

# Advertisement Rate



Utusan Malaysia  
107,609  
Copies  
Jan - Jun 2018



Mingguan Malaysia  
231,329  
Copies  
Jan - Jun 2018



Kosmo  
151,388  
Copies  
Jan - Jun 2018



**UTUSAN ONLINE** Utusan Online  
www.utusan.com.my

20,544,887 Monthly Page Views  
3,600,887 Monthly Unique Visitors  
1,950,977 Likes  
180,018 Followers  
497,237 Followers  
\*As at October 2018

Placement	Dimension (Pixel)	Rate / CPM (RM)	Daily Rate (RM)	Weekly Rate (RM)
<b>Run On Site (ROS)</b>				
Leaderboard	720(w) x 90(h)	35	3,500	14,000
Long Leaderboard	970(w) x 90(h)	40	4,000	16,000
Billboard	970(w) x 250(h)	40	4,000	16,000
Rectangular (Upper)	300(w) x 250(h)	35	3,500	14,000
Rectangular (Middle)	300(w) x 250(h)	30	3,000	12,000
Rectangular (Bottom)	300(w) x 250(h)	25	2,500	10,000
Wide Skyscraper	300(w) x 600(h)	35	3,500	14,000
Rectangular (In-article)	300(w) x 250(h)	30	3,000	12,000
<b>Welcome Page</b>				
Leaderboard	720(w) x 90(h)	30	3,000	12,000
Long Leaderboard	970(w) x 90(h)	30	3,000	12,000
Billboard	970(w) x 250(h)	35	3,500	14,000
Rectangular	300(w) x 250(h)	30	3,000	12,000
Wide Skyscraper	300(w) x 600(h)	30	3,000	12,000
<b>Inner Pages</b>				
Leaderboard	720(w) x 90(h)	30	3,000	12,000
Long Leaderboard	970(w) x 90(h)	30	3,000	12,000
Billboard	970(w) x 250(h)	30	3,000	12,000
Rectangular	300(w) x 250(h)	30	3,000	12,000
Wide Skyscraper	300(w) x 600(h)	25	2,500	10,000
<b>Run On Site (ROS) - Mobile</b>				
Mobile Leaderboard	320(w) x 100(h)	35	4,000	20,000
Rectangular	300(w) x 250(h)	30	3,000	16,000
Rectangular (In-article)	300(w) x 250(h)	30	3,000	16,000
Mobile Take Over	Custom	180	20,000	per day
Mobile Bottoms Up	Custom	130	15,000	per day
<b>Creative Buy &amp; Social Media</b>				
Site Take Over	800(w) x 600(h) or custom	180	20,000	per day
Bottoms Up Banner	1000(w) x 900(h) or custom	130	15,000	per day
Advertorial	-	-	12,000	-
Live Video**	-	-	15,000	-
Live Show**	-	-	18,000	-
Rich Media / Expandable Ad	-	-	50%	loading charges
Facebook	-	-	5,000 / post	-
Instagram	-	-	2,000 / post	-
Instagram Stories	-	-	1,500 / post	-
Twitter	-	-	1,500 / post	-



Kosmo  
Ahad  
158,392  
Copies  
Jan - Jun 2018

**DISPLAY (b/w)**

	National	Central & Utusan Kota	Northern	Southern & East Coast
<b>Casual</b>	RM43	RM27	RM20	RM17
<b>Contract:</b> 6 insertions	RM41	RM25	RM19	RM16
13 insertions	RM39	RM24	RM18	RM15
26 insertions	RM36	RM23	RM17	RM14
39 insertions	RM34	RM22	-	-
52 insertions	RM32	RM21	RM16	RM13

**CLASSIFIED**  
Appointments, Notices And Announcements  
Classified Into ROP  
Run-On (First 4 lines)  
Additional Lines (max 15 lines)

	RM50	RM33	-	-
Run-On (First 4 lines)	RM22	-	-	-
Additional Lines (max 15 lines)	RM4.50 per line	-	-	-

**Cinema**  
(Max Size 100 col/cm)  
Additional col/cm will be treated as casual display

	RM20	-	-	-
1 spot process	RM4,000	RM2,500	RM1,500	RM1,500
2 spot process	RM7,000	RM4,500	RM3,000	RM3,000
1 standard spot	RM6,000	RM3,500	RM1,800	RM1,800
Full colour	RM12,000	RM7,000	RM6,000	RM6,000

**Specified Position Loading**

Section 1	50%	-	-	-
Across The Gutter	50%	30%	30%	30%
Preferred Pages	50%	-	-	-
Odd Sizes	50%	30%	15%	15%
Facing Pages	30%	30%	30%	30%
Consecutive Pages	30%	30%	30%	30%
Preferred Section	50%	-	-	-

**Front Page Panel (Full Colour)**  
8cm x 8 col. RM10,000

**DISPLAY (b/w)**

	National
<b>Casual</b>	RM50
<b>Contract:</b> 6 insertions	RM44
12 insertions	RM43
26 insertions	RM42
39 insertions	RM41
52 insertions	RM40

**CLASSIFIED**  
Appointments, Notices And Announcements  
Classified Into ROP  
Run-On (First 4 lines)  
Additional Lines (max 15 lines)

	RM55
Run-On (First 4 lines)	RM60
Additional Lines (max 15 lines)	RM23
Additional Lines (max 15 lines)	RM4.00 per line

**Cinema**  
(Max Size 100 col/cm)  
Additional col/cm will be treated as casual display

	RM23.00
1 spot process	RM5,000
2 spot process	RM9,000
1 standard spot	RM8,000
Full colour	RM14,000

**Specified Position Loading**

Section 1	50%
Across The Gutter	50%
Preferred Pages	50%
Odd Sizes	50%
Facing Pages	30%
Consecutive Pages	30%
Preferred Section	50%

**Front Page Panel (Full Colour)**  
8cm x 8 col. RM12,000

**UTUSAN MALAYSIA / MINGGUAN MALAYSIA / KOSMO! / KOSMO AHAD**  
Column Width

COLUMNS	SIZE (CM)	COLUMNS	SIZE (CM)
1	3.0	5	16.2
2	6.3	6	19.5
3	9.6	7	22.8
4	12.9	8	26.1

**DISPLAY (b/w)**

	National
<b>Casual</b>	RM43
<b>Contract:</b> 6 insertions	RM41
12 insertions	RM39
26 insertions	RM36
52 insertions	RM32

**Cinema Ads**  
(Max size 100 col / cm)  
Additional col cm will be treated as casual display

	RM23
1 spot process	RM6,000
2 spot process	RM9,000
1 standard spot	RM8,000
Full colour	RM11,000

**Specified Position Loading**

Section 1	50%
Across The Gutter	50%
Preferred Pages	50%
Odd Sizes	50%
Facing Pages	30%
Consecutive Pages	30%

**Front Page Panel**  
Size 8cm x 8 col. 10,000.00

**CLASSIFIED**  
Appointments, Notices and Announcements 45.00

**Run-Ons / Liners**  
First 4 lines RM32.00  
Additional line (max x 10 lines) RM7.00

**KOSMO! Online** www.kosmo.com.my

9,030,467 Monthly Page Views  
1,513,412 Monthly Unique Visitors  
388,678 Likes  
468,786 Followers  
77,300 Followers  
\*As at October 2018

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<b>Run On Site (ROS)</b>				
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Rectangular (Middle)	300(w) x 250(h)	30	3,000	12,000
Rectangular (Bottom)	300(w) x 250(h)	25	2,500	10,000
<b>Inner Pages</b>				
Leaderboard	720(w) x 90(h)	25	2,500	10,000
Rectangular	300(w) x 250(h)	25	2,500	10,000
<b>Run On Site (ROS)</b>				
Mobile Leaderboard	320(w) x 100(h)	35	3,500	14,000
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Rectangular (In-article)	300(w) x 250(h)	30	3,000	12,000
Mobile Take Over	Custom	130	15,000	per day
Mobile Bottoms Up	Custom	100	12,000	per day
<b>Creative Buy &amp; Social Media</b>				
Site Take Over	800(w) x 600(h) or custom	130	15,000	per day
Advertorial	-	-	10,000	-
Live Video	-	-	12,000	-
Live Show	-	-	12,000	-
Facebook	-	-	2,000	-
Instagram	-	-	3,000	-
Instagram Stories	-	-	2,000	-
Twitter	-	-	1,500	-
Rich Media / Expandable Ad	-	-	50%	loading charges



**CIRCULATION FIGURES - PAID BAHASA NEWSPAPERS PRINT EDITION**  
GEOGRAPHICAL DISTRIBUTION - BY STATES - WEST & EAST MALAYSIA  
January 2018 to June 2018

NAME OF MEMBER STATE	Perlis	Selangor	Pahang	Terengganu	Kedah	Perak	Ipoh	Malacca	Negeri Sembilan	Putrajaya	Penang	Malaysia	Other	Total
Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies	Copies
<b>Daily Newspaper</b>														
Kosmo!	1,158	11,807	6,247	11,874	6,685	6,055	7,835	51,521	22,200	9,241	3,788	12,366	-	151,388
Utusan Malaysia	1,158	6,336	4,248	7,972	4,914	4,782	6,384	26,132	17,015	8,181	6,872	11,871	97	107,609
Mingguan Malaysia	1,802	8,847	4,814	9,615	5,630	4,989	6,949	13,015	10,324	4,282	5,296	19,517	39	96,981
Utusan Ahad	809	4,761	2,882	5,520	3,244	3,029	3,914	19,959	17,236	3,231	4,849	9,832	246	82,252
<b>Weekend Newspaper</b>														
Mingguan Malaysia	2,471	14,681	8,442	19,892	10,897	8,815	14,128	99,949	41,864	17,851	12,714	27,902	122	281,329
Utusan Ahad	1,462	11,313	5,667	12,176	6,742	6,227	8,134	53,271	26,688	9,261	4,814	12,207	-	158,392
Mingguan Ahad	1,015	9,266	4,616	10,887	5,725	4,450	4,782	11,629	10,582	4,827	6,177	21,220	-	102,980
Utusan Ahad	409	1,380	1,540	3,111	3,281	2,349	4,251	16,039	9,985	2,488	3,807	4,071	179	66,627