



**WOMENSWEEKLY.MY**

# WOMENSWEEKLY.MY

## INTRODUCTION



Engaging and informative, [www.womensweekly.my](http://www.womensweekly.my) addresses every aspect of a busy woman's life.

It is here that we motivate women on a daily basis with affordable style tips, no-fuss beauty solutions, stunning fashion pictures, healthy and delicious food recipes as well as regular columns with tips from experts on everything from relationships to parenting.

For women who it all is the slogan of The Weekly. And that is what truly makes [www.womensweekly.my](http://www.womensweekly.my) unique, with its multi-dimensional formula, it really does offer something for everyone. Whether it's fashion, beauty, relationships, health, recipes, or features, The Weekly inspires.

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## ABOUT

### WHEN

The Malaysian Women's Weekly website, launched in 2015, entertains, informs and is relevant to today's modern working woman. Our content channels include Beauty, Fashion, Health, Work & Family, Women We Love, Recipes and Lifestyle.

### OUR WEB FANS

18 - 24 years old	9%
25 - 34 years old	52%
35 - 44 years old	30%
45 years onwards	9%

### STATES

Kuala Lumpur	28%
Selangor	46%
Penang	7%
Perak	3%
Melaka	1%
Kedah	1%
Negeri Sembilan	2%
Johor	3%
Sarawak	3%
Sabah	3%

### TIME SPENT ONLINE

Between 3 -5 hours	46%
More than 6 hours	39%

### ONLINE ACTIVITIES

Shop online	91%
Purchase clothes	74%
Purchase bags	48%
Purchase skincare	37%
Purchase cosmetics and fragrance	35%
Purchase accessories and jewellery	31%
Purchase shoes	31%
Purchase household products	42%

### TIME SPENT ON YOUTUBE WATCHING VIDEOS

More than once a day	28%
Between 4 -6 times per week	26%
2 - 4 videos at one time	54%
5 - 10 videos at one time	17%





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## DISCOVER CONTENT

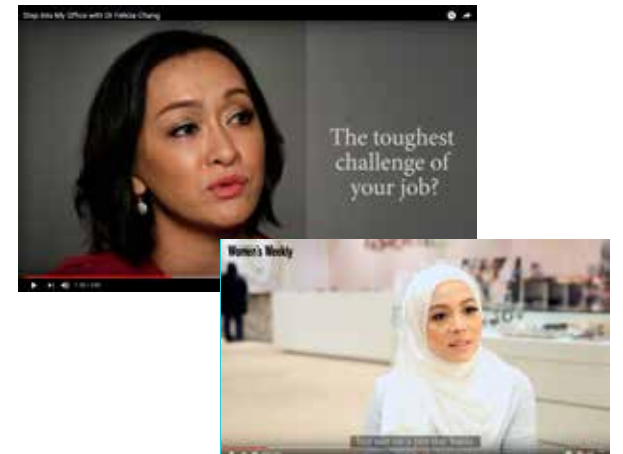


### RECIPES

Find different type of recipes here, from decadent desserts and authentic cuisines to great-tasting healthy favourites.

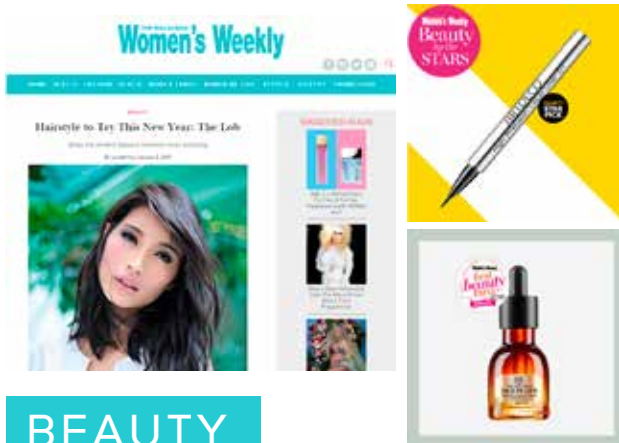
### FASHION

Love international celebrity trends and the latest coveted item? Steal your favourite looks with our easy guide to inspiring yet achievable style.



### WOMEN WE LOVE

Get motivated as we celebrate real women doing amazing things in our collection of interviews and inspiring stories.



### BEAUTY

All of our top tips, tricks and how-tos are just a click away as you get top beauty advice, the latest make up trends, celebrity beauty how-tos and more from experts.



### WORK & FAMILY

Discover work life balance and career advice for the working woman and learn how you can successfully blend work with family time.



### LIFESTYLE

Your ultimate solution to all things wellness and health related, from fitness tips to the latest travel destination.

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## EVENTS & READER REWARDS



### LIFESTYLE

The Weekly reader aspires towards a lifestyle that offers greater balance both professionally and personally. Hence we conduct regular events, workshops and online giveaways designed to inspire and offer tips and advice.

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## SOCIAL MEDIA INTEGRATION

FACEBOOK  
**11, 877**

PAGE VIEWS  
**14,800**  
USERS  
**5,600**

INSTAGRAM  
**12,909**

DIGITAL DOWNLOAD  
(since 2015)  
**9,141**



### DEVELOPMENT RATES

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)

1st enhancement ad  
2nd enhancement onwards

### RATE PER MONTH

RM2,000  
Additional RM1,000

### HTML A1 INSERTS (Ad will appear in digital Copy only)

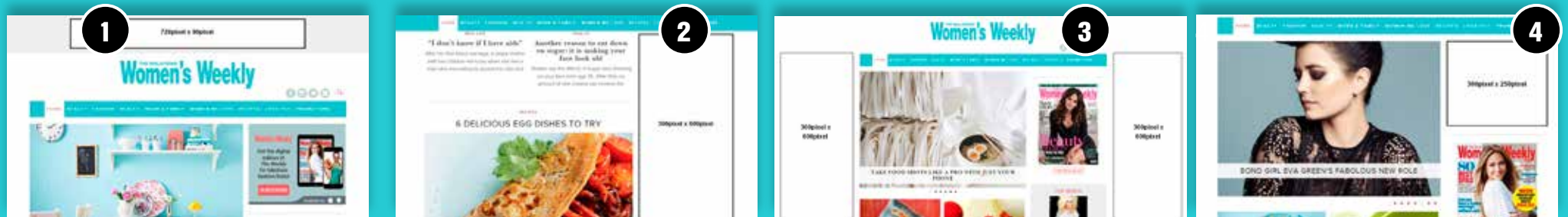
Media Cost  
Production Cost

### RATE PER MONTH

RM3,500  
To be separately,  
subject to creative execution

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## ADVERTISING OPPORTUNITIES



NO.	MEDIA RATE	DIMENSIONS (WEB)	DIMENSIONS (MOBILE)	NORMAL RATE	RICH MEDIA RATE	PHYSICAL FILE SIZE
1	Super Leaderboard	970 x 90px Expandable to 970 x 400px	320 x 50	4 weeks: RM4,000 2 weeks: RM3,200	+40%	80kb
2	Half Page	300 x 600px Expandable to 600 x 600px	300 x 600	4 weeks: RM3,000 2 weeks: RM2,400	+40%	80kb
3	Skinner	1,580 x 700 px	N/A	RM7,000	N/A	100kb
4	Medium Rectangle	300 x 250px Expandable to 500 x 250px	300 x 250	4 weeks: RM3,000 2 weeks: RM2,400	+40%	40kb
	100% SOV Homepage			RM28,000	+40%	80kb
	100% SOV Other Sections			RM14,000	+40%	80kb

**ADVERTISING FEATURES** 1. Roadblock features; 100% SOV (Share of Voice) 2. Rich Media (Interactive/HTML 5/Video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/DFP – Including HTML 5 Rich Media/Interactive/Animated/Videos ad setup is chargeable

**TERMS** 1. Rates are before GST 2. Agency commission is applicable on media only 3. Online Advertorial: Replicated content from a print advertorial into a single article 4. Online ad unit (A1 insert) to be utilized within two months of production

FOR ADVERTISING GUIDELINES & SPECIFICATIONS Print & Digital: <http://www.bluinc.com.my/themalaysianwomensweekly>.

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## EDITORIAL CALENDAR

### ISSUE

March 2017

### THEME

#### **Embrace Your Power:**

Radiance report and Domestic Diva 2017.

April 2017

#### **Spring Into Colour:**

Beauty By The Stars 2017, colour style picks to wear and “green” beauty must haves.

May 2017

#### **Look Your Age:**

Ageless beauty, Mother’s Day gift list and Kid’s time out guide.

June 2017

#### **Revive And Rejuvenate:**

Spa Awards 2017, detox shortcuts to do at home and entertain in style this Raya.

July 2017

#### **Time For A Make Over:**

Healthy body guide, style confidence for real women and dream bathroom update.

August 2017

#### **Food, Family and Fun:**

The Weekly’s best local destinations, Mother and Baby Awards.

Sept 2017

#### **Shop Till You Drop**

Best Beauty Buys 2017, The Weekly Cooking School and best coffee fix in town.

Oct 2017

#### **Birthday Issue**

Great Women of Our Time 2017, breast cancer guide.





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