

GLAM.MY

The Life and Style Guide for the Fashionable Women

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About GLAM.MY

Explore luxury through GLAM.MY as we delve into the world of luxury. Click on to GLAM TV tab for clips of luxury, told in beautifully crafted videos about all things high fashion, the prestigious beauty cults and the high-flying life of the high society. GLAM's exclusivity is also now accessible via our digital platforms. With high numbers of strong and active quality followers on social media, **GLAM.MY is your digital life and style guide at the tip of your finger!**

 @glammalaysia
22, 418 followers

 GLAM Malaysia
50, 400 followers



Demographics

18 - 24 years: **33%**
25 -34 years: **48%**
35 - 44 years: **12%**
45 years onwards: **15%**

Female: **76%**
Male: **24%**

Kuala Lumpur: **62%**
Selangor: **14%**
Sarawak: **3.5%**
Sabah: **3.5%**
Perak: **2%**

Period 1st - 31st December
2016 from GA



Fashion, Beauty & Lifestyle



FASHION GLAM pushes the fashion boundaries with exciting and provoking interpretations of the latest styles. We deliver an insider's view from first hand reporting by our fashion editors, jet-setting the globe for exclusive updates.



LIFESTYLE GLAM leads the pack by defining what and who's next, be it in fashion or society. From powerful corporate figures to glamorous royals, these women have one thing in common - they are all part of the GLAM society.



BEAUTY Spilling society's secret of eternal youth, GLAM discuss about the latest groundbreaking technologies, expensive cult creams to aesthetic procedures. A life of prestige with luxurious pamperings at the most exclusive spas and salons.

GLAM Horologi, Weddings & Junior



GLAM HOROLOGI

Society's fascination for fine watches is always fascinating and complementing a woman's beauty are the diamonds. Fine watches and fine jewelries go hand in hand in this prestiges manual.



GLAM WEDDINGS

How do the rich and famous tie the knot? With excessive luxury, of course! GLAM Weddings shares some of the most luxurious wedding photos and details held all over the country.

GLAM JUNIOR

A glamorous mother always make sure her children dresses well too! Get the latest updates on the kids fashion, gadgets and other lifestyle needs - only the best for your little ones!



Signature Events



MOST GLAM

GLAM ends the year with an annual star-studded party announcing Malaysia's Most GLAM list, which comprises celebrities, socialites and prominent personalities.



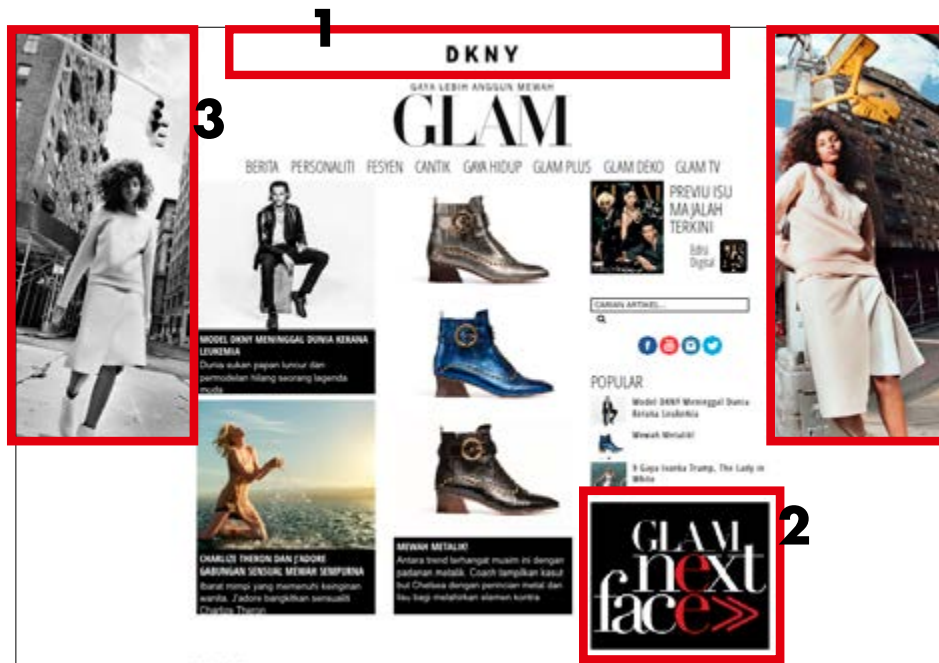
GLAM FASHION FUTURE

In an effort to enliven the local fashion arena, GLAM presents GLAM Fashion Future – a platform to promote new fashion talent or designers and help them make a mark in the country's fashion scene.

Display Advertisement-Desktop & Mobile

HOMEPAGE & OTHER SECTIONS						
AD FORMAT	MATERIAL SPECS/ (WEB)	MATERIAL SPECS/ (MOBILE)	FORMAT	2 WEEKS	1 MONTH	EXPANDABLE
Super Leaderboard Banner	970 x 90	320 x 50	GIF/HTML5	RM3,200	RM4,000	+40%
MREC Banner	300 x 250	300 x 250	JPEG/GIF/HTML5	RM2,400	RM3,000	+40%
Skinner	1580 x 700	N/A	JPEG only	N/A	RM7,000	+40%
Half Page Banner	300 x 600	300 x 600	JPEG/GIF/HTML5	RM2,400	RM3,000	+40%
Roadblock 100% SOV(1.Super Leaderboard, 2.MREC, 3.Skinner & 4.Half Page Banner)	Please refer to above			RM21,600	RM27,000	+40% except skinner
Online Advertorial	JPEG and Press Release			N/A	RM5,500	N/A
Special Creative (Rich media/Video)	On request					

MOBILE MREC



MOBILE LEADERBOARD



Development Rates

DEVELOPMENT RATES	PRODUCTION COST
Microsite	RM8,000
Skinning	RM2,000
eNewsletter	RM2,000
Ad unit Development • Leaderboard / Medium Banner – Non Flash	RM600
Ad unit Development • Leaderboard / Medium Banner –Flash	RM3,000
eRegistration	RM5,000
Survey & Polls – Inclusive of eRegistration	RM7,500

DIGITAL/TABLET (PREMIUM/ADD-ON OPPORTUNITIES)

*Advertisers can enhance their existing ads in the digital copy by embedding video content and/or gallery.

DIGITAL ENHANCEMENT (APPLICABLE FOR PRINT ADVERTISERS)	RATE PER MONTH
1st enhancement on ad	RM2,000
2nd enhancement onwards	Additional RM1,000
HTML A1 INSERTS (AD WILL APPEAR IN DIGITAL COPY ONLY)	RATE PER MONTH
Media Cost	RM3,500
Production Cost	To be separately, subject to creative execution

ADVERTISING FEATURES:

- Roadblock features; 100% SOV (Share of Voice)
- Rich Media (Interactive/HTML 5/Video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/DFP)
 - Including HTML5 Rich Media / Interactive / Animated / Videos ad setup is chargeable

TERMS:

- Rates quoted are before GST.
- Agency commission is applicable on media only.
- Online advertorial: Replicated content from a print advertorial into a single article.
- Online ad unit (A1 insert) to be utilised within two months of production FOR ADVERTISING.

GUIDELINES & SPECIFICATIONS:

PRINT & DIGITAL: <http://www.bluinc.com.my/glam>





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