

# Web Banner Packages

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



# Our BFM Web & App Audience

2024 Averages

**BFM**



**1,896,645**

Average monthly impressions

**57%** Female



**43%** Male



Majority 35-44 years olds

**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

## Platinum Package

### 12 Placements:

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

# Platinum Package

**RM322,400**

13 weeks / 1,495,000 impressions

**RM223,200**

9 weeks / 1,035,000 impressions

**RM99,200**

4 weeks / 460,000 impressions

**RM49,600**

2 weeks / 230,000 impressions

**12** Platinum placements

**RM50/CPM**

Media investment  
Excluding player catfish & hero banner

**Brand mention:**  
Brand artwork

# Platinum 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

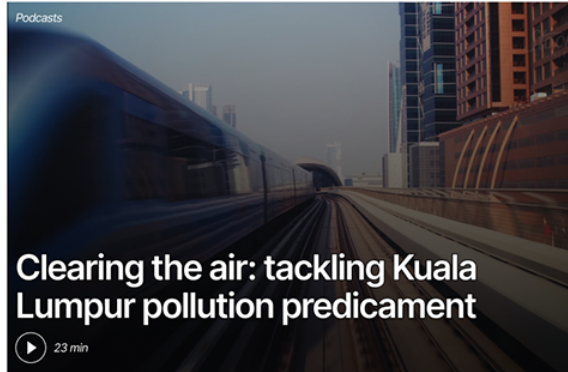
All Business Finance Health Arts & Culture Current affairs Politics

...and here!

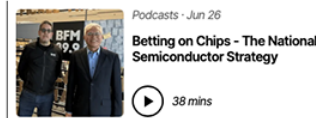
# Platinum Package Placements

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

## Latest Stories



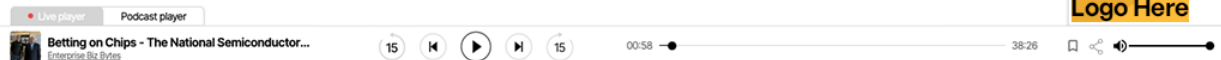
Homepage Native Ad  
456px (w) x 150px (h) & Brand URL



See More



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



# Platinum Package Placements

**\*Brand to choose one placement**

Home & ROS MREC  
Footer Left

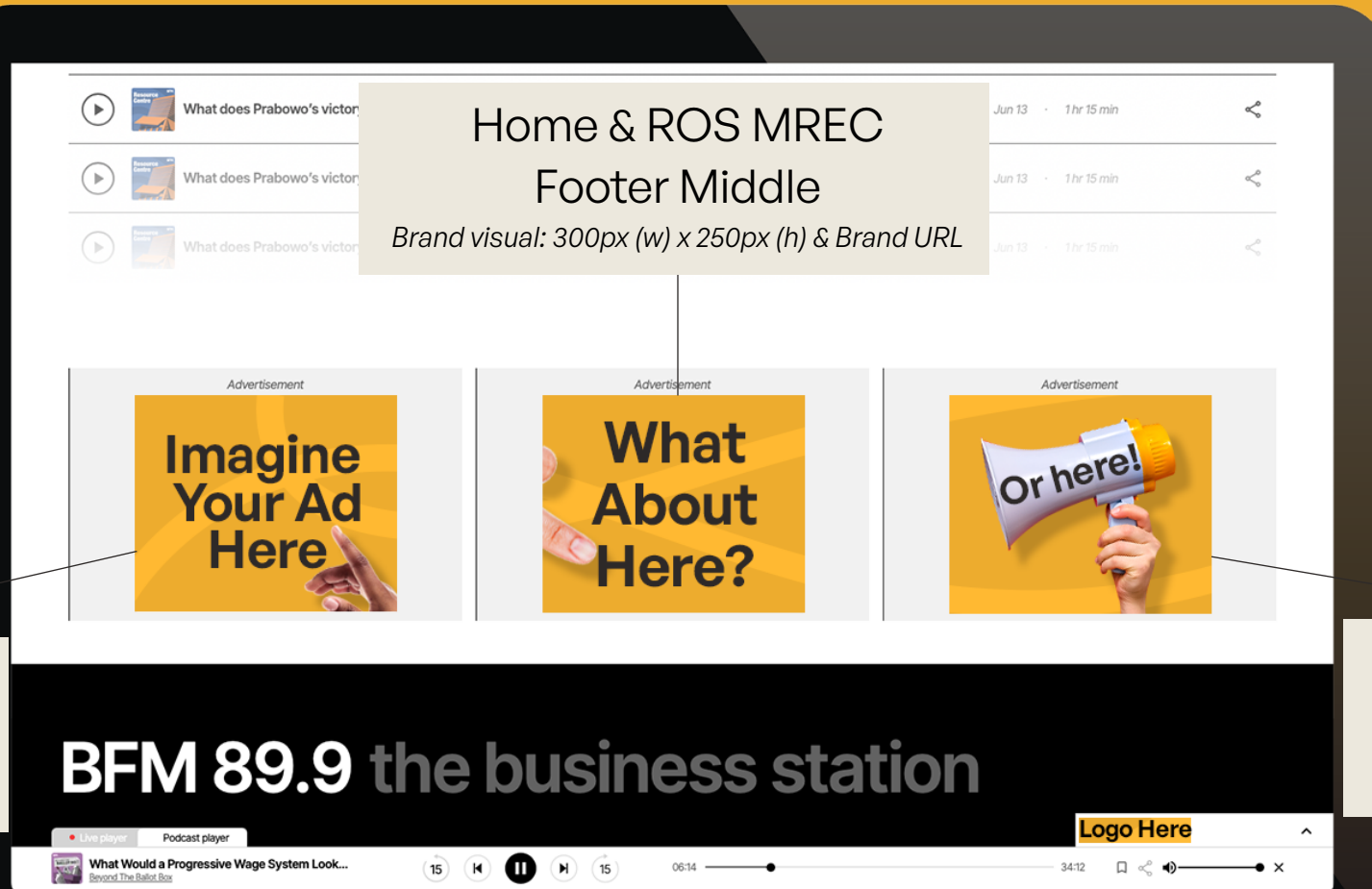
300px (w) x 250px (h) & Brand URL

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



**BFM**

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

# Platinum Package Placements

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

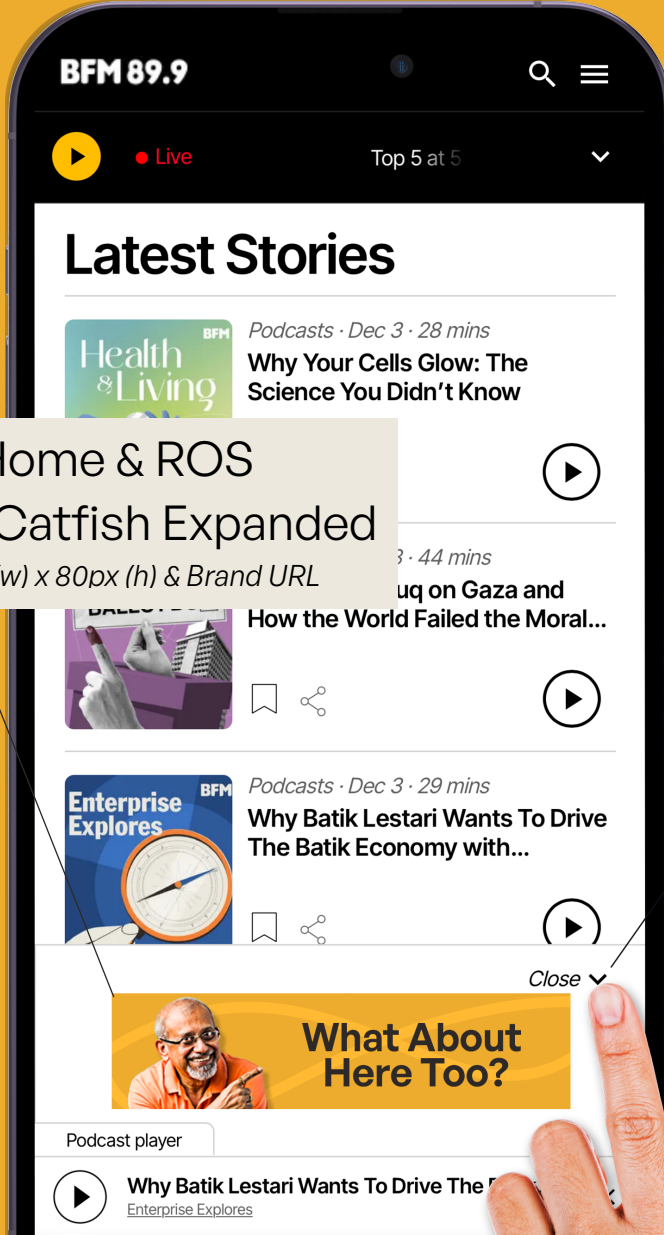
ROS MREC Body  
300px (w) x 250px (h) & Brand URL

# Platinum Package Placements On Mobile Browser

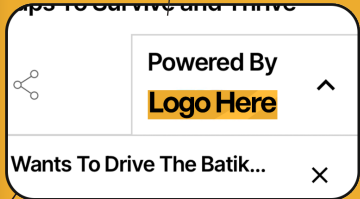
Homepage Hero  
Banner Mobile (Slide 4)  
390px (w) x 390px (h) & Brand URL



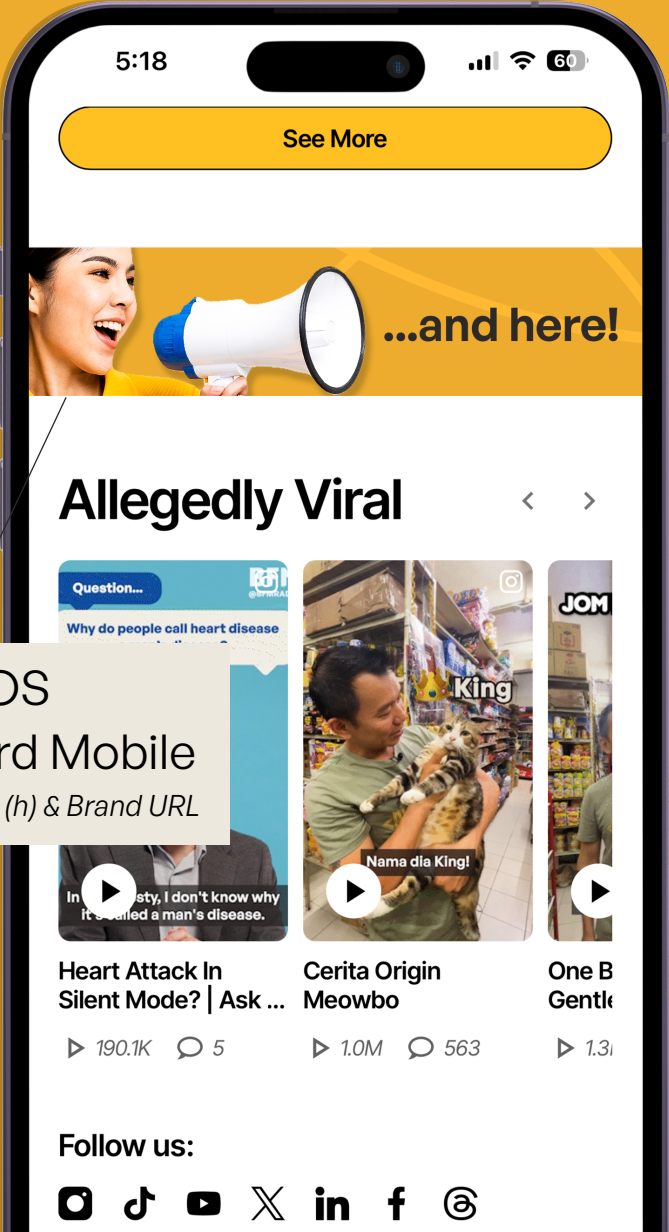
Home & ROS  
Player Catfish Expanded  
320px (w) x 80px (h) & Brand URL



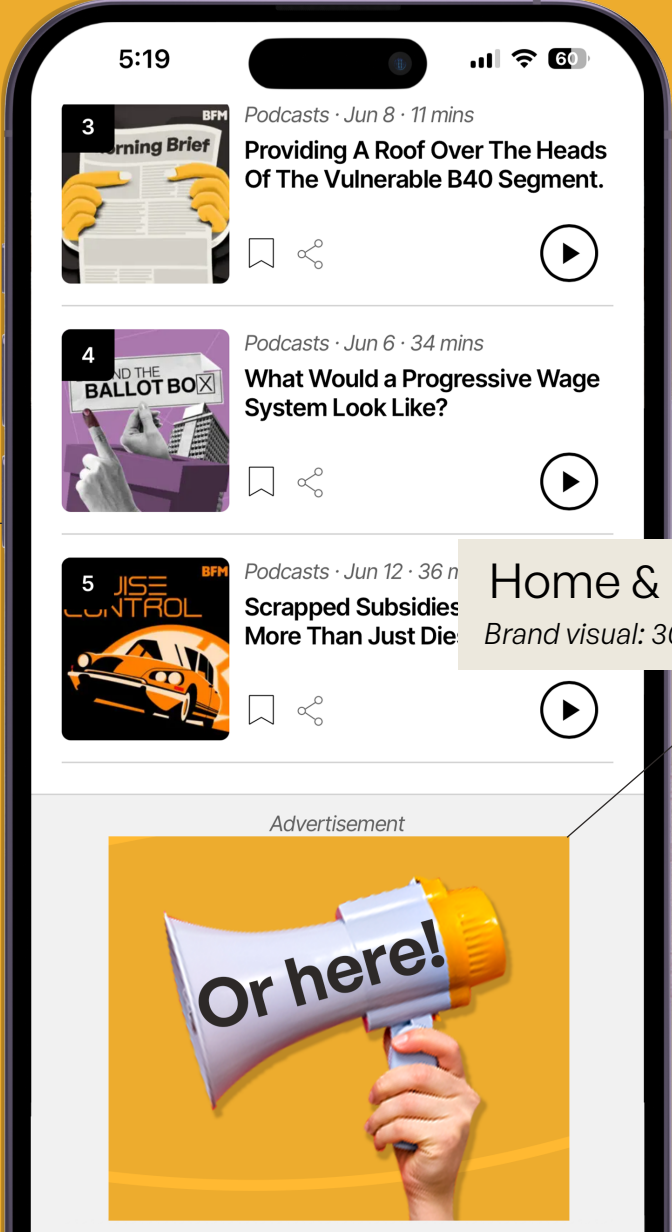
Home & ROS  
Catfish Mini Icon  
82px (w) x 22px (h) & Brand URL



# Platinum 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

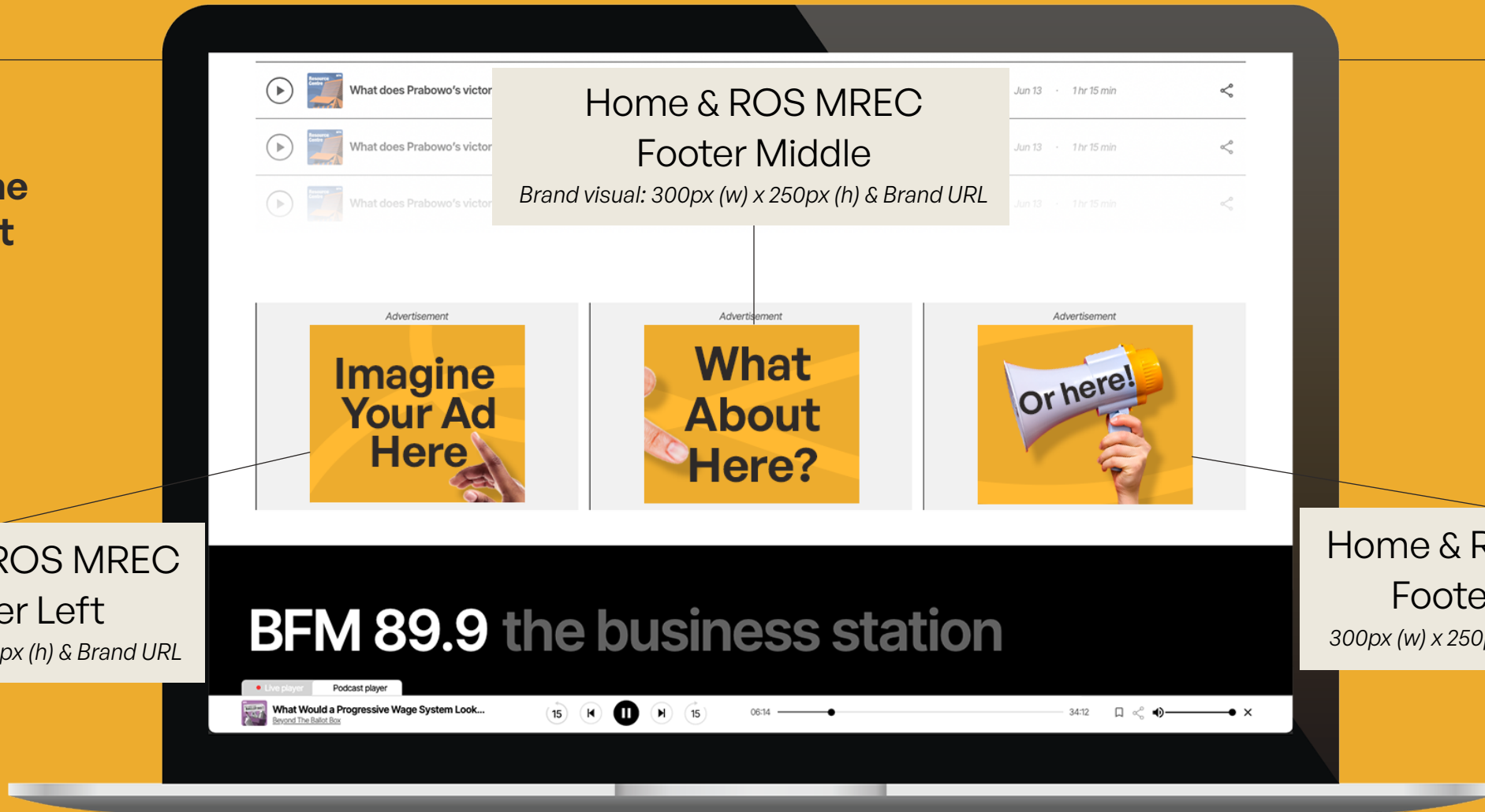
# Gold Package Placements

**\*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

貼起越南防支出，  
电动车加征关税

What  
About  
Here?

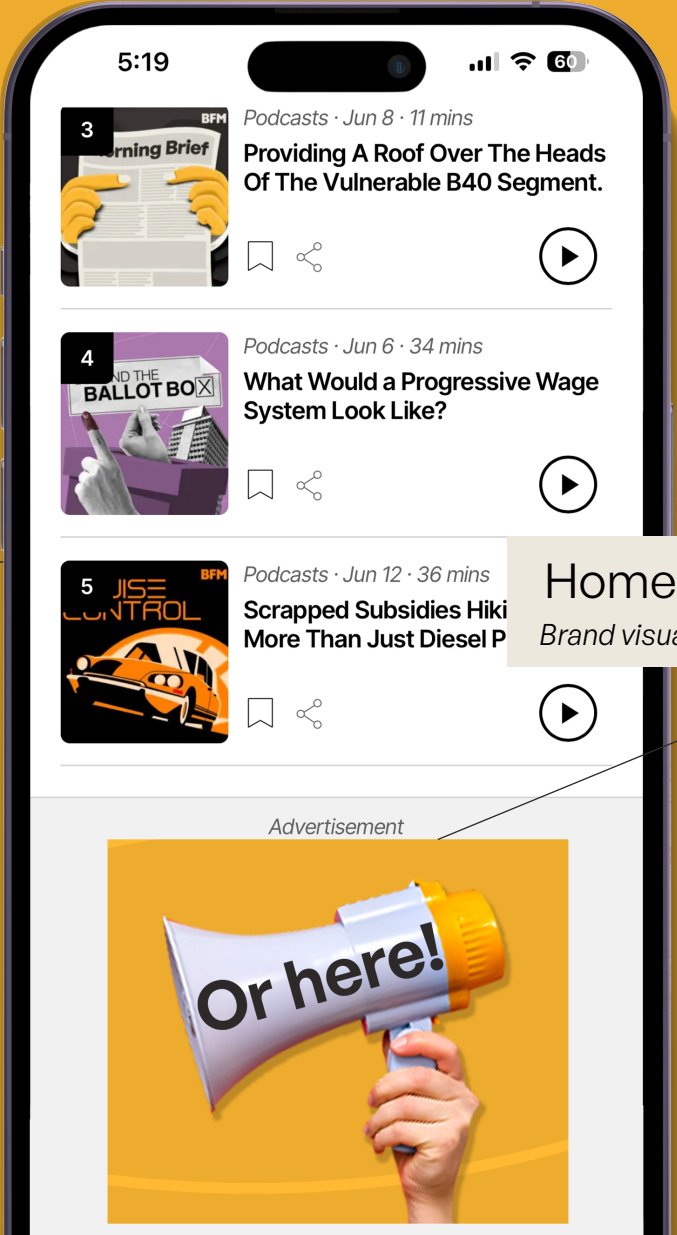
Imagine  
Your Ad  
Here

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

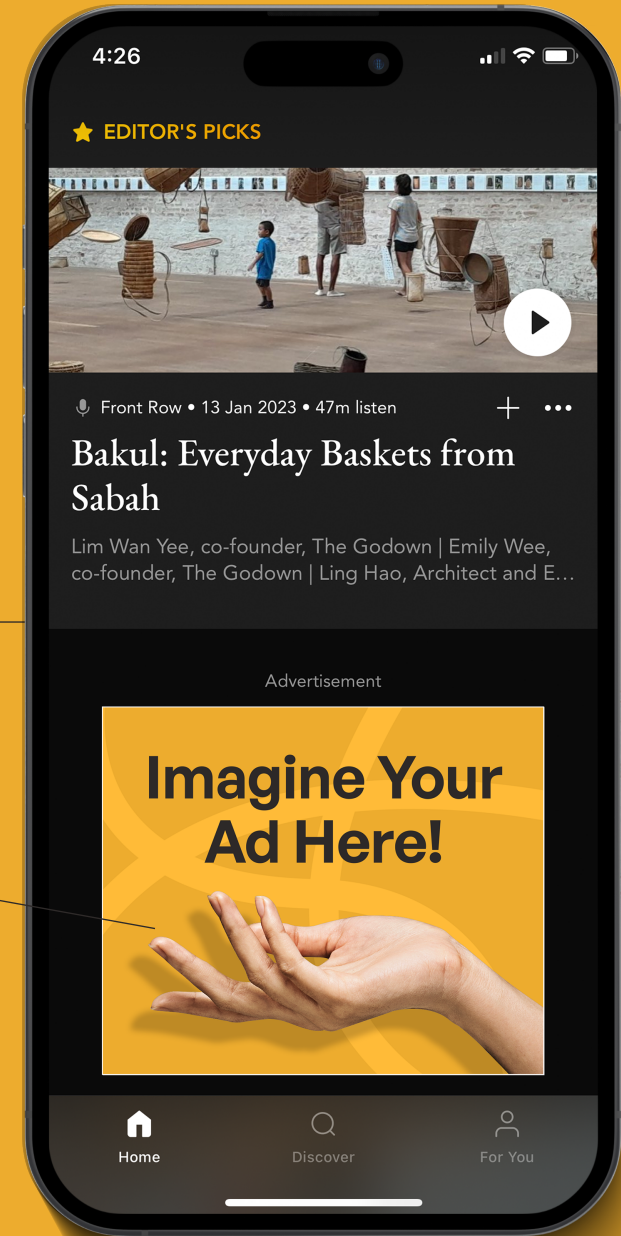
**RM46/CPM**  
media investment

**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*

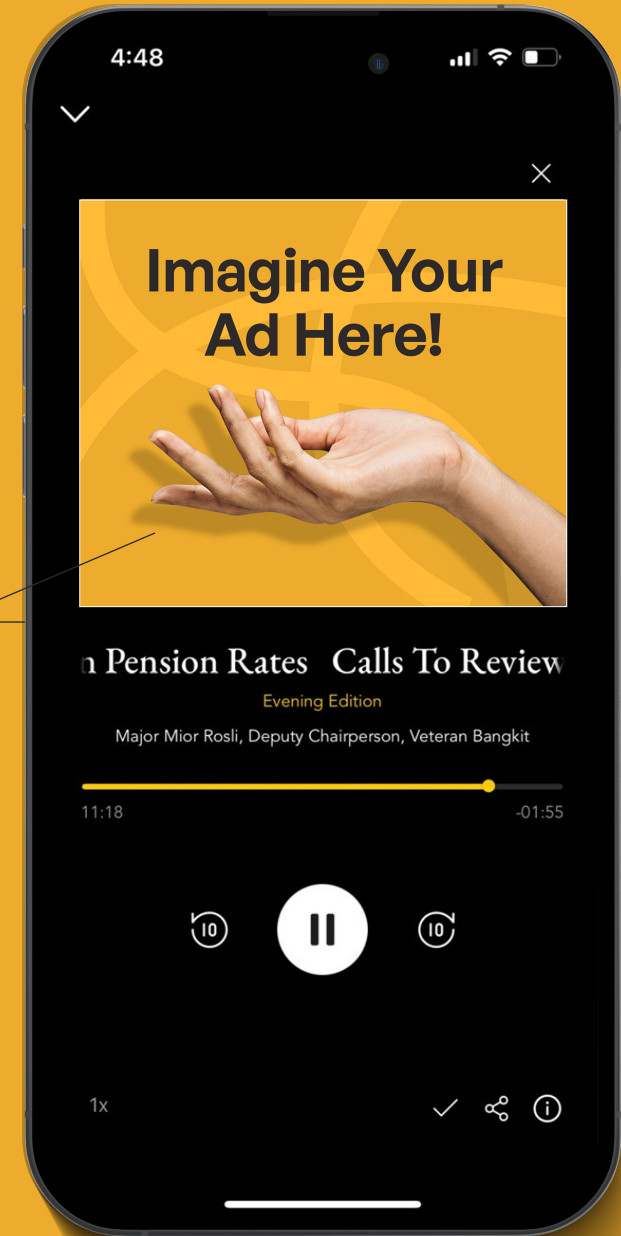


# App Platinum Package Placements

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

Podcast Player MREC

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

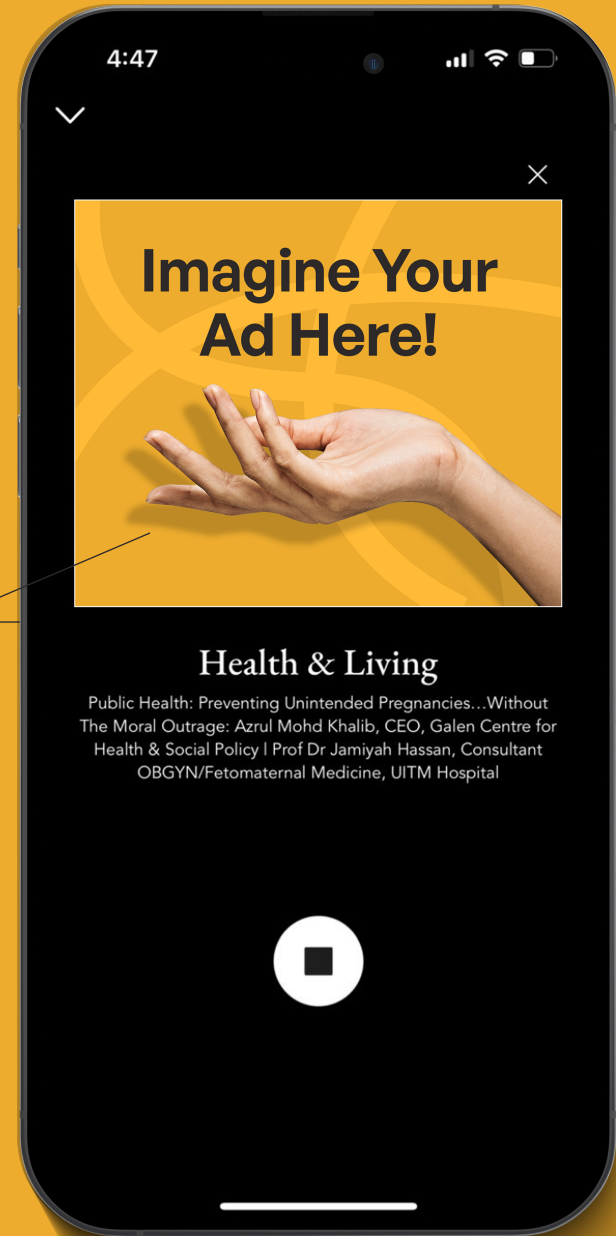


# App Platinum Package Placements

\*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

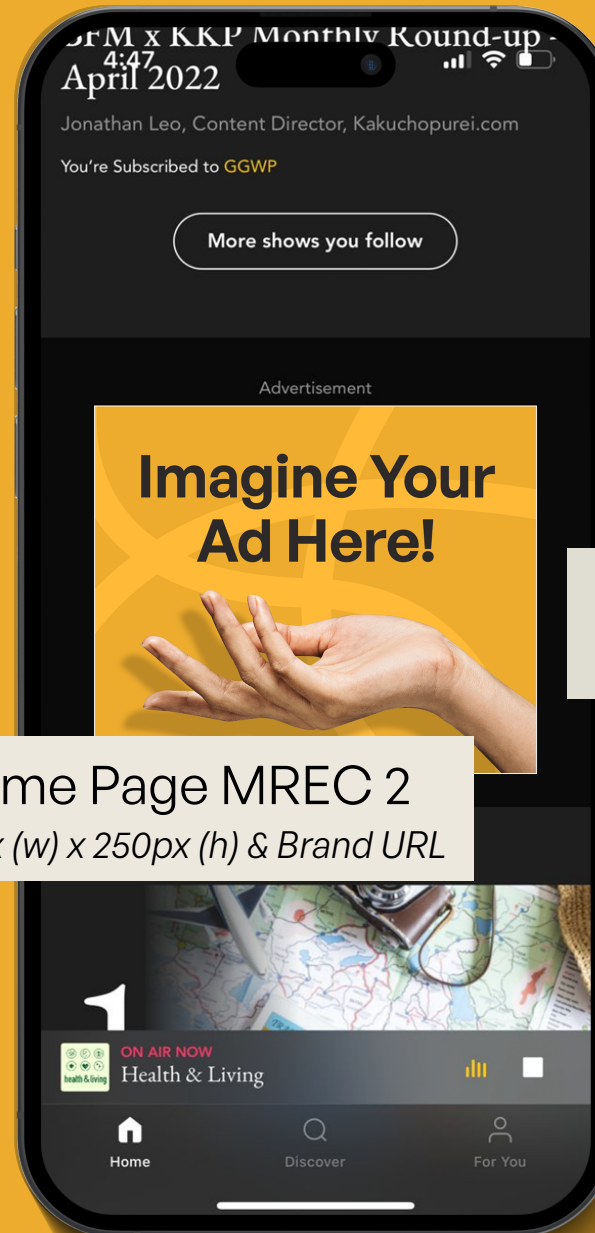
**RM40/CPM**  
media value

**Brand mention:**  
Brand artwork

# App Gold Package Placements

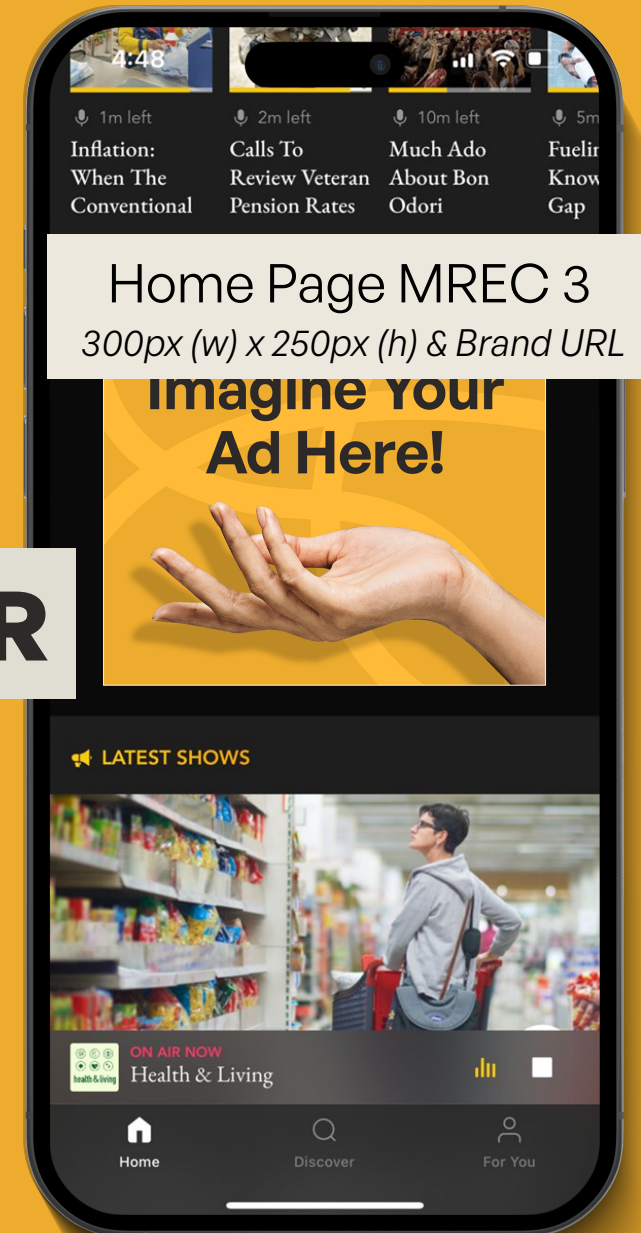
\*banner placements are for illustration only,  
scale and measurement are not exact

**BFM**



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

**OR**



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