



**edisi9**  
Kritis • Inklusif • Informatif

# MEDIA KIT 2022

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

# Introducing

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, analysis and high quality articles by experienced journalists and writers. Includes general news, politics, sports, entertainment and also business in Bahasa and English.

# Traffic & Followers



**322,022**

Unique Visitors



**648,091**

Page Viewers



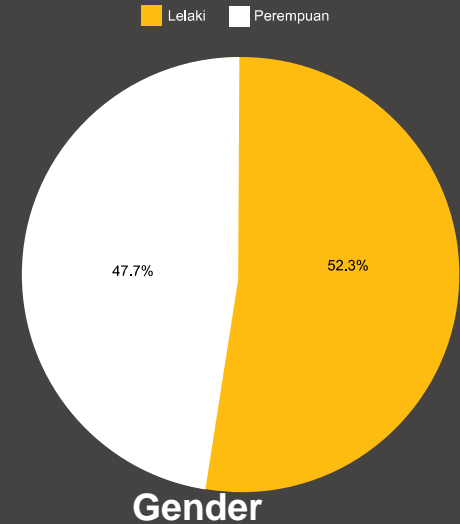
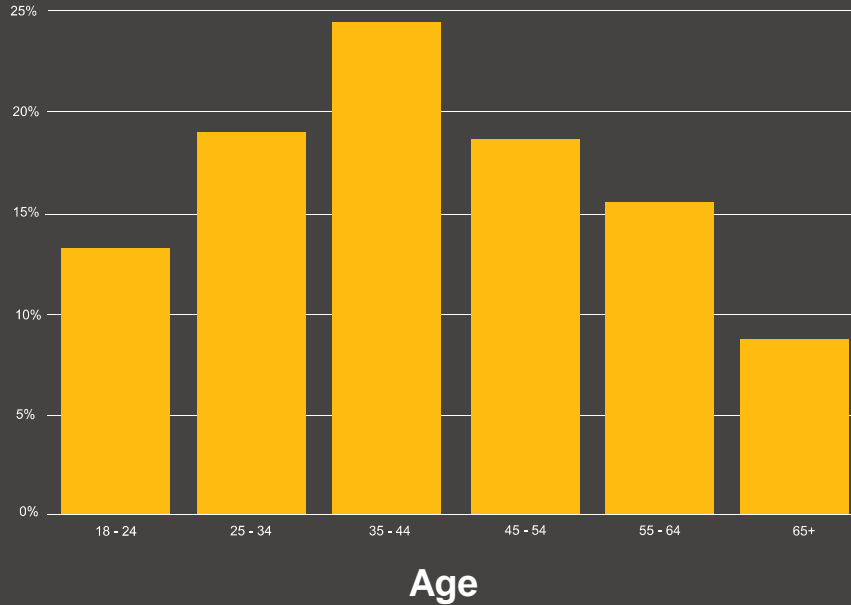
**10,000++**

Followers  
(FB, IG, Twitter, Telegram, TikTok)

# Demografi

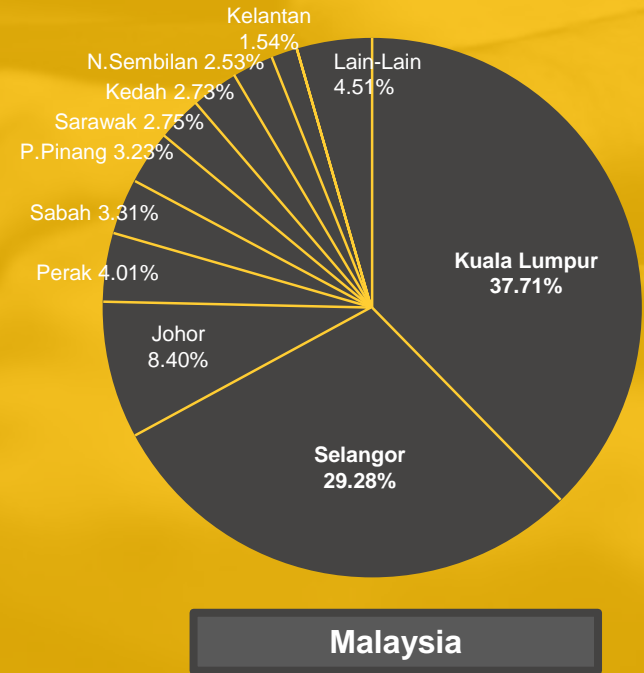
## Age & Gender

- Visitors under the age of 25 increased by almost **10%** over the same period in 2020.
- Female visitors jumped by **20%** compared to the same period in 2020.



# Location

## Regional & Malaysia



# Interesting

## Category & Market Segment



### Affinity Category (Reach)

3.77%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.54%		Shoppers/Value Shoppers
3.40%		News & Politics/Avid News Readers
3.03%		Shoppers/Luxury Shoppers
2.97%		Beauty & Wellness/Frequently Visits Salons
2.90%		Media & Entertainment/Book Lovers
2.88%		Travel/Travel Buffs
2.77%		Lifestyles & Hobbies/Green Living Enthusiasts
2.60%		Beauty & Wellness/Beauty Mavens
2.56%		Sports & Fitness/Sports Fans

### Other Category

7.12%		News/Politics
7.01%		Arts & Entertainment/Celebrities & Entertainment News
4.02%		Sports/Team Sports/Soccer
2.78%		News/Sports News
2.73%		Arts & Entertainment/TV & Video/Online Video
2.25%		Law & Government/Government/Royalty
1.64%		Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine
1.60%		Jobs & Education/Education//Primary & Secondary Schooling (K-12)
1.44%		Sports/International Sports Competitions/Olympics
1.33%		Arts & Entertainment/Music & Ausio/Pop Music

### In-Market Segment

3.87%		Education/Primary & Secondary Schools (K-12)
3.66%		Real Estate/Residential Properties
2.91%		Financial Services/Investment Services
2.89%		Education/Post -Secondary Education
2.89%		Financial Services/Banking Services
2.04%		Travel/Trips by Destination/Trips to Asia-Pacific/Trips to Malaysia
1.89%		Education/Test Preparation & Tutoring
1.86%		Gifts & Occasions/Wedding Planning
1.82%		Employment
1.69%		Gifts & Occasions/Holiday Items & Decorations



# Technology

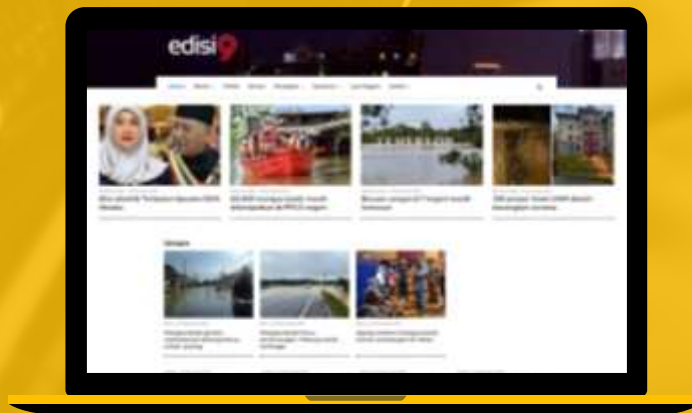
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Devices



79.78%

Mobile



19.53%

Desktop



0.69%

Tablet

A close-up photograph of a black computer keyboard. A golden, ornate key is resting on the Enter key. The key has a decorative, scrollwork handle. The keyboard keys are visible, including "Insert", "End", "Delete", "Enter", "Ctrl", and "Shift".

# Digital Rate Card

January – June 2022



# Display Ads

Front Page



Place	Dimension (Pixels)	Est. Impression	Casual Rate
Leaderboard	728 X 90	200,000	RM 3,000
Under slider Leaderboard	728 X 90 320 X 50	200,000	RM 3,000
Bottom Leaderboard	728 X 90 320 X 50	200,000	RM 2,500
Rectangular (Top)	300 X 250	200,000	RM 2,500
Rectangular (Bottom)	300 X 250	200,000	RM 2,000

# Display Ads

Inner Page



Place	Dimension (Pixels)	Est. Impression	Casual Rate
Leaderboard	728 X 90	100,000	RM 2,000
Bottom Leaderboard	728 X 90 320 X 50	100,000	RM 1,500
Rectangular (Top)	300 X 250	100,000	RM 1,500
Rectangular (Bottom)	300 X 250	100,000	RM 1,000

# Display Ads

High Impact



Place	Dimension (Pixels)	Est. Impression	Casual Rate
Billboard	970 X 250	500,000	RM 4,000
Skinner	140 X 700	100,000	RM 4,000
Site Take Over	780 X 585	100,000	RM 3,500
Bottom Up	-	500,000	RM 4,000

# Media Buy Package

January – June 2022



## FOR ENQUIRIES

Please email  
[myedisi9@yahoo.com](mailto:myedisi9@yahoo.com)

### News Coverage

RM 2,500 / article

### Analysis

RM 5,000 / article

### Interview

RM 8,000 / session  
(Include write-up)

### Advertorial

RM 5,000 / article

### ~~Poll~~

~~RM 10,000 / poll~~

### ~~Crisis Management~~

~~RM 3,000~~

*All rate including social media sharing & boosting*



Thank You!



**EDISI 9 SDN BHD** (1407092-U)  
28-1, Block D, BizAvenue Neocyber  
Lingkaran Cyberpoint Barat  
63000 Cyberjaya, Selangor  
E-mail: [myedisi9@yahoo.com](mailto:myedisi9@yahoo.com)