

T H E P E A K . C O M . M Y

THE FINER THINGS IN LIFE



www.thepeak.com.my



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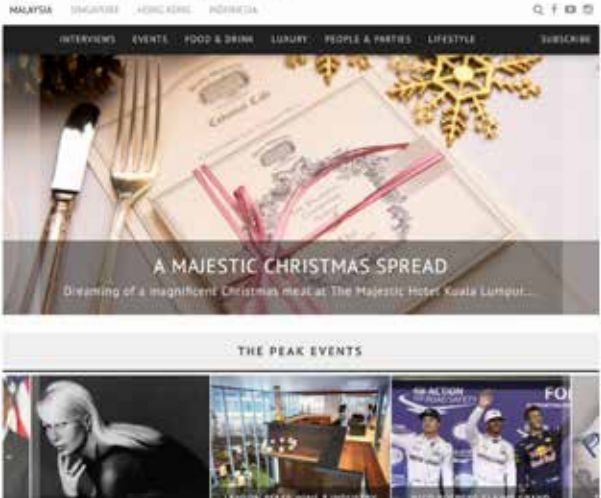
THE PEAK TV

THE PEAK





THE PEAK



thepeak.com.my

Engages luxury consumers in the digital space with strategic presentation of content & promotes your event or brand via pithy, on-location news updates.



THE INSIDE SCOOP



01

ON THE COVER

The Peak pride ourselves in our personality interviews, captains of industry who are driven individuals with the passion to succeed.

02

PERSONALITIES

We draw the best personalities from various corporate fields. Find out what their next point-of-action will be.

03

FOOD & DRINK

We are purveyors of some of the best dining the world has to offer and are on hand to offer our readers a heads up on new openings and cuisine trends.

04

LUXURY

The finer things in life come naturally to us at *The Peak*. We offer insight and expertise, be it a rare wine vintage or a limited edition Rolls Royce.

05

PEOPLE & PARTIES

We create some of the best events this side of the business circle, from our sought-after Speaker and Dinner series to collaborations with our partners. *The Peak* is a welcome presence at all the key events of the year.

DEMOGRAPHIC

CORE GROUP:

Mid **20s**
|
50s

GENDER:

55% Male

45% Female

25%
NEW VISITORS

75%
RETURNING VISITORS

Google Analytics: 1 to 31 DEC 2016



DISPLAY ADVERTISEMENT

DESKTOP
MOBILE

HOME PAGE & OTHER SECTIONS						
AD FORMAT	MATERIAL SPECS (WEB)	MATERIAL SPECS (MOBILE)	FORMAT	2 WEEKS	1 MONTH	EXPANDABLE
Super Leaderboard Banner	970x90	320x50	Gif/Htmls	RM3,200	RM4,000	+40%
MREC Banner	300x250	300x250	JPEG/GIF/HTMLS	RM2,400	RM3,000	+40%
Skinner	1580x700	N/A	JPEG only	N/A	RM7,000	+40%
Half Page Banner	300x600	300x600	JPEG/GIF/HTMLS	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					



DEVELOPMENT RATES

DEVELOPMENT RATES	PRODUCTION COST
Microsite	RM8,000
Skinning	RM2,000
eNewsletter	RM2,000
Ad unit Development Leaderboard / Medium Banner - Non-Rich Media	RM600
Ad unit Development Leaderboard / Medium Banner - Rich Media	RM3,000

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 ADVERTISER)	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	TBC, subject to creative execution



ADVERTISING FEATURES:

- Please provide Campaign Name and Destination URL for each ad unit.
- Graphics must be in JPEG (.jpeg/.jpg) or GIF.
- Animations must be in Flash (.swf) or GIF format.
- Roadblock features; 100% SOV (Share of Voice)
- 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:

- 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.

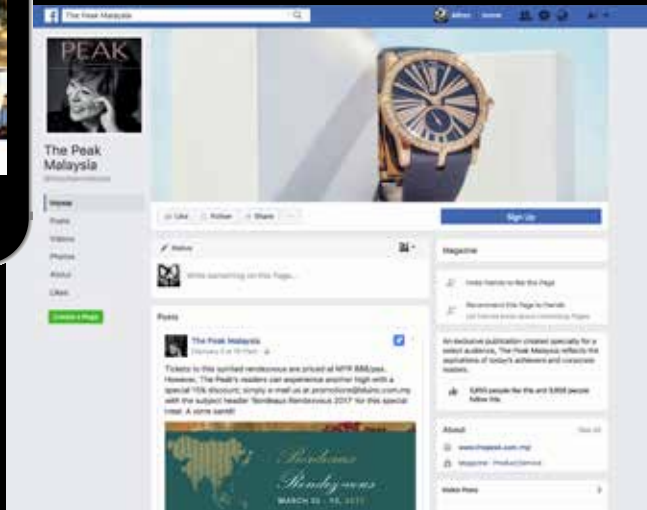
GUIDELINES & SPECIFICATIONS:

PRINT & DIGITAL: <http://www.bluinc.com.my/the-peak>

EDITORIAL &
SALES
ENQUIRIES :



3 6 0
R E A C H



BESPOKE DIGITAL SOLUTIONS

We have a wealth of bespoke 360-degree digital solutions and ideas for our partners. Contact us directly on how we can best collaborate.

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