

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

JAEGER-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

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CHRYSEIS TAN

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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

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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.



RESORTS WORLD
SENTOSA WITH
CHRISTINNA AND
JESTINNA KUAN

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TROPICAL
SNOWMAN
CHALET'S
WITH PATRICIA
KNUDSEN

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PREVIOUS PROJECTS

OTHERS



GETTING READY AND UNREADY

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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

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#FIRSTCLASSE

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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.

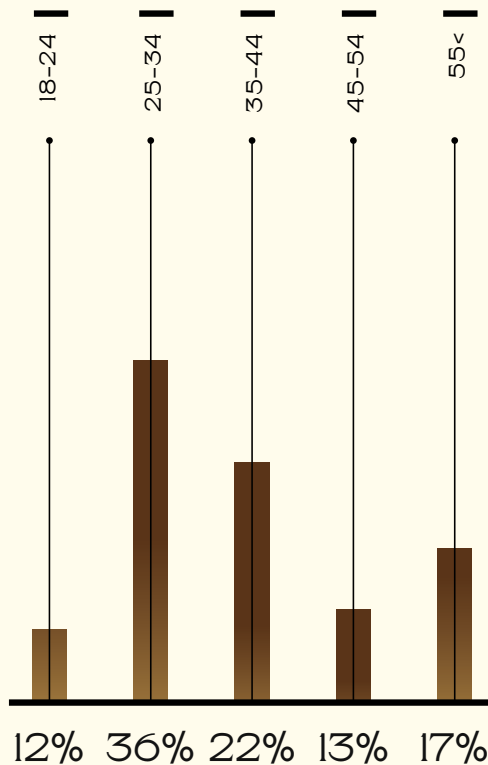
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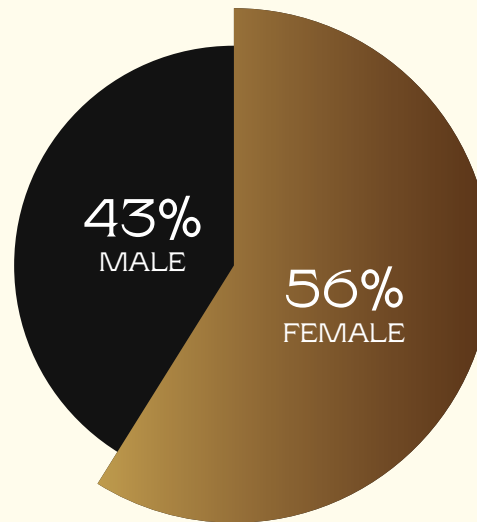
Style Lifestyle
Toys Pieces
People Living
Inspire Taste

WEB DEMOGRAPHICS

AGE

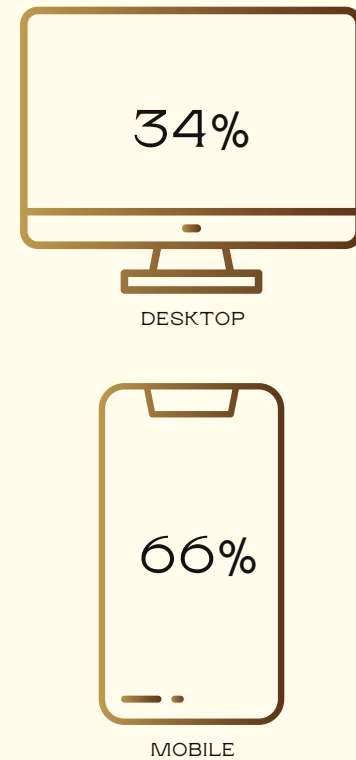


GENDER

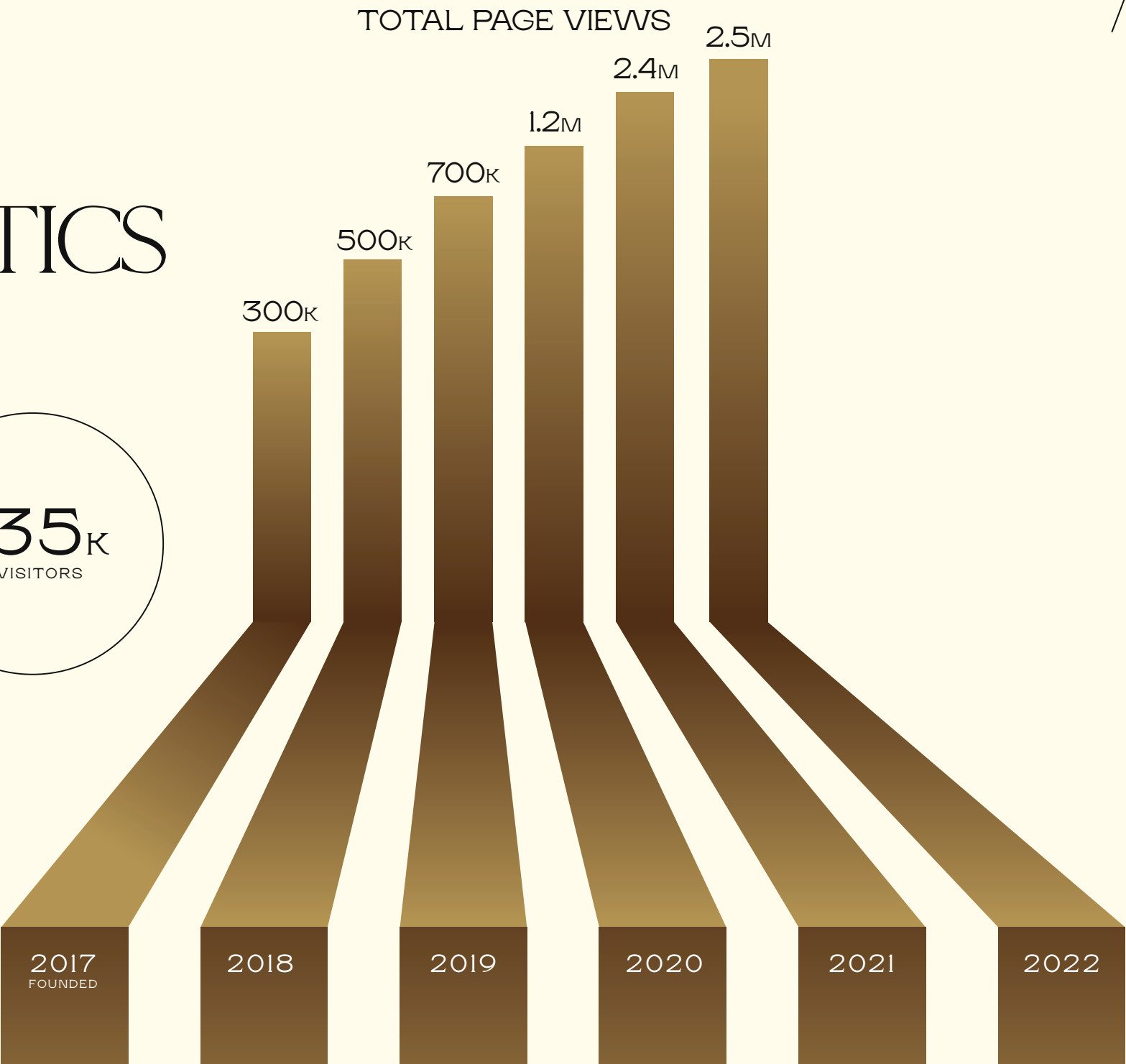
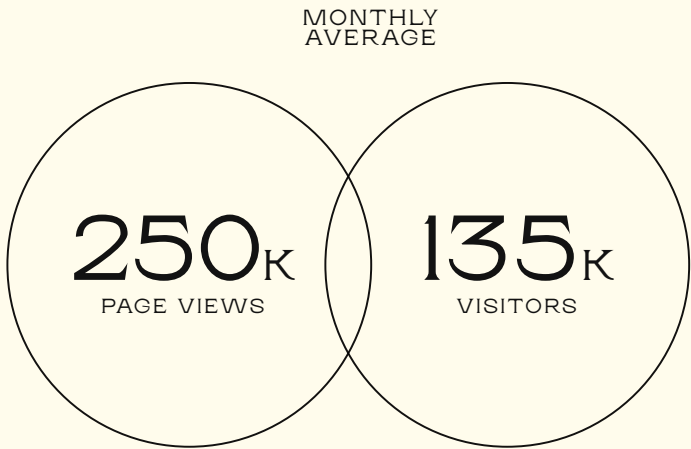


MIDDLE-HIGH INCOME TARGET AUDIENCE

DEVICES



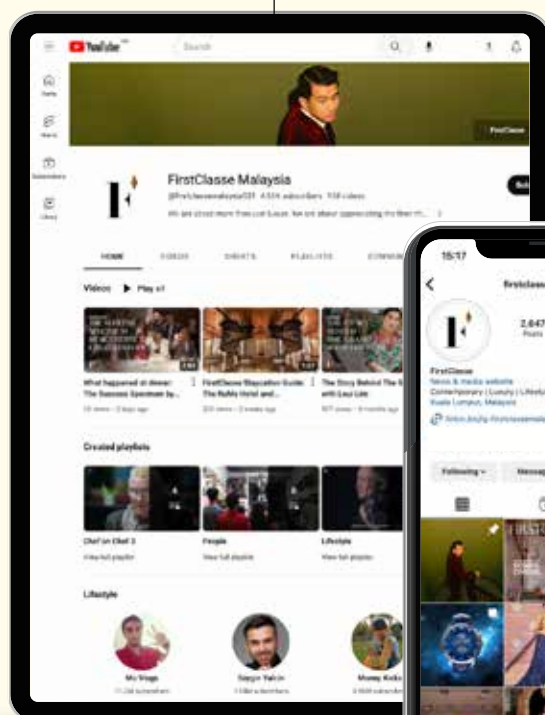
WEB STATISTICS



SOCIAL MEDIA

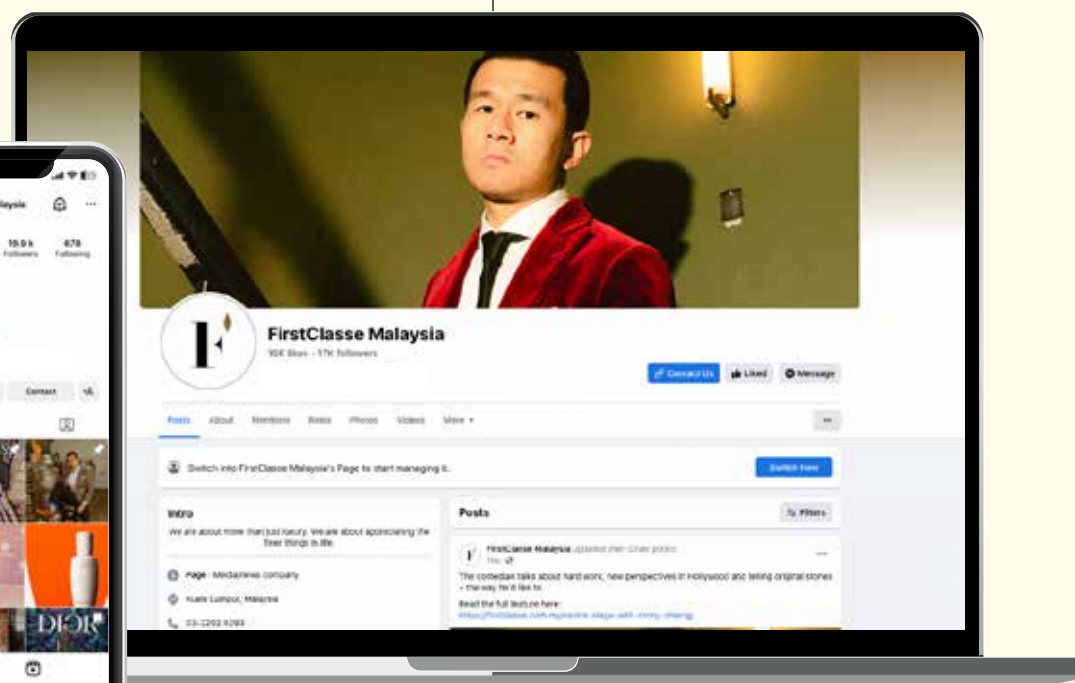
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SUBSCRIBERS (AS OF MAR 2023)



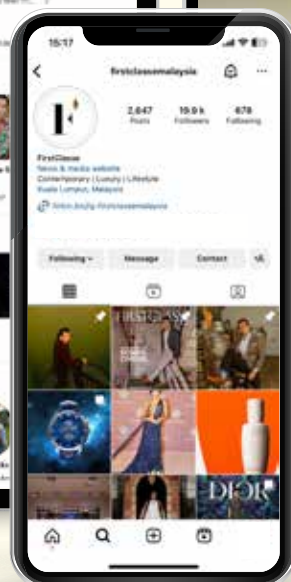
16K

LIKES (AS OF MAR 2023)



19.9K

FOLLOWERS (AS OF MAR 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

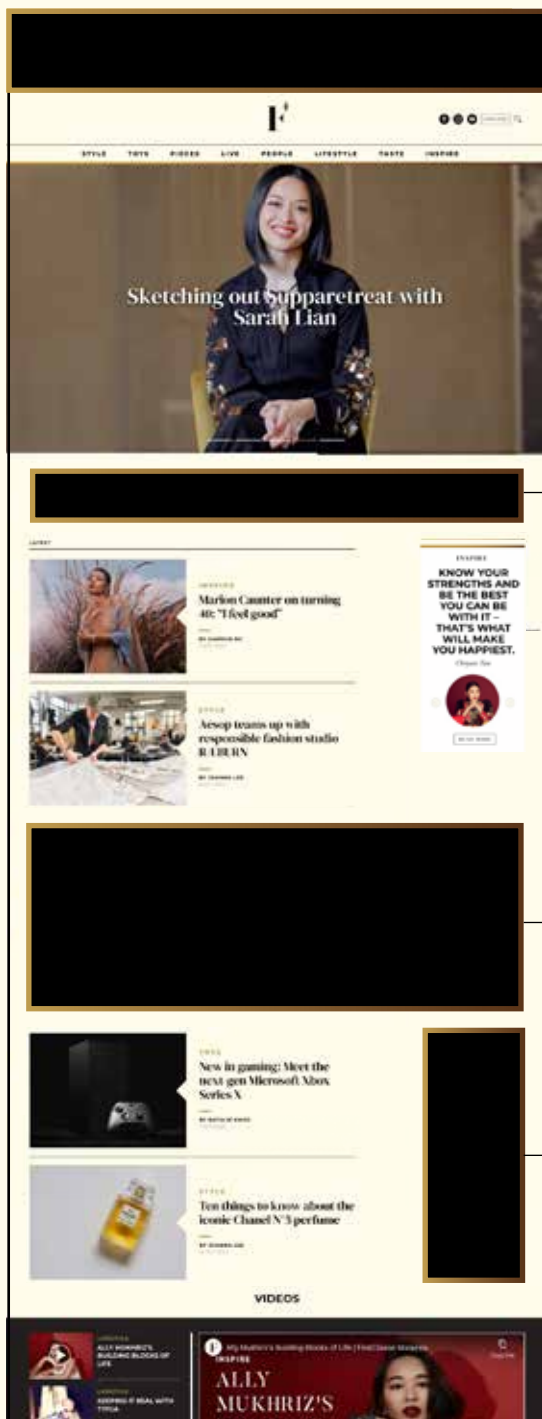
Look Back To Look
Forward

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 | 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.



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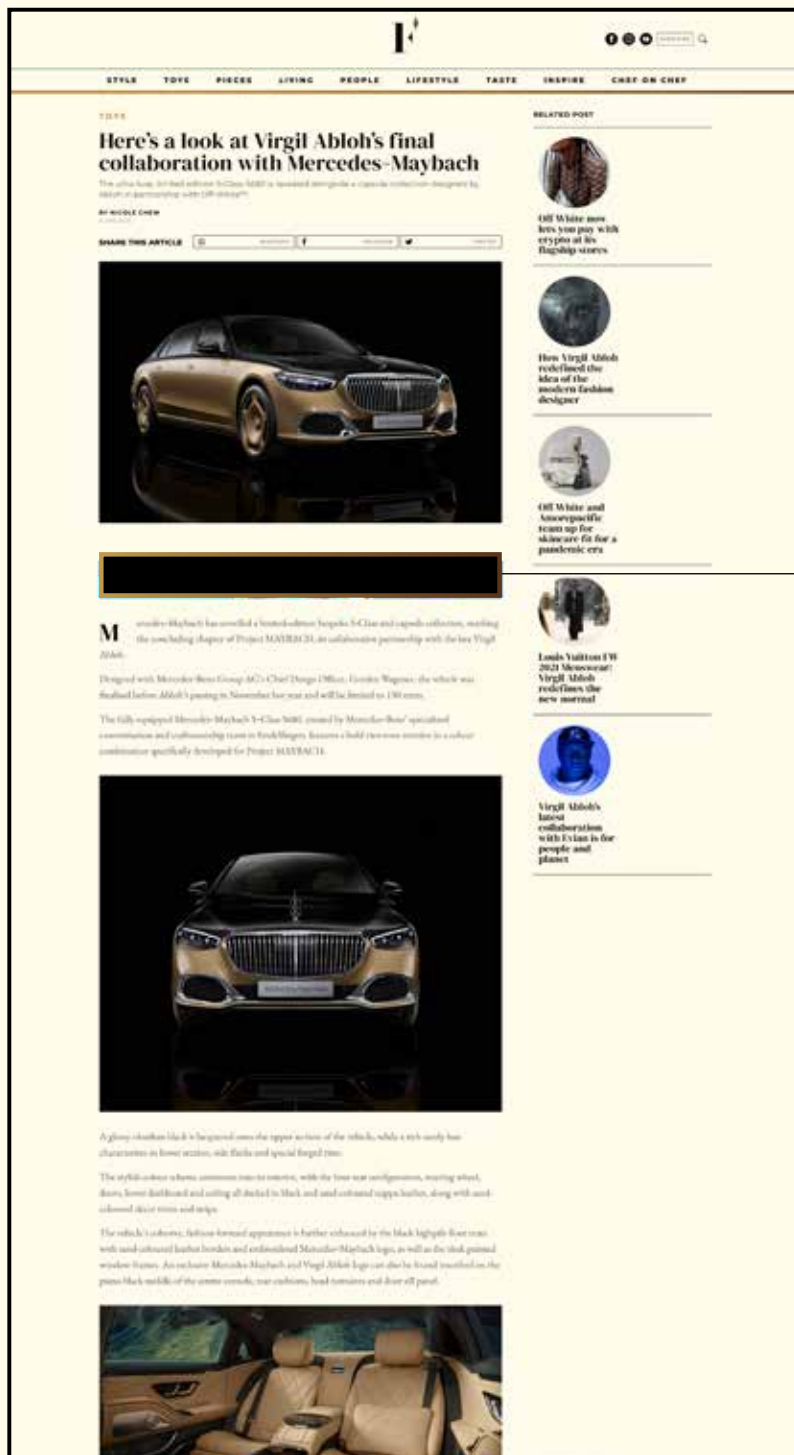
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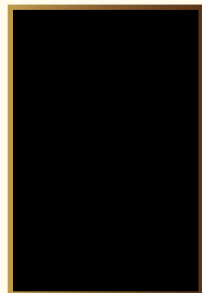
LATEST



PEOPLE

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

BY JOANNA LEE
19 DEC 2020



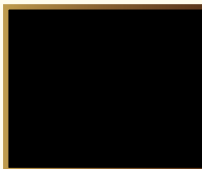
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TASTE

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

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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

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The 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.

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NEWSLETTER & EDM

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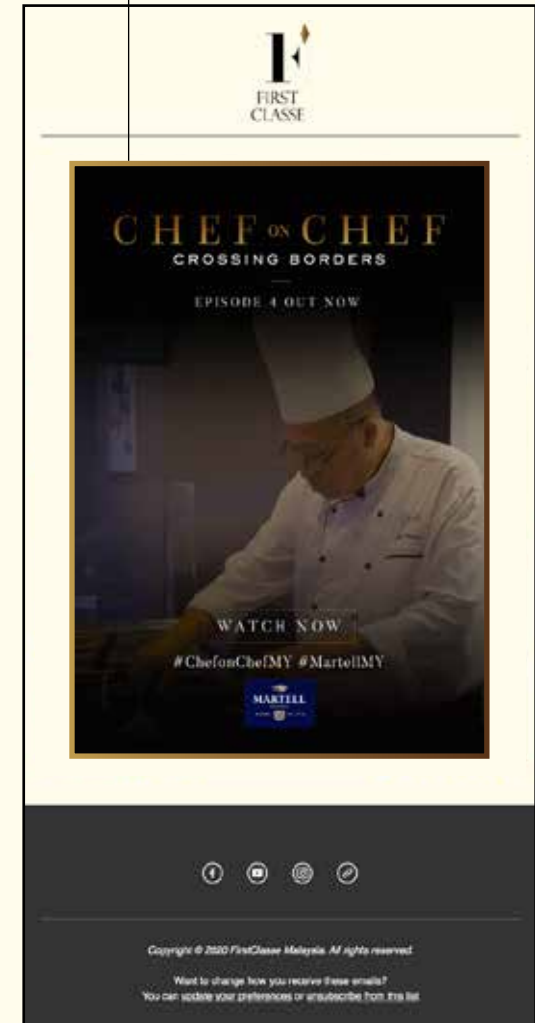
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(MAX HEIGHT 300PX)



EDM
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THANK YOU

LEONARD LO

GENERAL MANAGER

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