

**hello.**

LET YOUR ADS SPEAK OUT!

**MEDIA DONE DIFFERENTLY  
CONNECT YOUR BRAND WITH AUDIENCE - ON TRAIN MEDIA**

KTM Advertising nourishes the world with on train media, the longest dwell time in out-of-home. Energise and accelerate your income growth with KTM Advertising. Reach your audience at the right time, in the right place, for the right price.

**KTMB IN THE LIMELIGHT**

Established in 1885, Keretapi Tanah Melayu Berhad (KTMB) is the leading railway operator in Malaysia. Our company offers logistic supply chain solutions as well as passengers train services along the railway network in Peninsular Malaysia.

# hello *Interstate*

Taking your brand across Kuala Lumpur and beyond! Longer trains with greater service coverage, reach huge footfall numbers, as everyone from businesses, shoppers to tourists and students. Your "brand" says it all.

## Benefits

- Potential to be seen by people throughout ETS greater network from Gemas to Kuala Lumpur, Butterworth and Padang Besar
- Most cost-effective out of home advertising options
- Allow advertisers to have direct access to an audience that is outgoing, affluent and talkative – a valuable target for any brand
- The future says: The ETS services will be extended to JB Sentral following completion of the Gemas - Johor Bahru Electrified Double Track Project.



## Audience Snapshot

Average

**11,000**   
passengers per day

**32** 

trips per day

Coverage across Negeri Sembilan, Selangor, Wilayah Persekutuan, Perak, Pulau Pinang, Kedah and Perlis

Routes 

Gemas

KL Sentral

KL Sentral

Butterworth

Padang Besar



**35**

No. of stops

# ETS



# hello *Klang Valley*

Our on-train advertising get long viewing times so you can use this opportunity to really engage with people as they travel. As everyone from daily business commuters and shoppers to tourists and students.

## Benefits

- Potential to be seen by people throughout Greater Kuala Lumpur and Klang Valley – not just people in Kuala Lumpur
- Most cost-effective out of home advertising options
- Allow advertisers to have direct access to an audience that is outgoing, affluent and talkative – a valuable target for any brand

### Audience Snapshot

Average


**44,700**   
passengers per day

**149** 

trips per day  
for Klang Valley

Coverage across **Perak, Selangor,  
Wilayah Persekutuan and Negeri Sembilan**

Routes 

  
Pulau Sebang/Tampin    Batu Caves  
Tanjung Malim    Pelabuhan Klang



**57**

No. of stops

SCS

# hello *Northern*

Boost your businesses and brands to Malaysia's northern region. With the huge footfall numbers can be easily seen, your brand will witness a significant boost throughout our key routes from Ipoh to Padang Besar.

## Benefits

- Potential to be seen by people throughout four states along the route
- Most cost-effective out of home advertising options
- Allow advertisers to have direct access to an audience that is outgoing, affluent and talkative – a valuable target for any brand.

### Audience Snapshot

Average

**12,000**   
passengers per day

**52**   
trips per day

**Wider Coverage** across Perak,  
Penang, Kedah and Perlis

Routes 



**23**

No. of stops

# EMU

EMU 40



# hello *East Coast*

The most influential rail transportation across Negeri Sembilan, Pahang and Kelantan. Empowers small businesses, a highly effective medium to reach engaged markets for brand offerings.

## Benefits:

- Unique way to promote local product or offerings
- 70% users make an effort to support local businesses
- One and the only frequent medium reaching most of the cities in East Coast.

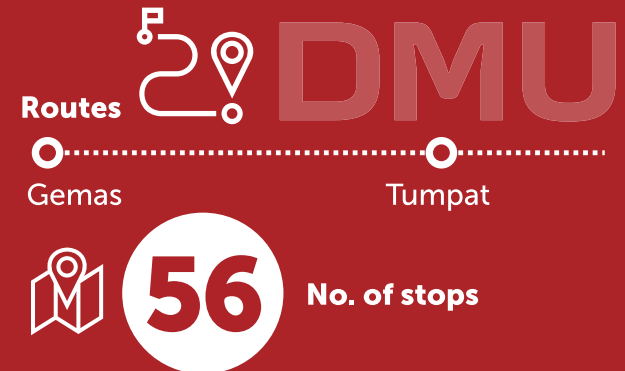
## Audience Snapshot

Average

**1,300**   
passengers per day

**14**   
trips per day

**Wider Coverage** across Negeri Sembilan  
Pahang and Kelantan







### Audience Snapshot

**2** Ladies Coach

**149** trips per day for Klang Valley

Coverage across Perak, Selangor Wilayah Persekutuan and Negeri Sembilan



**57**

No. of stops

**hello** Ladies

Introduced in 28 April 2010, the first-one and the only Ladies' Coach in the country. Ideal platform for female passengers, as women drive majority of consumer purchasing. With an average of 30 minutes of journey time, it a time to think and consider your brand.

#### Benefits:

- 60% of women ridership
- Ideal platform for promotion of ladies' products and services
- Women drive 70-80% of all consumer purchasing, a combination of buying power and influence.

# hello.

## **Terms and conditions**

- Advertiser is responsible for the production, printing, installation, and dismantling of visual advertisements in sites where the advertisements will be exhibited, and all costs associated with the matter are entirely borne by Advertiser.
- Advertiser must acquire Artwork / Design clearance from KTM Berhad. Only KTMB-approved artwork and designs may be displayed.
- Advertiser is responsible for ensuring that the exhibited artwork or visual advertisement do not contain negative or sensitive aspects that may affect KTM Berhad's image.
- KTM Berhad will set the date, time and location for installation and dismantling of particular advertisement visual.
- Advertiser is required to offer a supervisor who will be in charge of ensuring that the installation goes successfully and securely.
- KTM Berhad will not be held liable for any damages or loss of visual advertising displayed as a result of vandalism or other acts of vandalism.

The best for less!

hello.

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**KTM**  
*Advertising*

