

DMDC

Sabah · Sarawak · Brunei · Media

YOUR GATEWAY TO CONNECT WITH **SABAH, SARAWAK & BRUNEI**



PRESS



OUTDOOR



RADIO



EVENT



ABOUT US

Established in 1989, DMDC is a leading media consultant specialising in the key Borneo regions of East Malaysia and Brunei. With core competencies in media management and strategic communications, we boast over 10 media titles retained under our portfolio, exclusive media representation for 6 Borneo newspapers and comprehensive media consultation.

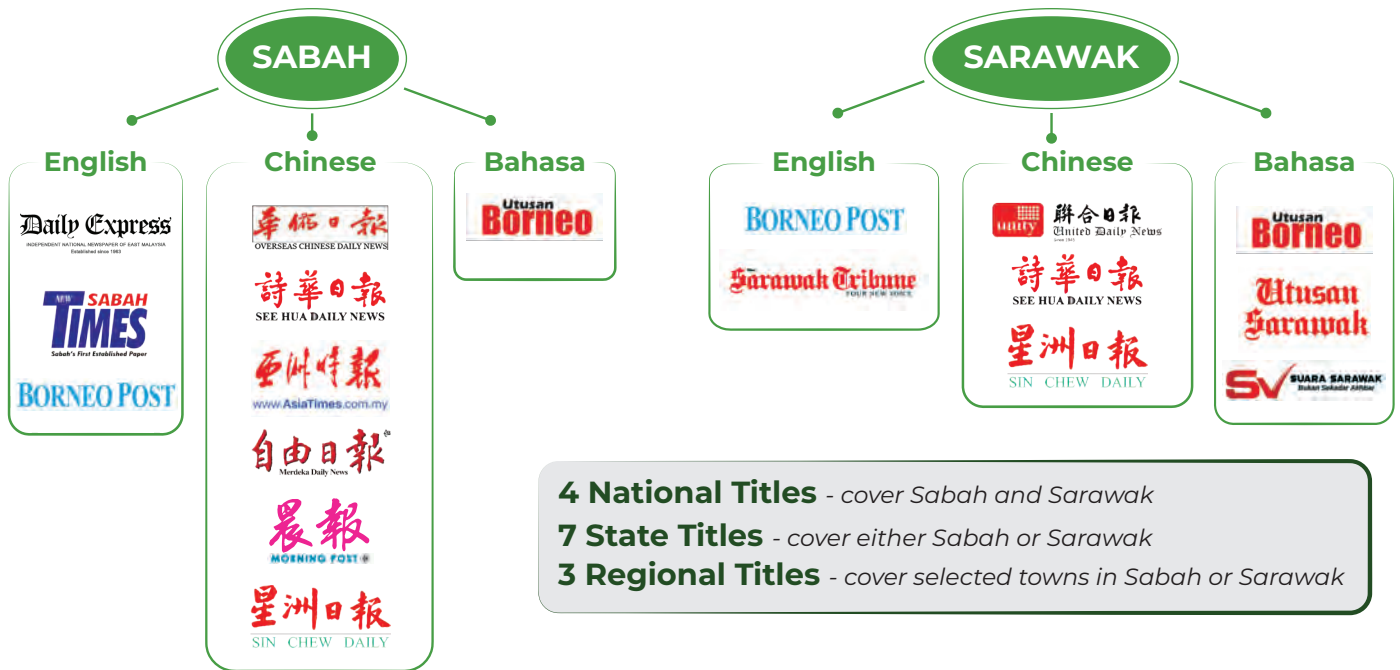
YOUR GATEWAY TO BORNEO BEGINS HERE



PRESS

in Sabah and Sarawak

14 Daily Newspapers catering approximately **6.8 million population**

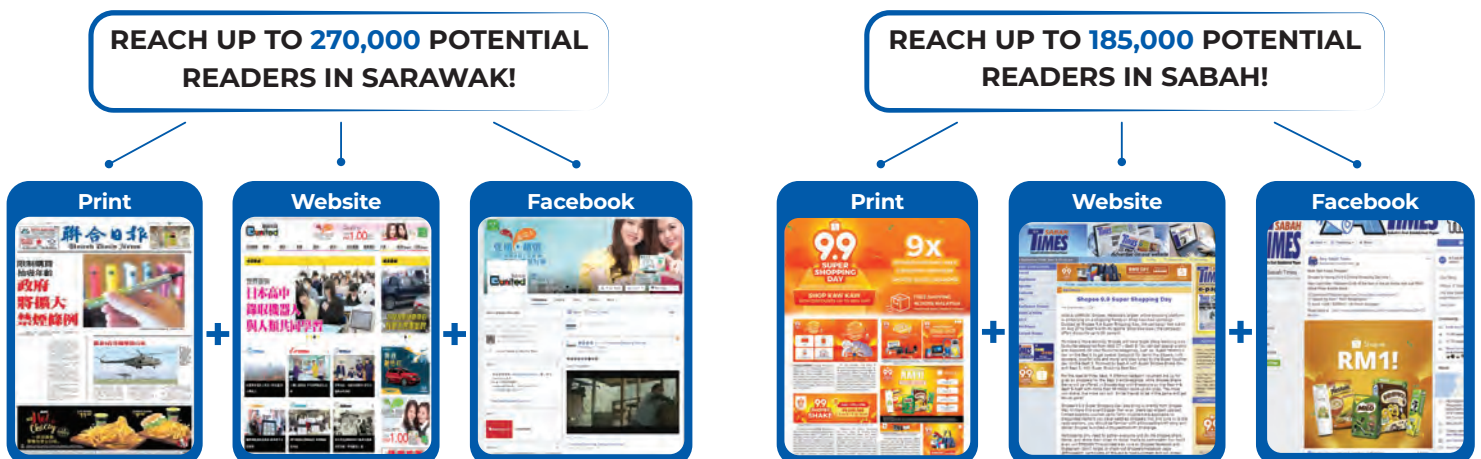


The total population of East Malaysia in 2018 was 6.79 million (**3.9 million in Sabah, 2.79 million in Sarawak and 0.1 million in Labuan**), which represents **20.4%** of the population of Malaysia. A significant part of the population of East Malaysia today resides in towns and cities.

With its multi-ethnic population based of close to 6 million, there are currently **14 newspapers** in circulation in East Malaysia. Giving the geographical challenges among the cities in terms of distances and cost of operation, there are 3 types of daily newspapers namely **National, State and Regional Newspapers**. These are mainly differentiated based on respective number of circulations within the city across two states.

Print + Digital + Social Content Buy Proposal

Integrated multiple platforms for better exposure



OUTDOOR

in Sabah and Sarawak

OOH Media is the most preferred media platform by East Malaysia audiences*

Billboard

- Free Standing
- Wallscape
- Unipole



Shopping Complexes

- Sabah Shopping Malls (Suria | 1Borneo | Imago & etc)
- Sarawak Shopping Malls (Vivacity Megamall | Boulevard & etc)
- Miri Shopping Malls (Boulevard | Permaisuri Mall)



Transport Advertising

- Taxi
- Bus
- Bus Station



Digital Panel

- LED Billboard
- LED Truck
- LED Street Bunting



Airport

- Kota Kinabalu Airport
- Kuching Airport
- Miri Airport



Others

- Street Bunting
- Banner
- Leaflets
- Production

*Source: TNS Research International

OUR WORKS



BILLBOARD



PRINT ADS



DIGITAL ADS



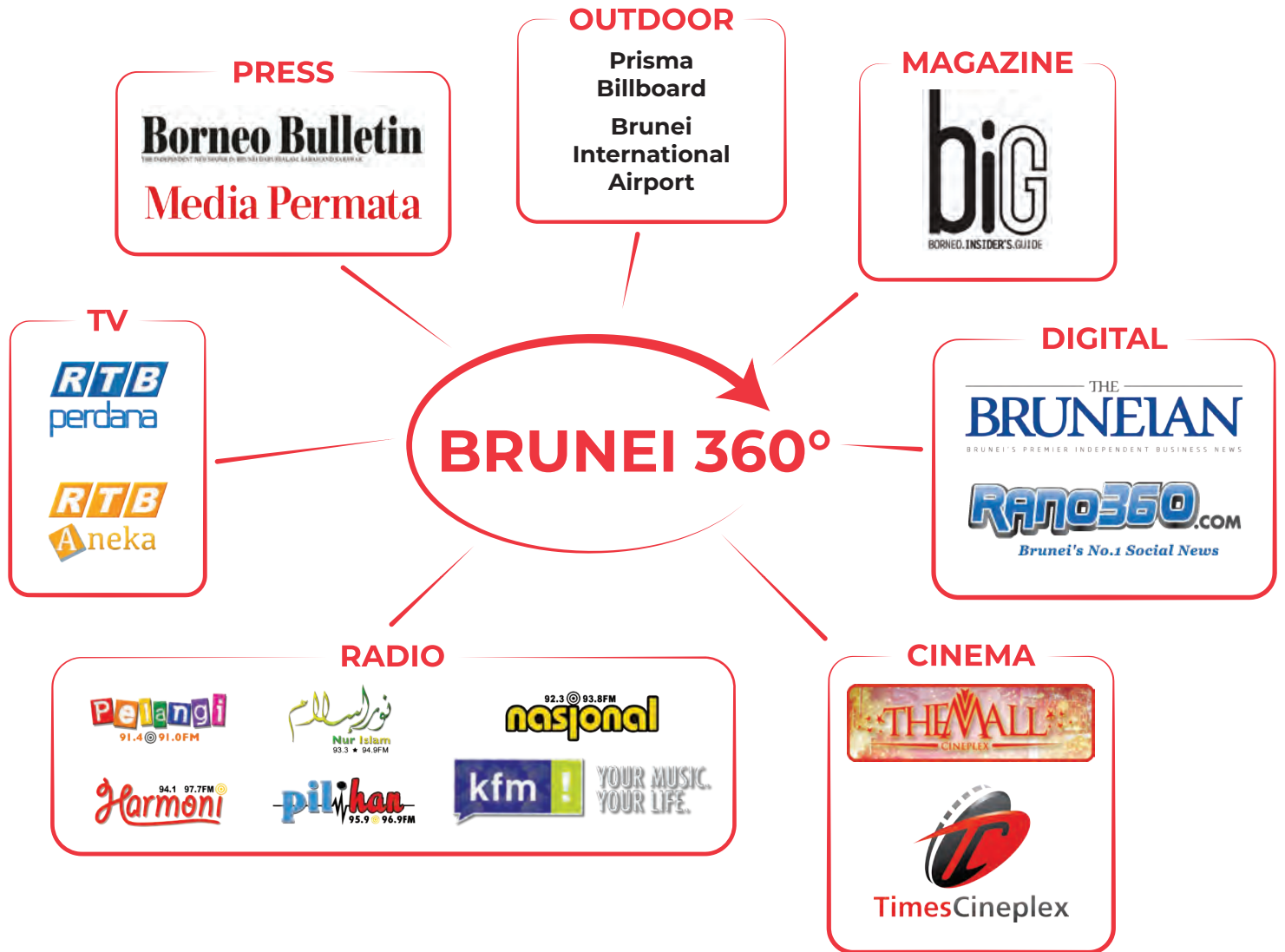
STREET BUNTING



PIL W

BRUNEI

The Brunei 360° Media Plan
to reach 440,000 population



BILLBOARD



LED SCREEN



WALL FACADE



PRODUCTION

LOOKING TO EXPAND YOUR MEDIA REACH TO **SABAH, SARAWAK & BRUNEI?**



**ADVERTISING
MEDIA PLAN**



**EDITORIAL
CONTENT**



**BORNEO MEDIA
COMMUNICATIONS
STRATEGY**



**EVENT
PARTNERSHIP**



www.dmdc.com.my

DMDC
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