

A large, abstract geometric shape in shades of brown and gold, resembling a stylized 'V' or a mountain peak, occupies the top portion of the page.

F MEDIA KIT 2022

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.

Bell & Ross
TIME INSTRUMENTS



BVLGARI
ROMA

Cartier

Chopard

CHIVAS

COACH

DECORTÉ

dyson



THE
GLENLIVET

HABIB

Hennessy
X.O

HUBLOT

THE HOUR GLASS

JAEGER-LECOULTRE

J.D.
JAQUET DROZ
SWISS WATCHMAKER SINCE 1738

KARL LAGERFELD
PARIS

KING

LOUIS VUITTON

malaysia
airlines

Marriott
INTERNATIONAL

MARTELL
COGNAC

MASERATI

Ω
OMEGA

PIAGET

PORSCHE



SHANGRI-LA
HOTELS and RESORTS

SINGAPORE
AIRLINES

SWISS WATCH
GALLERY

TORY BURCH

TUMI



W
KUALA LUMPUR

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.



JALIL RASHEED

[READ MORE](#)



DATUK NICOL DAVID

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CHRYSEIS TAN

[READ MORE](#)



DR JASON LEONG

[READ MORE](#)



MARION
CAUNTER

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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.

[READ MORE](#)

DANANG WITH
VINCENT TAN
AND SHAINÉ
WONG

[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.

YANGON WITH
AIMAN HAKIM
AND ZAHIRAH
MACWILSON

[READ MORE](#)



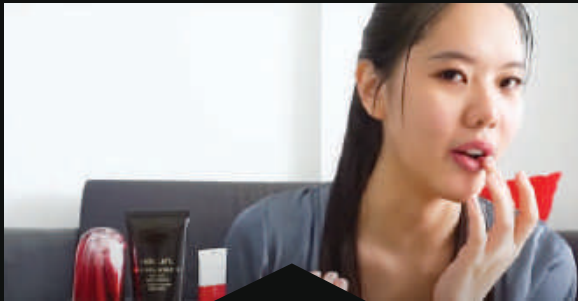
TROPICAL
SNOWMAN
CHALETs
WITH PATRICIA
KNUDSEN

[READ MORE](#)



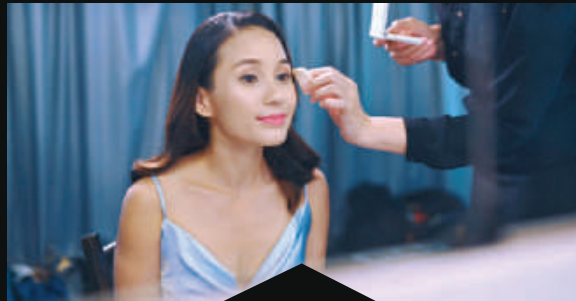
PREVIOUS PROJECTS

OTHERS



GETTING READY AND UNREADY

[READ MORE](#)



DECORTE

[READ MORE](#)



TORY BURCH

[READ MORE](#)



ART OF TREE

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W SINGAPORE

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VOLKSWAGEN

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#FIRSTCLASSE

[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.

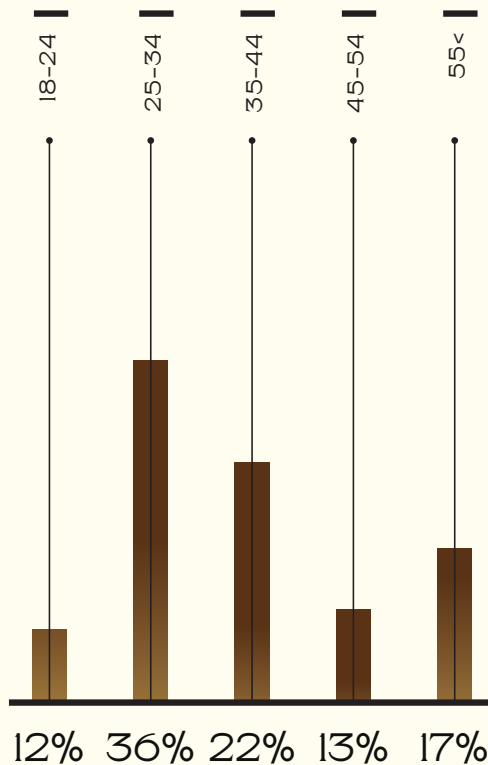
MISSION 2.0

[READ MORE](#)

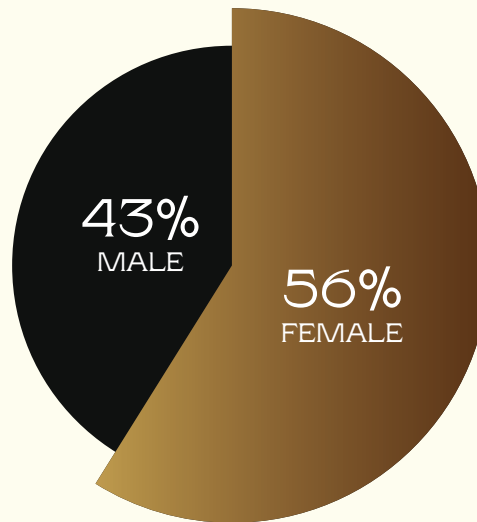
Style Lifestyle
Toys Pieces
People Living
Inspire Taste

WEB DEMOGRAPHICS

AGE

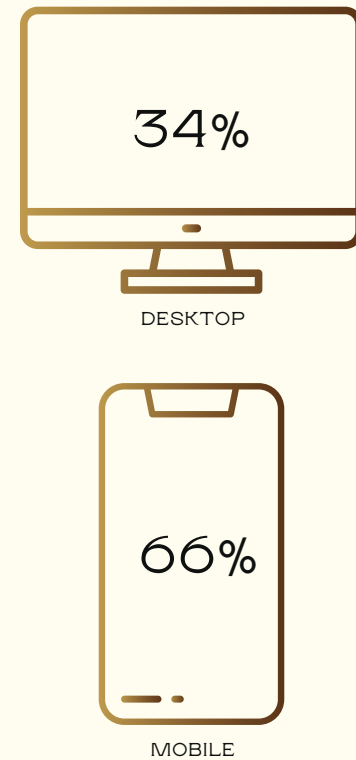


GENDER



MIDDLE-HIGH INCOME TARGET AUDIENCE

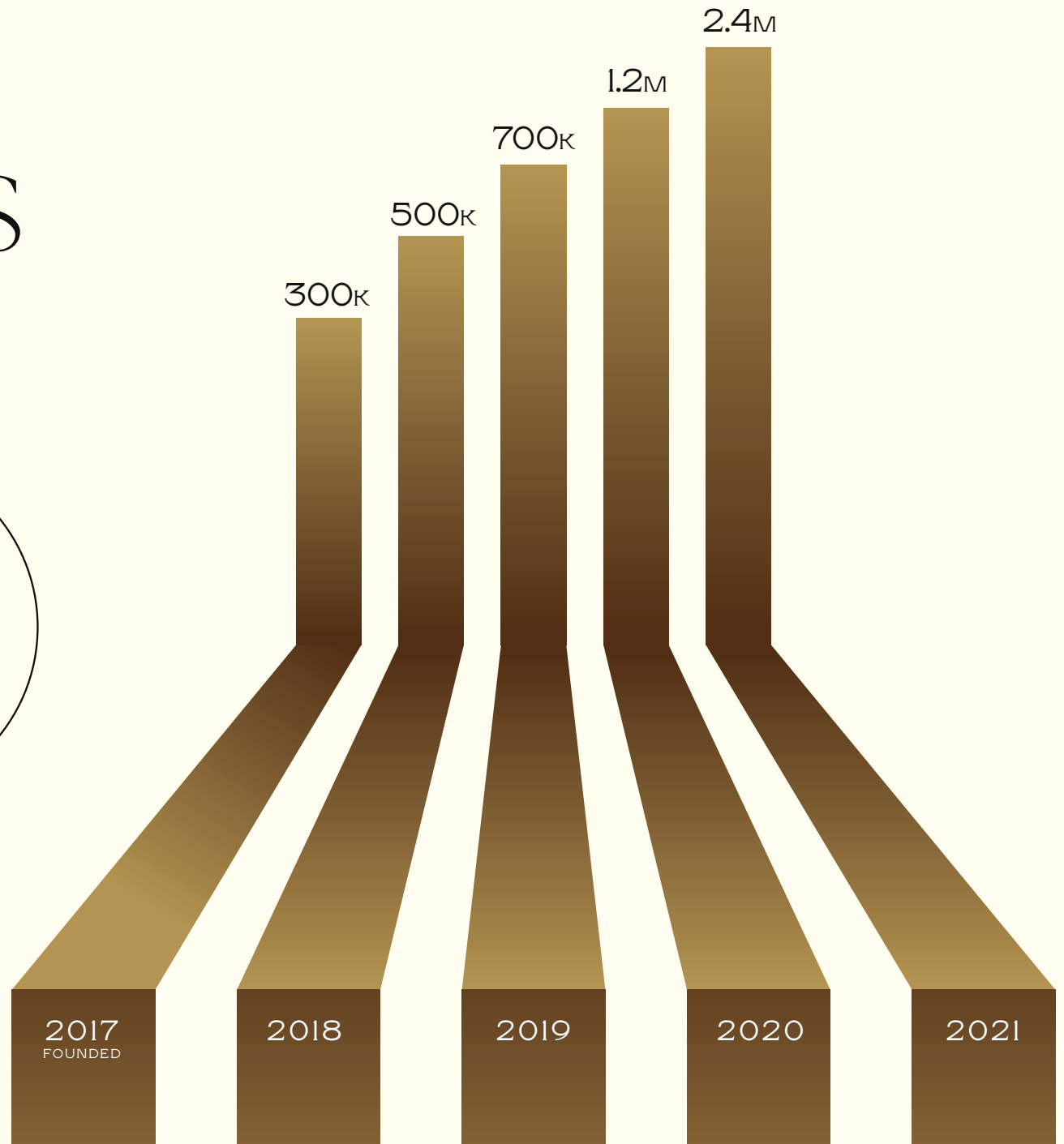
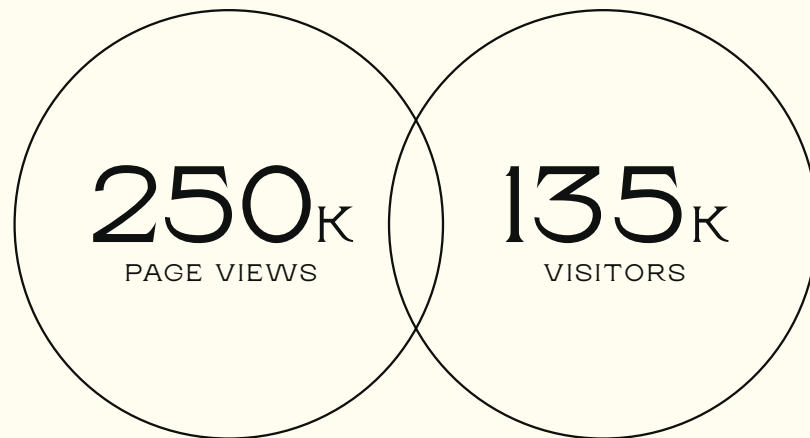
DEVICES



TOTAL PAGE VIEWS

WEB STATISTICS

MONTHLY
AVERAGE



SOCIAL MEDIA

4.4K

SUBSCRIBERS (AS OF MAR 2022)

15.8K

LIKES (AS OF MAR 2022)



16.6K

FOLLOWERS (AS OF MAR 2022)

EDITORIAL LINE UP FOR 2022

January

THEMATIC

Chinese New Year

SPECIAL FEATURES

**Of taste and
tradition**

February

THEMATIC

Valentine's

SPECIAL FEATURES

**Self-love and
empowerment**

March

THEMATIC

Women empowerment

SPECIAL FEATURES

Allyship

April

THEMATIC

**Cryptocurrency
and blockchain**

SPECIAL FEATURES

Getting into crypto

May

THEMATIC

Sustainability

SPECIAL FEATURES

**Mother's Day,
Sustainable Living,
Eco-trends**

June

THEMATIC

World Oceans Day

SPECIAL FEATURES

**The extreme sport of
freediving, Father's Day**

EDITORIAL LINE UP FOR 2022

July

THEMATIC
Summer

SPECIAL FEATURES

Travel, trends
and tippie,
World Lipstick Day

August

THEMATIC
Merdeka

SPECIAL FEATURES

Malaysian Treasures. Pt I

September

THEMATIC
Malaysia Day

SPECIAL FEATURES

Malaysian Treasures. Pt II

October

THEMATIC
Mental health

SPECIAL FEATURES

Mental Health Awareness,
Breaking the Stigma,
Halloween

November

THEMATIC
November

SPECIAL FEATURES

International Men's Day

December

THEMATIC
Holidays

SPECIAL FEATURES

Christmas, Giveaways,
Holiday Ball

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
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.



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 DESKTOP

BANNER SPECIFICATIONS

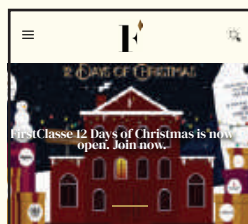
File format JPEG/PNG/GIF

File Size >512KB

INTERSCROLLER SPECIFICATIONS

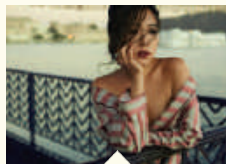
File Size

Image > 512KB ; video > 25MB



LEADERBOARD (AVAILABLE ON ALL PAGES)
1100PX (W) X 196PX (H)

LATEST



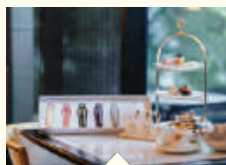
PEOPLE

Rich Heirs on Instagram:
Feiping Chang, Hong Kong's
most fashionable It-Girl

BY JOANNA LEE
19 DEC 2020



INTERSCROLLER (AVAILABLE ON ALL PAGES)
320PX (W) X 480PX (H)



TASTE

This Afternoon Tea set at the
RuMa Hotel is inspired by the
scents of haircare

BY JOANNA LEE
19 DEC 2020



LREC (AVAILABLE ON HOMEPAGE
& CATEGORY PAGES ONLY)
336PX (W) X 280PX (H)

AD SPACE FOR MOBILE

BANNER SPECIFICATIONS

File format JPEG/PNG/GIF

File Size >512KB

INTERSCROLLER SPECIFICATIONS

File Size

Image > 512KB ; video > 25MB

NEWSLETTER & EDM

35K

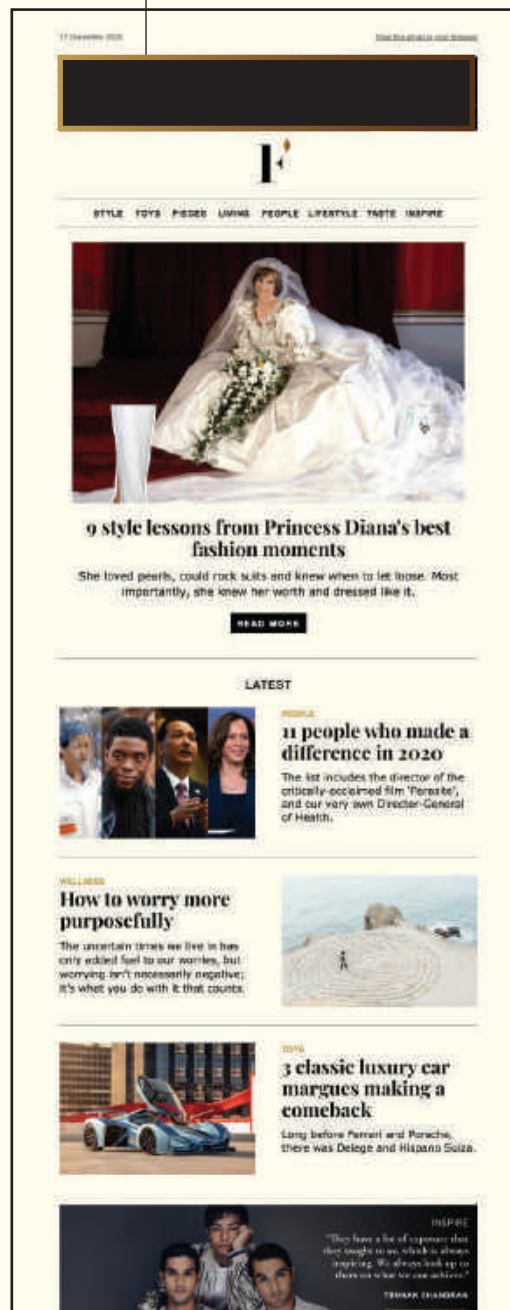
Number of subscribers
as of MAR 2022

AD SPECIFICATIONS

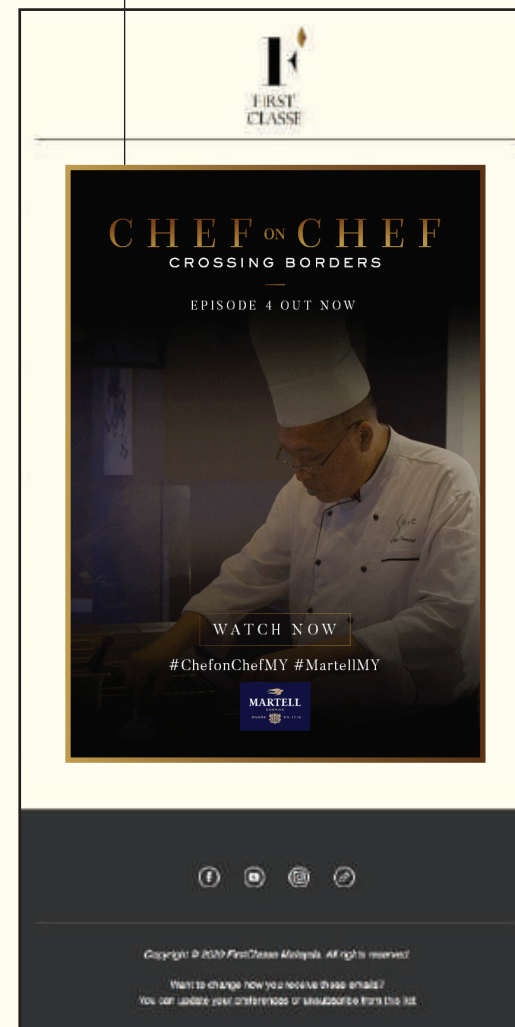
File Format

JPEG/PNG/GIF

NEWSLETTER AD
1200PX (W) X CUSTOMIZABLE
(MAX HEIGHT 300PX)



EDM
728PX (W) X 1000PX (H)





THANK YOU

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