





**marie claire**


MALAYSIA

THINK SMART, LOOK AMAZING

A **BluInc** Magazine

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**marieclaire.com.my**





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## DIGITAL AUDIENCE

- High online usage of fashion, beauty, current affairs entertainment and lifestyle
- Influencers, who are likely to be first with new technology
- Frequently discovering content on Facebook, Instagram, Twitter and social networks
- Avid video consumers
- Confident, frequent online shopper





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## ONLINE DEMOGRAPHICS

**14%**

18 - 24 years old

**52%**

25 - 34 years old

**24%**

35 - 44 years old

**10%**

45 years onwards

• Female **96%**    Male **4%**

• Kuala Lumpur **27%** • Selangor **45%** • Northern Region:  
Penang, Perak, Kedah **13%** • Southern Region: Melaka, Johor **4%**  
• Negeri Sembilan **2%** • East Malaysia: Sabah, Sarawak **6%**





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## SOCIAL MEDIA

### WEBSITE

Unique visitor **8,229**  
Page views **22,013**

Facebook - **12,980** fans  
Instagram - **9,353** followers  
Twitter - **787** followers

### TIME SPENT ONLINE

Between 3 - 5 hours **41%**  
More than 6 hours **43%**

Shop online **91%**  
Purchase clothes **75%**  
Purchase bags **52%**  
Purchase skincare **40%**  
Purchase Cosmetics and Fragrance **42%**  
Purchase Accessories & Jewellery **39%**  
Purchase Shoes **38%**  
Purchase Household products **40%**

### TIME SPENT ON YOUTUBE WATCHING VIDEOS

More than once a day **35%**  
Between 4 - 6 times per week **25%**  
2 - 4 videos at one time **51%**  
5 - 10 videos at one time

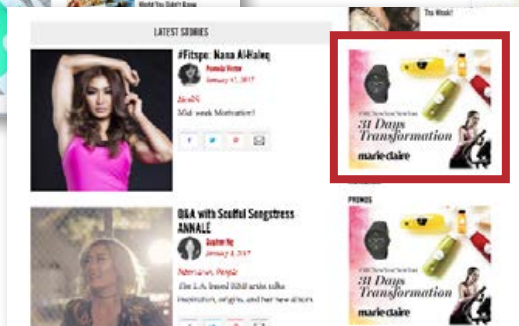
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## ADVERTISING OPTIONS

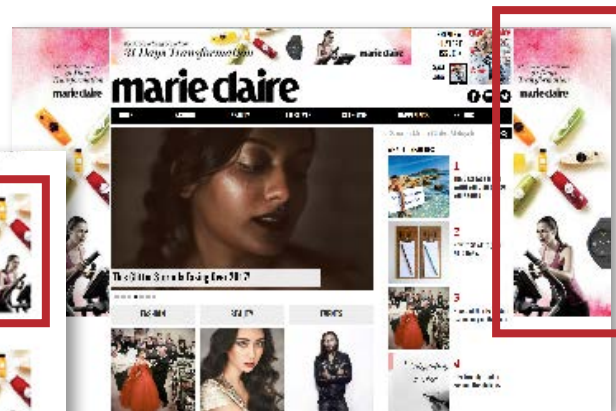
AD UNITS				HOMEPAGE & OTHER SECTION		PREMIUM AD UNIT
	DIMENSIONS (WEB)	DIMENSIONS (MOBILE)	FORMAT	1 MONTH	2 WEEKS	EXPANDABLE
Super Leaderboard	970 x 90 px	320 x 50 px	JPG/GIF/HTML5	RM4,000	RM3,200	+ 40%
MREC Banner	300 x 250 px	300 x 250 px	JPG/GIF/HTML5	RM3,000	RM2,400	+ 40%
Skinner - 100% SOV	1580 x 700px	N/A	JPG only	RM7,000	N/A	N/A
Half Page Banner	300 X 250	6,000	JPG/GIF/HTML5	RM3,000	RM2,400	
Home page roadblock – 100% SOV (Super LeaderBoard, MREC, Half Page Banner & Skinner)		Please refer to above		RM27,000	RM21,600	+ 40% (Expect skinner)
Online advertorial (Homepage Slider & Landing page advertorial)		JPG and Press Release		RM5,500	N/A	N/A
Rich Media / Video			Upon Request			



**LEADERBOARD**



**MEDIUM RECTANGLE**



**SKINNING**





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## CONTENT DEVELOPMENT RATE

DEVELOPMENT RATES	PRODUCTION COST
Microsite	RM8,000
Skimming	RM 2,000
eNewsletter	RM2,000
Ad unit Development • Leaderboard / Medium Banner – Static	RM 600
Ad unit Development • Leaderboard / Medium Banner – Rich Media	RM 3,000
eRegistration	RM 5,000
Survey & Polls – Inclusive of eRegistration	RM 7,500
Online Advertorial	RM 1,000

### DIGITAL/TABLET (PREMIUM/ADD-ON OPPORTUNITIES)

*\*Advertisers can enhance their existing ads in the digital copy by embedding video content*

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

### MATERIAL REQUIREMENTS (WEB)

#### TECHNICAL SPECIFICATIONS

- Graphics must be in JPEG (.jpeg/jpg) or GIF.
- Animations must be in Flash (.swf) or GIF format.
- Please provide Campaign Name and Destination URL for each ad unit.
- For more information, please contact us for the full technical specifications.
- 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 set-up is chargeable.

#### NOTES:

- 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 ONLY.
- For more information, please contact us for the full technical specifications

#### BOOKING & CANCELLATION DEADLINES

- Booking deadline: 1 month before launch date
- Material deadline: 14 working days before launch date.
- No. of days required for cancellation: 7 working days
- For cancellation less than 7 working days, 50% of unused inventory will be billed

### CUSTOM SPONSORED CONTENT

#### MARIE CLAIRE TV - VIDEO CONCEPT

Customise video content series according to client's campaign brief. Weekly video series produced by Marie Claire editorial team, showcasing client's product or tool.

#### PACKAGE INCLUDES

- 1 Talent (KOL)
- Maximum 90s video
- Hair and make up
- 2 x Instagram posts
- 2 x FB posts
- 2 x 15s/60s video edit for Instagram post

#### INVESTMENT

- From RM 13,000

#### NOTES

- Includes 1 x full day shoot, 1 x model, stylist, makeup and hair
- Client to provide products for shoot
- Production cost is non-agency commisionable
- Placement on Marie Claire TV for 4 weeks





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