

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

THE FINER THINGS IN LIFE



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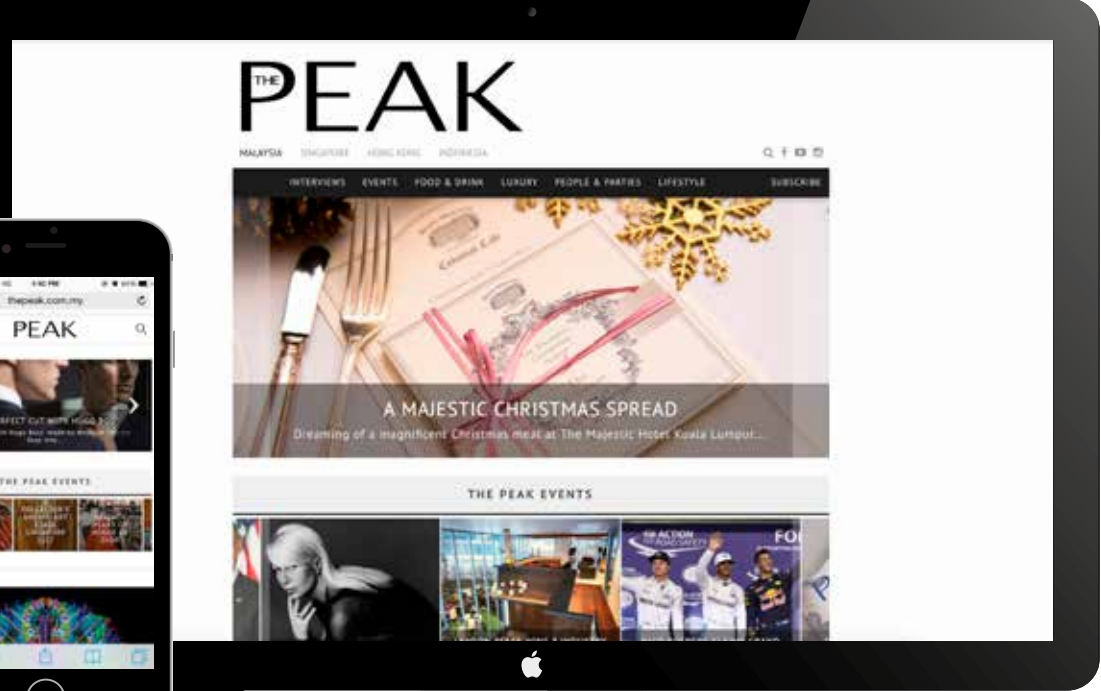
twitter.com/  
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THE PEAK TV

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 **20**s  
|  
**50**s

GENDER:

**55%** Male

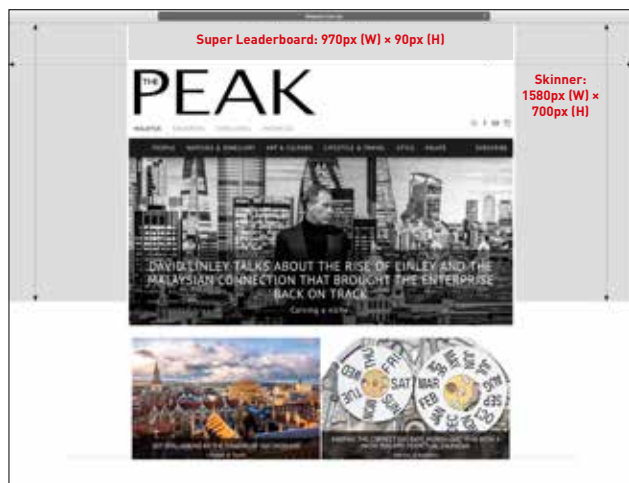
**45%** Female



# DISPLAY ADVERTISEMENT

DESKTOP  
MOBILE

HOME PAGE & OTHER SECTIONS								
AD FORMAT	MATERIAL SPECS (WEB)	MATERIAL SPECS (MOBILE)	FORMAT	MAX FILE SIZE	AUDIO	2 WEEKS	1 MONTH	EXPANDABLE
Super Leaderboard Banner	970x90	320x50	GIF, JPG, HTML5 Banner only via Third Party Tags	Standard (150 KB)	Sound OFF by default ("Audio ON/OFF" Button to be clearly labelled)	RM3,200	RM4,000	+40%
MREC Banner	300x250	300x250	GIF, JPG, HTML5 Banner only via Third Party Tags	Standard (150 KB)	Sound OFF by default ("Audio ON/OFF" Button to be clearly labelled)	RM2,400	RM3,000	+40%
Half Page Banner	300x600	300x600	GIF, JPG, HTML5 Banner only via Third Party Tags	Standard (150 KB)	Sound OFF by default ("Audio ON/OFF" Button to be clearly labelled)	RM2,400	RM3,000	+40%
Skinner	1580x700	N/A	JPG (including via Third Party Tags)	200 KB	-	N/A	RM7,000	+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

## EMAG (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



### LEAD TIME:

- Normal & third party Tags (Sismek, Innity, Doubleclick) - 5 business days prior to broadcast
- Campaign with preview - 5 + 3 business days prior to broadcast

### 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 (Sismek/Innity/DFP)
- Including HTML 5 Rich Media/Interactive/Animated/Videos ad Setup is chargeable

### GUIDELINES & SPECIFICATIONS:

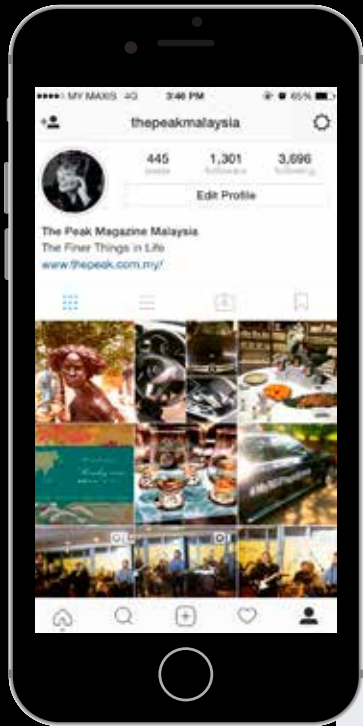
PRINT & DIGITAL: <http://www.blinc.com.my/the-peak>

### DISCLAIMERS & NOTES:

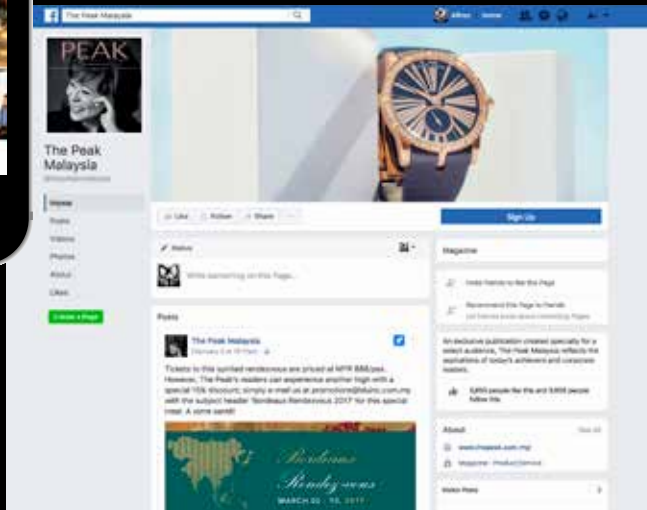
- Any element NOT meeting the stated specifications will be returned for revision; in which case, there might be a possible delay in the expected live date.
- All ad specifications stated indicate the maximum file size allowed. Exceeding the allowed limit stated might incur additional charges.
- Publisher reserves the right to reject any creative that do not adhere to the specifications stated.

The above specifications may be modified at the Publisher's discretion at any time.

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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