



# **MEDIA PLANNING GUIDE**

**MALAYSIA  
2020**

**26th EDITION**

"An essential tool for everybody  
working in or with, the media in Malaysia"

# MEDIA PLANNING GUIDE

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Errors and Omissions  
While we do our best to provide the most accurate and up-to-date information, occasionally errors or omissions can occur. Readers who wish to point out any errors or omissions are urged to contact us.

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## MEDIA BRANDS

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Credit By : Juliana Malta

# NEWSPAPER INSIGHT

**National, regional, local press are still one of the most trusted media, reaching over 29% of the Malaysian population each month with 8,483 Malaysian advertisers benefiting this medium. Most titles now have a digital offering, which can be bought as one package.**

News content informs, persuades and entertains readers. It presents a diversity of opinions, helps make sense of facts and information and tells stories that engage its audience. Malaysia news brands conduct investigative journalism that is a primary source of breaking news. Their investigations are behind many of the big stories of the past few decades.

Newsbrands inform and persuade readers. They provide the public with information on issues spanning economics, politics, sport, culture, community and more, synthesising facts into analysis. They bring together information into stories that readers can engage with.

The sector plays a key role in informing

citizens about issues of public interest, holding public officials and organisations to scrutiny, increasing transparency in government and improving community cohesion. This contribution is underpinned by the sector's investment in journalism and content creation.

With 36 currently in print, at a combined daily circulation approaching 620 thousand copies, with 5.34 million readers, newspapers can be used successfully, from mass campaigns requiring national coverage, right down to hyper-local initiatives Malaysia's unique multi-racial society with differing levels of language comprehension continues to allow for a slew of national and regional newspapers to be published in many languages. .



# BECAUSE TRUTH MATTERS MOST



## Utusan Borneo

Utusan Borneo is the No. 1 read daily newspaper across Sabah & Sarawak with over 37,653 copies sold daily covering all the key market centers in East Malaysia.



## See Hua Daily News

See Hua Daily News is the No. 1 Chinese newspaper in Sabah & Sarawak and the widest coverage newspaper in both the market of East Malaysia.



## The Borneo Post

The Borneo Post is the No. 1 English newspaper with widest coverage in Sabah & Sarawak and high coverage in all key market centers.



## The Busy Weekly

Malaysia 1st Chinese economics & investment weekly newspaper in Malaysia focusing on business, investment, wealth management, technology, entrepreneurship, leadership and lifestyle for more than 11 years.



## Oriental Daily News

The only FREE Chinese newspaper in Malaysia for the Chinese readers reaching all the key cities and towns in Pen. Malaysia.

## Online Media

Based on Google Analytics our Online Digital news garners strong Unique Visitors per month.

### Utusan Borneo

MUV : 1,270,757 Pageviews : 3,441,208

### See Hua Daily News

MUV : 2,251,444 Pageviews : 11,724,802

### The Borneo Post

MUV : 1,417,088 Pageviews : 5,194,595

### Oriental Daily News

MUV : 5,953,425 Pageviews : 65,140,614

### U Travel & Food

MUV : 48,287 Pageviews : 76,009



## Social Media

(followers)

Utusan Borneo - 260,671

See Hua Daily News - 271,182

The Borneo Post - 186,658

Busy Weekly - 62,000

Oriental Daily News - 1.63 million

U Travel & Food - 61,908

We can reach 2.47 million readers via our Facebook platform



See Hua, Borneo Post, Utusan Borneo, Oriental Daily News and UTravel & Food have 10.89 Million monthly unique visitors & 85.57 Million Pageviews.



K MEDIA MARKETING SDN. BHD

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Tel : 03-2641 4334 Fax : 403-2641 2113 ad@madiamarketing.com.my



Malaysia newsbrands are an engine of original news content that is consumed across different media. They invest in quality content and journalism which is accessed across print and digital platforms in the communications ecosystem, including through broadcasters, technology platforms and social media outlets. Through their digital presence Malaysia newsbrands reach larger audiences than ever before, meeting the ever present appetite of the public for news content.

Despite very large audiences, the industry has experienced falling revenues over the past decade. This is partly driven by the shift of advertising spend to online media, the competition for that revenue, declining print revenues, and the early stage of development of print subscription models online.

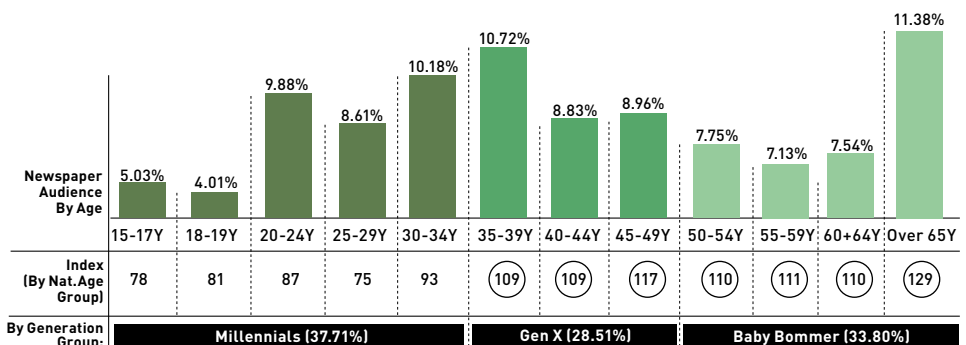
All of these factors have contributed to the current lower monetization of news brands' digital audiences as compared to their print audiences. In 2019, the Malaysia news media industry generated an estimated RM1.9 billion in advertising revenue.

The multi-platform reach and trusted content of Malaysia newsbrands makes them an important channel for businesses to connect with their customers. Readers often spend focused time on a news brand and when reading a newspaper, this is the only media the reader is engaged with.

The average time spent reading newspapers in print format is 45 minutes per day. Frequent reading for pleasure has been shown to improve vocabulary and the level of reading and writing proficiency across both adults and children.

The news media industry is also an important channel for Small and Medium Enterprises (SMEs) to advertise, who typically face higher barriers to advertising. Sixty percent of total advertising in local and regional news media is by SMEs.

## NEWSPAPER MEDIA REACH BY AGE GROUP - Y2020



Source: Nielsen

# MEDIA INSIGHTS SOLUTION



## **Be in the know**

See what PR works for you with measurable analysis.



## **Be on course**

An objective based analysis steers you towards achieving your PR goals.



## **Be ahead of the curve**

Discover arising trends from the millions of media content.



**CONTACT US!**

★ CommSights Malaysia Sdn Bhd (1170905-H)

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✉ [malaysia@commsights.com](mailto:malaysia@commsights.com)

📍 74-1, Jalan Puteri 5/1, Bandar Puteri, 47100 Puchong, Selangor, Malaysia

☎ +603 8061 8282

# BENEFITS OF NEWSPAPER ADVERTISING



## PROACTIVE AUDIENCE

The great part about newspaper advertising is that readers are actively looking to search for deals and coupons. Placing your ad in a newspaper provides you the advantage of knowing that your audience is much more likely to notice it because they habitually read that paper. They may take the time to read your ad and possibly act on a sale or offer.



## TARGETED AUDIENCE

Newspaper advertising allows you to place your content wherever you want. You can send out geographically-targeted prints, which allow your ad to be seen by people who have a higher likelihood of wanting your product or service. Working with a newspaper also allows you to have a better chance of speaking with someone who can distribute the print real estate better, rather than leaving it up to an algorithm (as is used for online advertising). You can make your specific needs for ad positioning known when you work with a print marketing agency.



## AFFORDABLE

Local newspaper advertising may sound expensive considering that it requires ink, printing and distribution, however, it actually costs less per thousand readers than when you advertise on television, through direct mail, or online. Additionally, newspaper campaigns do not require any expensive costs for creative materials. They can be customized to any budget, and you can choose from a variety of ad sizes to fit your goals. This is the ideal medium to create brand awareness and start off connecting with your prospects.



## ENGAGING

Companies have studied the way consumers respond to ads on different media. Print newspapers scored the highest on media engagement, when compared to radio, Internet, and billboards. Consumers are less likely to get annoyed when they see advertisements in newspapers than they are when they see them online. If your primary method of connecting with prospects is through the use of advertising, print media will be your most successful option.



## IMPACT AND EFFECTIVENESS

Newspaper advertising is very effective because readers frequently look for advertisements in this medium. They rely heavily on newspapers to find out about shopping information, so by beautifully creating your ad with text and images you can engage them both emotionally and intellectually. It is also a more trusted medium than other forms of advertising, and it is assumed that print media requires more fact-checking and professionalism than online ads.

# A BRAND NEW WAY TO BE SEEN!

EFFECTIVE GEO TARGETING  
WITH POS MOVING BILLBOARDS



## Highest No.

Fleet Vehicle in  
Malaysia.

2,600+ Vans, 7,500+ Bikes



## Very Affordable

Priced to meet your  
advertising budget



## High Visibility

Whenever Vehicle  
Wraps are on the road

## POS BIKE



## POS VAN



## POS EZIBOX



## NEWSPAPER IN MALAYSIA

### ENGLISH



New Straits Times



The Star



The Sun



The Edge



The Malaysian Reserve



Focus Malaysia



The Malaysia SME



The Borneo Post



The Sunday Post



New Sabah Times



Daily Express



New Sarawak Tribune

### BAHASA



Berita Harian



Harian Metro



Harakah



Sinar Harian



Utusan Borneo



Utusan Sarawak

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[www.trappergroup.com](http://www.trappergroup.com)

## NEWSPAPER IN MALAYSIA

### CHINESE



Kwong Wah



Nanyang



Sin Chew Daily



China Press



New Life Post



Mun Sang Poh



Guang Ming



Oriental Daily News



Busy Weekly



See Hua  
Daily News



OCDN



Merdeka  
Daily News



Asia Times



Morning Post



See Hua  
Daily News (Sabah)



United Daily News



International Times

### TAMIL



Tamil Malar



Malaysia Namban



Makkal Osai

# The APAC leader in media intelligence and insights, empowering clients to make great decisions and discover possibilities.

## About Isentia

At Isentia, we address the growing need for media monitoring and our key objective exceeds beyond providing media monitoring services to help address our client's business needs.

Equipped with real-time key insights, we help clients make sense of the world's conversation, how it relates to their businesses as well as provide actionable insights to clients through leveraging on our local market expertise and regional knowledge from a wealth of database.

## Our Services

Brand Analysis

Brand Audit

Campaign Monitoring

Crisis Management

Customer Segmentation

Landscape Analysis

Reputation Analysis

Trendspotting & Unmet Needs Analysis

And more...

## Unmatched global insights & local expertise

Presence In

**11**

Markets

**6,000,000**  
Data Sources

Creating over  
**20,000**  
Reports every month

Supported By Over

**1,200**

People



AFR Inventium Most  
Innovative  
Companies  
2017 - 2018



AMEC Awards  
International Communication  
Effectiveness  
2014 - 2019



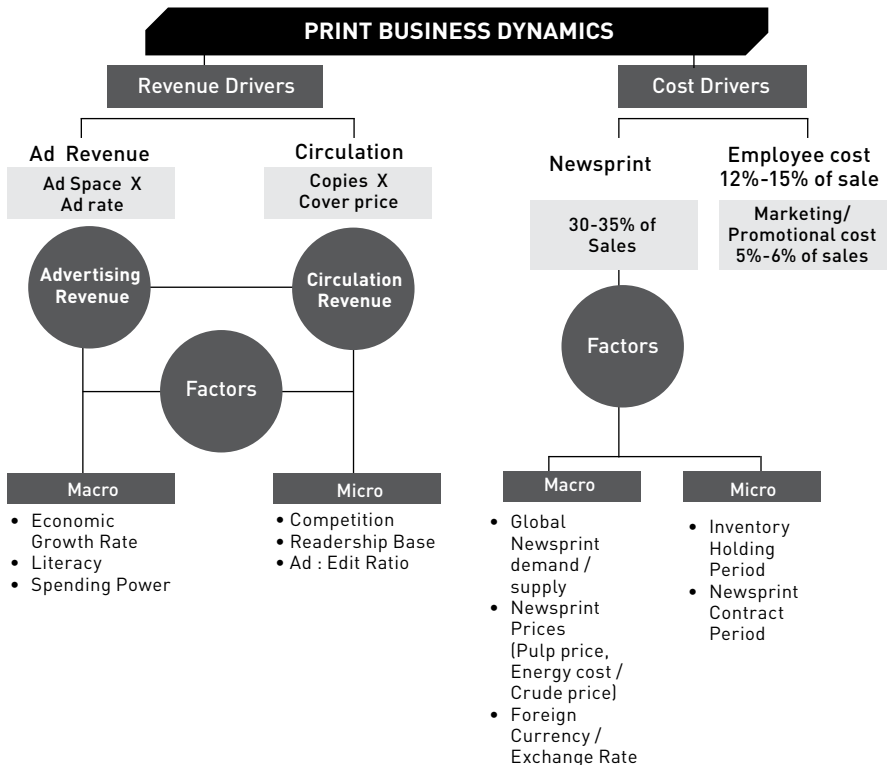
Spike Asia  
Awards  
2018





## MALAYSIA NEWSPAPER OPERATIONAL MODEL

Revenue earning in Print media is categorised into two sections: Ad Revenue & Circulation. These earnings depend on various Macro & Micro factors which in turn effect their fluctuation. Cost drivers are also categorised into two sections: Newsprint & Other costs. Which are also driven to change according to the relevant Macro & Micro factors.





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TIMES

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BETTER!

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3thirds Inc



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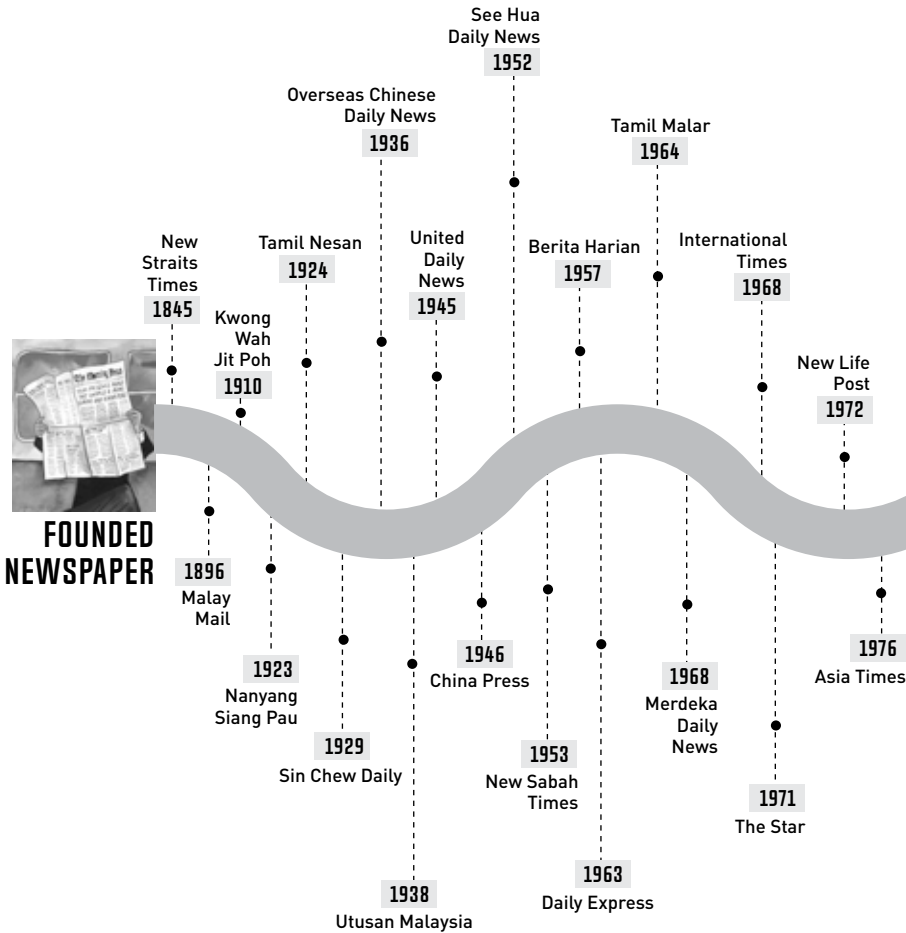


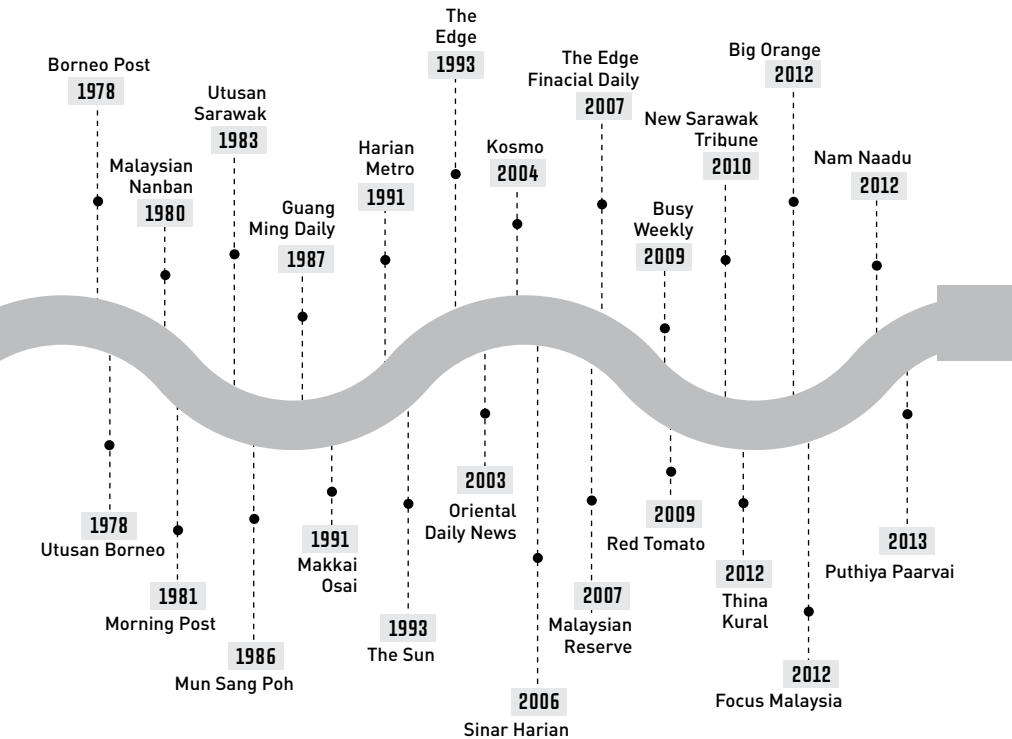
[info@3t.my](mailto:info@3t.my)

☎ +6019.395.4495

☎ +6010.361.7214

☎ +6017.243.8738





## CEASED OPERATION / PUBLISHING

2017 : Nam Naadu  
Thina Kural

2018 : ( Dec ) Malay Mail  
Puthiya Paarvai

2019 : (Feb) Tamil Nesan  
2019 : (Oct) Utusan Malaysia,  
Mingguan Malaysia,  
Kosmo and Kosmo Ahad.

2020 : (April) The Edge Financial Daily

## ANALYSIS OF NEWSPAPER IN MALAYSIA

### PEN. M'SIA



#### ENGLISH

New Straits Times  
The Star  
The Sun  
The Edge  
The Malaysian Reserve  
Focus Malaysia  
The Malaysia SME



#### BAHASA

Berita Harian  
Harian Metro  
Harakah  
Sinar Harian



#### CHINESE

Kwong Wah  
Nanyang  
Sin Chew Daily  
China Press  
New Life Post  
Mun Sang Poh  
Guang Ming  
Oriental Daily News  
Busy Weekly  
Red Tomato  
Big Orange



#### TAMIL

Tamil Malar  
Malaysia Nanban  
Makkal Osai

### SABAH



#### ENGLISH

The Borneo Post  
The Sunday Post  
New Sabah Times  
Daily Express



#### CHINESE

See Hua Daily News  
OCDN  
Merdeka Daily News  
Asia Times  
Morning Post

### SARAWAK



#### ENGLISH

The Borneo Post  
New Sarawak Tribune



#### BAHASA

Utusan Borneo  
Utusan Sarawak



#### CHINESE

See Hua Daily News  
United Daily News  
International Times



**3<sup>rd</sup> ADPANEL**  
The 3thirds AdPanel Platform

**In the KL Sentral area, our 3thirds Inc  
AdPanels are present in consumer  
travels and daily routines.**

Changing Times

New Normal

**DO BETTER !**

**LED**

DOOH



Programmatic



Data  
Capable



Mass  
Market

 **3thirds Inc**

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☎ +6019.395.4495

☎ +6010.361.7214

☎ +6017.243.8738



## NEWSPAPER READERSHIP TRENDS - (Y2015 - Y2019)

### BY LANGUAGE: DAILY NEWSPAPER

Language/ Year	2015	2016	2017	2018	2019
English Newspaper	1,741	1,209	977	1,124	867
Chinese Newspaper	3,922	2,227	1,468	1,904	1,674
Bahasa Newspaper	6,138	4,117	3,162	3,717	2,771
Tamil Newspaper	992	773	601	432	386
All Daily Newspaper	11,906	7,647	5,794	6,666	5,345
Duplication Factor-%	7.5	8.9	7.1	7.7	6.6

### BY LANGUAGE: SUNDAY NEWSPAPER

Language/ Year	2015	2016	2017	2018	2019
English Newspaper	1,545	1,084	792	798	675
Chinese Newspaper	4,046	2,314	1,588	2,031	1,838
Bahasa Newspaper	6,662	4,413	3,609	4,152	3,259
Tamil Newspaper	1,215	895	742	578	527
All Sunday Newspaper	12,661	8,126	6,420	7,166	6,004
Duplication Factor-%	6.4	7.1	4.8	5.5	4.9



# YOUR MESSAGE WHERE IT MATTERS

## Having trouble getting your message noticed?

We understand. For the past 20 years, Malaysiakini has built a brand people remember, turn to when in doubt and share to keep others informed. With over 7 million readers, this trusted brand reaches across demographics and languages.

A good story will make your message matter. Malaysiakini will present your story using videos, quizzes, infographics and data grafting it into the memory of our readers.

Win over our discerning audience, and they will pass the message on.

Ready for a lasting story?



6.9M  
FOLLOWERS



1.2M  
FOLLOWERS



1.6M  
FOLLOWERS



257K  
FOLLOWERS



122M  
PAGEVIEWS



7.1M  
VISITORS

malaysia**kini** kini 

malaysiakini.com | advertise@igmedia.my | +60 3 7770 0000

PENINSULAR  
MALAYSIA

NEWSPAPER CIRCULATION TRENDS (DAILY SALES - COPIES)

ENGLISH NEWSPAPER

		Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019
New Straits Times	H.Copy	115,570	74,711	55,886	44,090	44,779	32,064	27,045
	Digital	2,442	3,347	2,286	6,014	47,092	187,622	-
New Sunday Times	H.Copy	132,187	85,282	66,941	51,768	49,396	34,210	-
	Digital	2,459	3,334	2,281	5,982	45,468	187,953	-
Daily Star	H.Copy	289,362	291,068	272,507	248,559	217,082	175,986	-
	Digital	49,006	81,367	93,297	110,883	115,460	112,431	-
The Sun	H.Copy	304,727	305,473	306,249	307,481	307,764	297,582	201,966
	Digital	-	-	-	-	-	-	-
The Edge Financial Daily	H.Copy	N/A	N/A	4,438	3,936	4,545	4,562	4,582
	Digital	N/A	N/A	30,129	64,860	82,906	88,757	91,262
The Edge	H.Copy	20,720	23,635	23,921	23,295	25,673	25,910	25,758
	Digital	-	9,667	13,054	11,585	12,453	14,461	15,897

BAHASA NEWSPAPER

		Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019
Utusan Malaysia	H.Copy	191,302	171,663	162,639	144,438	115,830	107,609	-
	Digital	995	1,626	2,590	7,081	134,823	301,946	-
Mingguan Malaysia	H.Copy	378,646	360,919	340,953	313,495	257,502	231,329	-
	Digital	999	1,632	2,574	7,017	134,125	302,658	-
Berita Harian	H.Copy	158,552	125,514	103,303	90,969	91,648	82,252	66,524
	Digital	1,324	2,503	1,654	4,362	47,364	191,327	-
BH Ahad	H.Copy	185,737	156,835	119,227	89,798	77,614	56,027	44,995
	Digital	1,338	2,492	1,652	4,365	45,682	191,576	-
Kosmo!	H.Copy	203,072	197,202	194,900	182,022	160,536	151,388	-
	Digital	-	-	-	-	-	-	-
Kosmo Ahad	H.Copy	207,584	208,435	205,717	198,116	171,946	158,392	-
	Digital	-	-	-	-	-	-	-
Harian Metro	H.Copy	385,554	313,690	217,384	149,253	133,003	98,093	74,314
	Digital	1,258	1,360	1,177	2,807	27,137	146,159	-
Metro Ahad	H.Copy	403,652	328,700	237,722	162,091	142,795	102,909	79,049
	Digital	1,259	1,358	1,173	2,794	26,283	146,255	-

\*Note : Revenue Include The Sunday Edition

Source: ABC

Kepada semua penonton setia TV Al Hijrah,  
Terima Kasih kerana memilih kami sebagai saluran  
Islamik No 1 anda sepanjang PKP, Ramadan Dan Syawal

Capaian Penonton Terkumpul Sepanjang PKP,  
Ramadan dan Minggu Pertama Syawal

<b>10.8 Juta</b>	<b>Penonton TV</b>
<b>126 Juta</b>	<b>Penonton di platform digital</b>
<b>1 Juta</b>	<b>Pengunjung alhijrahnews.com</b>

Sumber : Nielsen Media Research & Insight Digital Data

Kami Hargai Sokongan Anda

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**10**  
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# PROGRAM TERBAIK



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PENINSULAR  
MALAYSIA

NEWSPAPER CIRCULATION TRENDS (DAILY SALES - COPIES)

CHINESE NEWSPAPER

		Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019
Sin Chew - Day/Night	H.Copy	402,703	379,504	364,739	338,568	309,652	293,804	-
	Digital	-	1,566	12,227	95,281	126,819	117,656	-
Guang Ming - Day/Night	H.Copy	113,378	103,549	87,414	73,887	64,546	56,629	-
Guang Ming - Day	Digital	-	1,852	11,663	16,875	16,119	12,833	-
China Press - Day/Night	H.Copy	244,059	233,713	210,053	189,626	169,185	154,260	-
China Press - Morning	Digital	-	-	1,888	12,691	8,640	8,932	-

SABAH

NEWSPAPER CIRCULATION TRENDS (DAILY SALES - COPIES)

BAHASA NEWSPAPER

		Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019
Utusan Borneo	H.Copy	14,486	14,466	14,419	14,018	13,070	11,223	9,457

ENGLISH NEWSPAPER

The Borneo Post	H.Copy	23,111	23,104	22,971	22,401	20,974	18,290	17,048
Daily Express	H.Copy	27,493	25,055	23,527	-	-	-	-
New Sabah Times	H.Copy	21,251	17,182	16,084	12,772	11,025	-	-

CHINESE NEWSPAPER

See Hua Daily News	H.Copy	27,727	27,639	27,615	27,184	25,955	23,901	22,758
OCDN	H.Copy	15,012	14,044	13,045	-	-	-	-
Morning Post	H.Copy	9,157	9,244	9,163	-	-	-	-
Asia Times	H.Copy	19,045	19,052	18,649	17,769	-	-	-
Merdeka Daily	H.Copy	6,365	5,885	5,313	4,943	4,518	-	-

SARAWAK

NEWSPAPER CIRCULATION TRENDS (DAILY SALES - COPIES)

BAHASA NEWSPAPER

		Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019
Utusan Borneo	Paid	36,335	36,333	36,251	35,725	33,731	31,034	28,206

Source: ABC

---

# CONNECT AND ENGAGE WITH THE MASS AFFLUENT

---

MEDIA PLATFORM  
CONTENT PRODUCTION  
CREATIVE SERVICES

---

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**UNRESERVED**  
INTELLIGENCE IS SEXY

---

SARAWAK

NEWSPAPER CIRCULATION TRENDS (DAILY SALES - COPIES)

ENGLISH NEWSPAPER								
		Y2013	Y2014	Y2015	Y2016	Y2017	Y2018	Y2019
The Borneo Post	Paid	66,462	66,124	65,990	65,555	63,682	60,767	57,364
The Sunday Post	Paid	70,782	70,359	70,073	69,715	68,093	65,012	61,940
CHINESE NEWSPAPER								
See Hua Daily News	Paid	67,599	67,908	67,926	67,425	65,958	63,549	62,158
United Daily News	Paid	59,033	59,150	58,534	58,661	58,102	39,116	37,098
	Digital	2,460	2,832	3,194	4,115	7,914	12,467	13,508
International Times	Paid	25,389	28,526	29,275	30,092	30,266	-	-

Source: ABC

Y2012 - Y2019 : ADVERTISING RATE TRENDS BY NEWSPAPER

RINGGIT MALAYSIA ( RM)								
ENGLISH NEWSPAPER								
Rates in per column cm	2012	2013	2014	2015	2016	2017	2018	2019
Star	69.00	72.00	75.00	78.00	78.00	78.00	78.00	78.00
Sunday Star	69.00	72.00	75.00	78.00	78.00	78.00	78.00	78.00
New Straits Times	51.00	51.00	53.00	55.00	55.00	55.00	55.00	55.00
New Sunday Times	51.00	51.00	53.00	55.00	55.00	55.00	55.00	55.00
Malay Mail	25.00	27.00	27.00	27.00	27.00	27.00	27.00	-
Sun	45.00	45.00	50.00	53.00	53.00	53.00	53.00	53.00
Malaysia SME	-	-	-	-	53.00	-	53.00	53.00
BAHASA NEWSPAPER								
Berita Harian	51.00	51.00	53.00	55.00	55.00	55.00	55.00	55.00
Berita Ahad	51.00	51.00	53.00	55.00	55.00	55.00	55.00	55.00
Berita Negeri	43.00	43.00	43.00	43.00	43.00	55.00	43.00	43.00
Berita Minggu Malaysia	48.00	48.00	48.00	50.00	50.00	55.00	50.00	50.00
Berita Metro	55.00	63.00	66.00	71.00	71.00	71.00	71.00	71.00
Berita Metro Ahad	55.00	63.00	66.00	71.00	71.00	71.00	71.00	71.00
Berita Cosmo	36.00	40.00	40.00	43.00	43.00	43.00	43.00	43.00
Berita Cosmo Ahad	36.00	40.00	40.00	43.00	43.00	43.00	43.00	43.00
Berita Pagar Harian	28.00	28.00	28.00	28.00	28.00	28.00	28.00	28.00
CHINESE NEWSPAPER								
Sin Chew Daily	68.00	68.00	68.00	82.00	82.00	82.00	82.00	82.00
Nanyang	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00
China Press	39.00	40.00	42.50	43.70	43.70	43.70	43.70	43.70
Kwong Wah	14.50	14.50	15.50	15.50	15.50	15.50	15.50	15.50
Guang Ming Daily	36.00	36.00	38.00	38.00	38.00	38.00	38.00	38.00
Oriental Daily News	35.00	35.00	38.00	38.00	38.00	38.00	38.00	38.00

Source: Media Owner's Rate Card

# THE RIPPLE EFFECT

## 360° audience-focused solutions

Enter the Ripple ecosystem where solutions are delivered using audience, content, talents, experiences and platforms.

In this age of customisation, Ripple creates a strong synergy between content, community and commerce to help brands thrive in the right direction with the ideal audience segments.



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email the OMNIA solutioneers at  
[solutions@mediaprima.com.my](mailto:solutions@mediaprima.com.my)

## MEDIA PRIMA OMNIA SDN BHD

Balai Berita, Anjung Riong, 31, Jalan Riong, Bangsar 59100 Kuala Lumpur  
Tel : 1300 300 672 | Website : [www.mediaprimaomnia.my](http://www.mediaprimaomnia.my)

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

ROP Display	Peninsular	Regional
Casual	RM 55.00	RM 35.00
3 insertions	RM 54.00	RM 34.00
6 insertions	RM 53.00	RM 33.00
13 insertions	RM 51.00	RM 32.00
26 insertions	RM 48.00	RM 31.00
39 insertions	RM 45.00	RM 30.00
52 insertions	RM 43.00	RM 29.00

#### CLASSIFIEDS

Details	Peninsular	Regional
<b>Appointments</b>		
Casual	RM 54.00	RM 40.00
3 insertions	RM 53.00	RM 39.00
6 insertions	RM 51.00	RM 38.00
13 insertions	RM 50.00	RM 37.00
26 insertions	RM 48.00	RM 36.00
Out-of-Appointments*	RM 64.00	RM 50.00

#### Notices

Casual	RM 54.00	n/a
Out-of-Notices	RM 64.00	n/a

#### Classifieds Display

Casual	RM 39.00	RM 29.00
3 insertions	RM 37.00	RM 27.00
6 insertions	RM 36.00	RM 26.00
13 insertions	RM 34.00	RM 24.00
26 insertions	RM 33.00	RM 23.00
39 insertions	RM 32.00	RM 22.00
52 insertions	RM 31.00	RM 21.00
Out-of-Classifieds*	RM 49.00	RM 39.00

#### Obituary

a) Condolences	RM 51.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	RM 45.00	n/a

#### Out-of-Classifieds

a) Condolences	RM 61.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	RM 55.00	n/a

#### Run-Ons/Liners (per line)

Casual- Minimum 4 lines	RM 14.00	RM 12.00
-------------------------	----------	----------

# THE AMAZING OUTDOOR ADVENTURE

BIG TREE

Go BIG for your brand. Capture millions of eyeballs, from mass consumers to niche audiences anywhere in Malaysia through BIG TREE's distinguished integrated out-of-home advertising solutions. Explore its extensive inventory across Malaysia, encompassing high traffic roads and expressways, transit systems, retail hubs and airports, together with online and on-ground experiential strategies.



think BIG



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Tel : 1300 300 672 | Website : [www.mediaprimaomnia.my](http://www.mediaprimaomnia.my)

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

ROP Display	Peninsular	Regional
Casual	RM 71.00	RM 56.00
3 insertions	RM 70.00	RM 55.00
6 insertions	RM 69.00	RM 54.00
13 insertions	RM 66.00	RM 53.00
26 insertions	RM 63.00	RM 51.00
39 insertions	RM 60.00	RM 50.00
52 insertions	RM 57.00	RM 49.00

#### CLASSIFIEDS

Details	Peninsular	Regional
<b>Appointments</b>		
Casual	RM 55.00	RM 41.00
3 insertions	RM 54.00	RM 40.00
6 insertions	RM 52.00	RM 39.00
13 insertions	RM 51.00	RM 38.00
26 insertions	RM 49.00	RM 37.00
Out-of-Appointments*	RM 65.00	RM 51.00

#### Notices

Casual	RM 55.00	n/a
Out-of-Notices	RM 65.00	n/a

#### Classifieds Display

Casual	RM 45.00	RM 34.00
3 insertions	RM 43.00	RM 32.00
6 insertions	RM 42.00	RM 31.00
13 insertions	RM 40.00	RM 29.00
26 insertions	RM 39.00	RM 28.00
39 insertions	RM 38.00	RM 27.00
52 insertions	RM 37.00	RM 26.00
Out-of-Classifieds*	RM 55.00	RM 44.00

#### Obituary

a) Condolences	RM 51.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	RM 45.00	n/a

#### Out-of-Classifieds

a) Condolences	RM 61.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	RM 55.00	n/a

#### Run-Ons/Liners (per line)

Casual-Minimum 4 lines	RM 18.00	RM 16.00
------------------------	----------	----------

# THE CENTRE OF SOCIAL ATTENTION

Malaysia's leading digital media group

14.8M

unique unduplicated  
users

224M

monthly page  
views

88M

monthly video  
views

64M

monthly post  
reach

100M

monthly social  
engagements

Rev Asia Media Prima Digital leads the media revolution in Malaysia with its original top authority brands and extensive distribution platform that reaches approximately 15 million people each month.

It currently offers influential digital marketing solutions to over 250 brands through its massive reach, exceptional content and extensive data analysis.

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VOCKET

谈视网

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## MEDIA PRIMA OMNIA SDN BHD

Balai Berita, Anjung Riong, 31, Jalan Riong, Bangsar 59100 Kuala Lumpur  
Tel : 1300 300 672 | Website : [www.mediaprimaomnia.my](http://www.mediaprimaomnia.my)

**NEW STRAITS TIMES**  
NEW STRAITS TIMES/  
NEW SUNDAY TIMES

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

ROP Display	Peninsular	Regional
Casual	RM 55.00	RM 35.00
3 insertions	RM 54.00	RM 34.00
6 insertions	RM 53.00	RM 33.00
13 insertions	RM 51.00	RM 32.00
26 insertions	RM 48.00	RM 31.00
39 insertions	RM 45.00	RM 30.00
52 insertions	RM 43.00	RM 29.00

#### CLASSIFIEDS

Details	Peninsular	Regional
<b>Appointments</b>		
Casual	RM 54.00	RM 40.00
3 insertions	RM 53.00	RM 39.00
6 insertions	RM 51.00	RM 38.00
13 insertions	RM 50.00	RM 37.00
26 insertions	RM 48.00	RM 36.00
Out-of-Appointments*	RM 64.00	RM 50.00

#### Notices

Casual	RM 54.00	n/a
Out-of-Notices	RM 64.00	n/a

#### Classifieds Display

Casual	RM 39.00	RM 29.00
3 insertions	RM 37.00	RM 27.00
6 insertions	RM 36.00	RM 26.00
13 insertions	RM 34.00	RM 24.00
26 insertions	RM 33.00	RM 23.00
39 insertions	RM 32.00	RM 22.00
52 insertions	RM 31.00	RM 21.00
Out-of-Classifieds*	RM 49.00	RM 39.00

#### Obituary

a) Condolences	RM 51.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	RM 45.00	n/a

#### Out-of-Classifieds

a) Condolences	RM 61.00	n/a
b) Death, Requiem, Acknowledgement, In-Memoriam	RM 55.00	n/a

#### Run-Ons/Liners (per line)

Casual- Minimum 4 lines	RM 14.00	RM 12.00
-------------------------	----------	----------

# THE POWER OF MPTV ADVERTISING

Significant conversion rate for advertisements on MPTV channels

Get more for your brand on Media Prima Television Networks with its effective advertising solutions. Explore MPTV's attractive and affordable advertising packages that are designed to fulfill different sets of requirements and market segments.

 **HAVE PURCHASED**  
THE PRODUCT/SERVICE

**3.4M**  
73% OF MEDIA PRIMA  
TV AUDIENCE

 **HAVE RECOMMENDED**  
ABOUT THE PRODUCT/SERVICE

**2.8M**  
77% OF MEDIA PRIMA  
TV AUDIENCE

 **HAVE RESEARCHED**  
ABOUT THE PRODUCT/SERVICE

**3.3M**  
73% OF MEDIA PRIMA  
TV AUDIENCE

 **HAVE FELT MORE OPEN**  
ABOUT THE PRODUCT/SERVICE

**5.5M**  
56% OF MEDIA PRIMA  
TV AUDIENCE

41% or 5.1M of Media Prima TV audience have taken action after seeing the ads  
59% or 7.3M of Media Prima TV audience reacted positively after seeing the ads

\*Source: Nielsen Consumer & Media View Q2 2019 (Jul 2018 - Jun 2019)  
Base: All People 15+ who consumed any of Media Prima TV channels in the past week (12.4M)

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## ORIENTAL DAILY

K MEDIA MARKETING SDN BHD

Wisma Dang Wangi, 38 Jalan Dang Wangi, 50100 Kuala Lumpur

Tel : 03-2691 6336 | Fax : 03-2691 2113

Website : www.kmediamarketing.com.my

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Display	National	Frontline
Black/White	38	27
Colour	57	42

#### Run-of-Page (ROP)

Type of Ad	Size	Black & White	Full Color
Standard Size			
Full Page	8col (26cm) x 31cm	8800	13420
Half Page	8col (26cm) x 16cm	4620	6820
Horizontal 1/3 Page	8col (26cm) x 12cm	3190	4620
Vertical 1/3 Page	3col (9.7cm) x 31cm	3190	4620
1/4 Page	4col (13cm) x 16cm	2420	3520

#### Greetings/Thank You Notice/Condolences/Death Notices/Obituary/Appreciation/Memorial

Type of Ad	Size	National		Frontline	
Edition		B&W	Full Color	B&W	Full Color
Full Page	8col x 31cm	4300	5600	3100	4100
Half Page	8col x 16cm	2500	3100	1800	2200
Quarter Page	4col x 16cm	1400	1800	1100	1300

#### SpotColour Display (col/cm)

1 Spot Process	+2500
1 Pantone	+3200
2 Spot Process	+3800

\* Subject to 6% Service Tax

# STORIES OF US

Malaysia's most prominent media platforms

## NEW STRAITS TIMES

175K

Readership

14M

page views

3M

unique visitors

	NST Online	- 798K
	@nstonline	- 62K
	@NST_Online	- 700K
	NST Online	- 58K

## BH Berita Harian

1.2M

Readership

52M

page views

47M

unique visitors

	Berita Harian Online	- 5.4M
	@Beritaharian	- 840K
	@bharianmy	- 1.3M
	Berita Harian Online	- 229K

## Harian Metro

2.6M

Readership

94M

page views

7.6M

unique visitors

	Harian Metro	- 5.2M
	@hmetromy	- 562K
	@hmetromy	- 1M
	Harian Metro	- 532K

Established in 1845, the New Straits Times Press group has built an undisputed reputation as a credible source of authoritative journalism; amassing a huge reach of loyal readers via both our print and digital offerings.

Our three main offerings, namely New Straits Times, Berita Harian and Harian Metro, have also been trusted platforms for the discerning advertiser for decades now.

Runaway leaders in the Bahasa print and digital segments, Harian Metro and BH's positions have further enhanced their monopolising the top two Comscore rankings for the past few years.

NST's position as a premium product read by the policy makers and captains of industry is also solidified by its growing digital reach.

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[solutions@mediaprima.com.my](mailto:solutions@mediaprima.com.my)

## SIN CHEW DAILY

SIN CHEW MEDIA CORPORATION SDN BHD.

19, Jalan Prof, Khoo Kay Kim, 46200 Petaling Jaya.

Tel : 03-7965 8888 | Fax : 03-7965 8515

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	National West & East	West M'sia	Sin Chew & Guang Ming (West & East)	Sin Chew & Guang Ming West	Metro KL & Selangor	Johore
Casual	82.00	73.00	104.00	90.00	41.00	24.50
Contract	67.00	58.00	89.00	75.00	26.00	21.50
Full colour / 2spot colour	129.00	103.00	166.00	140.00	40.00	33.00
Greetings/Condolence Obituary						
Black & White	58.00	49.00	76.00	62.00	23.00	20.50
Full colour / 2spot colour	118.00	92.00	148.00	122.00	N/A	N/A
Spot Colour						
1 Spot (2 negatives)	8,000.00	6,500.00	10,000.00	8,500.00	4,000.00	1,500.00
Ear Space						
Front Page**	2,800.00	N/A	N/A	N/A	1,900.00	*1,290.00
Back Page (6col x 6cm)	N/A	N/A	N/A	N/A	1,500.00	N/A

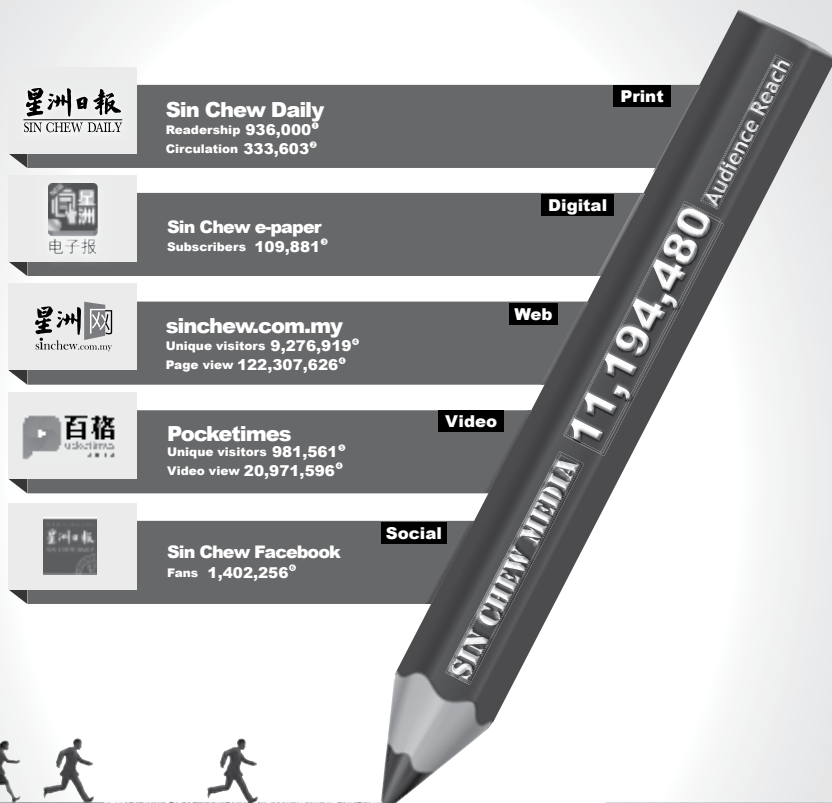
Black/White	Negeri Sembilan	Malacca	Perak	Northern (Penang, Perlis & Kedah)	East Coast (Pahang, Terengganu & Kelantan)	East M.Sia (Sarawak & Sabah)
Casual	8.00	8.00	13.00	8.00	8.00	17.00
Contract	6.80	6.80	12.00	6.50	6.50	15.00
Full Colour/ 2Spot Colour	11.50	10.50	19.00	10.00	10.00	27.00
Greetings/Condolence Obituary						
Black & White	6.80	6.50	12.00	5.50	6.50	15.00
Full Colour / 2 Spot Colour	N/A	N/A	N/A	N/A	N/A	N/A
Spot Colour						
1- Spot (2negatives)	650.00	650.00	750.00	650.00	650.00	1,500.00
Ear Space						
Front Page**	325.00	230.00	500.00	240.00	185.00	400
Back Page (6col X 6cm)	310.00	200.00	400.00	140.00	185.00	720

Rates shown above are subject to 6% tax

\*Johore edition front page ear space surcharge 20% for Saturday & Sunday

# MALAYSIAN CHINESE

## Your Trusted Link to



We are targeted, integrated, and focused. More than any other media platform, we're the multi channel link to the Malaysian Chinese community and consumers. Our wide-ranging news coverage appeals to every age segment. We understand our audience, and we've grown together through the years.

星洲媒體集團  
**SIN CHEW MEDIA**  
CORPORATION BERHAD  
*A proven, solid partner*

Build a relationship with our audience for measurable results.

**Notes:**

- Q217 NMR.
- Saian / May 2018.

- May 2018 circulation.
- Figure updated as per 30 June 2018.

- Figure updated as per May 2018.

- Google Analytics / May 2018.

## SEE HUA DAILY NEWS

K MEDIA MARKETING SDN BHD

Wisma Dang Wangi, 38 Jalan Dang Wangi, 50100 Kuala Lumpur

Tel : 03-2691 6336 | Fax : 03-2691 2113 | Website : www.kmediamarketing.com.my

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black / White	National Edition	Sarawak Edition	Sabah Edition
Display/Casual	22.20	18.50	9.50
<b>Contract Rate (Black &amp; White)</b>			
13 Insertions	21.70	18.00	9.00
26 Insertions	21.20	17.50	8.50
39 Insertions	20.70	17.00	8.00
52 Insertions	20.20	16.50	7.50
<b>Notice/Announcement/ Recruitment</b>			
Classified	20.20	15.70	7.50
Out of Classified	22.30	17.80	9.70
<b>Congratulation/Greeting/Condolence</b>			
Classified	14.90	10.50	7.00
Out of Classified	17.00	12.60	9.10
<b>Spot Process</b>			
One Spot colour (Cyan,Magenta,Yellow)	+30%	+30%	+30%
Process Spot	+70%	+70%	+70%
Full Colour	+100%	+100%	+100%

### PREMIUM POSITION LOADING SURCHARGE

Front page	: 150%
3rd Page	: 70%
5th Page	: 50%
Back Page	: 40%
Front Half	: 30%
Front Half Right	: 35%
Centre Spread	: 55%
Any other specified page	: 20%

### EAR SPACE POSITION

Front Page Size : 8cm (w) x 6cm (h)	RM1,300	RM1,000	RM500
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### JACKET BUY

Full Jacket (4 pages) 54cm x 10 column	RM260,000
Front Page (46cm x 10 column) and Inner Page (54cm x 10 column)	
Half Jacket (2 pages) 54cm x 10column	RM92,000
Front Page (46cm x 10 column) and Back Page (54cm x 10 column)	

### LOOSE INSERT

0-12 pages	RM 1 per copy	24-32 pages	RM 2 per copy
16-24 pages	RM1.50 per copy	32-48 pages (max)	RM 3 per copy

\* Minimum size for Main Paper Front Half Right is 270 col.cm

\* Additional loading of 70% applies to odd size, sandwich or island advertisement measuring less than 135 col.cm

# DISCOVER THE OMNIA SOLUTION

## WHAT IS OMNIA?

OMNIA is an integrated solution provider that offers creative services and integrated marketing solutions across all Media Prima platforms, specialising in brand campaigns, events and creative content.

amplify your

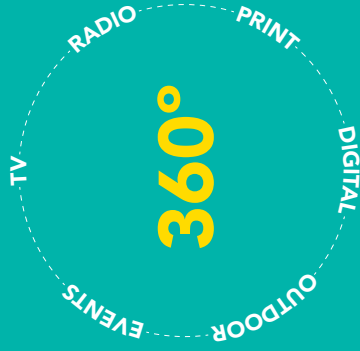
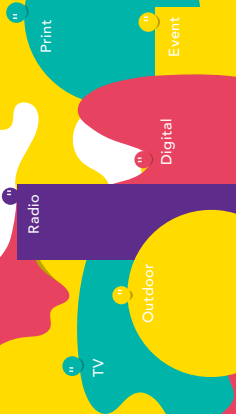
## ROI

+creative  
solutions

+impactful  
activations

## ONE

Brief  
Integrated solution  
Great price



MPTV 360 RPPLE STRAITS TIMES DIGITAL REV ASIA BIG TREE

FOR MORE INFORMATION, GET IN TOUCH WITH OUR  
OMNIA SOLUTIONEERS TODAY AT

[solutions@mediaprima.com.my](mailto:solutions@mediaprima.com.my)

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## THE BUSY WEEKLY

K MEDIA MARKETING SDN BHD

Wisma Dang Wangi, 38 Jalan Dang Wangi, 50100 Kuala Lumpur

Tel : 03-2691 6336 | Fax : 03-2691 2113 | Website : [www.kmediamarketing.com.my](http://www.kmediamarketing.com.my)

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

	Colour	Black/White
1 insertion	45.00	30.00
3 insertions	42.00	28.00
6 insertions	39.00	26.00
12 insertions	36.00	24.00
24 insertions	33.00	22.00
36 insertions	30.00	20.00
52 insertions	27.00	18.00

Display	Full Page (32cm x 8 cols)		Half Page (16cm x 8 cols/ 32cm x 4cols)		Junior Page (28cm x 5 cols)	
	Full Colour	B/W	Full Colour	B/W	Full Colour	B/W
1 insertion	11520	7680	5760	3840	6300	4200
3 insertions	10752	7168	5376	3584	5880	3920
6 insertions	9984	6656	4992	3328	5460	3640
12 insertions	9216	6144	4608	3072	5040	3360
24 insertions	8448	5632	4224	2816	4620	3080
36 insertions	7680	5120	3840	2560	4200	2800
52 insertions	6912	4608	3456	2304	3780	2520

### SPECIFIED POSITION SURCHARGE

Front page	: 100%
Front Half Right	: 30%
Front Half	: 20%
Centre Spread	: 35%
Odd Size	: 20%
Specified Position	: 30%
Pg3	: 40%

### COLOR SURCHARGES

1 Spot Process	+2,000
1 Spot Pantone	+ 2,500
2 Spot Color	+ 3,000

## THE BORNEO POST / SUNDAY POST

### K MEDIA MARKETING SDN BHD

Wisma Dang Wangi, 38 Jalan Dang Wangi, 50100 Kuala Lumpur

Tel : 03-2691 6336 | Fax : 03-2691 2113 | Website : www.kmediamarketing.com.my



### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black / White	National Edition	Sarawak Edition	Sabah Edition
Display/Casual	25.60	22.50	9.20
<b>Contract Rate (Black &amp; White)</b>			
13 Insertions	25.10	22.00	8.70
26 Insertions	24.60	21.50	8.20
39 Insertions	24.10	21.00	7.70
52 Insertions	23.60	20.50	7.20
<b>Notice/Announcement/ Recruitment</b>			
Classified	23.30	19.00	8.70
Out of Classified	25.60	21.30	11.00
<b>Congratulation/Greeting/Condolence</b>			
Classified	15.90	14.00	7.90
Out of Classified	18.00	15.10	8.90
<b>Spot Process</b>			
One Spot colour (Cyan,Magenta,Yellow)	+30%	+30%	+30%
Process Spot	+70%	+70%	+70%
Full Colour	+100%	+100%	+100%

### PREMIUM POSITION LOADING SURCHARGE

Front page	: 150%
3rd Page	: 70%
5th Page	: 50%
Back Page	: 40%
Front Half	: 30%
Front Half Right	: 35%
Centre Spread	: 55%
Any other specified page	: 20%

### JACKET BUY

Full Jacket (4 pages) 54cm x 10 column	RM300,000
Front Page (46cm x 10 column) and Inner Page + Back and Inner Page (54cm x 10 column)	
Half Jacket (2 pages) 54cm x 10column	RM110,000
Front Page (46cm x 10 column) and Back Page (54cm x 10 column)	

### LOOSE INSERT

0-12 pages	RM 1 per copy	24-32 pages	RM 2 per copy
16-24 pages	RM1.50 per copy	32-48 pages (max)	RM 3 per copy

\* Minimum size for Main Paper Front Half Right is 270 col.cm

\* Additional loading of 70% applies to odd size, sandwich or island advertisement measuring less than 135 col.cm

## UTUSAN BORNEO (SABAH & SARAWAK)

K MEDIA MARKETING SDN BHD

Wisma Dang Wangi, 38 Jalan Dang Wangi, 50100 Kuala Lumpur

Tel : 03-2691 6336 | Fax : 03-2691 2113 | Website : [www.kmediamarketing.com.my](http://www.kmediamarketing.com.my)

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black / White	National Edition	Sarawak Edition	Sabah Edition
Display/Casual	17.30	13.30	7.70
<b>Contract Rate (Black &amp; White)</b>			
13 Insertions	16.80	12.80	7.20
26 Insertions	16.30	12.30	6.70
39 Insertions	15.80	11.80	6.20
52 Insertions	15.30	11.30	5.70
<b>Notice/Announcement/ Recruitment</b>			
Classified	16.00	11.50	5.00
Out of Classified	19.00	13.70	6.70
<b>Congratulation/Greeting/Condolence</b>			
Classified	9.90	8.70	4.60
Out of Classified	12.40	11.20	6.70
<b>Spot Process</b>			
One Spot colour (Cyan,Magenta,Yellow)	+30%	+30%	+30%
Process Spot	+70%	+70%	+70%
Full Colour	+100%	+100%	+100%

### PREMIUM POSITION LOADING SURCHARGE

Front page	: 150%
3rd Page	: 70%
5th Page	: 50%
Back Page	: 40%
Front Half	: 30%
Front Half Right	: 35%
Centre Spread	: 55%
Any other specified page	: 20%

### JACKET BUY

Full Jacket (4 pages) 54cm x 10 column	RM190,000
Front Page (46cm x 10 column) and Inner Page + Back and Inner Page (54cm x 10 column)	
Half Jacket (2 pages) 54cm x 10column	RM70,000
Front Page (46cm x 10 column) and Back Page (54cm x 10 column)	

### LOOSE INSERT

0-12 pages	RM 1 per copy	24-32 pages	RM 2 per copy
16-24 pages	RM1.50 per copy	32-48 pages (max)	RM 3 per copy

• Minimum size for Main Paper Front Half Right is 270 col.cm

\* Additional loading of 70% applies to odd size, sandwich or island advertisement measuring less than 135 col.cm

## ASIA TIMES

### ASIA TIMES SDN BHD

Wisma Asia Times, No.2 1km, Jalan Tuaran By-Pass, Inanam Laut, 88450 Kota Kinabalu, Sabah  
Tel : 088-385 100 | Fax : 088-385 200

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	
Front Page	9.50
Back Page	8.00

## BIG ORANGE

### BIG ORANGE MEDIA SDN.BHD

Level 1, Wisma IPC, 66 & 68 -1, Jalan Puteri 2/4 Bandar Puteri, 47100 Puchong  
Tel : 03-80638773 | Fax : 03-80636786

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Full Colour Display	Full Page 36cmx8cols	Half Page 18cmx8cols	Junior Page 26cmx5cols
1 Insertion	17,136	8,568	7,735
6 Insertions	13,968	6,984	6,305
12 Insertions	13,104	6,552	5,915
24 Insertions	11,952	5,976	5,395
36 Insertions	11,376	5,688	5,135
52 Insertions	9,936	4,968	4,485

## DAILY EXPRESS

### SABAH PUBLISHING HOUSE

16, Jalan Pasar Baru Kg, Air Kota Kinabalu, Sabah  
KL Office : **DM COMMUNICATIONS SDN BHD**  
83C, Jalan SS21/60, Damansara Utama 47400 Petaling Jaya  
Tel : 088-252 343 | 03-7729 3878

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	
Display	6.80

## GUANG MING DAILY NEWS

### GUANG MING RIBAO SDN.BHD

19, Jalan Semangat 46200 Petaling Jaya  
Tel : 03-7965 8888

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	National (West Malaysia)	Northern Malaysia	National (W/O North)
Casual	38.00	18.00	27.00

## FOCUS MALAYSIA

### HCK MEDIA SDN.BHD

Level 5, Wisma Samudra, No 1, Jalan Kontraktor U1/14, Hicom-Glenmarie Industrial Park 40150 Shah Alam.

Tel : 03-5569 0133

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Full Colour Display	Full Colour 37cmx7cols	Half Page 18cmx7cols	Junior Pag 28cmx5cols	Quarter Page 18cmx4cols	Inside Page Bottom 7cmx7cols
1 Insertion	16,691	13,735	10,860	7,520	6,401
6 Insertions	15,655	13,055	10,300	7,240	6,205
12 Insertions	15,396	12,844	10,160	7,168	6,156
24 Insertions	14,878	12,544	9,880	7,024	6,058
36 Insertions	13,842	11,864	9,320	6,736	5,862
52 Insertions	12,547	11,013	8,620	6,376	5,617

## HARAKAH

### TELESIGN COMMUNICATIONS SDN. BHD

5, Jalan 65C Off Jalan Pahang Barat, Pekeliling Business Centre 53000 Kuala Lumpur

Tel : 03-4023 6753 | Fax : 03-4023 6768

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Display	
1 Insertions	22.00
3 Insertions	20.00
6 Insertions	18.00

## MALAYSIAN RESERVE

### TMR MEDIA SDN BHD

Unit 23A-1 Menara 1MK, Jalan Kiara, Mont Kiara, 50480 Kuala Lumpur

Tel : 03-6211 1851 | Fax : 03-6211 1852

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Full Colour				
Frequency	Full	Half	Junior	Quarter
1 x	10,584	7,042	7,410	5,271
3 x	10,276	6,688	7,240	5,194
6 x	9,968	6,734	7,070	5,117
12 x	9,660	6,580	6,900	5,040
24 x	9,352	6,426	6,730	4,963
36 x	9,044	6,272	6,560	4,886
52 x	8,736	6,118	6,390	4,809

## INTERNATIONAL TIMES

### INTERNATIONAL TIMES SDN.BHD

Lot 2215, Jalan Bengkel Pending Ind. Estate 93450 Kuching, Sarawak  
KL: Unit A-29-3A, Level 29 Tower A, Menara UOA Bangsar, 5 Jalan Bangsar Utama 1, 59000 Kuala Lumpur  
Tel : 082-482 215/487 788 | 03-2144 2342

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Display	Casual	Serial
	9.00	8.00

## KWONG WAH YIT POH

### KWONG WAH YIT POH PRESS SDN.BHD

19, Lebuhr Presgrave P.O.Box No.31,10300 Penang.  
Tel : 04-261 2312

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White Display	RM Casual	RM Contract
	15.50	14.50

## MAKKAL OSAI

### MAKKAL OSAI SDN.BHD

19 A, 1st Floor Jalan Murai Dua Batu Complex, Off Jalan Ipoh, 51200 Kuala Lumpur.  
Tel : 03-6250 5689 / 6250 5934 | Fax : 03-6250 6379 | Email: advert@gmail.com

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black & White	Weekdays		Sunday	
	Casual (RM)	Contract (RM)	Casual (RM)	Contract (RM)
Display	13.00	12.00	16.00	15.00
Notice	17.00	16.00	19.00	18.00
Special Supplement	40.00	39.00	46.00	45.00

## MALAYSIA NANBAN

### NANBAN ADVERTISING SDN. BHD

544-1, Batu Complex Off Jalan Ipoh, 31/4 Mile, 51200 Kuala Lumpur.  
Tel : 03-6251 5981

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Casual	ROP*/Classified Display Black & White	Appointments & Notices
Daily	12	17
Sunday	18	20

## MUN SANG POH

### MUN SANG MEDIA GROUP

41-43 Persiaran Perindustrian Pengkalan, Kawasan Perindustrian Pengkalan, 31500 Ipoh, Perak  
Tel : 05-321 2919

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	Casual Rate	Classified
	16.00	15.00

## MERDEKA DAILY

### DM COMMUNICATIONS SDN BHD

83C, Jalan SS21/60, Damansara Utama 47400 Petaling Jaya  
Tel : 03-7729 3878 | Fax : 03-7727 3761

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black & White	RM
Casual Rate	4.50

## MORNING POST

### DM COMMUNICATIONS SDN BHD

83C, Jalan SS21/60, Damansara Utama 47400 Petaling Jaya.  
Tel : 03-7729 3878 | Fax : 03-7727 3761

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black & White	RM
Casual Rate	4.50

## NANYANG SIANG PAU

### NANYANG SIANG PAU SDN.BHD

Jalan SS 7/2, 47301 Petaling Jaya.  
Tel : 03-7872 6888

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	National	Klang Valley
Display / Acknowledgement / notice	25.00	12.80

## NEW LIFE POST

### NANYANG SIANG PAU SDN.BHD

2nd Floor, Nanyang Siang Pau Building, No.1, Jalan SS 7/2, 46793 Petaling Jaya.  
Tel : 03-7663 8118

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Edition	Pen.M'sia	Central	Northern	Southern	S'pore
Casual	10.80	7.30	5.50	5.50	5.50
Contract	9.50	6.60	5.00	5.00	4.50

## NEW SABAH TIMES

DM COMMUNICATIONS SDN. BHD

83C, Jalan SS21/60A, Damansara Utama 47400 Petaling Jaya.  
Tel : 03-7729 3878 | Fax : 03-7727 3761

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black & White	RM
Casual Rate	8.00

## NEW SARAWAK TRIBUNE

AD SALES OFFICE: DLW COMMUNICATIONS SDN. BHD.

Unit 50-7-9, Wisma UOA, Damansara Heights, Jalan Dungun, 50490 Kuala Lumpur.  
Tel : 03-2094 3718 | Fax : 03-2093 3468

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Basic Rate Black & White	RM
Casual	12.80

## OVERSEAS CHINESE DAILY NEWS

SABAH PUBLISHING HOUSE

16, Jalan Pasar Baru Kg, Air Kota Kinabalu, Sabah  
Tel : 088-252 343 / 03-7729 3878

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	
Front Page	4.50 + 100% loading

## THE CHINA PRESS

THE CHINA PRESS SDN.BHD

80, Jalan Riong 59100 Kuala Lumpur  
Tel : 03-2289 6388

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

	National	Kuala Lumpur/ Selangor
Black / White	43.70	28.20
Full Colour	34,500	21,500

## TAMIL MALAR

TAMIL MALAR DAILY NEWS SDN.BHD

18, Jalan Ipoh Kecil, Off Jalan Ipoh, 50350 Kuala Lumpur.  
Tel : 03-4044 9999

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black/White	Mon - Sat	Sunday
Display Black & White	8.00	12.00
Full Colour	18.00	22.00

## THE EDGE MALAYSIA

### THE EDGE COMMUNICATIONS SDN BHD

Level 3, Menara KLK 1, Jalan PJU 7/6, Mutiara Damansara, 47810 Petaling Jaya  
Tel : [603]-7721 8000 | Fax : [603] 7721 8288 | Website : advertising@bizedge.com

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

##### Full Colour Display

Frequency	Full Page 37cm x 7cols	Half Page 18cm x 7cols	Junior Page 28cm x 5cols
1x	17,986	10,804	11,560
3x	17,468	10,552	11,280
6x	16,950	10,300	11,000
12x	16,432	10,048	10,720
24x	15,914	9,796	10,440
36x	14,878	9,292	9,880
52x	13,324	8,536	9,040

## THE MALAYSIA SME

### MSME MEDIA SALES SDN BHD

E-33-3A, Dataran 32, 2 Jalan 19/1 46300 Petaling Jaya.  
Tel : 03-7960 2133 | Fax : [603] 7960 1932

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Frequency	Full Page 37cm x 6cols	Half Page (Vertical) 37cm x 3cols	Half Page ( Horizontal) 18cm x 6cols	Junior Page 28cm x 4cols
1x	RM19,980	RM9,900	RM9,720	RM10,080
3x	RM 19,425	RM9,713	RM9,450	RM9,800
6x	RM18,870	RM9,435	RM9,180	RM9,520
12x	RM18,093	RM9,047	RM8,802	RM9,128
26x	RM16,893	RM8,492	RM8,262	RM8,568

## UNITED DAILY NEWS

### DM COMMUNICATIONS SDN BHD

83C, Jalan SS21/60, Damansara Utama 47400 Petaling Jaya.  
Tel : 03-7729 3878 | Fax : 03-7727 3761

#### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Black & White	RM
Casual Rate	14.00
13 Insertions	13.50
26 Insertions	13.00
39 Insertions	12.50
52 Insertions	12.50

## THE STAR / SUNDAY STAR

STAR PUBLICATIONS (M) BHD.

Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya.

Tel : 03-7966 8388

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

National Edition Black/White	Monday to Sundays					
	Main Paper			ROP		
	Wed-Sat	Mon-Tues	Sun	Wed-Sat	Mon-Tues	Sun
Casual	78.00	10%	20%	20%	25%	30%
2-5 insertions *	77.00	Discount from	Discount from	Discount from	Discount from	Discount from
10 Insertions	74.80	Main Paper	Main Paper	Main Paper	Main Paper	Main Paper
18 Insertions	72.80	(Wed - Sat)	(Wed - Sat)	(Wed - Sat)	(Wed - Sat)	(Wed - Sat)
35 Insertions	70.80	rates	rates	rates	rates	rates
45 Insertions	67.50					

## THE SUN

SUN MEDIA CORPORATION SDN. BHD.

Level 4, Lot 6 Jalan 51/217, 46050, Petaling Jaya Selangor.

Tel : 03-7784 6688

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

	ROP*/ Classified Display**		Appointments & Notices	Classified Liners
	Full Colour/ Spot Colour	Black & White		
Casual	53	53	53.00 Min size: 5cm x 2cols	13.00 per line Minimum 4 lines
6 insertions	51	51		
13 insertions	47	47		
26 insertions	43	43		
39 insertions	39	43		
52 insertions	36	43		

## UTUSAN SARAWAK

AD SALES OFFICE : DLW COMMUNICATIONS SDN.BHD

Unit 50-7-9, Wisma UOA, Damansara Heights, Jalan Dungun, 50490, Kuala Lumpur.

Tel : 03-2094 3718

### ADVERTISEMENT RATE ( PER SINGLE COL CM ) / RINGGIT MALAYSIA

Basic Rate Black & White	
Casual	10.80



## ISENTIA

Unit-27-1, Level 27, Tower A, Vertical Business Suite, Avenue 3,  
Bangsar South, No 8, Jalan Kerinchi, 59200, Kuala Lumpur

Tel : +603 2730 1600 | Email : [fabian.selva@isentia.com](mailto:fabian.selva@isentia.com) | Website : [www.isentia.com.my](http://www.isentia.com.my)

### CONTACTS:

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#### ASSOCIATE INSIGHTS DIRECTOR

Paik San Ho  
([paiksan.ho@isentia.com](mailto:paiksan.ho@isentia.com))

### ABOUT ISENTIA

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Through a unique combination of innovative technology, talented people and comprehensive information, Isentia provides more than 3,000 clients with media intelligence and insights services that help drive informed and timely business decisions.

### SOLUTIONS AND SERVICES:

#### Globally recognized media analysis

Understand the media landscape and improve your strategy with Isentia's professional media analysts and globally recognized research methodologies.

#### Comprehensive media monitoring

Close collaboration with clients coupled with our unique technology ensure a highly relevant monitoring service based on your issues and sourced from our comprehensive broadcast, print and online news and social media database.

#### Award winning social intelligence

Leverage aggregated social media data across multiple sites in a single platform, providing you with accurate sentiment analysis and valuable strategic insights.

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CommSights

COMMSIGHTS MALAYSIA SDN BHD

74-1, Jalan Puteri 5/1, Bandar Puteri, 47100 Puchong, Selangor

Tel : 603-8061 8282 | Website : [malaysia@commsights.com](mailto:malaysia@commsights.com) | Website : [www.commsights.com](http://www.commsights.com)

## OFFICE: MALAYSIA –INDONESIA-VIETNAM

Today, information is everywhere. Thousands of articles, news and blogs are written all over the internet, TV, magazines and other media space. It is hard to keep up with them to make wise business decisions.

Most companies do tend to ignore this issue because of the lack in technology and manpower. That is why CommSights solutions were developed. It helps any companies get deeper insights on their business campaigns, PR tracking and media exposures, giving them a strategic advantage for their business decision.

### OUR SERVICE

#### COLLECT DATA

Collect data from all media types including Magazine, Radio, TV, Newspaper, and Social media

#### ANALYZE DATA

Analyze and validate data, verify source media integrity and filter relevant information

#### INSIGHTFUL REPORT

Generate insightful report made by the best researchers and writers to deliver a useful and convenient report

### SOLUTIONS

We are passionate on helping our clients grow, we provide them a tools and reports to help them be more inform on their business decisions

#### Integrated Resources

Easy integration of sources from multiple vendors to provide an unified database platform

#### Substance Discovery

Deep drilled analytical findings to assist the marketing & communications strategies

#### Personalised Measurement

Flexibility in accommodating to client's methodology or simply just modify the in-house methodology to have your own metrics

#### Convenient Access

Work at anytime and anywhere so long there is internet connection via the analysis portal, Mi portal

#### Easy Add-On

Do check with us from time to time to expand your industry related source to cover wider coverage at a friction of a price

#### Analysis For All

We offer basic to premium analysis that is suitable for SMEs up to large multinational corporations