

F1RSTCLASSE

Media Kit 2025





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.

OUR AUDIENCE

Our digital-savvy audience comprises affluent, influential individuals with a taste for luxury, quality, and exclusivity. This includes business leaders, entrepreneurs, socialites, and celebrities from Malaysia and beyond. A tastemaker in their own right, the FirstClasse reader seeks out luxury goods, fine culinary and bar experiences, premium travel destinations, cultural events, and spaces to connect with like-minded individuals.

MONTHLY AVERAGE

216_k

monthly page views

150_k

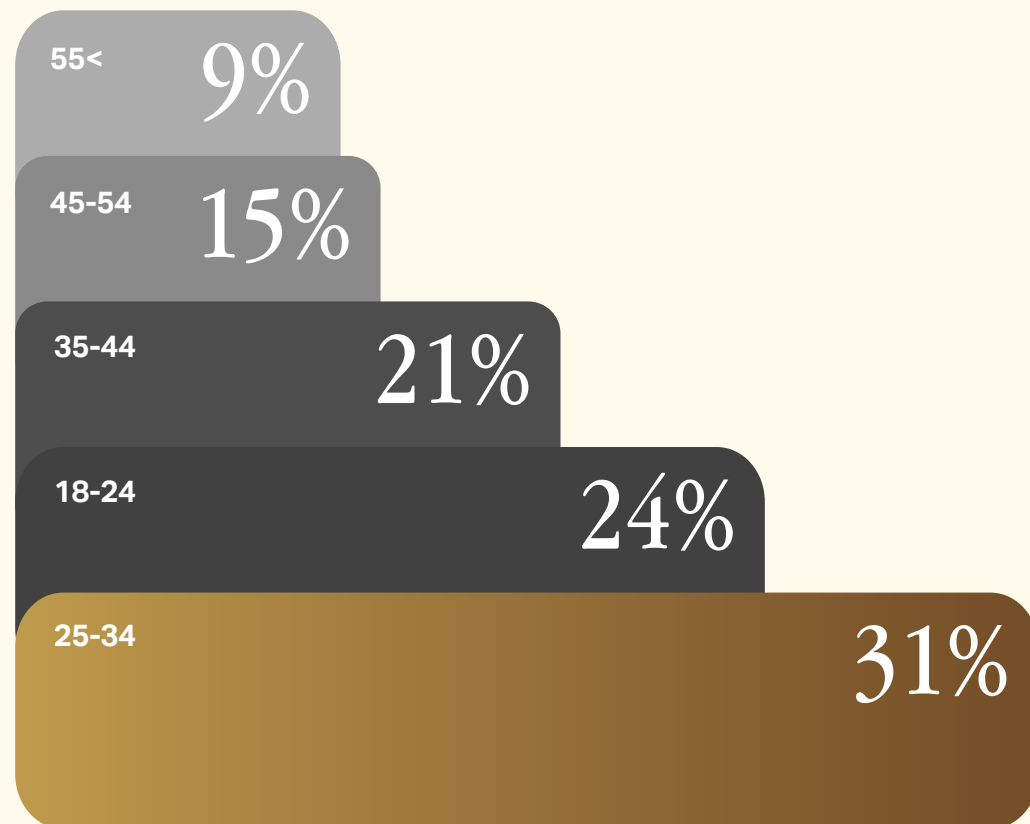
unique visitors

30_k

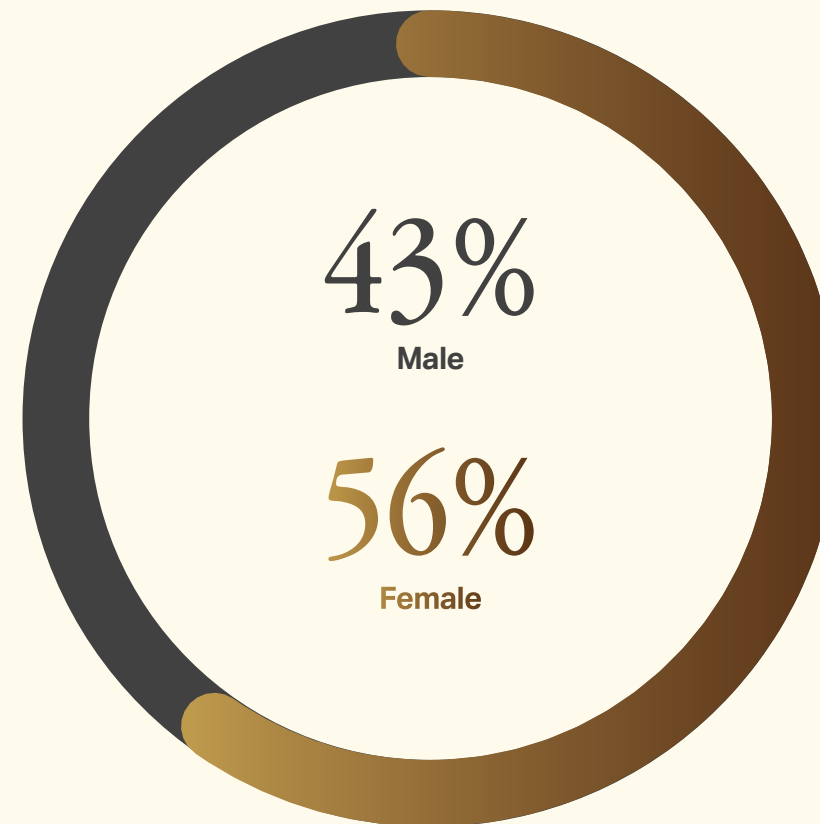
newsletter subscribers

OUR DEMOGRAPHICS

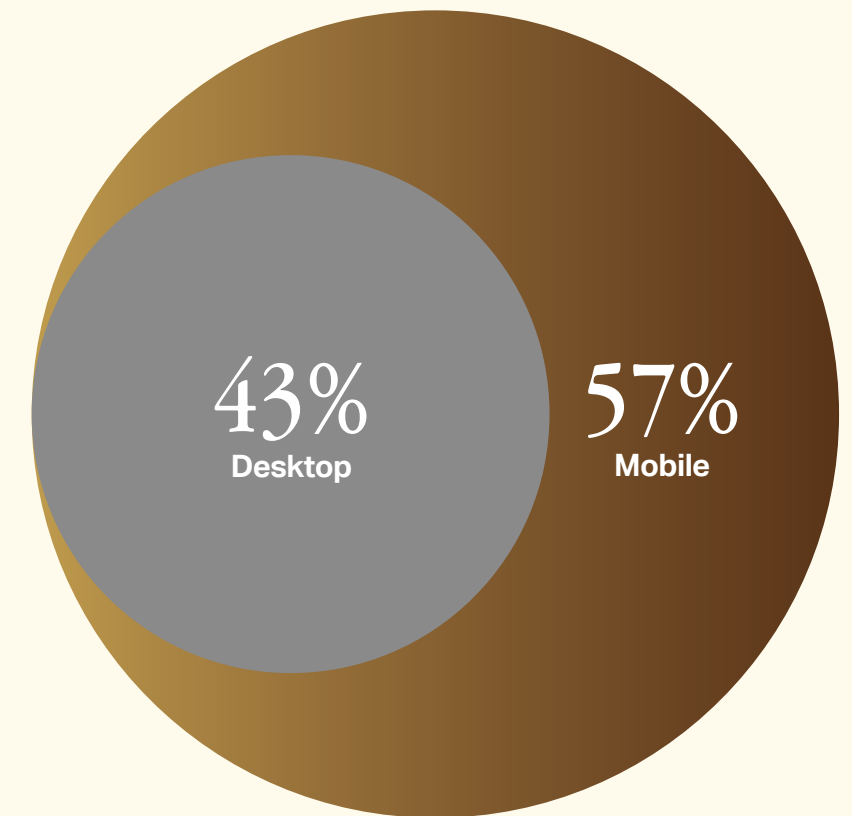
Age



Gender



Devices



OUR SOCIAL PRESENCE



28.7k

(AS OF DECEMBER 2024)



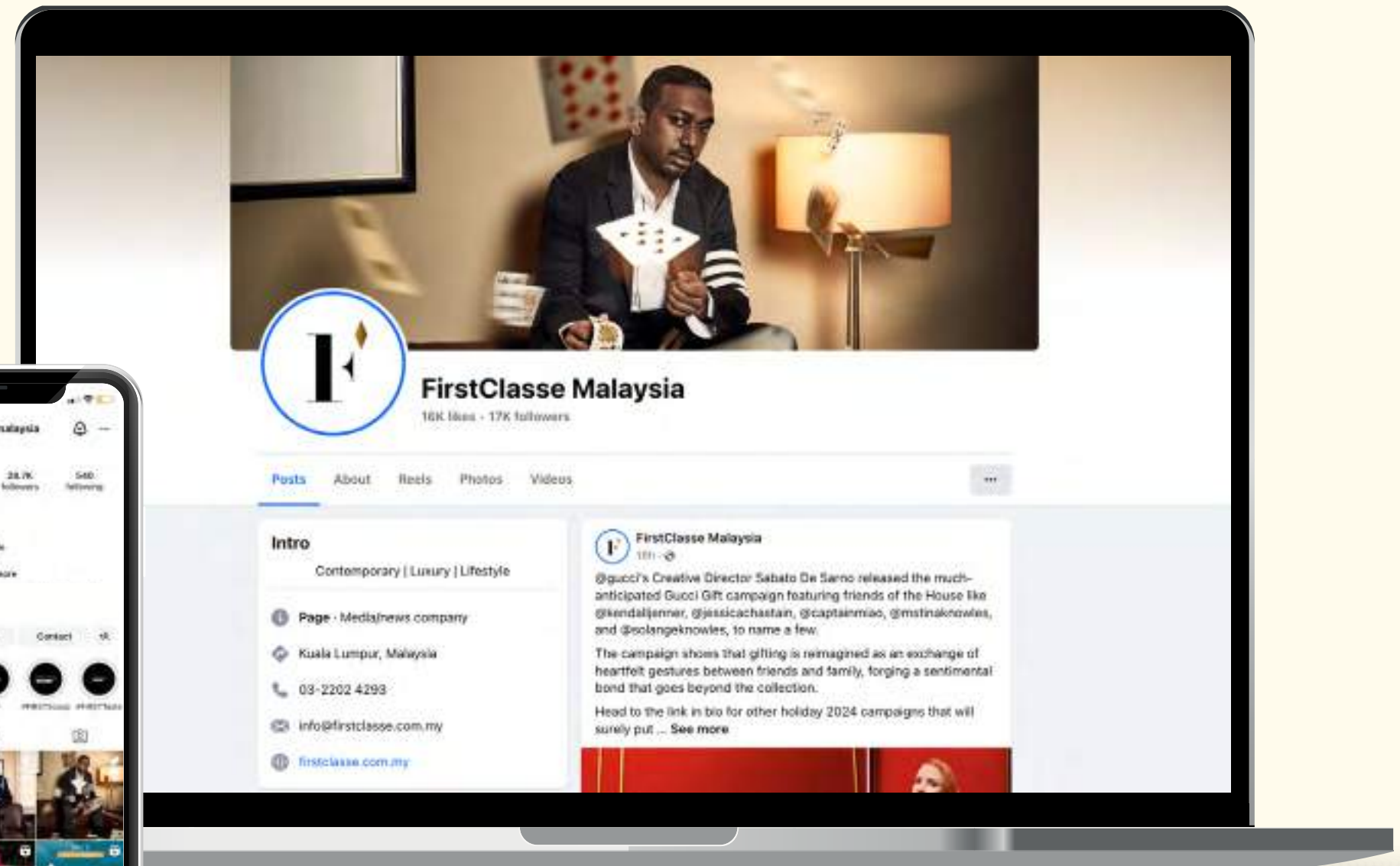
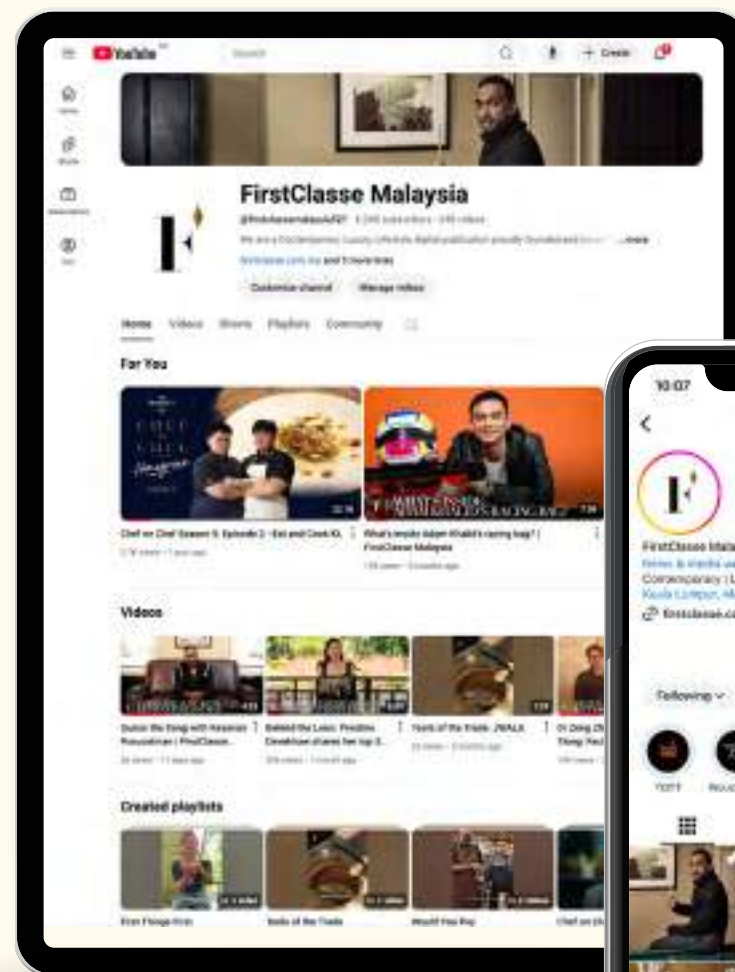
6.34k

(AS OF DECEMBER 2024)



16k

(AS OF DECEMBER 2024)



OUR CONTENT

People

TASTE

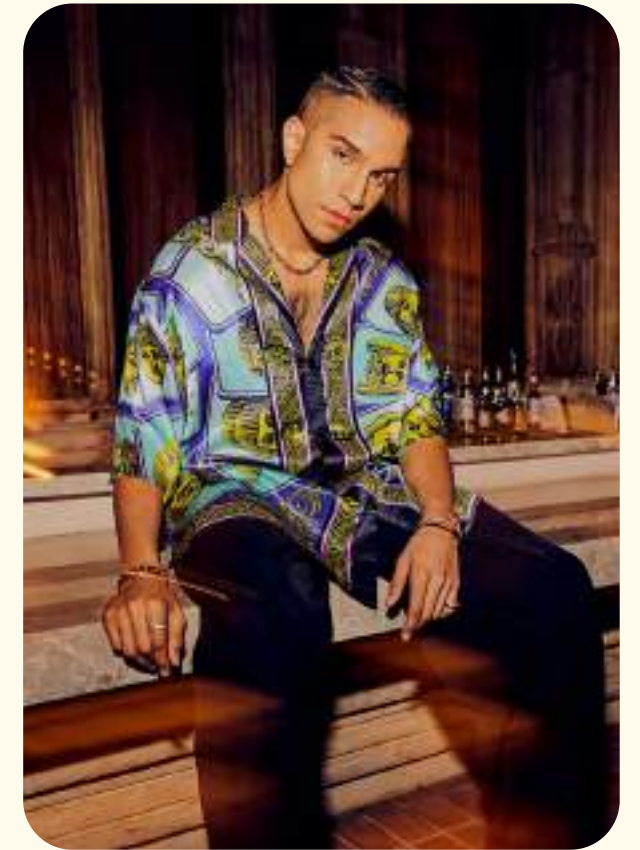
Style

GEAR

Lifestyle

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.



04 B | OUR CONTENT

SPECIAL FEATURES

Our monthly series of in-depth interviews bring out the unique stories, passions, and perspectives of industry leaders, innovators, and tastemakers – creating a powerful connection with our readers based on the editorial theme of the month.

SPECIAL FEATURES OF THE MONTH

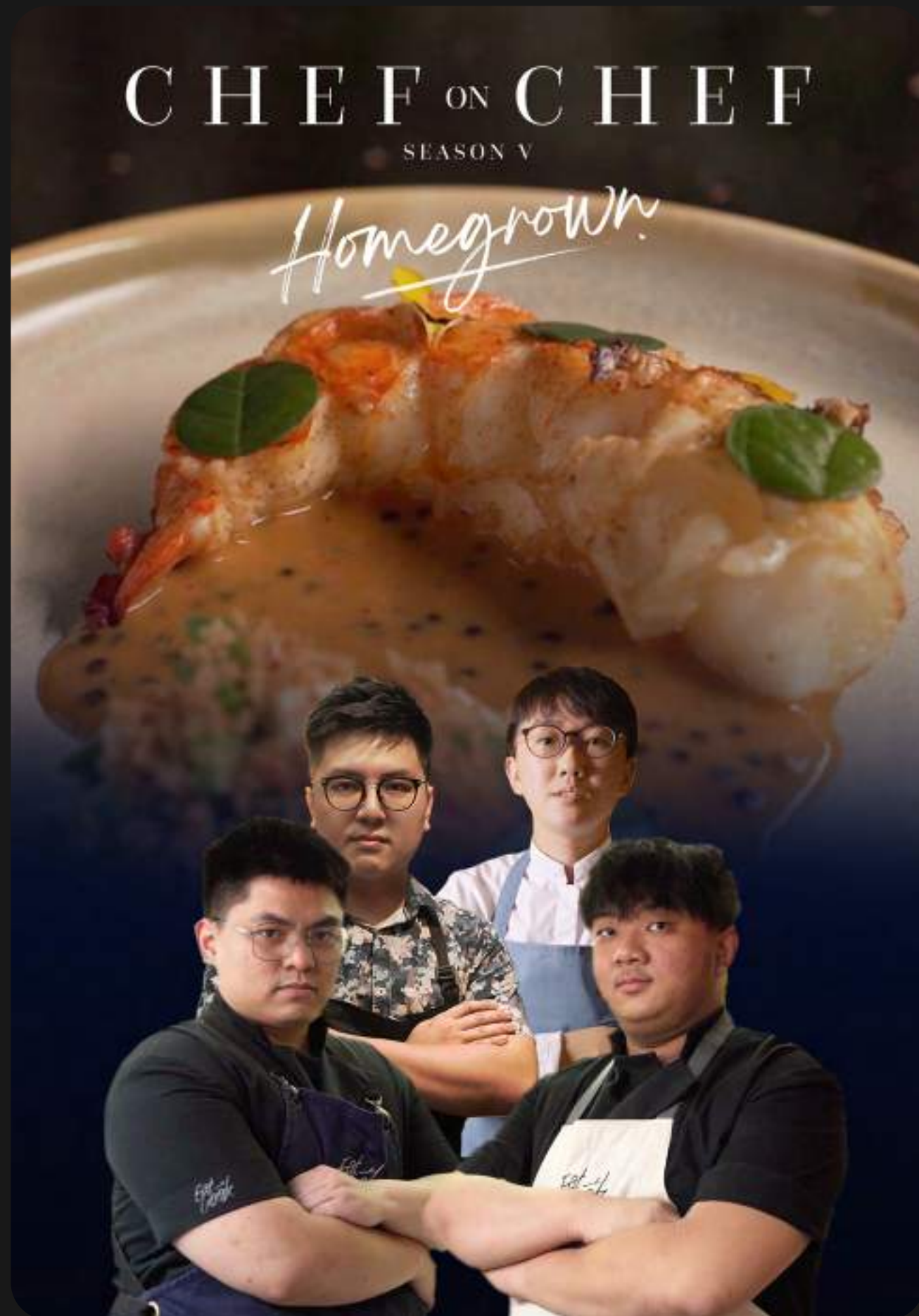
01 Su Mei Tan / Wellness Issue October 2024

02 Justin Lim and Jordan Lim / Kinfolk Issue September 2024

03 Izham Ismail / Homegrown Issue August 2024

04 Nadia Nasimuddin / Mother's Day Issue May 2024





CHEF ON CHEF

SEASON V

04 C | OUR CONTENT

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

04 D | OUR CONTENT

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



BESPOKE CAMPAIGNS

Leveraging our editorial expertise and creative vision, we work with our clients and trusted partners to elevate brand presence and create memorable connections that leave a lasting impression.



The RuMa Hotel and Residences



First Look: 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

04 F | OUR CONTENT

SOCIAL MEDIA SERIES

From snappy yet insightful personality interviews to dynamic dining content, our original short-form videos are designed to capture attention, boost engagement, and reach a wide audience on social media.



WOULD YOU PAY

01 DC Restaurant

02 JWALA



FIRST THINGS FIRST

01 Belle Sisoski

02 Pamela Tan



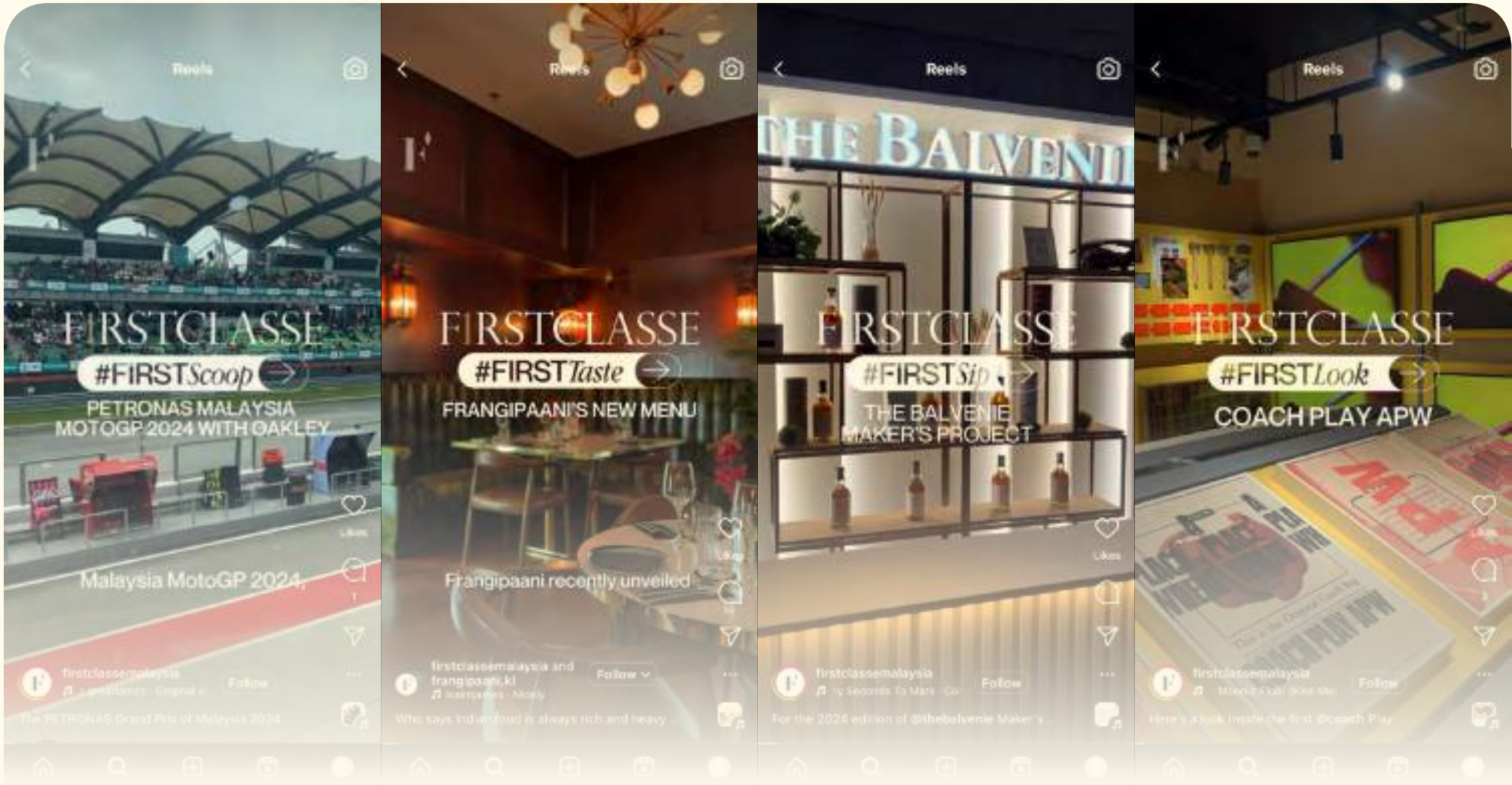
TOOLS OF THE TRADE

01 JWALA

02 DC Restaurant

EVENT COVERAGE

Our team skillfully blends real-time updates with beautifully crafted visuals and engaging narratives, bringing followers into the heart of the excitement, exclusivity, and glamour of each event, review, or experience we attend.



EVENT COVERAGE SERIES

- 01 #FIRSTScoop
- 02 #FIRSTTaste
- 02 #FIRSTSip
- 02 #FIRSTLook

EVENTS

PAST EVENTS

- 01 #F1RSTParty
- 02 FC Supperclub
- 03 Co-branded client events



CLIENTELE

Bell & Ross
TIME INSTRUMENTS



BVLGARI
BOUTIQUE

Cartier

Chopard

 CHIVAS

DECORTÉ

DIOR

dyson



THE
GLENLIVET


Hennessy
X.O




HUBLOT


THE HOUR GLASS


JAEGER-LECOULTRE

KARL LAGERFELD
PARIS

K I N G

季の美
KI NO BI
Kyoto Dry Gin

LOUIS VUITTON



malaysia 
airlines

Marriott
INTERNATIONAL


MARTELL
COGNAC


MASERATI



Ω
OMEGA


PATEK PHILIPPE
GENEVE

PIAGET



 Resorts World
Sentosa
Singapore




ROYAL SALUTE


SHANGRI-LA
HOTELS and RESORTS

SINGAPORE
AIRLINES 


SWISS WATCH
GALLERY

TIFFANY & CO.

TORY  BURCH


Van Cleef & Arpels



W
KUALA LUMPUR

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.

EDITORIAL LINE UP FOR 2025

JANUARY

01

Purpose

Start the year on the right foot by making actionable resolutions that focus on personal growth, future aspirations, and innovations that help people’s lives and careers.

FEBRUARY

02

Connection

With Chinese New Year and the Valentine’s season in full swing, rekindle the relationships we all hold dear – be it with our family, friends, partner, or ourselves.

ACTIVATIONS

- CNY Dim Sum Brunch
- Valentine’s Day Pickleball Challenge

MARCH

03

Women in Action

In line with the IWD theme of #AccelerateAction, we speak to women who are actively making a positive impact on women advancement.

ACTIVATION

Women empowerment workshop

APRIL

04

Renewal

Celebrate the arrival of spring, as well as Hari Raya and Easter, through themes of self-reflection, personal growth, and consciousness for people and planet.

ACTIVATION

FirstClasse Comedy Special

MAY

05

Artistry

Uncover how the arts and culture scene in Malaysia shapes the fabric of society, especially new, lesser known, and forgotten crafts.

JUNE

06

Collectors

Dive into the fascinating and exclusive world of luxury collectors, exploring the passion, artistry, and meticulous curation behind building extraordinary collections.

ACTIVATION

FirstClasse Tee Off

EDITORIAL LINE UP FOR 2025

JULY

07

Next Gen

Stay tuned for the debut of FirstClasse's first ever awards, focusing on dynamic, forward-thinking personalities of the next generation who are redefining their respective industries.

ACTIVATION

The FIRST10 Awards

AUGUST

08

Evolution

Discover the dynamic fusion of tradition and modernity in Malaysia across fashion, design and more, celebrating Malaysia's heritage and cultural identity.

ACTIVATION

#FCSupportsLocal

SEPTEMBER

09

Better Together

Embrace the spirit of inclusivity, unity, and collaboration that make us Malaysians – no matter our race, religion, region, or economic status – better together.

ACTIVATION

FirstClasse Anniversary Gala

OCTOBER

10

Gastronomy

Delve into the vibrant and evolving world of gastronomy, celebrating the artistry, technique, and cultural significance of food to Malaysians.

ACTIVATION

FirstClasse x A Cross Creation Mid-Autumn Special

NOVEMBER

11

Fraternity

Explore the profound connections that transcend familial ties, focusing on the power of fraternity in shaping communities, cultures, and personal identities.

DECEMBER

12

Extravaganza

Immerse in the world of luxury and spectacle, showcasing the most extravagant experiences, events, and celebrations that define a life well-lived.

ACTIVATION

12 Days of Christmas

AD SPACE FOR DESKTOP

BANNER SPECIFICATIONS

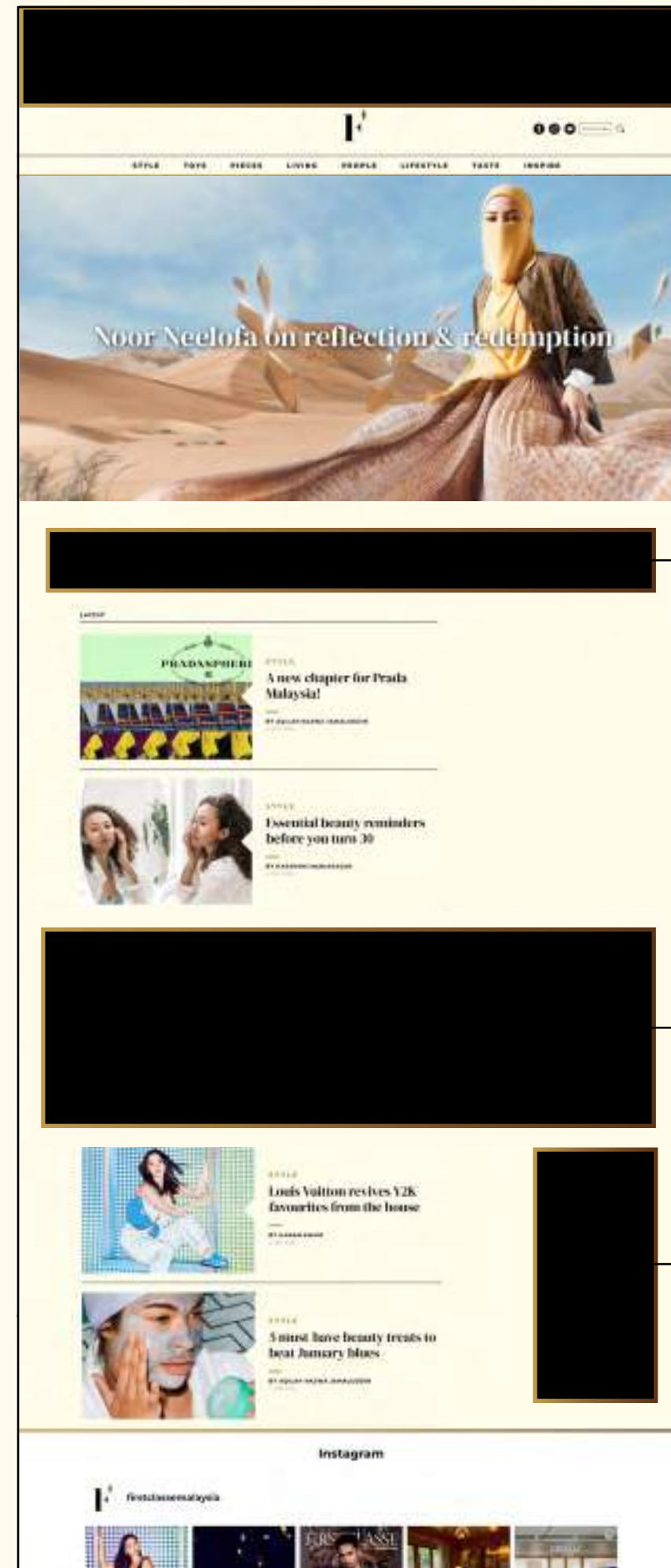
File format JPEG/PNG/GIF

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)

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

AD SPACE FOR MOBILE

BANNER SPECIFICATIONS

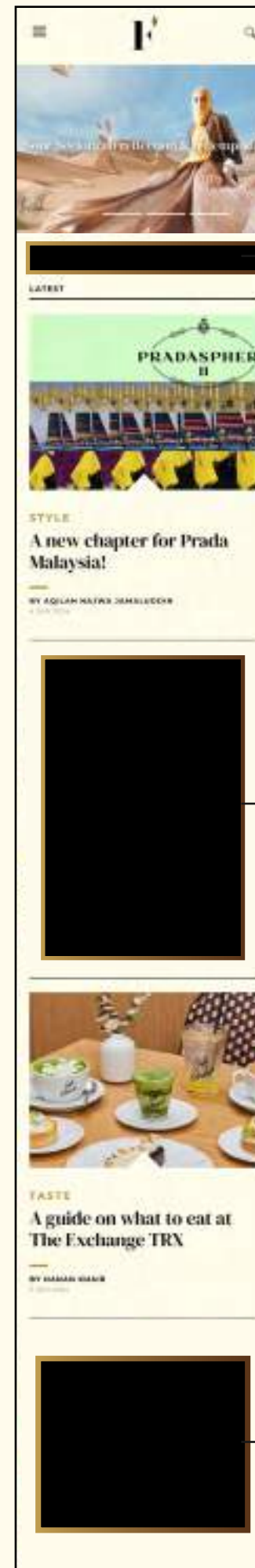
File format JPEG/PNG/GIF

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)
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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))

NEWSLETTER

35k
NUMBER OF SUBSCRIBERS
AS OF **MAR 2024**

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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