



**GLAM** **Lelaki**

GAYA LELAKI ALFA MASA KINI

**YOUR GUIDE  
TO MEN'S  
FASHION &  
CELEB NEWS!**

OUR CONTENT  
INSPIRES,  
MOVES AND  
INFORMS IN A  
MASCULINE,  
STRONGLY-  
VISUAL  
MANNER  
WHICH IS  
UNIQUE TO US

---



SHOWCASES THE  
LATEST TRENDS,  
POP CULTURE  
AND CURRENT  
AFFAIRS FROM A  
STYLISHLY-MALE  
PERSPECTIVE



# The Only Malay Language Style Guide For The Modern Man Of The World



## DIGITAL AUDIENCE

**49%**  
25-34 YEARS OLD

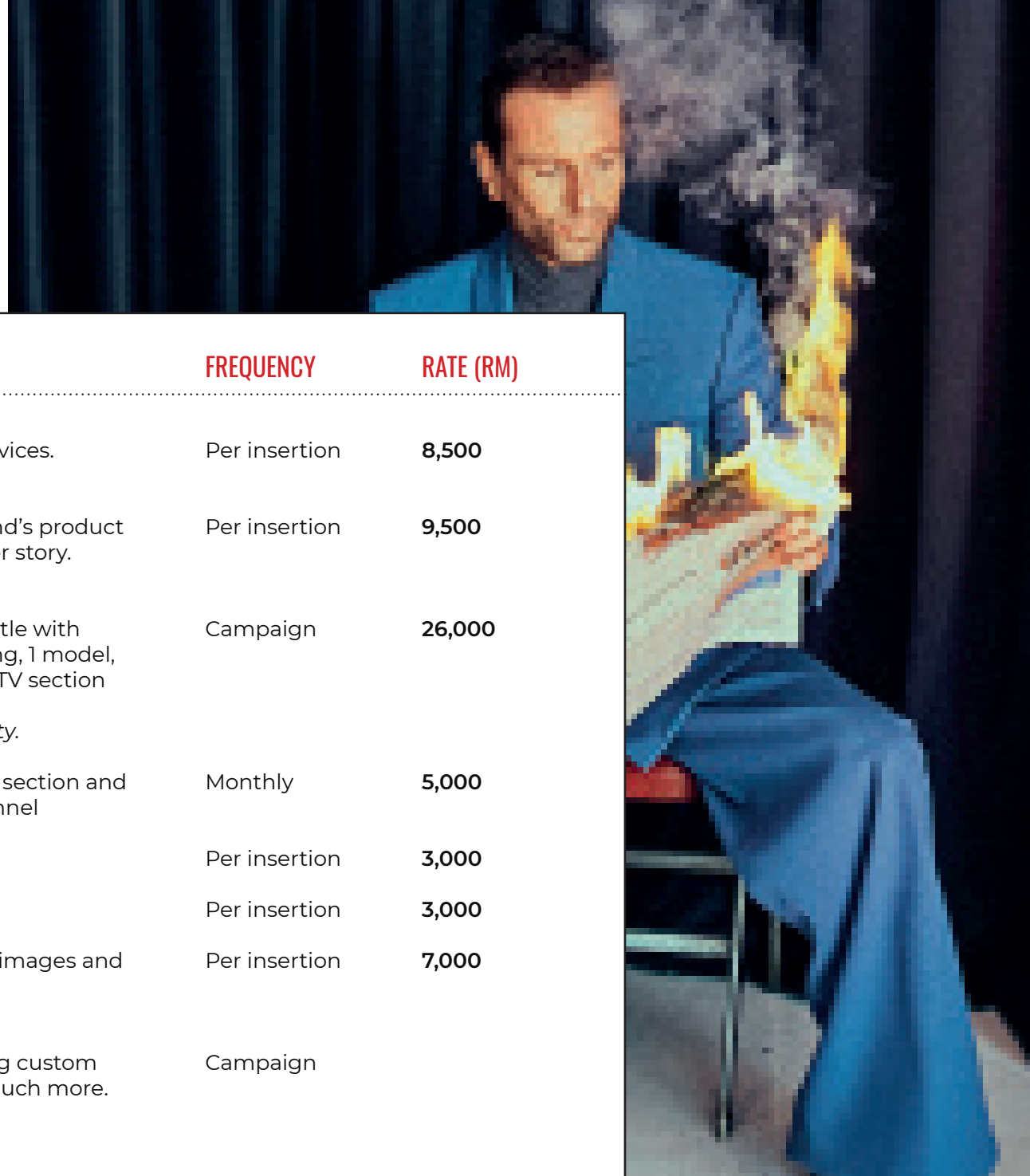
**AGE GROUP :**  
**22%**  
35-44 YEARS OLD

Monthly Pageview	71K
Monthly Online User	20K
Instagram Followers	41K
Facebook Likes	16.8K



# 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. <i>*Additional charges for KOL / celebrity.</i>	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

**PREMIUM AD UNITS**  
Section Roadblock

**DESKTOP & MOBILE**  
100% SOV  
(Billboard 1, Billboard 2, Half Page, Medium Rectangle)

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

STANDARD AD UNITS	DESKTOP & MOBILE	DIMENSIONS (DESKTOP)	FILE SIZE	DIMENSIONS (MOBILE)	FILE SIZE	RATE PER MONTH (RM)
Billboard	25% SOV	970 x 250 px	200kb	320 x 50 px	150kb	5,000
Half Page	25% SOV	300 x 600 px	150kb	300 x 600 px	150kb	3,000
Medium Rectangle	25% SOV	300 x 250 px	150kb	300 x 250 px	150kb	3,000
Rich Media / Video	Upon Request	-	-	-	-	-

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.

**JOYCE LEE**

Joyce@bizofre.com

**KWANG AI LING**

Ailing@bizofre.com

**ASHLEY LOW**

Ashley@bizofre.com

**BIZ OF RE SDN BHD**

812334M

Unit 5, 2nd Floor Block A,  
A-5-2 The Suites, Jaya ONE,  
Jalan Profesor Diraja Ungku Aziz,  
46200 Petaling Jaya, Selangor.  
[www.bizofre.com](http://www.bizofre.com)

**SALES  
ENQUIRIES**

