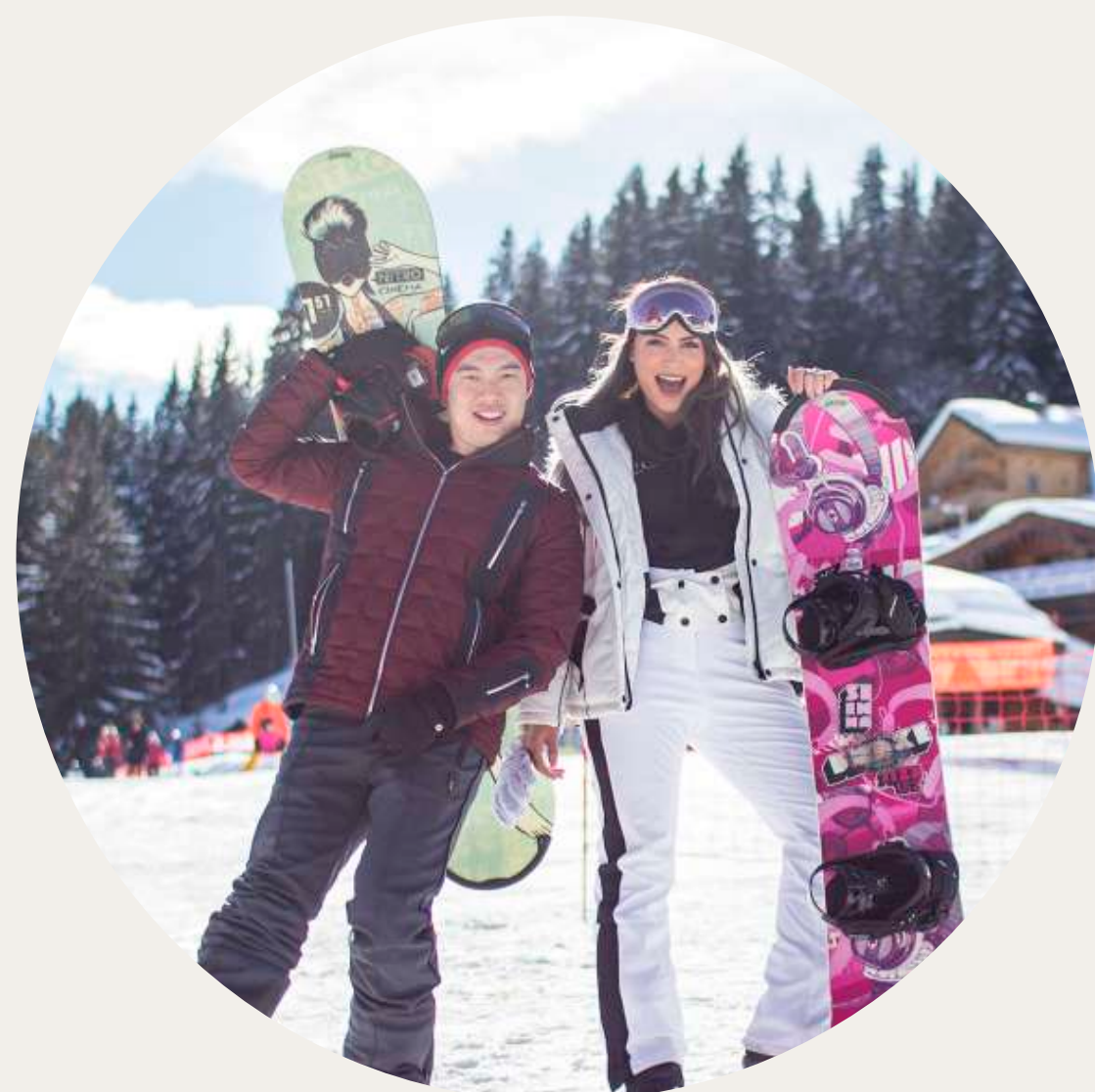


**Decorte Moisture
Liposome
Global Project**



**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
ROMA

Chopard

CHIVAS

DECORTÉ

dyson



THE
GLENLIVET
ESTD. 1859

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



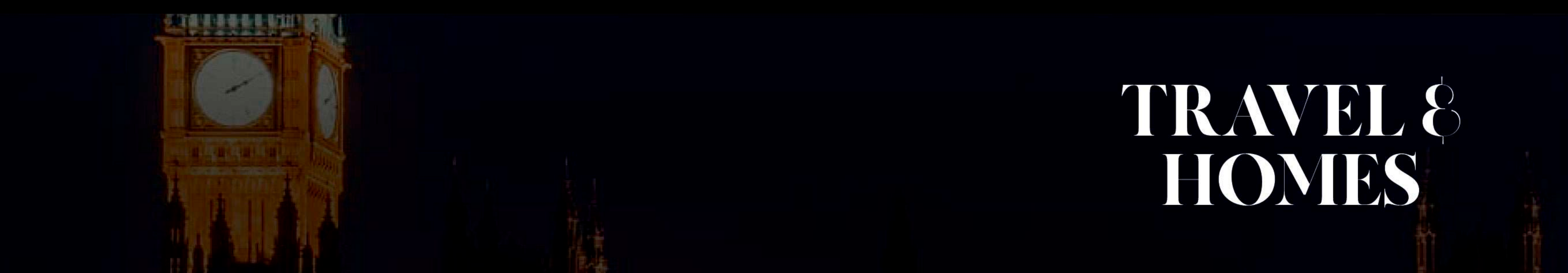
WATCHES &
JEWELLERY



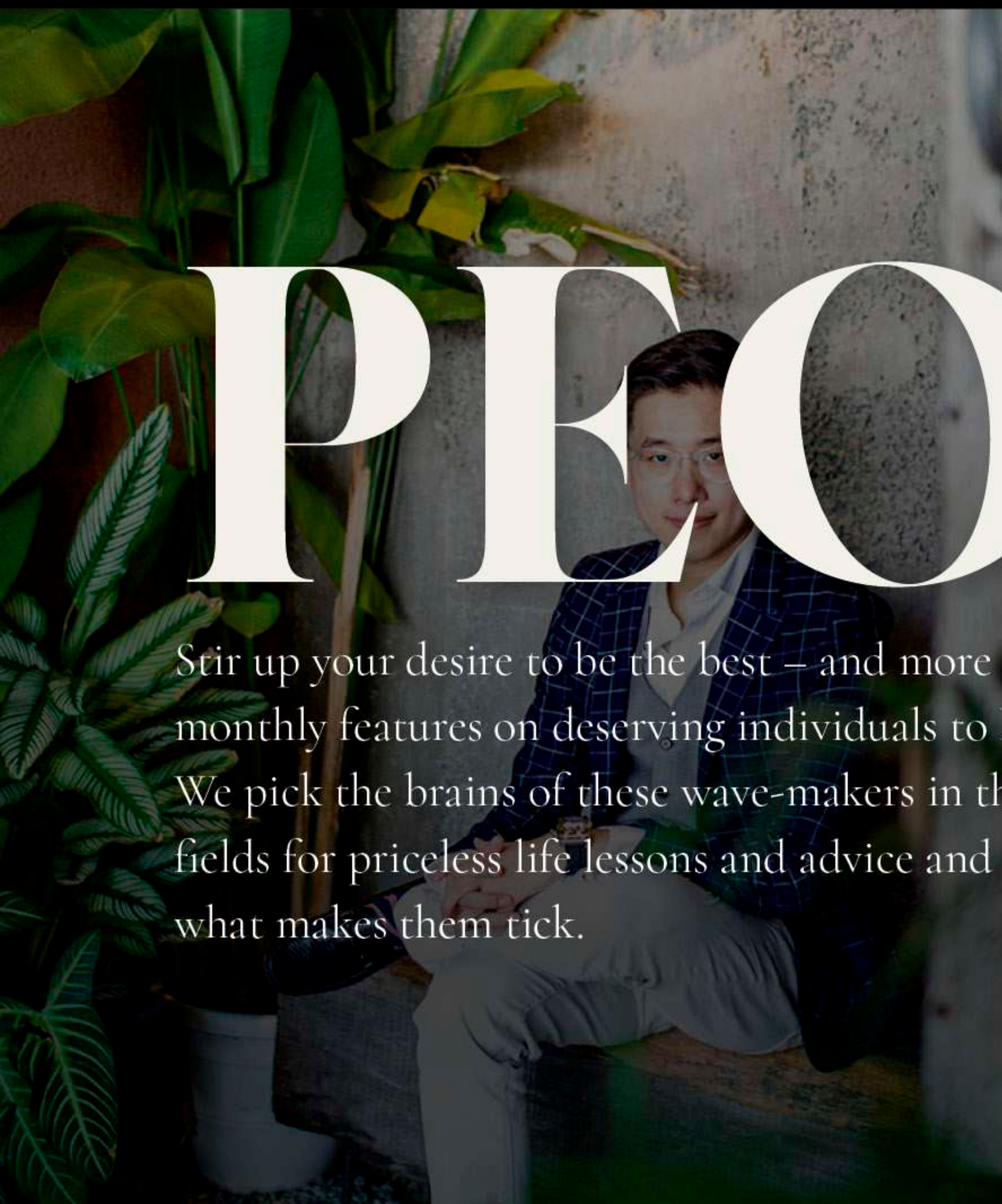
CARS &
GADGETS



FASHION &
BEAUTY

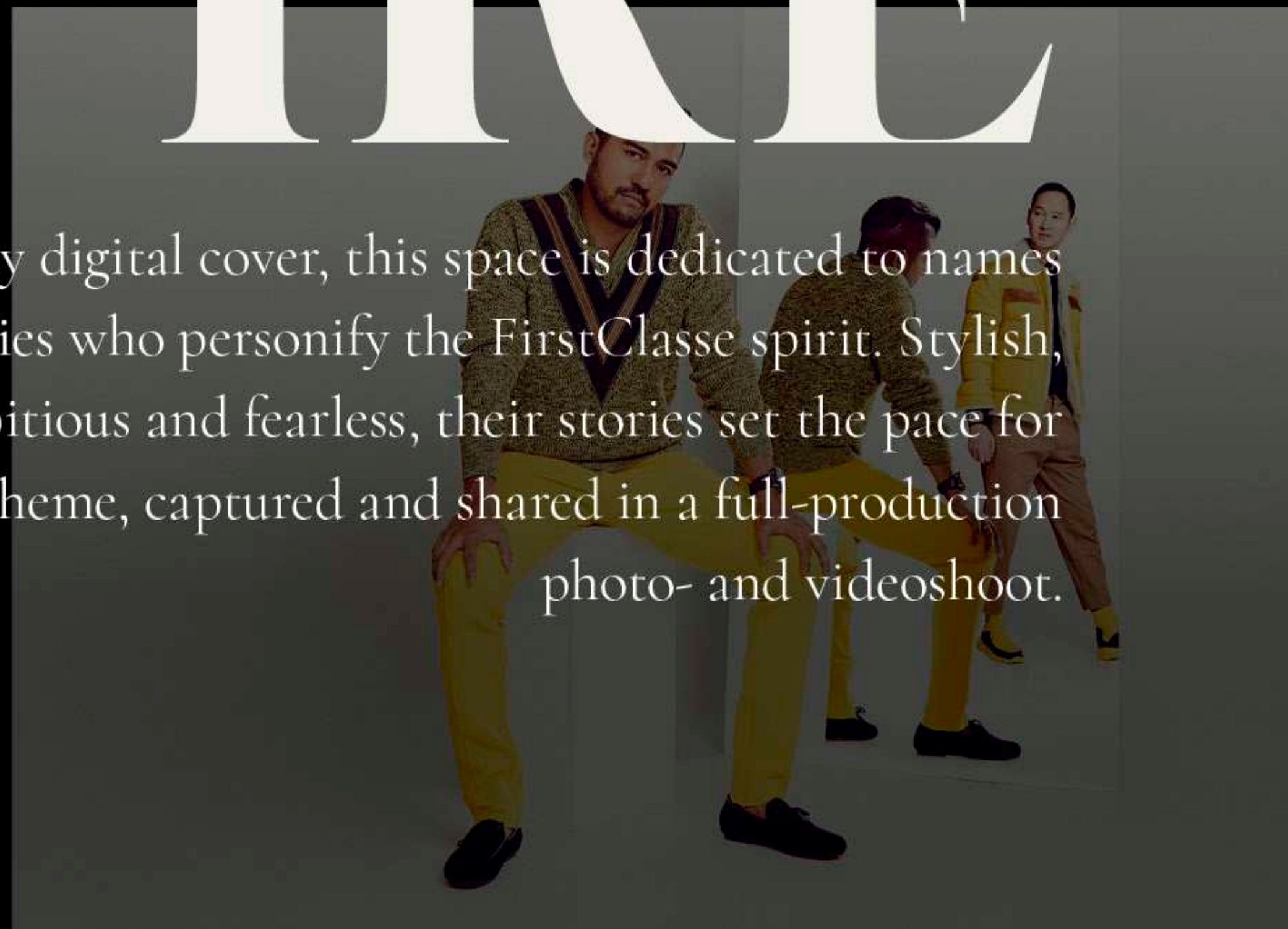


TRAVEL &
HOMES



PEOPLE

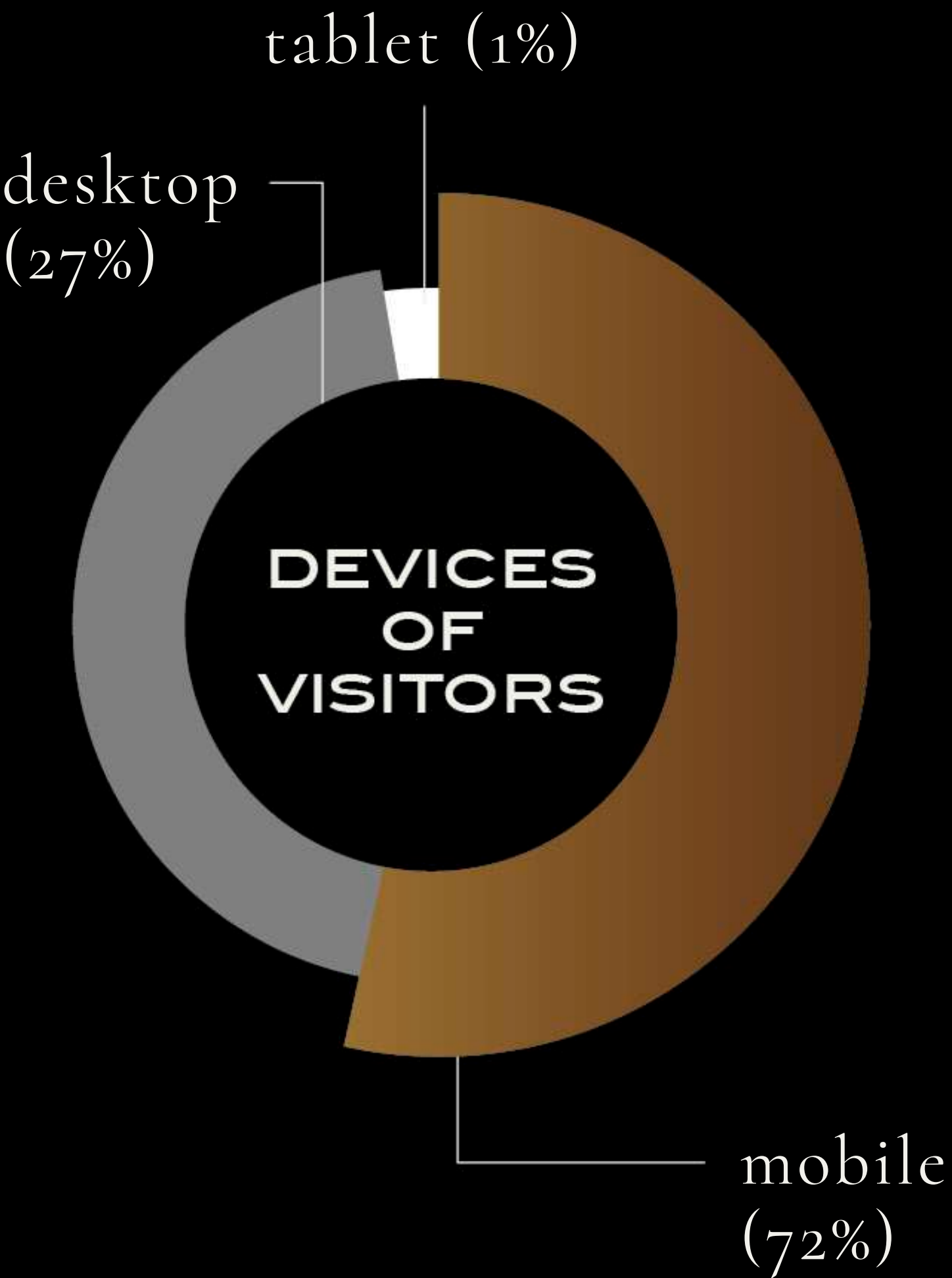
Stir up your desire to be the best – and more – with our monthly features on deserving individuals to look out for. We pick the brains of these wave-makers in their respective fields for priceless life lessons and advice and get to know what makes them tick.



INSPIRE

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

SITE DEMOGRAPHIC



age

18 - 24	12%
25 - 34	32%
35 - 44	22%
45 - 54	14%
55 <	20%

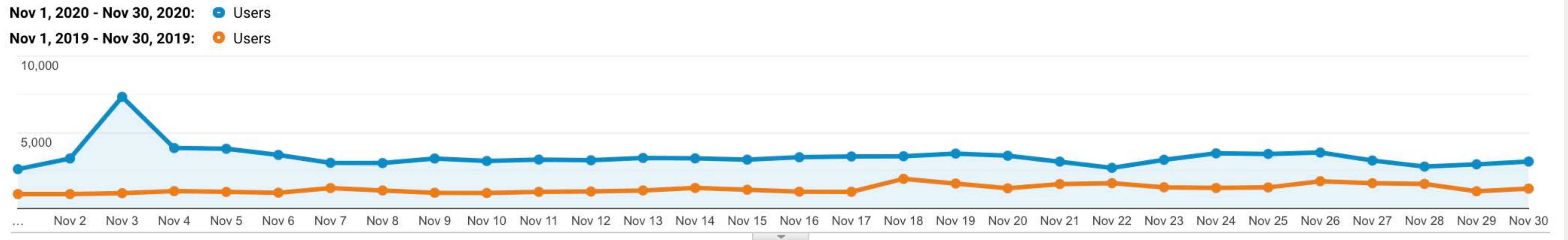
2020 WEBSITE STATISTICS
JANUARY - NOVEMBER 2020

1.23m Page
views

819K Visitors

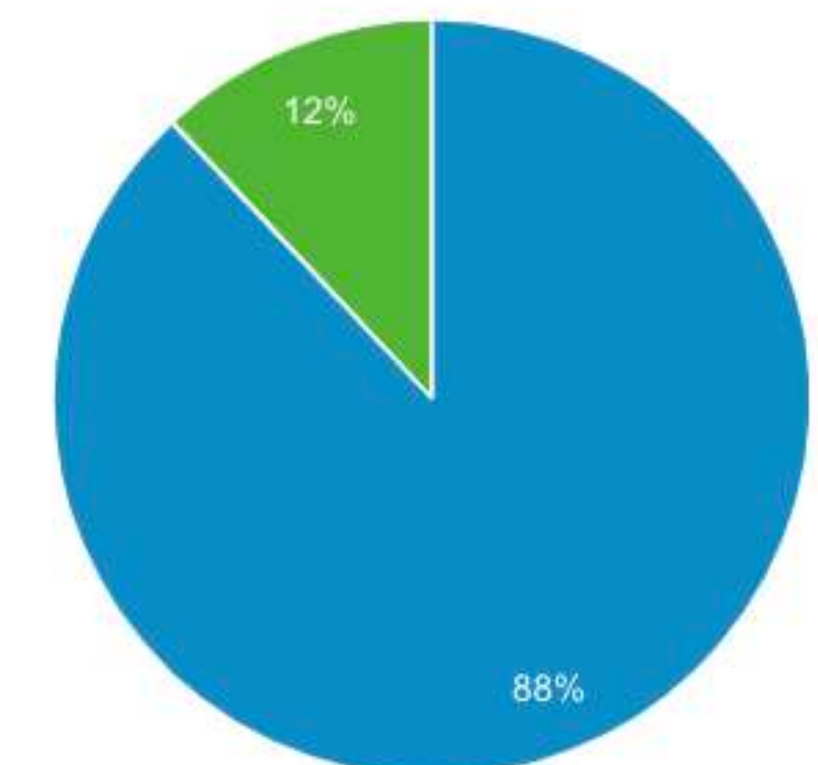
2020 WEBSITE STATISTICS

NOVEMBER 2019 - NOVEMBER 2020

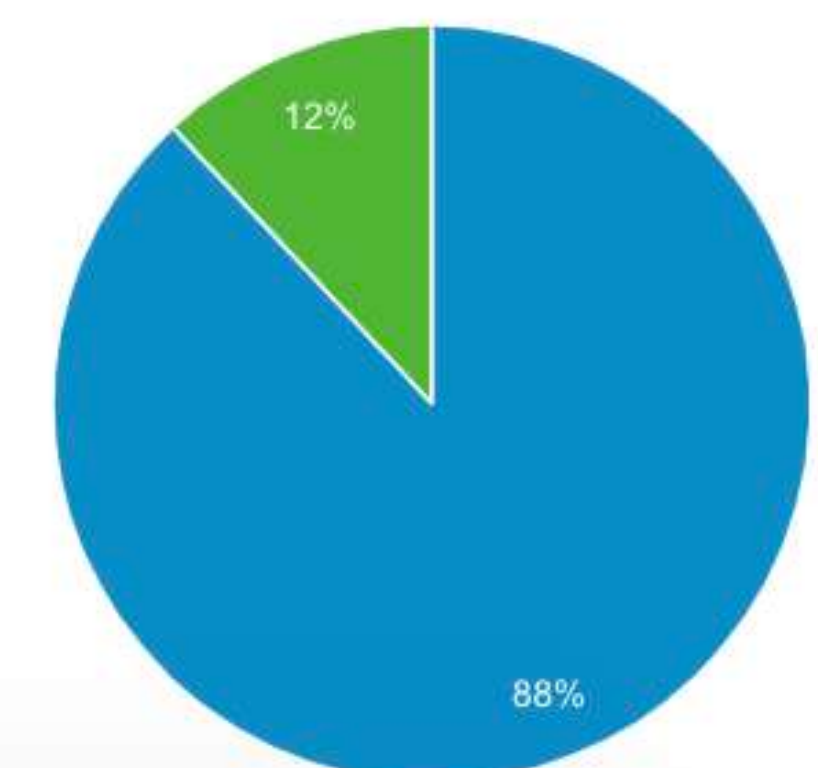


■ New Visitor ■ Returning Visitor

Nov 1, 2020 - Nov 30, 2020



Nov 1, 2019 - Nov 30, 2019



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

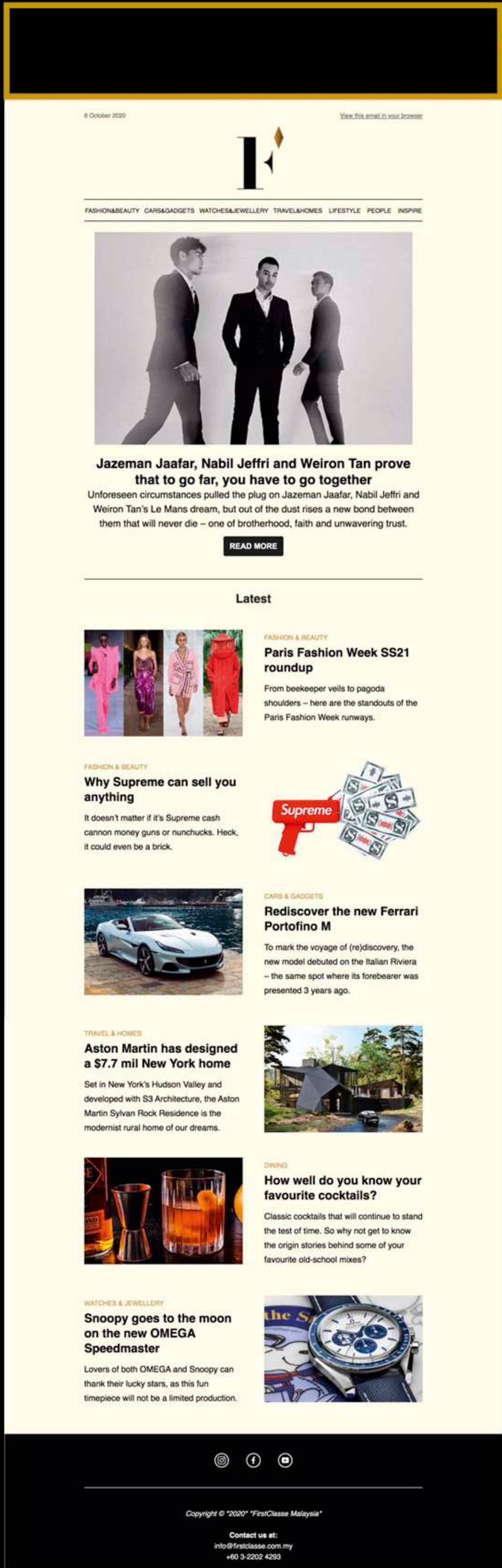
Inspire Sponsorship (Digital Cover)	UPON REQUEST
Digital Banner	CPM 230
E-Newsletter Banner Ad	9k
EDM	10.5k
Customised Content - Write Up Advertorial	8.5k
Video Advertorial - Assets provided by client	8.5k
Video Advertorial - FirstClasse Production	UPON REQUEST
Social media posting - Instagram post	2.5k

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

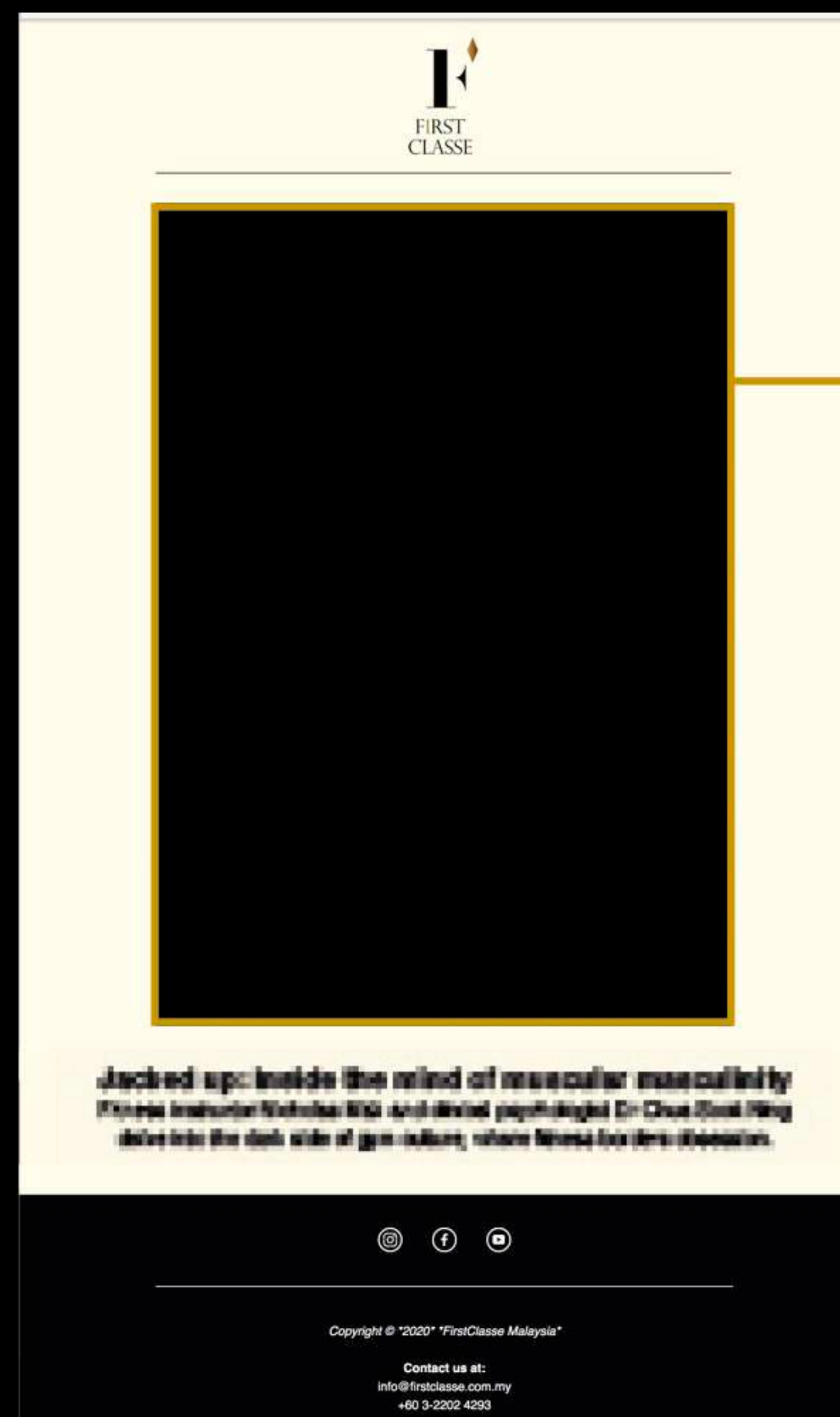


1100px (width) x
196px (height) is
customisable

Number of Subscribers
35k+/-
as of Dec 2020

Required file format:
JPEG / PNG / GIF

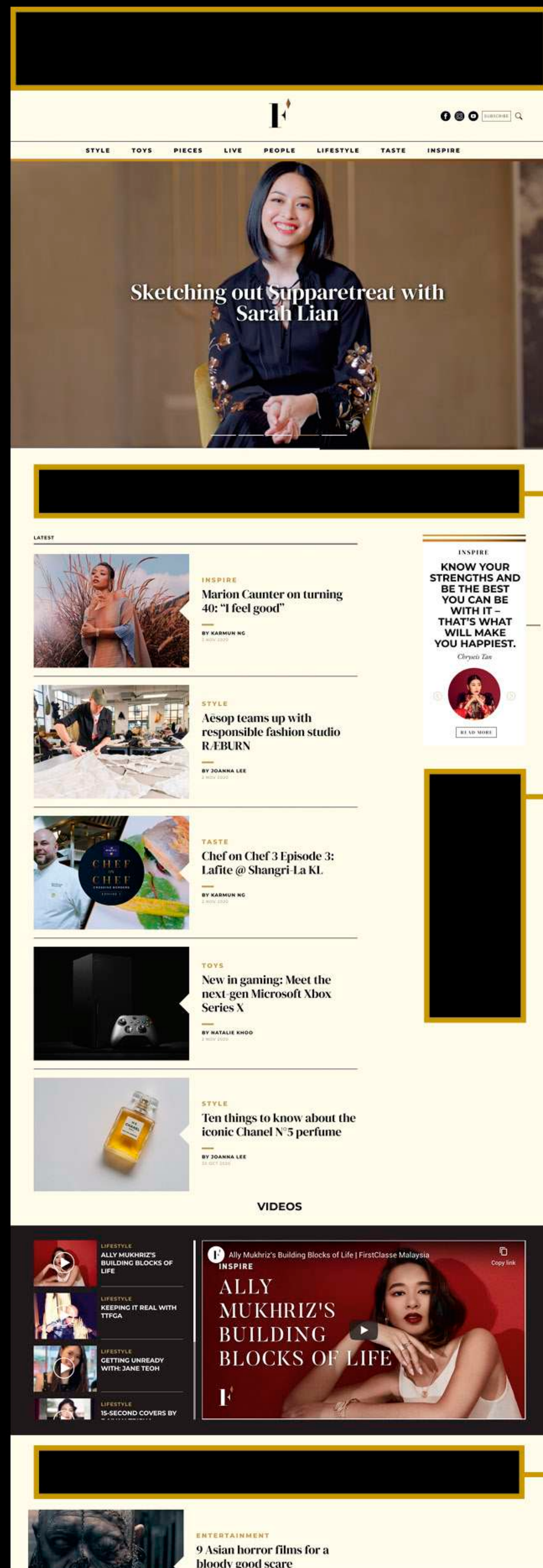
EDM



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)

Leaderboard Banner

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

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