








NUYOU.COM.MY

Malaysia's Most Stylish Chinese Multi-media Magazine 马来西亚最时尚中文跨媒体



NUYOU 女友       

FASHION BEAUTY LIFESTYLE FEATURES NANYOU PROMOTIONS SPECIAL PREVIEW

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DEMOGRAPHICS

18-24 years : 30%
25-34 years : 46%
35-44 years : 20%
45 years : 4%

FEMALE : 96%
MALE : 4%

Kuala Lumpur : 58%
Johor : 5%
Georgetown : 4%
Singapore : 3%
Kuching : 3%
Petaling Jaya : 3%
Ipoh : 3%
Shah Alam : 2%
Melaka : 2%

Period : 1-31 Dec 2018

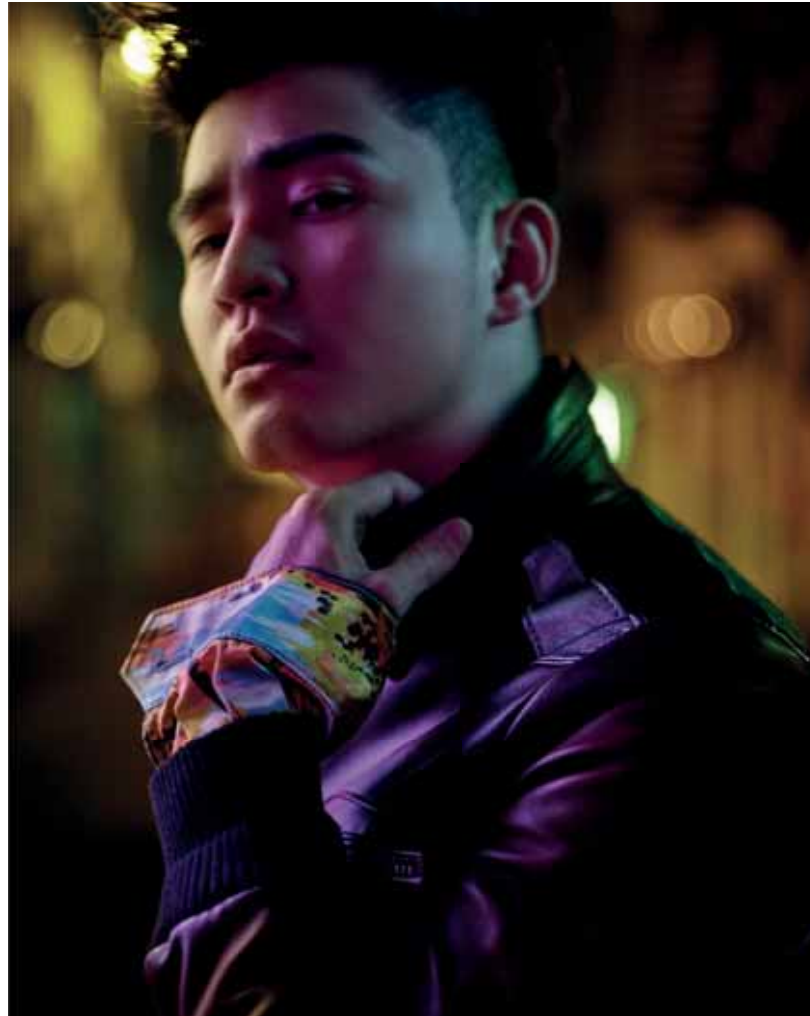


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READ MORE

The most stylish Chinese multi-media magazine, Nuyou offers contents close to a woman's heart with the right mix of fashion, beauty, lifestyle and features. It is practical and relevant, bold and stylish, sexy and witty – a successful combination that has made it the preferred choice of smart and sophisticated women in the country.



www.nuyou.com.my

  [nuyoumalaysia](https://www.instagram.com/nuyoumalaysia)

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FASHION

Featuring breaking news from the Fashion industry, on the dot fashion week reports, exclusive fashion videos and styling tips.

BEAUTY

Featuring breaking news from the Beauty industry, reviews of the latest beauty trends, products and services as well as exclusive makeover videos.



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LIFESTYLE

Featuring the connoisseurs of Art, Dining and Travel, tie ups with popular Lifestyle Bloggers.

FEATURES

Featuring trending topics on Health, gadget & car.

NUYOU TV

Featuring stylish videos ie Fashion Shows, Beauty Tutorials, Recipe curated from the internet as well as videos created by Nuyou Studio.



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EVENTS

NUYOU TRENDSETTER PARTY - April

Our annual issue since 2014 is celebrated with multiple covers and a party attended by celebrities, popular fashionistas and glamorous friends of the magazine. The highlight of the party is a runway show featuring renowned local designers. The night is brought to life with live music, offering an unforgettable experience for all attendees.



#NUYOUINSTASTYLE - July to January

A digital initiative which invites entry submission via instagram, this campaign kicks off with celebrity mentors each speaks for a different category of style ie fashion, beauty & fitness. The shortlisted entries are featured in a microsite, 2 finalists from each category selected by the editorial team are put up for public voting. The campaign ends with a party crowning the penalists' favourites and readers' choices.



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EVENTS

NUYOU BEAUTY BEST 100 - November

We invite 100 NUYOU readers to try out 100 new beauty products and share their testimonials in print and online each year since 2012. Product giveaway will be carried out at designated POS throughout the month.

NUYOU XMAS GIVEAWAY - December

Online giveaway featuring an advent calendar showcasing products to be won throughout the month leading to Xmas.



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120K
Yearly Visits



132K
Facebook Fans



27.7K
Instagram Fans

www.nuyou.com.my

[f @ nuyoumalaysia](https://www.facebook.com/nuyoumalaysia)

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NUYOU DIGITAL RATE (DESKTOP & MOBILE)

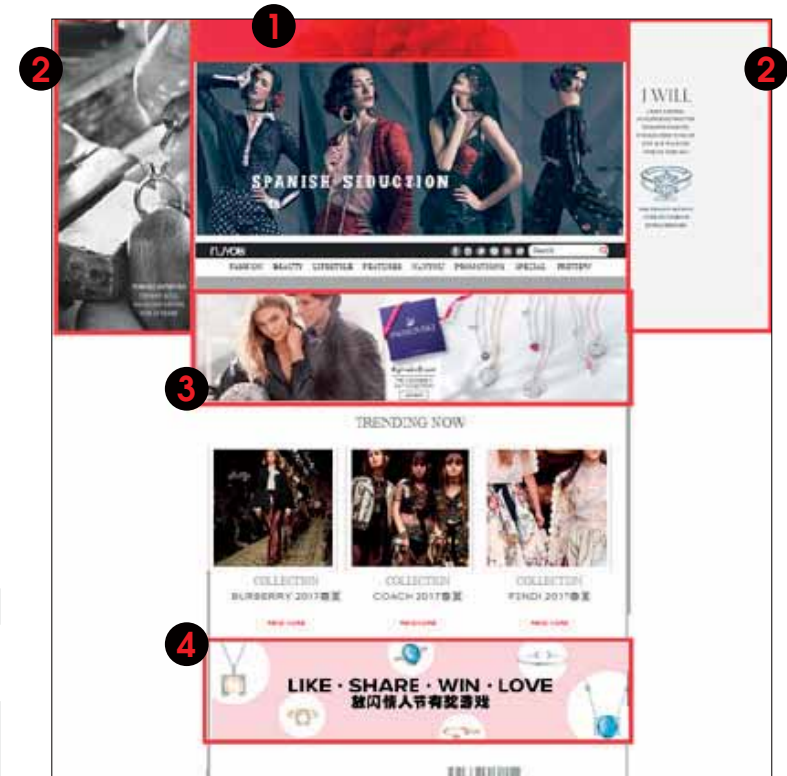
DISPLAY ADVERTISEMENT

STANDARD AD UNITS	RATE PER MONTH	FORTNIGHTLY	DIMENSION (DESKTOP)	FILE SIZE	DIMENSION (MOBILE)	FILE SIZE
1. Super Leaderboard	RM4,000	RM3,200	970 x 90 pixels	150kb	320 x 50 pixels	150kb
2. Skinner	RM7,000	RM5,600	1580 x 700 pixels	200kb	-	-
3. Billboard #1	RM5,000	RM4,000	970 x 250 pixels	200kb	320 x 50 pixels	150kb
4. Billboard #2	RM4,500	RM3,600	970 x 250 pixels	200kb	320 x 50 pixels	150kb
5. Billboard #4 / #5	RM4,000	RM3,200	970 x 250 pixels	200kb	320 x 50 pixels	150kb
6. Medium Rectangle	RM3,000	RM2,400	300 x 250 pixels	150kb	300 x 250 pixels	150kb
7. Half Page Banner	RM3,000	RM2,400	300 x 600 pixels	150kb	300 x 600 pixels	150kb
8. Web Advertorial	RM6,500	-	-	-	-	-

*The rate applies above is based on 25% SOV

PREMIUM AD UNITS (ROADBLOCKS)	RATE PER MONTH	FORTNIGHTLY
Homepage Roadblock (1. Super Leaderboard, 2. Skinner, 3. Billboard #1&2 + #4+5)	RM42,000	RM33,600
Section Roadblock (1. Super Leaderboard, 2. Skinner, 3. Billboard #1,2 + #4+5)	RM39,900	RM31,920

PREMIUM AD UNITS (EXPANDABLE / VIDEO)	RATE PER MONTH	FORTNIGHTLY	DIMENSION(DESKTOP)	FILE SIZE	MOBILE	FILE SIZE
Expandable Super Leaderboard	RM6,500	RM5,200	970 x 400 pixels	800kb	320 x 100 pixels	200kb
Billboard #1 / #2 with video	RM8,250	RM6,600	970 x 250 pixels	Max 2MB video file	320 x 100 pixels	Max 2MB video file
Expandable Medium Rectangle	RM6,000	RM4,800	500 x 250 pixels	800kb	500 x 250 pixels	800kb
Expandable Half Page	RM6,000	RM4,800	600 x 600 pixels	800kb	600 x 600 pixels	800kb



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DEVELOPMENT RATES

DEVELOPMENT RATES	PRODUCTION COST
Microsite	RM8,000
Skinner	RM2,000
Ad Unit Development *Super Leaderboard/Medium Rectangle - Non flash	RM600
Ad Unit Development *Super Leaderboard/Medium Rectangle - Flash	RM3,000
eRegistration	RM5,000
Survey & Polls - Inclusive of eRegistration	RM7,500
Online Advertorial	RM800

DIGITAL / TABLET (PREMIUM ADD-ON OPPORTUNITIES)	
*Advertisers can enhance their existing ads in the digital copy by embedding video content/ gallery/ URL link	
DIGITAL ENHANCEMENT (APPLICABLE FOR PRINT ADVERTISERS)	RATE PER MONTH
1st Enhancement on AD 2nd Enhancement onwards	RM2,000 RM1,000
HTML A1 INSERTS (AD APPEAR IN DIGITAL COPY ONLY)	RATE PER MONTH
Media Cost Production Cost	RM3,500 Subject to creative execution

ADVERTISING FEATURES:

- Roadblock feature; 100% SOV (Shared of Voice)
- Rich Media (Interactive/ HTML5/ Video; 3rd Party Codes from APPROVED Ad Network (Sizmek/ Innity/ DFP) Include HTML5 Rich Media/ Interactive/ Animated/ Video ad setup is chargeable
- Section - Fashion/ Beauty/ Lifestyle/ Features/ Nanyou

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/nuyou>

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