

**hangat.com**

**MEDIA KIT**

Latest and informative, **Hangat** is the new and 'hot' entertainment portal for Malaysian.

**Hangat** is a 'pit-stop' where people can find more about their favourite celebrities intimate details; lives and career, movie premieres and spoilers, up-to-date fashion trends and tips and what's trending now.

Through portal and multiple social media platforms, **Hangat** will deliver live and post event coverage, major and exclusive celebrities breaking news with more than 10 latest news everyday.

**ARTIST**  
**GOSSIP**  
**FILM**  
**MUSIC**  
**FASHION**  
**INSPIRATION**  
**TRENDING**

# ENGAGEMENT

(as November 2018)



**520,000**

Monthly unique visitors



 **132,258**  **807,742**

Page views per month



**0:0:45**

Average time spent per user

# SOCIAL MEDIA



**141K** followers



**40.6K** followers

# AUDIENCE DEMOGRAPHIC

## Age

18 - 24 : 21 %  
25 - 34 : 50 %  
35 - 44 : 17 %  
45 - 45 : 8 %  
55+ : 4 %

## Location

Kuala Lumpur : 67%  
Selangor : 13%  
Johor : 3%  
Sarawak : 3%  
Sabah : 3%

**23%**  
Male

**77%**  
Female



Artis Hotlist

## Bukan Sekadar Hebat, Harga 3 Kondominium Artis Malaysia Ini Juga Fantastik!

by Phils Arman 2 months ago

222 SHARES

f Share

Tweet

Profesi sebagai selebriti atau artis memang tidak pernah jauh dari mengumpul harta dan benda mewah seperti memiliki rumah mewah. Terutama bagi artis yang sudah melebarkan sayap hingga ke peringkat antarabangsa.

Memang tidak mudah untuk menempatkan nama sebagai artis di Malaysia. Selain persaingan yang ketat, perjalanan kerjaya dari bawah harus bermula dengan susah payah. Namun akhirnya berjaya juga memiliki aset sendiri seperti rumah mahupun kondominium.

Jadi, siapa saja artis-artis Malaysia dengan kekayaan kondominium mewah dan properti hingga mencecah jutaan ringgit! Jom bersiap sedia untuk terpukau dengan rumah mewah artis berikut ini:

### Siti Sarah & Shuib ( 280 Park Homes)

sitisarahraissuddin 1.5m followers

View Profile



MEDIA SOSIAL



139.3K FANS

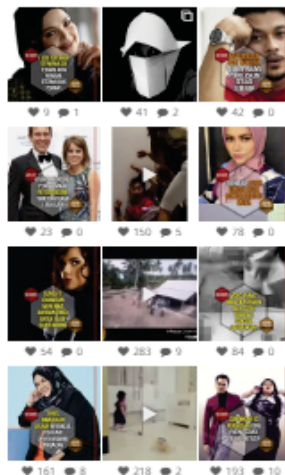


505 FOLLOWERS



33.1K FOLLOWERS

INSTAGRAM



Load More

Follow

MESTI BACA



Kisah 4 Artis Tampan Yang Ketagihan Adegan Seks Dalam Filem

Hiburan Film

## 5 Sebab Mengapa Anda Perlu Menonton Salon!

by Khal Azfar 4 weeks ago

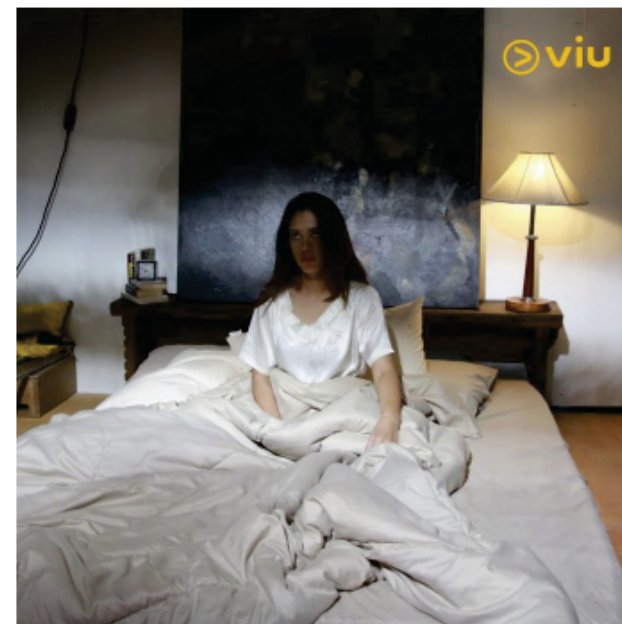
59 SHARES

f Share

Tweet

Kami telah berkesempatan untuk menghadiri Majlis perasmian dan tayangan 'sneak preview' tiga drama bersiri Viu Originals yang akan disiarkan melalui dua saluran iaitu secara atas talian menerusi aplikasi Viu dan di NTV7.

### 5 Sebab Salon Harus Ditonton



MEDIA SOSIAL



139.3K FANS

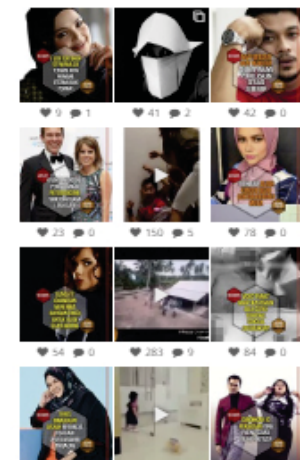


505 FOLLOWERS



33.1K FOLLOWERS

INSTAGRAM



Load More

Follow

MESTI BACA



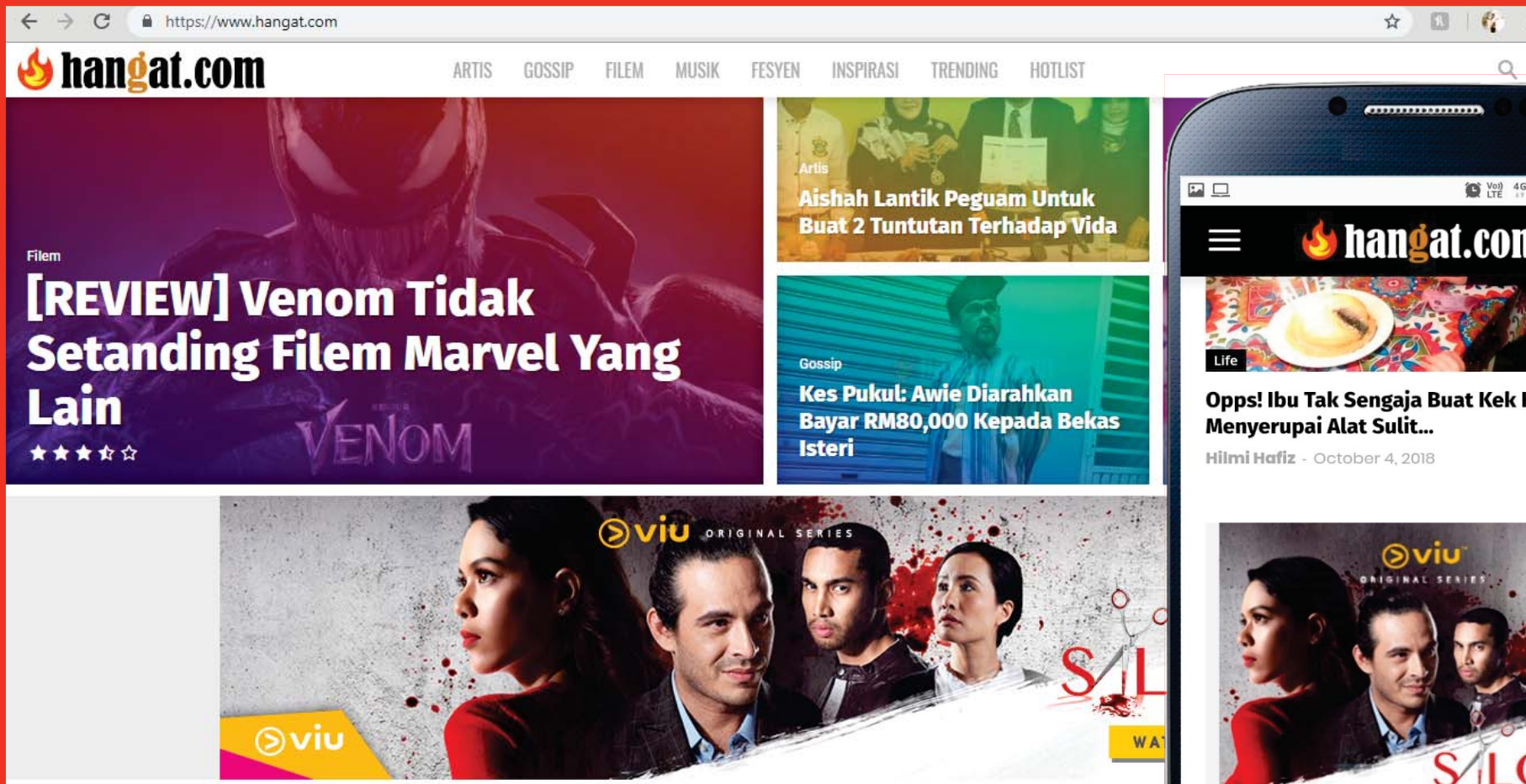
Kisah 4 Artis Tampan Yang Ketagihan Adegan Seks Dalam Filem

August 4, 2017



Akhirnya Buka Mulut! Dato

Selain **Jibril** dan **The Bridge**, kami tertarik mengenai **Salon** sebuah rantaian drama bersiri yang akan ditayangkan bermula **17 September 2018** jam 10 malam. Melihatkan pada sedutan pratontonnya, kami percaya **Salon** antara salah sebuah naskah yang akan menjadi buaian





# RATE CARD

INVENTORY	SOV	DIMENSION		RATES
Leaderboard (+) Mobile Showcase	25%	728 x 90 300 x 250	px px	RM3,000 / week
Billboard (+) Mobile Showcase	100%	970 x 250 320 x 100	px px	RM5,000 / week
Showcase MREC	25%	300 x 250	px	RM3,000 / week
Half page Ad / Large Skycraper (run across 6 lifestyle sites)	25%	300 x 600	px	RM4,000 / week
Splash Ad	100%	558 x 480	px	RM3,000 / day
Catfish Ad	100%	988 x 90	px	RM1,000 / day



# RATE CARD

## NATIVE ADVERTISING

### INVENTORY

### ITEM

### RATES

#### [ Homepage ]

#### Announcement / Refresher Article

(Inclusive 3 days Featured Post (+) Facebook Post)

Article

RM5,000

#### Content Marketing

(Inclusive 7 days Featured Post (+) Facebook Post)

Article

RM10,000

#### Additional Featured Post

Day

RM250

#### [ Social Media ]

#### Social Media Posting

(Facebook (+) Twitter / Instagram)

Post

RM1,000

#### Social Media Video Posting

(Facebook (+) Twitter / Instagram / Youtube)

Post

RM2,000

#### Additional Social media Channel

Post

RM250

# RATE CARD

## NATIVE ADVERTISING

### INVENTORY

### ITEM

### RATES

#### [ Video Content ]

(Inclusive basic video production cost)

#### Short Video (Unboxing , etc)

- Estimate 2 minutes length
- To be posted on Facebook , Youtube

Video

RM3,000

#### Full Fledge Video (Educational , etc)

- Estimate 6 minutes length
- To be posted on Facebook , Homepage  
& Youtube

Video

RM10,000

# RATE CARD

## PRE-PACKAGED DEALS

### INVENTORY

### ITEM

### RATES

#### [ Homepage ]

#### Announcement / Refresher Article

(Inclusive 3 days Featured Post (+) Facebook Post)

(+) Billboard & Mobile Billboard

1 Article

+

1 Week

~~RM10,000~~

RM8,000

#### Content Marketing

(Inclusive 7 days Featured Post (+) Facebook Post)

(+) Billboard & Mobile Billboard

1 Article

+

2 Weeks

~~RM20,000~~

RM15,000

# RATE CARD

## PRE-PACKAGED DEALS

### INVENTORY

### ITEM

### RATES

#### [ Video Content ]

(Inclusive basic video production cost)

#### Short Video (Unboxing , etc)

- Estimate 2 minutes length
- To be posted on Facebook , Youtube
- Leaderboard (+) Mobile Showcase

1 Video

+

1 Week

~~RM6,000~~

RM5,000

#### Full Fledge Video (Educational , etc)

- Estimate 6 minutes length
- To be posted on Facebook , Homepage  
& Youtube
- Billboard (+) Mobile Billboard

1 Video

+

2 Weeks

~~RM20,000~~

RM15,000

Custom Package

Customize Your Own Inventories

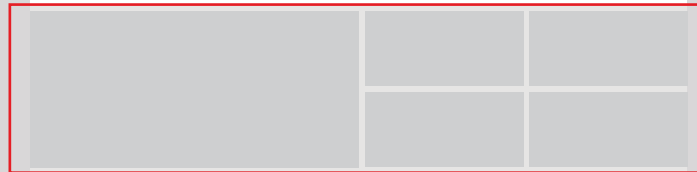
TBA



# AD PLACEMENT



WEBSITE MENU BAR



**FEATURED POST**

**BILLBOARD**

**BILLBOARD**

970 x 250 px  
Max file size: 100kb  
JPG, GIF, Animated GIF  
& HTML5

**LEADERBOARD**

**LEADERBOARD**

728 x 90 pixels  
Max file size: 100kb  
JPG, GIF, Animated GIF  
or HTML5

**SHOWCASE**

**SHOWCASE**

300 x 250 pixels  
Max file size: 100kb  
JPG, GIF, Animated GIF  
& HTML5

**HALF PAGE  
SHOWCASE**

**HALF PAGE AD**

600 x 300 pixels  
Max file size: 100kb  
JPG, GIF, Animated GIF  
& HTML5



Get in touch by e-mailing us at : [advertising@lowyatmsc.com](mailto:advertising@lowyatmsc.com)

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