

Marketing Digest will be available on the main page of our website (marketingmagazine.com.my) as a platform for our client's branded content.

Content placement benefits:

- Reach out to 35,000 of our subscribers with social media reach on Marketingmagazine.asia
- FB, LinkedIn, Twitter and IG
- Content will appear on the main page of our website for 1 week.
- Easy read and less clutter with Digest.
- Opportunity to place your branded content on Malaysia's leading MARKETING portal.
- Special reporting on your reach will be provided
- Limited time offer with a special rate at RM 10,000 + 6% SST only

Production takes 1 week

Take this opportunity to place your commercial Videos, Ads, GIF's

- Videos (YouTube link or MPEG file)
- Images (JPEG or PNG format)
- Animation (GIF format)
- Briefs - bullet point on the content that you would like to be included.
- E-mail interview (if necessary)
- We are offering maximum 10 pages per feature for this package.

Examples:

The following are examples of previous Digests we created for our client's branded content which will give your a clear picture of how your branded content feature could look like:

1. <http://issue6.marketingdigest.com.my/>
2. <http://issue7.marketingdigest.com.my/>

Malaysia's leading marketing communications industry portal.

DIGEST is our very own digital interactive edition of MARKETING Magazine.

With a Responsive Web Design (RWD) platform, advertisers are able to have interactive ad buy advantage and brand storytelling personalization to help with better online & social media sharing.

This will heighten brand awareness and recall, greater lead generation and potentially create a more responsive call to action.



DIGEST currently shares the same readership profile as MARKETING Magazine's subscribers.

Opening our horizons to work closely with all industries is our aim.

Our advantage over a web site is that Digest is a visually rich web app, that has all the capabilities of a mobile app, providing a richer user experience.

**"The best
marketing doesn't
feel like marketing"**

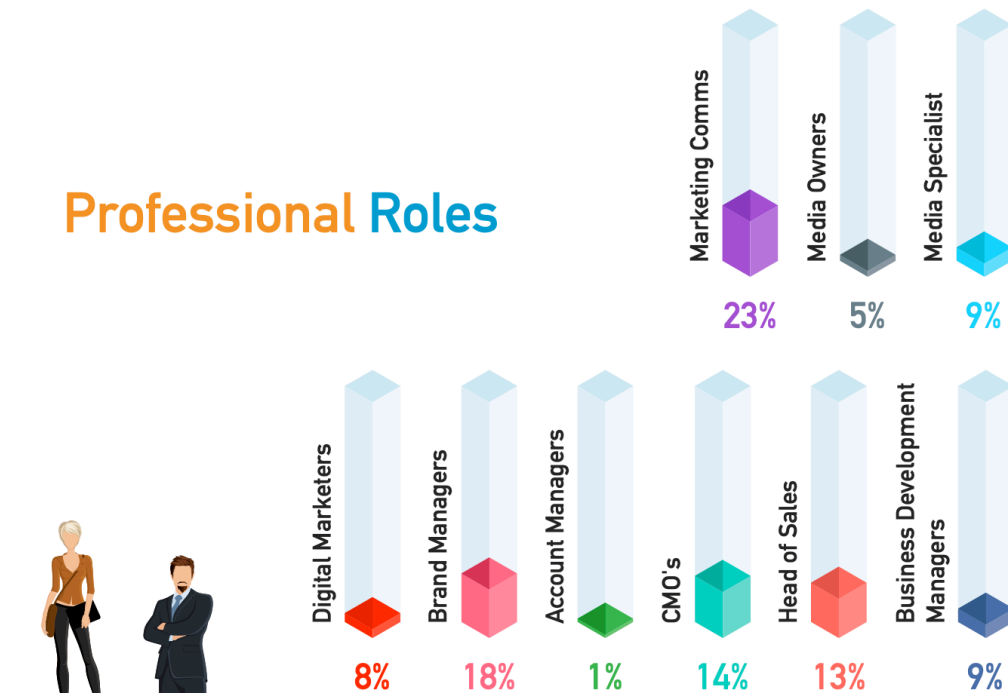
- Tom Fishburne

What DIGEST can do for you

- CONTENT CURATION
- MARKETING CAMPAIGN CASE STUDIES
- INDUSTRY RELATED OPINION PIECES
- CORPORATE INTERVIEWS, BRAND COVERAGE,
- ACTIVATION PLANS
- SPECIAL FEATURES FOR ALL INDUSTRIES
- DATA ANALYTICS REPORTING
- STRATEGICALLY CRAFTED ADVERTISING CAMPAIGNS

Malaysia's leading marketing communications industry portal.

Professional Roles



LOCATION
Urban, Klang Valley

Demographics

PERSONAL INCOME

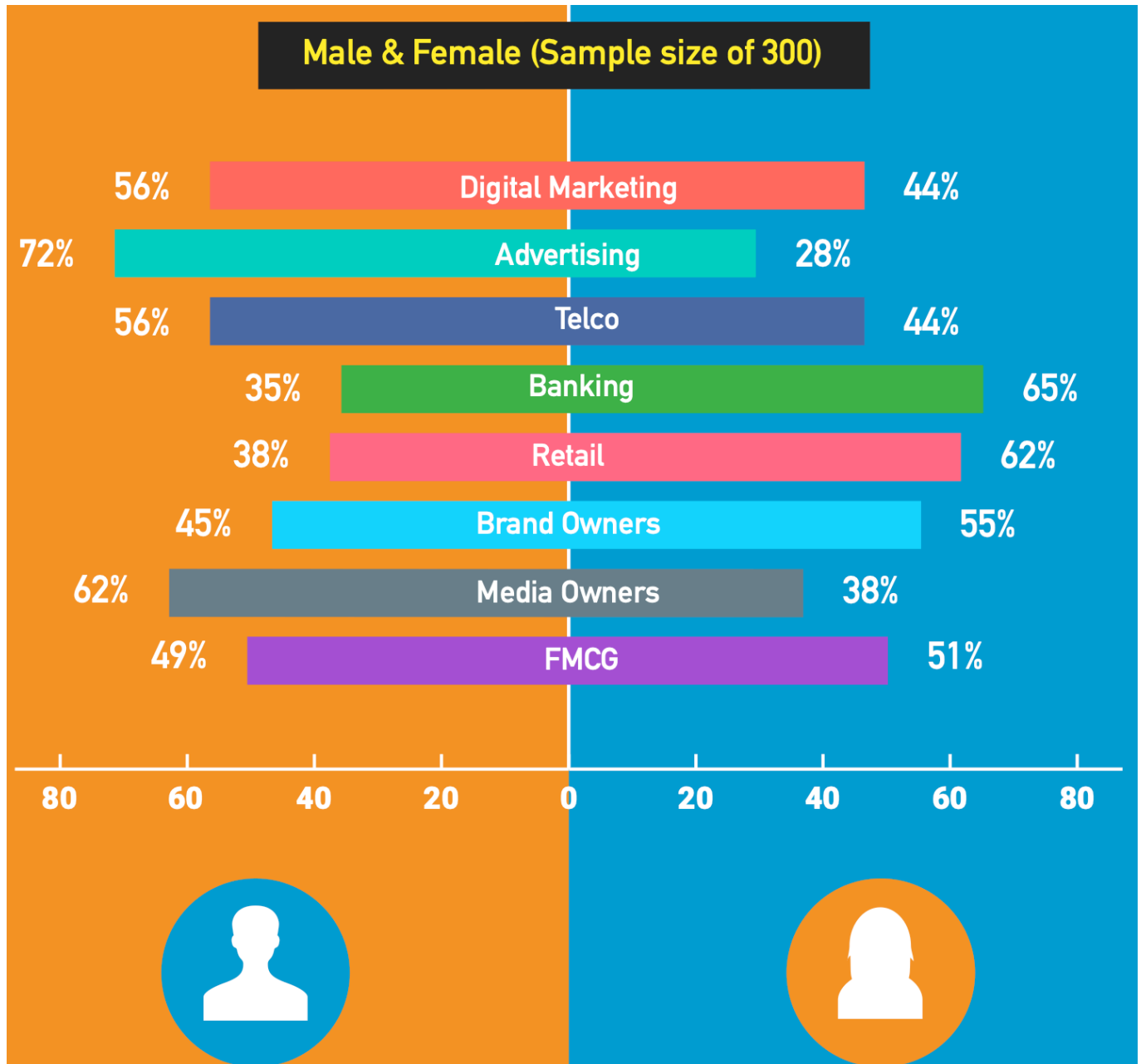
Average monthly income in excess of RM6,000 per month

AGE

30 to 50 years of age

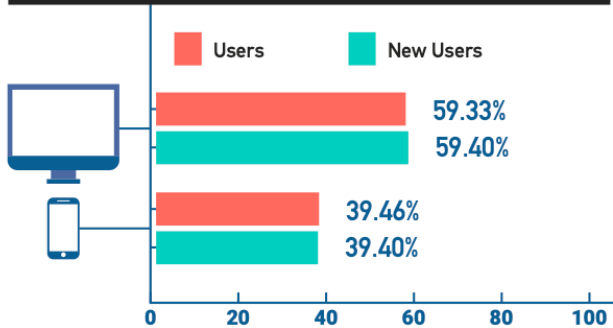
PSYCHOGRAPHIC

Leading active lifestyles, opinion shapers, early adopters of products and services

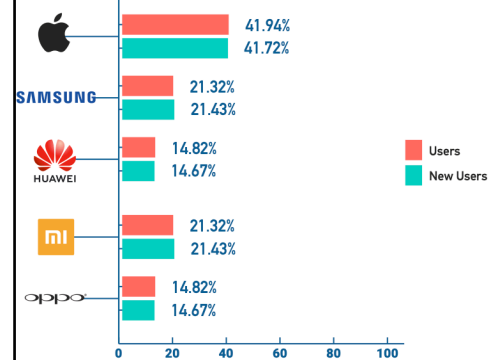


Malaysia's leading marketing communications industry portal.

Device Category



Mobile Device Branding



Facebook Overview

Likes

5373

Followers
5472

45%
54%

People Engaged

45%
54%

Job Function

Visitors

% of Visitors

391

278

146

144

85

62

36

32

26

25

28.23%

20.07%

10.54%

10.4%

6.14%

4.48%

2.6%

2.31%

1.88%

1.81%

400

300

200

100

0

5

10

15

20

25

30

Marketing

Business Development

Sales

Media & Communication

Operations

Arts & Design

Research

Program & Project Management

Information Technology

Support

Jarrod Solomon - Business Development Manager

jarrod@adoimagazine.com

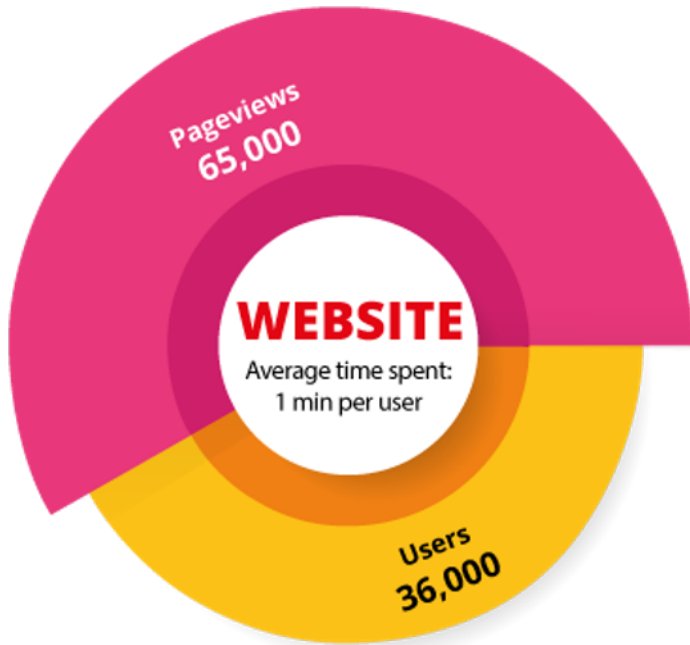
+6018-2200682

Sandesh Singh - Senior Project Manager

sandesh@adoimagazine.com

+6012-3302154

User Base Demographics



Post engagement in last month: 8,000
(Facebook numbers)



5368
followers



552
followers



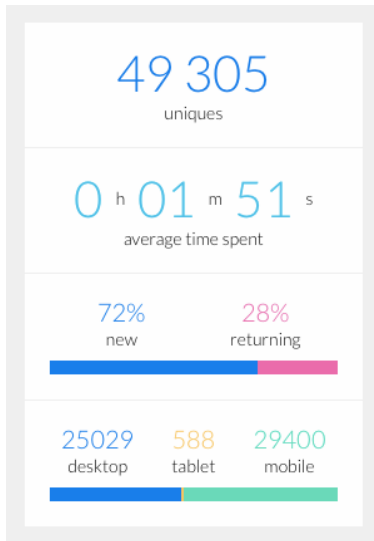
3146
followers



1311
followers

Data report done by our Media Analytics Solutions partner, Islay.Tech

Malaysia's leading marketing communications industry portal.



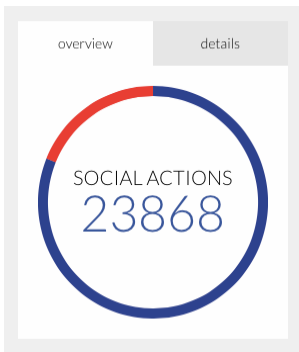
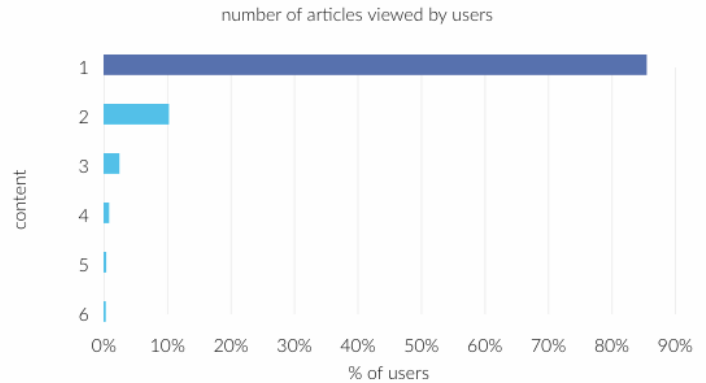
AVERAGE TIME SPENT

Visitors spend a minimum of **1 minute and 51 seconds** browsing through Marketing Magazine site.



NUMBER OF ARTICLE READ BY USER

On an average, **87% of visitors** reads **more** than one article.

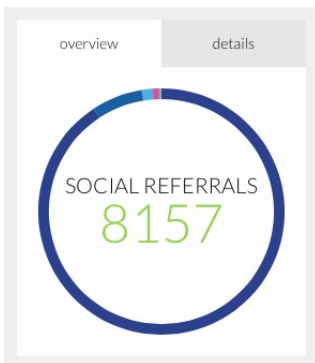


overview	details
Facebook	19368 81%
Like 0	
Share 4073	
Comment 2606	
Reactions 12689	
Pinterest	4500 19%
Forum	0 0%
Blog	0 0%
Other	0 0%



SOCIAL ACTIONS

Within the analysed period, the contents published on the MARKETING Magazine website generated **23,868 social actions** mainly from Facebook



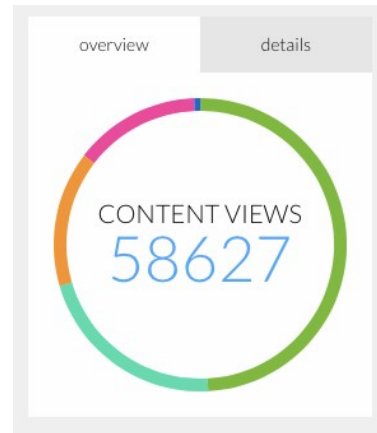
overview	details
Facebook	7404 91%
Twitter	120 1%
LinkedIn	546 7%
Instagram	2 0%
Google+	0 0%
Youtube	0 0%
Snapchat	0 0%
Pinterest	2 0%
Forum	19 0%
Blog	64 1%
Other	0 0%

23,868 Social Actions (i.e. shares, tweets, etc) within the 1-month duration generated **8,157 Social Referrals**



CONTENT VIEWS

MARKETING Magazine content was viewed a total of **58,627** times. **49%** of the traffic came from Other Sites



overview	details
Other Sites	28809 49%
Social	8157 14%
Search	12514 21%
Apps, Email	388 1%
Internal	8759 15%



User reactions is determined by those that had an influence spreading the content to online social ecosystems and users' emotional response towards it

SHARE - the content was distributed on social network for **4,073 times**

REACTIONS & COMMENTS - emotional and behavioural response triggered **19,795 times**



49,305 Unique Users



28% Returning Users



25,029 users from desktop, **588** from their tablet and **29,400** from mobile device



MARKETING Magazine website has **28%** of returning users and drives **72% new users**. ~ This site has topics that captures interest and drives high level of new users from various source. ~



51% of users read the content using their smartphones



14% of the traffic is generated by social media



28% of users returned to the content



25% of users spent most time around **50%** of the content *



87% of visitors reads more than one article in this site



Users spent an average of **1 minute and 50 seconds** reading a piece of content



49% of traffic on the website is from other sites, however, a few content generated high actions mainly through social media



The website has articles that hold user attention (e.g. *MR. D.I.Y takes over Shopee site*) for an average of **2 minutes and 57 seconds**, which is longer than the usual retention rate..