

HOUSE OF GREAT

MALAY

CONTENT



Ideaktiv is a venture company between Astro and Karangraf. The premier full media convergence, Malaysia-Nusantara content company, and we are committed in spreading the power of knowledge by producing great and inspiring content.

We integrate values of others and values of our people, encourage development and exhibit a strong will to success.

We own 39 intellectual properties, in which 15 are active covering a variety of genres and top of the market segment. We aim to position ourself in the heart of Malay communities.

We have created several household name content with brands like Mingguan Wanita, Rasa, Pa&Ma and Impiana, which are recognised by the industry players and the readers.

WE CREATE IDEAS  
WE PRODUCE CONTENT  
WE INNOVATE SOLUTION  
WE ARE THE REVOLUTION  
OF MASS MEDIA!

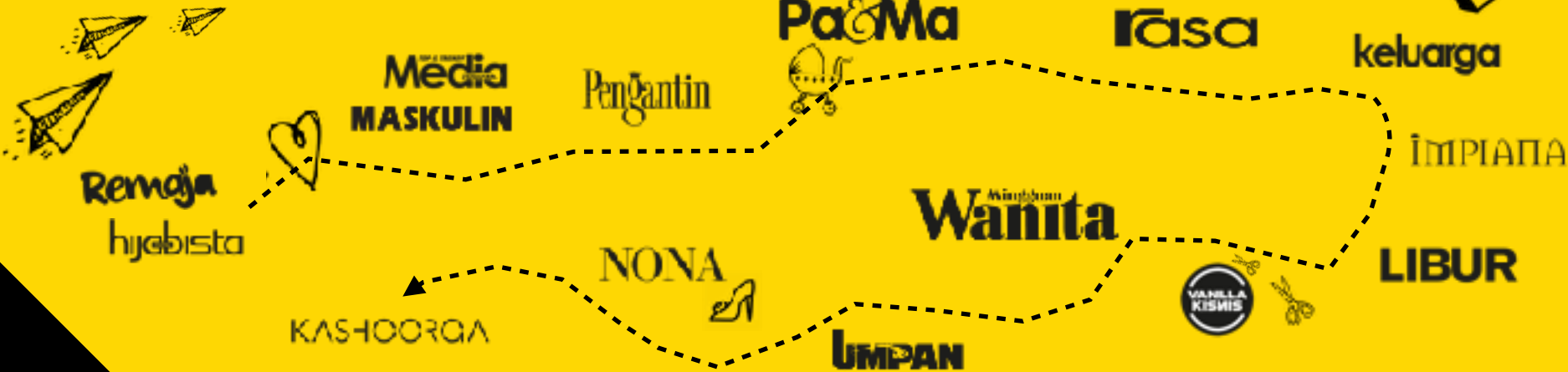
We are a technology driven organisation and our content is available on multi platforms.

Our content can be enjoyed via print, online, app, tv and ground event and expanding to more possibilities dedicated for Malaysian and Nusantara audiences.

# BRAND FOR EVERYONE

We have been in the industry for over 30 years and own the best media brand in Malay segment. We understand our audience and are always playing important role in their life journey

[WWW.IDEAKTV.COM](http://WWW.IDEAKTV.COM)



Women's



**Mingguan Wanita**  
Women's Best Friend



**Nona**  
Successful Women Inspiration

Youth/ teens/ college



**Remaja**  
Empowering youth



**Hijabista**  
Fashionista Hijabi

Parenting & family



**Pa&Ma**  
Educating Young Parents



**Keluarga**  
Bringing family together

Men's & hobbies



**Maskulin**  
Sophisticated Men



**Umpa**  
The fishing Guru

Food & recipes



**Rasa**  
Recipes & Cooking Reference

home decor



**Impiana**  
For Decor Enthusiasts

Travel



**Libur**  
Travel & Holiday Reference

Lifhacks



**Vanilla Kismis**  
Lifhacks Portal

Wedding



**Pesona Pengantin**  
Ultimate Wedding Reference

Entertainment



**Media Hiburan**  
Exclusive Entertainment

Islamic



**Kashoorga**  
Reference for the contemporary Muslims





W O M E N ' S   B E S T   F R I E N D

# MINGGUAN WANITA

Malaysia's most popular weekly magazine and number one lifestyle women portal

web visitors	facebook	instagram	youtube views
2.6 M	1.2 M	220k	1.5 M

[www.mingguanwanita.my](http://www.mingguanwanita.my)



I N S P I R I N G   W O M E N

# NONA

Relates closely to the lifestyle of modern Malay women, VIP and celebrities with high aspiration

web visitors	facebook	instagram	youtube views
500k	240,059	156,849	4.8 M

[www.nona.my](http://www.nona.my)

\*All statistics is at Mac 2019





EMPOWERING YOUTH

# REMAJA

30 years in the market, Remaja continues to be the staple brand dedicated to the youth

web visitors	facebook	instagram	youtube views
1.1 M	1.1 M	239k	4.9 M

[www.remaja.my](http://www.remaja.my)



FOR FASHIONISTA HIJABI

# HIJABISTA

Touted as a trendsetter that lifts the image of new breed of Ummah

web visitors	facebook	instagram	youtube views
700k	846,266	200k	1,459,372

[www.hijabista.com.my](http://www.hijabista.com.my)

\*All statistics is at Mac 2019







E D U C A T I N G   Y O U N G   P A R E N T S

PA&MA

A complete parenting guide for young and new parents. Also the number one parenting portal

web visitors	facebook	instagram	youtube views
2.2 M	1.3 M	155,579	4 M

[www.majalahpama.my](http://www.majalahpama.my)



B R I N G   F A M I L Y   T O G E T H E R

KELUARGA

Rooted in inspirational and relationship, Keluarga is number one Malay family portal

web visitors	facebook	instagram	youtube views
1.3 M	227,177	50k	426,621

[www.keluarga.my](http://www.keluarga.my)

\*All statistics is at Mac 2019





RECIPES & COOKING REFERENCE

# RASA

Ignites passion for cooking. Rasa is number one lifestyle food portal

web visitors  
2.3 M

facebook  
634k

instagram  
229k

youtube views  
537,505

[www.rasa.my](http://www.rasa.my)



FOR DECOR ENTHUSIAST

# IMPIANA

Home decor inspiration and number one Malay decor portal

web visitors  
500k

facebook  
493,132

instagram  
20k

youtube views  
263,641

[www.impiana.my](http://www.impiana.my)

\*All statistics is at Mac 2019

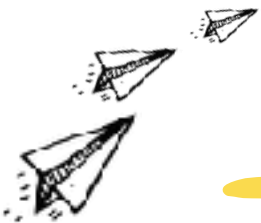






THE SOPHISTICATED MAN

THE ULTIMATE WEDDING REFERENCE



# MASKULIN

# PESONA PENGANTIN

Created for modern men who are attentive of their physical appearances and personality

Inspiration for bride-to-be from wedding preparation to marriage

web visitors  
500k

facebook  
300k

instagram  
90k

youtube views  
120k

web visitors  
1.2 M

facebook  
1 M

instagram  
140k

youtube views  
2.6 M

[www.maskulin.com.my](http://www.maskulin.com.my)

[www.pesonapengantin.my](http://www.pesonapengantin.my)

\*All statistics is at Mac 2019





EXCLUSIVE ENTERTAINMENT

# MEDIA HIBURAN

Not just celebrity gossips and viral news portal, MH brings entertainment to the next level

web visitors	facebook	instagram	youtube views
2 M	2.3 M	600k	21.8 M

[www.mediahiburan.my](http://www.mediahiburan.my)



LIFE HACKS PORTAL

# VANILLA KISMIS

Vanilla Kismis makes everything a breeze. You wish you knew it earlier.

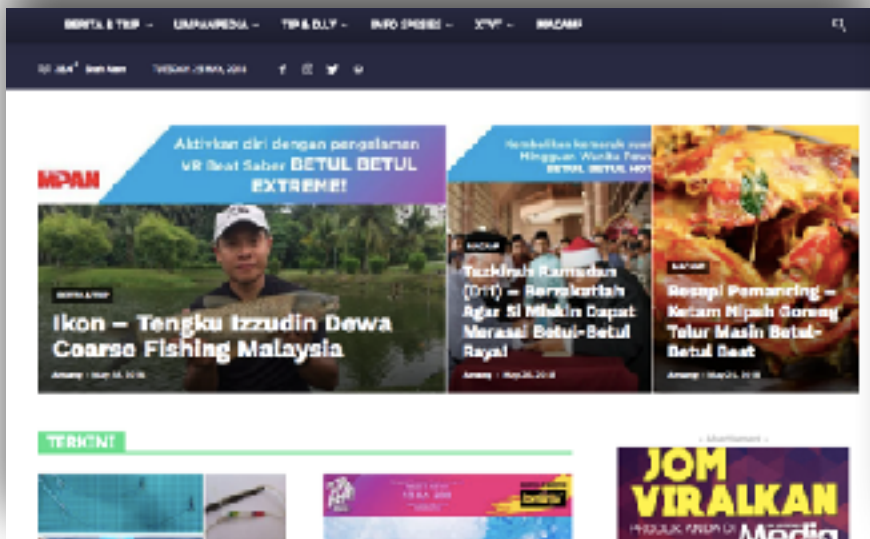
web visitors	facebook	instagram	youtube views
900k	240k	20k	5,651

[www.vanillakismis.my](http://www.vanillakismis.my)



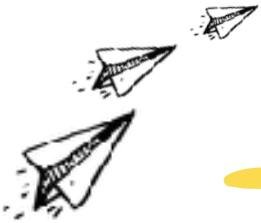
\*All statistics is at Mac 2019





THE FISHING GURU

# UMPAN



Experiences, information, tips and techniques from one angler to another

web visitors	facebook	instagram	youtube views
200k	227,614	30k	53,317

[www.umpan.com.my](http://www.umpan.com.my)



TRAVEL & HOLIDAY REFERENCE

# LIBUR

Travel tips, stay, dine and shop. Libur is the one stop portal for travellers

web visitors	facebook	instagram	youtube views
120k	35k	5,067	60k

[www.libur.com.my](http://www.libur.com.my)

\*All statistics is at Mac 2018







C O N T E M P O R A R Y M U S L I M

# KASHOORGA

The greatness of Islam in contemporary and easy  
to understand language

web visitors  
250,709

facebook  
1.19 M

instagram  
103,673

[www.kashoorga.com](http://www.kashoorga.com)

\*All statistics is at Mac 2018





# ENGAGE WITH

1.2  
million  
readership

8  
million  
website visitor  
monthly

13  
million  
social audience  
monthly

# KNOWN FOR

39  
total  
IP

15  
active  
currently

5  
number  
one brand

30  
years  
experience

200  
creative  
people

REACHING AND TALKING

# IDEAKTIV IN NUMBERS





TOGETHER SHAPING  
NEW WAY FORWARD

# WE ARE EVERYWHERE

## Reach

Reaching the new audience. Number one portal for women (Mingguan Wanita), parenting (Pa&Ma), food (Rasa), home decor (Impiana) and family (Keluarga).



## Engagement

We talk and engage with our audience, with some of the brand having more than 1 millions fans and followers. Bigger fans, greater impact.

## Credibility

Many titles that are number one in print such as (Mingguan Wanita, Pa&Ma, Rasa, Impiana, Pesona Pengantin). Reaching our loyal readers throughout the country



## Activation

We have done several renowned ground activation like Dewi Remaja, Hero Remaja, Pencarian Lelaki Maskulin, casting, networking and many more.



## Exclusive

Making our content exclusive and just a click away

## Broader

Our content to a bigger audience and viewership

# WE EVOLVE THROUGH TIMES DRIVEN BY INNOVATION



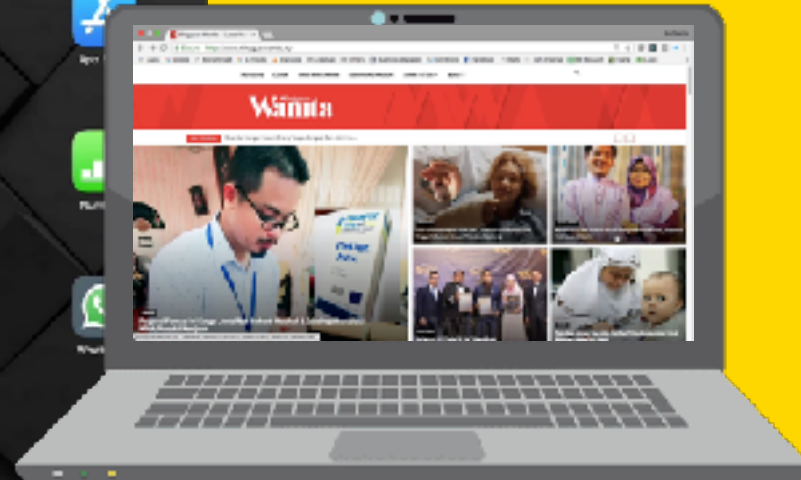
We have it on print



We have it on the  
move



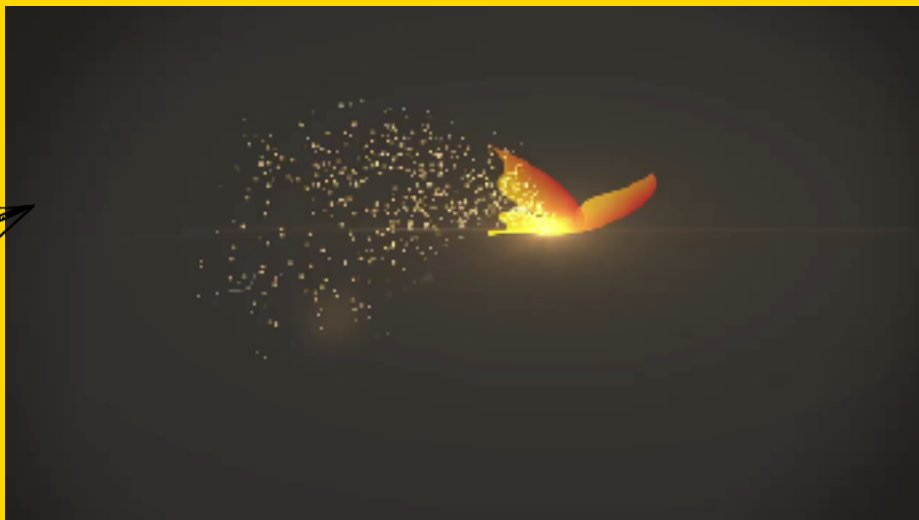
We have it on click



WE CREATE SOMETHING

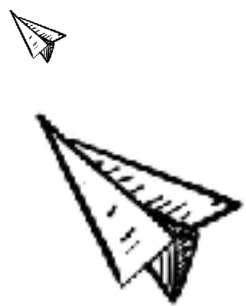
YOU'LL LOVE

Our video content is produced regularly with topics that is relatable and meaningful, by our in house video production team.



Ideaktiv





# AND NOW STEPPING TO A NEW HORIZON

From publishing to digital and  
now expanding to television





# BRINGING THE BEST CONTENT TO VIEWERS IN NUSANTARA

Venturing to the new horizon, Nu Ideaktiv currently have tons of programs running on Astro Channel that is now reaching viewers around Malaysia and neighbouring countries.

Channel: Astro Prima & Prima HD  
Slot: Dewi  
TX Day: Mon - Fri  
Time: 12:00 - 1:00 PM / Repeat 9PM



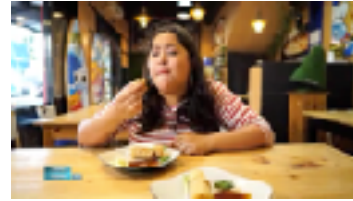
Dewi Remaja  
Talent and Entertainment



Coming: Hero Remaja  
(2019/20)



Mingguan Wanita Talkshow  
Women Talkshow



Jelajah Rasa Nusantara  
(4th Program) Food and Recipes



Pesona Pengantin 3rd Season  
Wedding Magazine Show



Pa&Ma 4th Season  
Parenting Magazine Show



Dekorasi Homestay Impiana  
(3rd Program) Home Decor



Kashoorga Talk  
Islamic Talkshow

# IDEAKTIV ORIGINAL CONTENT

Adaptation from real story in Mingguan Wanita, 'Cerita Dalam Kain', has now expanded to a drama series, directed by Rashid Sibir.

We have also crafted our original content in horror genre slot Meremang; Suriram, Entiti Mistik, 13 Khurafat, and now airing is Penjejak Ifrit, that continues to entertain viewers in astro Prima and Prima HD.

This and many more are coming to your screen.



Suriram



Cerita Dalam Kain



13 Khurafat



THE FUTURE

CONSUMERS



# WE ARE A COMPLETE MEDIA SOLUTION

FOR FUTURE CONSUMER



creative  
content  
creation

No1  
brand  
in parenting,  
women, food,  
wedding & decor

360  
media  
platform

leading  
media in  
vernacular  
market segment

pushing  
innovation  
to new  
boundaries

diverse  
content  
segment

signature  
and exclusive

ideakTV

YOU +

OUR PLATFORM  
15 DIGITAL WEBSITES  
10 PRINT MAGAZINE  
TONS OF SOCIAL MEDIA AUDIENCE  
GROUND ACTIVITY  
GROUPS & COMMUNITY  
TV

+

CONNECTING  
BRANDED CONTENT  
DISPLAY  
PROGRAMMATIC  
VIDEOS  
SOCMED MARKETING  
CUSTOM SOLUTIONS

=

GREAT  
STORY





WWW.IDEAKTV.COM

IDEAKTV