



Introduced in October 1999, the leading urban style companion for fashionconscious women age 18 to 34 years old who read in Bahasa Malaysia.

EH! equips today's fashionable go-getter with valuable and exciting information for making smart shopping decisions, keeping up with the latest fashion, beauty and lifestyle trends, and making the most informed choices at work and with loved ones.



EH! Online (www.

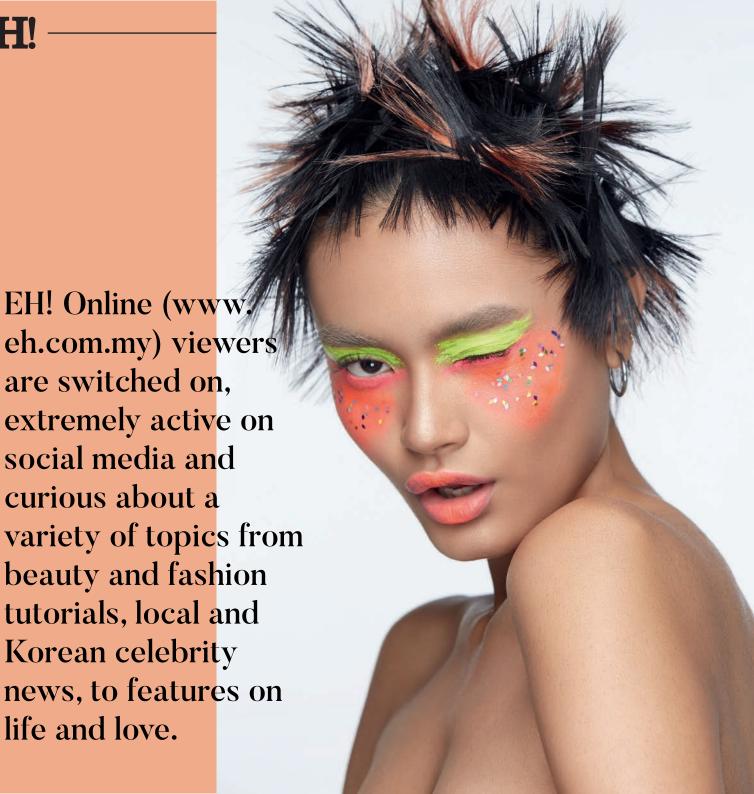
are switched on,

social media and

Korean celebrity

life and love.

curious about a



# Digital Audience

19%

18-24 years old

48%

25-34 years old

19%

35-44 years old

**Monthly Pageview** 170K

Monthly Online User 53K

159K

**Instagram Followers** 

Facebook Likes

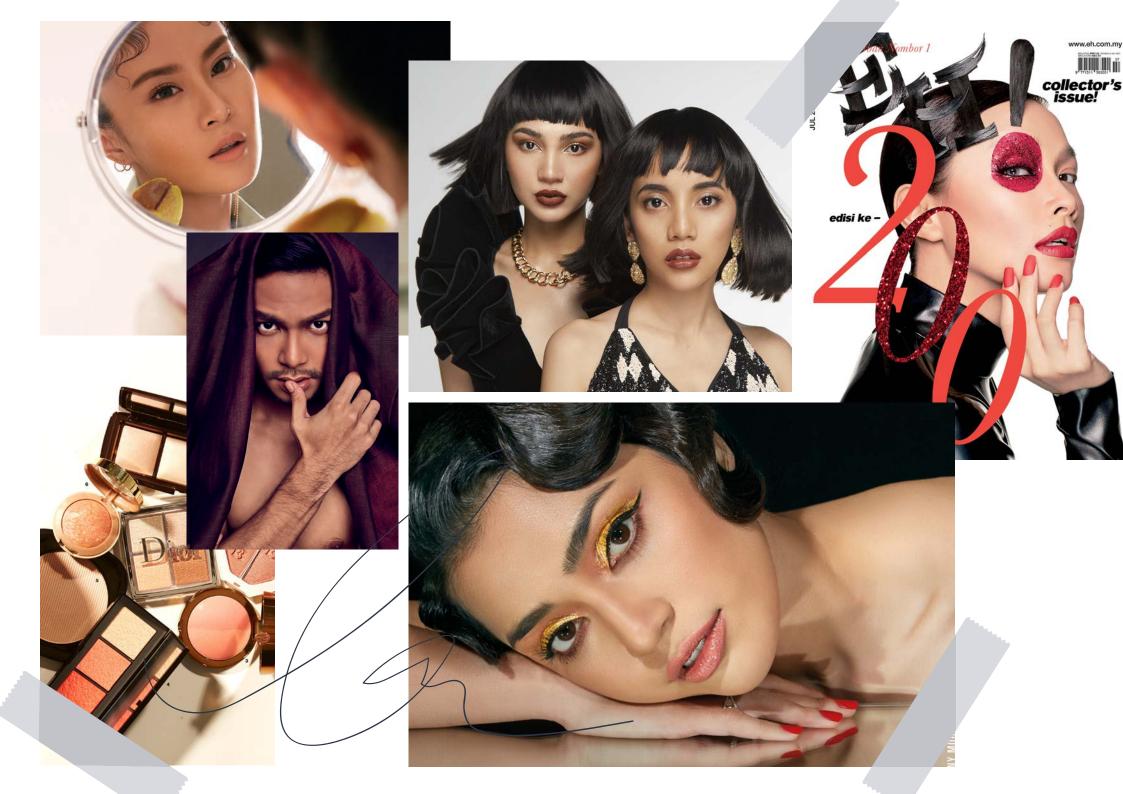
270K

YouTube Subscribers

11.4k

Tik Tok Followers

106.2K





# DIGITALRATE

DIGITAL SOLUTIONS	DESCRIPTION	FREQUENCY	RATE (RM)
Web Advertorial	Content to highlight products or services. With 1 FB post & 1 IG post	Per insertion	8,500
Branded Content	Editorialized content where the brand's product info is included to support the bigger story. With 1 FB post & IG post	Per insertion	9,500
Commercial Video	Creative video production done by title with storyboard, concept and video editing, 1 model, FB & IG posting, published on title's TV section on website and YouTube Channel.  *Additional charges for KOL / celebrity.	Campaign	26,000
Brand Promotional Video	Brand's video published on title's TV section and also featured on title's YouTube Channel	Monthly	5,000
Facebook Post	Includes text, images and hyperlink	Per insertion	3,000
Instagram Post	Includes images with short caption	Per insertion	3,000
Social Story + Facebook Post	Includes IG & FB Story, FB post with images and short caption	Per insertion	7,000
Creative partnerships	Our titles offer partnerships featuring custom content, videos, social, events and much more. Enquire within for special package.	Campaign	





## DISPLAYADVERTISEMENT

+

## PREMIUM AD UNITS

Homepage Roadblock

#### **DESKTOP & MOBILE**

100% SOV (Billboard 1, Billboard 2, Half Page, Medium Rectangle)

RATE PER MONTH (RM) 28,000

**Section Roadblock** 

#### **DESKTOP & MOBILE**

100% SOV (Billboard 1, Billboard 2, Half Page, Medium Rectangle)

**RATE PER MONTH (RM)** 28,000

### Billboard

DESKTOP & MOBILE 25% SOV

DIMENSIONS (DESKTOP) 970 x 250 px

FILE SIZE 200kb

DIMENSIONS (MOBILE) 320 x 50 px

> FILE SIZE 150kb

RATE PER MONTH (RM) 5,000 **Half Page** 

DESKTOP & MOBILE 25% SOV

DIMENSIONS (DESKTOP) 300 x 600 px

FILE SIZE 150kb

DIMENSIONS (MOBILE) 300 x 600 px

FILE SIZE 150kb

RATE PER MONTH (RM) 3,000 **Medium Rectangle** 

DESKTOP & MOBILE 25% SOV

DIMENSIONS (DESKTOP) 300 x 250 px

FILE SIZE 150kb

DIMENSIONS (MOBILE) 320 x250 px

> FILE SIZE 150kb

RATE PER MONTH (RM) 3,000 Rich Media / Video

DESKTOP & MOBILE Upon Request

DIMENSIONS (DESKTOP)

FILE SIZE

DIMENSIONS (MOBILE)

**FILE SIZE** 

RATE PER MONTH

-

ADVERTISING FEATURES: • Roadblock features, 100% SOV (Share of Voice) • Rich media (Interactive/HTML 5/Video; Third Party Codes from APPROVED Ad Networks (Sizmek/Innity/DFP) • Including HTML5 Rich Media/Interactive/Animated/Videos ad setup is chargeable

TERMS: • Rates quoted are before SST. • Agency commission is applicable on Display Advertisement media rate only.







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