

Visit  
**Malaysia** 2026  
*Truly Asia*



# Special Curated Advertising Packages with Brand Integration

Date: March 2026

# VISIT MALAYSIA 2026

## Content Angles for Brand Integration



01

### TRAVEL Malaysia: Lifestyle Trends

Discover what's trending across Malaysian cities and communities — from viral cafes and movies to sports, events, and social buzz.

*TRAVEL Malaysia*



02

### TASTE Malaysia: Food Discovery

Uncover Malaysia's rich culinary landscape — from hidden hawker gems to trending eateries and regional specialties.

*TASTE Malaysia*



03

### EXPLORE Malaysia: Weekend Getaways

Short escapes across the country — islands, nature spots, heritage towns, and staycation ideas.

*EXPLORE Malaysia*



04

### EXPERIENCE Malaysia: Culture Spotlight

Celebrate Malaysia's diverse heritage through festivals, traditions, arts, and local communities.

*EXPERIENCE Malaysia*

# VM 2026 Ad Packages

## Malay



**Feature:** Reviewthon  
**Timing:** Weekday 12pm  
**Genre:** TRAVEL Malaysia: Lifestyle Trends



**Feature:** Weekend Era / Ujong minggu Era  
**Timing:** Saturday 11am - 3pm & Sunday 2pm - 6pm  
**Genre:** EXPLORE Malaysia: Weekend Gateways



**Feature:** Tour SINAR  
**Timing:** Friday 8am  
**Genre:** TASTE Malaysia: Food Discovery



**Feature:** FYP TERR  
**Timing:** Sunday to Thursday (3pm)  
**Genre:** TRAVEL Malaysia: Lifestyle Trends



**Feature:** ZAYAN Weekend  
**Timing:** 8am - 1pm & 1pm - 6pm  
**Genre:** EXPLORE Malaysia: Weekend Gateways

## Chinese



**Feature:** MY FM Afternoon Segment with Jie Ying (Did You Play It)  
**Timing:** Weekdays 1pm  
**Genre:** Experience Malaysia: Culture Spotlight



**Feature:** MELODY Scouters (探子回报)  
**Timing:** Every Friday 9am  
**Genre:** TRAVEL Malaysia: Lifestyle Trends

**Feature:** MELODY Sharing is Caring (网络好物)  
**Timing:** Monday to Friday, 12pm  
**Genre:** TRAVEL Malaysia: Lifestyle Trends

**Feature:** MELODY Perks Not To Be Missed  
**Timing:** Monday to Friday, 5pm  
**Genre:** TRAVEL Malaysia: Lifestyle Trends



**Feature:** GOXUAN Flight Mode On  
**Timing:** Mon - Fri 6am - 11am  
**Genre:** TASTE Malaysia: Food Discovery



**Feature:** XUAN 编走编看  
**Ad Type:** Reels, Branded Article, Social Posts  
**Genre:** TRAVEL Malaysia: Lifestyle Trends

**Feature:** XUAN 编走编看  
**Ad Type:** Branded Video, Social Posts  
**Genre:** TRAVEL Malaysia: Lifestyle Trends



**Feature:** Travel with Wheels  
**Ad Type:** Segment or Episodic Sponsorship  
**Genre:** EXPERIENCE Malaysia: Culture Spotlight

## English



**Feature:** Calista Rates  
**Timing:** No fixed timing (Run more like a campaign with pre-promo, talksets and video)  
**Genre:** TASTE Malaysia: Food Discovery



**Feature:** Zooney's Weekend Picks  
**Timing:** Saturday 12pm  
**Genre:** EXPLORE Malaysia: Weekend Getaways

**Feature:** MIX What's For Lunch  
**Timing:** Monday to Friday, 11am  
**Genre:** TASTE Malaysia: Food Discovery



**Feature:** What's the Plan this Weekend?  
**Timing:** Friday 4pm  
**Genre:** EXPLORE Malaysia: Weekend Getaways

## Indian



**Feature:** Any Feature  
**Timing:** Once a week  
**Genre:** EXPERIENCE Malaysia: Culture Spotlight

# Radio Segment Brand Integration Package Sample

Genre: TASTEMalaysia:FoodDiscovery

## Feature: HITZ Calista Rates

HITZ radio announcer Calista will rate the venues, restaurants, activities etc on air and on social media.

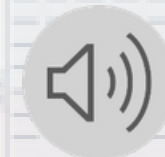
### Brand Integration Angle:

Discover Malaysia like with Calista:

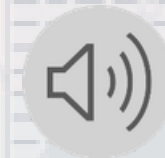
- Calista can start off by asking her followers where do they want her to try out any new food, activities, and then provide different themes / pillars on a daily basis -
  - A) Instagram worthy
  - B) Affordable Malaysia
  - C) Hidden Gems & Community Stories (deaf cafes, autism gelatos etc.)
  - D) Festival & Event Spotlight (anime, pop-up markets etc.)

## Ad Deliverables (1 week)

- 20 x Recorded Promo
- 1 x Intro
- 1 x Outro
- 1 x Client Created Talkset
- 1 x Social Media Post



Recorded Promo



Client Created  
Talkset



Social Media Post

# VM2026: Reviewthon Sponsorship Package



## ERA PEN MSIA

**Feature:** Reviewthon  
**Timing:** Weekday 12pm  
**Description:** Fazziq will do a review based on whatever is trending such as movies, viral cafes, sports or activities.

 **5.2 Mil Weekly Reach**

 **4.3 Mil followers**

 **4.7 Mil followers**

 **4.08 Bil**  
Online Video Views

ERA PEN MSIA			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Gadgets</li> <li>✓ Cosmetics</li> <li>✓ Face Care</li> <li>✓ Personal Care</li> <li>✓ Telco</li> <li>✓ Hotels</li> <li>✓ Tech (phones)</li> <li>✓ Finance (e-wallet, debit card, MAE App)</li> </ul>	Recorded Promo	20 x 4 weeks	308,560
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: Weekend ERA Sponsorship Package



**Feature:** Weekend Era / Ujong minggu Era

**Timing:** Saturday 11am - 3pm &  
Sunday 2pm - 6pm

**Description:** Live shift during the weekend where announcers could have 1 talkset share interesting things to do/ eat/ go during the weekend.



**321 K Weekly Reach**



**4.3 Mil Followers**



**4.7 Mil Followers**



**4.08 Bil**  
Online Video Views

ERA SABAH / ERA SARAWAK			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Automotive</li> <li>✓ Petrol</li> <li>✓ Snacks</li> <li>✓ Fast Food</li> <li>✓ F&amp;B brands</li> <li>✓ Delivery platforms</li> <li>✓ Medicine (digestive products)</li> <li>✓ Wellness (digestive supplement, gym, exercises)</li> <li>✓ Tourism board</li> <li>✓ Telco</li> <li>✓ Banks</li> <li>✓ Hotels</li> <li>✓ Finance (e-wallet)</li> </ul>	Recorded Promo	20 x 4 weeks	38,272
	Client Created Talkset	2 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*


# VM2026: Tour SINAR Sponsorship Package




**Feature:** Tour SINAR  
**Timing:** Friday 8am  
**Description:** GenSINAR Pagi will talk about places and food for SINARIAN to explore.

 **3.9 Mil Weekly Reach**

 **2.0 Mil Followers**

 **2.8 Mil Followers**

 **1.9 Bil**  
Online Video Views

SINAR			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ F&amp;B brands</li> <li>✓ Delivery platforms</li> <li>✓ Beverages</li> <li>✓ Medicine (digestive products)</li> <li>✓ Wellness (digestive supplement, gym, exercises)</li> </ul>	Recorded Promo	20 x 4 weeks	219,680
	Intro	1 x 4 weeks	
	Outro	1 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: FYP TERR Sponsorship Package

## THR Gegar

**Feature:** FYP TERR

**Timing:** Sunday to Thursday (3pm)

**Description:** What is on local trending and viral in the community



**1.5 Mil Weekly Reach**



**481K Followers**



**1.8 Mil Followers**



**457 Mil  
Online Video Views**

THR GEGAR			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Hotels</li> <li>✓ Tourism Malaysia</li> <li>✓ MITA</li> <li>✓ KTM</li> <li>✓ FMCG</li> <li>✓ Fashion</li> </ul>	Recorded Promo	20 x 4 weeks	86,000
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: ZAYAN Weekend Sponsorship Package



**Feature:** ZAYAN Weekend  
**Timing:** 8am – 1pm & 1pm – 6pm  
**Description:** Weekend show hosted by Lin, Anas, and Far, discussing current issues, religious topics, and nasyid updates. The announcer may have one talk set to share interesting things to do, eat, or visit over the weekend.

 **420 K Weekly Reach**

 **481K Followers**

 **691K Followers**

 **299 Mil  
Online Video Views**

ZAYAN			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ FMCG</li> <li>✓ Fashion</li> <li>✓ Automotive</li> </ul>	Recorded Promo	20 x 4 weeks	79,984
	Client Created Talkset	2 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: Did You Play It Sponsorship Package



**Feature:** MY FM Afternoon Segment with Jie Ying (Did You Play It)  
**Timing:** Weekdays 1pm  
**Description:** Explore the world Jie Ying, bringing you to experience unique style of traveling, discover the hidden gems in the town .

 **2.7 Mil Weekly Reach**

 **513K Followers**

 **1.4 Mil Followers**

 **94.7 Mil  
Online Video Views**

MY			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ F&amp;B (isotonic drink, food, local restaurants)</li> <li>✓ Hotels</li> <li>✓ Homestays</li> <li>✓ Tourism board</li> <li>✓ Telco (coverage)</li> <li>✓ Automotive</li> <li>✓ Bikes</li> <li>✓ E-wallet</li> <li>✓ Banks</li> <li>✓ Credit cards</li> </ul>	Recorded Promo	20 x 4 weeks	315,120
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: MELODY Scouters Sponsorship Package



**Feature:** MELODY Scouters (探子回報)  
**Timing:** Every Friday 9am  
**Description:** MELODY 'Scouters' is a feature under <Morning So Easy>. In this feature, DJ guides listeners through lifestyle and entertainment topics, featuring travel tips, movie insights, and updates on concerts and live shows.



**1.2 Mil Weekly Reach**



**108K Followers**



**516K Followers**



**12.3 Mil  
Online Video Views**

MELODY			Media Value (4 Weeks)
Potential Clients	Deliverables		
<ul style="list-style-type: none"> <li>✓ F&amp;B (isotonic drink, food, local restaurants)</li> <li>✓ Hotels</li> <li>✓ Homestays</li> <li>✓ Tourism board</li> <li>✓ Telco (coverage)</li> <li>✓ Automotive</li> <li>✓ Bikes</li> <li>✓ E-wallet</li> <li>✓ Banks</li> <li>✓ Credit cards</li> </ul>	Recorded Promo	20 x 4 weeks	113,360
	Intro	1 x 4 weeks	
	Outro	1 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: MELODY Sharing is Caring Sponsorship Package



**Feature:** MELODY Sharing is Caring (网络好物)

**Timing:** Monday to Friday, 12pm

**Description:** MELODY 'Sharing is Caring' is a feature under 'Morning with Weon'. In this feature, DJ will recommend useful daily necessities, life hacks, food, attractions, and activities found on the Internet.



**1.2 Mil Weekly Reach**



**108K Followers**



**516K Followers**



**12.3 Mil Online Video Views**

MELODY			Media Value (4 Weeks)
Potential Clients	Deliverables		
<ul style="list-style-type: none"> <li>✓ F&amp;B (isotonic drink, food, local restaurants)</li> <li>✓ Hotels</li> <li>✓ Homestays</li> <li>✓ Tourism board</li> <li>✓ Telco (coverage)</li> <li>✓ Automotive</li> <li>✓ Bikes</li> <li>✓ E-wallet</li> <li>✓ Banks</li> <li>✓ Credit cards</li> </ul>	Recorded Promo	20 x 4 weeks	138,320
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: MELODY Perks Not To Be Missed Sponsorship Package



**Feature:** MELODY Perks Not To Be Missed

**Timing:** Monday to Friday, 5pm

**Description:** 'Perks Not to be Missed' is a feature under <Drive Home with William & Nicholas>. In this segment, the DJs talk about a wide range of topics – pets, fashion, health, home and car maintenance, food, travel, plants, metaphysics, ongoing best deals, technology, and movies – a feature definitely not to be missed.



**1.2 Mil Weekly Reach**



**108K Followers**



**516K Followers**



**12.3 Mil  
Online Video Views**

MELODY			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Tourism board</li> <li>✓ Telco</li> <li>✓ Fin tech</li> </ul>	Recorded Promo	20 x 4 weeks	160,720
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: GOXUAN Flight Mode On Sponsorship Package




**Feature:** GOXUAN Flight Mode On  
**Timing:** Mon – Fri 6am – 11am  
**Description:** Daily 1:30mins -2 mins capsule recommend a travel location by introducing the Instagramable location , local food / culture little known facts as well as travel tips.

 **303K Weekly Reach**

 **178K Followers**

 **344K Followers**

 **145.9 Mil**  
Online Video Views

GOXUAN			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Gadgets</li> <li>✓ Cosmetics</li> <li>✓ Face Care</li> <li>✓ Personal Care</li> <li>✓ Telco</li> <li>✓ Hotels</li> <li>✓ Tech (phones)</li> <li>✓ Finance (e-wallet, debit card, MAE App)</li> </ul>	Recorded Promo	20 x 4 weeks	92,800
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: RAAGA Sponsorship Package



**Feature:** Any Feature  
**Timing:** Once a week  
**Description:** Announcer review based on whatever is trending such as viral cafes, food or activities.

-  **1.3 Mil Weekly Reach**
-  **463K Followers**
-  **880K Followers**
-  **79.8 Mil Online Video Views**

RAAGA			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Hotels</li> <li>✓ Tourism Malaysia</li> <li>✓ MITA</li> <li>✓ KTM</li> <li>✓ FMCG</li> <li>✓ Fashion</li> </ul>	Recorded Promo	20 x 4 weeks	86,160
	Intro	1 x 4 weeks	
	Outro	1 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	


*\*Video reviews are subject to additional production costs and talent fees.*


# VM2026: Calista Rates Sponsorship Package



**Feature:** Calista Rates  
**Timing:** No fixed timing (Run more like a campaign with pre-promo, talksets and video)  
**Description:** Calista rates venues, restaurants, activities etc. on air and on social media.

 **2.3 Mil Weekly Reach**

 **1.3 Mil Followers**

 **147.5 Mil**  
Online Video Views

HITZ			Media Value (4 Weeks)
Potential Clients	Deliverables		
<ul style="list-style-type: none"> <li>✓ Gadgets</li> <li>✓ Cosmetics</li> <li>✓ Face Care</li> <li>✓ Personal Care</li> <li>✓ Telco</li> <li>✓ Hotels</li> <li>✓ Tech (phones)</li> <li>✓ Finance (e-wallet, debit card, MAE App)</li> </ul>	Recorded Promo	20 x 4 weeks	222,816
	Intro	1 x 4 weeks	
	Outro	1 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: Zoey's Weekend Picks Sponsorship Package




**Feature:** Zoey's Weekend Picks  
**Timing:** Saturday 12pm  
**Description:** A weekend feature where Zoey recommends the best places to go, stay, eat and experience around Malaysia.

 **902K Weekly Reach**

 **53K Followers**

 **338K Followers**

 **10.2 Mil  
Online Video Views**

MIX			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Automotive</li> <li>✓ Retail &amp; malls</li> <li>✓ Hotels (with spa packages)</li> <li>✓ Finance (credit card)</li> <li>✓ Health &amp; wellness (supplements)</li> </ul>	Recorded Promo	20 x 4 weeks	83,408
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: MIX What's For Lunch Sponsorship Package




**Feature:** MIX What's For Lunch  
**Timing:** Monday to Friday, 11am  
**Description:** A weekday food recommendation segment where Hani suggests what to eat for the day. This feature taps into lunchtime decision-making and introduces listeners to new or favourite dining options.

 **902K Weekly Reach**

 **53K Followers**

 **338K Followers**

 **10.2 Mil**  
Online Video Views

MIX			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ F&amp;B brands</li> <li>✓ Delivery platforms</li> <li>✓ Beverages</li> <li>✓ Medicine (digestive products)</li> <li>✓ Wellness (digestive supplement, gym, exercises)</li> <li>✓ Credit card</li> </ul>	Recorded Promo	20 x 4 weeks	139,920
	Intro	5 x 4 weeks	
	Outro	5 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: What's the Plan this Weekend? Sponsorship Package




**Feature:** What's the Plan this Weekend?  
**Timing:** Friday 4pm  
**Description:** What's the Plan this Weekend: Activities and events to check out over the weekend.

 **761K Weekly Reach**

 **23K Followers**

 **503K Followers**

 **13.3 Mil**  
Online Video Views

Lite			
Potential Clients	Deliverables		Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Automotive</li> <li>✓ Petrol</li> <li>✓ Snacks</li> <li>✓ Fast food</li> <li>✓ F&amp;B brands</li> <li>✓ Delivery platforms</li> <li>✓ Beverages</li> <li>✓ Medicine (digestive products)</li> <li>✓ Wellness (digestive supplement, gym, exercises)</li> <li>✓ Tourism board</li> <li>✓ Telco</li> <li>✓ Banks</li> <li>✓ Hotels</li> <li>✓ E-wallet</li> </ul>	Recorded Promo	20 x 4 weeks	99,280
	Intro	1 x 4 weeks	
	Outro	1 x 4 weeks	
	Client Created Talkset	1 x 4 weeks	
	Social Media Post	1 x 4 weeks	

*\*Video reviews are subject to additional production costs and talent fees.*

# VM2026: XUAN 编走编看 Sponsorship Package



**Feature:** XUAN 编走编看

**Description:** XUAN AdVantage Series – a package designed for ad-hoc digital campaigns that blend real travel experiences with subtle, meaningful brand integrations.

Each episode in the series is a journey – through landscapes, cultures, and moments – where the viewer is immersed in the adventure, and brands are seamlessly woven into the narrative. Whether it's a payment app that simplifies travel, shoes that support every step, or tech that captures memories, AdVantage Series ensures brands are seen not just as sponsors, but as enablers of the experience.

**584,290**  
Monthly Unique Users

**613K**  
Followers

**930,631**  
Monthly Page Views

**160K**  
Followers

XUAN		
Potential Clients	Deliverables (1 Week)	Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Gadgets</li> <li>✓ Cosmetics</li> <li>✓ Face Care</li> <li>✓ Personal Care</li> <li>✓ Telco</li> <li>✓ Hotels</li> <li>✓ Tech (phones)</li> <li>✓ Finance (e-wallet, debit card, MAE App)</li> <li>✓ Automobile</li> </ul>	<p><b>Reels:</b> 3x 10-15secs Sponsored Video Cross Post across 4 platforms: IG, FB, TT and YT</p>	<p>94,000</p>
	<p><b>Article:</b> 1x Branded Article 1x FB Post &amp; Story 1x IG Post &amp; Story</p>	
	<p><b>Social Posts:</b> 1x FB Album Post 1x IG Carousel</p>	

*\*Video reviews are subject to additional production costs and talent fees.*

Source: FB & IG; Period: As of 31 January 2026  
Website; GA 4; Period: 1 - 31 January 2026

# VM2026: XUAN 编走编看 Sponsorship Package



**Feature:** XUAN 编走编看

**Description:** XUAN AdVantage Series – a package designed for ad-hoc digital campaigns that blend real travel experiences with subtle, meaningful brand integrations.

Each episode in the series is a journey – through landscapes, cultures, and moments – where the viewer is immersed in the adventure, and brands are seamlessly woven into the narrative. Whether it's a payment app that simplifies travel, shoes that support every step, or tech that captures memories, AdVantage Series ensures brands are seen not just as sponsors, but as enablers of the experience.

**584,290**  
Monthly Unique Users **613K**  
Followers

**930,631**  
Monthly Page Views **160K**  
Followers

XUAN		
Potential Clients	Deliverables (1 Week)	Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Gadgets</li> <li>✓ Cosmetics</li> <li>✓ Face Care</li> <li>✓ Personal Care</li> <li>✓ Telco</li> <li>✓ Hotels</li> <li>✓ Tech (phones)</li> <li>✓ Finance (e-wallet, debit card, MAE App)</li> <li>✓ Automobile</li> </ul>	<p><b>Branded Video:</b> 1x Branded Video on XUAN 1x FB &amp; IG Post</p>	108,000
	<p><b>Amplification:</b> MY FM – 1x FB &amp; IG Story MELODY FM – FB &amp; IG Story GOXUAN FM – FB &amp; IG Story</p>	

*\*Video reviews are subject to additional production costs and talent fees.*

Source: FB & IG; Period: As of 31 January 2026  
Website; GA 4; Period: 1 – 31 January 2026

# VM2026: Travel with Wheels Sponsorship Package



## ASTRO AEC

**Feature:** Travel with Wheels  
**Description:** From rainforests to coastlines, sleepy towns to secret eats, Malaysia is built for road trips. Let Axian take the wheel and show you the spots only locals know. No tourist traps here—just feel-good views, heartwarming bites, and stories that stick with you. Need a reset? Ditch the schedule, trust your gut, and hit the road. Let's go!

Potential Clients	Deliverables	Media Value (4 Weeks)
<ul style="list-style-type: none"> <li>✓ Gadgets</li> <li>✓ Cosmetics</li> <li>✓ Face Care</li> <li>✓ Personal Care</li> <li>✓ Telco</li> <li>✓ Hotels</li> <li>✓ Tech (phones)</li> <li>✓ Finance (e-wallet, debit card, MAE App)</li> <li>✓ Automobile</li> </ul>	<p>Segment or Episodic Sponsorship Upon Customization</p>	<p>Upon Customization</p>



**1.6 Mil**  
Monthly Reach  
(Ave. Past 12 Months)



**252K**  
Followers

Source: Kantar Media DTAM, Individual (Total Universe: 15,262K), Jan-Dec 2025 Index is against Total TV Universe; FB as of February 2026

*\*Video reviews are subject to additional production costs and talent fees.*

# Terms & Conditions

## Validity:

- Each package is designated for ONE (1) product/brand only. No sharing of product/brand is allowed.
- The package is non-cancellable and non-transferable. A 100% surcharge will be imposed upon any cancellation.

## Pricing & Taxes:

- All prices are exclusive of Government Tax and are subject to an 8% Service Tax, if applicable.
- Astro reserves the right to amend any of the above pricing categories and/or its time belts from time to time.

## Commercial Materials:

- All pointers, directions and visuals to be provided by advertiser and is subject to Astro's final approval.
- Commercial materials to be submitted via email with minimum of five (5) working days prior to campaign live date.
- Strictly no changes of pictures, caption or write up on article and social post after it goes live OR there will be a 100% penalty for any changes.

## Utilisation of Package Entitlements:

- In the event of any rescheduling of the original booking, Client must use the digital entitlements within 3 months after the last date of the campaign (“Deadline”), failing which any unutilized digital entitlements shall be automatically forfeited and Client shall be deemed to have waived the right to use the unutilized digital entitlements.
- Upon expiry of the Deadline, Astro shall have no obligation to accept any bookings or deliver any Deliverables related to the unutilized digital entitlements.
- No extension of the Deadline shall be permitted unless otherwise agreed upon by us / Astro in writing.

## Scheduling and Availability:

- All digital ad spots are scheduled at Astro's discretion and are subject to slot availability.

## Confidentiality & Other Provisions:

- The creative concepts contained in this document have been developed by Astro. All elements as described above remain the property of Astro and shall not be used or duplicated, in part or in whole, in any form whatsoever.
- This agreement is private and confidential, and no content herein shall be divulged to parties other than the intended agency and client.
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