



Kritis • Inklusif • Informatif

MEDIA KIT 2021

www.edisi9.com.my    [myedisi9](https://www.instagram.com/myedisi9)  [edisi9](https://www.linkedin.com/company/edisi9)



Introducing Pengenalan

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EDISI 9 is a digital media founded and staffed by former senior editors, journalists and experienced photographers of a leading newspaper in the country. Therefore, we prioritize reports that are transparent and with integrity until they are believed by readers.

EDISI 9 focuses on current news reports, news analysis and high quality articles by experienced journalists and writers. Includes general news, politics, sports, entertainment and also business in Malay and English.

EDISI 9 merupakan media digital yang diasaskan dan dianggotai oleh kalangan bekas pengarang kanan, wartawan dan jurufoto berpengalaman sebuah akhbar terkemuka di negara ini. Justeru, kami mengutamakan laporan-laporan yang telus dan berintegriti sehingga diyakini oleh pembaca.

EDISI 9 memfokuskan laporan berita semasa, analisis berita dan rencana berkualiti tinggi oleh wartawan dan penulis berpengalaman. Meliputi berita am, politik sukan, hiburan dan tidak ketinggalan bisnes dalam bahasa Melayu dan Inggeris.

Traffic & Follower

Trafik & Pengikut

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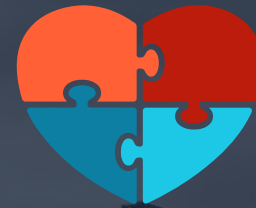
290,563

unique visitor



615,048

page views



10,000

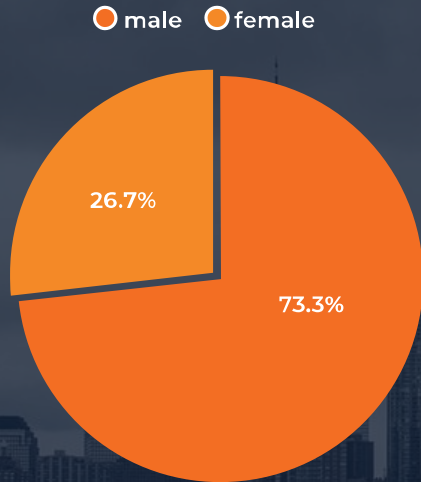
socmed followers



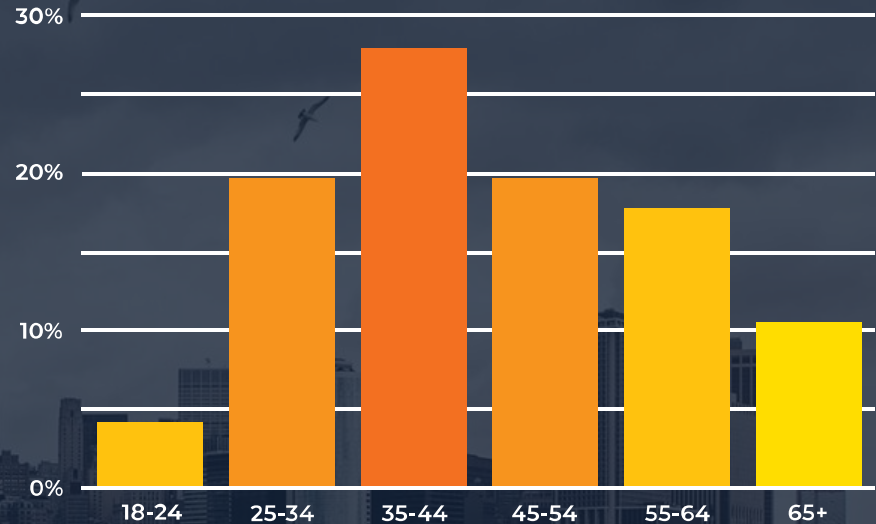
Demographics

Demografi

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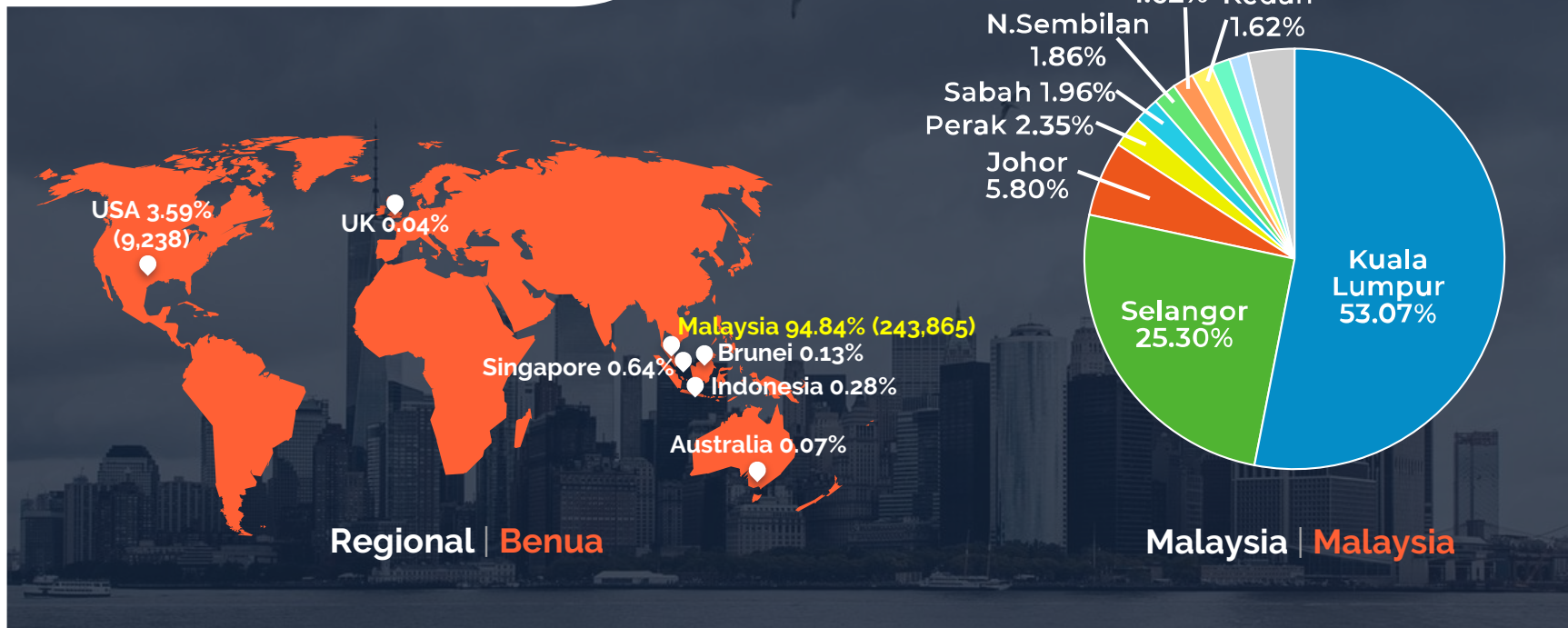
Gender | **Jantina**



Age Group | **Kumpulan Umur**

Location Lokasi

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Interests

Minat

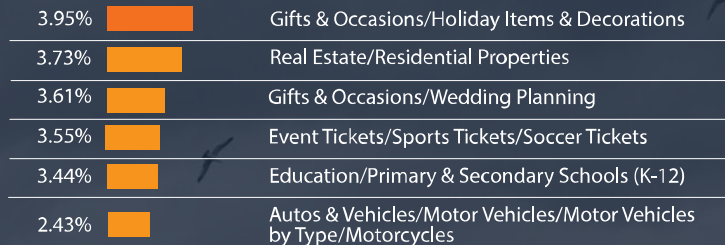
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4.28 % of Total users

Afinity Category

5.61 % of Total users



In-Market Segment

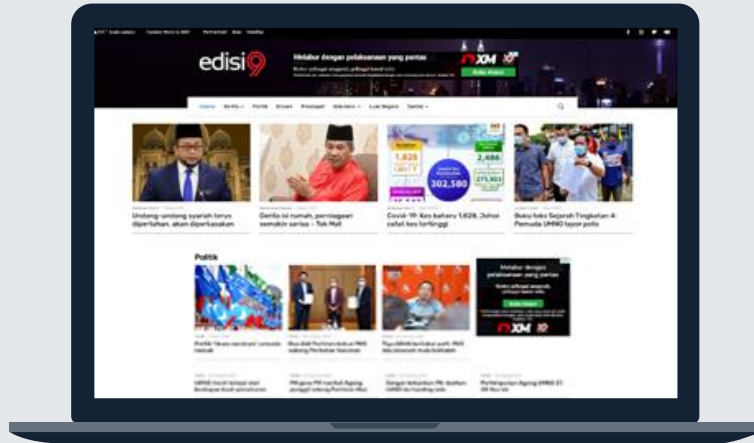


Other Category

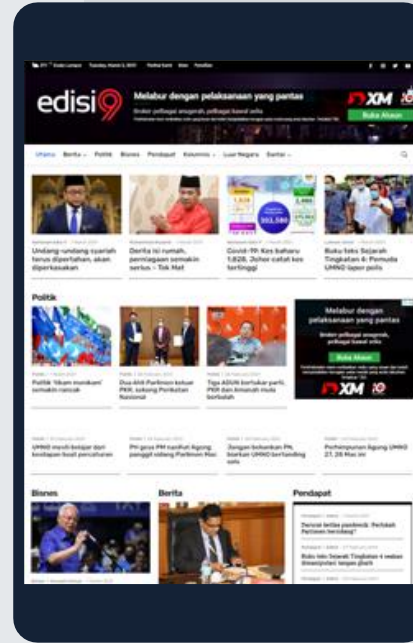
5.42 % of Total users



Devices Peranti



4,560 1.77%



3,101 1.21%



249,374 97.2%

A background image showing a person's hands holding a tablet, with another person's hand pointing at the screen. The person holding the tablet is wearing a watch. The image is overlaid with a dark blue semi-transparent filter.

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The **Digital** Rate Card

JANUARY – JUNE 2021

Display Ads

Frontpage



PLACEMENT	DIMENSION (PIXELS)	ESTIMATE IMP	CASUAL RATE (RM)
Leaderboard	728x90	200,000	3,000
Under Slider Leaderboard	728x90, 320x50	200,000	3,000
Bottom Leaderboard	728x90, 320x50	200,000	2,500
Rectangular (Top)	300x250	200,000	2,500
Rectangular (Bottom)	300x250	200,000	2,000

Display Ads

Innerpage



PLACEMENT	DIMENSION (PIXELS)	ESTIMATE IMP	CASUAL RATE (RM)
Leaderboard	728x90	100,000	2,000
Bottom Leaderboard	728x90, 320x50	100,000	1,500
Rectangular (Top)	300x250	100,000	2,500
Rectangular (Bottom)	300x250	100,000	1,000

Display Ads

High Impacts



PLACEMENT	DIMENSION (PIXELS)	ESTIMATE IMP	CASUAL RATE (RM)
Billboard	970x250	500,000	4,000
Skinner	140x700	100,000	4,000
Site Take Over	780x585	100,000	3,500
Advertorial	-	-	3,500
Bottom Up	-	500,000	4,000

Video Ads / Posting

Social Media



NO	PACKAGE	RATE (RM)
1.	Live coverage in Edisi 9 Facebook (Eg. Product launching, official event, sport event, etc) * Entra cost for out station (outside Klang Valley)	4,000
2.	Video posting in Edisi 9 Facebook + YouTube Channel (Include boosting cost for 5 days – FB, IG & YouTube)	3,500
3.	Live programme/interview/chat, etc via Edisi 9 Facebook (Limit for half and hour)	3,500
4.	Video posting in all Edisi 9 socmed platform	2,500
5.	Article posting in Edisi 9 & socmed platform (per-article)	2,500

“**Success is a lousy teacher. It seduces smart people into thinking they can't lose.**

- BILL GATES

Contact Us

LUKMAN ISMAIL

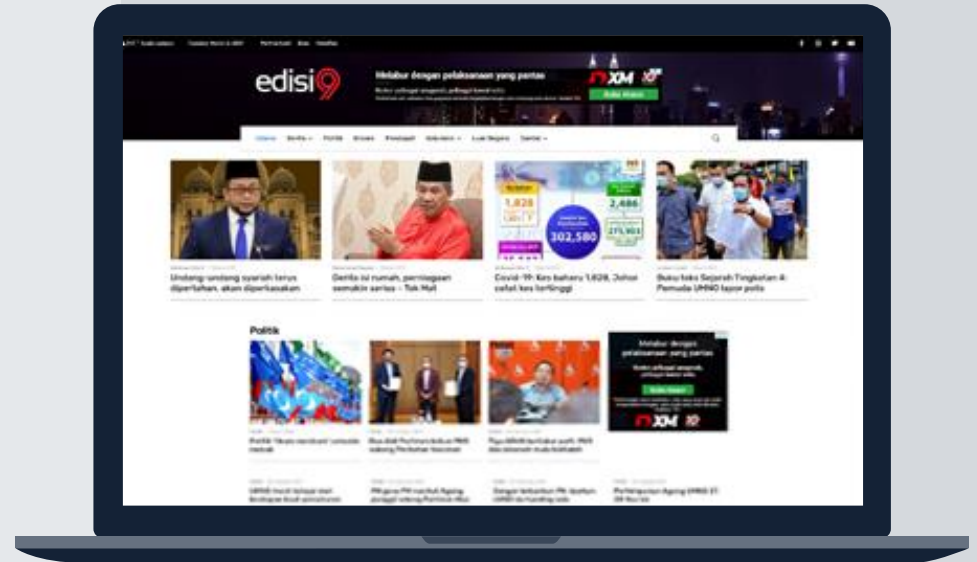
Managing Editor



+012-6066675



myedisi9@gmail.com



Thanks!

EDISI 9 SDN BHD (1407092-U)
28-1, Block D, BizAvenue 11, NeoCyber
Lingkar Cyberpoint Barat
63000 Cyberjaya, Selangor

E-mel: admin@edisi9.com.my

