

grow your
BRAND
through our

37.2 MIL*
followers!



NU IDEAKTIV ADVERTISING RATES
Rates Effective 1st July 2020

*Source: Total Unique Visitors of All Nu Ideaktiv IPs website in May 2020

BRANDS:

Rasa Pengantin Pa&Ma Wanita MASKULIN hijabista keluarga NONA IMPIAPAN Remaja Media LIBUR KAS-HOORQA LUMPAN

MASKULIN

BRAND OVERVIEW

Lifestyle Inspiration for Modern Men

Guides towards the sophistication of men, encompassing fitness, health, grooming & confidence.

Category: Young Male Executives

Language: Bahasa Malaysia

Target Audience: 'Urban Man', 18-39 years old



CONTENT SNAPSHOT

- Fitness, health, Grooming
- Auto, Gadget Review
- Motivational
- Interviews with Successful men
- **Digital Shows:** MGrooming, Maskulin Fitness, Inspirasi Maskulin
- **Events/Campaigns:** Maskulin Superhero Awards

INFORMATION



www.maskulin.my
Unique Visitors: **622 K**
Page Views: **1.07 MIL**



Facebook: **230 K**
Average FB Reach:
155 K



Instagram:
51 K FOLLOWERS

*Source: Combined data from Google Analytics, Facebook & Instagram on Ideaktiv Digital Audience Report (May '20)

Magazine Frequency:

Quarterly

Magazine Circulation:

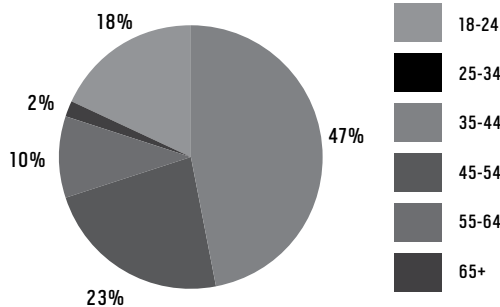
20,000 Copies

Media Owner:

Nu Ideaktiv Sdn Bhd



AGE PROFILE (YEARS OLD)



GENDER

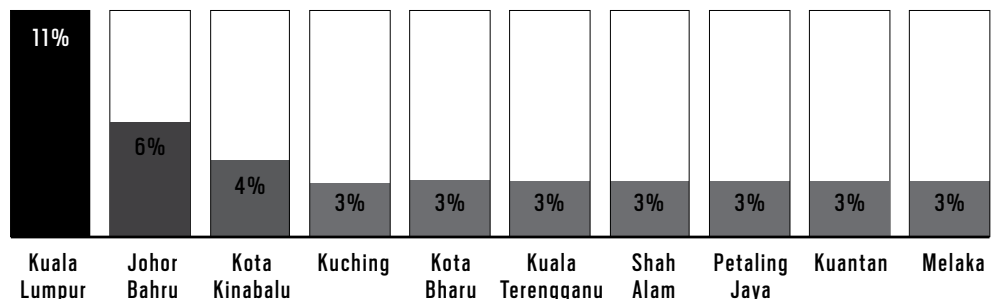


Male
46.7%

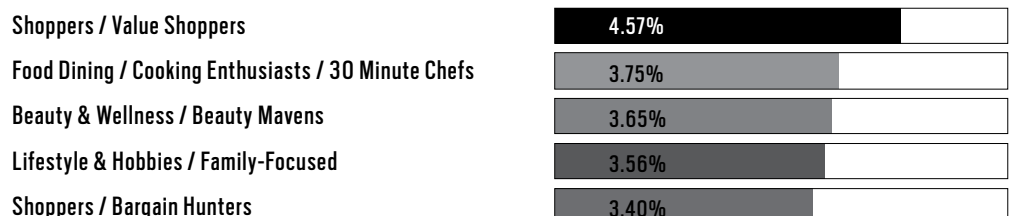


Female
53.3%

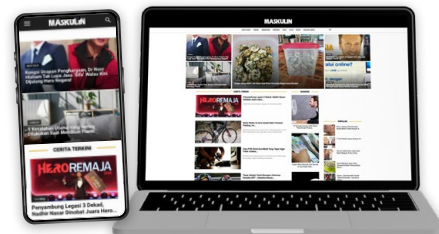
TOP 10 LOCATIONS OF OUR FOLLOWERS



TOP 5 INTERESTS AMONG OUR FOLLOWERS



MASKULIN



AD OPTIONS	AD FORMAT	PRODUCTION COST (RM)	RATES (RM)	AD DIMENSION (DESKTOP & MOBILE)	BUY TYPE
DISPLAY ADS - STANDARD (Desktop & Mobile)	Leaderboard	from 1,000 onwards	45	728x90, 320x50	CPM
	Leaderboard Animated	from 2,000 onwards	45	728x90, 320x50	CPM
	Medium Rectangle (MREC) Static	from 1,000 onwards	50	300x250	CPM
	Medium Rectangle (MREC) Animated	from 2,000 onwards	50	300x250	CPM
	Masthead Static	from 1,000 onwards	60 CPM / 5,000	970x250, 300x300	CPM / Daily
	Masthead Animated	from 2,000 onwards	60 CPM / 5,000	970x250, 300x300	CPM / Daily

DISPLAY ADS - RICH MEDIA (Desktop & Mobile)	In View Video	from 3,000 onwards	60	640x360	CPM
	In Image Ad With NO VIDEO	from 3,000 onwards	60	624x125 (Responsive)	CPM
	In Image Ad With Video / Carousel	from 3,000 onwards	70	624x125 (Responsive)	CPM
	Mobile Curtain Ad	from 3,000 onwards	65	640x960	CPM
	Expandable Catfish	from 3,000 onwards	55 CPM / 8,000	970x90, 320x50	CPM / Daily
	Catfish	from 3,000 onwards	45 CPM / 7,000	970x90, 320x50	CPM / Daily
	Mobile Spin	from 3,000 onwards	75	640x640 (Disc), 640x853 (Expand Ad)	CPM
	Mobile Spin Plus	from 3,000 onwards	85	640x640 (Disc), 640x640 (Expand Ad)	CPM
	Mobile Cube	from 3,000 onwards	55	560x560	CPM
	Mobile Revolver	from 3,000 onwards	65	300x180 (Invitation), 640x138 (Expand Ad)	CPM
	Skinner	from 3,000 onwards	90 CPM / 12,000	Desktop: Top Ad 1300 x 250, Side 320 x 1000 Mobile: 800 x 400	CPM / Daily
	Interstitial (Desktop Only)	from 3,000 onwards	40 CPM / 3,500	800 x 600	CPM / Daily

VIDEO	Pre-Roll Ad (15 seconds)		40		CPM
	Pre-Roll Ad (30 seconds)		60		CPM

DIGITAL	Branded Advertorial + 1 FB Post		12,000		Per Post
	Web Push Notification		1,000		Per Post
	Promotional Banner	from 1,000 onwards	1,000 (per week)		Per Post
	Editor's Pick - Pin To Tile		1,000 (per week)		Per Post
	Sponsored Logo Placement		1,000 (per week)		Per Post
	Landing Page - Standard	3,000	12,000 (per week)		Per Post
	Landing Page - Premium	from 4,000 onwards	12,000 (per week)		Per Post
	Custom Site - Microsite	from 4,000 onwards	12,000 (per week)		Per Post
Video Post on Web (Web Video Player)		5,000		Per Post	

TIMELINE

- Booking Deadline: 2 weeks prior live date.
- Material Deadline: 7 working days prior to live date.
- Cancellation: 4 weeks prior to live date.
- Video production: 6 weeks to live date.

CANCELLATION SURCHARGES:

- Less Than 14 Days Before Live Date – 100% SURCHARGE
- Between 15 to 30 Days Before Live Date – 50% SURCHARGE
- More Than 30 Days Before Live Date – 10% SURCHARGE

FOR MORE INFORMATION, PLEASE CONTACT

SOPHIA
012-249 1806
sophia@ideaktiv.com

* Nu Ideaktiv Sdn Bhd reserves the right to revise or amend the above rates at any given time.

* All rates are subject to government tax where applicable.

* Prime position are non cancellable.

* All confirmed booking must be published within the agreed calendar year.

* A surcharge based from the normal rate will be levied for unfulfilled insertions.

* Angles, style of writing, top images for Branded Advertorials, captions and images for social media posts are to be advised to suit IP's readership.

MASKULIN



AD OPTIONS	AD FORMAT	PRODUCTION COST (RM)	RATES (RM)	AD DIMENSION (DESKTOP & MOBILE)	BUY TYPE
SOCIAL MEDIA	Facebook Standard Posting - Material by Client		5,000		Per Post
	Instagram Standard Posting - Material by Client		1,000		Per Post
	Facebook Animated Posting	from 3,000 onwards	5,000		Per Post
	Instagram Animated Posting	from 3,000 onwards	1,000		Per Post
	Facebook Photo Album (Up to 5 Photos) - Material by Client		5,000		Per Post
	Facebook Photo Album (Up to 5 Photos) - Animated Artwork by NI	from 3,000 onwards	5,000		Per Post
	Instagram Carousel (Up to 5 Photos) - Material by Client		1,000		Per Post
	Instagram Carousel (Up to 5 Photos) - Artwork by NI	from 1,000 onwards	1,000		Per Post
	Facebook Watermarked Event Live Update Photos (Up to 5 Photos)		5,000		Per Post
	Instagram Watermarked Event Live Update Photos (Up to 5 Photos)		1,000		Per Post
	Facebook Stories		3,500		Per Post
	Instagram Stories		2,250		Per Post
	Facebook Timeline Cover (Per Week)		1,500		Per Post
	Facebook Pin To Top (Per Day)		1,500		Per Post
	Instagram Highlight (Per Week)		1,500		Per Post
	Facebook Live (Via Mobile)	from 1,000 onwards	5,000		Per Post
	Facebook Live (Via MCP)	from 8,000 onwards	5,000		Per Post
	Instagram Live	from 1,000 onwards	5,000		Per Post
	Facebook Video Post (Client's Material)		5,000		Per Post
	Instagram IGTV		2,250		Per Post
Youtube Video Post		1,000		Per Post	

PRINT - Corporate Ads, Write-ups	Outside Back Cover		7,800		
	Inside Front Cover		7,000		
	Inside Back Cover		6,500		
	Full Page		5,800		
	Half Page		3,700		

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Nu Ideaktiv Sdn Bhd

is a venture company of Astro and Karangkrak.
Established since May 2, 2018, Nu Ideaktiv is
a Malaysian and Nusantara content company
and is committed to spread the power of
knowledge by producing great and
inspiring content, that touches life.

REACH OUT
TO US FOR
THE BEST TOTAL
INVESTMENT
PRICE &
CURRENT
PROMO!

The logo for Nu Ideaktiv, featuring the word "Ideaktiv" in a stylized, yellow, italicized font with a blue and red swoosh above the 'i', set against a black rectangular background.

NU IDEAKTIV SDN BHD
Company No. 201701033404
(1247575-P)

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Persiaran Selangor, Seksyen 15,
40200 Shah Alam, Selangor.
03-5101 3889

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