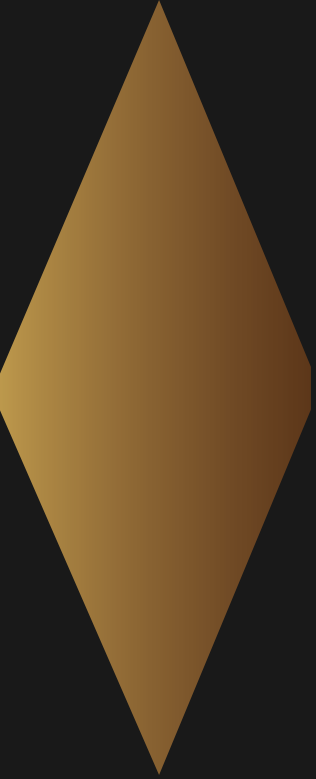
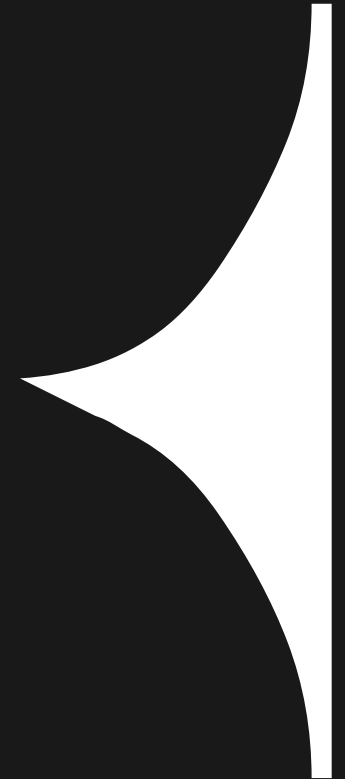


FIRSTCLASSE
Media Kit 2024





CONTEMPORARY ENGAGING REFINED



We are a digital luxury lifestyle publication proudly founded and based in Kuala Lumpur, Malaysia. From exclusive dining experiences and inspiring conversations with tastemakers to the latest trends in fashion, beauty, tech, travel and lifestyle, our diverse tapestry of content incorporates visually stunning photography, immersive videos, and interactive elements that captivate the reader.

01

INSPIRE

Our monthly INSPIRE features incorporate a full production of photo and videoshoots supporting a digital cover story that impactfully tells the journey of the personality of the month.



CHEF ON CHEF

SEASON V

Homegrown



02

CHEF ON CHEF

An original web series by FirstClasse, Chef on Chef shines a spotlight on the local fine dining scene by inviting top chefs to review each other. Five seasons in, the series has seen the involvement of Michelin-starred chefs from Bangkok and Singapore, as well as showcase the diversity of Malaysian produce.

PAST SEASONS

01 Chef on Chef

02 Chef on Chef: Washoku

03 Chef on Chef: Crossing Border

04 Chef on Chef: Malaysian Flavours

05 Chef on Chef: Homegrown

03

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.

PREVIOUS PROJECTS

01 Danang with Vincent Tan and Shaine Wong

02 Resorts World Sentosa with Christinna and Jestinna Kuan

03 Tropical Snowman Chalets with Patricia Knudsen

04 Yangon with Aiman Hakim and Zahirah Macwilson



OTHERS



The RuMa Hotel and Residences



Firstlook: Apple Watch Ultra



Tan Yan Ling Shows Her Prized Watch Collection



Art Of Tree



A Day in the Life of a Sushi Chef



The Royal Consumers: Garvy Beh

EVENTS

PAST EVENTS

01 #F1RSTParty

02 #FCMission2

03 Co-branded client events



CLIENTELE



BVLGARI ROMA

Cartier *Chopard*



DECORTÉ

DIOR

dyson



Hennessy X.O



KARL LAGERFELD PARIS

KING



LOUIS VUITTON



PIAGET

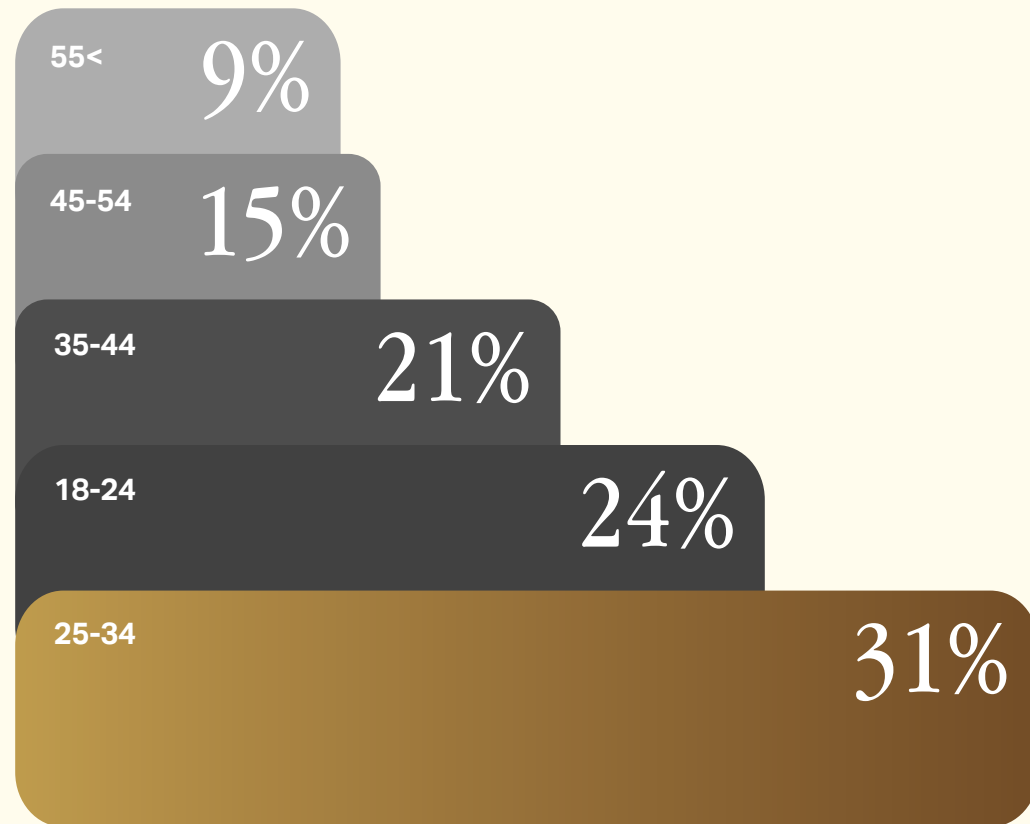


TIFFANY & Co.

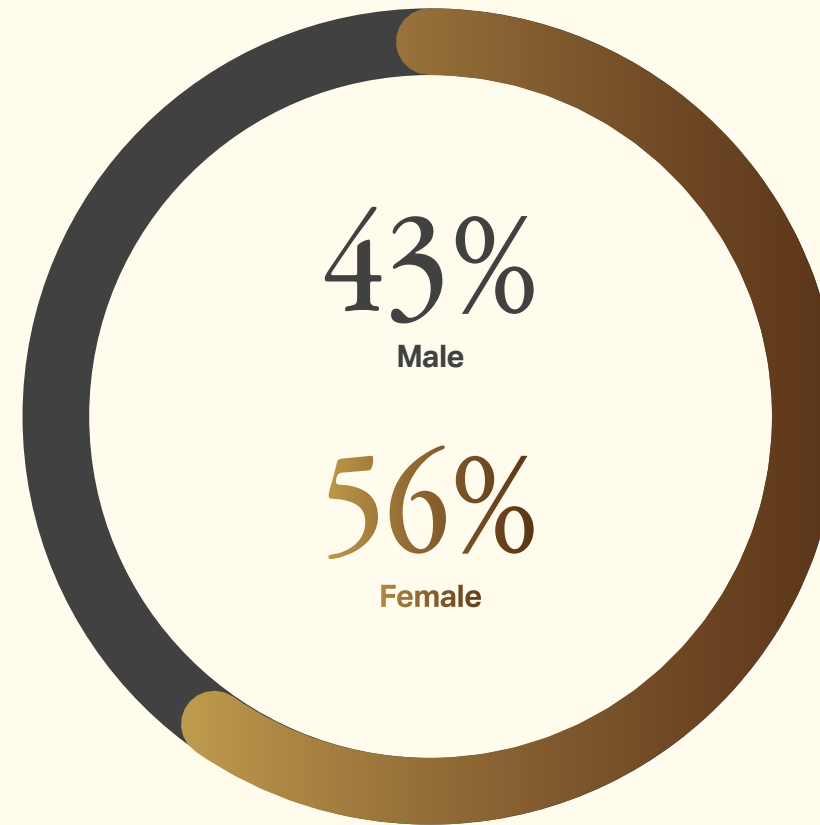


WEB DEMOGRAPHICS

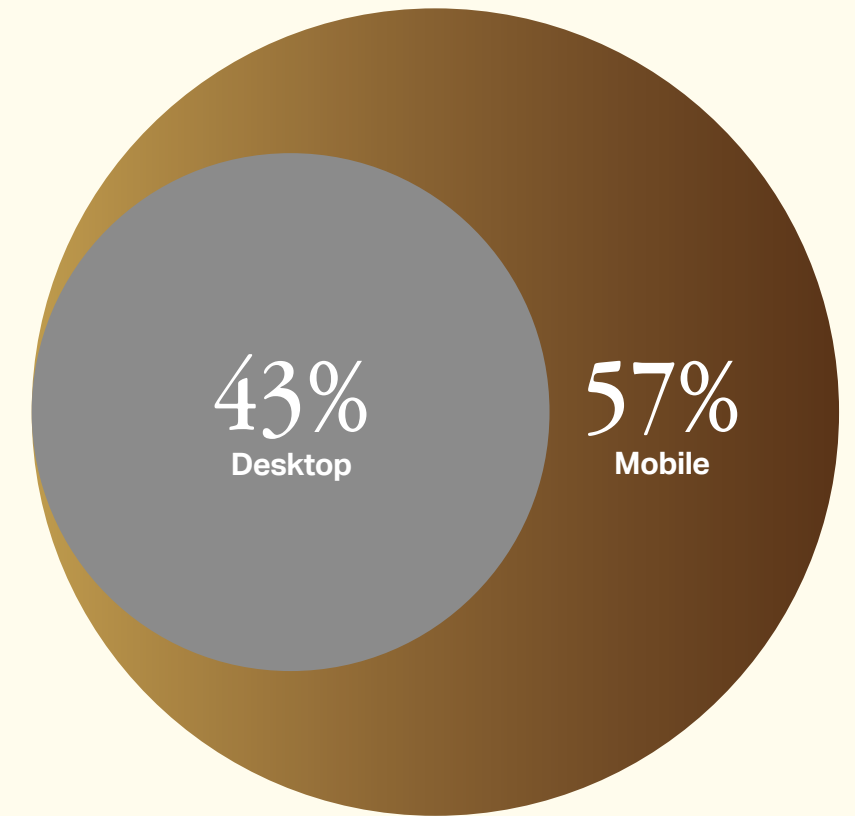
Age



Gender



Devices



Middle-high income target audience

WEB STATISTICS

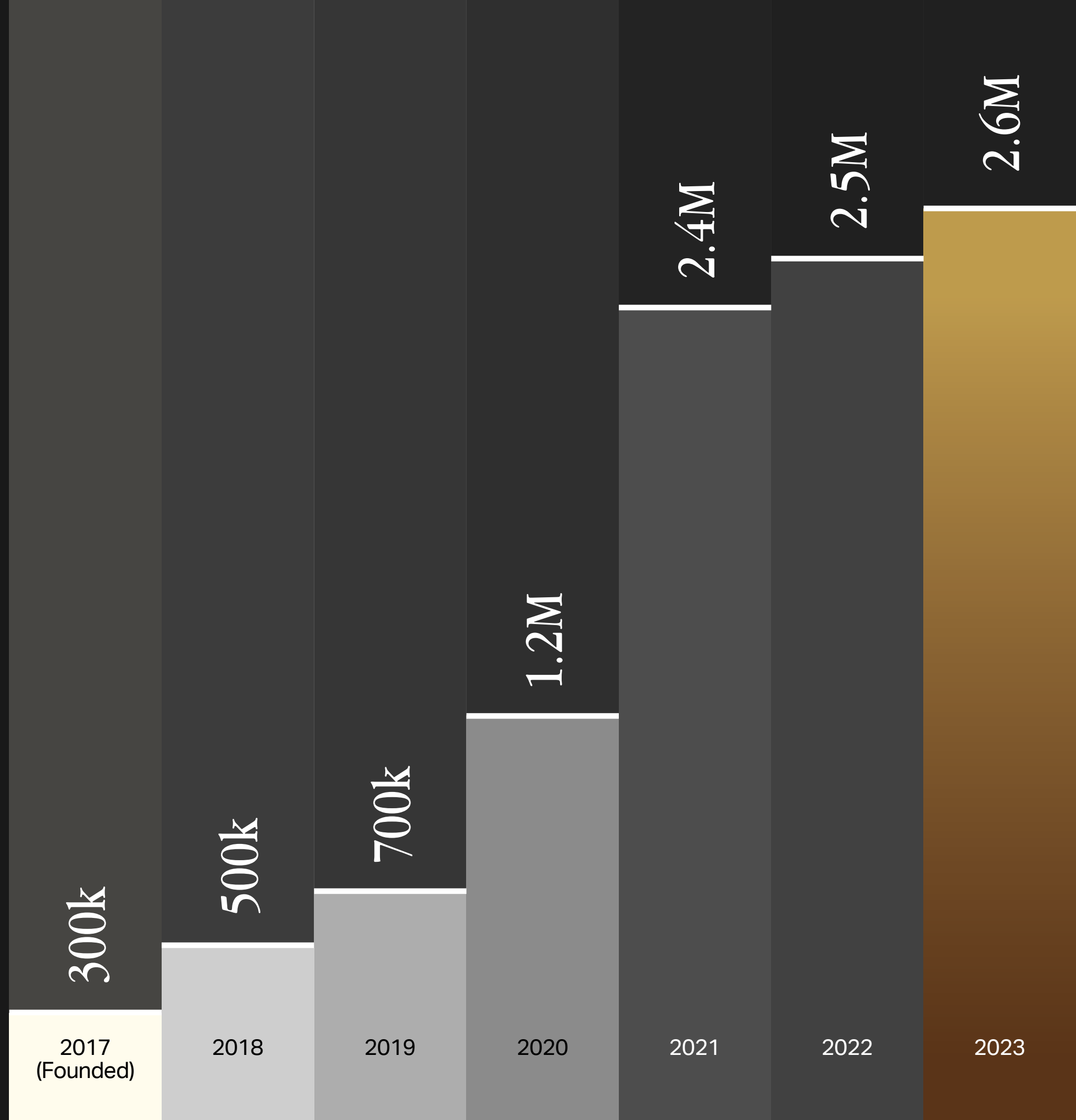
MONTHLY AVERAGE

216k

page views

150k

visitors



SOCIAL MEDIA



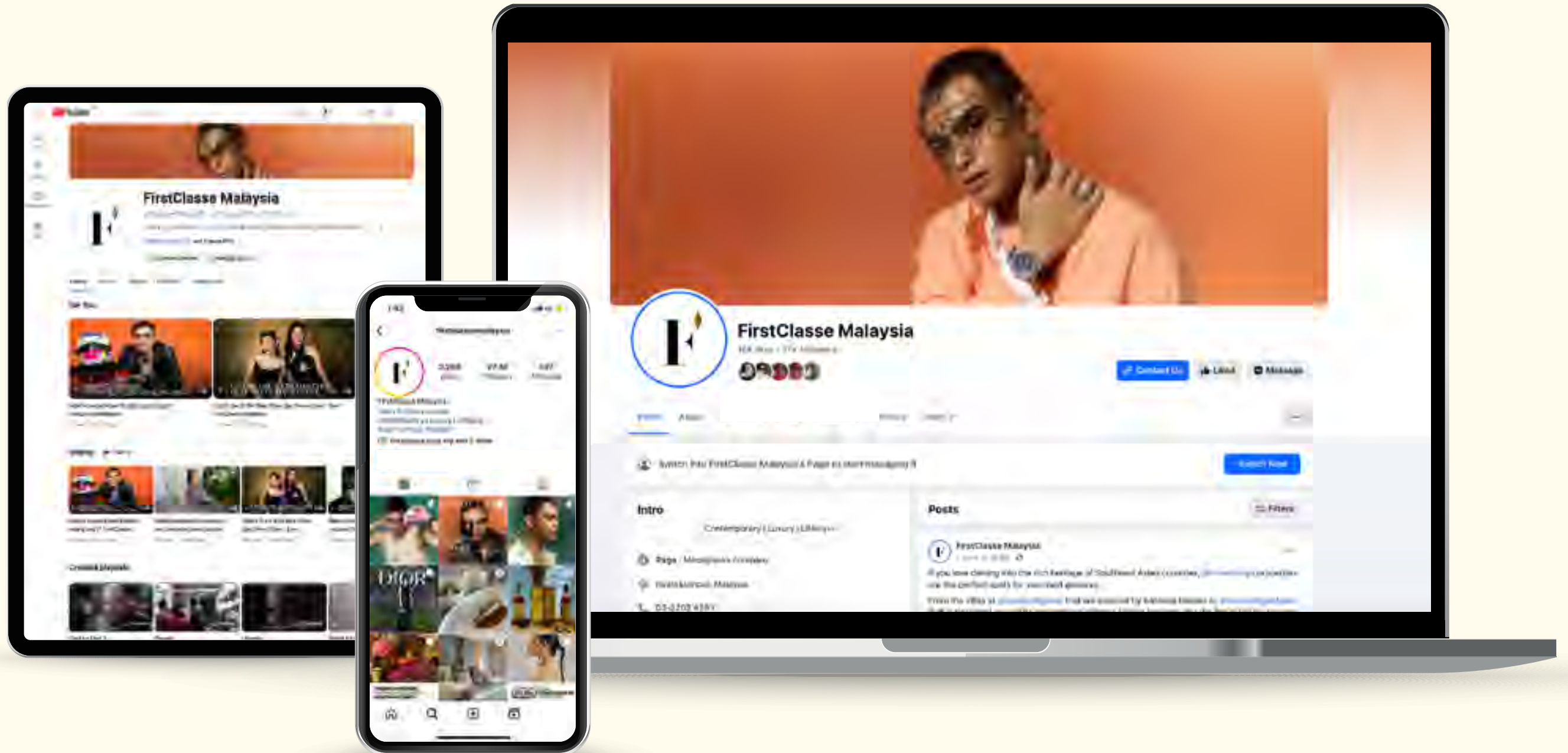
27.3k
(AS OF MAR 2024)



6.2k
(AS OF MAR 2024)



16k
(AS OF MAR 2024)



DISPLAY ADVERTISING RATES

<i>Inspire Cover</i>	45K
<i>Advertisement Banner</i>	48K
<i>E-Newsletter Banner Ad</i>	11K
<i>EDM</i>	12K
<i>Customised Advertorial Write Up</i>	10K
<i>Customised Video Advertorial</i> - Assets provided by client 10.5K	30K
<i>Customised Video Advertorial</i> - FirstClasse production	UPON REQUEST
<i>Social Media Posting</i>	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.

AD SPACE FOR DESKTOP

BANNER SPECIFICATIONS

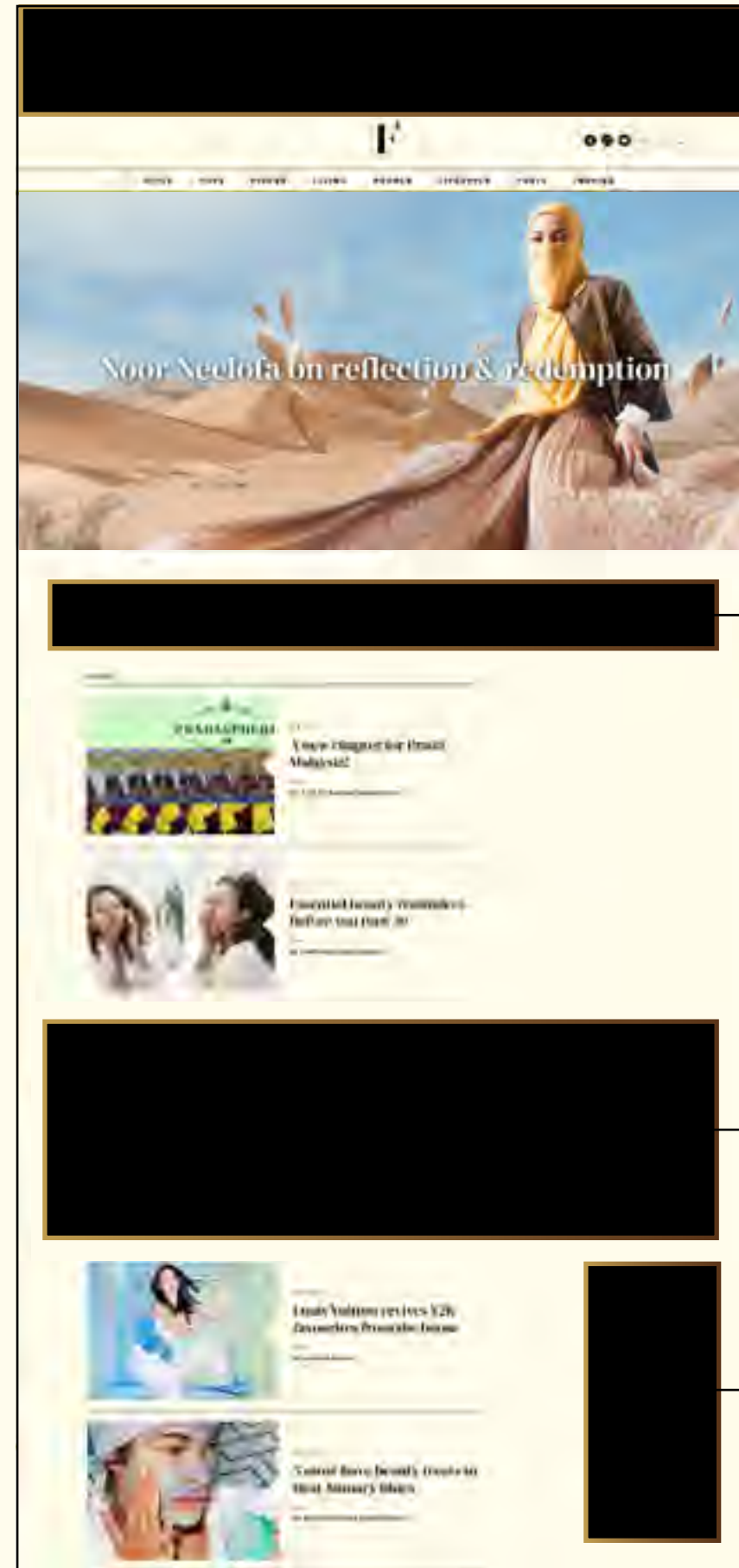
File format JPEG/PNG/GIF

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 DESKTOP

BANNER SPECIFICATIONS

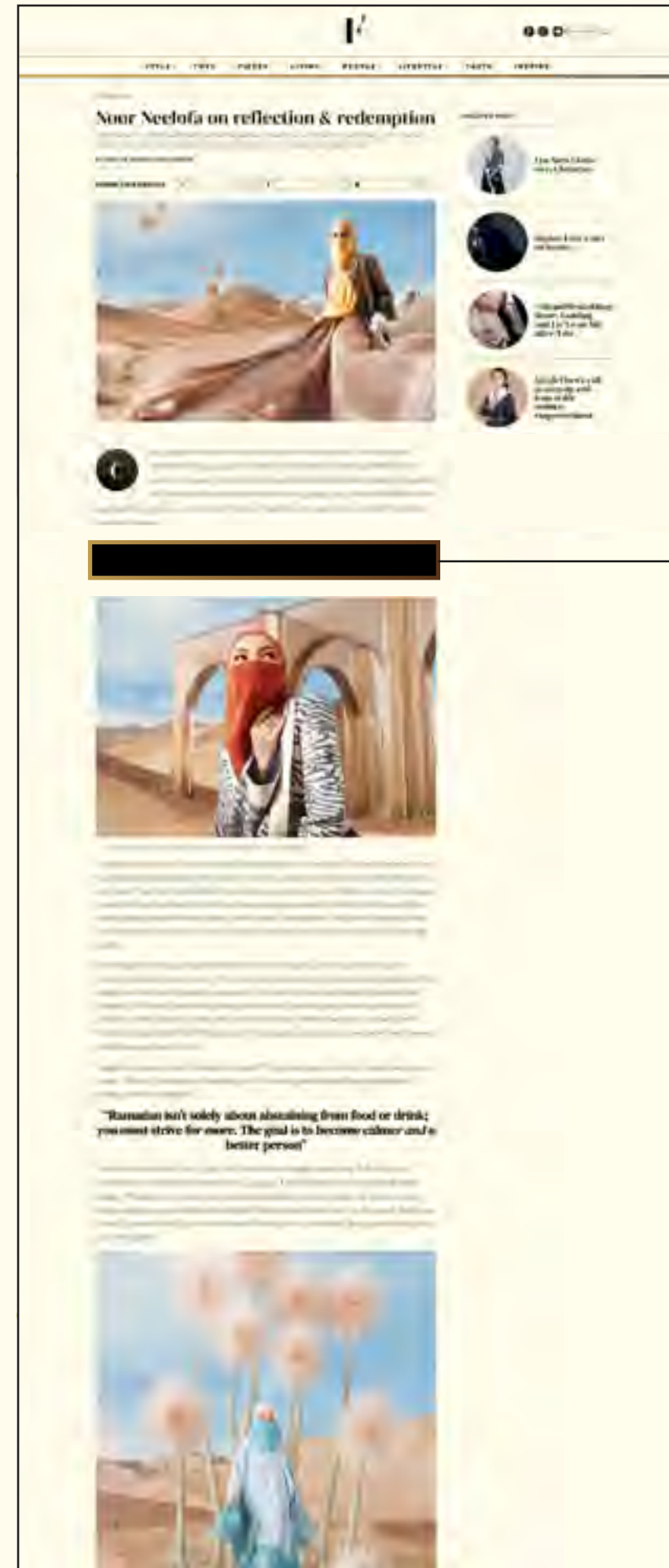
File format JPEG/PNG/GIF

File size >512KB

INTERSCROLLER SPECIFICATIONS

File size

Image > 512KB ; video > 25MB



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

AD SPACE FOR MOBILE

BANNER SPECIFICATIONS

File format JPEG/PNG/GIF

File size >512KB

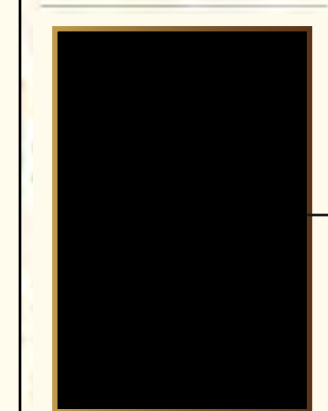
INTERSCROLLER SPECIFICATIONS

File size

Image > 512KB ; video > 25MB



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



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



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



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



THANK YOU

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