

Web Banner Packages

Advertise your product, brand or event on BFM's website and app daily



Our BFM Web & App Audience

2024 Averages

Website

1,896,645

Average monthly impressions

57% Female



43% Male



Majority 35-44 years olds

App

64,000

Users

133,273

Average monthly sessions

50% IOS



50% Android



BFM Web & App Audience Interests

Top 5 Interests

1. Arts and Entertainment

35%

2. News, Politics, Banking and Finance

30.8%

3. Technology

19.4%

4. Shoppers

8%

5. Lifestyles and Hobbies

6.8%

Web Packages Overview

Takeover Package

14 Placements:

Splash Ad	Home	Splash Ad Mobile	Home
Player Catfish Expanded	Home & ROS	Native Ad	Home
Player Catfish Mini Icon	Home & ROS	Leaderboard	Home & ROS
Player Catfish Expanded Mobile	Home & ROS	Leaderboard Mobile	Home & ROS
Player Catfish Mini Icon Mobile	Home & ROS	MREC Footer	Home & ROS
Hero Banner Slider	Home	MREC Mobile	Home & ROS
Hero Banner Slider Mobile	Home	MREC Body	ROS

Gold Package

6 Placements:

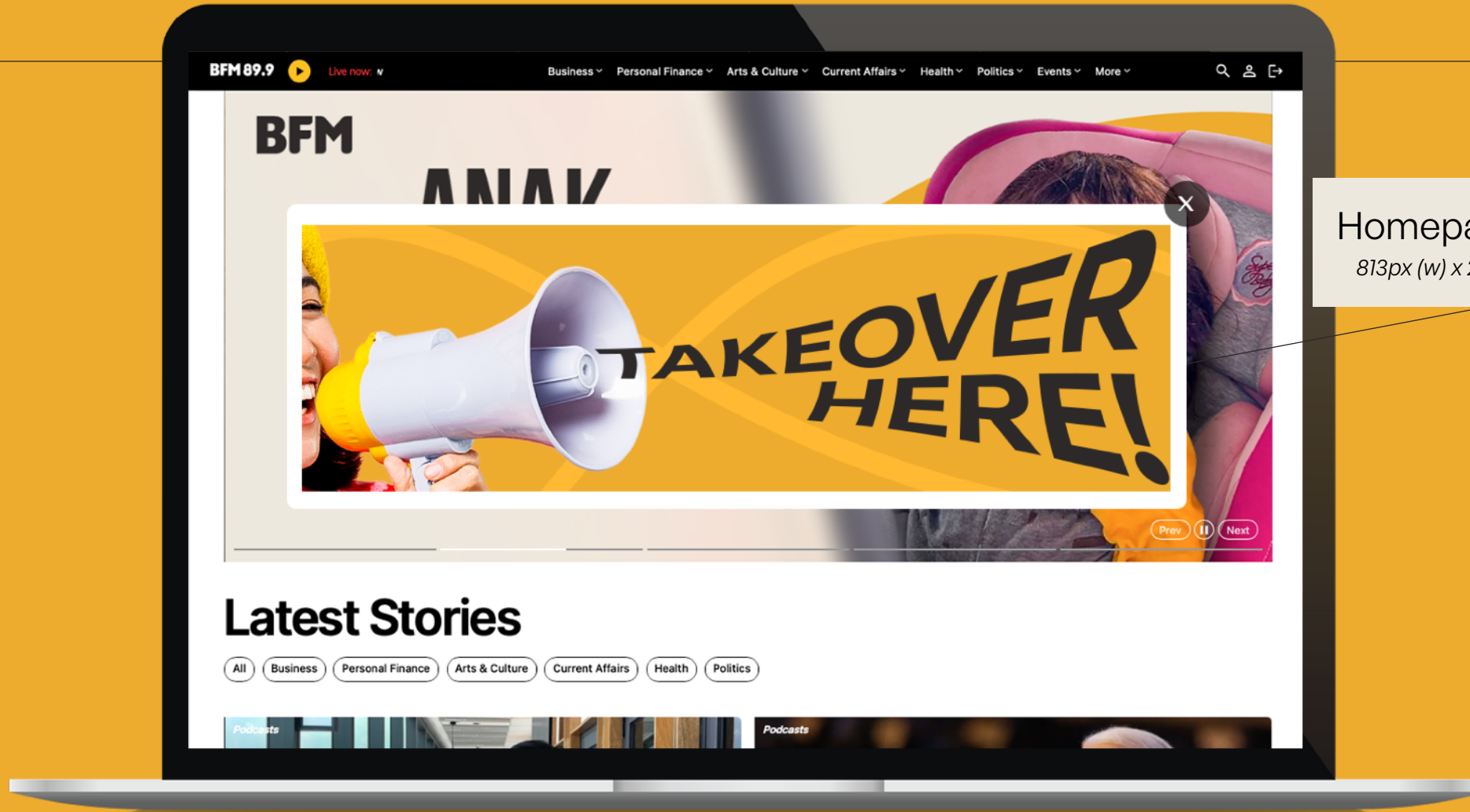
Hero Banner Slider	Home	MREC Footer	Home & ROS
Hero Banner Slider Mobile	Home	MREC Mobile	Home & ROS
Native Ad	Home	MREC Body	ROS

Takeover BFM's site for a week

150,000
earned impressions

14 prominent placements*
across desktop & mobile website for
just RM38,000

Takeover Package Placements



Homepage Splash Ad

813px (w) x 250px (h) & Brand URL

Takeover Package Placements

Imagine Your
Ad Here!

Homepage Hero Banner (Slide 4)

1366px (w) x 617 (h) & Brand URL

Home & ROS
Player Catfish Expanded

1,400px (w) x 250px (h) & Brand URL

Latest stories

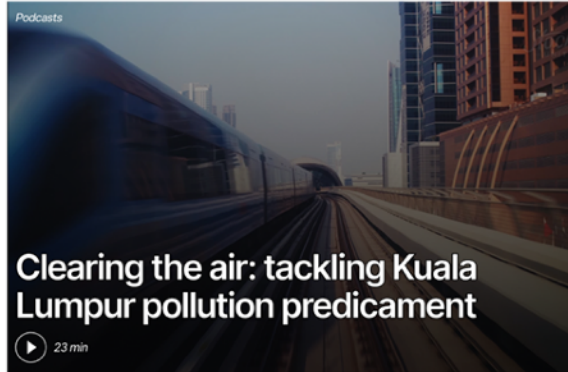
All Business Finance Health Arts & Culture Current affairs Politics

...and here!

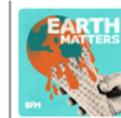
Takeover Package Placements

Home & ROS
Super Leaderboard
1440px (w) x 90px (h) & Brand URL

Latest Stories



Homepage Native Ad
456px (w) x 150px (h) & Brand URL



Podcasts - Jun 26

The Fight For Fair Climate Financing Continues

40 mins



Podcasts - Jun 26

Betting on Chips - The National Semiconductor Strategy

38 mins



See More



Home & ROS
Catfish Mini Icon
82px (w) x 22px (h) & Brand URL



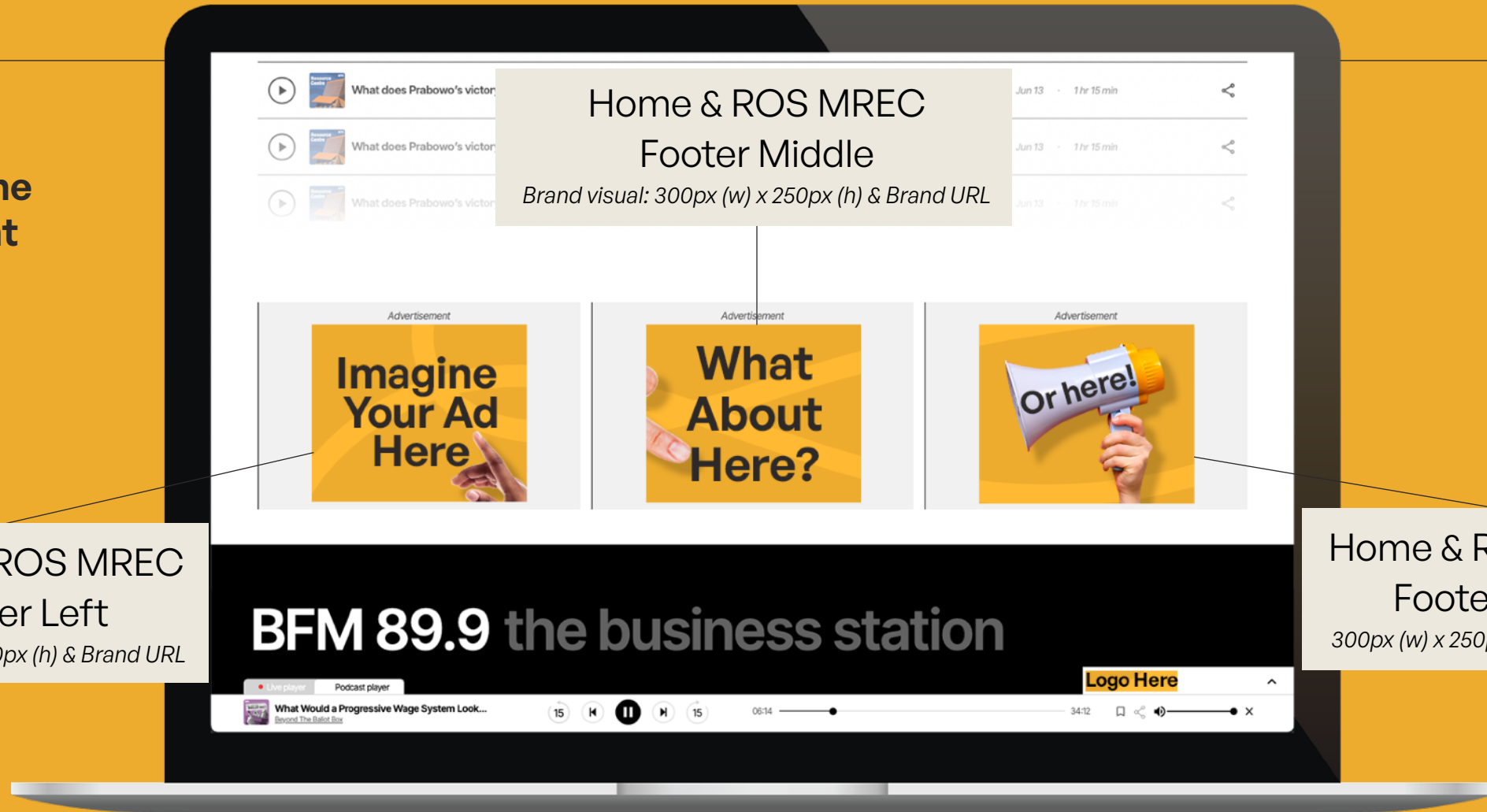
Takeover Package Placements

***Brand to choose one placement**

Home & ROS MREC
Footer Left
300px (w) x 250px (h) & Brand URL

Home & ROS MREC
Footer Middle
Brand visual: 300px (w) x 250px (h) & Brand URL

Home & ROS MREC
Footer Right
300px (w) x 250px (h) & Brand URL



Takeover Package Placements

ROS MREC Body
300px (w) x 250px (h) & Brand URL

ROS MREC Body
300px (w) x 250px (h) & Brand URL

Takeover Package Placements On Mobile Browser

Homepage Splash Ad Mobile
300px (w) x 250px (h) & Brand URL

BFM



Takeover Package Placements On Mobile Browser

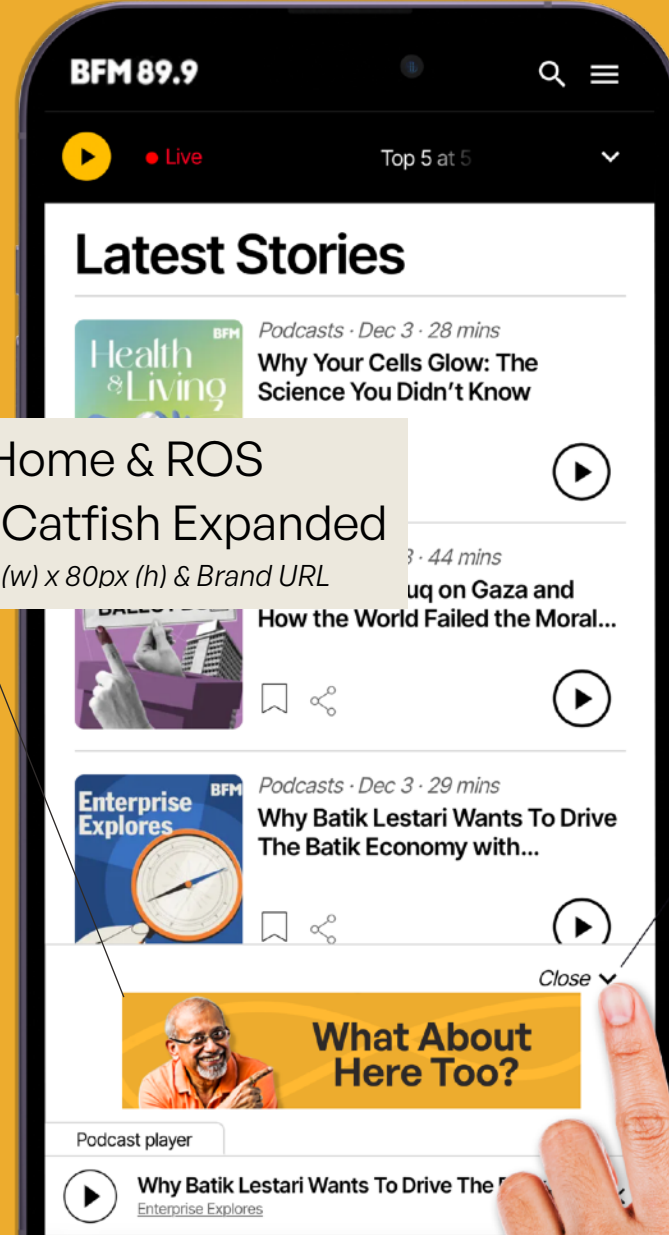
Homepage Hero
Banner Mobile (Slide 4)

390px (w) x 390px (h) & Brand URL



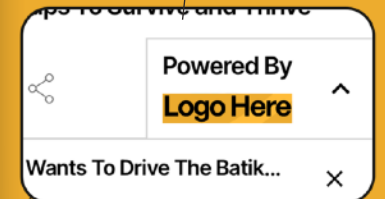
Home & ROS
Player Catfish Expanded

320px (w) x 80px (h) & Brand URL

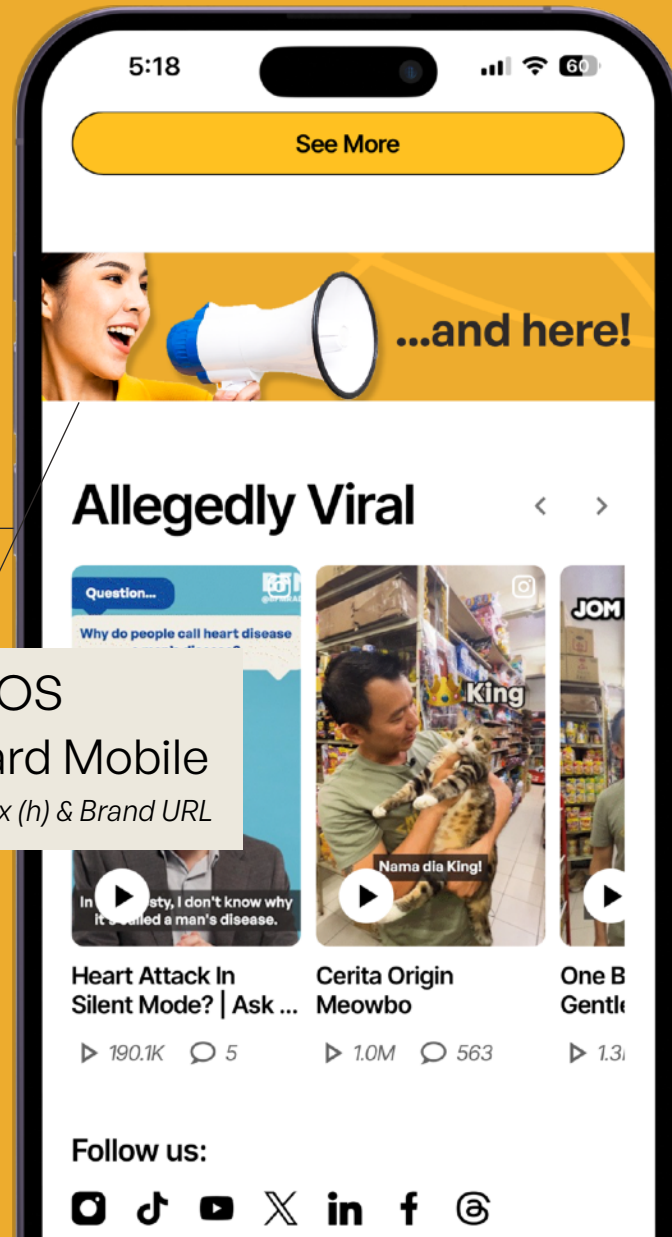


Home & ROS
Catfish Mini Icon

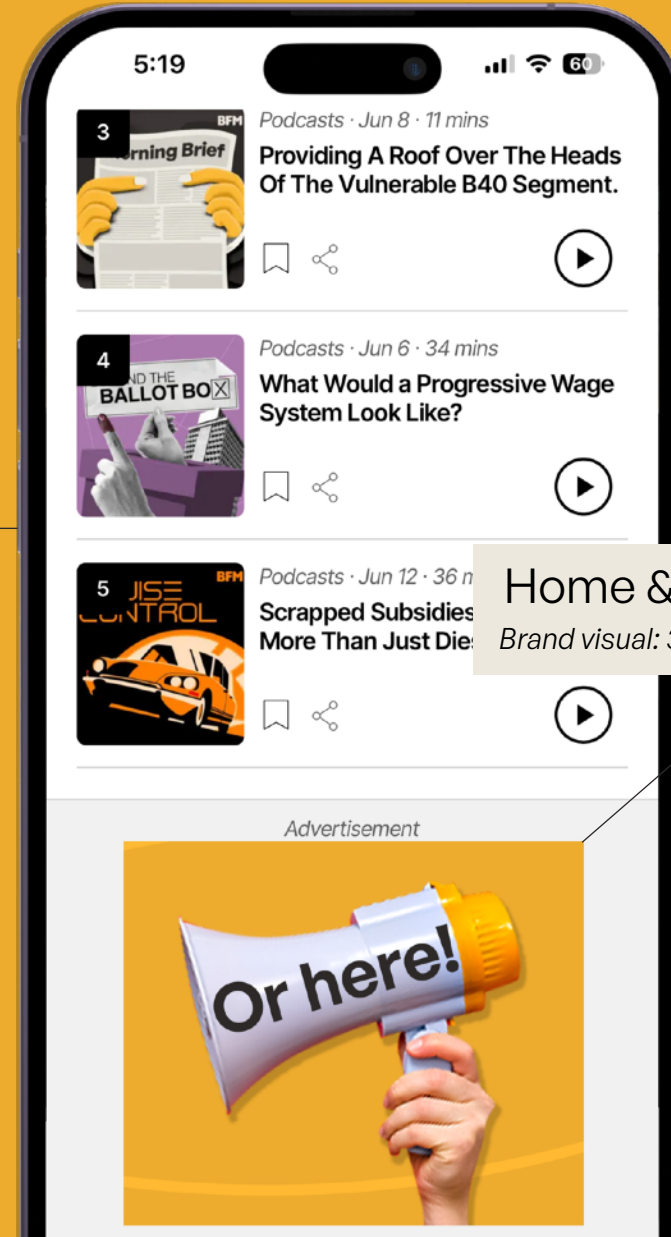
82px (w) x 22px (h) & Brand URL



Takeover Package Placements On Mobile Browser



Home & ROS
Super Leaderboard Mobile
Brand visual: 380px (w) x 54px (h) & Brand URL



Home & ROS MREC Mobile
Brand visual: 300px (w) x 250px (h) & Brand URL

Gold Package

RM52,000

13 weeks / 520,000 impressions

RM36,000

9 weeks / 360,000 impressions

RM16,000

4 weeks / 160,000 impressions

RM8,000

2 weeks / 80,000 impressions

6 Gold placements

RM50/CPM

Media investment
Excluding hero banner

Sponsorship entitlement:
Brand artwork &
Landing page

Gold Package Placements



Homepage Hero Banner (Slide 5)

1366px (w) x 617 (h) & Brand URL

Homepage Native Ad

456px (w) x 150px (h) & Brand URL

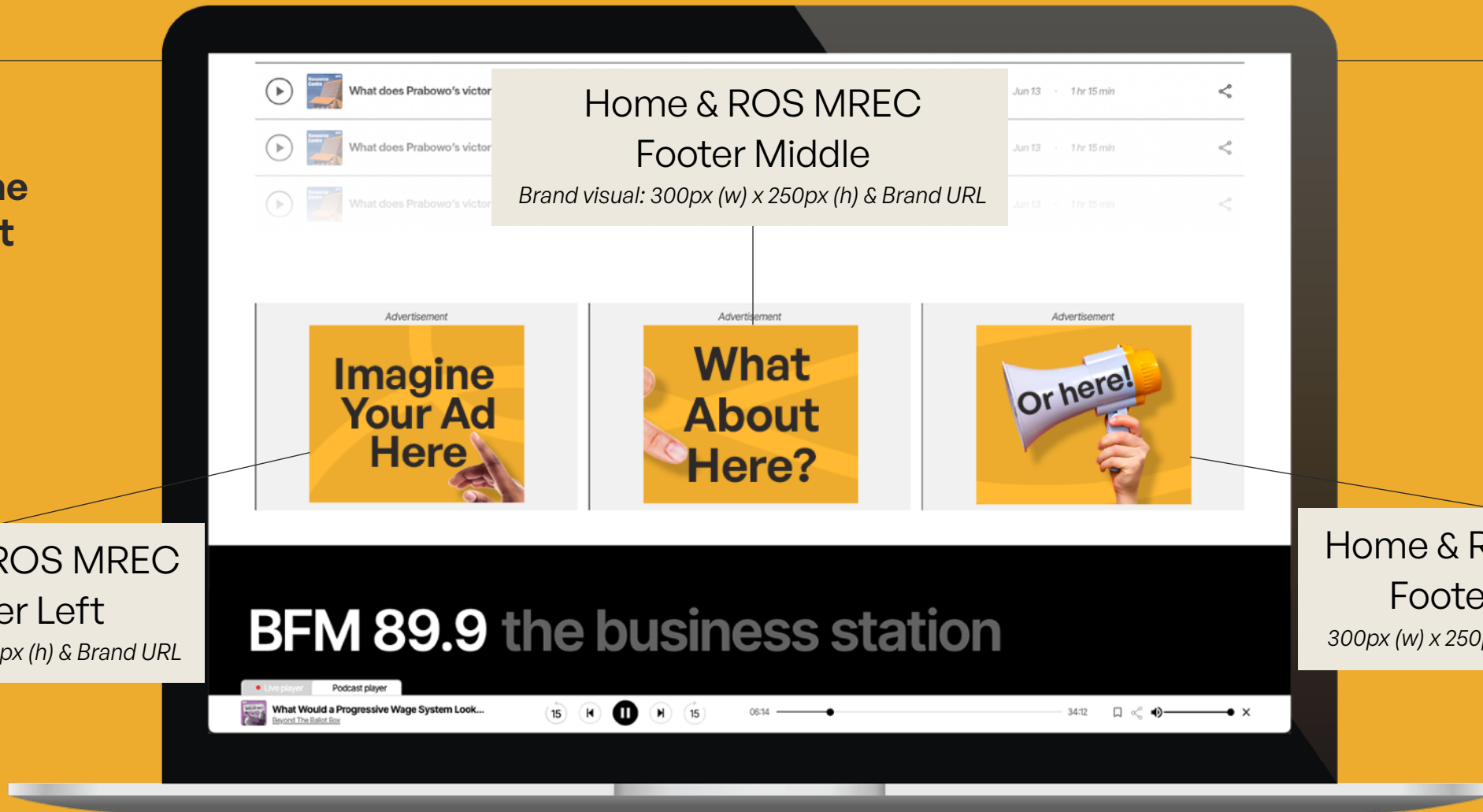
Gold Package Placements

***Brand to choose one placement**

Home & ROS MREC
Footer Left
300px (w) x 250px (h) & Brand URL

Home & ROS MREC
Footer Middle
Brand visual: 300px (w) x 250px (h) & Brand URL

Home & ROS MREC
Footer Right
300px (w) x 250px (h) & Brand URL



Gold Package Placements

ROS MREC Body
300px (w) x 250px (h) & Brand URL

貼越國防支出，
電動車加征關稅

What
About
Here?

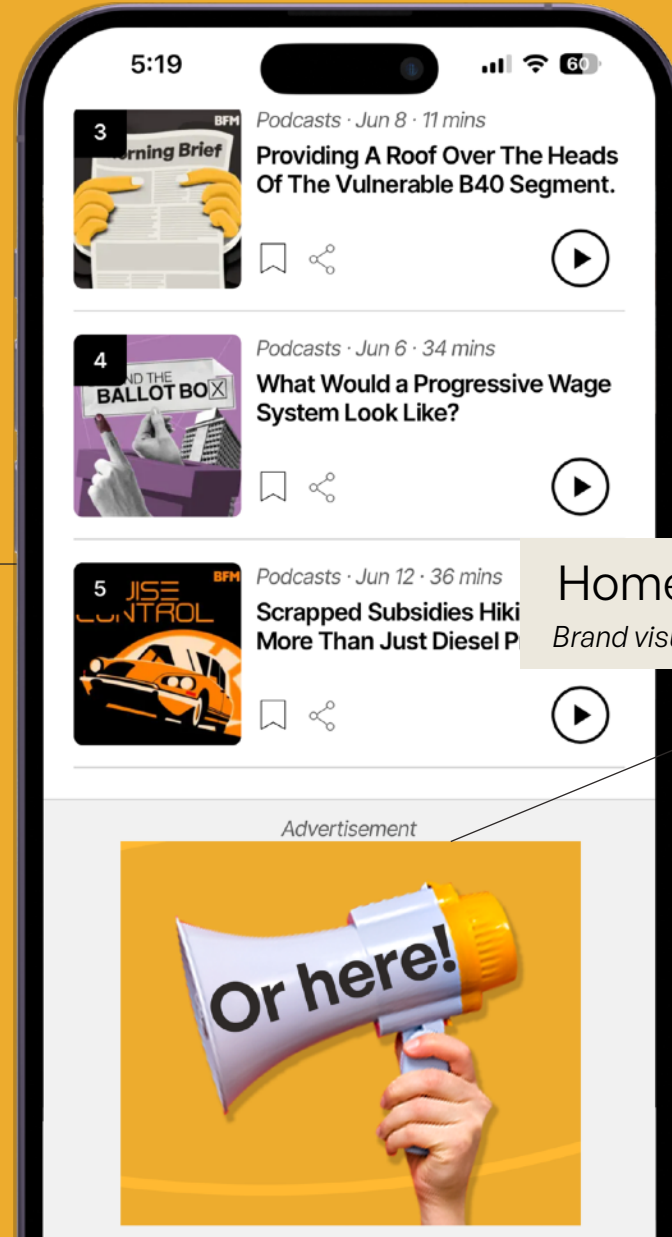
Imagine
Your Ad
Here

ROS MREC Body
300px (w) x 250px (h) & Brand URL

Gold Package Placements On Mobile Browser

Homepage Hero Banner
Mobile (Slide 5)

Brand visual: 390px (w) x 390px (h) & Brand URL



Home & ROS MREC Mobile
Brand visual: 300px (w) x 250px (h) & Brand URL

App Banner Packages

Advertise your product, brand or event
on BFM's app daily



App Packages Overview

Platinum Package

3 Placements:

Homepage MRec 1
Podcast Player MRec
Livestream MRec

Gold Package

1 Placement:

Homepage MRec 2

App Platinum Package

RM8,000

13 weeks/146,250 impressions

RM5,500

9 weeks/101,250 impressions

RM2,500

4 weeks/45,000 impressions

RM1,250

2 weeks/22,500 impressions

3 Platinum placements

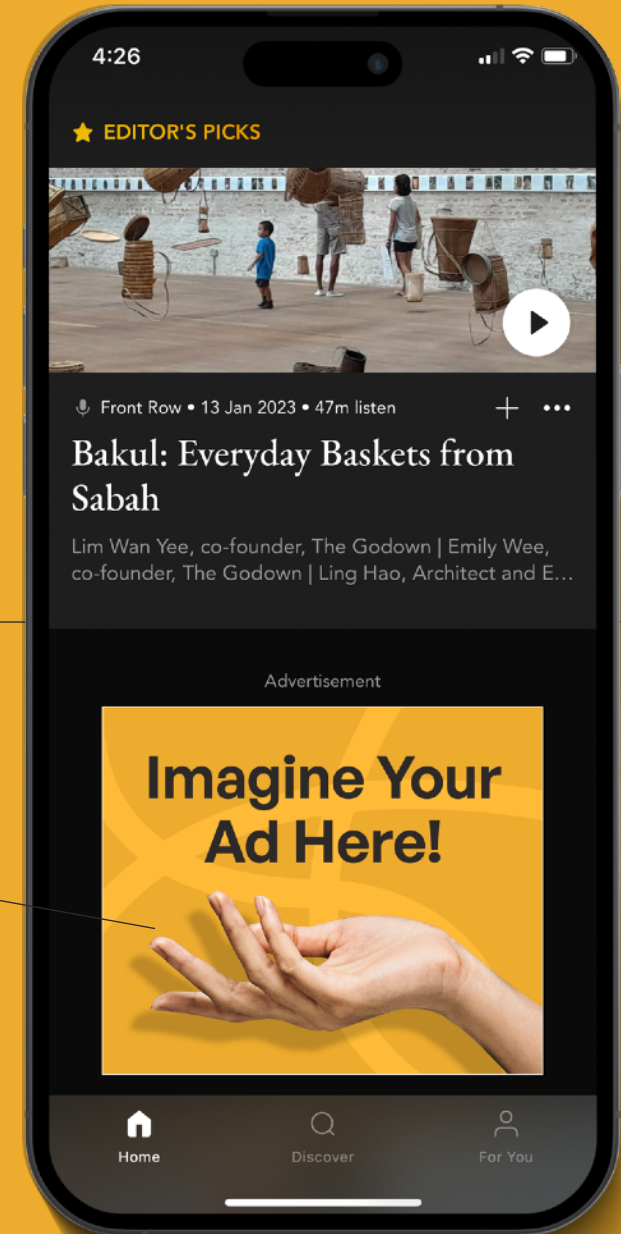
RM46/CPM
media investment

Brand mention:
Brand artwork

App Platinum Package Placements

*banner placements are for illustration only,
scale and measurement are not exact

Home Page MREC 1
300px (w) x 250px (h) & Brand URL

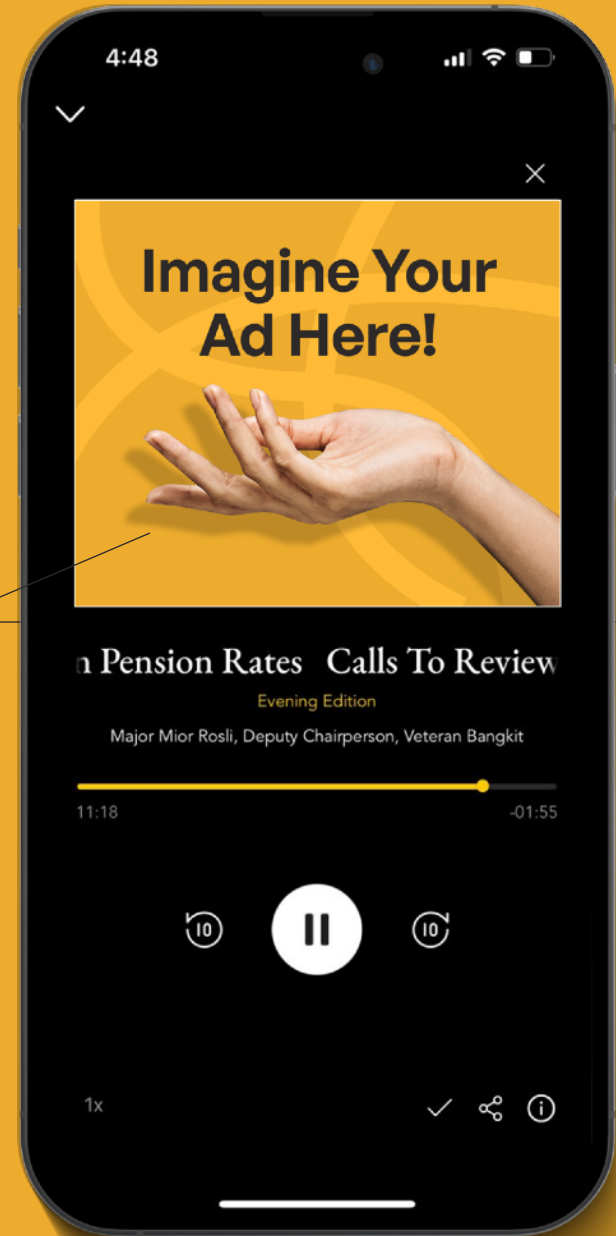


App Platinum Package Placements

*banner placements are for illustration only,
scale and measurement are not exact

Podcast Player MREC

300px (w) x 250px (h) & Brand URL

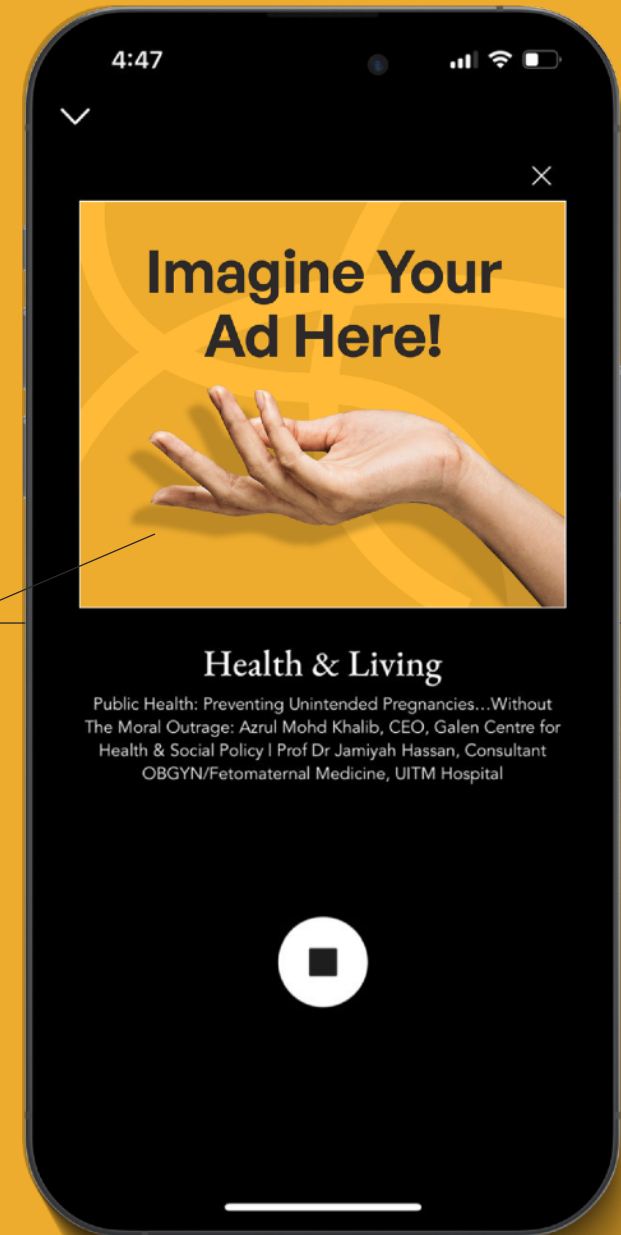


App Platinum Package Placements

*banner placements are for illustration only,
scale and measurement are not exact

Livestream MREC

300px (w) x 250px (h) & Brand URL



App Gold Package

RM1,600

13 weeks/32,500 impressions

RM1,100

9 weeks/22,500 impressions

RM500

4 weeks/10,000 impressions

RM250

2 weeks/5,000 impressions

1 Gold placement

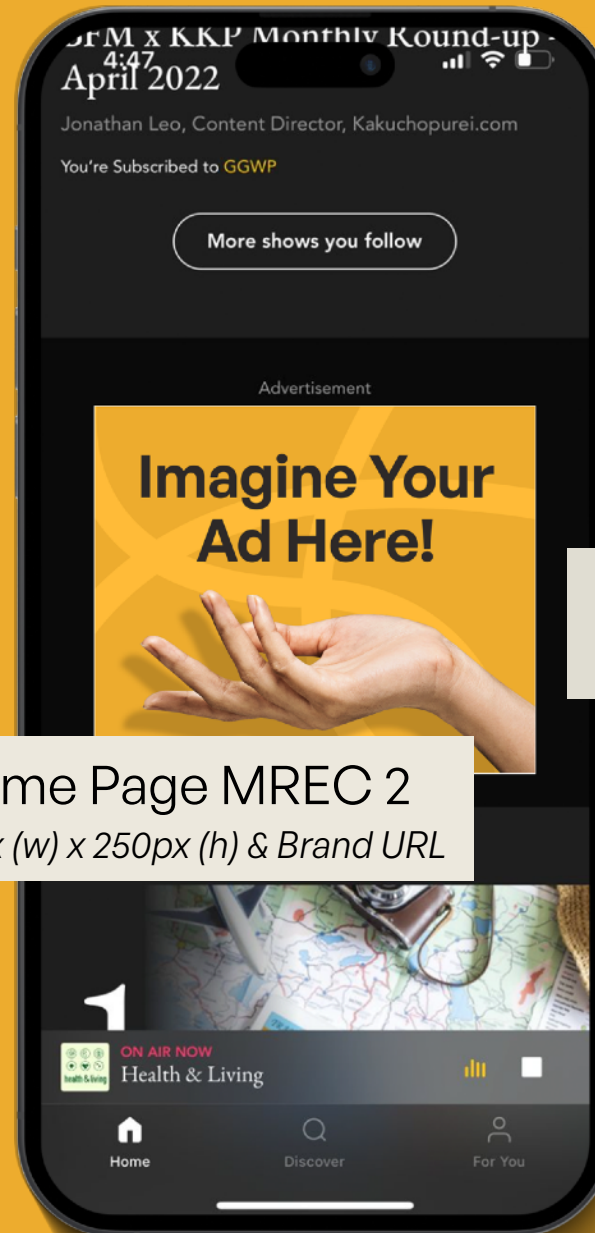
RM40/CPM
media value

Brand mention:
Brand artwork

App Gold Package Placements

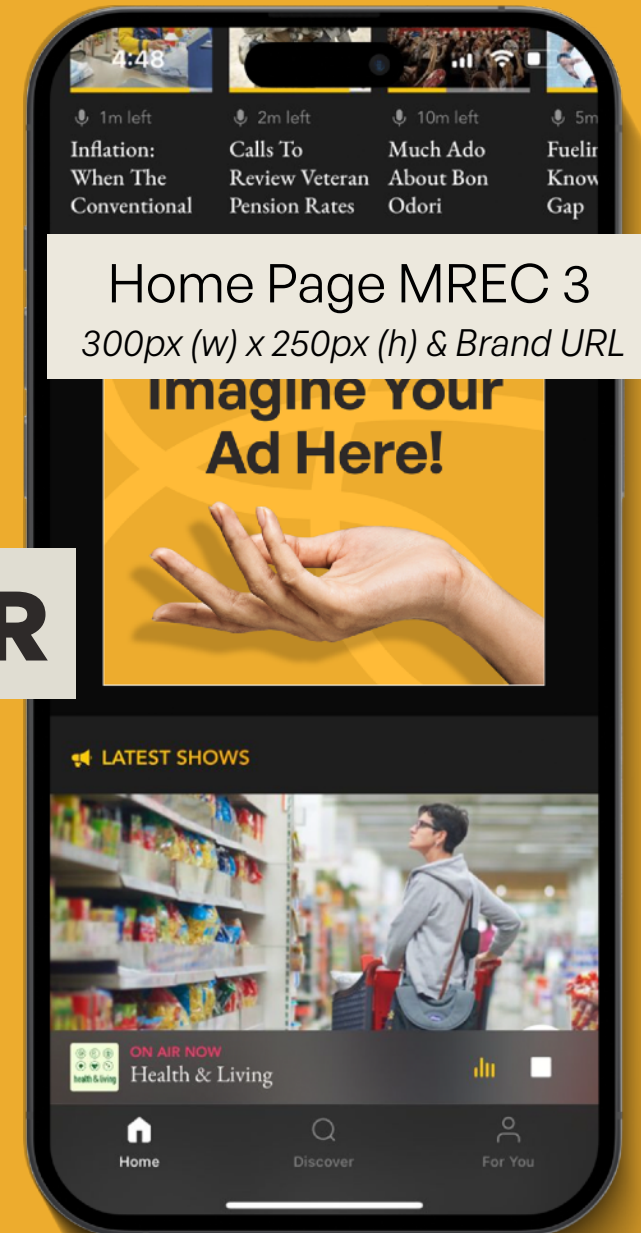
*banner placements are for illustration only,
scale and measurement are not exact

BFM



Home Page MREC 2
300px (w) x 250px (h) & Brand URL

OR



Home Page MREC 3
300px (w) x 250px (h) & Brand URL