



# RAH!

The Leading Malay-  
Language Fashion &  
Beauty Guide

RATE CARD



Introduced in October 1999, the leading urban style companion for fashion-conscious 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.



ALICIA AMIN, MALEK MCCRONE, TUTI NOOR, NIA ATASHA, BAKHTIAR ACTON & RITA NADIRA

EH! Online ([www.eh.com.my](http://www.eh.com.my)) viewers are switched on, extremely active on social media and curious about a variety of topics from beauty and fashion tutorials, local and Korean celebrity news, to features on life and love.



## Digital Audience

**19%**

18-24 years old

**48%**

25-34 years old

**19%**

35-44 years old

Monthly Pageview	<b>170K</b>
Monthly Online User	<b>53K</b>
Instagram Followers	<b>159K</b>
Facebook Likes	<b>270K</b>
YouTube Subscribers	<b>11.4k</b>
Tik Tok Followers	<b>106.2K</b>





# DIGITAL RATE

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	





# DISPLAY ADVERTISEMENT

**+  
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 x 250 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.

# SALES ENQUIRIES



**JOYCE LEE**

Joyce@bizofre.com

**KWANG AI LING**

Ailing@bizofre.com

**ASHLEY LOW**

Ashley@bizofre.com

**BIZ OF RE SDN BHD**

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