

FIRSTCLASSE

MEDIA KIT

2025

F

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CONTEMPORARY LUXURY LIFESTYLE

FirstClasse is a digital luxury lifestyle publication proudly founded and based in Kuala Lumpur, Malaysia. We believe that luxury should be both **exclusive yet inclusive**, offering discerning audiences a gateway to experiences that are **aspirational yet accessible**.

From curated dining experiences and inspiring interviews with tastemakers to the latest trends in style, watches, jewellery, gear, and lifestyle, we celebrate a contemporary definition of luxury — one that welcomes curiosity, creativity, and ambition.

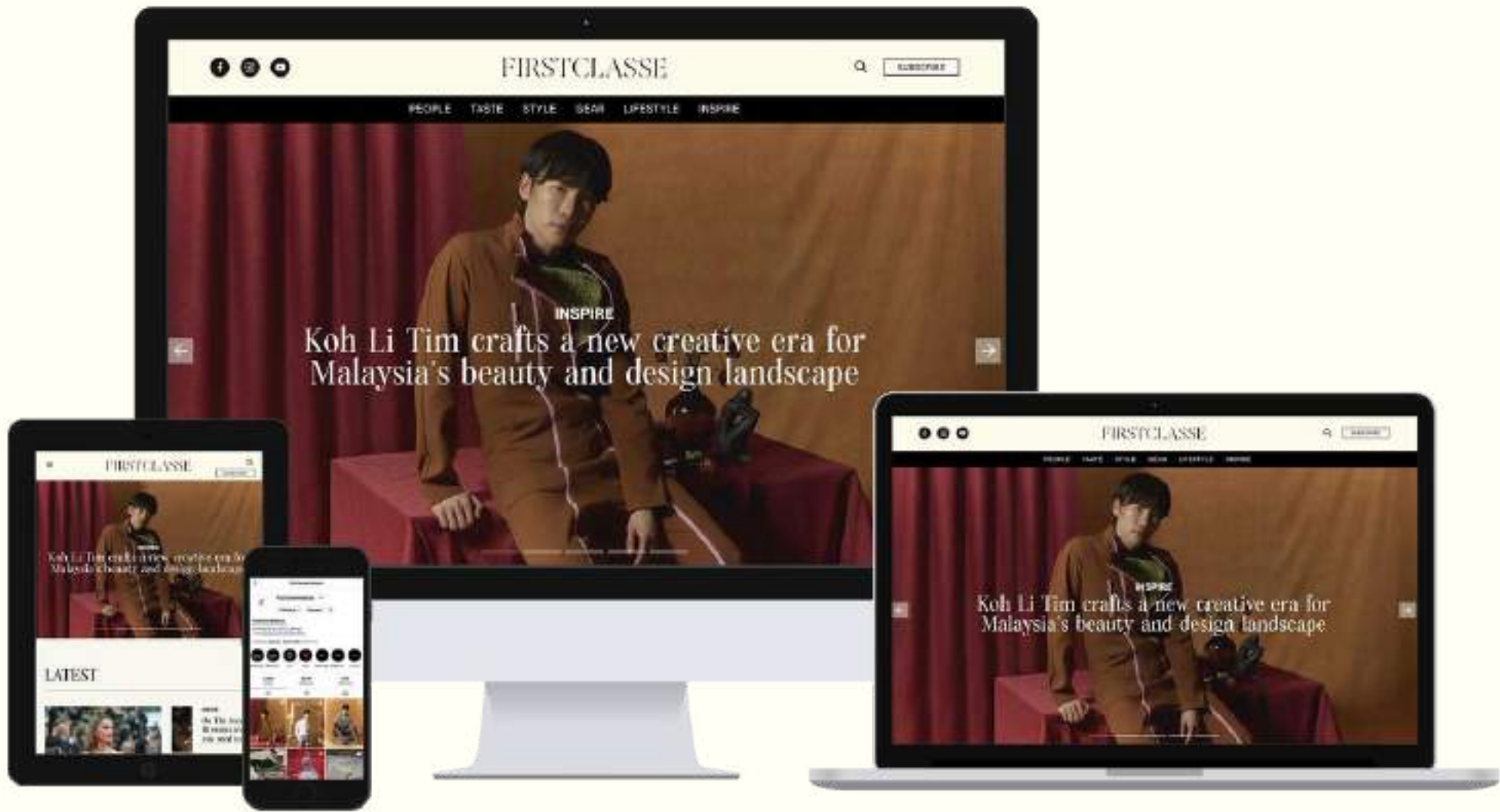
Our diverse tapestry of content blends stunning photography, immersive videos, and interactive storytelling, designed to captivate and connect with an evolving generation of sophisticated readers.

We don't just define class —

we redefine it.

OUR PLATFORMS

WEBSITE



MONTHLY
PAGE VIEWS

216k

UNIQUE VISITORS

150k

NEWSLETTER
SUBSCRIBERS

30k

OUR PLATFORMS

SOCIAL MEDIA



OUR AUDIENCE

Emerging Tastemakers

(25-34 YEARS OLD)

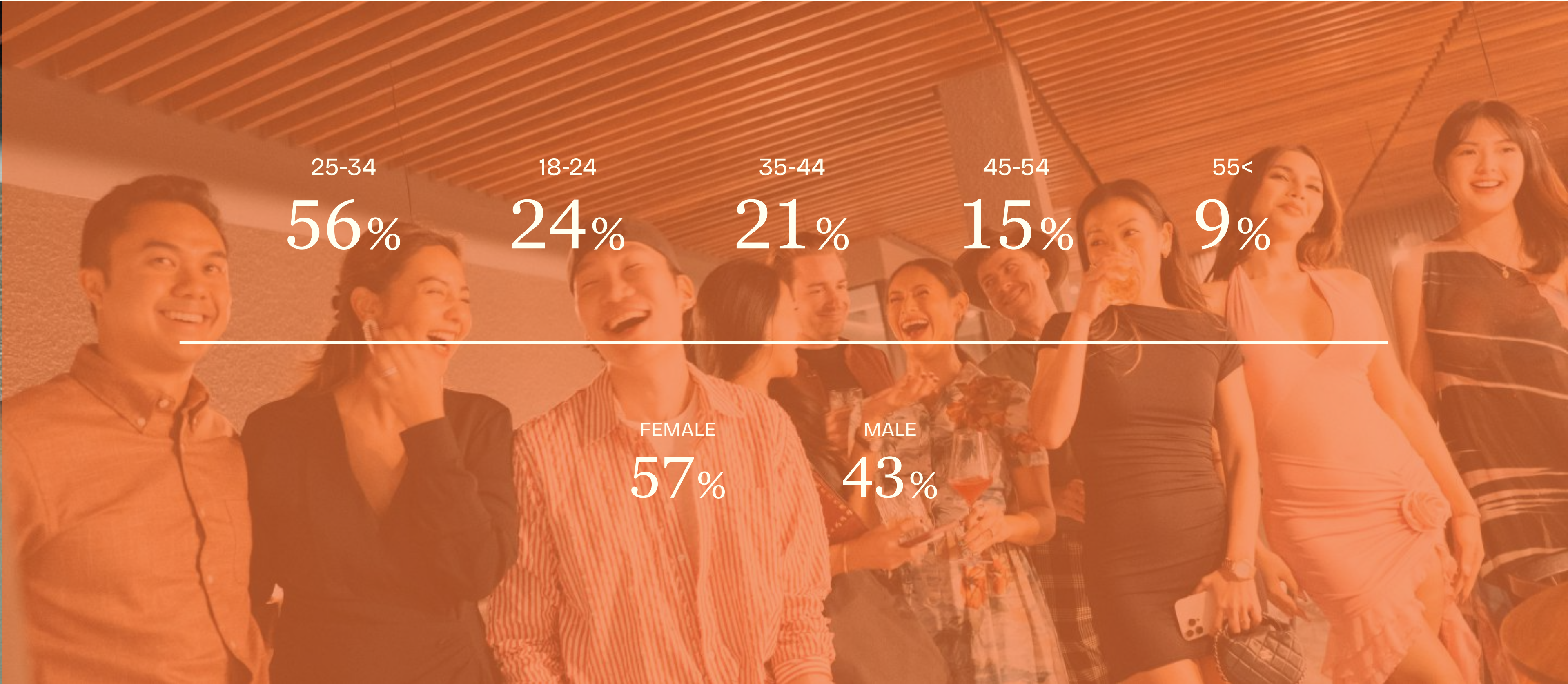
Ambitious, culturally aware, and digitally driven, Emerging Tastemakers are shaping the next wave of luxury. They aspire to align with brands that reflect the upward trajectory in their careers and evolving sense of style, success, and self-expression. They are the tastemakers of tomorrow – early adopters, trendsetters, and advocates for brands they trust.

Affluent Achievers

(35-44 YEARS OLD)

Financially secure in their careers with significant disposable income, Established Spenders prioritise quality, exclusivity, and authentic experiences. They are brand-conscious but selective, investing in products, services, and experiences that enhance their curated, high-end lifestyles. With a discerning eye, they seek meaningful, high-end experiences that reflect the success they've worked hard to attain.

OUR AUDIENCE



25-34

56%

18-24

24%

35-44

21%

45-54

15%

55<

9%

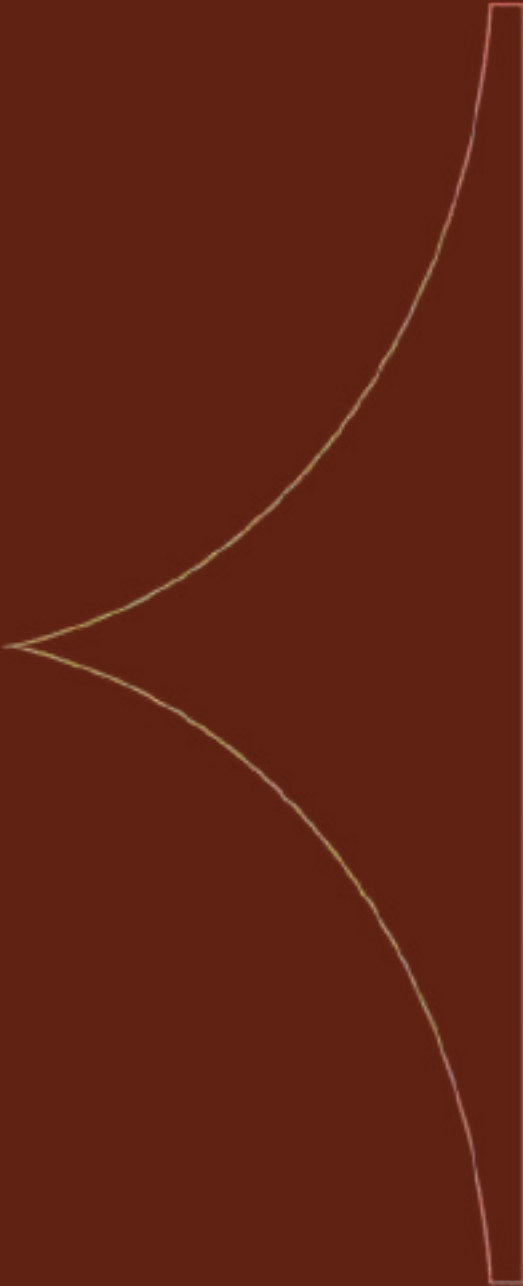
FEMALE

57%

MALE

43%

OUR PILLARS





PEOPLE

We shine a spotlight on both rising stars and established trailblazers — entrepreneurs, creatives, and industry leaders who are shaping the local and regional landscape. Through in-depth interviews and intimate profiles, we celebrate homegrown talent and share the inspiring journeys behind their brands and success stories.

TASTE

Our editorial team curates the latest and finest in dining, wine, spirits, as well as culinary and cocktail craftsmanship. Whether uncovering hidden gems or showcasing Michelin-starred experiences, our taste category indulges the senses and champions the artistry behind every exceptional bite and sip.

STYLE

From haute couture runways to red carpet glam, we explore the hallmarks of style as a powerful expression of individuality and status. Our style coverage captures the trends, leaders, and icons defining the past, present, and future of luxury fashion, beauty, watches and jewellery.



GEAR

From cutting-edge gadgets to coveted automobiles, our gear coverage highlights the technologies, innovations and craftsmanship that define a modern, elevated lifestyle. We bring readers closer to the products that combine functionality with aspiration.



LIFESTYLE

We offer a 360-degree view of living well – from travel and wellness to home design and cultural experiences. Our lifestyle content inspires readers to curate richer, fuller lives infused with style, sophistication, and a spirit of exploration.

PEOPLE - INSPIRE

ARTICLE

Our flagship monthly **INSPIRE** content incorporates a photoshoot and videoshoot by a full production team supporting a **themed digital cover story** that impactfully tells the journey of the personality of the month.



PEOPLE

SPECIAL FEATURES

Each month, FirstClasse spotlights local talents through a curated special series based on our editorial themes. We feature exclusive interviews with diverse personalities – from entrepreneurs and creatives to innovators and industry leaders – each offering a unique perspective on lifestyle and success.

These themed features not only celebrate homegrown excellence but also provide a powerful platform for meaningful storytelling, brand alignment, and audience engagement.

ARTICLES

[\(RE\)FRESHING SPACES: NIGEL & NEAL EDWIN OF RENT-A-POT](#)

[ACCELERATE ACTION: SHARMEEN LOOI OF IMOTORBIKE](#)

[SIBLING TIES: HELEN & HELIENE TOI OF DOUBLEWOOT](#)

[PURPOSEFULL PLANNING: THE FOUNDERS OF ANA TOMY](#)

[THE GREAT ESCAPE: JOEY MATTRESS ON BREAKING SLEEP ISSUES](#)

[KINDRED SPIRITS: JUSTIN & JORDAN LIM OF STREAM EMPIRE](#)



PEOPLE

SOCIAL MEDIA SERIES - FIRST THINGS FIRST

First Things First is a light, personal social media series where we ask featured personalities to share memorable “firsts” from their lives — whether it’s their first job, first big break, or first passion. Through these candid moments, we reveal the human side of success, offering relatable insights into the journeys behind the careers.

FIRST THINGS FIRST

[THE CO-FOUNDERS OF ANA TOMY](#)

[NUTRITIONIST LEE ZHI LING](#)

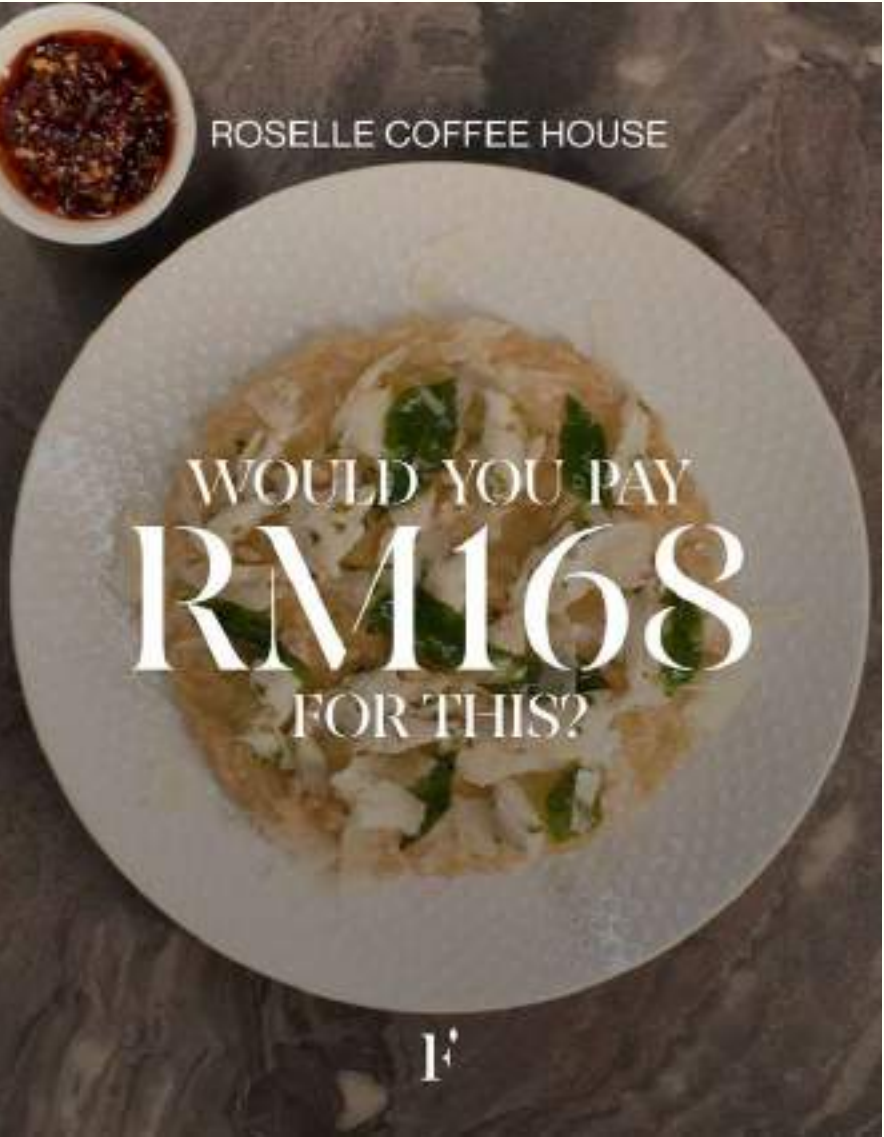
[FOUNDER OF ELPIS MODELS](#)

[BELLA ASTILLAH - SINGER AND ACTRESS](#)



TASTE

SOCIAL MEDIA SERIES

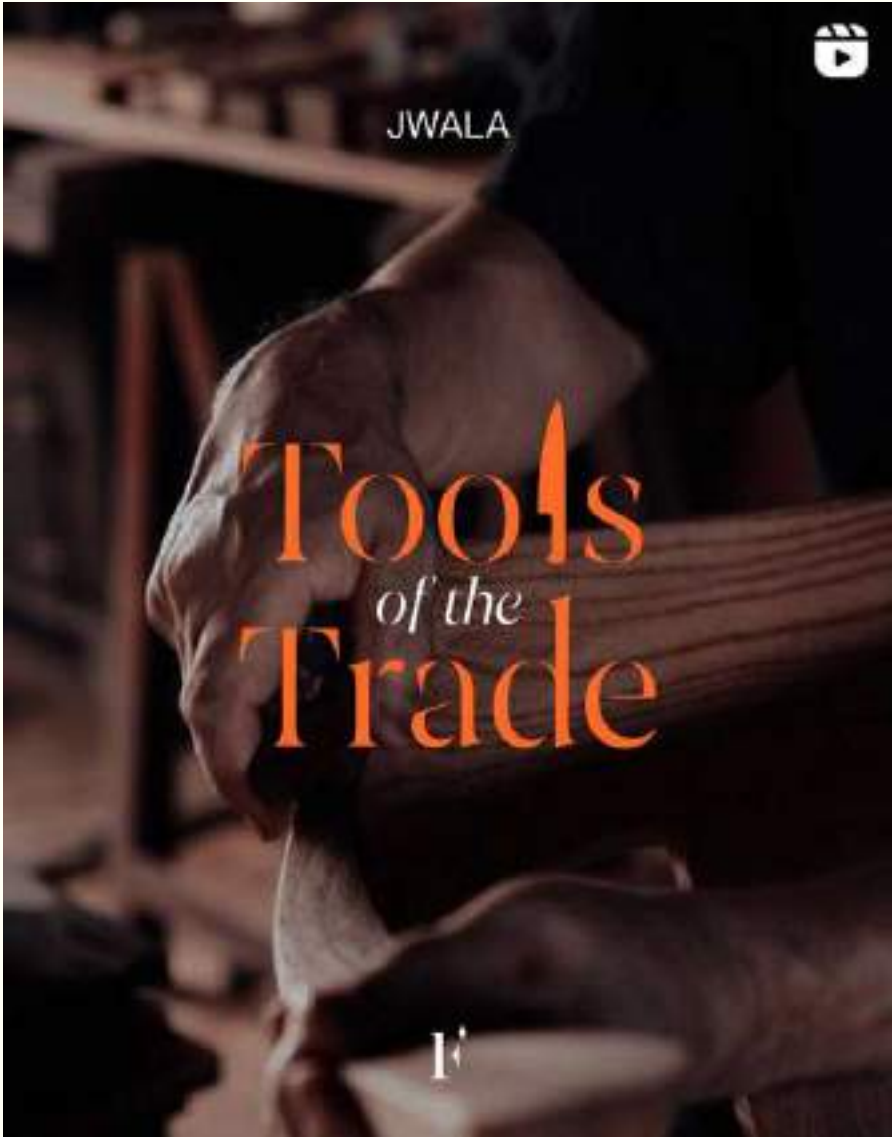


WOULD YOU PAY

[DC RESTAURANT](#)

[APOSTO KL](#)

Would You Pay takes a closer look at standout dishes or menus from renowned restaurants, asking the question: what makes them worth the price? From rare ingredients and refined techniques to the stories behind each creation, we uncover the craftsmanship and value behind premium dining experiences — inviting audiences to explore the true cost of culinary excellence.



TOOLS OF THE TRADE

[JWALA](#)

[ALTA PIZZA](#)

Tools of the Trade brings viewers behind the scenes of professional kitchens, spotlighting the essential tools and equipment chefs rely on to bring their culinary creations to life. Think precision instruments, heritage cookware or imported ovens, offering a fresh, insider’s perspective on the craftsmanship behind every dish.

TASTE

SOCIAL MEDIA SERIES



First Taste dishes out quick, informative previews of new restaurants, menus, dining events, and standout dishes — highlighting flavour, finesse, and first impressions, all in one tasteful take.

FIRST TASTE

[ESCA KL](#)

[FIFTY TALES](#)



First Sip serves up crisp, curated takes on standout beverages — spanning artisanal coffees to craft cocktails — spotlighting flavour, craftsmanship, and the stories behind every pour.

FIRST SIP

[ROYAL SALUTE HARRIS REED EDITION](#)

[CHIVAS REGAL 18](#)

ALL PILLARS

SOCIAL MEDIA SERIES



Our digitally-savvy 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.

#FIRSTSCOOP (EVENT)

[APPLE THE EXCHANGE TRX LAUNCH](#)

[DIOR LOUNGE & CRUISE 2025 COLLECTION](#)



We offer an in-depth first look of a product via an unboxing, VO and/or graphic elements. This may apply to tech reviews, special product launches and previews, and other exclusive content.

#FIRSTLOOK (PRODUCT)

[COACH PLAY APW](#)

[IPHONE 16 PRO](#)

CHEF ON CHEF

Season 5 HOMEGROWN



F

TASTE

CHEF ON CHEF PRODUCTION

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

[CHEF ON CHEF SEASON 5: HOMEGROWN](#)

[CHEF ON CHEF 4: EPISODE 1 - RESTAURANT AU JARDIN](#)

[CHEF ON CHEF 3: CROSSING BORDERS](#)

[CHEF ON CHEF 5: EPISODE 3 - ABOVE GASTROBAR](#)

[CHEF ON CHEF 5: EPISODE 2 - EAT AND COOK KL](#)

LIFESTYLE

#FIRSTCLASSEGOESTO PRODUCTION

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

[DANANG WITH VINCENT TAN AND SHAINED WONG](#)

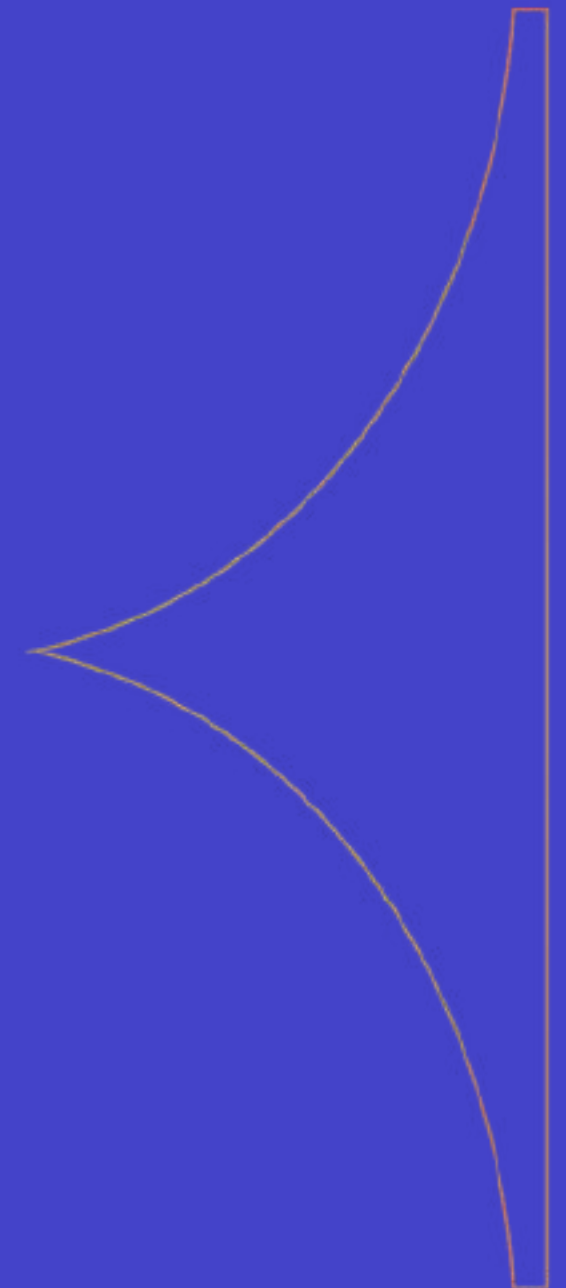
[RESORTS WORLD SENTOSA WITH CHRISTINNA AND JESTINNA KUAN](#)

[TROPICAL SNOWMAN CHALETS WITH PATRICIA KNUDSEN](#)

[YANGON WITH AIMAAN HAKIM AND ZAHIRAH MACWILSON](#)



OUR SERVICES





At FirstClasse, we offer a full suite of creative solutions designed to elevate your brand's presence across digital and experiential platforms:

1. CONTENT CREATION

From editorial features and branded advertorials to engaging social media campaigns, we craft insightful, trend-driven content that connects brands with a sophisticated digital audience. Our content is designed to inspire, influence, and drive action across our website and key social platforms.

2. IN-HOUSE PRODUCTION

With a dedicated in-house production team, we deliver high-quality photography, videography, and multimedia assets tailored to your brand's vision. From campaign shoots to editorial storytelling, we ensure every piece of content is visually stunning, impactful, and brand-aligned.



3. EVENT ACTIVATIONS

We bring brands to life through curated experiences – from intimate gatherings and product launches to lifestyle-driven activations. Our events connect brands directly with our influential, affluent community, fostering authentic engagement and memorable interactions.

4. DISPLAY ADVERTISING

With high-visibility placements across our website and digital platforms, our display advertising solutions offer targeted brand exposure to an affluent, trend-conscious audience.



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



A DAY IN THE LIFE OF A SUSHI CHEF



GETTING TO KNOW THE REAL CHRYSEIS TAN

EVENT ACTIVATIONS

FLAGSHIP EVENTS

[FC SUPPERCLUB](#)

[ANNIVERSARY GALA](#)

PAST COLLABORATIONS

[FIRSTCLASSE X TROVE](#)

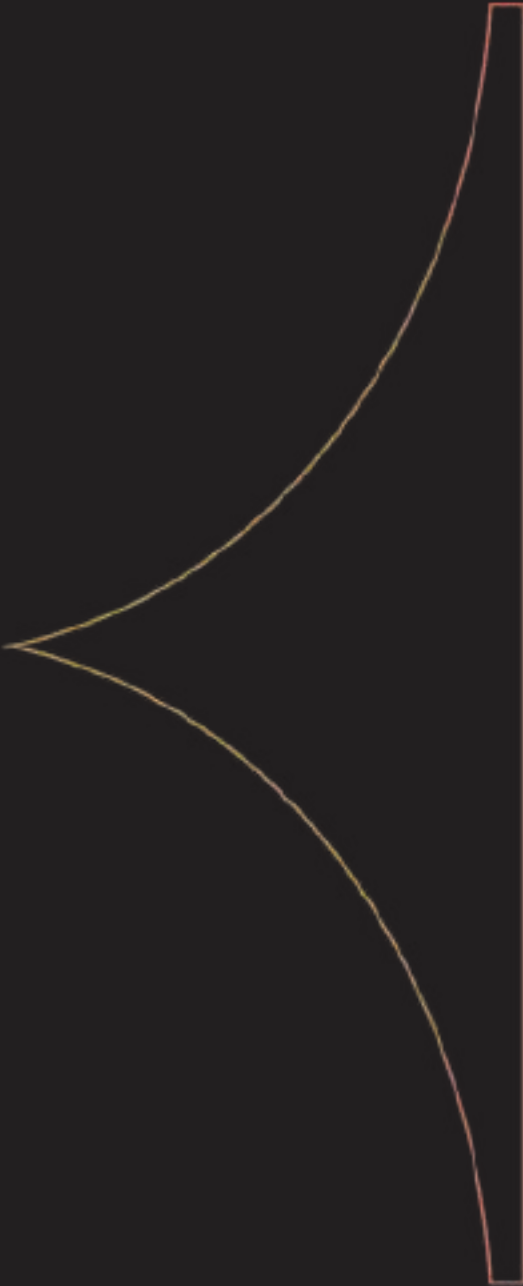
[FIRSTCLASSE X THE BOTANIST](#)



CLIENTELE



EDITORIAL LINEUP



EDITORIAL LINE UP

FOR 2025

PURPOSE

01 JANUARY

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.

RENEWAL

04 APRIL

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.

CONNECTION

02 FEBRUARY

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 Dimsum Brunch](#)

ARTISTRY

05 MAY

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

WOMEN IN ACTION

03 FEBRUARY

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

COLLECTORS

06 JUNE

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

EDITORIAL LINE UP

FOR 2025

NEXT GEN

07 JULY

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.

GASTRONOMY

10 OCTOBER

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

ACTIVATIONS

FirstClasse 2025 Gala
The FIRST10 Awards

EVOLUTION

08 AUGUST

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

FRATERNITY

11 NOVEMBER

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

BETTER TOGETHER

09 SEPTEMBER

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

EXTRAVAGANZA

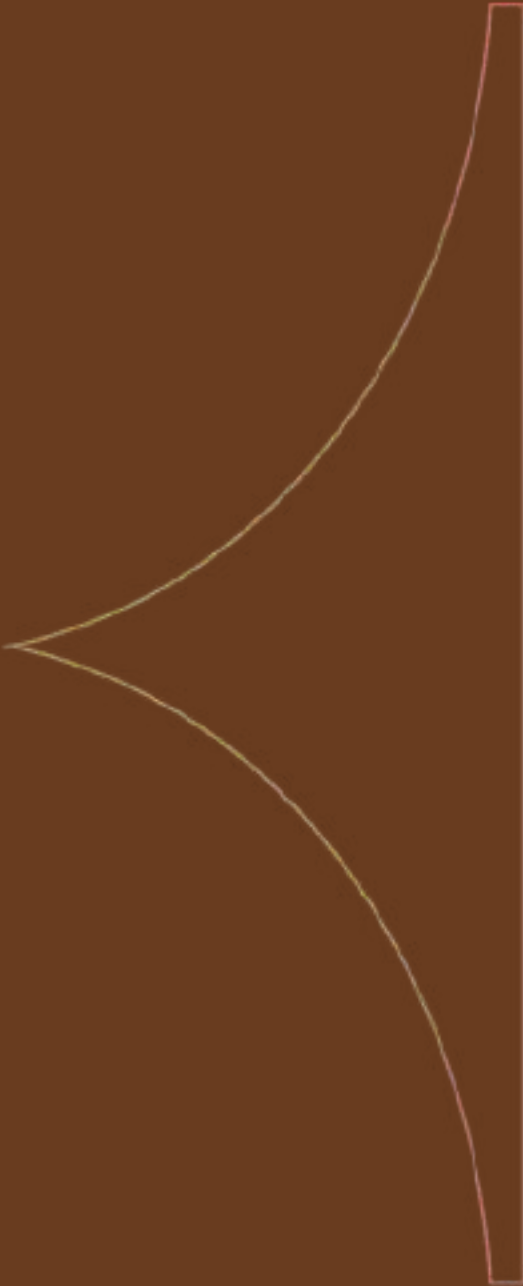
12 DECEMBER

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

ACTIVATIONS

12 Days of Christmas

RATE CARD



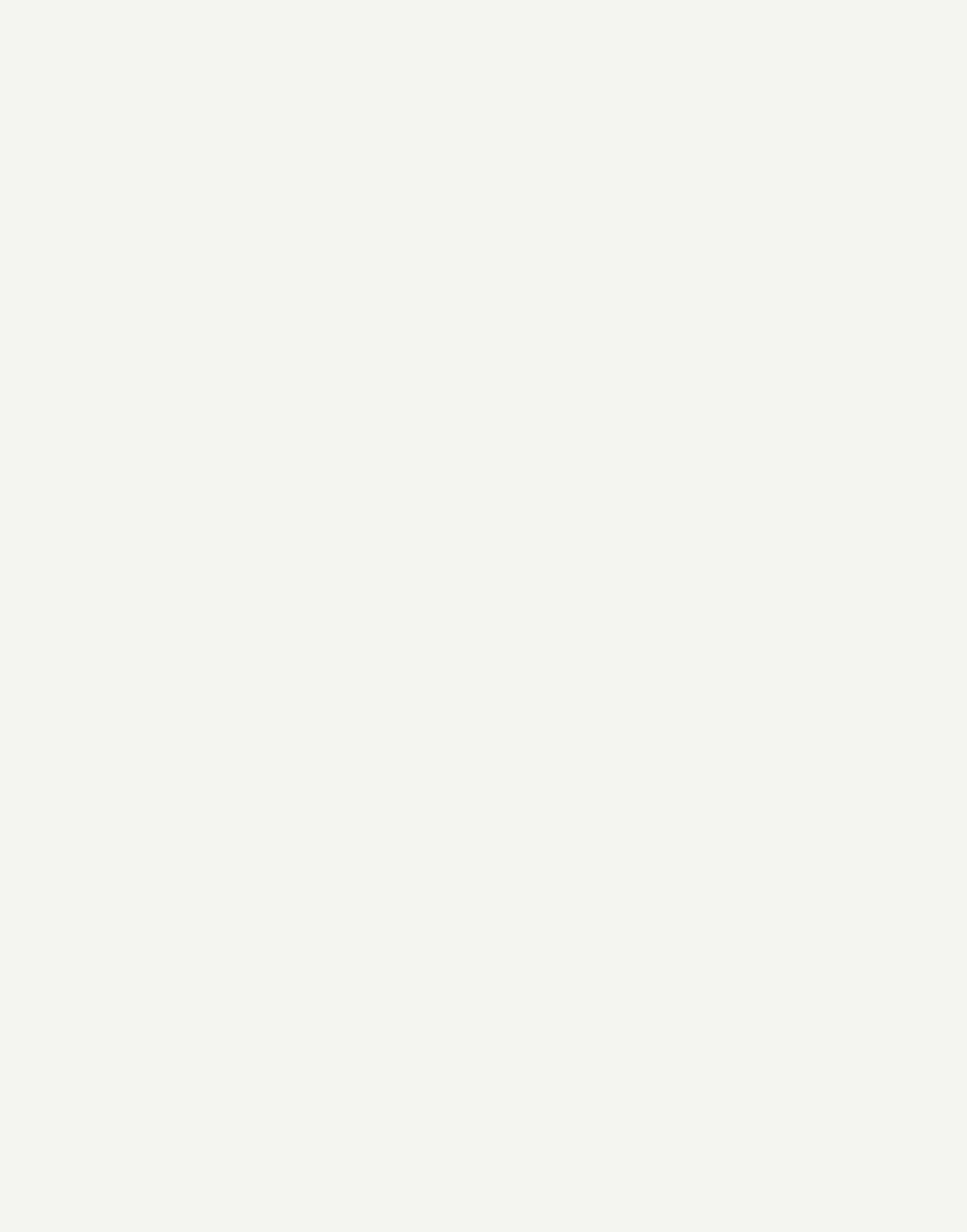
EDITORIAL

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.

	RM
ADVERTORIAL (BRAND ASSETS)	8.5k
ADVERTORIAL WITH PHOTOGRAPHY (5-6 PHOTOS)	12.5k
ADVERTORIAL 1X IGS (VALUE ADDED)	COMPLIMENTARY
IG FEED STATIC/CAROUSEL POST (BRAND ASSETS)	3k
IG REELS POSTING (BRAND ASSETS)	3k
IG CUSTOM REELS (< 90S EDITORIAL PRODUCTION)	7k
IG CUSTOM REELS (< 90S EDITORIAL PRODUCTION)	12.5k
BESPOKE ADVERTORIAL VIDEO (2-5MINS)	UPON REQUEST
INSPIRE COVER	28k

INSTAGRAM REEL



NOTE

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- All advertising materials are to be provided by the advertiser.

SOCIAL MEDIA SERIES - REEL		RM
WOULD YOU PAY		8k
FIRST THINGS FIRST		8k
TOOLS OF THE TRADE		8k
BEHIND THE BAR		8k
IN THE KITCHEN		8k
EVENT COVERAGE SERIES - REEL		
FIRST SCOOP		7k
FIRST TASTE		7k
FIRST SIP		7k
FIRST LOOK		7k

DISPLAY ADVERTISING RATES

NOTE

- All advertising placements above will be on 100% SOV basis in its own section/page.
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- All advertising materials are to be provided by the advertiser.

WEBSITE	RM
BILLBOARD	100/CPM
LEADERBOARD (ALL PAGES)	100/CPM
INTERSCROLLER (ALL PAGES)	100/CPM
MOBILE	
BANNER (ALL PAGES)	100/CPM
INTERSCROLLER (ALL PAGES)	100/CPM
LREC (ALL ARTICLE)	100/CPM
EDM	6k

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 PAGE)
1920PX (W) X 230PX (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 PAGE)
1036PX (W) X 133PX (H)

INTERSCROLLER
(AVAILABLE ON ALL PAGE)
1248PX (W) X 624PX (H)

AD SPACE FOR DESKTOP

BANNER SPECIFICATIONS

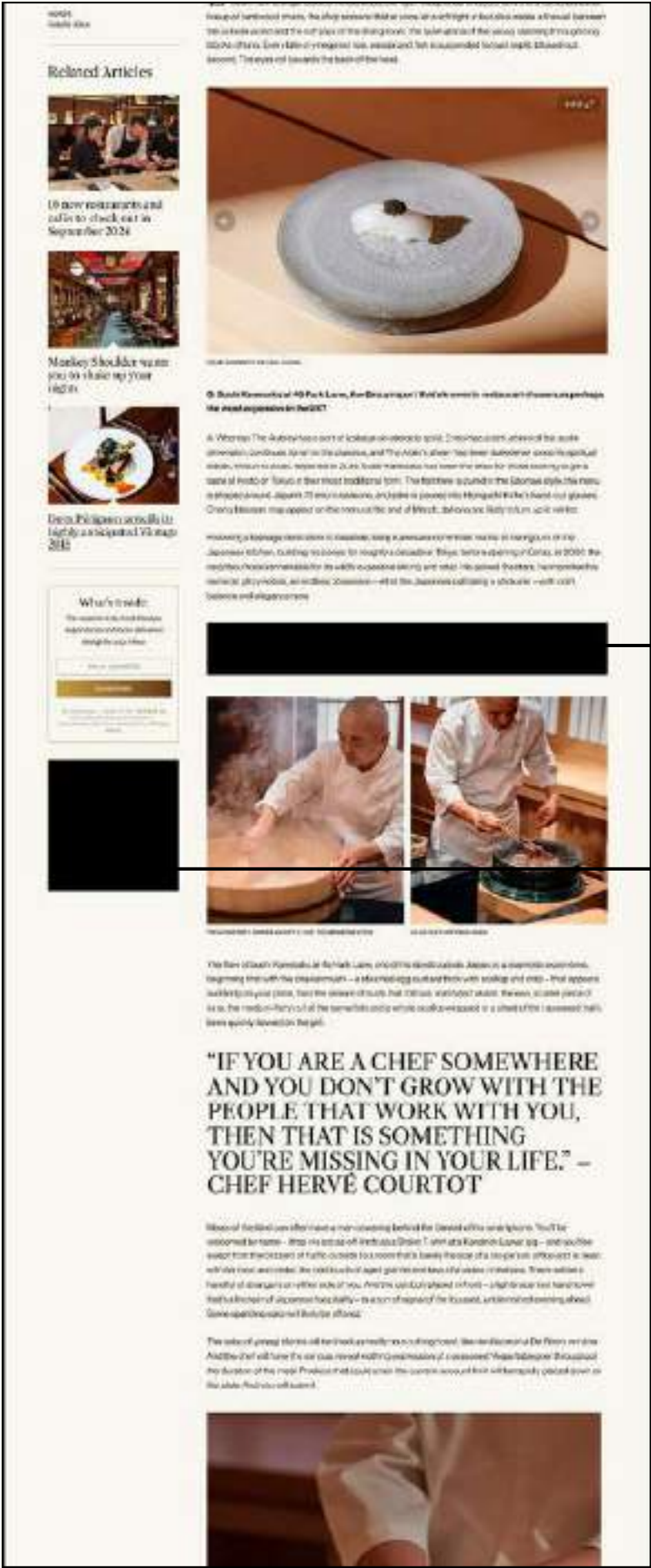
File format JPEG/PNG/GIF

File size >512KB

INTERSCROLLER SPECIFICATIONS

File size

Image > 512KB ; video > 25MB



LEADERBOARD
(AVAILABLE ON ALL PAGE)
1036PX (W) X 133PX (H)

SQUARE (AVAILABLE ON
HOMEPAGE & ARTICLE PAGES)
1036PX (W) X 133PX (H)

AD SPACE FOR MOBILE

BANNER SPECIFICATIONS

- File format JPEG/PNG/GIF
- File size >512KB

INTERSCROLLER SPECIFICATIONS

- File size
- Image > 512KB ; video > 25MB



MOBILE BANNER
(AVAILABLE ON ALL PAGE)
320PX (W) X 100PX (H)

INTERSCROLLER
(AVAILABLE ON ALL PAGE)
320PX (W) X 640PX (H)

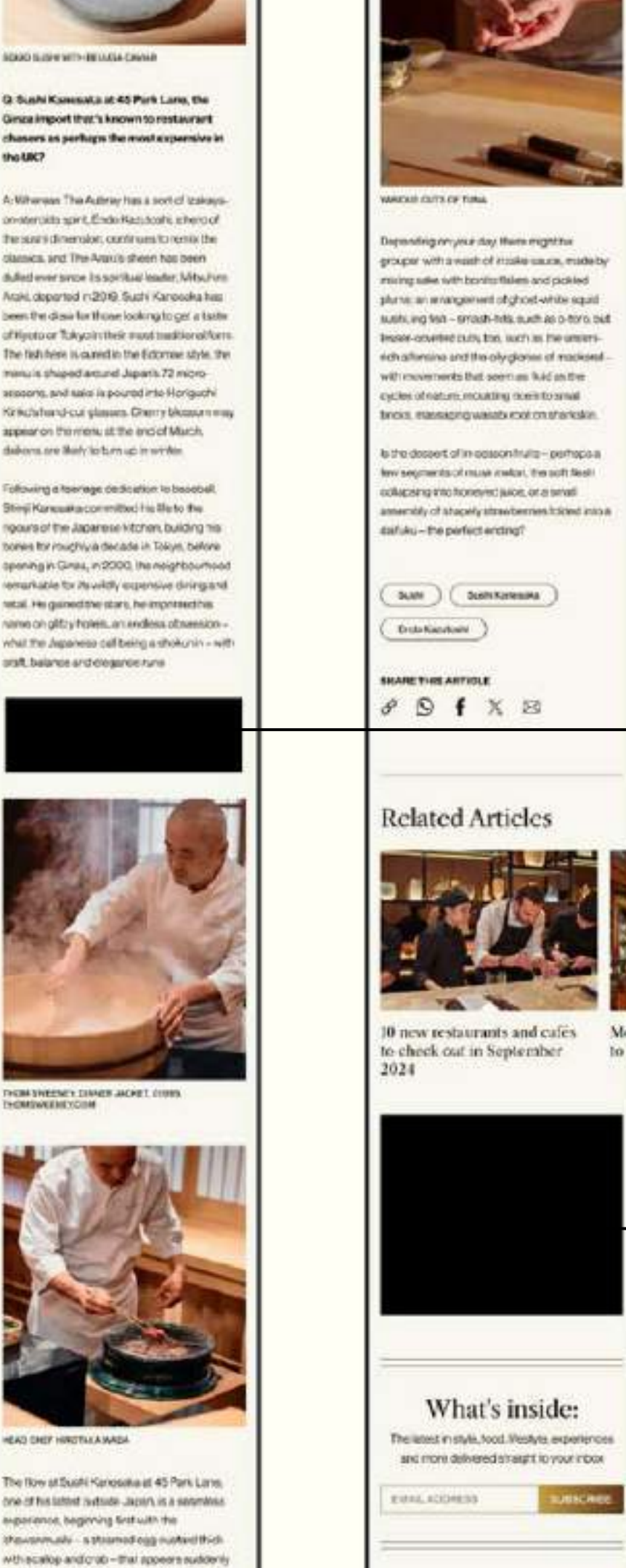
AD SPACE FOR MOBILE

BANNER SPECIFICATIONS

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

INTERSCROLLER SPECIFICATIONS

File size
Image > 512KB ; video > 25MB



MOBILE BANNER
(AVAILABLE ON ALL PAGES)
320PX (W) X 100PX (H)

LREC
(AVAILABLE ON ALL PAGE)
336PX (W) X 280PX (H)

NEWSLETTER

NUMBER OF SUBSCRIBERS
AS OF **MAY 2025**

AD SPECIFICATIONS
File Format
JPEG/PNG/GIF

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



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



THANK YOU.

www.firstclasse.com.my

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