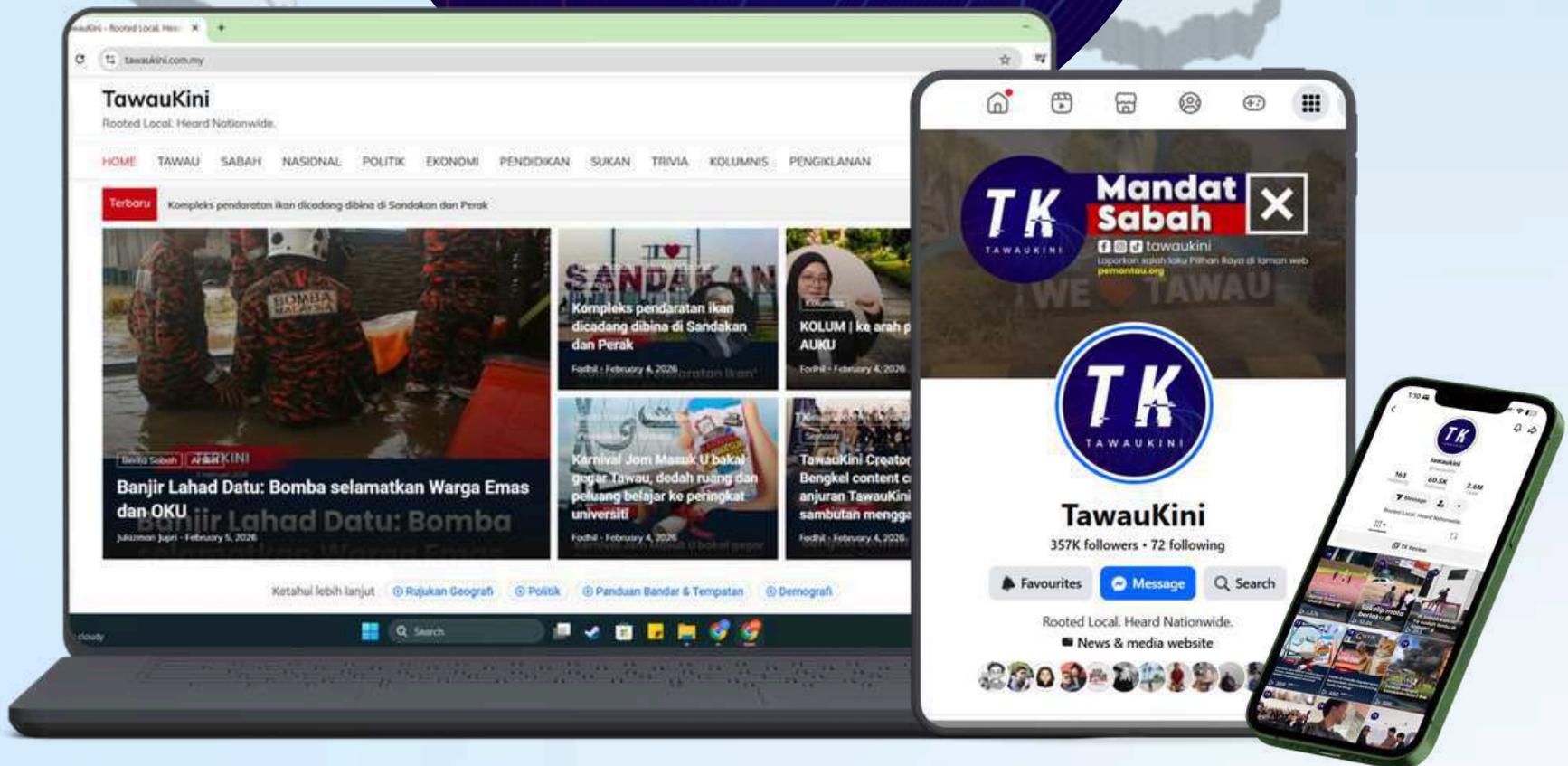


TAWAUKINI

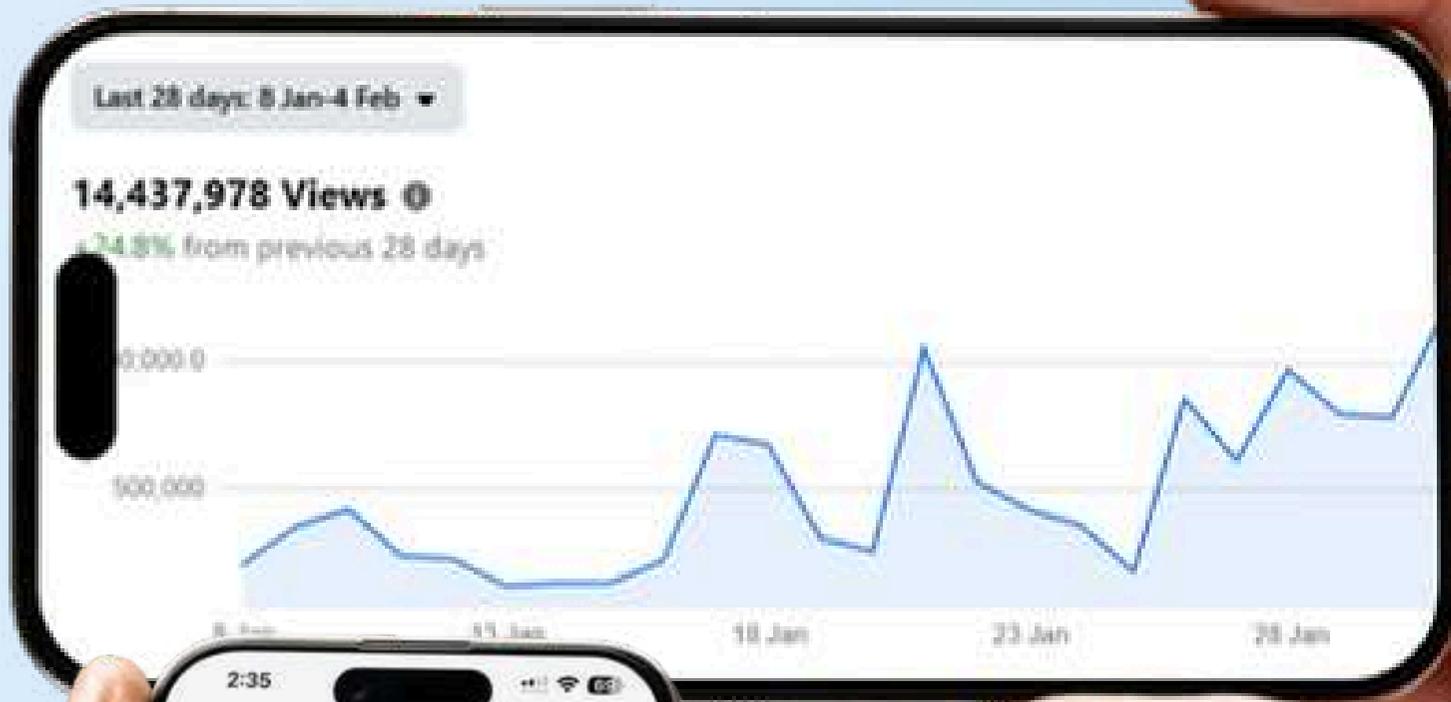
PROFILE & RATE CARD

“200 million hits per year!”



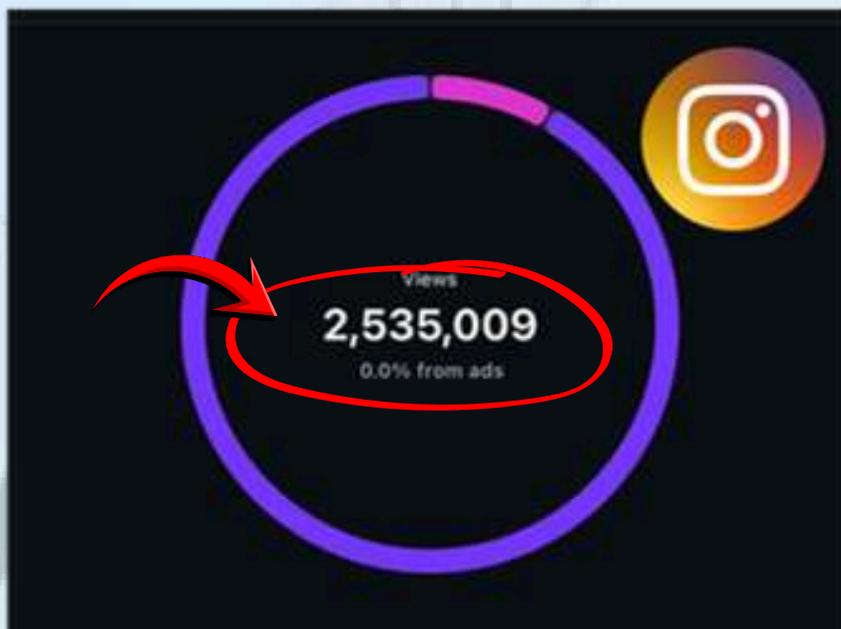
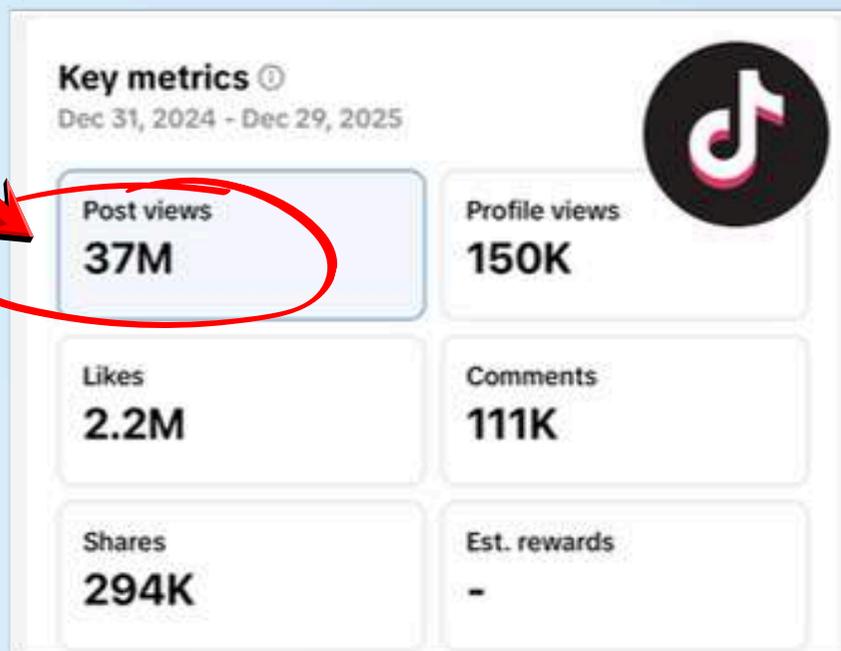
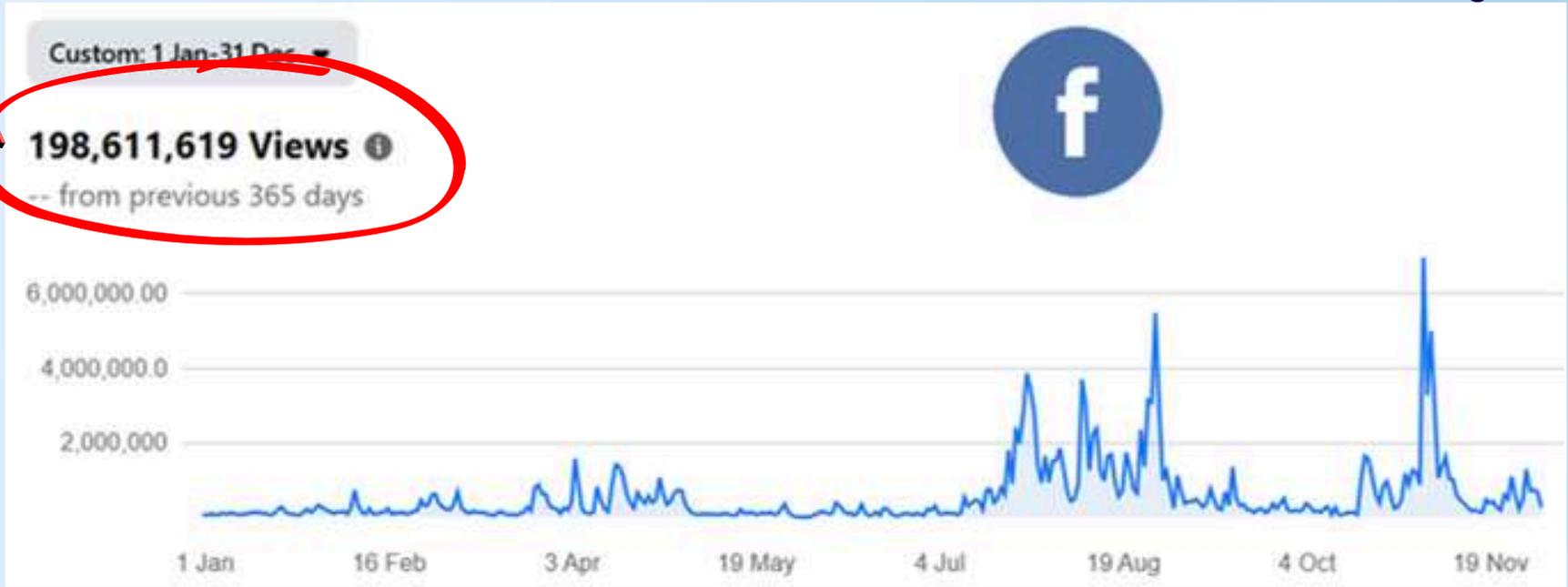
Up to **20 MILLION** VIEWS / MONTH (2026)

Source : Facebook, TikTok & Instagram



200 MILLION VIEWS / YEAR (2025)

Source : Facebook, TikTok & Instagram



COMPANY PROFILE

Name : TawauKini Media Solution
Nature : Digital News & Media Platform
Established : 2019
Primary Language : Bahasa Melayu
Coverage Area : Tawau, East Coast of Sabah, Sabah-wide & Nationwide
Platforms : Facebook | Instagram | TikTok

1. Corporate Overview

TawauKini is a community-driven digital media platform focused on delivering timely news, public information, and local issues relevant to the people of Sabah, with a strong emphasis on Tawau and the East Coast region.

Operating fully on digital platforms, TawauKini serves as a fast, accessible, and trusted source of information aligned with modern media consumption trends.

2. Background & Growth

Founded as a local digital media initiative, TawauKini has grown organically through consistent content delivery and strong community trust.

Within a few years, TawauKini has developed into one of the most influential digital media brands in East Sabah, supported by a solid and highly engaged social media audience.

3. Digital Reach & Audience

Total Social Media Followers: 432K
Total Reach 2025: 200 Million

Key Platforms:

- Facebook: News updates, public issues & official announcements
- TikTok: Short-form news videos & high-impact content
- Instagram: Visual news highlights & summaries

Audience Profile:

- General public (urban, semi-urban & rural)
- Government agencies and private sector stakeholders
- Local entrepreneurs and SMEs
- Youth and digitally active audiences

4. Content Focus

TawauKini delivers content centred on:

- Current affairs and public issues
- Local development and government initiatives
- Community, social and economic matters
- Education, awareness campaigns and public information

All content is presented in a concise, neutral and audience-friendly format to maximise reach and understanding.

5. Strategic Strengths

- Strong Local Insight: Deep understanding of East Sabah communities
- High Digital Reach: Hundreds of thousands of active followers
- Fast & Relevant Delivery: Timely and issue-focused reporting
- Cost-Effective Media Platform: High impact through digital channels
- Community Trust: Built on consistency and credibility

6. Strategic Role

TawauKini functions as:

- A communication bridge between authorities and the public
- A platform for policy dissemination and public outreach
- A digital channel supporting business promotion and social campaigns
- A catalyst for digital information literacy at the community level

7. Present & Future Direction

TawauKini continues to strengthen its position by:

- Expanding video-based and multimedia content
- Enhancing strategic collaborations with government agencies and institutions
- Developing structured content creator and media training initiatives
- Positioning itself as a leading digital reference platform in East Sabah

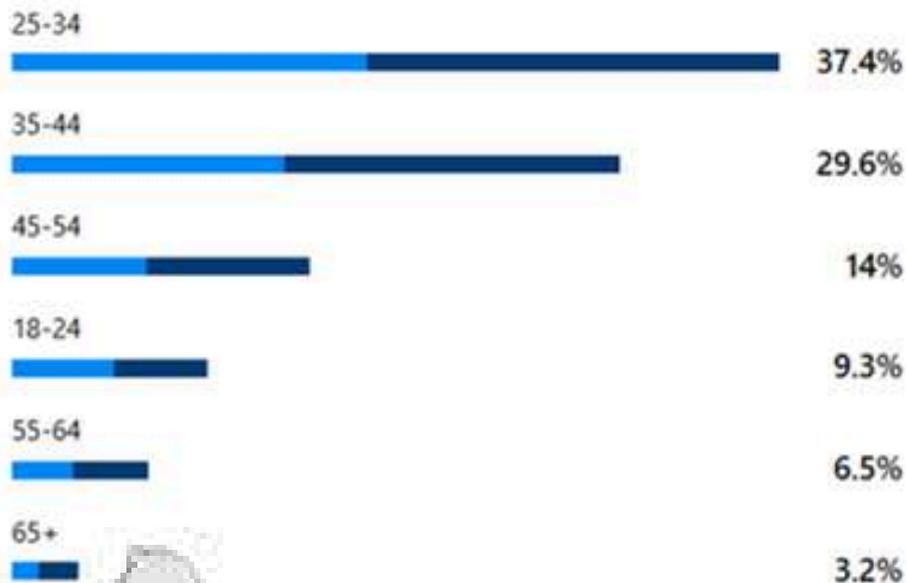
AUDIENCE OVERVIEW

Source : Facebook Insights

Age and gender

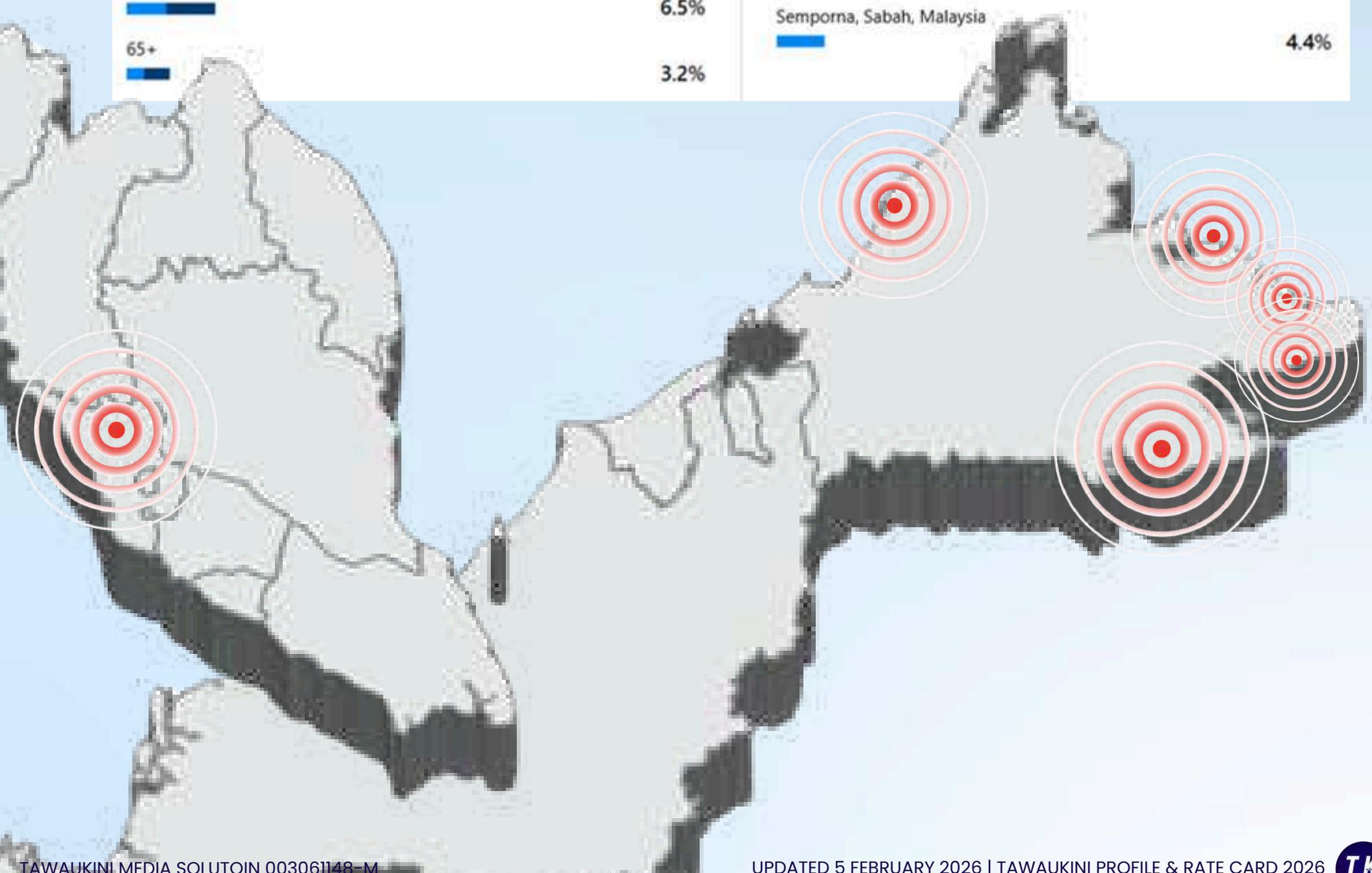
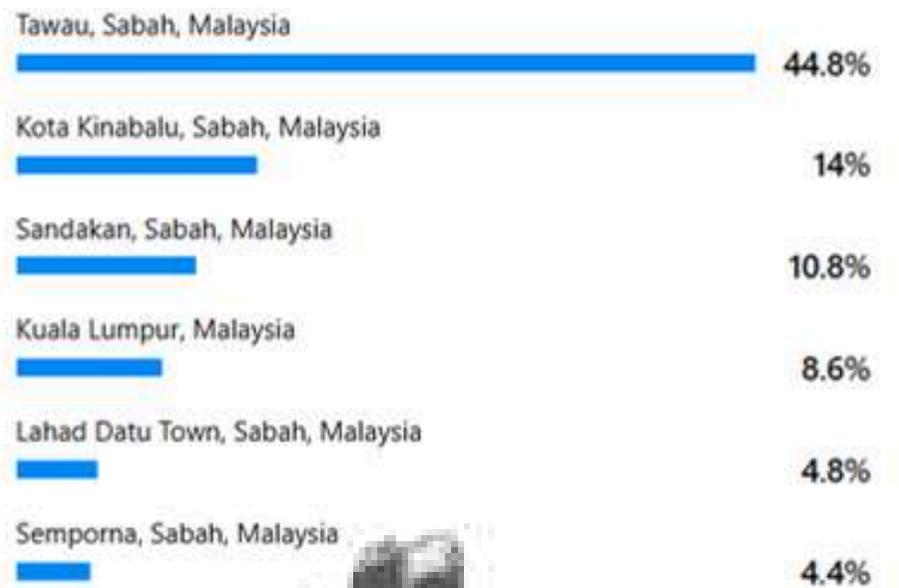
Lifetime

● Women ● Men ● Unknown



Towns/cities

Lifetime



SOCIAL MEDIA

"200 million hits per year!"



357K FOLLOWERS



60.4K FOLLOWERS



13.4K FOLLOWERS



2K FOLLOWERS

ONE OF THE LARGEST

ONLINE MEDIA BRANDS IN SABAH

and continues to **grow every day**

WHY TAWAUKINI?

1 Preferred social media news platform in Malaysia

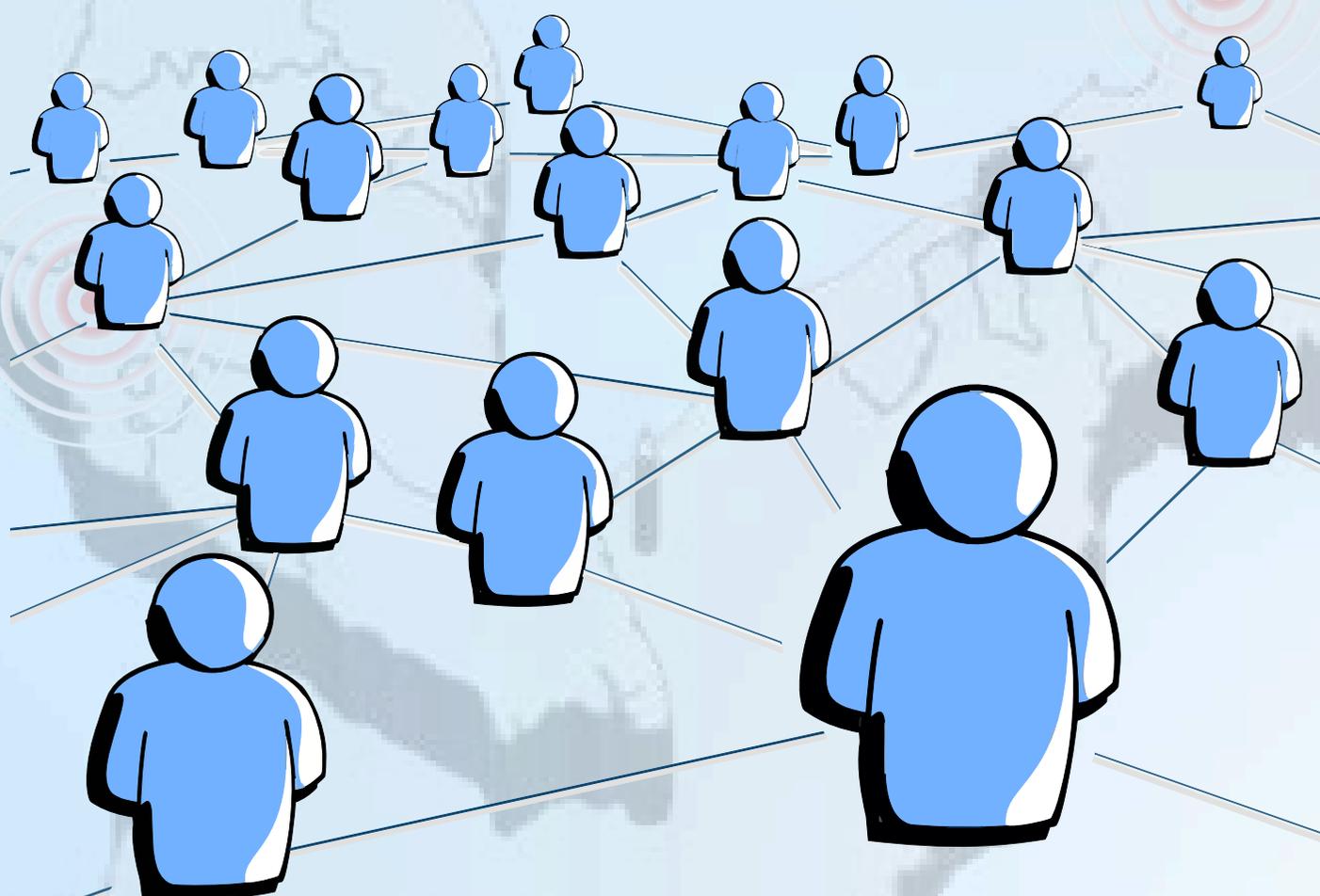
Consistent Page View

2

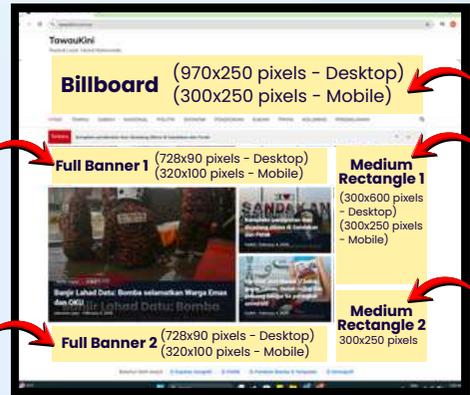
3 Increasing Users

Accurate, fast, independent and indepth reporting

4

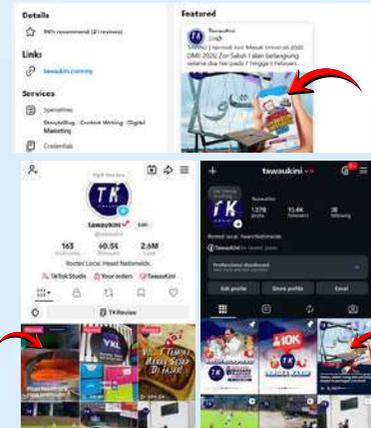


Ad Format (Website)



Pin Post

A pinned post is a post update that manually select to stay at the top of the timeline (3 maximum)



Cover Photo & Profile Picture (FB)

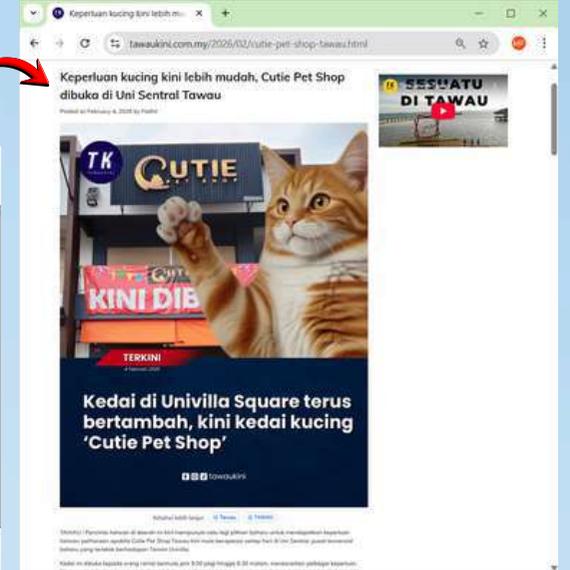


Live Crossposting



Article Ad

Approx. 1000 wordings
Maximum 5 photos (600 x 400)



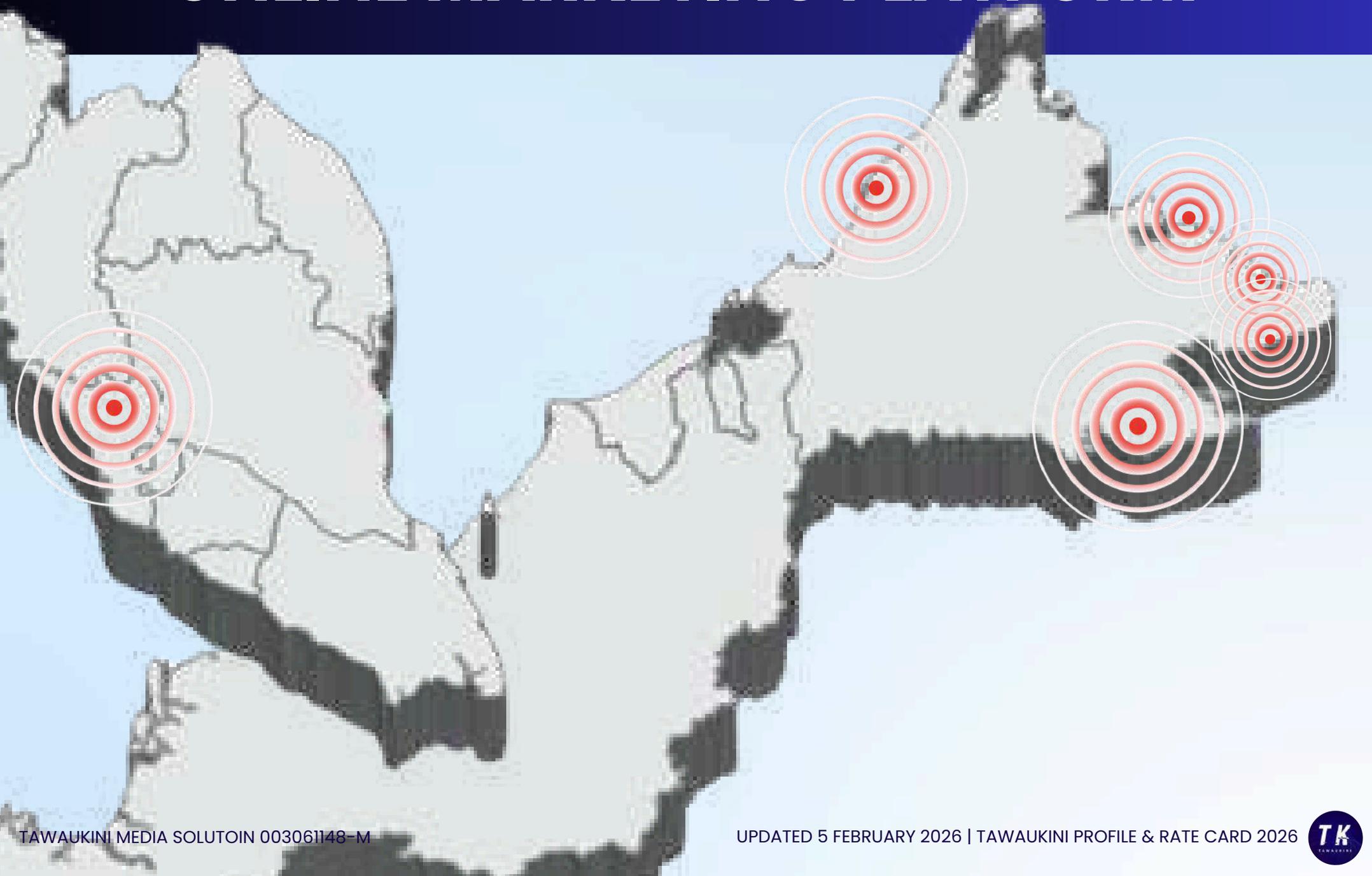
Ad Format (News Video)



Ad Format (News Poster)



Grow your business with our ONLINE MARKETING PLATFORM



Full Review Program Madani Rakyat with YAB PMX

Our Previous Work

1 - 14 MAY 2025

6.9 Million Views

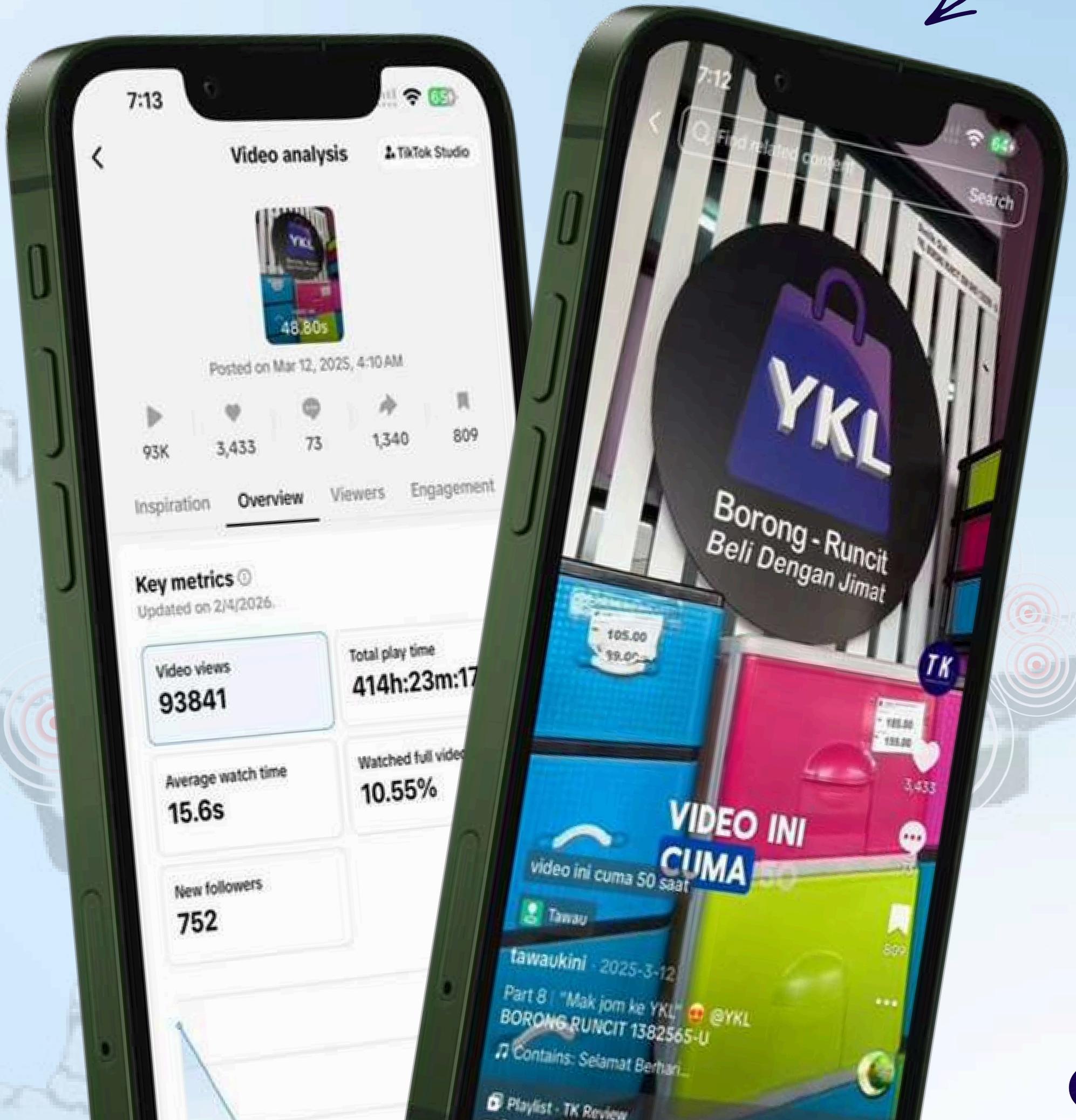


Full Review (TikTok)

Our Previous Work

YKL BORONG RUNCIT TAWAU

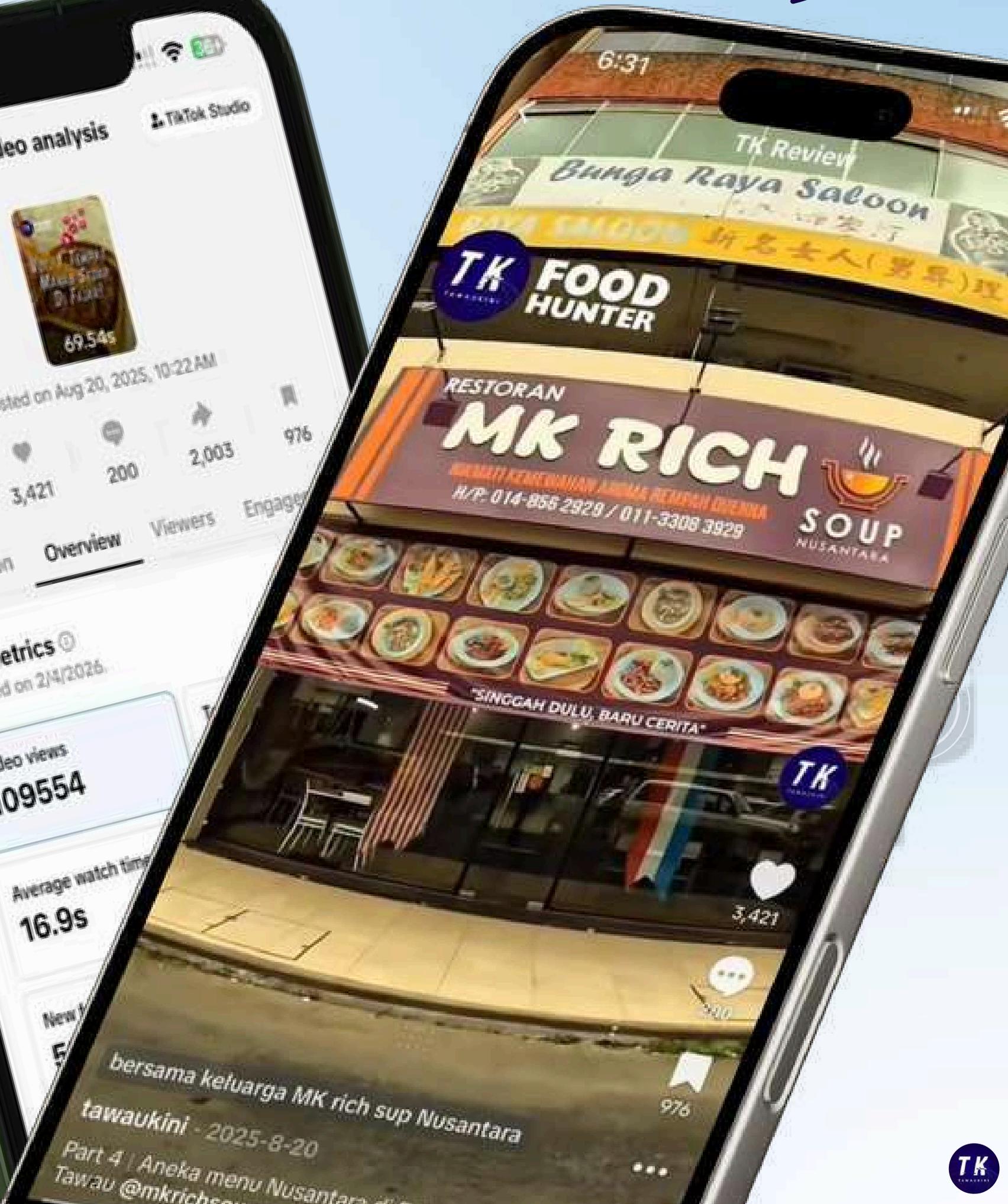
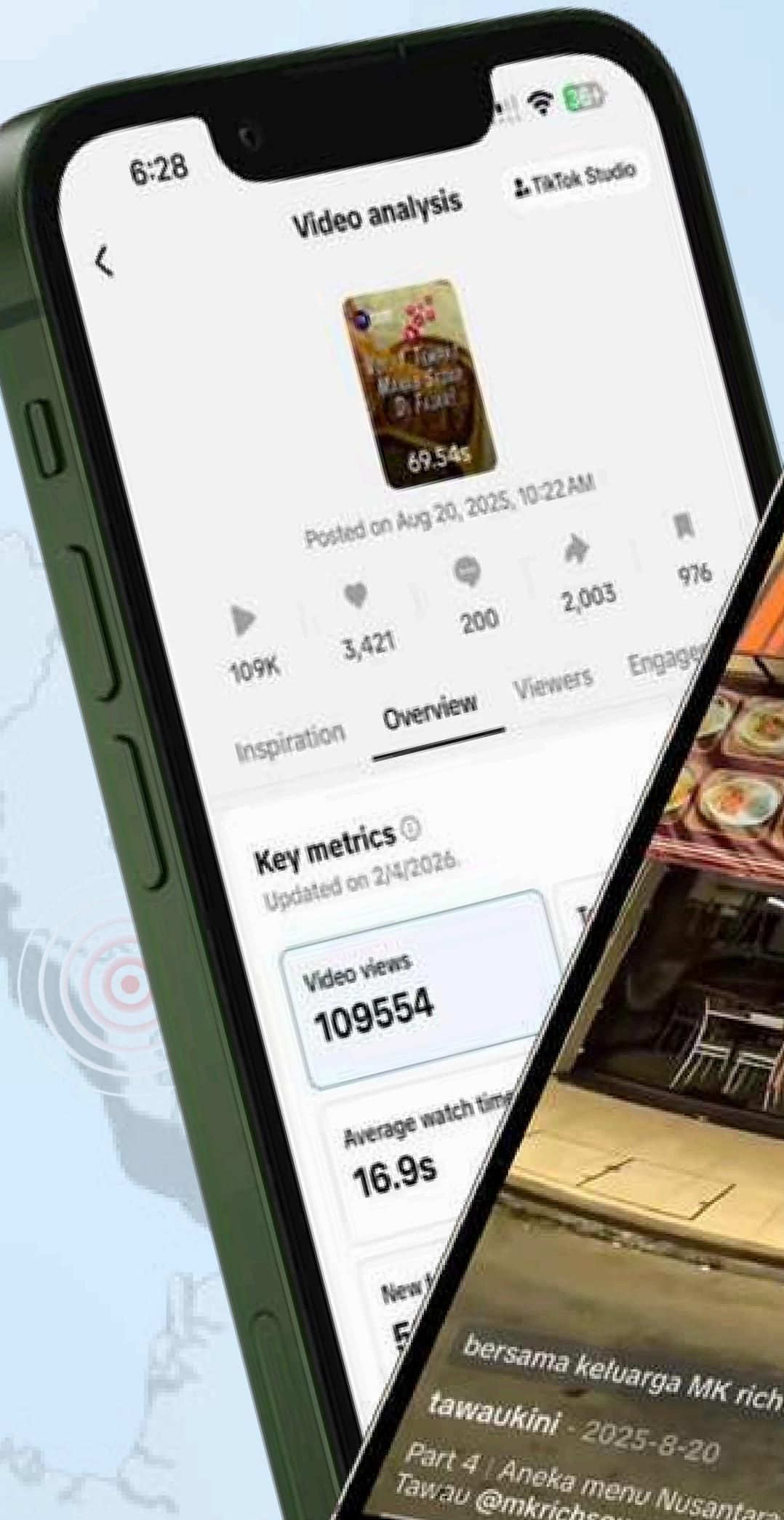
93K Views / **3,433** Likes / **1,340** Shares



Full Review (TikTok)

Our Previous Work

MK RICH SOUP NUSANTARA, FAJAR TAWAU
109K Views / **3,421** Likes / **2,000** Shares



Full Review (Facebook)

Our Previous Work

MK RICH SOUP NUSANTARA, FAJAR TAWAU
122K Views / **2,100** Likes / **366** Shares

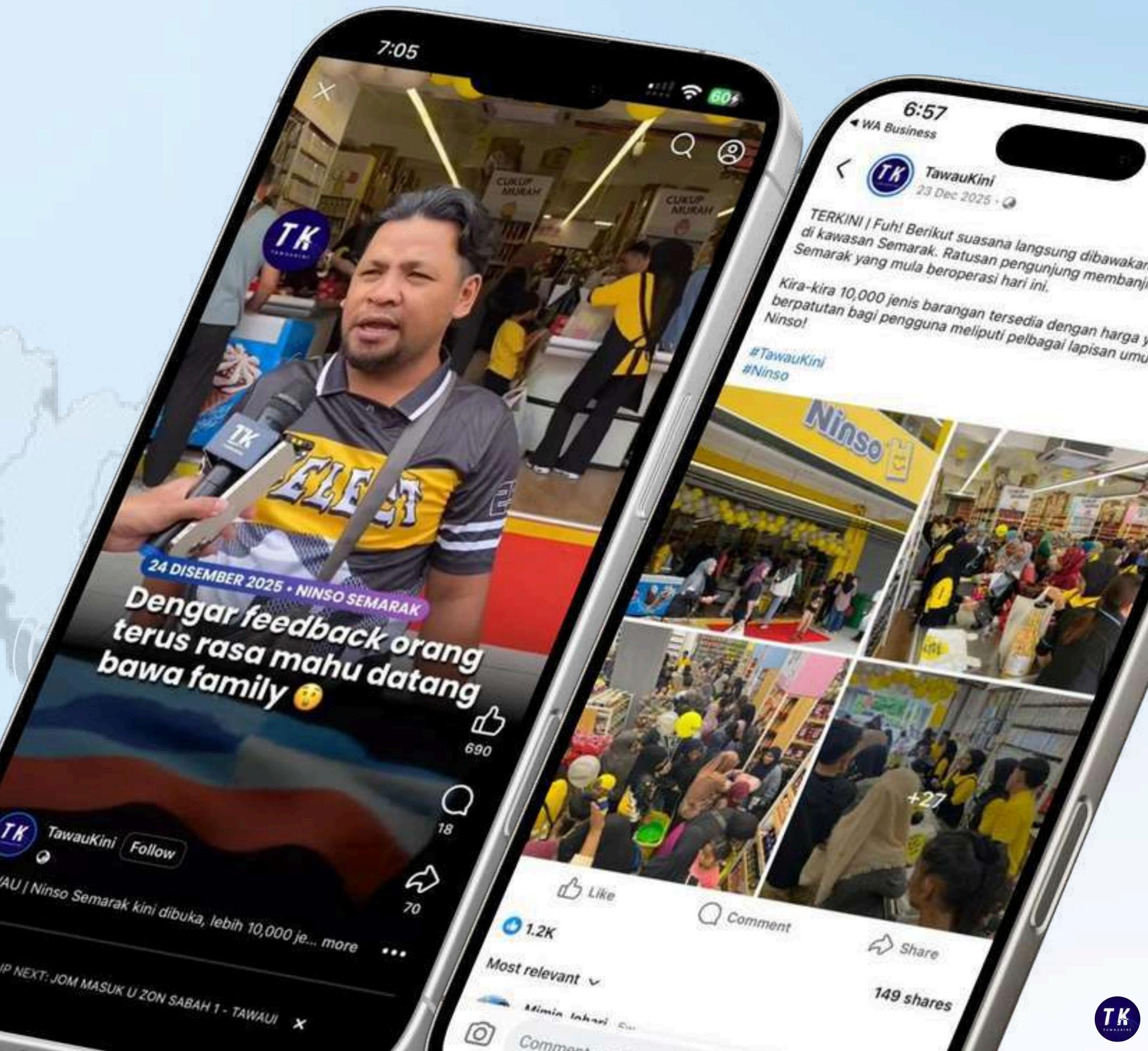


Full Review + Posting

Our Previous Work

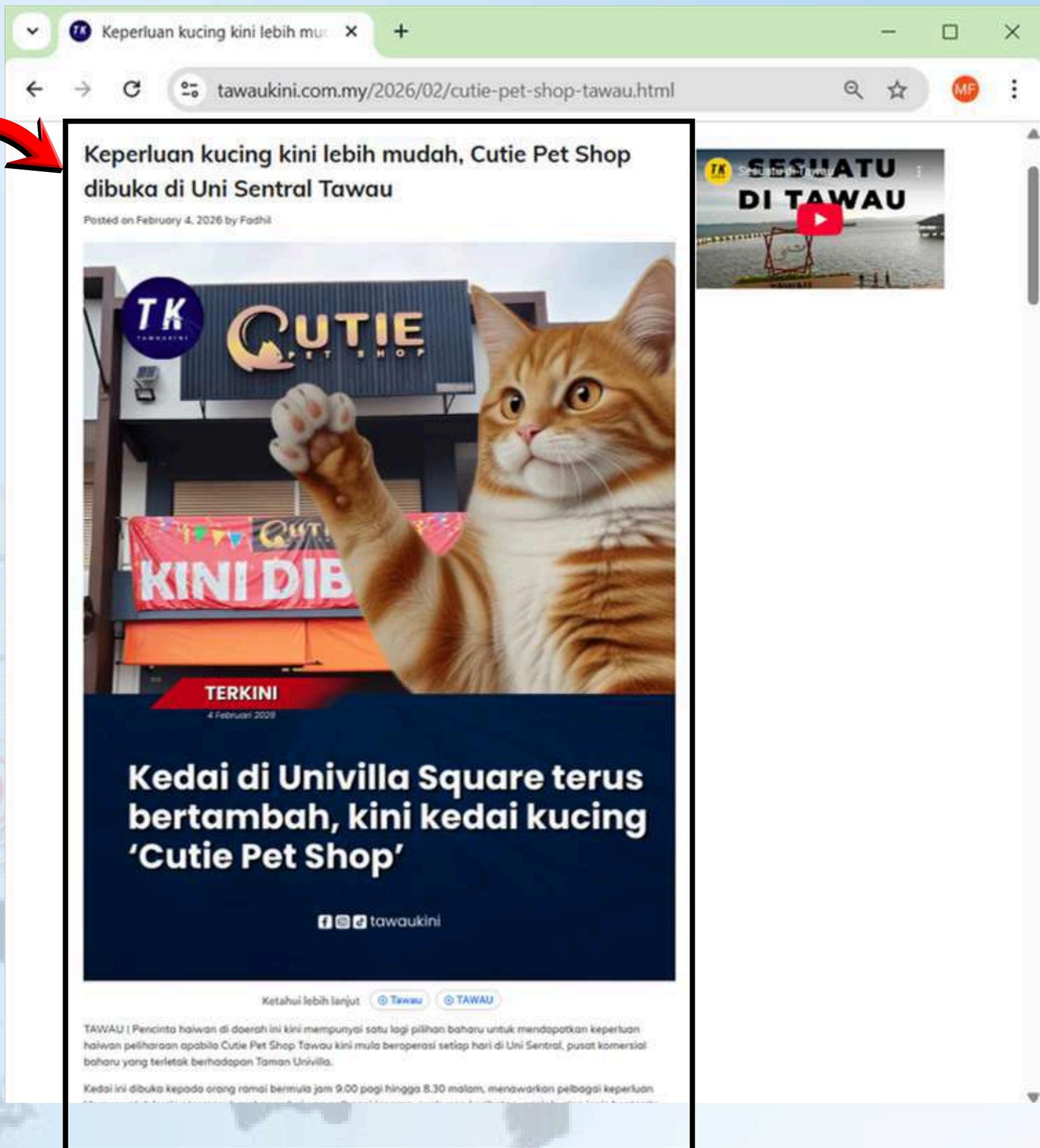
NINSO SEMARAK, TAWAU

254K Views / **1,890** Likes / **219** Shares



Article Ad

Approx. 1000 wordings
Maximum 5 photos
Published on tawaukini.com.my



Advertising Package	Rate
<p>Facebook, Instagram & Tiktok Post</p> <p>50K <i>minimum total views guarantee!</i></p>	<p>RM600</p> <p>*Include ads boosting RM50 / each platform</p> <ul style="list-style-type: none"> • Material provided by client : <ul style="list-style-type: none"> ◦ Copywriting ◦ Max 20 Photos or Videos < 2 minutes • One (1) time posting to Facebook, Instagram & TikTok
<p>TawauKini Crew on-site (Full Review)</p> <p>100K <i>minimum total views guarantee!</i></p>	<p>RM2000</p> <ul style="list-style-type: none"> • On site recording by TK Team (Maximum 3 crew for 1 hour 30 minutes) • One (1) time Video Posting to Facebook, Instagram & TikTok (Video Posting < 2 minutes) <ul style="list-style-type: none"> ◦ *Include ads boosting RM100 / each platform (for video posting only) • One (1) time Article Ad (News Coverage) Posting to <i>tawaukini.com.my</i> and shared to Facebook, Instagram, TikTok & Whatsapp • One (1) time Feed Posting to Facebook, Instagram & TikTok (Max 20 photos only + Copywriting)
<p>Article Ad (News Coverage)</p>	<p>RM1000</p> <ul style="list-style-type: none"> • Material provided by client • TK Team optimizing the trend & narrative (including title & content) • One (1) time Article Ad (News Coverage) Posting to <i>tawaukini.com.my</i> and shared to Facebook, Instagram, TikTok & Whatsapp

Ad Format (News Poster)



Ad Space

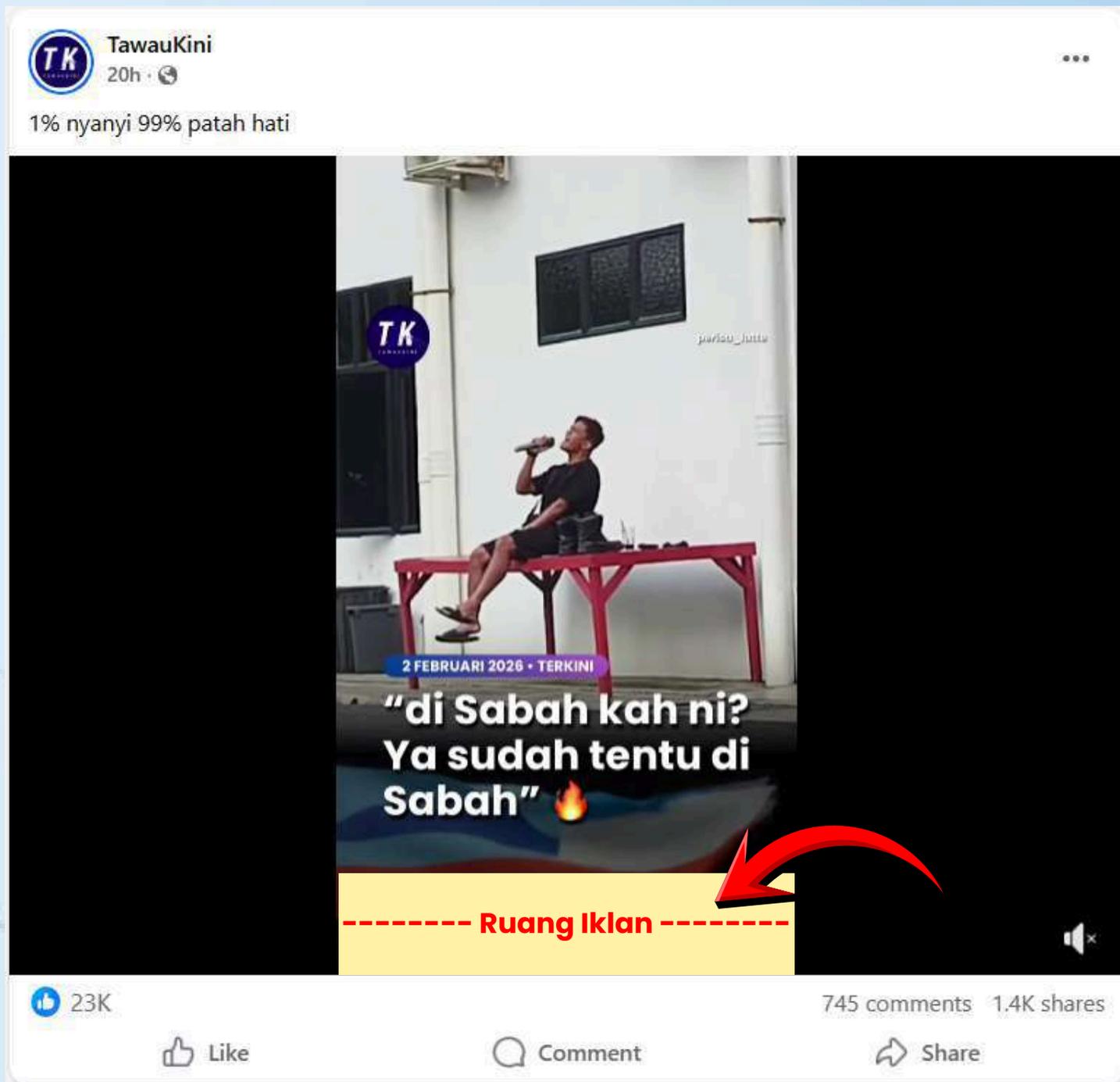
News Poster

*Rectangular ads are customized at the bottom of news posters

Rate

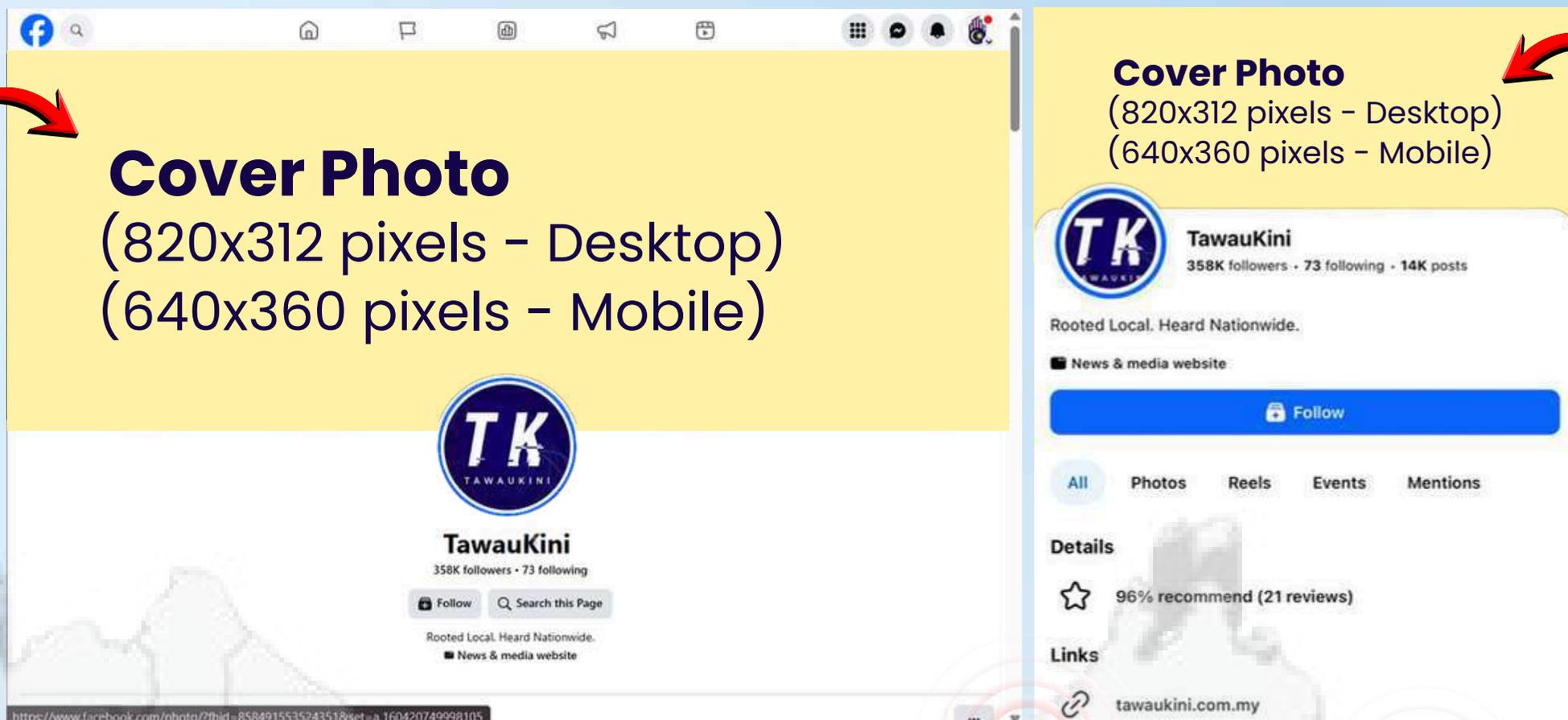
RM150 / 1 Post
RM2200 / 15 Post
RM4300 / 30 Post

Ad Format (News Video)



Ad Space	Rate
News Video *Rectangular ads are customized at the bottom of news videos	RM250 / 1 Post RM3700 / 15 Post RM7250 / 30 Post

Profile Picture on Facebook



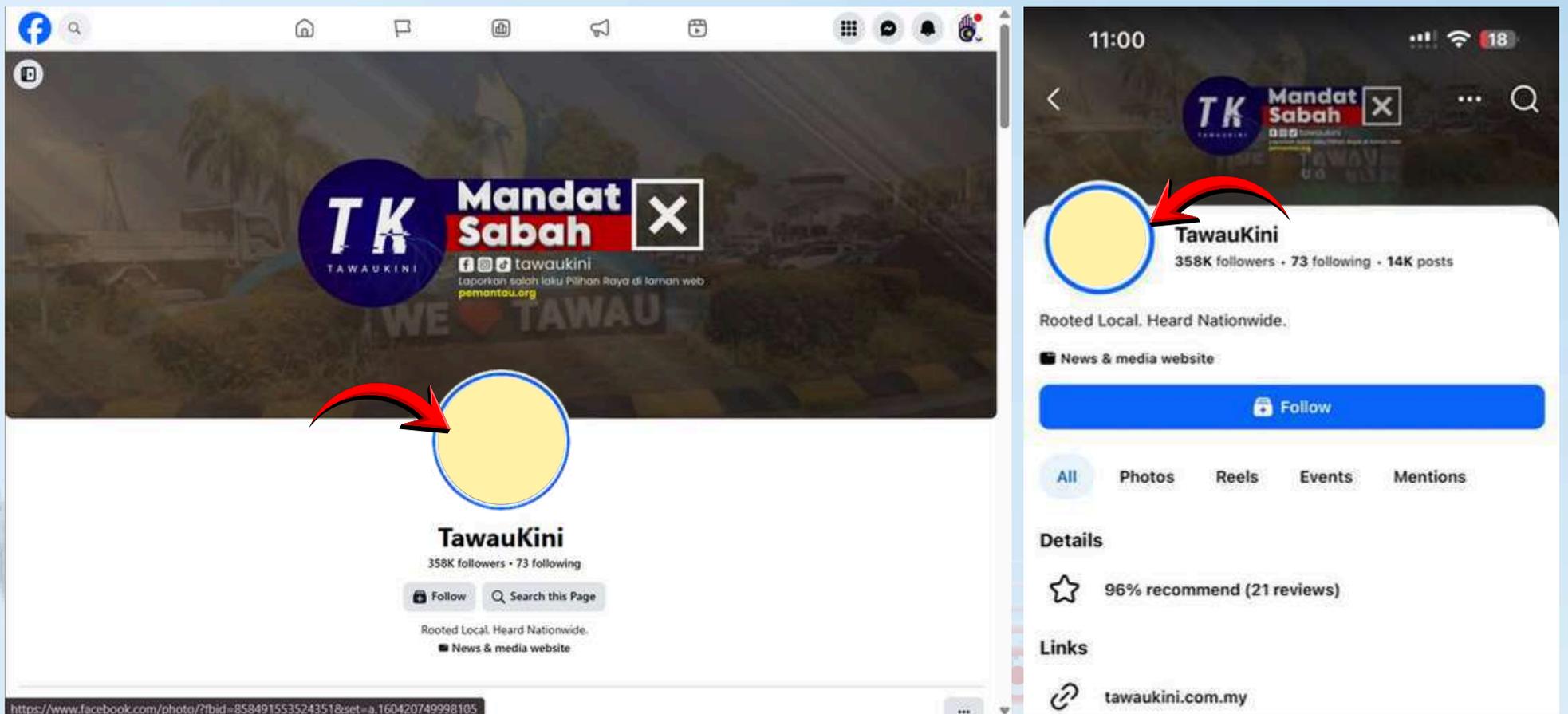
Ad Space

Rate

Cover Photo

RM600 / Week
RM2000 / Month

Profile Picture on Facebook, TikTok & Instagram



Ad Space

Rate

Profile Picture

**RM500 / Week
RM1500 / Month**

Pin Post

A pinned post is a post update that manually select to stay at the top of the timeline (3 maximum)

Ad Space	Rate
Pin Post on Facebook, TikTok & Instagram	RM300 / Week RM1000 / Month

Details

★ 96% recommend (21 reviews)

Links

tawaukini.com.my

Services

- Specialities
- Storytelling · Content Writing · Digital Marketing
- Credentials

Featured

TawauKini
22h

TAWAU | Karnival Jom Masuk Universiti 2026 (JMU 2026) Zon Sabah I akan berlangsung selama dua hari pada 7 hingga 8 Februari...

Spill the tea

TK
TAWAUKINI

tawaukini ✓
@tawaukini

163 Following 60.5K Followers 2.6M Likes

Routed Local. Heard Nationwide.

TikTok Studio Your orders TawauKini

TK Review

tawaukini ✓

Ask friends anything...

TK
TAWAUKINI

TawauKini
1,278 posts 13.4K followers 38 following

Routed Local. Heard Nationwide.

TawauKini 9+ recent posts

Professional dashboard
New tools are now available.

Edit profile Share profile Email

Pinned

Pizza foodtruck, rasa premium

YKL Borong - Runcit (Beli Dengan Jimat)

VIDEO INI CUMA 50

93.8K

Pinned

VOL. 1 TEMPAT MAKAN SEDAP DI FAJAR!

109.5K

RAKAN KOLABORASI

TK

10K

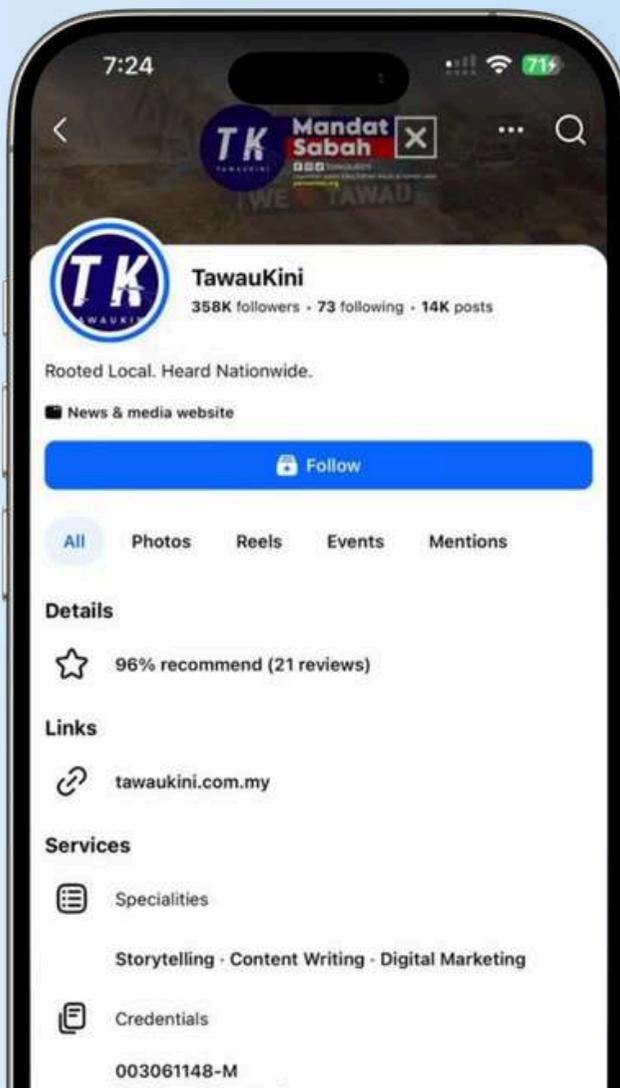
TK

TERIMA KASIH

Karnival Jom Masuk U bakal gelar Tawau, dedah ruang dan peluang belajar ke peringkat universiti!

5,907

FB Live Crossposting



Ad Space	Rate
Facebook Live Crossposting	RM600 / Post *Maximum 5 hrs Live

Need something **more customised?**

We also provide

- Training
- Podcast
- Event Coverage
- Media & Content Strategy
- Strategic Media Partnership
- Integrated Media Campaign
- Documentary & Brand Storytelling
- Public Awareness & CSR Campaign

Contact us for personalised quotation and discussion.

Fadhil Kasim
+60 16-586 7953
fadhilkasim99@gmail.com

Thank You



TAWAKINI MEDIA SOLUTION

(003061148-M)

Tawau, Sabah

Tel : +60 16-586 7953

Email : tawaukini17@gmail.com

www.tawaukini.com.my



PAKEJ RAMADAN ★ 2026 ★

1 FEB 2026 - 20 MARCH 2026



PACKAGE	PRICE	DESCRIPTION
FB & IG STORIES	<div style="text-align: center;">  RM100 RM50 </div>	<ul style="list-style-type: none"> • Material provided by client • One (1) time posting to FB & IG Stories
FB & IG POST 🔥	<div style="text-align: center;">  RM600 RM300 </div>	<ul style="list-style-type: none"> • Material provided by client (Max 20 photos only) • One (1) time posting to FB & IG
FULL REVIEW 🔥 TikTok, FB & IG	<div style="text-align: center;">  RM2000 RM1200 </div>	<ul style="list-style-type: none"> • On site recording by TK Team (Max 1 hour 30 minutes) • One (1) time posting to TT, FB & IG (Max 20 photos only) • One (1) time full review posting to TT, FB & IG (1 Videos)
NEWS COVERAGE	<div style="text-align: center;">  RM1000 RM500 </div>	<ul style="list-style-type: none"> • Material provided by client • TK Team optimizing the trend & narrative • The team will publish news video to TT, FB & IG
<div style="text-align: center;">  </div> PC/ INTERVIEW 🔥	<div style="text-align: center;">  RM500 RM250 </div>	<ul style="list-style-type: none"> • For add-on only • Become an additional scene for each selected package item • On site recording by TK Team (Max 30 minutes)

