

# **MALAY LIFESTYLE PACK BRAND PROFILE**

**(UPDATED JANUARY 2024)**

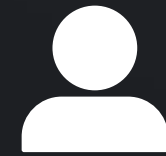
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# IMPRIANA

The go-to portal for all your interior and landscape design needs, served in Malay.

[impiana.my](http://impiana.my)



## 117,597

MONTHLY UNIQUE USERS



## 15.0%



## 84.4%



## 0.6%

DEVICE CATEGORY



## 167,800

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (3.2%)

45 - 54 (23.9%)

25 - 34 (13.5%)

55 - 64 (20.0%)

35 - 44 (37.7%)

65+ (1.6%)



## 0:00:45

AVERAGE SESSION DURATION

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



## 78.8%



## 21.12%



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers

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# SOCIAL MEDIA

## 896,659



COMBINED FOLLOWERS



## 3,722,495

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# hijabista

Malaysia's only fashion magazine dedicated to modest fashion, beauty, and religious tips for Muslim women.

[hijabista.my](http://hijabista.my)



## 138,396

MONTHLY UNIQUE USERS



## 11.8%



## 87.8%



## 0.4%

DEVICE CATEGORY



## 185,324

MONTHLY PAGE VIEWS



## 0:00:36

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (5.6%)

45 - 54 (21.7%)

25 - 34 (16.0%)

55 - 64 (16.4%)

35 - 44 (38.8%)

65+ (1.4%)

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



## 82.3%



## 17.7%

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# SOCIAL MEDIA

## 1,200,820



COMBINED FOLLOWERS



## 3,303,320

MONTHLY REACH

(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# keluarga

This one's for the family, served with a healthy dose of household hacks, inspiring stories, and health tips.

[keluarga.my](http://keluarga.my)



## 264,853

MONTHLY UNIQUE USERS



## 7.2%



## 92.3%



## 0.4%

DEVICE CATEGORY



## 359,938

MONTHLY PAGE VIEWS



## 0:00:35

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.3%)

25 - 34 (14.8%)

35 - 44 (41.8%)

45 - 54 (21.9%)

55 - 64 (16.7%)

65+ (1.4%)

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



## 82.9%



## 17.1%

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# SOCIAL MEDIA

## 1,086,281



COMBINED FOLLOWERS



## 8,285,825

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



A complete parenting guide for young and new parents. It's also the number one local parenting portal.

[majalahpama.my](http://majalahpama.my)



405,783

MONTHLY UNIQUE USERS



8.6%



91.1%



0.3%

DEVICE CATEGORY



592,270

MONTHLY PAGE VIEWS



0:00:40

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.9%)

25 - 34 (20.6%)

35 - 44 (40.9%)

45 - 54 (19.6%)

55 - 64 (13.4%)

65+ (1.0%)

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



83.0%



17.0%

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# SOCIAL MEDIA

2,451,808



COMBINED FOLLOWERS



7,995,878

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



Serving the juiciest celebrity gossip and hottest entertainment updates.

[mediahiburan.my](http://mediahiburan.my)



549,104

MONTHLY UNIQUE USERS



4.8%



94.9%



0.3%

DEVICE CATEGORY



1,243,975

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.7%)

45 - 54 (24.8%)

25 - 34 (10.4%)

55 - 64 (24.4%)

35 - 44 (36.8%)

65+ (2.0%)



0:01:03

AVERAGE SESSION DURATION

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



77.4%



22.6%

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# SOCIAL MEDIA



COMBINED FOLLOWERS

4,023,925



6,677,041

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

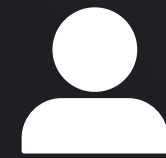
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

## Mingguan Wanita

Our top performing digital platform featuring content created by women for women.

[mingguanwanita.my](http://mingguanwanita.my)



498,836

MONTHLY UNIQUE USERS



8.9%



90.7%



0.4%

DEVICE CATEGORY



741,096

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (3.2%)

45 - 54 (22.8%)

25 - 34 (14.2%)

55 - 64 (18.4%)

35 - 44 (39.9%)

65+ (1.5%)



0:00:44

AVERAGE SESSION DURATION

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



77.5%



22.5%

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# SOCIAL MEDIA

2,419,927



COMBINED FOLLOWERS



7,932,853

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)



# NONA

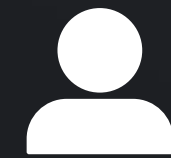
Our premium lifestyle magazine covering interviews with Malaysia's rich-and-famous as well as the latest in high end fashion.

[nona.my](http://nona.my)

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## WEB

(GOOGLE ANALYTICS JANUARY 2024)



242,828

MONTHLY UNIQUE USERS



10.8%



88.6%



0.5%

DEVICE CATEGORY



392,753

MONTHLY PAGE VIEWS



0:00:56

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.1%)

45 - 54 (24.1%)

25 - 34 (11.9%)

55 - 64 (21.5%)

35 - 44 (36.8%)

65+ (2.5%)



78.2%



21.8%

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers

## SOCIAL MEDIA

1,163,264



COMBINED FOLLOWERS



5,301,429

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



# Pengantin

Inspiration for brides-to-be and curated bridal service portal.

[pesonapengantin.my](https://pesonapengantin.my)

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## WEB

(GOOGLE ANALYTICS JANUARY 2024)



129,329

MONTHLY UNIQUE USERS



7.0%



92.6%



0.4%

DEVICE CATEGORY



173,228

MONTHLY PAGE VIEWS



0:00:38

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (2.9%)

25 - 34 (11.8%)

35 - 44 (38.4%)

45 - 54 (24.3%)

55 - 64 (21.1%)

65+ (1.6%)



79.3%



20.7%

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers

## SOCIAL MEDIA

1,386,437



COMBINED FOLLOWERS



2,768,572

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

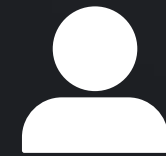
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

# Remaja

30 years in the market, Remaja continues to be the staple brand dedicated to the youth.

[remaja.my](http://remaja.my)



## 280,562

MONTHLY UNIQUE USERS



## 10.6%



## 88.8%



## 0.6%

DEVICE CATEGORY



## 363,924

MONTHLY PAGE VIEWS



## 0:00:40

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (5.1%)

45 - 54 (23.9%)

25 - 34 (13.4%)

55 - 64 (19.0%)

35 - 44 (36.2%)

65+ (2.5%)

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



News & Politics/ Avid News Readers/ Avid Political News Readers



## 74.4%



## 25.6%

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# SOCIAL MEDIA

## 1,850,232



COMBINED FOLLOWERS



## 4,908,292

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)