# IIIA MEDIA KITA 12022

# 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.



JALIL RASHEED



DATUK NICOL DAVID



CHRYSEIS TAN

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DR JASON LEONG

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MARION CAUNTER



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.

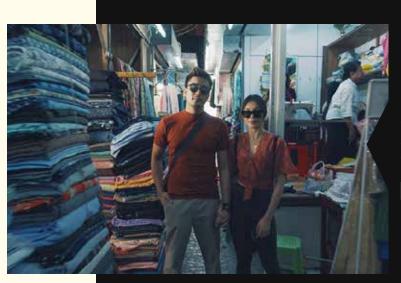
DANANG WITH VINCENT TAN AND SHAINE WONG

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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.



YANGON WITH AIMAN HAKIM AND ZAHIRAH MACWILSON

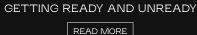
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TROPICAL SNOWMAN CHALETS WITH PATRICIA KNUDSEN

# OTHERS







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TORY BURCH



ART OF TREE

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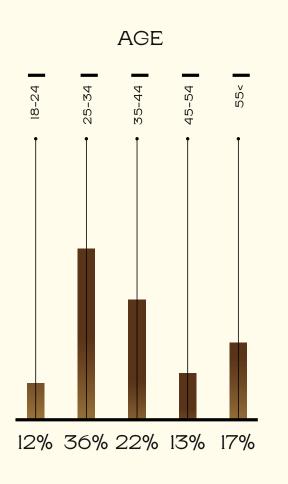
## EVENTS

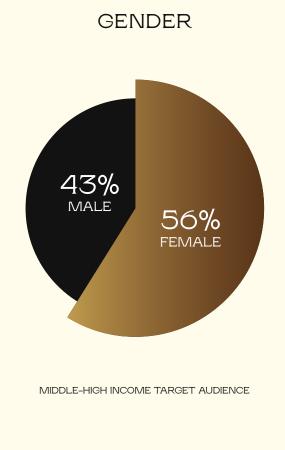
Annually, we celebrate all we have done and all we have achieved with our friends and associates with an on-ground thematic party that's not short on fun, glamour and, of course, champagne.

MISSION 2.0

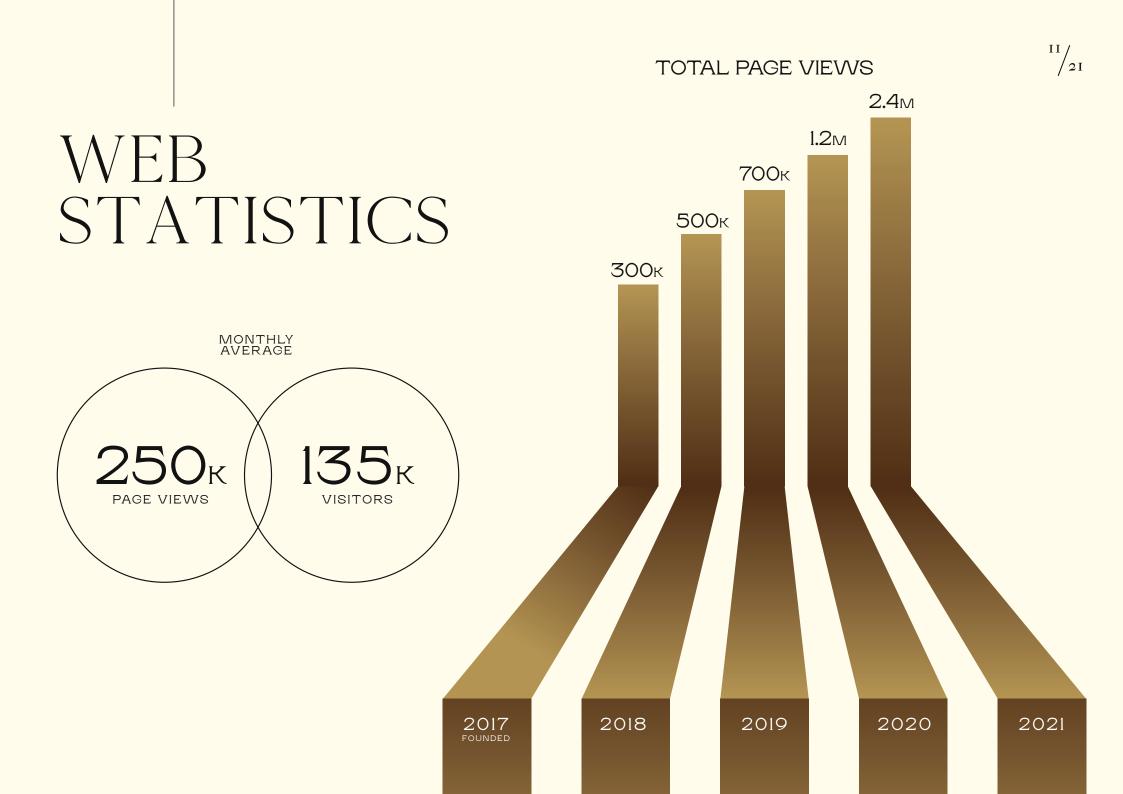
Style Lifestyle
Toys Pieces
People Living
Inspire Taste

## WEB DEMOGRAPHICS









### SOCIAL MEDIA

4.4K



19.1K

FOLLOWERS (AS OF JUNE 2022)

# EDITORIAL F()R 2022

**February** January THEMATIC THEMATIC Chinese New Year Valentine's SPECIAL FEATURES SPECIAL FEATURES Of taste and Self-love and tradition empowerment March **April** THEMATIC THEMATIC Women empowerment Cryptocurrency and blockchain SPECIAL FEATURES SPECIAL FEATURES Allyship Getting into crypto May June THEMATIC THEMATIC

Sustainability

SPECIAL FEATURES

Mother's Day, Sustainable Living, Eco-trends

World Oceans Day

SPECIAL FEATURES

The extreme sport of freediving, Father's Day

# EDITORIAL LINE UP FOR 2022

July	August
THEMATIC	THEMATIC
Summer	Merdeka
SPECIAL FEATURES	SPECIAL FEATURES
Travel, trends	Malaysian Treasures. Pt 1
and tipple,	•
World Lipstick Day	
September	October
THEMATIC	THEMATIC
Malaysia Day	Mental health
SPECIAL FEATURES	SPECIAL FEATURES
Malaysian Treasures. Pt II	Mental Health Awareness,
	Breaking the Stigma,
	Halloween
November	December
THEMATIC	THEMATIC
Movember	Holidays
SPECIAL FEATURES	SPECIAL FEATURES
International Men's Day	Christmas, Giveaways,
,	Holiday Ball

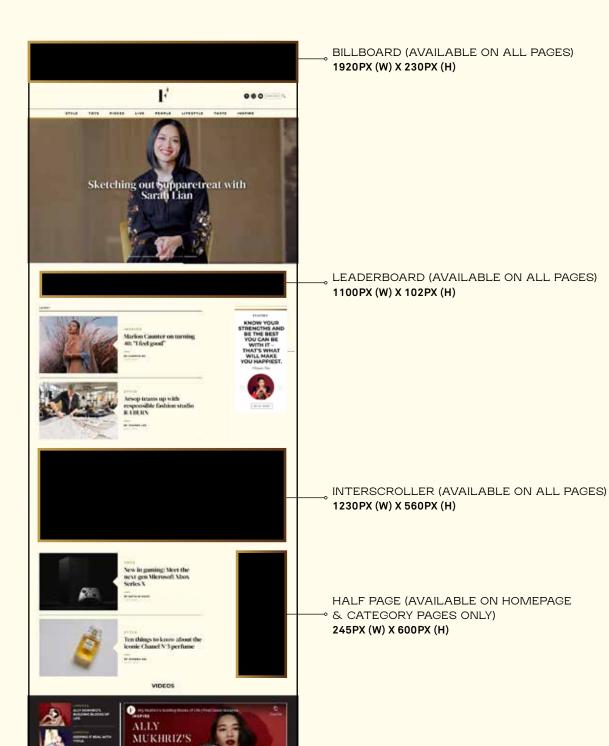
## DISPLAY ADVERTISING RATES

Inspire Sponsorship (Digital Cover)	UPON REQUEST
Digital Display Banners	CPM 230
E-Newsletter Banner Ad	9K
EDM	10.5K
	10.510
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 IOO% SOV basis in its own section/page.
 All rates are quoted in Ringgit Malaysia.

 $<sup>\</sup>bullet$  All advertising materials are to be provided by the advertiser.



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INTERSCROLLER SPECIFICATIONS
File Size



#### AD SPACE FOR DESKTOP

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File format JPEG/PNG/GIF
File Size >512KB

INTERSCROLLER SPECIFICATIONS
File Size

Image > 512KB; video > 25MB



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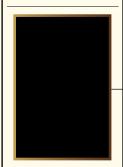
LATEST

LEADERBOARD (AVAILABLE ON ALL PAGES)
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Rich Heirs on Instagram: Feiping Chang, Hong Kong's most fashionable It-Girl

BY JOANNA LEE



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



TAST

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

BY JOANNA LE



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INTERSCROLLER SPECIFICATIONS File Size



PIECES

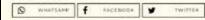
#### Watches & Wonders 2022: 8 men's watches that came to impress

Vacheron Constantin brings back a 70s icon in 18k gold, Hublot makes its square watch debut, TAG Heuer gets inventive with labgrown diamonds.

BY NICOLE CHEW

TABLE MARK

#### SHARE THIS ARTICLE





he horological world's largest trade show, Watches and Wonders 2022, wrapped this week, and we're still not over the dazzling display of spectacular timepieces the industry's biggest names had to offer. Returning physically for the first time since the pandemic, the week-long event in Geneva saw all manner of exciting and innovative timepieces from the likes of Rolex, Patek Philippe, Vacheron Constantin and Hublot, to name a few.

LEADERBOARD
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INTERSCROLLER SPECIFICATIONS
File Size

#### NEWSLETTER & EDM

Number of subscribers as of MAY 2022

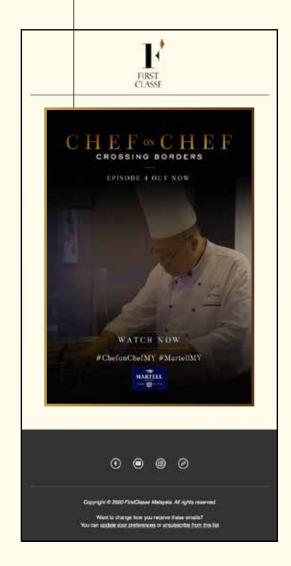
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NEWSLETTER AD

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



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# THANK YOU

LEONARD LO

GENERAL MANAGER +6012 287 3732 LEONARDLO@FIRSTCLASSE.COM.MY

