

GOT  STAIL.MY?



HELLO EVERYONE!

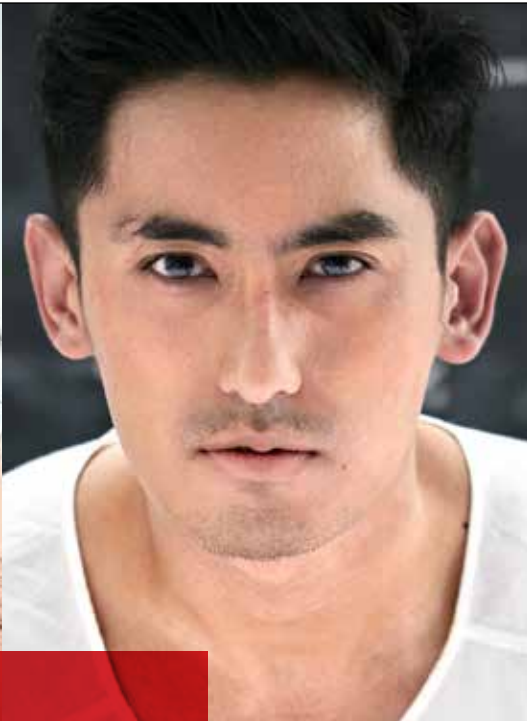
Welcome to our world. The stylish world of STAIL.MY. When we envisioned STAIL.MY a year ago, we dreamt of an online portal where we can write beautiful articles, create wonderful content and publish images and interactive videos that will make our readers dream and aspire to be STAILISH.

We are proud to be the first and only Malay style, beauty and lifestyle portal in Malaysia based on this dream. STAIL.MY is really a work of LOVE and PASSION. As an online portal, we speak to the MILLENNIALS. We understand their language, we speak directly to them about what they LOVE and we share with them our point of view. We interact with them through our video content and aspire them through our social media.

Our content revolves around these for elements - FRESH, FUN, MODERN and most importantly STYLISH. Allow us to take you into our world. Browse through STAIL.MY and I promise you a stylish world like you'd never imagined before.

A handwritten signature in black ink, appearing to read 'Azreezal Hafidz', with a horizontal line underneath.

AZREEZAL HAFIDZ
Editor In Chief



STAIL.MY
AUDIENCE

We speak to

THE MILLENNIALS
MODERN
STAILISH
BOLD
DIFFERENT
OUTGOING

STAIL.MY gives them a point
of view.



TRAFFIC & DEMOGRAPHIC

Engagement by Gender



Website Summary

Monthly Impressions
60,000

Monthly Unique Visitors
18,000



Age Group

Age	%
18-24	22%
25-34	52%
35-44	16%
45-54	10%

Bounce Rate
18.7%

Avg Session Duration
02:30min

SITE TRAFFIC & DEMOGRAPHIC

Desktop



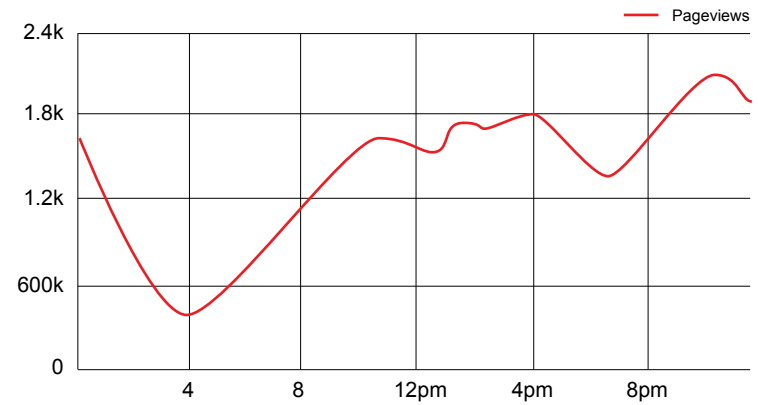
60%

Mobile

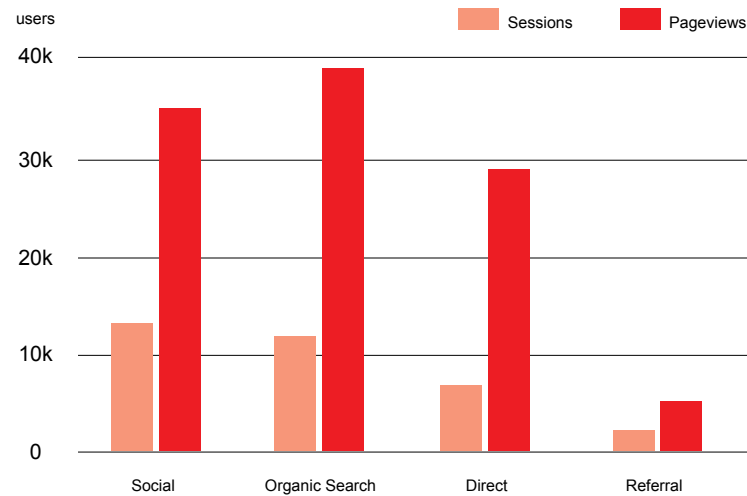


40%

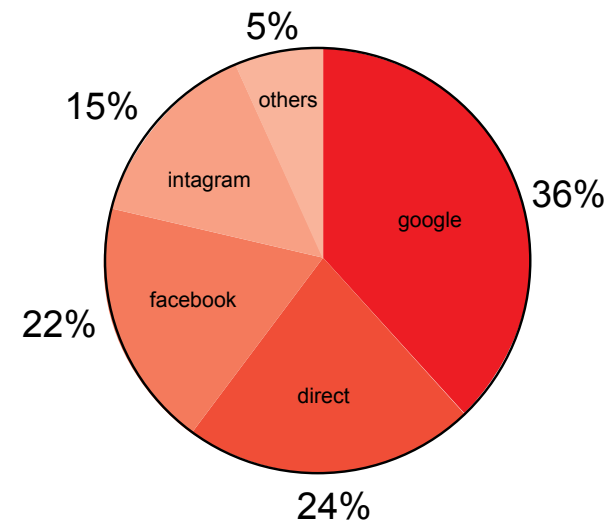
What time has the most page view?



Which channels are driving engagement?



Where are the traffics from?





STAIL.MY IS...

“A virtual home for ‘stail-ish’ and
aspiring MODERN MILLENNIALS.”

STAIL.MY SPEAKS TO MILLENNIALS THROUGH...



35%

Fashion

- STAIL-ING with AZREEZAL HAFIDZ & STAIL.MY Fashion Editor
- STAIL CELEBRITY - cover shoot with IT GIRLS & BOYS monthly
- PILIHAN STAIL.MY
- #STAILMYOOTD



25%

Beauty

- BEAUTY TUTORIALS with our Beauty Writer and Celebrities
- Interactive beauty video spread with celebrities & models
- PILIHAN STAIL.MY - beauty items
- STAIL.MY Loves



20%

Lifestyle

- #instagrammerwelope
- STAIL.MY cruising (car review)
- Santai STAIL.MY (food and restaurant)
- Sex UP



20%

Culture

- Who's next in the music industry
- Weekly International Celebrities OOTD
- Award Shows
- Seni @ STAIL.MY

MILLENIALS INTERACTIVE



Video how to and styling for fashion & beauty by stail.my editors.



Video how to and beauty tips with KOL.



Video interview with KOL.
And an indirect talk about a
brand or a product.

Video interview with
fresh faces.

Fitness video with KOL.



STANDARD ADVERTORIAL

- 1 hero image, up to 2 small images, 400 words of text with hyper links.
- Integration with Stail.my Instagram and FB post.

RM8,000

E

STAIL.MY

BERITA | KATEGORI | TENTANG KAMI

10 ANJAL INSPIRASI BO 2018
4 MARET 2018

COMFORT BEAUTY: PADANGSIA RUMAH ADAPTI TUNGGAL SLESA & STAIL.MY
2 OKT 2017

TERKAWAL TRADING HOKA LITRA
1 OKT 2017

DIK SAHIB BUNJAI VICTORIA BERKAWAL DENGAN RANGKAIAN KEKAP ESTER LACURBIA
1 OKT 2017

KEMPA ALUM LURUH BUDIDEP TRADISI KELETAH SIA-AWALUBAWA BERKAWAL SEPTEMBER 10
2 OKT 2017

TRUKING - POLAROID EKOLISIR TOMA & SIKAWANG
2 OKT 2017

10 SOKAL BERBAMA ANJAL SPANZA
4 OKT 2017

FESTIVAL & GROOMING NIKI WOOTEN & NIKI NIKI TORA
4 OKT 2017

DEBIT BUKANA LELANG DI POKOKAN BERKAWAL BONGER TERBAHU DORONGAN BONGER
4 OKT 2017

REDAWELDIVE, SUI ENERGY BERKAWAL DALAM ADVERT ANTI WORLD TOUR
2 OKT 2017

PILIHAN STAIL.MY: NUXE MENGGABUNGGKAN ANTARA NATURE & LUXURY

WAKTU SUDAH | POKOKAN | BERKAWAL BONGER

Pada tahun-tahun ini, Nuxe semakin dikenal sebagai salah satu merek kecantikan asal Prancis. Nuxe adalah merek kecantikan asal Prancis yang menggabungkan antara alam dan kemewahan. Nuxe adalah merek kecantikan asal Prancis yang menggabungkan antara alam dan kemewahan. Nuxe adalah merek kecantikan asal Prancis yang menggabungkan antara alam dan kemewahan.

Salah satu produk Nuxe yang paling populer adalah Crème Fraîche Plant Milk Moisturising Cream. Produk ini memiliki tekstur yang lembut dan mudah menyerap, sehingga cocok digunakan untuk semua jenis kulit. Selain itu, produk ini juga mengandung ekstrak tumbuhan alami yang memberikan manfaat bagi kesehatan kulit.

CRÈME FRAÎCHE PLANT MILK MOISTURISING SERIES

Salah satu produk Nuxe yang paling populer adalah Crème Fraîche Plant Milk Moisturising Cream. Produk ini memiliki tekstur yang lembut dan mudah menyerap, sehingga cocok digunakan untuk semua jenis kulit. Selain itu, produk ini juga mengandung ekstrak tumbuhan alami yang memberikan manfaat bagi kesehatan kulit.

PLANT MILK

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HOKI 24 JAM DENGAN KANDUNGAN POLIPEPTID

SIKAWANG Penggabungan ekstrak protein ikan salmon dan ekstrak ikan mas memberikan manfaat yang signifikan.

Wheat & Rice Menggabungkan ekstrak gandum dan beras memberikan manfaat bagi kesehatan kulit.

Salmon & Rice Oil Menggabungkan ekstrak ikan salmon dan minyak biji rami memberikan manfaat bagi kesehatan kulit.

KETERANGAN 24 JAM DENGAN KANDUNGAN ANTI-OKSIDAN

BESPOKE ADVERTORIAL

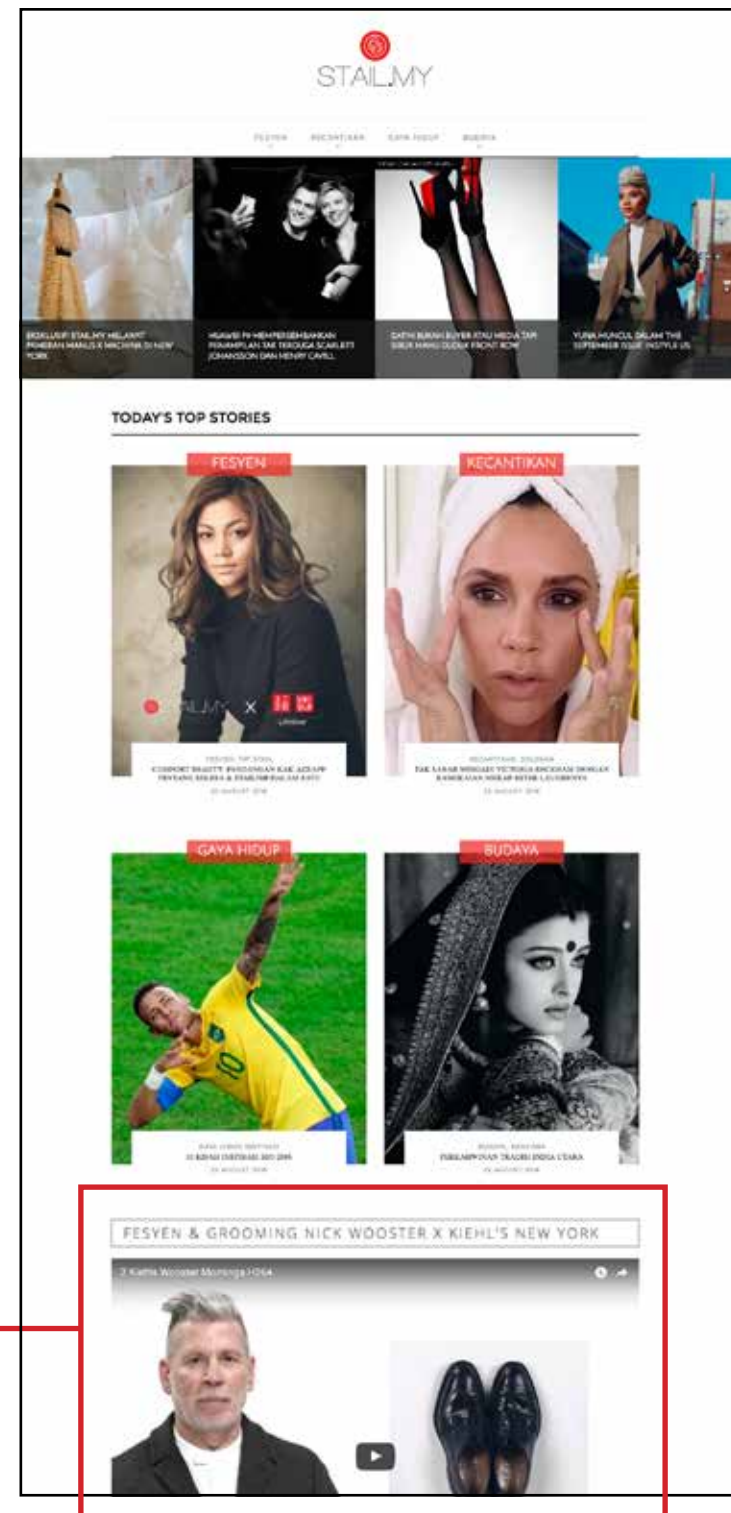
- stail.my + (brand)
Customized content between stail.my and the sponsoring brand. The feature will be editorialized and skewed toward stail.my choice for the brand.
- Bespoke advertorial, creative buys and special projects are available upon request.
- All the rates above are based on 100% SOV and on a monthly basis.

The screenshot shows the Stail.my website interface. At the top, there's a navigation bar with 'HOME', 'RECENT', 'LIVE', and 'ABOUT'. Below the navigation, there's a list of featured articles on the left side, each with a title and a date. The main article on the right is titled 'COMFORT BEAUTY: PANDANGAN KAK AZRAFF TENTANG SELESA & STAILISH DALAM SATU'. It features a large portrait of a woman with long, wavy hair. Below the image, there's a 'COMFORT BEAUTY X STAIL.MY' logo. The article text discusses the brand's philosophy and its collaboration with Stail.my. At the bottom of the page, there's a small image of the woman's face.

INTEGRATED VIDEO PACKAGE

Video content series incorporating your product. We will demonstrate your product or tool and showcase various ways to use it.

- 4 x 2 minute video
- 4 x social media mention
- 1 x full day shoot
- Client briefing and supply product
- Minimum 6 week lead time from sign off and receipt of assets
- RM25,000 (4 videos)
- Re-usage fees are additional
- Post production revisions @ RM250 an hour
- Does not include animation or graphics
- Video Production is not agency commissionable.



WITH CELEBRITY

RM15,000 (1 video)

2 x social mention (on stail.my & celebrity's)

The image shows a screenshot of the STAIL.MY website. At the top, the logo 'STAIL.MY' is visible with a red circular icon. Below the logo are navigation tabs for 'FESYEN', 'KECANTIKAN', 'GAYA HIDUP', and 'BUDAYA'. A row of four featured articles is shown, each with a thumbnail image and a short headline. Below this is a section titled 'TODAY'S TOP STORIES' with four more articles, each with a category label (FESYEN, KECANTIKAN, GAYA HIDUP, BUDAYA) and a thumbnail. At the bottom, a video player is highlighted with a red border. The video title is 'FESYEN & GROOMING NICK WOOSTER X KIEHL'S NEW YORK'. The video content shows a man (Nick Wooster) and a pair of black shoes.

STAIL.MY
CALENDAR 2017



JANUARI

- Men's Fashion Week
- Health/ Food/ Psychology



FEBRUARY

- Accessories/ Watch
- LOVEday



MARCH

- Women's Fashion Week
- Java Jazz/ Music



APRIL

- Body Month/ Fitness/Sports
- Beauty
- Baselworld 2017
- Earthday



MAY

- Hijab Month
- Hari Raya
- Mothersday



JUNE

- Raya
- Men's Fashion Week
- Fathersday



JULY

- Art
- Couture



AUGUST

- Merdeka/ Malaysia Month
- Georgetown Festival



SEPTEMBER

- Women's Fashion Week
- Fresh Faces (Malaysia Designer)



OKTOBER

- Bridal/ Weddings
- STAIL.MY Celebrates
- Malaysia Fashion
- Cancer Awareness: pink month



NOVEMBER

- Travel
- Photography



DECEMBER

- Glitterati/ Party/ Holiday
- Gifting
- Penang Jazz Festival
- Aids Awareness



CONTACT INFORMATION

EDITORIAL CONTACT

Azreezal Hafidz
Editor-in-Chief
azreezalhafidz@stail.my
+6019 986 1946

COMMERCIAL CONTACT

Rachel Chong
GM, Sales & Marketing
r.chong@stail.my
+6012 212 6217

B-7-13A, Gateway Kiaramas, No 1, Jalan Desa Kiara, 50480 Mont Kiara, Kuala Lumpur