



THE THOUGHTS THAT MATTER

MEDIA KIT 2017

BRAND ZOOM THREE SIXTY SOLUTION



► ABOUT US

► **WHO ARE WE?** – We are a team of highly dedicated individuals who have been actively present in the print and social media for more than seven years.

► **WHAT ARE WE?** – 2CENTS is a lifestyle bi-monthly magazine and website. Registered under Brand Zoom Three Sixty Solution, we offer unique products and services. We advertise and manage events for you while providing an extra boost in coverage via our magazine, website, and other digital platforms.

► **LOCATION** – Strategically located in Klang Valley, Malaysia's centre of economic growth, technology and urban lifestyle, we have the advantage of easy and fast reach to the modern public.

► **THE START** – Established by the end of 2015, 2CENTS began actively catering to clients early in 2016

► **OUR DRIVE** – Our business centres around the concept of beneficial growth and partnership. We provide a total solution for you to consider, and offer continuous feedback in the midst of a campaign with the intention of gaining more success in the future.

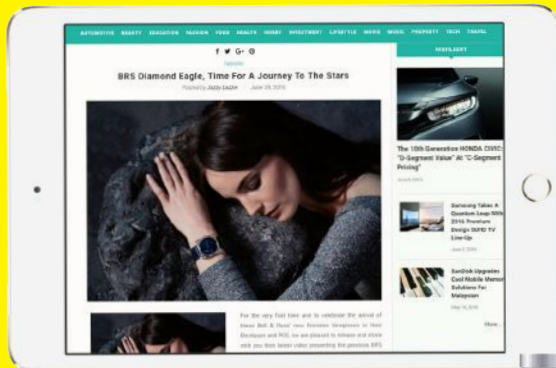
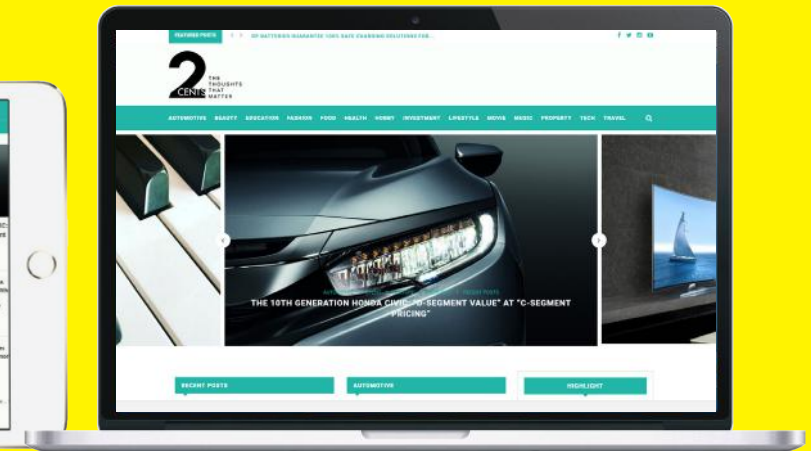
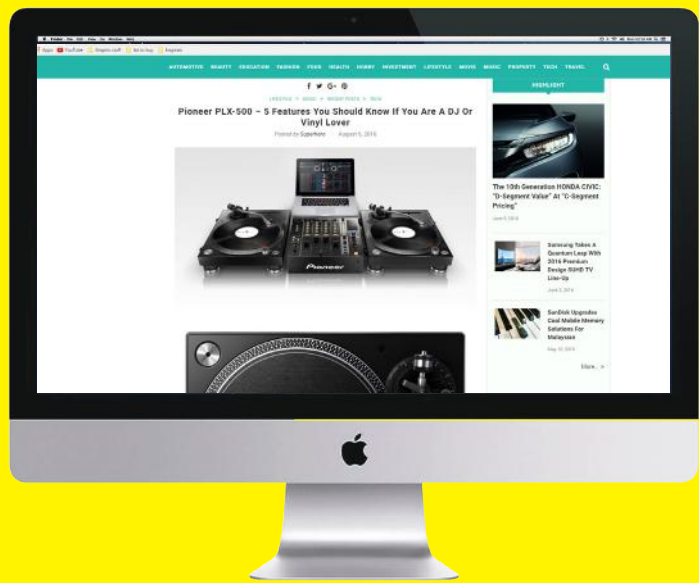
► **KEY TO ACHIEVE** – Communication is our most efficient strategy. We make sure our relationship and communication with the publishing industry is always open and up to date; that we're always ahead in knowing what is relevant and what is not. We also consistently monitor our readers' interests by engaging them on our digital platforms to keep them intrigued and interested with what we can and are about to come up.

► WEBSITE

www.2cents.my

Our primary platform with daily updates on trending lifestyle content. Head on to www.2cents.my to find a myriad of latest news and stories that are relevant to the Malaysian audience.

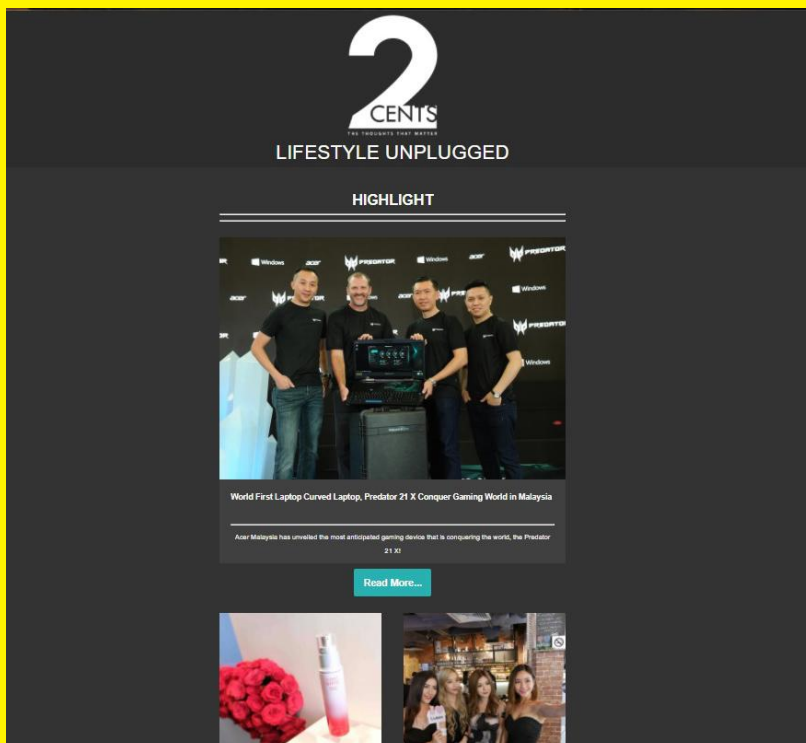
Our website is locally hosted by an established service provider, hence you can be certain that there will be minimal downtime, so your featured content will always be visible.



► NEWSLETTER

Readers subscribe for free and receive a bi-weekly online newsletter. Sent out on Wednesdays, it consists of one top story and six other headlines from our website.

Digital copies of previous magazine issues are attached to the newsletter as well.





► SOCIAL MEDIA

A large majority of conversations and interaction happens online in this new age, making social media an integral role in developing a brand. Our platforms include Facebook, Instagram, and Twitter – the three major tools in lifestyle category.

► INFLUENCER MARKETING

Also considered as online celebrities, they have a huge following audience; ranging from thousands to millions. We have a growing pool of influencers in various fields; lifestyle, technology, fashion, automotive and more. Our partnership with influencers allows us to tap into their audience to reach our target market almost instantly.



► DEMOGRAPHICS

Our main audience are male and female aged 20 to 45 years old. These are tech savvy individuals with a respectable amount of income, who have a constant appetite for online or digital content and social media.

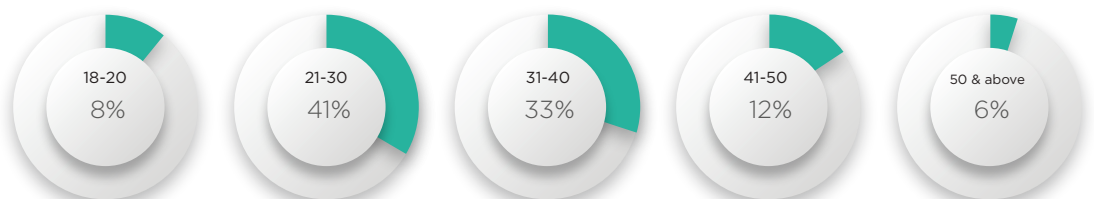
Our online market segment is tantamount to the target market; active users of social media platforms such as; Facebook, Instagram, Twitter, Snapchat and WeChat among many others.



GENDER



AGE



► CIRCULATION



30,000 COPIES

Klang Valley	70%
Penang	10%
Johor	10%
Malacca	3%
Pahang	3%
Perak	1%
Seremban	1%
Others	2%

► TARGET READERS

► INTEREST



TECH



AUTOMOTIVE



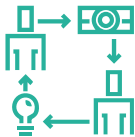
PROPERTY



FASHION



FOOD



INVESTMENT



EDUCATION



HEALTHY
LIVING



MUSIC



MOVIE



LIFESTYLE



HOBBY



TRAVEL



BEAUTY

We distribute at strategic locations where visibility is maximised. These locations include cafés, saloons, car service centres, university campuses, and newsstands.

The initial area of distribution will be the Klang Valley, with expansion plans in the near future.



Distribution Points

- SELECTED HONDA SHOWROOMS AND SERVICES CENTRES, eg: 80 Showroom (Nationwide), 10 Key Service Centre (Nationwide)
- SELECTED VESPA SHOWROOMS, eg: KL Showroom
- SELECTED NAZA AUTO SHOWROOMS, eg: KL Showroom
- SELECTED ELECTRICAL CHAIN STORES, eg: Harvey Norman, FotoKem, Jaben, Gadgetronic (KLIA), iGadget (KLIA2) and more
- SELECTED TELCO COMPANIES, eg: Maxis, Digi, Celcom Bluecube and more
- SELECTED TOURISM SPOT, eg: Resort World Genting, BB Park, Banjaran Hot Spring, Sekeping Serendah, Bukit Merah Laketown Resort, Lost World Of Tambun and more
- SELECTED CAMPUSES, eg: Sunway University, Taylor's Lakeside University, Inti International, College Subang, Inti Nilai University, UCSI University, Monash University, Segi University, Nilai University, First University, KDU @Glenmarie and more
- SELECTED SHOPPING MALL (to the retail shops & some to shoppers), eg: Sunway Pyramid, Alamanda @Putrajaya, Mitsui Outlet, Palm Mall @ Seremban, Aman Central @ Kedah, Ipoh Parade @ Perak and more
- SELECTED GOVERNMENT OFFICE / CORPORATE OFFICE, eg: Ministry of Finance, Ministry of Home Affairs, Menara Iklas, SHC Ginseng (1956), Oak Room @ UOA Private Club, Roland Asia Pacific and more
- MORE THAN 100 HIPSTER CAFES / RESTAURANTS, eg: Capricorn Tea Junction @ PJ, Second Sunday @ PJ, Jeq In The House @ PJ, Battery Acid Club @ PJ, Oldfactory Bulb @ PJ, Le Bread Days @ PJ, Gee and Geek @ PJ, Yellow Apron @ PJ, The Humble Pie @ PJ, Cafe 9 @ PJ, The Grind Burger Bar @ PJ, Strangers at 47 @ PJ, Rekindle @ PJ, Standing Theory @ PJ, Rebellions @ PJ, Milwaukee Steak Corner @ PJ, Otherwise Café @ Kelana Jaya, Consans Coffee @ Puchong, Le Pollidor Café @ Puchong, Coffea&Coffee @ Puchong, Our Place @ Puchong, MISS Coffee & Toast @ Puchong, OldSchool @ Puchong, The Yun Fly Caffé @ Puchong, TiPsy Brew o' Coffee @ Puchong, Walnut Café & Bar @ Puchong, V1 Concept @ Puchong, Oh Scooter Café @ USJ, Flingstones Cafe @ SS15, Brewery Café @ SS15, Alchemist Dessert Café @ SS15, Morningwood Café @ SS15, Lancelot @ Sunway, Garage51 @ Sunway, Soft Core @ Sunway, Zeus 13 @ Sunway, BEAM @ Sri Damansara, CuBs & CuPs @ Desa Sri Hartamas, The Redbead Bag @ Publika, Café Lapis @ Wangsa Maju, Beary Potter Studio Café @ Cheras, Fishee Coffee@ Bukit Jalil, Aether Café @ TTDI, Pickle and Fig @ TTDI, Chequers Waffles @ TTDI, KICK Café @ KL, SLIDE Café @ KL, Danielle's @ KL, Dr Cafe Coffee @ Setapak Central Mall, KL, Old Town @ 1Shamelin KL, Kerry Florist Cafe@ Bangsar South KL, Thirdwave Café @ Bangsar South KL, Eau De Vie @ Bangsar South KL, LOKL @ KL, VCR @ KL, Yellow Brick Road @ KL, Question Mark Café @ Pandan Indah KL, Heartbeans Coffee @ Pandan Indah KL, Leaf & Bean @ Cheras KL, Life Tree @ Cheras KL, #by half café @ Sri Petaling KL, Coffee-ish @ Sri Petaling KL, Ojo Coffee @ Bangsar, DR. Inc @ Bangsar, Grind 22 @ Bangsar, Ben & Lynette Maison Patisserie@ Ipoh, Bougainvillea City Café @ Ipoh, Coffee At 91 in Tambun Inn Hotel @ Ipoh, Happy 8 Retreat Café @ Ipoh, JJ Café @ Ipoh, Roquette Café @ Ipoh Old Town, Tarot Café @ Seremban, Liberta @ Seremban, La VIE Café @ Seremban, 90 Degrees Café & Art @ Kuantan, Kula Cakes @ Kuantan, Root Patisserie Café @ Melaka, Huskitory Café @ Melaka, Olive Bakery @ Melaka, Grow Coffee @ Melaka, Gene Café @ Muar, Café Del Sol @ Muar, Coffee+Cream @ Muar, Prefecto Bakery @ Muar, Pre TeaQ @ Muar, Touch Wood Cafe @ Muar, Teak Café @ Johor, Victorious Café @ Johor, Roof Garden Old Street @ Johor, Little Spoon @ Johor, SweetHut @ Johor, Continue Cafe @ Johor, Coffe In Loft @ Johor
- SELECTED COFFEE CHAIN STORE, eg: Starbucks (Nationwide), San Francisco Coffee, Coffee Bean and more
- SELECTED HAIR & BEAUTY SALOONS, eg: Min & Shunji, ONXY Solution, Art Creation, Victoria Facelift and more
- SELECTED WORKSHOP / CAR SERVICE CENTRE, eg: Honda Service Centre (Nationwide), Fuza Boutique, Protech Malaysia Auto Detailing Sunway, Vision Motorsports, Hup Shun Tyres Auto Car Care, Acanta Auto Tech, Hotwheels Carwash and more
- SELECTED FITNESS CENTRES, eg: True Fitness, Fitness First, CHI and more
- SELECTED GAMING CENTRES, eg: Ultimate Zone and more
- SELECTED HOTEL AND RESORTS, CLUBS, eg: Sweat Spa@ Bangsar, The Westin, Four Points by Sheraton, Invito Hotel, Capri by Fraser, Pullman @ KLCC, PNB Darby Hotel, Sama-sama Hotel, Hotel Cititiel @Mid Valley, Vertical Bangsar South, Nilai Springs Resort Hotel, The Mines Resort & Golf Club, Royal Lake Club, Rahman Putra Club, Kuala Lumpur Gold and Country Club, Citizen Hotel @ Muar
- EVENTS, eg: Magazine Sponsorship To Events like PC Fair, BeautyExpo, Education Fair, Travel Fair, etc and more



▶ A CUSTOMISED APPROACH

No two individuals are alike, and this is why we take a unique approach when suggesting a solution for our clients – YOU. We take into account your target market, your brand personality, and many other factors before proceeding to the planning phase.

▶ ROADSHOWS & EVENTS

Roadshows are one of the best ways to interact with potential customers and spread awareness. We have the means to conduct roadshows at institutes of higher learnings, private hospitals, cafés, golf clubs, and even petrol stations, to name a few.

We organise roadshows of various types including brand awareness, product launches, on-ground events, and many more!



▶ OUTDOOR ADVERTISING

The modern public travel from one point to another most of the time, which makes outdoor advertising platforms highly efficient. Your brand is guaranteed maximum exposure through ads on toll plazas, inflatable dancing men and POSM advertising at strategic locations.

► RATES & SPECIFICATIONS

BOOKING DEADLINE

4 weeks before
publication date

MATERIAL DEADLINE

3 weeks before
publication date

PRINT RATES

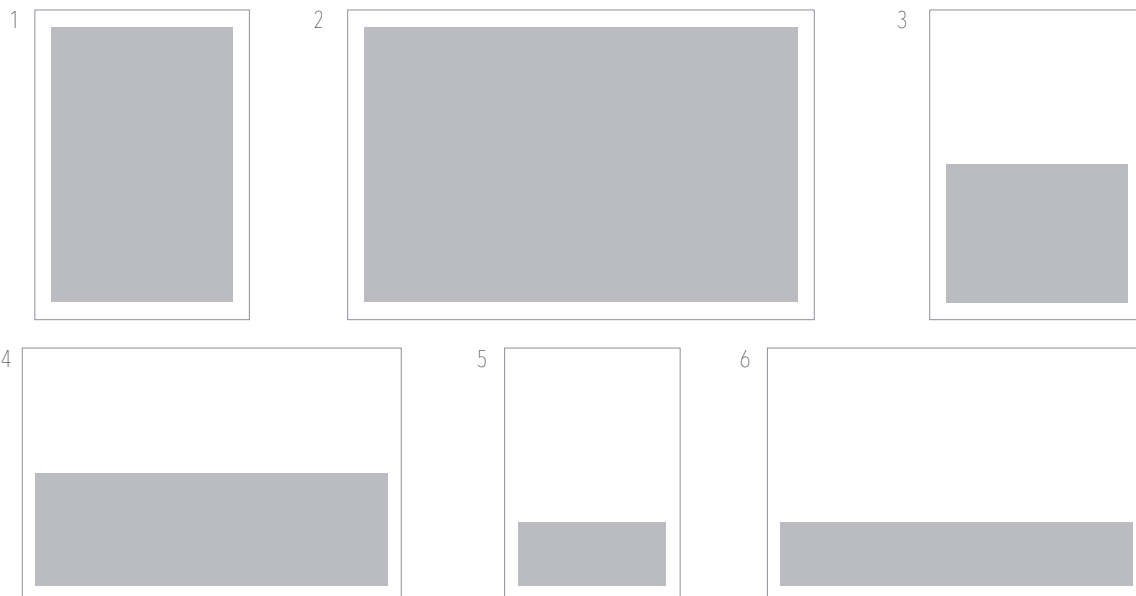
FOUR COLOUR	CASUAL	3X	6X
Outside Back Cover	RM 12,000	RM 11,400	RM 10,800
Inside Front Cover	RM 9,800	RM 9,310	RM 8,820
Inside Back Cover	RM 7,800	RM 7,410	RM 7,020
Full Page ROP	RM 6,800	RM 6,460	RM 6,120
Double Page Spread	RM 13,500	RM 12,825	RM 12,150
Half Page	RM 5,000	RM 4,750	RM 4,500
Quarter Page	RM 4,000	RM 3,800	RM 3,600

DIGITAL RATES

STANDARD AD UNIT	COST / WEEK	POSITION	SOV
Leaderboard	RM 2880	Homepage + ROS	50%
Leaderboard	RM 3600	Price List Homepage + ROS	100%
LREC/MPU	RM 2880	Homepage + ROS	50%
LREC/MPU	RM 3600	Price List Homepage + ROS	100%
MPU #2	RM 2680	Price List Homepage + ROS	50%
MPU #2	RM 3400	Price List Homepage + ROS	100%
MPU #3	RM 2480	Price List Homepage + ROS	50%
MPU #4	RM 3200	Price List Homepage + ROS	100%
Featured Promotion	RM 1000	Price List Homepage + ROS	100%
Video Skinner	RM 1000	2 cents TV	100%
eDM	RM 0.40 /blast		100%
Agent EyeBall [weekly]	RM 0.08/names		100%
Infotech [daily]	RM 0.10/names		100%
Sponsor Text Link	RM 100	Homepage + ROS	100%
Skyscraper	RM 2880	Forums - HP + ROS	100%
2 cents notification	RM 2880	Homepage + ROS [Unique Visitors]	100%
Half Page	RM 5760		
Mobile App Leaderboard	RM 2880		
Small Rectangle	RM 2880		

► TECHNICAL SPECIFICATIONS

Digital copy on CD-ROM in high-resolution (175-line screen & minimum 300 dpi) and fine digital proof colour proof. Acceptable formats include PDF, Indesign, TIFF or EPS files – CMYK.



1 FULL PAGE

Trim	220mm (w) x 297mm (h)
Bleed	226mm (w) x 303mm (h)
Text Area	190mm (w) x 250mm (h)

2 DOUBLE PAGE SPREAD

Trim	440mm (w) x 297mm (h)
Bleed	446mm (w) x 303mm (h)
Text Area	410mm (w) x 250mm (h)

3 HALF PAGE HORIZONTAL

Trim	220mm (w) x 148mm (h)
Bleed	226mm (w) x 154mm (h)
Text Area	190mm (w) x 135mm (h)

4 HALF DOUBLE PAGE SPREAD

Trim	440mm (w) x 148mm (h)
Bleed	446mm (w) x 154mm (h)
Text Area	190mm (w) x 135mm (h)

5 QUARTER PAGE

Trim	220mm (w) x 100mm (h)
Bleed	226mm (w) x 106mm (h)
Text Area	190mm (w) x 85mm (h)

6 QUARTER DOUBLE PAGE SPREAD

Trim	440mm (w) x 100mm (h)
Bleed	446mm (w) x 106mm (h)
Text Area	190mm (w) x 85mm (h)

* Fine digital colour proof must be furnished for accurate colour match and coverage. The Publisher cannot guarantee the alignment of type or design along the center fold line as adjoining pages can shift up to 5mm in the binding process on certain copies.

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