

# FIRSTCLASSE

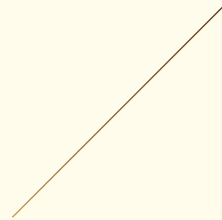
MEDIA KIT



**2021**



PRECISE  
ENGAGING  
EFFICIENT



#### ABOUT FIRSTCLASSE MALAYSIA

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 with riveting photos and video assets, all produced by an in-house production and art team

# CLIENTELE

From the temples of Yangon to the mountains of Mont Blanc, we explore localities and attractions all over the world with select personalities and share the experience through personable videography and breathtaking photography.



# INSPIRE

Our monthly digital cover, INSPIRE cover features incorporate full production photo and videoshoots supporting a written interview story to impactfully tell the journey of the personality of the month.



CHRYSEIS TAN [READ MORE ↗](#)



MARION CAUNTER [READ MORE ↗](#)



HENRY GOLDING & LIV LO [READ MORE ↗](#)



IQBAL AMEER [READ MORE ↗](#)

WEB — www.firstclasse.com.my  
IG FB — @firstclassemalaysia  
YOUTUBE — FirstClasse Malaysia

PREVIOUS PROJECTS

# WEB SERIES

## CHEF ON CHEF

An original web series by FirstClasse, Chef on Chef shines the spotlight on the local fine dining scene by inviting top chefs to review each other, a process which is then filmed reality TV style. Three seasons in, our latest saw the involvement of Michelin starred chefs from Bangkok and Singapore and the series streamed on Netflix Asia.



SEASON 1: FINE DINING

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SEASON 2: WASHOKU

[READ MORE ↗](#)



SEASON 3:  
CROSSING BORDERS

[READ MORE ↗](#)

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PREVIOUS PROJECTS

# INTERNATIONAL TRAVEL

## FIRSTCLASSE GOES TO

From the temples of Yangon to the mountains of Mont Blanc, we explore localities and attractions all over the world with select personalities and share the experience through personable videography and breathtaking photography.



DANANG WITH VINCENT TAN AND SHAINÉ WONG

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YANGON WITH AIMAN HAKIM AND ZAHIRAH MACWILSON

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TROPICAL SNOWMAN CHALETS WITH PATRICIA KNUDSEN

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PREVIOUS PROJECTS

# OTHERS

**1/ GETTING READY AND UNREADY**

**2/ DECORTE**

**3/ TORY BURCH**

**4/ ART OF TREE**

**5/ W SINGAPORE**

**6/ ROLLS ROYCE**



GETTING READY  
AND UNREADY

[READ MORE ↗](#)



DECORTE

[READ MORE ↗](#)



TORY BURCH

[READ MORE ↗](#)



ART OF TREE

[READ MORE ↗](#)



W SINGAPORE

[READ MORE ↗](#)



ROLLS ROYCE

[READ MORE ↗](#)

# EVENTS

Annually, we celebrate all we have done and all we have achieved with our friends and associates with an on-ground thematic party that's not short on fun, glamour and, of course, champagne.

## 1/ FIRSTPARTY

## 2/ MISSION 2.0



#FIRSTPARTY

[READ MORE ↗](#)



MISSION 2.0

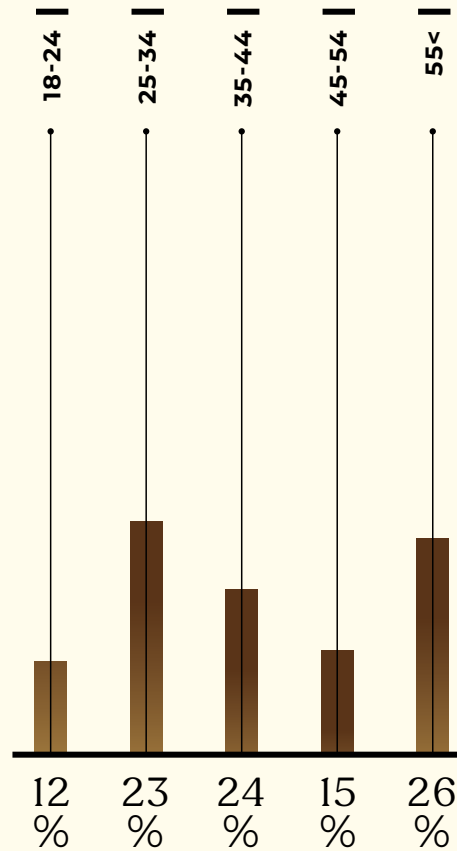
[READ MORE ↗](#)



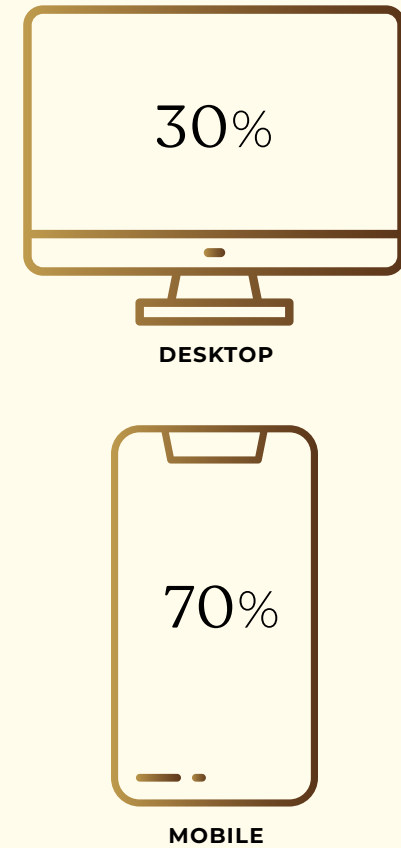
STYLE / TOYS /  
PIECES / LIVING  
/ PEOPLE /  
LIFESTYLE /  
TASTE / INSPIRE

# WEB DEMOGRAPHICS

## AGE



## DEVICES



## GENDER



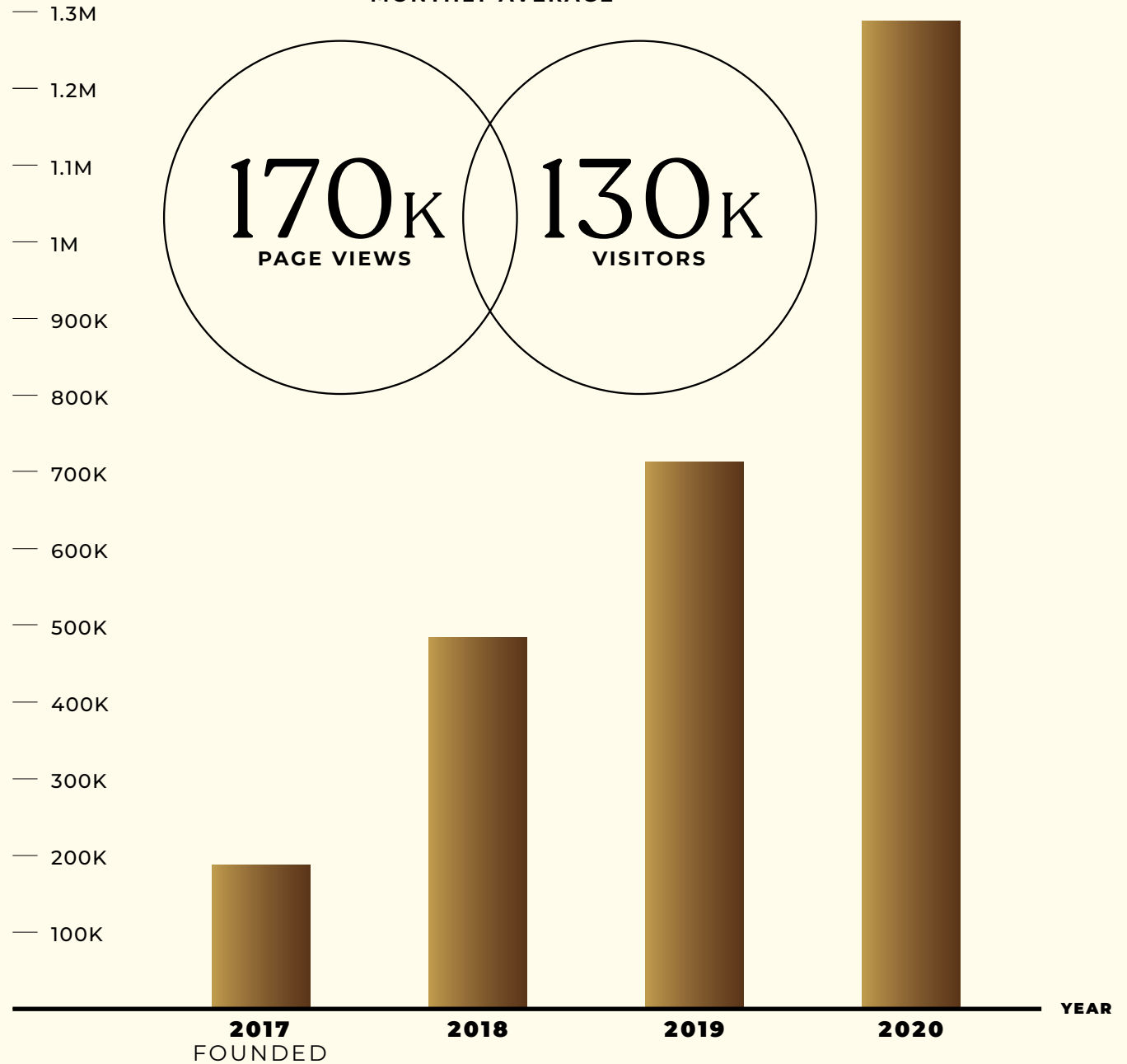
MIDDLE-HIGH INCOME TARGET AUDIENCE

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# WEB STATISTICS

**TOTAL  
PAGE VIEWS**

**MONTHLY AVERAGE**



WEB — www.firstclasse.com.my  
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YOUTUBE — FirstClasse Malaysia

# SOCIAL MEDIA



14.6k

FOLLOWERS (AS OF FEB 2021)



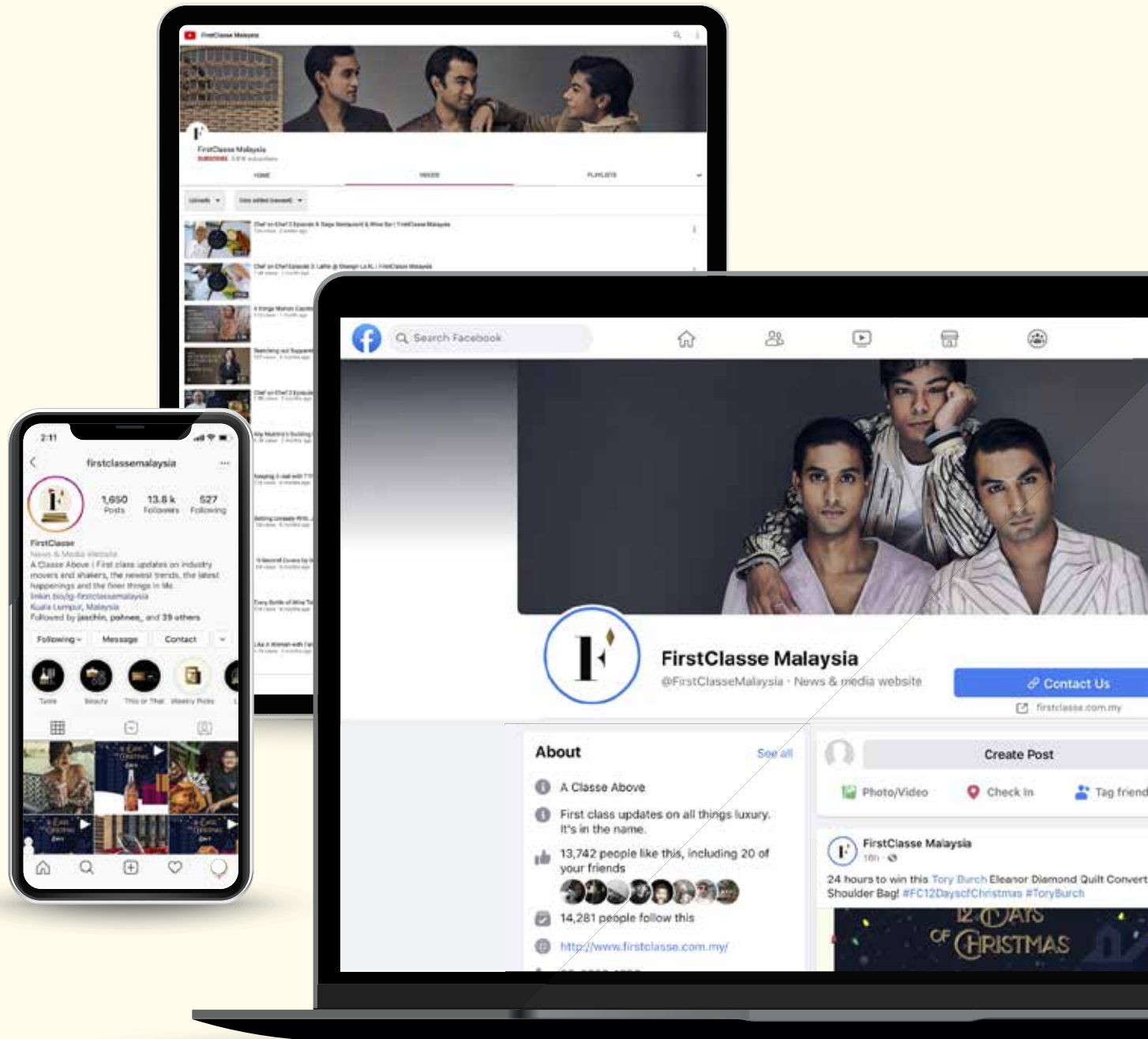
14.2k

LIKES (AS OF FEB 2021)



3.9k

SUBSCRIBERS (AS OF FEB 2021)



# EDITORIAL LINE UP FOR 2021

## JANUARY

**THEMATIC**  
Resolutions

**SPECIAL FEATURES**  
Going Digital/  
Defining Resilience

## APRIL

**THEMATIC**  
April Fools

**SPECIAL FEATURES**  
International Siblings Day

## FEBRUARY

**THEMATIC**  
Chinese New Year/  
Valentine's Day

**SPECIAL FEATURES**  
Learning About You

## MAY

**THEMATIC**  
Mother's Day

**SPECIAL FEATURES**  
Beauty Secrets From  
My Mother

## MARCH

**THEMATIC**  
International Women's Day

**SPECIAL FEATURES**  
Empowerment is

## JUNE

**THEMATIC**  
Father's Day

**SPECIAL FEATURES**  
Signing Off (Fatherhood)/  
World Ocean's Day

# EDITORIAL LINE UP FOR 2021

## JULY

### THEMATIC

Summer Holidays/Travel

### SPECIAL FEATURES

The Power Of A Red Lipstick  
(Word Lipstick Day)

## OCTOBER

### THEMATIC

Firstclasse 4<sup>th</sup> Anniversary

### SPECIAL FEATURES

4<sup>th</sup> Anniversary Celebrations/  
Breast Cancer Awareness

## AUGUST

### THEMATIC

Merdeka

### SPECIAL FEATURES

Malaysian Treasures PT I

## NOVEMBER

### THEMATIC

Movember

### SPECIAL FEATURES

International Men's Day

## SEPTEMBER

### THEMATIC

Malaysia Day

### SPECIAL FEATURES

Malaysian Treasures PT II

## DECEMBER

### THEMATIC

Christmas/Holidays

### SPECIAL FEATURES

Firstclasse Advent Calendar



# DISPLAY ADVERTISING RATES

Inspire Sponsorship (Digital Cover)	<b>UPON REQUEST</b>
Digital Display Banners	<b>CPM 230</b>
E-Newsletter Banner Ad	<b>9K</b>
EDM	<b>10.5K</b>
Customised Content - Write Up Advertorial	<b>8.5K</b>
Video Advertorial - Assets provided by client	<b>8.5K</b>
Video Advertorial - FirstClasse Production	<b>UPON REQUEST</b>
Social Media Posting - Instagram Post	<b>2.5K</b>

**NOTE**

- All advertising placements above will be on 100% SOV basis in its own section/page.
- All rates are quoted in Ringgit Malaysia.
- All advertising materials are to be provided by the advertiser.

# AD SPACE (FOR DESKTOP)

## BANNER SPECIFICATIONS

File format

JPEG/PNG/GIF

Video

MP4/WEBM/OGG

File Size

>512kb; video >25MB

## INTERSCROLLER SPECIFICATIONS

File Size

>200KB; video >2MB



**BILLBOARD** (AVAILABLE ON ALL PAGES)  
1100px (W) x 196px (H)

**LEADERBOARD** (AVAILABLE ON ALL PAGES)  
1100px (W) x 102px (H)

**INTERSCROLLER** (AVAILABLE ON ALL PAGES)  
1230px (W) x 560px (H)

**HALF PAGE** (AVAILABLE ON HOMEPAGE  
& CATEGORY PAGES ONLY)  
245px (W) x 600px (H)

# AD SPACE (FOR MOBILE)

## BANNER SPECIFICATIONS

File format

JPEG/PNG/GIF

Video

MP4/WEBM/OGG

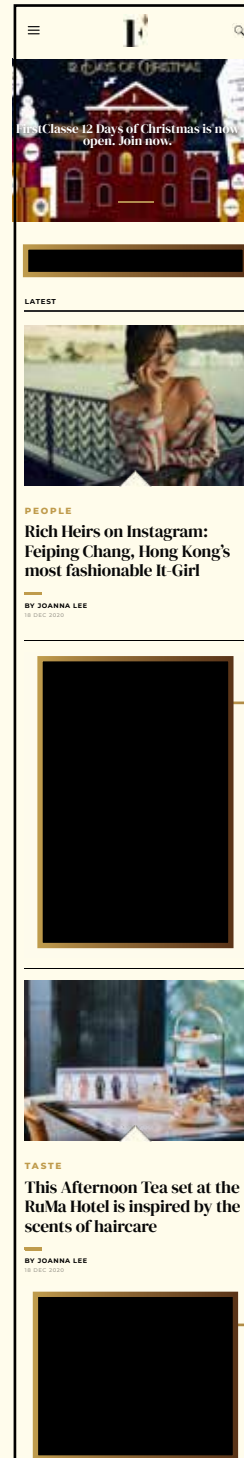
File Size

>512KB; video >25MB

## INTERSCROLLER SPECIFICATIONS

File Size

>200KB; video >2MB



**BILLBOARD** (AVAILABLE ON ALL PAGES)  
1100px (W) x 196px (H)

**INTERSCROLLER** (AVAILABLE ON ALL PAGES)  
320px (W) x 480px (H)

**LREC** (AVAILABLE ON HOMEPAGE &  
CATEGORY PAGES ONLY)  
336px (W) x 280px (H)

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# NEWSLETTER & EDM

35K  
NUMBER OF  
SUBSCRIBERS  
AS OF FEB 2021

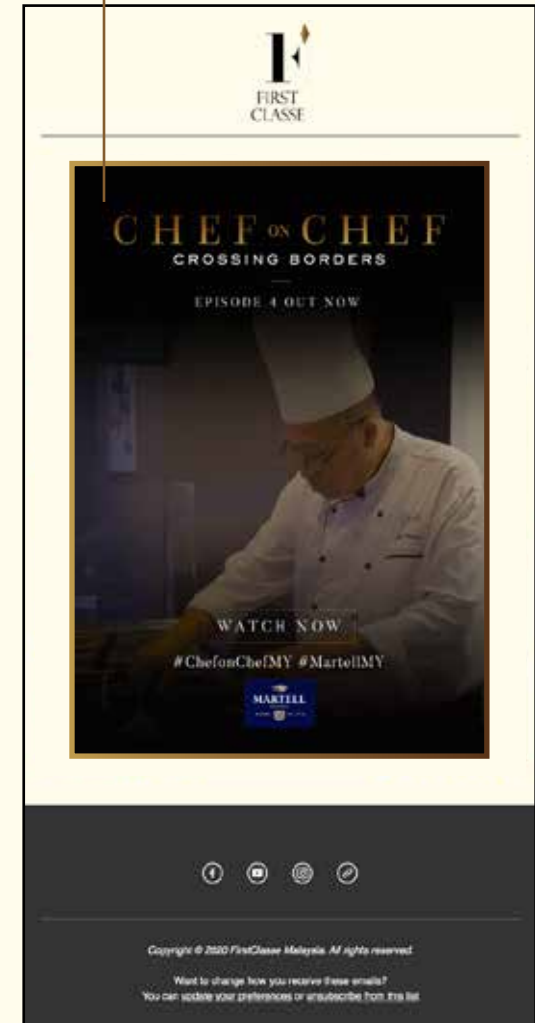
## AD SPECIFICATIONS

File format  
JPEG/PNG/GIF

NEWSLETTER AD  
1200px (W) x customizable  
(max height 300px)



EDM  
728px (W) x 1000px (H)



THANK

YOU

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