

COSMOPOLITAN

MALAYSIA (DIGITAL)

“THE
WORLD’S
BIGGEST
SELLING
WOMEN’S
MAGAZINE”



COSMOPOLITAN

FUN, FEARLESS, FABULOUS

Dedicated to young women aged 22 to 35, Cosmopolitan is one of the world's most dynamic magazine brands. Launched in Malaysia in December 2005, it was the first international title to be published in Malay. The publication answers the emerging needs of young women who crave contemporary information, explanation and guidance in the language they feel most comfortable using.

Cosmopolitan.my is a lifestyle portal for Malay women who are determined to be the best in all aspects of their lives. Specifically for women aged 22 to 35 years, Cosmopolitan.my updated daily in a language they are most comfortable with. Launched in Malaysia in December 2005, the first international magazine Cosmopolitan is published in the national language. Cosmo answered all the questions women today who want a contemporary information, explanations and instructions in topics such as Love, Sex, Man, fashion, beauty and lifestyle covering every stage of your life.

- www.cosmopolitan.my
- www.instagram.com/cosmopolitanmy
- www.twitter.com/my_cosmo
- Digital edition available on App Store,
- Google Play and major international newsstands





SAMPLE SIZE, N = 399

18-24 years old	4%
25-34 years old	66%
35 - 44 years old	27%
45 years onwards	3%

Female	92%
Male	8%

Kuala Lumpur	25%
Selangor	44%
Penang	4%
Perak	4%
Melaka	2%
Kedah	3%
Negeri Sembilan	5%
Johor	6%
Sarawak	1%
Sabah	1%
T'ganu	1%

TIME SPENT ONLINE

Between 3-5 hours	49%
More than 6 hours	39%

Shop online	96%
Purchase clothes	74%
Purchase bags	57%
Purchase skincare	43%
Purchase Cosmetics and Fragrance	50%
Purchase Accessories & Jewellery	29%
Purchase Shoes	42%
Purchase Household products	33%

TIME SPENT ON YOUTUBE WATCHING VIDEOS

More than once a day	27%
Between 4-6 times per week	22%
2-4 videos at one time	54%
5-10 videos at one time	22%

Source from BluInc Research January 2017



60%

**ARE HEALTH CONSCIOUS
AND TAKE HEALTH
SUPPLEMENTS**

51%

**LIVE IN
LANDED
PROPERTY**

57%

PMEB

87%

MALAY

72%

SINGLE

92%

**ARE CAREER-
MINDED AND
DRIVEN TO
SUCCEED**

COSMOPOLITAN

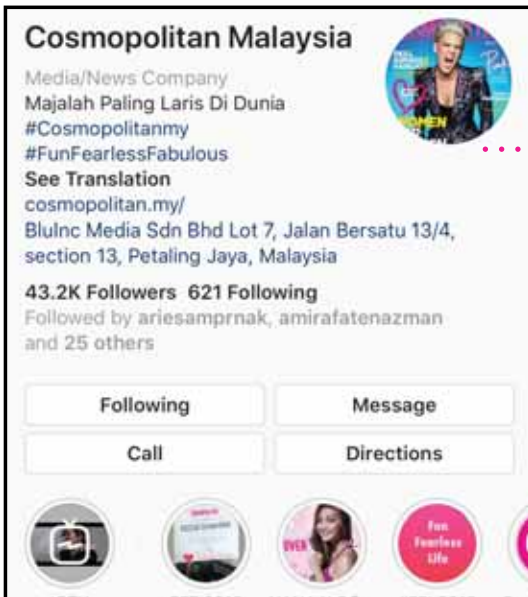
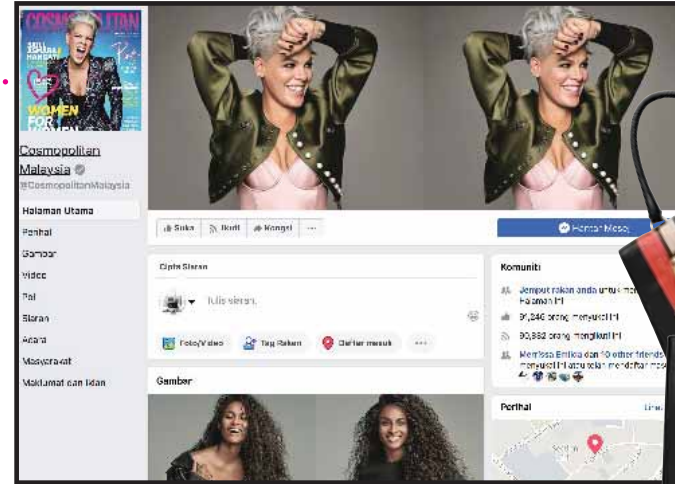
Digital

COSMO GOES DIGITAL
Get Cosmo on the go! Readers get to enjoy their favourite read, any time, any day.



91K FANS

Our readers are wired and social media savvy. They love chatting, commenting and getting online for the latest news.



43K FANS

Want a sneak peek at whats happening at an event? Cosmo brings to their readers a pictorial update as the event is happening!



WWW.COSMOPOLITAN.MY

This is a fun way for the editors and writers to introduce the latest launches and happenings to the readers. It's also a great way for the readers to know the editorial team better and vice versa.

WWW.COSMOPOLITAN.MY SECTIONS

SPOTLIGHT

- New and trending stories world-wide and local scene.

LOVE & SEX

- Sex and relationship advice that helps you get inside man's head

FASHION

- The hottest fashion trends, news and style tips from celebrities/experts

- Beauty Tips & Tricks Every Woman Needs to Know

YOUNIVERSE

- The latest in women's health, must-read career advice, a sexy short story,

LIFESTYLE

- Hotspots, travel and newest gadget in town.



PREMIUM AD UNITS	RATE PER MONTH	FORTNIGHTLY
Homepage Roadblock - 100% SOV (1. Super Leaderboard, 2. Skinner, 3. Medium Rectangle, 4. Half Page Banner)	RM27,000	RM21,600
Section Roadblock - 100% SOV (1. Super Leaderboard, 2. Skinner, 3. Medium Rectangle, 4. Half Page Banner)	RM25,650	RM20,520

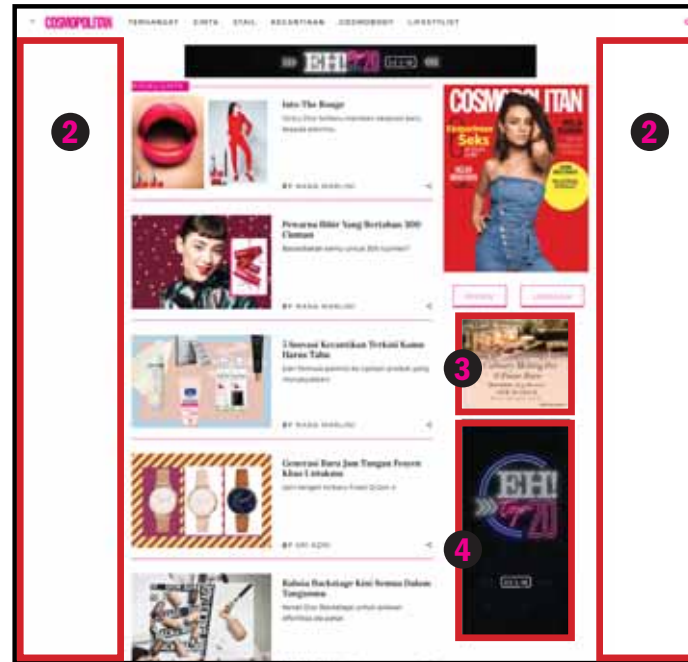
*Section - #CosmoXtra, Spotlight, Cinta&Seks, Fesyen, Kecantikan, Youniverse, Gaya Hidup

PREMIUM AD UNITS (EXPANDABLE)	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
Expandable Medium Rectangle	RM6,000	RM4,800	500 X 250 pixels	800kb	500 X 250 pixels	800kb
Expandable Half Page Banner	RM5,500	RM4,400	600 X 600 pixels	800kb	600 X 600 pixels	800kb

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	N/A	200kb
3. Medium Rectangle	RM3,000	RM2,400	300 X 250 pixels	150kb	300 X 250 pixels	150kb
4. Half Page Banner	RM3,000	RM2,400	300 X 600 pixels	150kb	300 X 600 pixels	150kb
5. Web Advertorial	RM5,500	-	-	-	-	-

*The rate above is based on 25% SOV.





- 1 Super Leaderboard**
- 2 Skinner**
- 3 Medium Rectangle**
- 4 Half Page Banner**

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

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/>

DEVELOPMENT RATES	PRODUCTION COST
Microsite	RM8,000
Skinner	RM2,000
Ad Unit Development	RM600
*Super Leaderboard/ Medium Rectangle - Non flash	
Ad Unit Development	RM3,000
*Super Leaderboard/ Medium Rectangle - Flash	
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)

1st Enhancement on AD
2nd Enhancement onwards

RATE PER MONTH

RM2,000
RM1,000

HTML A1 INSERTS (Ad appear in digital copy ONLY)

Media Cost
Production Cost

RM3,500
Subject to creative execution

CUSTOM SPONSORED CONTENT

COSMO TV - VIDEO CONCEPT

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

Package Includes:

- 1 Talent (KOL)
- Maximum 60s video
- Hair and make up
- 2 x Instagram posts
- 2 x FB posts

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 Cosmo TV for 4 weeks

INVESTMENT

From RM 13,000





CONTACT DETAILS

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