

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 2023

PRECISE  
ENGAGING  
EFFICIENT

#### ABOUT FIRSTCLASSE MALAYSIA

We are a Contemporary. Luxury. Lifestyle 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

DECORTÉ

DIOR

dyson



THE  
GLENLIVET  
ESTD 1859

Hennessy  
X.O

HERMÈS  
PARIS

HUBLOT

THE HOUR GLASS

JAEGE-LECOULTRE

KARL LAGERFELD  
PARIS

K I N G

LOUIS VUITTON

The  
MACALLAN  
HIGHLAND SINGLE MALT  
SCOTCH WHISKY

malaysia  
airlines

Marriott  
INTERNATIONAL

MARTELL  
COGNAC

MASERATI

RESORT • HOTEL  
KUALA LUMPUR

Ω  
OMEGA

PATEK PHILIPPE  
GENEVE

PIAGET

PORSCHE

Resorts World  
Sentosa  
Singapore

RR

SHANGRI-LA  
HOTELS and RESORTS

SINGAPORE  
AIRLINES

SWISS WATCH  
GALLERY

TIFFANY & CO.

TORY BURCH

Van Cleef & Arpels



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.



IDRIS KHAN

[READ MORE](#)



DATUK NICOL DAVID

[READ MORE](#)



LOUI LIM

[READ MORE](#)



RED HONG YI

[READ MORE](#)



CHRYSEIS TAN

[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.

[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.

RESORTS WORLD  
SENTOSA WITH  
CHRISTINNA AND  
JESTINNA KUAN

[READ MORE](#)



TROPICAL  
SNOWMAN  
CHALET'S  
WITH PATRICIA  
KNUDSEN

[READ MORE](#)



PREVIOUS PROJECTS

## OTHERS



GETTING READY AND UNREADY

[READ MORE](#)

FIRSTLOOK: APPLE WATCH ULTRA

[READ MORE](#)TAN YAN LING SHOWS HER PRIZED  
WATCH COLLECTION[READ MORE](#)

ART OF TREE

[READ MORE](#)

I RISE WE RISE

[READ MORE](#)

VOLKSWAGEN

[READ MORE](#)

#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

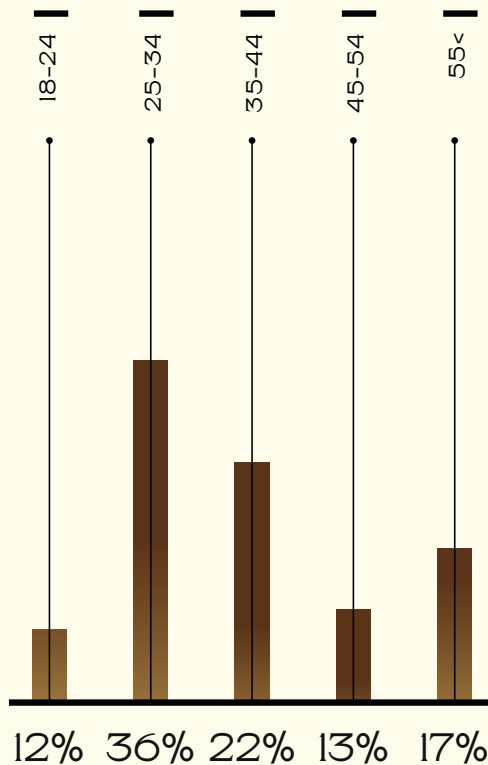
[READ MORE](#)



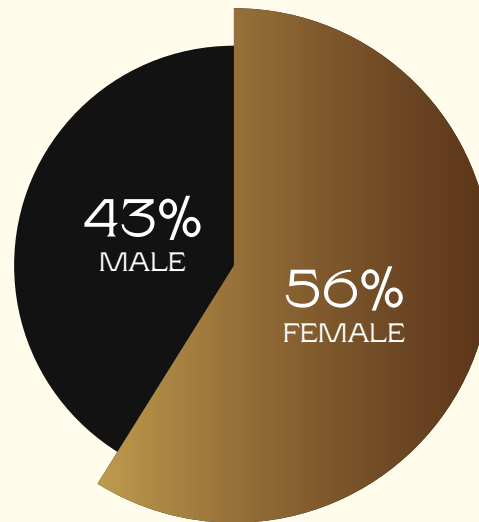
Style Lifestyle  
Toys Pieces  
People Living  
Inspire Taste

# WEB DEMOGRAPHICS

## AGE

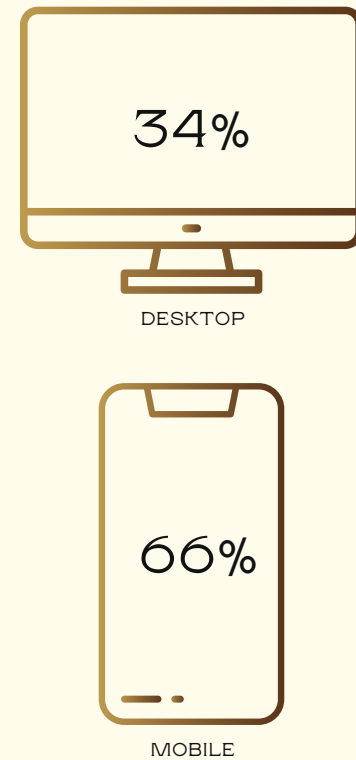


## GENDER

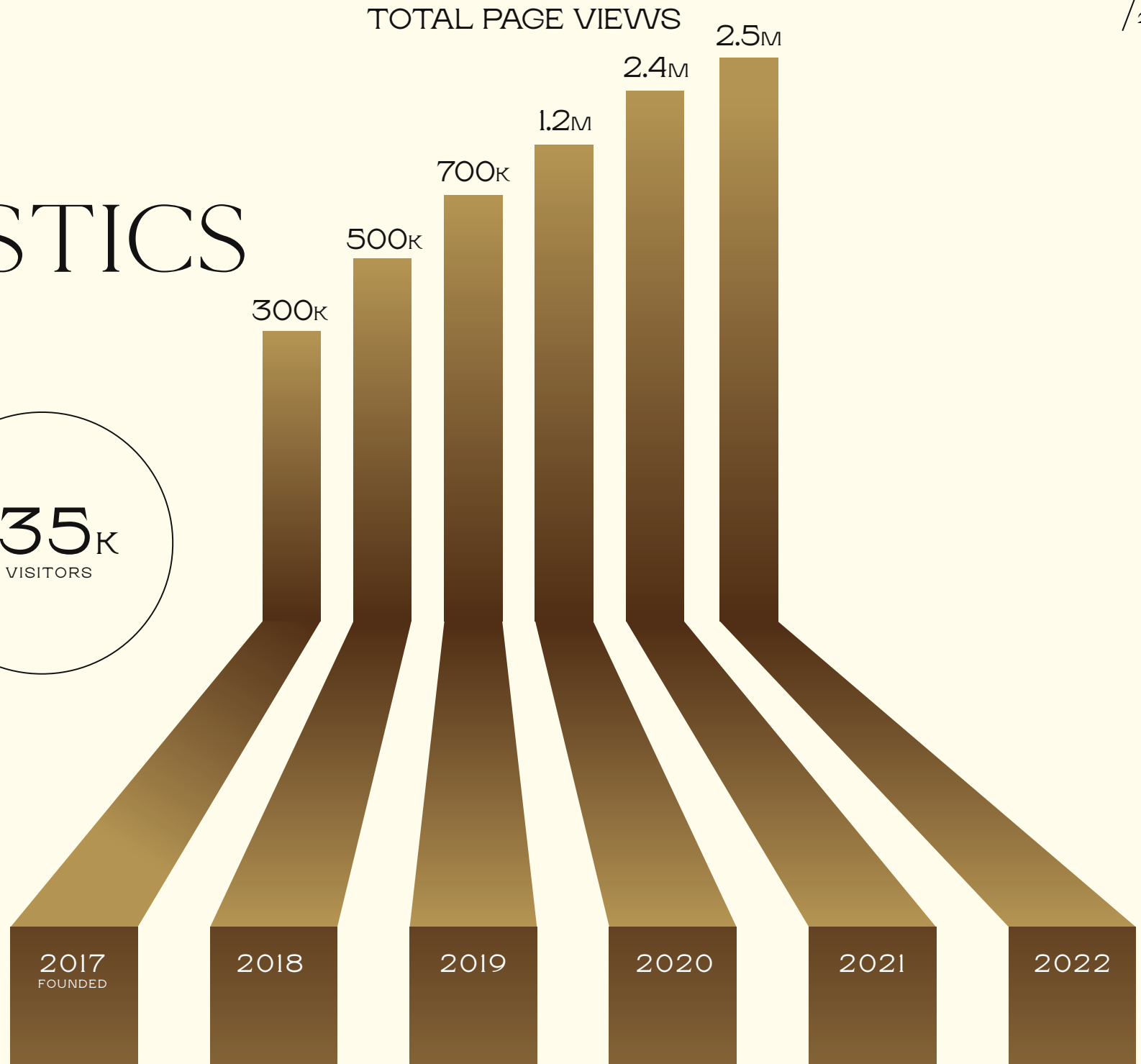
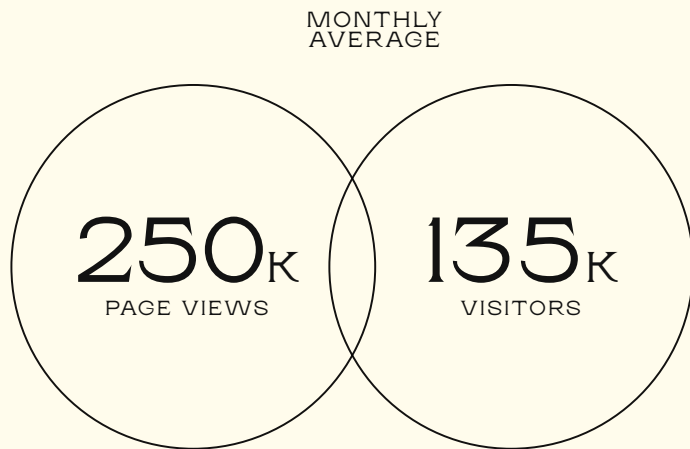


MIDDLE-HIGH INCOME TARGET AUDIENCE

## DEVICES



# WEB STATISTICS



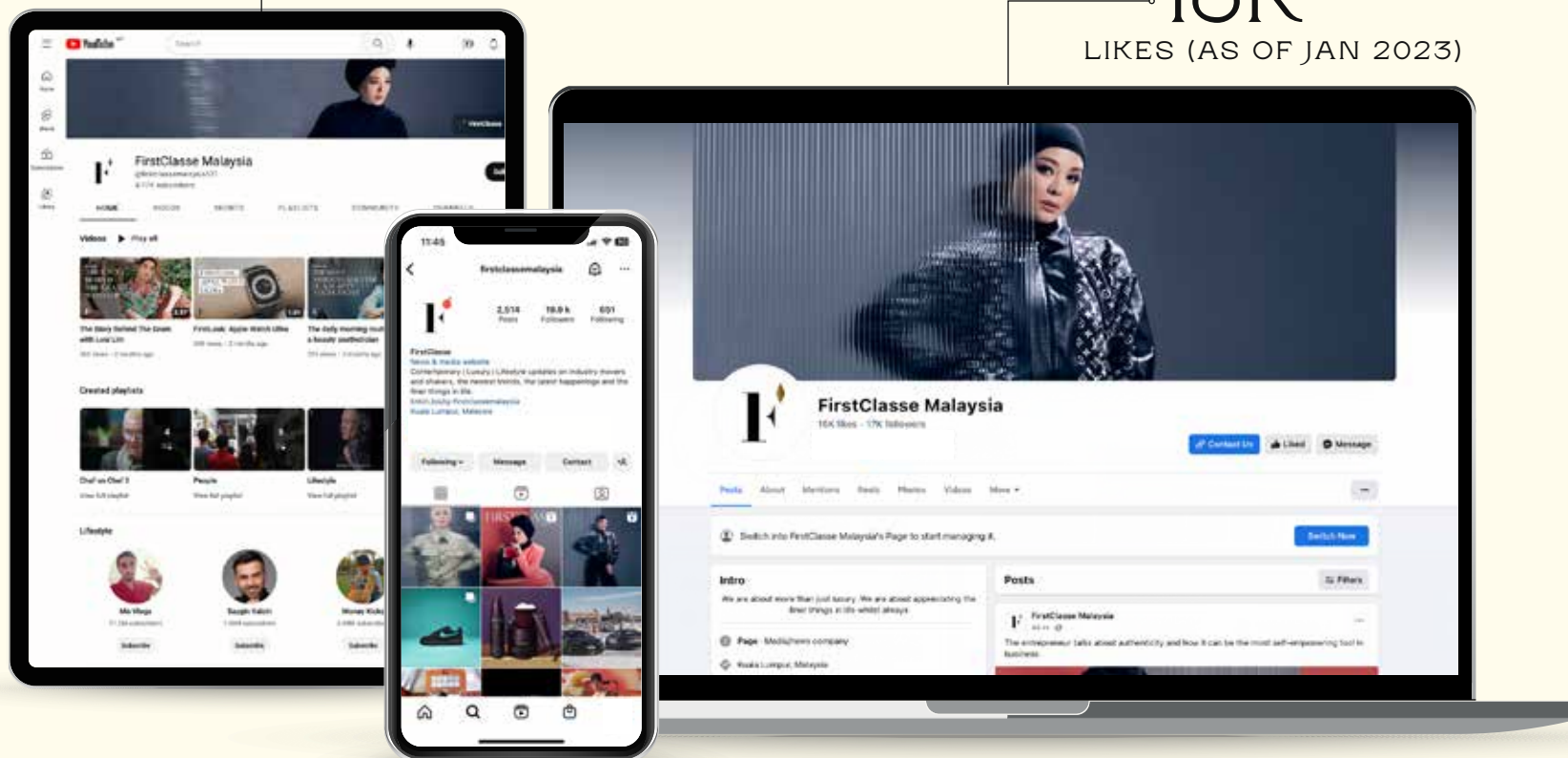
# SOCIAL MEDIA

4.77K

SUBSCRIBERS (AS OF JAN 2023)

16K

LIKES (AS OF JAN 2023)



19.9K

FOLLOWERS (AS OF JAN 2023)

# EDITORIAL LINE UP FOR 2023

January

THEMATIC

The Reset Issue

SPECIAL FEATURES

Well-being Special

February

THEMATIC

Self-empowerment

SPECIAL FEATURES

Wedding Special

March

THEMATIC

Power Issue

SPECIAL FEATURES

Boss Women/Power Cars

April

THEMATIC

Future Forward

SPECIAL FEATURES

Comedy Special/  
Tech Special

May

THEMATIC

Unconventional/  
Wild Young Things Issue

SPECIAL FEATURES

Street Style Special

June

THEMATIC

The Design Issue

SPECIAL FEATURES

Behind The Collection



# EDITORIAL LINE UP FOR 2023

## July

THEMATIC

Travel/Escape Issue

SPECIAL FEATURES

Firstclasse Car Awards

## August

THEMATIC

Local Heroes/Get Real Issue

SPECIAL FEATURES

Firstclasse Gives Back/  
The Leaders Dealing  
With Real Issues

## September

THEMATIC

Tastemakers

SPECIAL FEATURES

Tastemaker About Town

## October

THEMATIC

Hero/Legacy Issue

SPECIAL FEATURES

Legacy keepers

## November

THEMATIC

Swagger Issue

SPECIAL FEATURES

Movember

## December

THEMATIC

Anniversary Party/  
Holiday Issue

SPECIAL FEATURES

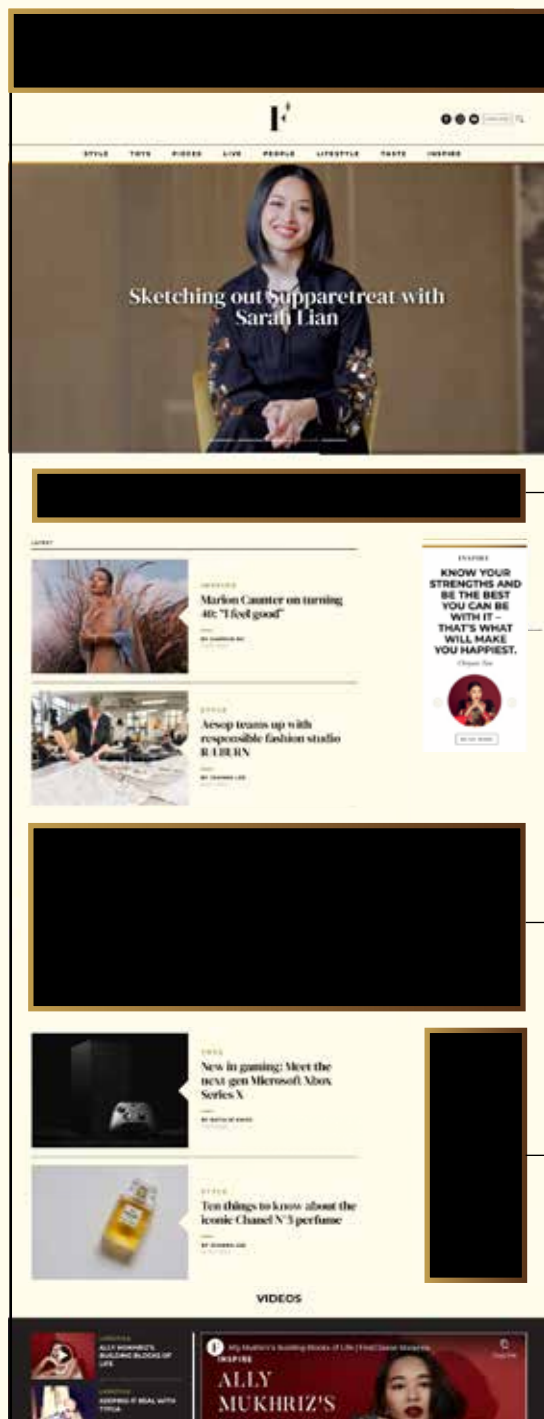
Look Back To Look  
Forward

# DISPLAY ADVERTISING RATES

|   |              |
|---|--------------|
| Inspire Sponsorship (Digital Cover)                           | 38K          |
| Digital Display Banners                                       | CPM 250      |
| E-Newsletter Banner Ad  | 10K          |
| EDM   | 10.5K        |
| Customised Advertorial Write Up (Word count 800 - 1200 words) | 9.5K         |
| Customised Video Advertorial - Assets provided by client      | 10.5K        |
| Customised 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 subjected to 6% SST.
- 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

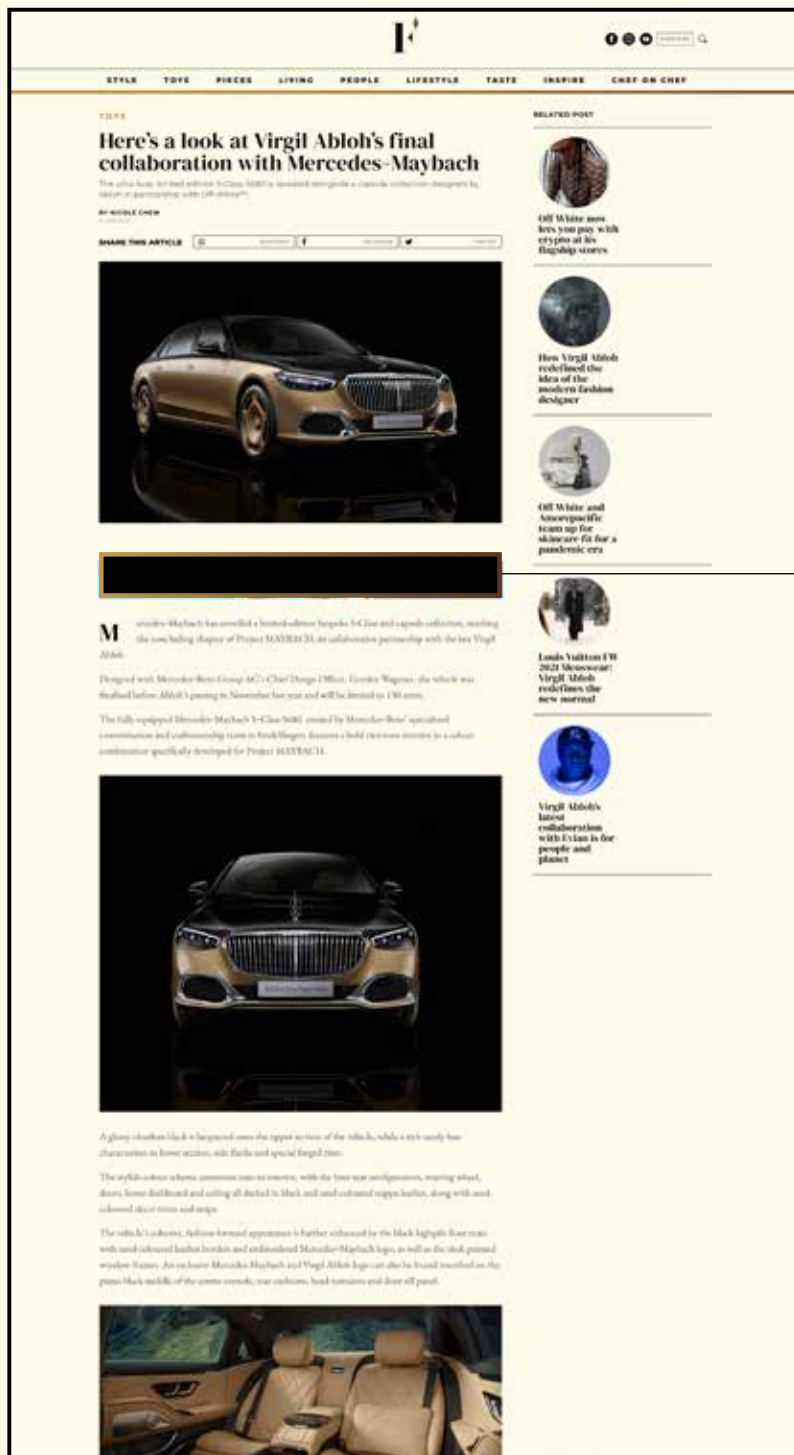
**File format** JPEG/PNG/GIF

**File Size** >512KB

## INTERSCROLLER SPECIFICATIONS

**File Size**

Image > 512KB ; video > 25MB



LEADERBOARD  
(AVAILABLE ON ALL PAGES)  
1100PX (W) X 102PX (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)

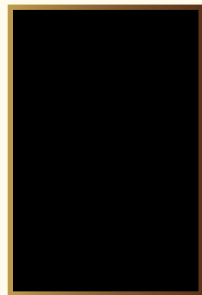
LATEST



PEOPLE

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

BY JOANNA LEE  
19 DEC 2020



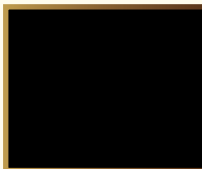
INTERSCROLLER (AVAILABLE ON ALL PAGES)  
320PX (W) X 480PX (H)



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





## 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 lab-grown diamonds.

BY NICOLE CHEW

1 APR 2022

## SHARE THIS ARTICLE



WHATSAPP



FACEBOOK



TWITTER



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

**T**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.

# 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 JAN 2023

### AD SPECIFICATIONS

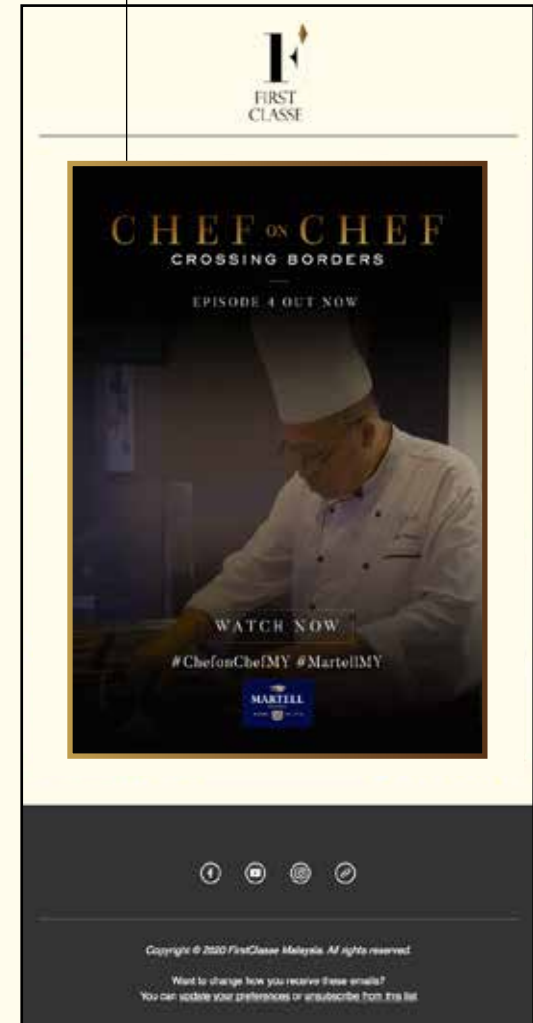
#### File Format

JPEG/PNG/GIF

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



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



THANK YOU

LEONARD LO

GENERAL MANAGER

+6012 287 3732

LEONARDLO@FIRSTCLASSE.COM.MY

