

THE PETRI DISH

Where Science Hits the Headline

ADVERTISING RATE CARD

2026 Edition (Revised) · All rates in Malaysian Ringgit (RM)

Your Brand. Our Audience.

Showcase your business to readers who value innovation, wellness and sustainability. The Petri Dish connects you with an engaged audience passionate about food, health, science and innovation.

TRAFFIC & AUDIENCE SNAPSHOT - Newly Launched , Fast-Growing

+50%

Audience Growth

46.6%

Website Audience located in Singapore

Regional Audience Reach

Singapore · Malaysia · China · Vietnam

Source : Google Analytics 4. Latest 30-day data from the new PetriDish website.

DISPLAY ADVERTISING RATES

Standard placements across the homepage and article pages. Quarterly rates reflect a 10% saving; annual rates reflect a 20% saving versus monthly.

PLACEMENT	EST. IMPR./MO	MONTHLY	QUARTERLY	ANNUAL
Homepage Leaderboard Top banner · highest visibility	~4,000	RM 450	RM 1,215	RM 4,320
Premium Homepage Sidebar Left sidebar, upper	~4,000	RM 320	RM 864	RM 3,072
Standard Homepage Sidebar Left sidebar, lower	~4,000	RM 250	RM 675	RM 2,400
Article Page Banner In-article, all articles	~4,600	RM 280	RM 756	RM 2,688

BUNDLED PACKAGES

Combine placements for greater reach and value. Package rates are billed monthly.

ESSENTIAL Starter RM 350 /mo - Article Page Banner - Targeted placement on relevant articles - Monthly performance snapshot	MOST POPULAR Growth RM 830 /mo - Standard Homepage Sidebar - Article Page Banner 1 social media feature / mo (pkg. rate) - Monthly performance report	PREMIUM Partner RM 1,950 /mo - Homepage Leaderboard - Premium Homepage Sidebar - Article Page Banner - Priority placement + report
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CONTENT & AMPLIFICATION

Go beyond display. Partner with us on impactful content, digital campaigns and strategic visibility.

OPPORTUNITY	WHAT'S INCLUDED	RATE
Branded Sponsored Article	Branded editorial written & published by our team, in your voice	RM 5,000
Expert Commentary Article	Branded Sponsored Article plus an attributed quote/commentary from a named Petri Dish contributing scientist — lends independent editorial credibility to your story	RM 7,000
Expert Endorsed Article	A named, credentialed expert personally endorses your brand, product or research claim in the piece. Subject to disclosure & compliance review; expert honorarium billed separately	RM 12,000
Newsletter Feature (EDM)	Dedicated slot in a subscriber email blast	RM 70 /1,000 subs (min. RM 250)
Social Media Amplification	Organic feature across our X, YouTube & social channels (unpaid reach — see Boosted Reach below for guaranteed paid impressions)	From RM 400
Content Campaign (Bundle)	Multi-touch package across article, social & newsletter	Custom

Newsletter and social rates above are benchmarked to Malaysian comparables (see methodology) but not yet calibrated to The Petri Dish's actual subscriber / follower counts.

ADVERTORIAL LOADING & ADD-ONS

FACTOR	ADJUSTMENT
Category exclusivity — no competing brand in the same vertical for 30 days	+RM 1,500
Extended homepage placement — 7 days vs. standard 48 hrs	+RM 800
Multi-part series — 3+ articles booked together	10% off total
Monthly retainer — min. 3-month commitment, 1 article/mo	15% off total

Expert Endorsed Article content is clearly labelled “Sponsored” / “Advertisement” per our editorial disclosure policy. Where the piece makes a health or medical claim, content is reviewed against MOH / KKKIU advertising guidelines before publication. Any expert honorarium is negotiated directly with the featured expert and invoiced separately from the placement rate above.

BOOSTED REACH — PAID SOCIAL AMPLIFICATION

Run alongside any sponsored/expert article — or boost an existing post — with paid spend on our own social channels for guaranteed reach beyond organic.

TIER	GUARANTEED REACH	RATE
Boost — Basic	~25,000 paid impressions · 1 platform (Facebook or Instagram) · 7-day flight	RM 800
Boost — Plus	~50,000 paid impressions · 2 platforms + audience targeting · 7-day flight	RM 1,500
Boost — Max	~100,000 paid impressions · multi-platform (FB/IG/X/TikTok) + video push · 14-day flight	RM 3,000

Boost tiers are priced off Meta Malaysia CPM (RM8–35) and TikTok Malaysia CPM (RM5–15) benchmarks, blended to ~RM30 all-in CPM inclusive of ad-ops, targeting and reporting. Reach is guaranteed via paid spend; engagement varies by creative. Larger budgets available on request.

AD SPECIFICATIONS

Desktop ad units display at fixed widths; mobile units render full-width (canvas to canvas). Static and animated files accepted. A destination URL must be supplied with all creative — or ask us about design support.

AD UNIT	DIMENSIONS	FILE REQUIREMENTS
Homepage Leaderboard	640 × 150 px	JPG / PNG / GIF · max 150KB
Premium Homepage Sidebar	227 × 370 px	JPG / PNG / GIF · max 120KB
Standard Homepage Sidebar	227 × 250 px	JPG / PNG / GIF · max 100KB
Article Page Banner	640 × 150 px	JPG / PNG / GIF · max 150KB

BOOKING TERMS

Placement — Ad displays are managed per page, allowing targeted placement based on your campaign. Density is limited to one advertisement per article to protect visibility.

Booking & materials — Creative and destination URLs due 5 working days before the campaign start date. Bookings confirmed on receipt of signed order and deposit.

Payment — 50% deposit on booking; balance before go-live. Annual commitments may be billed quarterly by arrangement.

Cancellation — 14 days' written notice required. Deposits are non-refundable within 7 days of campaign start.

Rate review — Rates are re-benchmarked quarterly against traffic growth. As of this edition, traffic is up 24.4% over the prior 90 days — rates will be revisited upward as that trend holds.

Rates & tax — All rates are in Malaysian Ringgit (RM) and exclusive of applicable taxes. Valid until 31 December 2026; subject to change thereafter.

Partner With The Petri Dish

Amplify your brand through impactful content, digital campaigns and strategic visibility.

Enquire today: petridish@bic.org.my