

FIRSTCLASSE

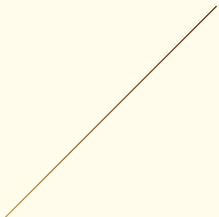
MEDIA KIT



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 ↗](#)

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

[READ MORE ↗](#)



SEASON 2: WASHOKU

[READ MORE ↗](#)



SEASON 3:
CROSSING BORDERS

[READ MORE ↗](#)

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 SHAINE WONG

[READ MORE ↗](#)



YANGON WITH AIMAN HAKIM
AND ZAHIRAH MACWILSON

[READ MORE ↗](#)



TROPICAL SNOWMAN CHALETS
WITH PATRICIA KNUDSEN

[READ MORE ↗](#)

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 ↗](#)



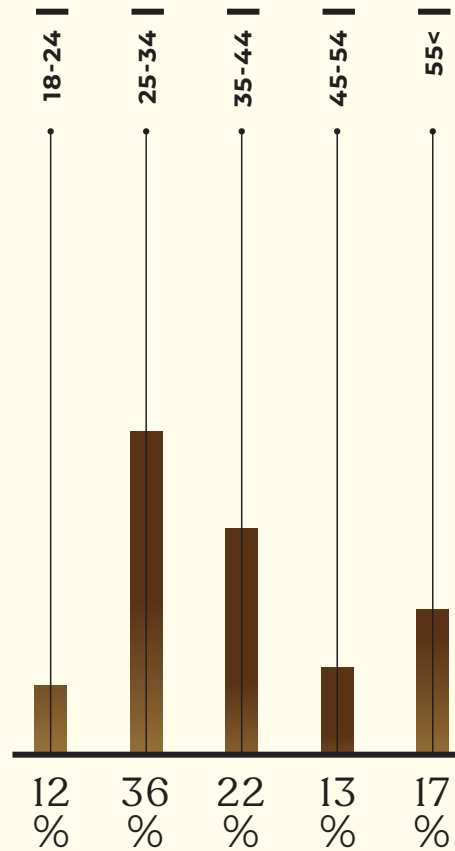
MISSION 2.0

[READ MORE ↗](#)

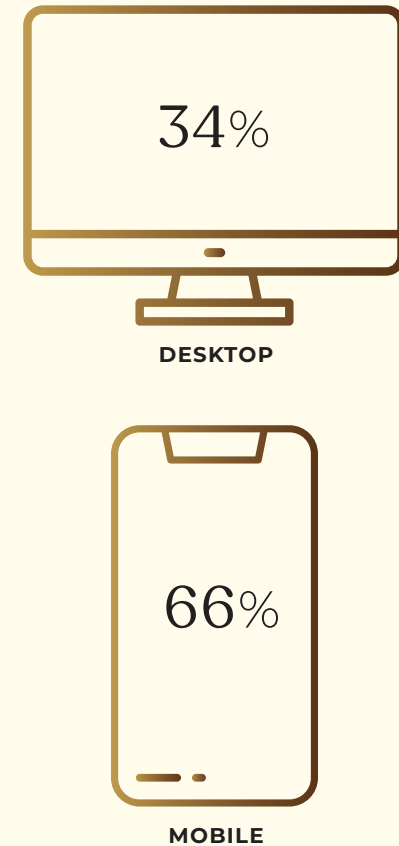
STYLE / TOYS /
PIECES / LIVING
/ PEOPLE /
LIFESTYLE /
TASTE / INSPIRE

WEB DEMOGRAPHICS

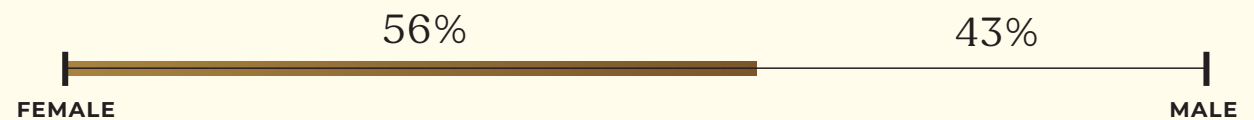
AGE



DEVICES



GENDER



MIDDLE-HIGH INCOME TARGET AUDIENCE

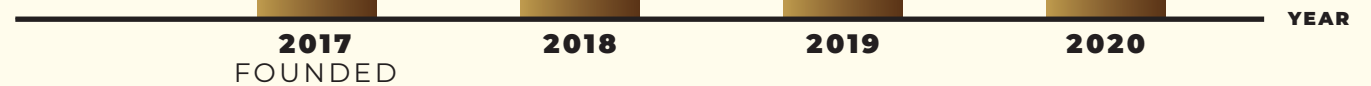
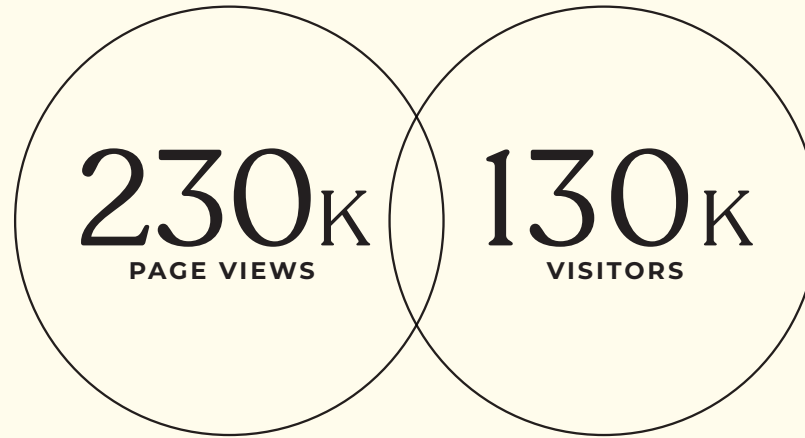
WEB — www.firstclasse.com.my
IG FB — @firstclassemalaysia
YOUTUBE — FirstClasse Malaysia

WEB STATISTICS

TOTAL PAGE VIEWS

MONTHLY AVERAGE

— 1.3M
— 1.2M
— 1.1M
— 1M
— 900K
— 800K
— 700K
— 600K
— 500K
— 400K
— 300K
— 200K
— 100K



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SOCIAL MEDIA



15.8k

FOLLOWERS (AS OF NOV 2021)



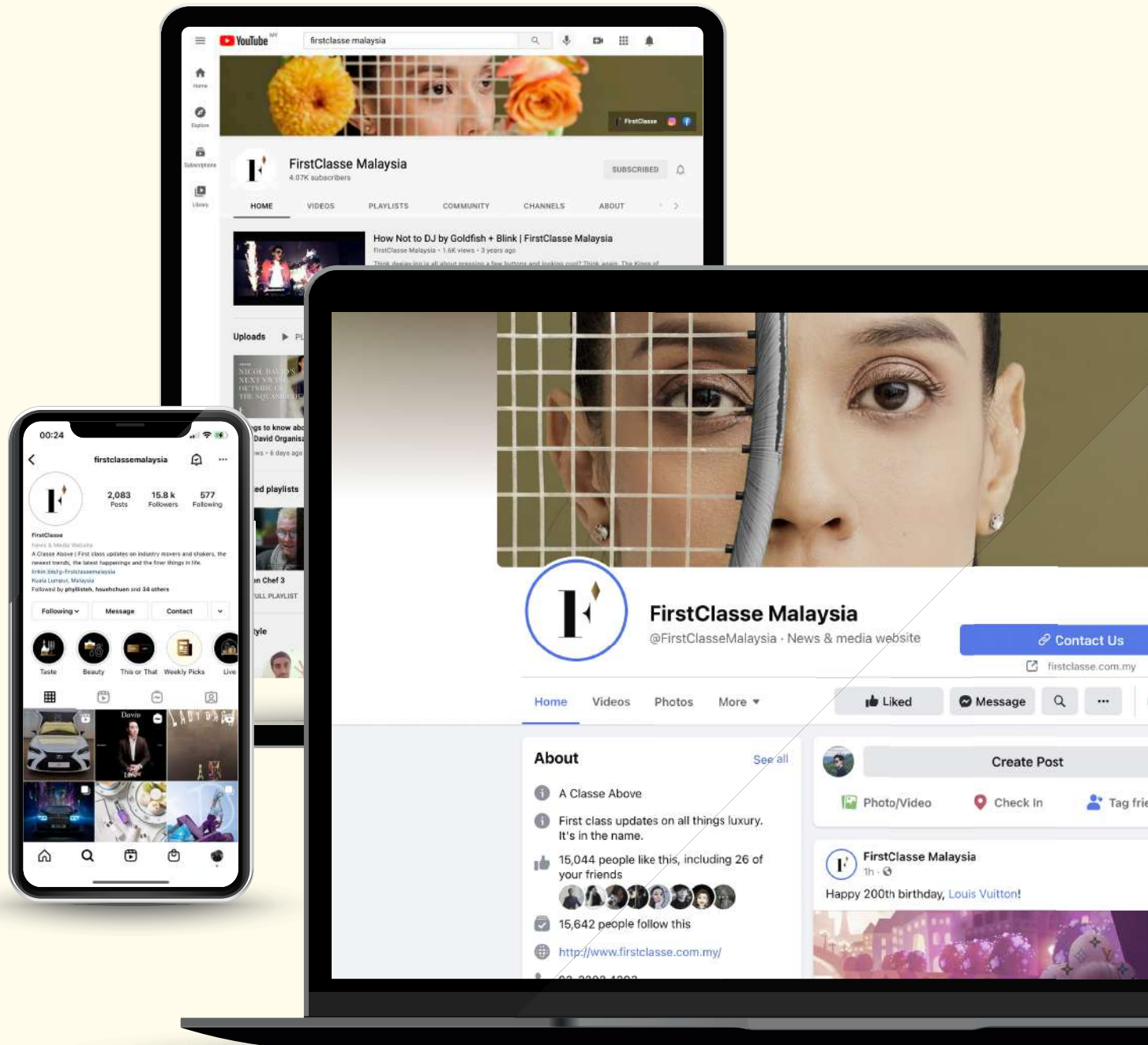
15k

LIKES (AS OF NOV 2021)



4k

SUBSCRIBERS (AS OF NOV 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 4th Anniversary

SPECIAL FEATURES

4th 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)	UPON REQUEST
Digital Display Banners	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.
- All advertising materials are to be provided by the advertiser.

AD SPACE (FOR DESKTOP)

BANNER SPECIFICATIONS

File format

JPEG/PNG/GIF

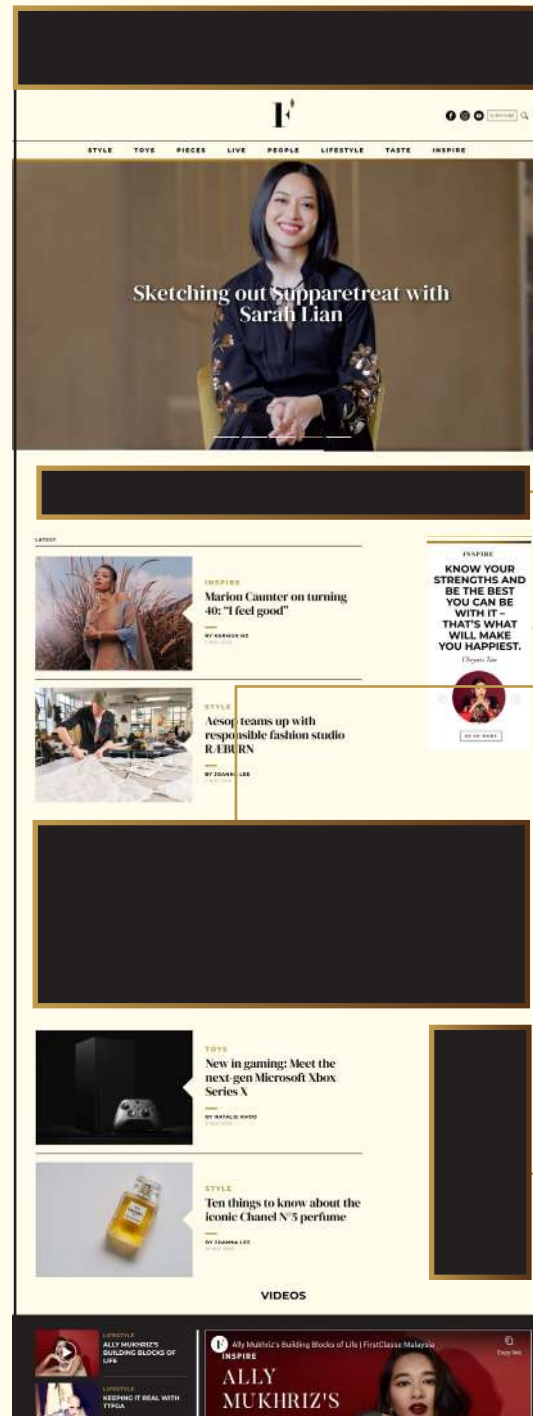
File Size

>512KB

INTERSCROLLER SPECIFICATIONS

File Size

Image > 512KB ; video > 25MB



BILLBOARD (AVAILABLE ON ALL PAGES)
1920px (W) x 230px (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

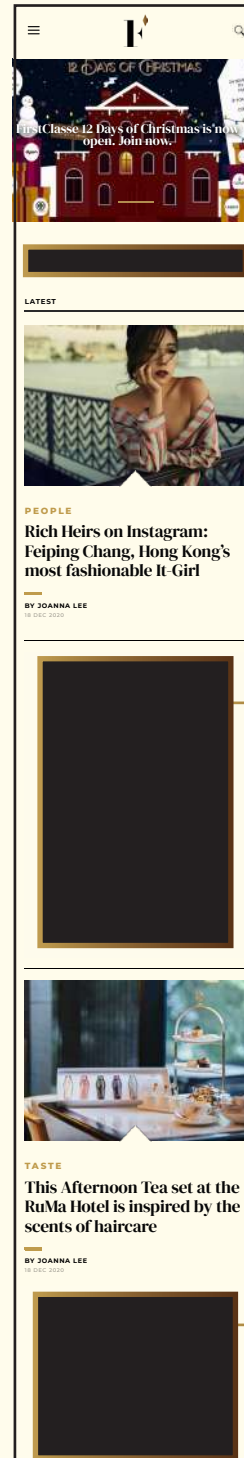
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INTERSCROLLER SPECIFICATIONS

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LEADERBOARD (AVAILABLE ON ALL PAGES)
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INTERSCROLLER (AVAILABLE ON ALL PAGES)
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LREC (AVAILABLE ON HOMEPAGE &
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336px (W) x 280px (H)

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NEWSLETTER & EDM

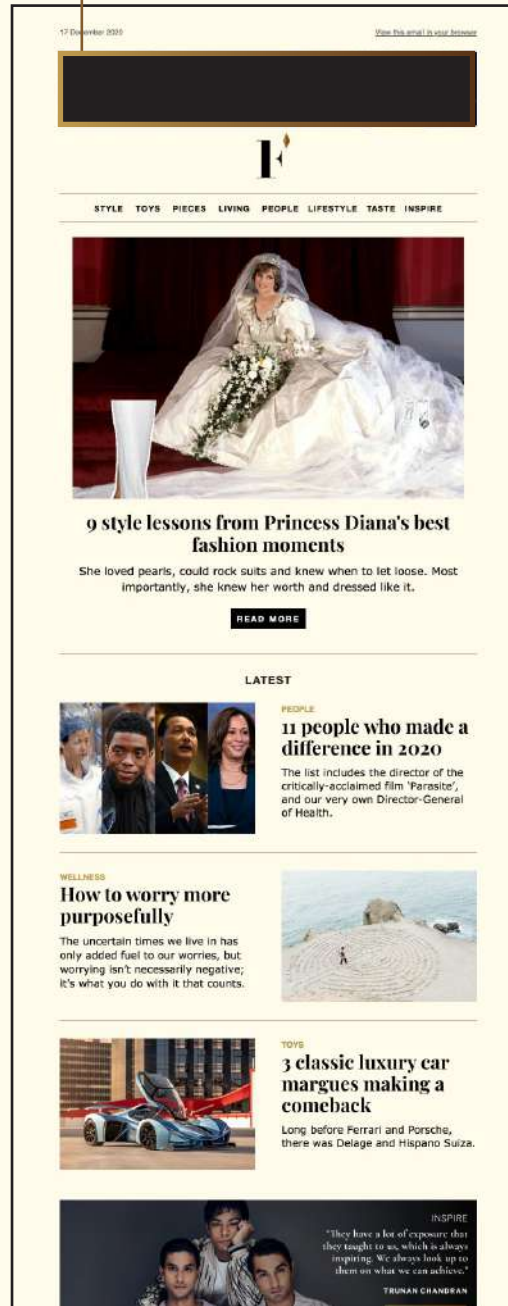
35K
NUMBER OF
SUBSCRIBERS
AS OF SEPT 2021

AD SPECIFICATIONS

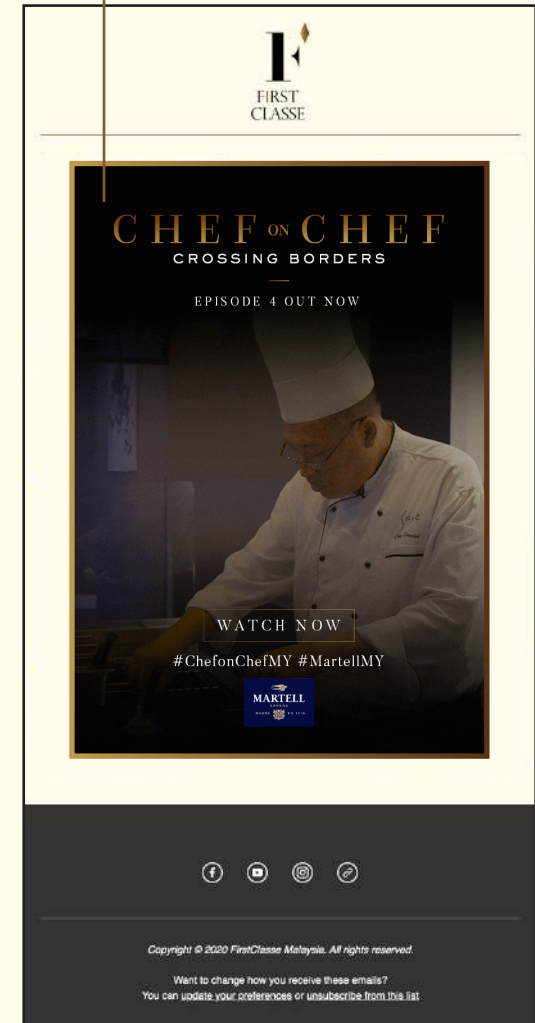
File format

JPEG/PNG/GIF

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



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



THANK
YOU

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