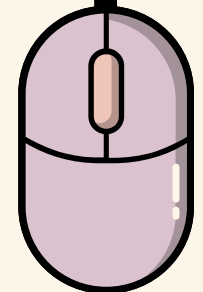
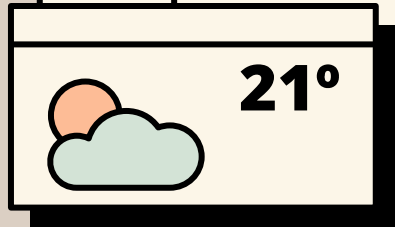
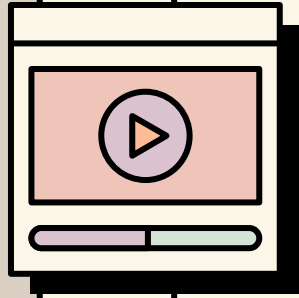


C.I.D Package

2.0

Where **C**onnection, **I**mpact and **D**iscovery Converge



Trailblazing Digital Publishing

With a proven track record of producing top-notch original IPs to expansive digital reach, we are the forefront of the digital publishing industry in Malaysia, serving engaging and easily consumable content to a vast audience of various key segments.



**Best Digital
Publisher of
the Year**



**Malaysia's
MOST
TRUSTED
News Brand**



WHAT SETS US APART?



Content Powerhouse

Brilliantly interweave your brand values into expertly crafted, current, and relatable content that keeps audiences hooked.

Influential Networks

A collective of over 40+ digital platforms catered to a vast demographics and interests in one connected ecosystem.

Audience Insights

Influence consumer behaviour through data-driven content and marketing solutions, fuelled by our deep insights into Malaysia's diverse audience landscape.



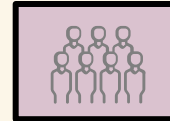
17.3 M

Monthly Unique Visitors



54.2 M

Page Views



94.1 M

Combined Social Media Followers



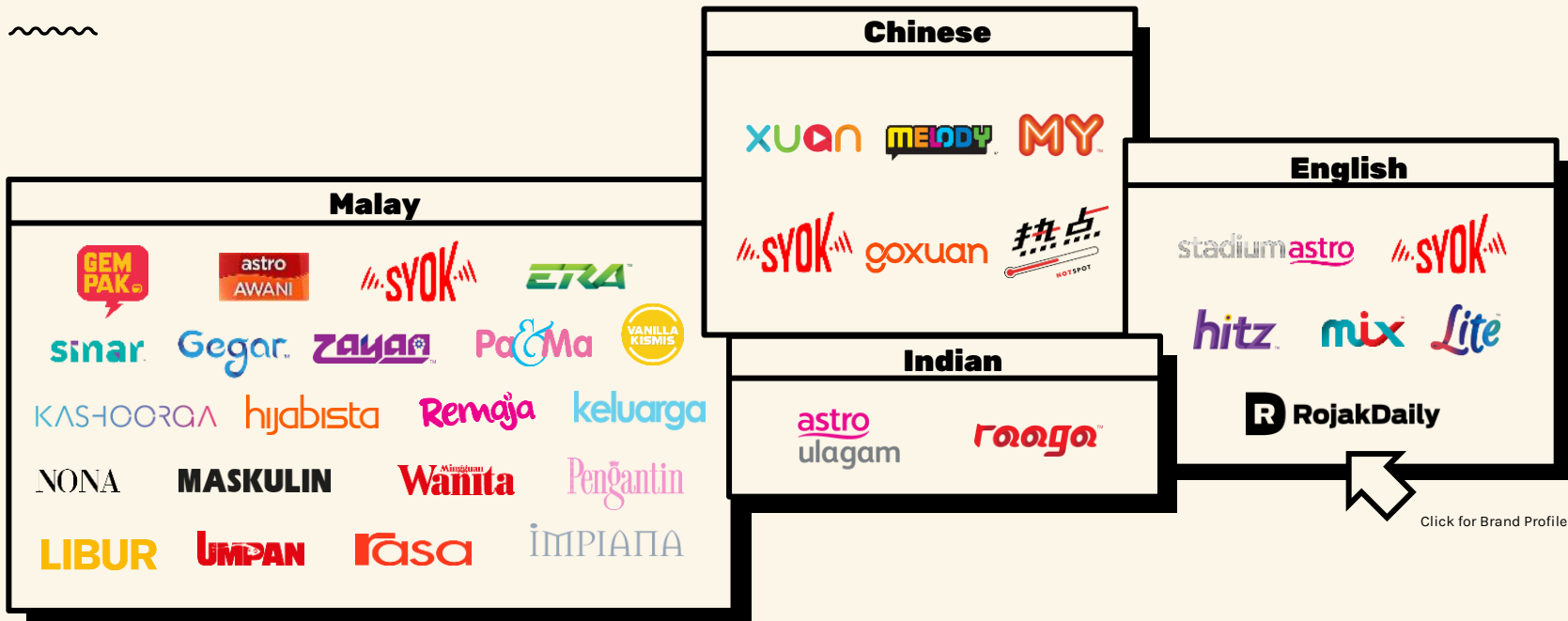
187.8 M

Facebook Page Reach

COMBINING BRAND BUILDING & PERFORMANCE



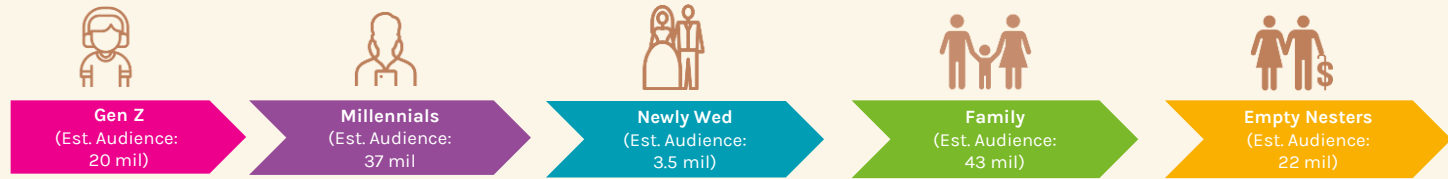
We craft stories that resonate and infuse them seamlessly through our extensive network, embodying the essence of **Connect, Impact** and **Discovery**.





Astro Addressable Base of Audience in Every Part of Life Stages / Interests

Life Stages



Interests





Connecting the online community across key audience segments with different demographics and interests



No. 1 News Brand
On Social Media

4.3 Mil MUV



No. 1 Recipes And Cooking
Media Brand

1.4 Mil MUV



Malaysia's Most Popular
Audio Multilingual
Entertainment App

2.0 Mil MUV



No. 1 Women Lifestyle
Portal

795K MUV



Best Digital Publisher
Of The Year
2023 MDA D Awards



1.4 Mil MUV



No. 1 Parenting Media Brand

739K MUV



No. 1 Chinese Digital
Entertainment Brand

1.1 Mil MUV



No. 1 Family Media Brand

524K MUV



No. 1 Indian Digital Brand

79K MUV



Empowering Youth Through
Inspiring Content

231K MUV



Maximizing Campaign Impact with Comprehensive Solutions



Connect via Video

Build instant connection with your intended audience with shareable, bite-sized, scroll-stopping video content.

Impact via Article

Expertly crafted, compelling brand story to invoke interest in your brand with long lasting impression.

Discover on Display

Dominate browsing devices with strategically placed ads for maximized brand visibility.

Video



- Pre-roll Video (Up to 15s Non-Skippable)

Branded Content



- Branded Article

Social Media



- Facebook Post
- Instagram Post (Video)
- Instagram Story

Display



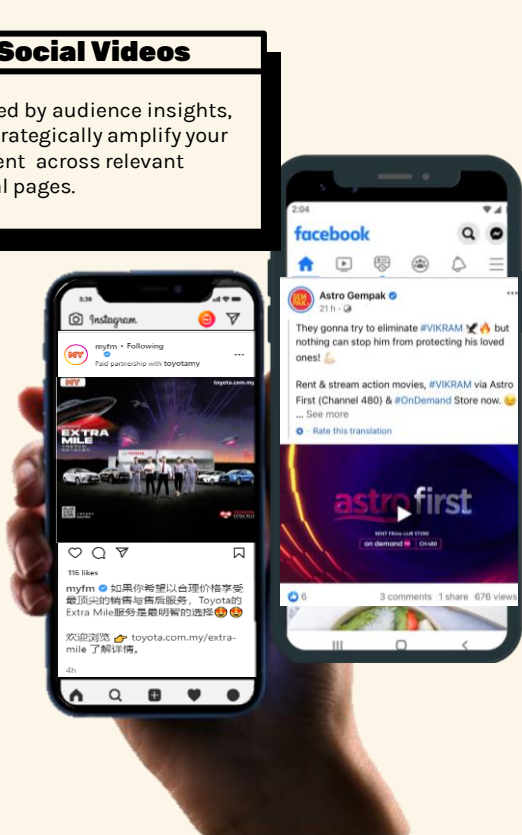
- MREC/Leaderboard
- Catfish
- Parallax
- In-Image
- Interstitial

CONNECT via Video



Social Videos

Guided by audience insights, we strategically amplify your content across relevant social pages.



Designed to be highly engaging, **CONNECT** drives brand awareness with highly shareable and easily consumable video content.

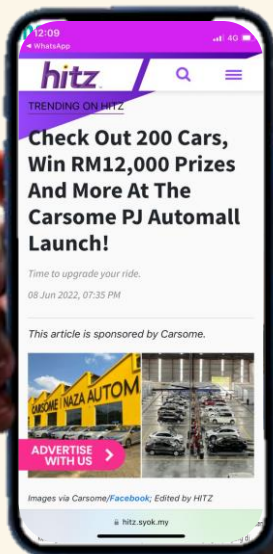
Pre-Roll Videos

Seizing attention right from the start, the first opportune moment – just before the main video. It's like planting your message where your target wants it.



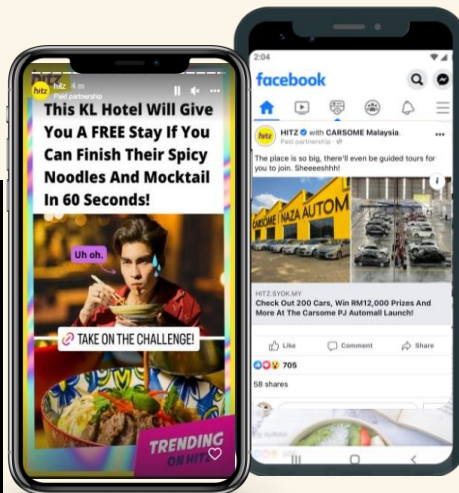
Delivering strong attention, emotional engagement, and **guaranteed views** across multi-Astro's digital platforms.

IMPACT via Article



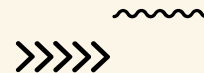
Branded Article

As the content powerhouse, crafting narratives that deeply resonate is our strength. With an acute understanding of our readers, we seamlessly bring your campaign message to the forefront, capturing attention through inspiring, informative, and captivating lifestyle and trend-focused story angles.



IG Story + IG & FB Post

Guided by audience insights, we strategically amplify the article across relevant social pages.



Elevate brand **IMPACT** by crafting events into **compelling, relatable stories**. With **eye-catching copywriting** and **captivating images**, we guide your target to suspend scepticism and embrace emotions or viewpoints.

Guaranteed Read or Guaranteed Reach KPIs, plus our **veteran storytellers**, creating an indelible brand memory.

[Click Here For Ad Demo](#)

DISCOVER on Display



In-Image
A display ad perfectly overlays the main visual of an article

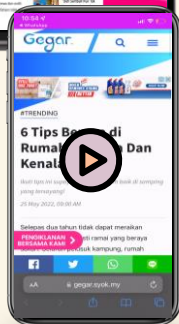


Catfish
Banner ad as a sail area at the bottom of a page

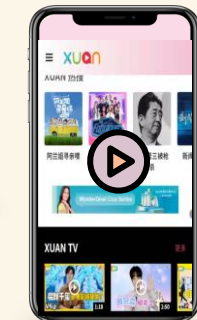


Rich Media

Immerse dynamically in consumer browsing with contextually relevant placement.



Parallax
A display ad appears seamlessly within an article as the user scrolls to read



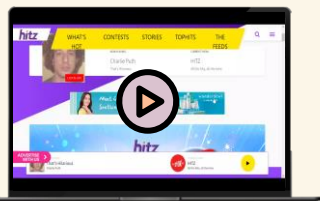
Interstitial

Experience a full-screen impact, where your brand take-over the spotlight.



MREC/ Leaderboard

Command prime visibility with prominent ad spaces, data-backed placement.



Be visible to consumers wherever they browse. Our **DISCOVERY** solutions maximise exposure and reach through **interactive format display** and **data-driven contextual placements**, refining the online journey.

Complementing branded article and social media content for greater impact.



Terms & Conditions

1. Package above is only applicable to the platforms below:

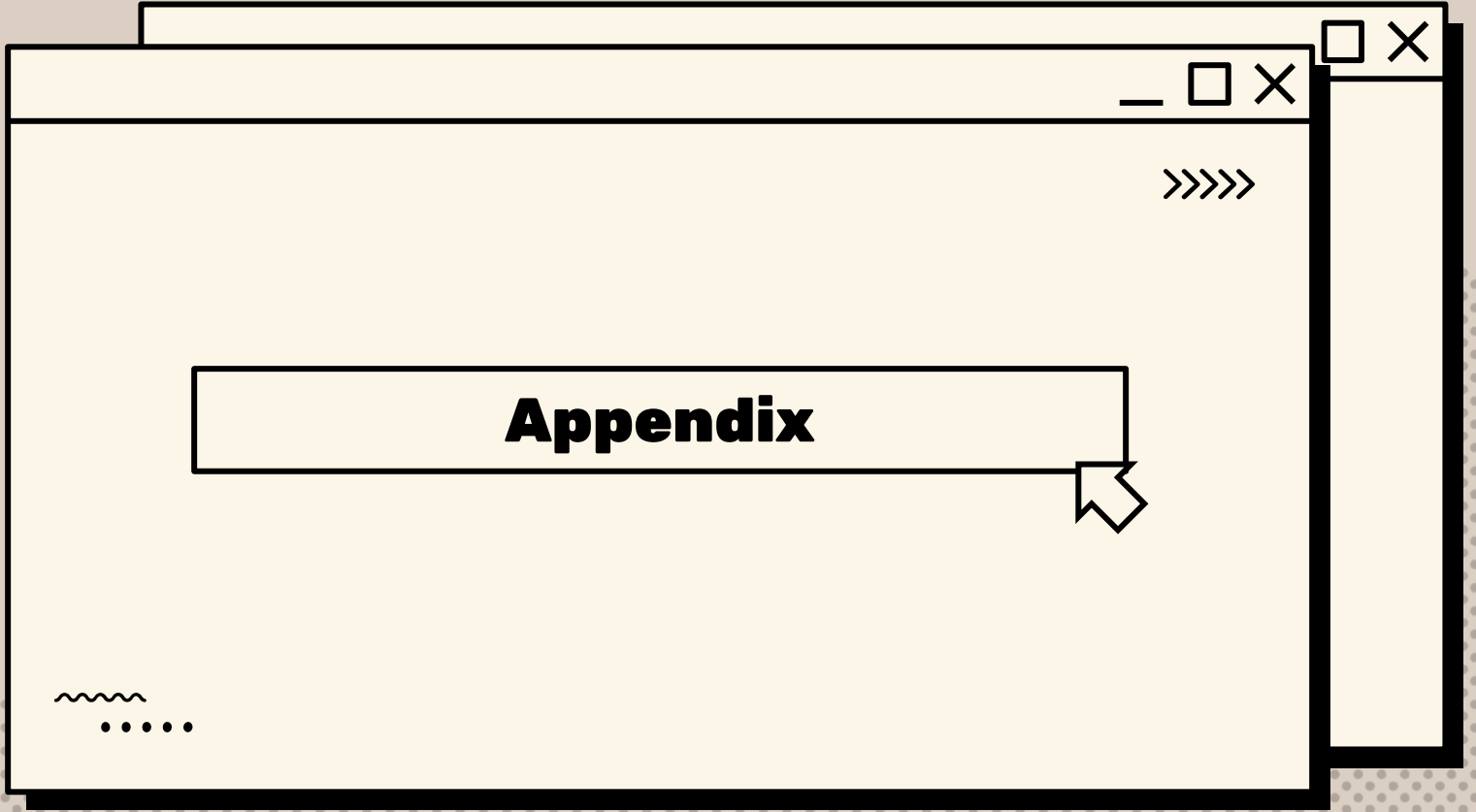
EN: *Hitz, Mix, Lite, Rojak Daily, Raaga, Ulagam, Syok EN, Stadium Astro*

BM: *AWANI, Gempak, Era, Sinar, Gegar, Zayan, Syok BM, Astro Arena (Stadium Astro BM), Keluarga, Pa&Ma, Mingguan Wanita, Maskulin, Remaja, Rasa, Nona, Hijabista, Pesona Pengantin, Vanilla Kismis, Maskulin, Kashoorga, Libur, Umpan, Impiana*

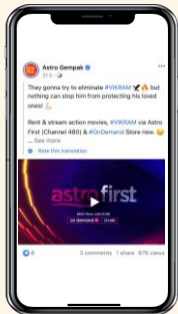
CH: *MY, Melody, GoXuan, Xuan, Syok CH*

2. All pointers, directions and visuals to be provided by Client.
3. The above package price is exclusive of government tax and subject to 8% service tax if applicable.
4. The above package is only applicable for one (1) product or brand per advertiser.
5. All ad slots must be booked under one (1) media order.
6. The package cost/proposal is valid for a period of three (3) months only from the date of signing off the media booking. If no campaign goes live within this period, the package/proposal will be void. Any future bookings will be subjected to changes in the package cost.
7. All package entitlements must be fully utilised within 3 months of the advertiser's advertisement material going live, subject to an extension granted by Astro in its sole discretion.
8. The above package is non-cancellable and non-transferable. 100% surcharge will be imposed upon any cancellation. Category exclusivity is applicable for ONE product category used within sponsored program /campaign.
9. Packages availability is based on First-come-first-served basis.
10. The above package is valid till **30 September 2024**.
11. The creative concepts contained in this document have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole in any form whatsoever without approval from Astro.
12. This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
13. Astro reserves the right to amend any of the above pricing categories from time to time.
14. The above package is subject to the advertising terms and conditions for the provision of airtime, full details are available on <https://astromedia.com.my>





PRODUCT SAMPLES



REPORTING METRICS
Impressions
Reach
Engagement Rate
Click Through Rate
Total Video Views
Video Views Rate

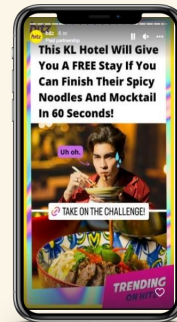
[Click for Demo](#)

Facebook Post



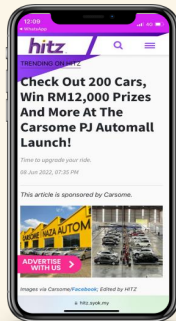
REPORTING METRICS
Impressions
Reach
Total Video Views
Video Views Rate

Instagram Post (Video)



REPORTING METRICS
Engagement Rate
Click Through Rate

Instagram Story



REPORTING METRICS
Read
Reach
Average Time Spent

[Click for Demo](#)

Branded Article



REPORTING METRICS
Impressions
Total Video Views
Video Views Rate

Pre-Roll Video



PRODUCT SAMPLES



REPORTING METRICS
Impressions
Reach
Engagement Rate
Click Through Rate



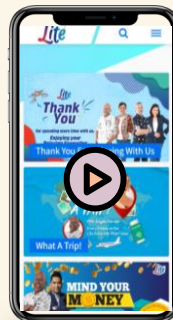
In-Image



REPORTING METRICS
Impressions
Reach
Engagement Rate
Click Through Rate



Catfish



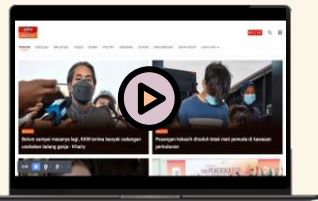
REPORTING METRICS
Impressions
Reach
Engagement Rate
Click Through Rate



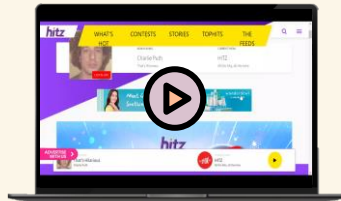
Interstitial



REPORTING METRICS
Impressions
Reach
Click Through Rate



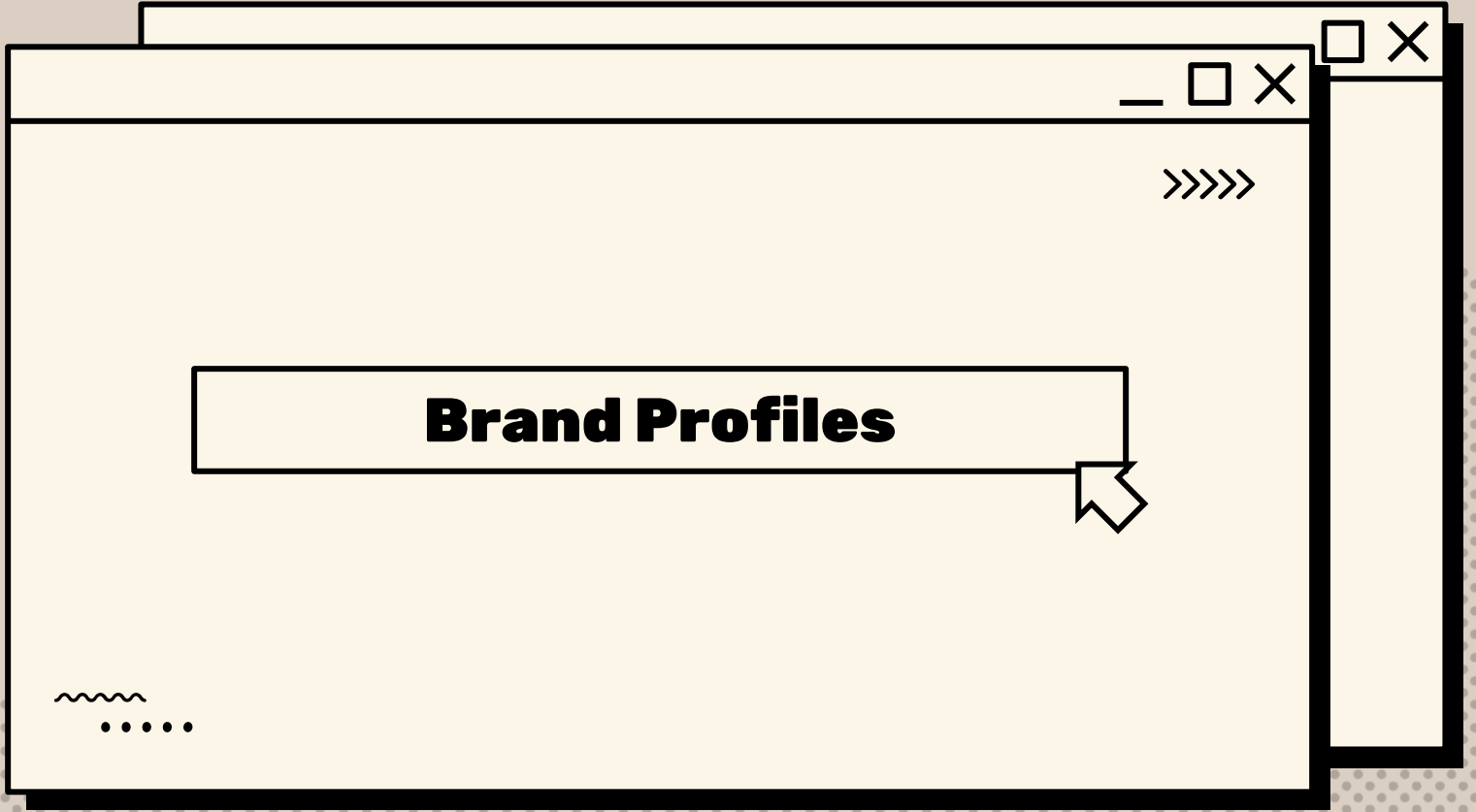
MREC/Leaderboard



REPORTING METRICS
Impressions
Reach
Engagement Rate
Click Through Rate

[Click for Demo](#)

Parallex





A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.


syok.my


APP: [iOS](#) | [Android](#)

.....

WEB

 **1,714,903**
MONTHLY UNIQUE USERS

 **9,593,369**
MONTHLY PAGE VIEWS

 **0:02:12**
AVERAGE SESSION DURATION

DEVICE CATEGORY

 **23.6%**

 **75.3%**

 **1.1%**

 **60.9%**

AGE BREAKDOWN

18 - 24 (15.6%)

45 - 54 (20.9%)

25 - 34 (24.8%)


55 - 64 (9.3%)

35 - 44 (25.3%)

65+ (4.2%)

 **39.1%**

INTERESTS

 Arts, Entertainment, Celebrities, News



Media, Entertainment, Movie Lovers



News, Politics, Avid News Readers




Marriage, Getting Married Soon

APP


(GOOGLE ANALYTICS JULY 2023)

 **240,537**
MONTHLY UNIQUE USERS

 **12,728,818**
MONTHLY PAGE VIEWS

 **01:08:38**
AVERAGE SESSION DURATION

DEVICE CATEGORY

 **73.4%**

 **26.6%**

 **45.5%**

AGE BREAKDOWN

18 - 24 (7.1%)

45 - 54 (22.2%)

25 - 34 (22.2%)


55 - 64 (12.4%)

35 - 44 (31.4%)

65+ (4.8%)

 **54.5%**

INTERESTS

 Media, Entertainment, Casual & Social Gamers



Games, Computer, Video & Casual Games



News, Politics, Avid News Readers



Games, Computer, Video & Browser Games

SOCIAL MEDIA

677,942



COMBINED FOLLOWERS



WEB

(GOOGLE ANALYTICS JULY 2023)



896,055

MONTHLY UNIQUE USERS



21.6%



77.7%



0.8%

DEVICE CATEGORY



3,897,083

MONTHLY PAGE VIEWS



0:01:51

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (13.9%)

45 - 54 (22.4%)

25 - 34 (22.7%)

55 - 64 (10.0%)

35 - 44 (27.3%)

65+ (3.7%)



65.8%



34.2%

INTERESTS



Arts, Entertainment, Celebrities, News



Marriage, Getting Married Soon



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts

SOCIAL MEDIA

280,736



COMBINED FOLLOWERS



996,186

MONTHLY REACH (FACEBOOK INSIGHTS JULY 2023)

A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

bm.syok.my

APP: [iOS](#) | [Android](#)

.....

WEB

(GOOGLE ANALYTICS JULY 2023)



Astro AWANI is Malaysia's leading 24-hour, cross-platform news and information destination. It publishes news bulletins, as well as business and sports updates through a network of experienced and credible journalists nation-wide.

astroawani.com

APP: [iOS](#) | [Android](#)



4,525,574

MONTHLY UNIQUE USERS



9.0%



90.2%



0.8%

DEVICE CATEGORY



17,250,633

MONTHLY PAGE VIEWS



0:01:47

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.6%)

45 - 54 (26.1%)

25 - 34 (18.9%)

55 - 64 (12.0%)

35 - 44 (24.8%)

65+ (5.6%)



50.8%



49.2%

INTERESTS



Arts, Entertainment, Celebrities, News



News, Politics



News, Politics, Avid News Readers



Travel, Travel Buffs

.....

SOCIAL MEDIA

13,480,433



COMBINED FOLLOWERS



13,174,922

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

APP

(GOOGLE ANALYTICS JULY 2023)



Astro AWANI is Malaysia's leading 24-hour, cross-platform news and information destination. It publishes news bulletins, as well as business and sports updates through a network of experienced and credible journalists nation-wide.

astroawani.com

APP: [iOS](#) | [Android](#)



95,360

MONTHLY ACTIVE USERS



4,168,103

MONTHLY SCREEN VIEWS



0:04:59

AVERAGE TIME SPENT



65.7%



34.3%

DEVICE CATEGORY

AGE BREAKDOWN

18 - 24 (4.4%)

45 - 54 (21.7%)

25 - 34 (8.8%)

55 - 64 (31.6%)

35 - 44 (15.0%)

65+ (18.5%)

INTERESTS



Media, Entertainment, Casual & Social Gamers



Media, Entertainment, Action Game Fans



News, Politics, Avid News Readers



Media, Entertainment, Comics, Animation Fans



24.7%



75.3%

SOCIAL MEDIA

13,480,433



COMBINED FOLLOWERS



13,174,922

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

.....



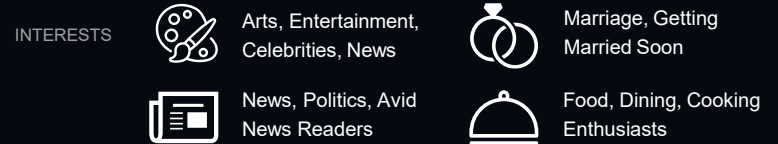
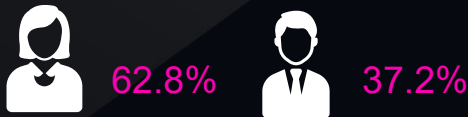
Astro Gempak is the No. 1 Malay entertainment digital platform amongst Malaysians. Its broad content ecosystem covers entertainment, drama, Islamic, lifestyle, comedy and kids.

gempak.com

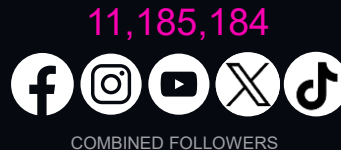
.....

WEB

(GOOGLE ANALYTICS JULY 2023)



SOCIAL MEDIA





Malaysia's No. 1 Malay language radio station, and that extends to the digital space. The audience is made up of fans of new gadgets and music, who love interacting with ERA through Facebook.

era.syok.my

WEB

(GOOGLE ANALYTICS JULY 2023)



163,396

MONTHLY UNIQUE USERS



30.6%



68.4%



1.0%

DEVICE CATEGORY



823,131

MONTHLY PAGE VIEWS



0:02:14

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (18.4%)

45 - 54 (18.3%)

25 - 34 (25.7%)

55 - 64 (8.8%)

35 - 44 (24.5%)

65+ (4.2%)



63.1%



36.9%

INTERESTS



Arts, Entertainment, Celebrities, News



Arts, Entertainment, Music, Audio, Radio



News, Politics, Avid News Readers



Technology, Technophiles

.....

SOCIAL MEDIA

11,008,956



COMBINED FOLLOWERS



22,208,714

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



GEGAR is Malaysia's No. 1 East Coast radio station. It celebrates the East Coast lifestyle through localised entertainment-focused content in a friendly and grass root tone.

gegar.syok.my



80,737

MONTHLY UNIQUE USERS



22.8%



76.6%



0.6%

DEVICE CATEGORY



315,651

MONTHLY PAGE VIEWS



0:01:45

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (17.9%)

45 - 54 (17.9%)

25 - 34 (27.6%)

55 - 64 (8.2%)

35 - 44 (24.6%)

65+ (3.9%)



63.6%



36.4%

INTERESTS



Arts, Entertainment, Celebrities, News



Arts, Entertainment, Music, Audio, Radio



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts

.....

SOCIAL MEDIA

2,838,638



COMBINED FOLLOWERS



9,211,703

MONTHLY REACH (FACEBOOK INSIGHTS JULY 2023)



SINAR is Malaysia's No. 2 Malay language radio station. Their digital content strategy is to be positive, inspiring, and uplifting. They strive to help consumers be the best they can be.

sinar.syok.my

WEB

(GOOGLE ANALYTICS JULY 2023)



284,395

MONTHLY UNIQUE USERS



28.5%



70.7%



0.8%

DEVICE CATEGORY



1,448,826

MONTHLY PAGE VIEWS

AGE
BREAKDOWN

18 - 24 (16.5%)

45 - 54 (19.4%)

25 - 34 (24.6%)

55 - 64 (9.9%)

35 - 44 (25.6%)

65+ (3.9%)



0:02:01

AVERAGE SESSION DURATION

INTERESTS



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts



Arts, Entertainment, Celebrities, News



Arts, Entertainment, Music, Audio, Radio



65.8%



34.2%

.....

SOCIAL MEDIA

5,234,378



COMBINED FOLLOWERS



7,743,265

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



ZAYAN appeals to the modern Muslim community by serving them with contemporary content consisting of the latest fashion, technology, entertainment and lifestyle. All the while still holding true to the timeless creed of their faith.

zayan.syok.my



58,828

MONTHLY UNIQUE USERS



26.7%



72.4%



0.9%

DEVICE CATEGORY



276,310

MONTHLY PAGE VIEWS



0:02:14

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (19.4%)

45 - 54 (18.4%)

25 - 34 (25.9%)

55 - 64 (8.0%)

35 - 44 (24.3%)

65+ (3.9%)



63.0%



37.0%

INTERESTS



News, Politics, Avid News Readers



Technology, Technophiles



Arts, Entertainment, Celebrities, News



Food, Dining, Cooking Enthusiasts

.....

SOCIAL MEDIA

1,062,299



COMBINED FOLLOWERS



11,563,367

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

IMPRIANA

The go-to portal for all your interior and landscape design needs, served in Malay.

www.impiana.my

WEB

(GOOGLE ANALYTICS JULY 2023)



218,446

MONTHLY UNIQUE USERS



6.2%



92.8%



0.9%

DEVICE CATEGORY



323,650

MONTHLY PAGE VIEWS



0:00:40

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (6.3%)

45 - 54 (26.0%)

25 - 34 (16.9%)

55 - 64 (15.1%)

35 - 44 (32.3%)

65+ (3.5%)



74.4%



25.6%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



Food, Drink, Recipes,
Southeast Asian
Cuisine

.....

SOCIAL MEDIA

864,242



COMBINED FOLLOWERS



3,196,256

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

hijabista

Malaysia's only fashion magazine dedicated to modest fashion, beauty, and religious tips for Muslim women.

www.hijabista.my

WEB

(GOOGLE ANALYTICS JULY 2023)



184,148

MONTHLY UNIQUE USERS



6.8%



92.6%



0.6%

DEVICE CATEGORY



261,635

MONTHLY PAGE VIEWS



0:00:41

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (10.1%)

45 - 54 (26.0%)

25 - 34 (18.7%)

55 - 64 (11.7%)

35 - 44 (29.6%)

65+ (3.8%)



78.4%



21.6%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



Food, Drink, Recipes,
Southeast Asian
Cuisine

.....

SOCIAL MEDIA

1,183,281



COMBINED FOLLOWERS



3,267,301

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

keluarga

This one's for the family, served with a healthy dose of household hacks, inspiring stories, and health tips.

www.keluarga.my

WEB

(GOOGLE ANALYTICS JULY 2023)



507,764

MONTHLY UNIQUE USERS



4.1%



95.2%



0.7%

DEVICE CATEGORY



784,324

MONTHLY PAGE VIEWS



0:00:44

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (10.1%)

45 - 54 (26.0%)

25 - 34 (18.7%)

55 - 64 (11.7%)

35 - 44 (29.6%)

65+ (3.8%)



73.4%



26.6%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



Food, Drink, Recipes,
Southeast Asian
Cuisine

.....

SOCIAL MEDIA

996,788



COMBINED FOLLOWERS



7,904,745

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



A complete parenting guide for young and new parents. It's also the number one local parenting portal.

www.majalahpama.my

.....

WEB

(GOOGLE ANALYTICS JULY 2023)



852,955

MONTHLY UNIQUE USERS



4.6%



95.0%



0.5%

DEVICE CATEGORY



1,368,253

MONTHLY PAGE VIEWS



0:00:39

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (9.9%)

25 - 34 (20.9%)

35 - 44 (29.3%)

45 - 54 (25.1%)

55 - 64 (11.0%)

65+ (4.0%)



75.7%



24.3%

INTERESTS



Arts, Entertainment, Celebrities, News



Food, Dining, Cooking Enthusiasts



News, Politics, Avid News Readers



Food, Drink, Recipes, Southeast Asian Cuisine

SOCIAL MEDIA

2,386,165



COMBINED FOLLOWERS



7,419,224

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)

MASKULIN

A digital platform created for the modern urban male, serving everything from automotive news, health tips, and fashion features.

www.maskulin.com.my



124,049

MONTHLY UNIQUE USERS



9.0%



90.4%



0.6%

DEVICE CATEGORY



171,839

MONTHLY PAGE VIEWS



0:00:57

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (12.9%)

45 - 54 (24.9%)

25 - 34 (20.6%)

55 - 64 (10.7%)

35 - 44 (26.8%)

65+ (4.1%)



50.9%



49.1%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



News, Politics

.....

SOCIAL MEDIA

448,725



COMBINED FOLLOWERS



2,384,015

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



Experiences, information, tips and techniques from one angler to another.

www.umpan.com.my

.....

WEB

(GOOGLE ANALYTICS JULY 2023)



94,234

MONTHLY UNIQUE USERS



11.8%



87.7%



0.5%

DEVICE CATEGORY



138,023

MONTHLY PAGE VIEWS



0:00:48

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (18.0%)

45 - 54 (18.2%)

25 - 34 (26.1%)

55 - 64 (8.3%)

35 - 44 (25.1%)

65+ (4.2%)



45.0%



55.0%

INTERESTS



Arts, Entertainment, Celebrities, News



Travel, Travel Buffs



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts

SOCIAL MEDIA

407,550



COMBINED FOLLOWERS



175,600

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

LIBUR

Dishing out travel inspirations, destination suggestions, and all the cuti-cuti hacks you need.

www.libur.com.my

WEB

(GOOGLE ANALYTICS JULY 2023)



150,195

MONTHLY UNIQUE USERS



11.9%



87.1%



1.0%

DEVICE CATEGORY



209,674

MONTHLY PAGE VIEWS



0:00:39

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (11.3%)

45 - 54 (25.1%)

25 - 34 (20.3%)

55 - 64 (10.9%)

35 - 44 (28.7%)

65+ (3.8%)



66.3%



33.7%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



Food, Drink, Recipes,
Southeast Asian
Cuisine

.....

SOCIAL MEDIA

116,993



COMBINED FOLLOWERS



1,632,465

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

Mingguan Wanita

Our top performing digital platform featuring content created by women for women.

www.mingguanwanita.my

.....

WEB

(GOOGLE ANALYTICS JULY 2023)



584,769

MONTHLY UNIQUE USERS



5.5%



93.9%



0.5%

DEVICE CATEGORY



984,508

MONTHLY PAGE VIEWS



0:00:50

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (8.9%)

45 - 54 (28.7%)

25 - 34 (17.8%)

55 - 64 (11.7%)

35 - 44 (28.3%)

65+ (4.7%)



67.4%



32.6%

INTERESTS



Arts, Entertainment,
Celebrities, News



Marriage, Getting
Married Soon



News, Politics, Avid
News Readers



Food, Dining, Cooking
Enthusiasts

SOCIAL MEDIA

2,342,659



COMBINED FOLLOWERS



12,647,831

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

NONA

Our premium lifestyle magazine covering interviews with Malaysia's rich-and-famous as well as the latest in high end fashion.

www.nona.my

WEB

(GOOGLE ANALYTICS JULY 2023)



813,449

MONTHLY UNIQUE USERS



3.6%



95.6%



0.8%

DEVICE CATEGORY



1,470,345

MONTHLY PAGE VIEWS



0:00:55

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (6.7%)

45 - 54 (29.7%)

25 - 34 (16.3%)

55 - 64 (13.4%)

35 - 44 (29.4%)

65+ (4.5%)



69.4%



30.6%

INTERESTS



Arts, Entertainment,
Celebrities, News



Marriage, Getting
Married Soon



News, Politics, Avid
News Readers



Food, Dining, Cooking
Enthusiasts

.....

SOCIAL MEDIA

1,034,154



COMBINED FOLLOWERS



9,523,924

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

Pengantin

Inspiration for brides-to-be and curated bridal service portal.

www.pesonapengantin.my

.....

WEB

(GOOGLE ANALYTICS JULY 2023)



165,011

MONTHLY UNIQUE USERS



6.2%



93.3%



0.5%

DEVICE CATEGORY



224,295

MONTHLY PAGE VIEWS



0:00:40

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (9.7%)

25 - 34 (18.7%)

35 - 44 (29.1%)

45 - 54 (25.1%)

55 - 64 (13.6%)

65+ (3.7%)



80.7%



19.3%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



Food, Drink, Recipes,
Southeast Asian
Cuisine

SOCIAL MEDIA

1,371,403



COMBINED FOLLOWERS



2,989,896

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



Invites sparks of local cooking and ideas of enjoying food. Rasa is our No. 1 lifestyle food portal.

www.rasa.my

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WEB

(GOOGLE ANALYTICS JULY 2023)



1,250,061

MONTHLY UNIQUE USERS



5.8%



93.5%



0.8%

DEVICE CATEGORY



2,484,788

MONTHLY PAGE VIEWS

AGE
BREAKDOWN

18 - 24 (12.4%)

45 - 54 (22.4%)

25 - 34 (21.6%)

55 - 64 (12.3%)

35 - 44 (27.4%)

65+ (3.8%)



0:00:52

AVERAGE SESSION DURATION

INTERESTS



Food, Drink, Recipes, Southeast Asian Cuisine



Arts, Entertainment, Celebrities, News



Food, Dining, Cooking Enthusiasts



News, Politics, Avid News Readers



76.8%



23.2%

SOCIAL MEDIA

1,810,507



COMBINED FOLLOWERS



4,516,182

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)

Remaja

30 years in the market, Remaja continues to be the staple brand dedicated to the youth.

www.remaja.my



245,369

MONTHLY UNIQUE USERS



10.5%



88.8X%



0.7%

DEVICE CATEGORY



311,833

MONTHLY PAGE VIEWS



0:00:30

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (16.0%)

45 - 54 (22.5%)

25 - 34 (22.3%)

55 - 64 (9.1%)

35 - 44 (26.9%)

65+ (3.2%)



67.7%



32.3%

INTERESTS



Arts, Entertainment, Celebrities, News



Marriage, Getting Married Soon



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts

.....

SOCIAL MEDIA

1,809,961



COMBINED FOLLOWERS



3,978,221

MONTHLY REACH (FACEBOOK INSIGHTS JULY 2023)

KASHOORGA

Life and beauty tips for Muslims.

www.kashoorga.com

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WEB

(GOOGLE ANALYTICS JULY 2023)



120,792

MONTHLY UNIQUE USERS



7.2%



92.2%



0.6%

DEVICE CATEGORY



160,712

MONTHLY PAGE VIEWS



0:00:33

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (13.5%)

45 - 54 (25.4%)

25 - 34 (20.1%)

55 - 64 (11.0%)

35 - 44 (25.0%)

65+ (4.9%)



62.3%



37.7%

INTERESTS



Arts, Entertainment, Celebrities, News



Marriage, Getting Married Soon



News, Politics, Avid News Readers



Food, Dining, Cooking Enthusiasts

SOCIAL MEDIA

1,281,868



COMBINED FOLLOWERS



815,754

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



A digital platform created for the modern Malay woman, covering topics on family, food, travelling, as well as health and beauty.

www.vanillakismis.my

WEB

(GOOGLE ANALYTICS JULY 2023)



1,058,221

MONTHLY UNIQUE USERS



3.2%



95.8%



1.0%

DEVICE CATEGORY



2,144,936

MONTHLY PAGE VIEWS



0:00:56

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (17.1%)

45 - 54 (28.1%)

25 - 34 (17.0%)

55 - 64 (14.2%)

35 - 44 (29.2%)

65+ (4.5%)



72.3%



27.7%

INTERESTS



Arts, Entertainment,
Celebrities, News



Food, Dining, Cooking
Enthusiasts



News, Politics, Avid
News Readers



Food, Drink, Recipes,
Southeast Asian
Cuisine

.....

SOCIAL MEDIA

792,713



COMBINED FOLLOWERS



8,552,857

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



WEB

(GOOGLE ANALYTICS JULY 2023)



906,906

MONTHLY UNIQUE USERS



33.4%



65.1%



1.4%

DEVICE CATEGORY



7,383,031

MONTHLY PAGE VIEWS



0:02:35

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (16.9%)

45 - 54 (18.8%)

25 - 34 (27.1%)

55 - 64 (8.3%)

35 - 44 (24.1%)

65+ (4.8%)



56.2%



43.8%

INTERESTS



Arts, Entertainment, Celebrities, News



Books, Literature, E-Books



News, Politics, Avid News Readers



Media, Entertainment, Book Lovers

SOCIAL MEDIA

178,781



COMBINED FOLLOWERS



919,873

MONTHLY REACH (FACEBOOK INSIGHTS JULY 2023)

A multilingual lifestyle site serving the latest trending local news, life hacks, and inspiring stories. Each language platform offers different content that is catered to its specific audience.

cn.syok.my

APP: [iOS](#) | [Android](#)

.....

WEB

(GOOGLE ANALYTICS JULY 2023)



Xuan provides updates on Astro's Chinese channel programming, as well as event reports, celebrity trends, and entertainment and fashion news to more-than-half-a-million monthly consumers.

xuan.com.my



1,016,779

MONTHLY UNIQUE USERS



8.1%



90.2%



1.7%

DEVICE CATEGORY



3,840,751

MONTHLY PAGE VIEWS



0:02:07

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (15.7%)

45 - 54 (20.2%)

25 - 34 (27.5%)

55 - 64 (8.2%)

35 - 44 (22.9%)

65+ (5.4%)



46.1%



53.9%

INTERESTS



Arts, Entertainment, Celebrities, News



Books, Literature, E-Books



News, Politics, Avid News Readers



Media, Entertainment, Book Lovers

.....

SOCIAL MEDIA

709,890



COMBINED FOLLOWERS



4,220,148

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

CONSOLIDATED UNDER XUAN WEBSITE

(GOOGLE ANALYTICS JULY 2023)



A Chinese news and infotainment portal serving the latest current affairs updates as they happen.

xuan.com.my/hotspot



1,016,779

MONTHLY UNIQUE USERS



8.1%



90.2%



1.7%

DEVICE CATEGORY



3,840,751

MONTHLY PAGE VIEWS



0:02:07

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (15.7%)

45 - 54 (20.2%)

25 - 34 (27.5%)

55 - 64 (8.2%)

35 - 44 (22.9%)

65+ (5.4%)



46.1%



53.9%

INTERESTS



Arts, Entertainment, Celebrities, News



Books, Literature, E-Books



News, Politics, Avid News Readers



Media, Entertainment, Book Lovers

.....

SOCIAL MEDIA

599,175



COMBINED FOLLOWERS



1,779,117

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



A cool, hip digital-first entertainment brand set to connect and engage with today's Chinese digital natives through the creation of compelling content that's distinctive and shareable.

goxuan.syok.my



147,523

MONTHLY UNIQUE USERS



17.8%



80.7%



1.5%

DEVICE CATEGORY



1,018,272

MONTHLY PAGE VIEWS



0:02:05

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (24.8%)

45 - 54 (15.3%)

25 - 34 (29.0%)

55 - 64 (5.8%)

35 - 44 (21.5%)

65+ (3.6%)



56.4%



43.6%

INTERESTS



Arts, Entertainment,
Celebrities, News



Books, Literature,
E-Books



News, Politics, Avid
News Readers



Media, Entertainment,
Book Lovers

.....

SOCIAL MEDIA

615,709



COMBINED FOLLOWERS



4,609,913

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



MELODY is Malaysia's No. 1 choice for golden Chinese hits, and that extends to the digital space. It provides a unique blend of information about lifestyle, health, current affairs and business.

melody.syok.my



176,034

MONTHLY UNIQUE USERS



28.0%



70.6%



1.3%

DEVICE CATEGORY



858,400

MONTHLY PAGE VIEWS



0:02:03

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (15.8%)

45 - 54 (20.7%)

25 - 34 (25.4%)

55 - 64 (8.7%)

35 - 44 (24.3%)

65+ (5.1%)

INTERESTS



Arts, Entertainment,
Celebrities, News



Media, Entertainment,
Book Lovers



Books, Literature,
E-Books



News, Politics, Avid
News Readers



50.9%



49.1%

.....

SOCIAL MEDIA

577,514



COMBINED FOLLOWERS



5,256,887

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



MY is Malaysia's No. 1 Chinese station, and that extends to the digital space. Its consumers are foodies and early adopters when it comes to new gadgets. They love interacting through MY's mobile app and Facebook.

my.syok.my



278,921

MONTHLY UNIQUE USERS



22.2%



76.2%



1.6%

DEVICE CATEGORY



1,893,214

MONTHLY PAGE VIEWS



0:01:53

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (15.6%)

45 - 54 (19.1%)

25 - 34 (28.9%)

55 - 64 (7.5%)

35 - 44 (24.2%)

65+ (4.7%)



52.4%



47.6%

INTERESTS



Arts, Entertainment, Celebrities, News



Books, Literature, E-Books



News, Politics, Avid News Readers



Media, Entertainment, Book Lovers

.....

SOCIAL MEDIA

1,914,821



COMBINED FOLLOWERS

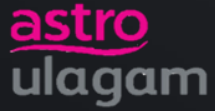


5,576,130

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



Astro Ulagam is Malaysia's go-to Indian entertainment news and events hub, covering content shown on Astro's Indian channels and top shows, as well as the latest entertainment news and videos.

astroulagam.com.my



80,363

MONTHLY UNIQUE USERS



21.7%



77.5%



0.8%

DEVICE CATEGORY



167,258

MONTHLY PAGE VIEWS



0:01:19

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (21.7%)

45 - 54 (17.1%)

25 - 34 (23.6%)

55 - 64 (10.5%)

35 - 44 (20.7%)

65+ (6.4%)



52.2%



47.8%

INTERESTS



Arts, Entertainment, Movies, Bollywood, South Asian Film



Arts, Entertainment, Celebrities, News



News, Politics, Avid News Readers



Media, Entertainment, Movie Lovers, South Asian Film Fans

.....

SOCIAL MEDIA

2,703,932



COMBINED FOLLOWERS



13,213,428

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



RAAGA is Malaysia's No. 1 Tamil radio station, and that extends to the digital space. Its digital content focuses on the Indian entertainment scene, and expands the feeling of belonging to the Indian community.

raaga.syok.my



40,874

MONTHLY UNIQUE USERS



35.7%



62.6%



1.7%

DEVICE CATEGORY



419,887

MONTHLY PAGE VIEWS



0:04:56

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (19.3%)

45 - 54 (18.6%)

25 - 34 (26.8%)

55 - 64 (9.0%)

35 - 44 (21.1%)

65+ (5.2%)



63.0%



37.0%

INTERESTS



Arts, Entertainment,
Movies, Bollywood,
South Asian Film



Media, Entertainment,
Movie Lovers, South
Asian Film Fans



Arts, Entertainment,
Music, Audio, Radio



Media, Entertainment,
Music Lovers, World
Music Fans

.....

SOCIAL MEDIA

1,696,770



COMBINED FOLLOWERS



2,221,122

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



WEB

(GOOGLE ANALYTICS JULY 2023)



137,298

MONTHLY UNIQUE USERS



52.1%



46.8%



1.2%

DEVICE CATEGORY



1,163,454

MONTHLY PAGE VIEWS



0:03:05

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (19.2%)

45 - 54 (17.7%)

25 - 34 (26.6%)

55 - 64 (9.0%)

35 - 44 (22.6%)

65+ (4.9%)



60.7%



39.3%

INTERESTS



Arts, Entertainment, Music, Audio, Radio



Arts, Entertainment, Celebrities, News



News, Politics, Avid News Readers



Technology, Technophiles

en.syok.my

APP: [iOS](#) | [Android](#)

.....

SOCIAL MEDIA

218,425



COMBINED FOLLOWERS



2,043,972

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



Stadium Astro brings you top-notch coverage and updates on international sports such as EPL, UEFA Champions League, NBA, F1, PGA Tour and UFC as well as the Malaysian sports scene. It's available in English and Malay.

stadiumastro.com



23,763

MONTHLY UNIQUE USERS



11.2%



87.1%



1.7%

DEVICE CATEGORY



18,152

MONTHLY PAGE VIEWS



0:01:22

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (8.3%)

45 - 54 (30.9%)

25 - 34 (18.3%)

55 - 64 (11.7%)

35 - 44 (26.4%)

65+ (4.4%)

INTERESTS



Sports, Team Sports,
Soccer



Sports, Fitness, Sports
& Soccer Fans



Arts, Entertainment,
Celebrities, News



News, Politics, Avid
News Readers



29.0%



71.0%

.....

SOCIAL MEDIA

1,827,961



COMBINED FOLLOWERS



957,589

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



The country's No. 1 English language radio brand, catering to an audience that is very active on new media, and love entertainment goss, trending news and viral content.

hitz.syok.my

WEB

(GOOGLE ANALYTICS JULY 2023)



74,194

MONTHLY UNIQUE USERS



48.2%



50.7%



1.1%

DEVICE CATEGORY



496,541

MONTHLY PAGE VIEWS



0:03:00

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (22.4%)

45 - 54 (16.3%)

25 - 34 (27.8%)

55 - 64 (7.7%)

35 - 44 (21.1%)

65+ (4.7%)



38.8%



38.2%

INTERESTS



Arts, Entertainment,
Music, Audio, Radio



Arts, Entertainment,
Celebrities, News



News, Politics, Avid
News Readers



Technology,
Technophiles

.....

SOCIAL MEDIA

2,260,358



COMBINED FOLLOWERS



2,734,660

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



LITE is Malaysia's No. 1 radio station choice for relaxing favourites, and that extends to the digital space, with content centring on well-sourced information about health and well-being, and living the good life.

lite.syok.my

WEB

(GOOGLE ANALYTICS JULY 2023)



22,022

MONTHLY UNIQUE USERS



59.7%



38.8%



1.5%

DEVICE CATEGORY



187,599

MONTHLY PAGE VIEWS

AGE
BREAKDOWN

18 - 24 (13.4%)

45 - 54 (20.1%)

25 - 34 (22.9%)

55 - 64 (11.6%)

35 - 44 (24.9%)

65+ (7.0%)



0:02:58

AVERAGE SESSION DURATION



60.1%



39.9%

INTERESTS



Arts, Entertainment,
Music, Audio, Radio



Arts, Entertainment,
Celebrities, News



News, Politics, Avid
News Readers



Technology,
Technophiles

.....

SOCIAL MEDIA

536,115



COMBINED FOLLOWERS



666,545

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)



MIX is Malaysia's No. 1 radio station choice for variety, and that extends to the digital space. Here, everyday life is celebrated in a fun way, with content topics touching on romance, mortgages, new babies, new devices and a whole lot more!

mix.syok.my

WEB

(GOOGLE ANALYTICS JULY 2023)



36,710

MONTHLY UNIQUE USERS



63.2%



35.8%



1.0%

DEVICE CATEGORY



352,843

MONTHLY PAGE VIEWS

AGE
BREAKDOWN

18 - 24 (15.3%)

45 - 54 (19.2%)

25 - 34 (27.0%)

55 - 64 (9.1%)

35 - 44 (24.6%)

65+ (4.8%)



0:03:01

AVERAGE SESSION DURATION



64.0%



36.0%

INTERESTS



Arts, Entertainment,
Music, Audio, Radio



Arts, Entertainment,
Music, Audio, Pop
Music



News, Politics, Avid
News Readers



Technology,
Technophiles

.....

SOCIAL MEDIA

423,565



COMBINED FOLLOWERS



1,124,667

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)

WEB

(GOOGLE ANALYTICS JULY 2023)



Like a good bowl of rojak, we're a mix of everything from viral news to in-depth reviews. We're uniquely Malaysian and take pride in celebrating Malaysian achievements daily.

gempak.com/rojakdaily



94,500

MONTHLY UNIQUE USERS



24.4%



74.7%



1.0%

DEVICE CATEGORY



144,000

MONTHLY PAGE VIEWS



0:01:22

AVERAGE SESSION DURATION

AGE
BREAKDOWN

18 - 24 (22.5%)

45 - 54 (15.7%)

25 - 34 (26.6%)

55 - 64 (9.0%)

35 - 44 (21.7%)

65+ (4.6%)



53.6%



46.4%

INTERESTS



News, Politics, Avid News Readers



Light TV Viewers



Media, Entertainment, Movie Lovers



Technology, Technophiles

.....

SOCIAL MEDIA

314,953



COMBINED FOLLOWERS



673,772

MONTHLY REACH
(FACEBOOK INSIGHTS JULY 2023)