

KNOWING WOMEN
her world.com.my

www.herworld.com.my

www.facebook.com/herworldmalaysia

www.instagram.com/herworldmy

www.youtube.com/herworldmalaysia



A BluInc Magazine

INTERGATED MEDIA PLATFORMS

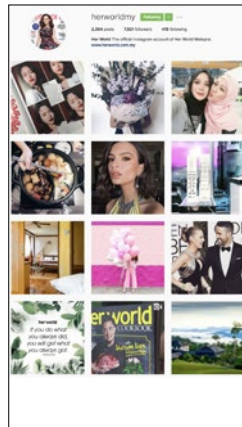
Herworld.com.my is the digital arm of Herworld Magazine. Combining an online presence with its traditional monthly print, it is a truly multifunctional site housing diffusion of provocative reads on issues that matter to the multi-tasking modern woman.

f FACEBOOK
HER WORLD MALAYSIA



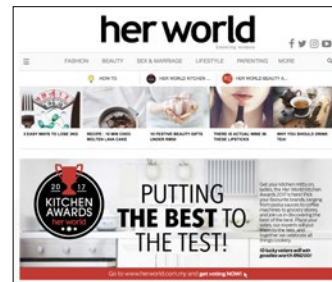
- Page Likes - 13,672
- Connect with us, get the scoop on trends and new stories, win freebies.

@ INSTAGRAM
herworldmy



- 7,817 followers

🏠 WEBSITE
WWW.HERWORLD.COM.MY



- Refreshed in June 2015
- New micro site for Her World How To columns.
- Users: 14,436 per month
- Page view: 38,005 per month

TABLETS



- Mobile friendly
- Responsive
- Interactive

E-MAG



- Readership – 15,922
- *one platform shared by 3 platforms

*Follower numbers and page view are as of January 2017.

HER WORLD DEMOGRAPHICS

Sample size N = 542

71%
AGED
25-44
YEARS
OLD

- 18 - 24 years old: 8%
- 25 - 34 years old: 51%
- 35 - 44 years old: 30%
- 45 years onwards: 11%

- Female: 99%
- Male: 1%

- Kuala Lumpur: 26%
- Selangor: 49%
- Penang: 6%
- Perak: 4%
- Melaka: 2%
- Kedah: 2%
- Negeri Sembilan: 0%
- Johor: 3%
- Sarawak: 3%
- Sabah: 2%

Time Spent Online

- Between 3-5 hours 45%
- More than 6 hours 41%

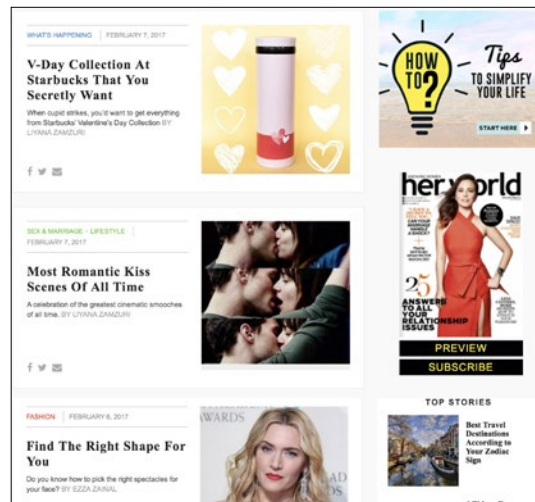
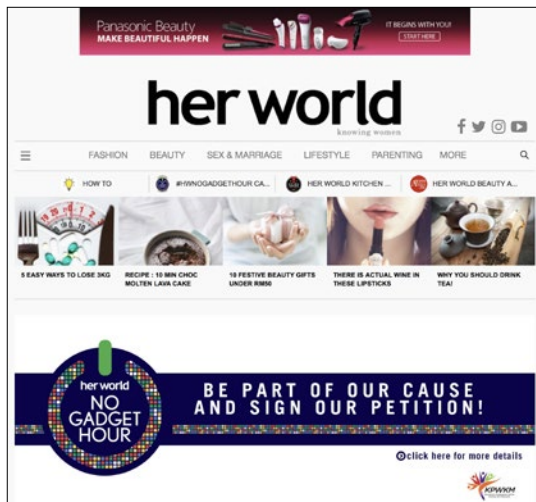
- Shop online: 91%
- Purchase clothes: 73%
- Purchase bags: 49%
- Purchase skincare: 38%
- Purchase Cosmetics and Fragrance: 38%
- Purchase Accessories & Jewellery: 34%
- Purchase Shoes: 32%
- Purchase Household products: 42%

Time spent on YouTube watching videos

- More than once a day: 30%
- Between 4-6 times per week: 25%
- 2-4 videos at one time: 53%
- 5-10 videos at one time: 18%

ADVERTISING OPTIONS

AD UNITS			HOME PAGE & OTHER SECTION		PREMIUM AD UNITS	
AD INVENTORY	Dimensions (Web)	Dimensions (Mobile)	Format	1 MONTH	2 WEEKS	EXPANDABLE
Super Leaderboard	970 x 90	320 x 50	JPG/GIF/HTML 5	RM4,000	RM3,200	PLUS 40%
MREC Banner	300 x 250 px	300 x 250 px	JPG/GIF/HTML 5	RM3,000	RM2,400	PLUS 40%
Skinner - 100% SOV	1580 x 700 px	N/A	JPEG ONLY	RM6,000	RM7,000	N/A
Half Page Banner	300 x 600 px	300 x 600 px	JPG/GIF/HTML 5	RM3,000	RM2,400	PLUS 40%
Home page roadblock - 100% SOV (Super Leader Board, MREC, Half Page Banner & Skinner)	PLEASE REFER TO ABOVE			27,000	21,600	PLUS 40% (Except Skinner)
Online Advertorial (Homepage Slider & Landing page advertorial)		JPEG & PRESS RELEASE		5,500	N/A	N/A
Rich Media / Video			UPON REQUEST			



CONTENT DEVELOPEMENT RATES

DEVELOPMENT RATES	PRODUCTION COST
MICROSITE	RM8,000
SKINNING	RM2,000
E-NEWSLETTER	RM2,000
AD UNIT DEVELOPMENT - LEADERBOARD / MEDIUM BANNER - STATIC	RM6,000
AD UNIT DEVELOPMENT - LEADERBOARD / MEDIUM BANNER - RICH MEDIA	RM3,000
E-REGISTRATION	RM5,000
SURVEY & POLLS - INCLUSIVE OF E-REGISTRATION	RM7,500
ONLINE ADVERTORIAL	RM1,000

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	RM1,000
HTML A1 INSERTS (AD WILL APPEAR IN DIGITAL COPY ONLY)	RATE PER MONTH
MEDIA COST	RM3,500
PRODUCTION COST	TBC, 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.
- 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

Her World TV - Video

• Concept

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

• Package Includes

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

• Investment

- From RM13,000

• Notes

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



EDITORIAL ENQUIRIES:

• **EDITOR-IN-CHIEF**

SEEMA VISWANATHAN seema@bluinc.com.my

• **EDITOR**

EENA HOUZYAMA eenash@bluinc.com.my

SALES ENQUIRIES:

• **SALES DIRECTOR**

CHEE ENG SAAN chee@bluinc.com.my

• **SALES MANAGER**

AUDRY KHO kaudry@bluinc.com.my

KAREN YEOH karenyeo@bluinc.com.my

Blu Inc Media Sdn Bhd (7408-K)

A: Lot 7 Jalan Bersatu 13/4, Seksyen 13,
46200 Petaling Jaya, Selangor Darul Ehsan.

T: 03-7952 7000 **F:** 03-7960 0148

W: www.bluinc.com.my

