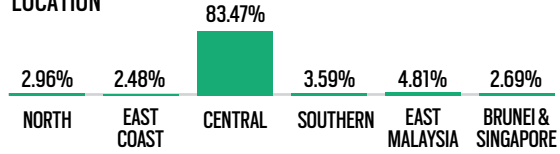


DIGITAL

Target Audience: "THE ANGLER" | 19 & ABOVE

LOCATION

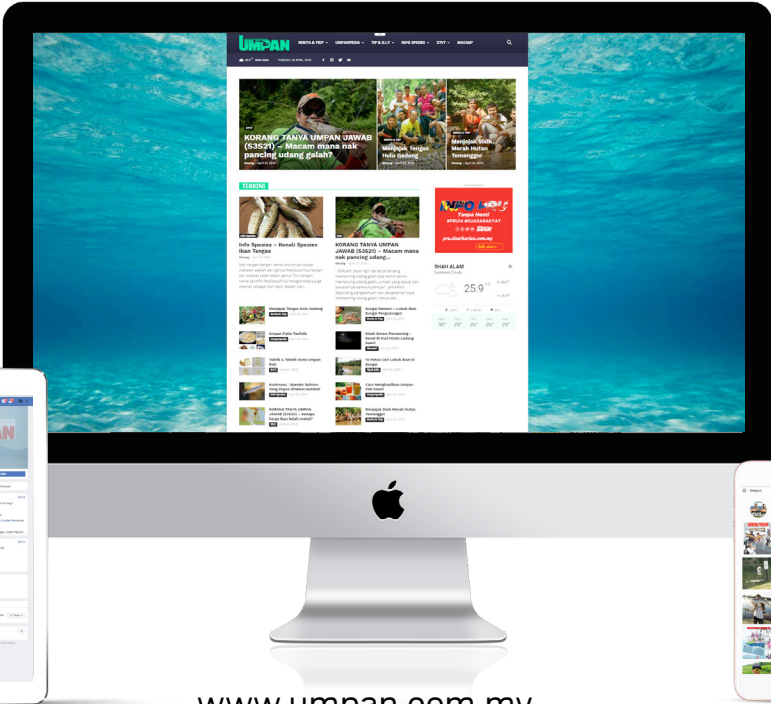
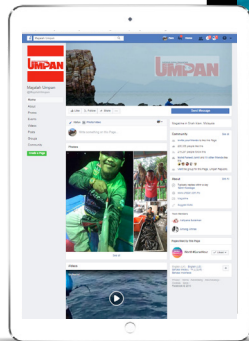


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Category : Men & Hobbies
Language : Bahasa Malaysia

- Focused content on fishing
- Fishing Information/ Hints/ Techniques
- Real Facts



FACEBOOK
 LIKES
211,198
 FOLLOWS
220,335

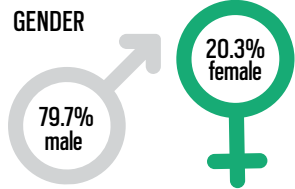


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MajalahUmpan majalahumpan

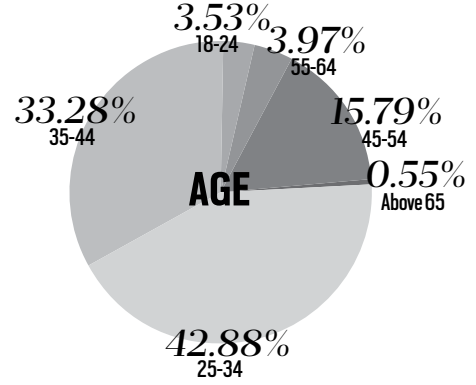
demographic & interest targeting

GENDER



MONTHLY TRAFFIC
MONTHLY AVERAGE

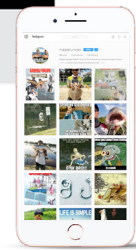
UNIQUE VISITORS 108,924
PAGES VIEWED 294,880



*Source: Google Analytic 2018



INSTAGRAM
 FOLLOWERS
15,255



*All information given as at June 2018

DIGITAL AD

AD OPTIONS	PRODUCTION COST	AD FORMAT	AD DIMENSION	BUY TYPE	RATE (RM)	ESTIMATED WEEKLY IMPRESSIONS
Standard *D&M	RM1,000	Leaderboard	728x90, 320x50	CPM	40	10,000
		Super Leaderboard	970x90, 320x50	CPM	50	10,000
		Header Banner	1024x90, 320x100	CPM	60	10,000
		Medium Rectangle	300x250	CPM	40	10,000
		Masthead	970x250, 300x300	Daily	3,000	
Rich Media *D&M	RM3,000	Interstitial	800x600, 320x480	Daily	5,000	
		In View Video	640x360	CPM	60	
		In Image Ad	624x125 (Responsive)	CPM	50	
		Curtain Ad	976x469 (Responsive)	CPM	70	
		Catfish	970x90, 320x50	Daily	3,000	
Video		Branded Video (Inclusive cross share to additional 2 Selected Media Title)			8,000	Est 80,000 Reach
		Video Crawler			1,000	Est 80,000 Reach
Native	RM1,000	Branded Advertorial (Inclusive cross share to additional 2 Selected Media Title)		Per Post	10,000	Est 80,000 Reach
	RM500	Email Marketing	700x900	Per Email	0.30	Min 5,000
	RM500	SMS Marketing		Per SMS	0.50	Min 1,000
Social	RM500	Facebook Post		Per Post	3,000	Est 80,000 Reach
	Depends On Concept	Facebook Live		Per Post	5,000	
	RM500	Facebook Timeline Cover	820x312	Per Week	1,500	
	Depends On Concept	Social Polling / Quizzes		Per Post	Bespoke	
	Depends On Concept	Custom Brand Post *Maps/Call/VonVon/GIF etc		Per Post	Bespoke	
		Instagram Posting		Per Post	1,000	
		Instagram Carousel		Per Post	2,250	
	Instagram Story		Per Post	2,250		
Interactive Engagement	Depends On Concept	Microsite			From 8,000	
	Depends On Concept	Mini Game			From 5,000	

*D&M refers to Desktop and Mobile | Visit <http://advertising.karangkraf.com/magazine/about-us> for more info.

Digital	DEADLINES	MATERIAL REQUIREMENTS	T&C	AGENCY COMMISSION
	Booking Deadline 2 weeks prior to insertion date Material Deadline 3 working days prior to insertion date Cancellation 4 weeks prior to insertion date	Format : JPG, GIF, HTML	<ul style="list-style-type: none"> • Prime position, Booklet & Gatefold 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. • Materials other than FFPC and standard banner's deadline is to be advised. 	<ul style="list-style-type: none"> • All accredited agencies will be entitled for 15% of agency commission.