

# **NI 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%)

45 - 54 (21.9%)

25 - 34 (14.8%)

55 - 64 (16.7%)

35 - 44 (41.8%)

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



82.9%



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)

## MASKULIN

A digital platform created for the modern urban male, serving everything from automotive news, health tips, and fashion features.

[maskulin.com.my](https://maskulin.com.my)



199,957

MONTHLY UNIQUE USERS



11.4%



88.2%



0.4%

DEVICE CATEGORY



270,039

MONTHLY PAGE VIEWS



0:01:22

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (3.8%)

45 - 54 (24.8%)

25 - 34 (13.6%)

55 - 64 (18.7%)

35 - 44 (37.5%)

65+ (1.6%)

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



69.4%



30.6%

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## SOCIAL MEDIA

497,176



COMBINED FOLLOWERS



5,941,665

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)



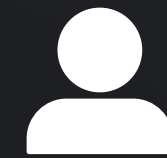
Experiences, information, tips and techniques from one angler to another.

[umpan.com.my](http://umpan.com.my)

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# WEB

(GOOGLE ANALYTICS JANUARY 2024)



93,933

MONTHLY UNIQUE USERS



12.5%



87.3%



0.2%

DEVICE CATEGORY



138,525

MONTHLY PAGE VIEWS



0:00:50

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (12.1%)

45 - 54 (17.4%)

25 - 34 (24.4%)

55 - 64 (9.5%)

35 - 44 (34.9%)

65+ (1.8%)



54.5%



45.5%

INTERESTS



Technology, Technophiles



Travel, Travel Buffs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs

# SOCIAL MEDIA

406,298



COMBINED FOLLOWERS



12,222

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

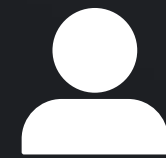
# LIBUR

Dishing out travel inspirations, destination suggestions, and all the cuti-cuti hacks you need.

[libur.com.my](http://libur.com.my)

## WEB

(GOOGLE ANALYTICS JANUARY 2024)



137,025

MONTHLY UNIQUE USERS



14.3%



84.9%



0.8%

DEVICE CATEGORY



204,234

MONTHLY PAGE VIEWS



0:00:49

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (4.0%)

45 - 54 (24.4%)

25 - 34 (14.9%)

55 - 64 (17.4%)

35 - 44 (36.9%)

65+ (2.5%)



76.0%



24.0%

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

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## SOCIAL MEDIA

122,409



COMBINED FOLLOWERS



1,847,349

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

4,023,925



COMBINED FOLLOWERS



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

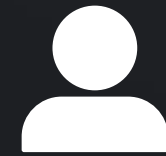
Inspiration for brides-to-be and curated bridal service portal.

[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)

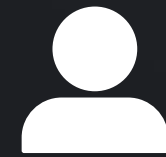
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



Invites sparks of local cooking and ideas of enjoying food. Rasa is our No. 1 lifestyle food portal.

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



1,139,709

MONTHLY UNIQUE USERS



6.3%



93.3%



0.4%

DEVICE CATEGORY



2,241,896

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (5.2%)

45 - 54 (17.9%)

25 - 34 (20.3%)

55 - 64 (14.4%)

35 - 44 (40.6%)

65+ (1.4%)



0:00:54

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



85.0%



15.0%

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# SOCIAL MEDIA

1,922,266



COMBINED FOLLOWERS



4,944,105

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

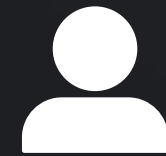
# WEB

(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

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%)



## 0:00:40

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



## 74.4%



## 25.6%

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# SOCIAL MEDIA

## 1,850,232



COMBINED FOLLOWERS



## 4,908,292

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)

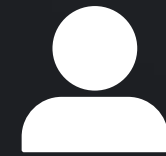
# WEB

(GOOGLE ANALYTICS JANUARY 2024)



Your ultimate guide for a healthy lifestyle. A brand dedicated to a daily life filled with fresh and energetic fitness routines for your health and beauty!

[rapi.com.my](http://rapi.com.my)



122,525

MONTHLY UNIQUE USERS



2.5%



96.7%



0.8%

DEVICE CATEGORY



212,758

MONTHLY PAGE VIEWS

AGE BREAKDOWN

18 - 24 (1.0%)

45 - 54 (24.3%)

25 - 34 (8.8%)

55 - 64 (21.5%)

35 - 44 (43.0%)

65+ (1.4%)



0:00:41

AVERAGE SESSION DURATION

INTERESTS



Travel/Travel Buffs



Food, Dining, Cooking Enthusiasts/ Aspiring Chefs



News & Politics /Avid News Readers/ Entertainment News Enthusiasts



Media, Entertainment, Music Lovers



88.3%



11.7%

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# SOCIAL MEDIA

86,761



COMBINED FOLLOWERS



3,425,422

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

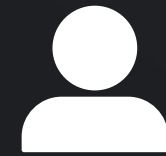
# WEB

(GOOGLE ANALYTICS JANUARY 2024)

## KASHOORGA

Life and beauty tips for Muslims.

[kashoorga.com](http://kashoorga.com)



**75,853**

MONTHLY UNIQUE USERS



**11.7%**



**88.1%**



**0.2%**

DEVICE CATEGORY



**96,558**

MONTHLY PAGE VIEWS



**0:00:35**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (8.4%)**

**45 - 54 (18.9%)**

**25 - 34 (19.3%)**

**55 - 64 (16.1%)**

**35 - 44 (35.0%)**

**65+ (2.2%)**



**73.4%**



**26.6%**

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

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# SOCIAL MEDIA

**1,288,792**



COMBINED FOLLOWERS



**383,757**

MONTHLY REACH  
(FACEBOOK INSIGHTS JANUARY 2024)





A digital platform created for the modern Malay woman, covering topics on family, food, travelling, as well as health and beauty.

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

# WEB

(GOOGLE ANALYTICS JANUARY 2024)



**366,674**

MONTHLY UNIQUE USERS



**7.9%**



**91.3%**



**0.7%**

DEVICE CATEGORY



**614,036**

MONTHLY PAGE VIEWS



**0:00:46**

AVERAGE SESSION DURATION

AGE BREAKDOWN

**18 - 24 (2.2%)**

**45 - 54 (23.6%)**

**25 - 34 (13.5%)**

**55 - 64 (19.3%)**

**35 - 44 (39.5%)**

**65+ (1.9%)**



**78.4%**



**21.6%**

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

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# SOCIAL MEDIA

**863,209**



COMBINED FOLLOWERS



**2,488,341**

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)

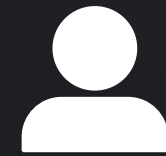
# WEB

(GOOGLE ANALYTICS JULY 2023)



The latest digital edutainment platform for children, encouraging young talents to unleash their creative imagination.

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



729

MONTHLY TOTAL USERS



47.8%



50.7%



1.5%

DEVICE CATEGORY



916

MONTHLY PAGE VIEWS

highlight



0:00:21

AVERAGE SESSION DURATION

AGE BREAKDOWN

18 - 24 (27.5%)

45 - 54 (12.50%)

25 - 34 (33.5%)

55 - 64 (5.5%)

35 - 44 (15.5%)

65+ (5.5%)

INTERESTS



Sports, Individual Sports, Running & Walking



Computers & Electronics, Consumer Electronics, Electronic Accessories



Sports, Individual Sports, Cycling



Food & Drinks, Cooking & Recipe, Soups & Stews



45.9%



54.2%

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# SOCIAL MEDIA

125,734



COMBINED FOLLOWERS



1,192,502

MONTHLY REACH (FACEBOOK INSIGHTS JANUARY 2024)