The GREAT NATURE
Outdoor Holiday & Adventure Magazine

ADVERTISING & PARTNERSHIPS

MEDIA KIT 2026–2027

Reach Malaysia's outdoor community in print, online and at Outdoor Expo Malaysia.



WHO WE ARE

MALAYSIA'S OUTDOOR HOLIDAY & ADVENTURE MAGAZINE

The Great Nature is a Kuala Lumpur-based magazine about the Malaysian outdoors: hiking and camping, ecotourism, 4×4 adventures, outdoor gear and the people and businesses who make it happen.

Since 2022 we have published a printed Special Issue every year, launched at Outdoor Expo Malaysia as its official media partner, alongside a growing website and social media channels. Every issue is free to read online in our E-Book library.

> *"This magazine will always be industry-friendly and promote individuals and companies who work in this field."*
>
> — Editorial, The Great Nature, Issue 1

5
printed Special Issues published

96
magazine pages of Malaysian outdoor stories

45+
articles on thegreatnature.com

3×
new articles every week on the website



Outdoor Expo Malaysia meet & greet, as featured in our magazine.

OUR EDITORIAL TEAM

Led by Co-Founders **Siti Zaleha Abu Bakar** (Chairman) and **Sayd Haque** (Multimedia & Creative), with Editor-in-Chief **Assoc. Prof. Dr. Aida Mokhtar** and a team of writers, photographers and outdoor contributors.

WHAT WE COVER

Trails and campsites, weekend escapes, eco and nature-based tourism, outdoor safety, gear and brand profiles, interviews, and the events that bring the community together.

WHERE YOUR BRAND APPEARS

THREE WAYS TO REACH OUTDOOR MALAYSIA

PRINT THE ANNUAL SPECIAL ISSUE

A full-colour A4 magazine published every year, launched at Outdoor Expo Malaysia and kept permanently in our free online E-Book library. Advertisers sit next to stories that readers keep and come back to.

EVENT OUTDOOR EXPO MALAYSIA

We have been the expo's official media partner since its first edition, a festival-style gathering of outdoor brands, clubs and families.

2022
First edition: about
40,000
visitors and
76
exhibitors

2023
Over
100
booths at Kompleks Sukan Kelana Jaya

2024
Over
32,000
visitors; the country's biggest outdoor lifestyle expo

2025
4th edition with
20+
activity zones

2026
A new chapter at Stadium & Taman Tasik Titiwangsa

Figures as published in The Great Nature magazine.

DIGITAL WEBSITE & SOCIAL MEDIA

- **thegreatnature.com:** fresh, search-optimised guides three times a week, listed on Google Search.
- **E-Book library:** every issue free to read and download, so print ads keep working online.
- **Social media:** Facebook, TikTok and YouTube, where every new article and sponsored story is shared.

EVENTS OUR OWN EVENTS

In December 2025 we hosted our first event, the **Monsoon Camping Festival** at Campsite Santai Riverside, Janda Baik: three days of camping, community and nature. Partners can join future events as sponsors or exhibitors.

Current website and social media statistics are available on request.

AUDIENCE & CONTRIBUTORS

WHO READS & WRITES FOR US

OUR AUDIENCE

Outdoor enthusiasts
Hikers, campers, climbers and divers planning their next trip.

Families & weekend travellers
Parents looking for nature getaways and homestays.

Adventure & 4×4
Overlanders and adventure-sport fans who invest in gear.

Eco & nature-based tourism
Travellers who care about conservation and communities.

Muslim-friendly travellers
Readers of Hearts SEE and our Muslim-friendly travel features.

The outdoor industry
Brands, retailers, campsites, tour operators and clubs.

Business leaders
Entrepreneurs, CEOs and decision-makers in tourism, retail and lifestyle.

Government officials
Ministries, agencies and policymakers in tourism and sport.

Academics & professionals
Researchers, educators and students in tourism and environment.

Mainly in the Klang Valley and across Malaysia, meeting us in person at Outdoor Expo Malaysia and reading online from the region and beyond.

THE PEOPLE BEHIND THE MAGAZINE

FOUNDERS

Siti Zaleha Abu Bakar
Co-Founder & Chairman

Md. Saydul Haque (Sayd Haque)
Co-Founder & Director of Multimedia & Creative

LEADERSHIP

YBRS Dr Yuslan Yusof JP
Advisor

Muhammad Irfan Haziq Idris
Chief Executive Officer

Assoc. Prof. Dr. Aida Mokhtar
Editor-in-Chief

Muhammad Ikhwan Hazim
Director of Marketing

EDITORIAL COMMITTEE

Assist. Prof. Dr. Abu Sufian Imon
Faiswal Kasirye (PhD)
Afsana Shirin

CREATIVE TEAM

Marketing Nurulfidayah Ain Binti Melana
Photography Ibrahim Mohammad, Khairul Khana, Imran Sheikh
Videography Wong Chean How (Ken Wong)
Design Md. Saydul Haque, Redza Syah Azmeer
Multimedia Imtiaz Hossain

WRITERS & CONTRIBUTORS IN PRINT AND ONLINE

- Tan Sri Dr. Salleh Mohd Nor
- Maj. Gen. Dato' Dr. Mohd Radzi Abdul Hamid (Retd)
- Assist. Prof. Dr. Abu Sufian Imon
- Siti Zaleha Abu Bakar
- Sayd Haque
- Afsana Shirin
- Zineb Ouali Alami
- Shaikh Muhammed Foulds
- Şeyma Acar
- Noor Maizatul Hazra Yahaya
- Mohamad Khairi Alwi
- Mahathir bin Mohd Noor
- Abdul Rahim bin Ahmad Damanhuri (Sir Combat)

IN GOOD COMPANY

BRANDS & ORGANISATIONS IN OUR PAGES

From global gear makers to local campsites and government agencies, these names have appeared in The Great Nature through advertising, profiles and features.

Outdoor Expo Malaysia Official media partner	**Tourism Malaysia** Cuti-Cuti Malaysia	**Jabatan Belia dan Sukan Negara** Government agency
GWM Automotive	**YETI · Montanic** Outdoor gear	**BUFF · Sea to Summit** Outdoor gear
Hypergear Outdoor gear	**Mosi-guard** Insect repellent	**KakiCamo** Tactical & outdoor wear
Mount Xplorer Outdoor gear	**Escabee** Camping bookings	**Lincoln University College** Education
Ghazam Travel & Tour Travel	**Safety Pro** Safety & rescue training	**Outdoor Team Malaysia** Outdoor community



Outdoor Expo Malaysia 2023, featured in our media partnership coverage.

WHY ADVERTISE WITH US

- A focused audience that already loves the outdoors
- Print, event and online exposure in one place
- Stories, not just ads: we profile your brand properly
- In-house writing, photo, video and design team

INTRODUCTORY RATES 2026–2027

ADVERTISING OPTIONS

PRINT · ANNUAL SPECIAL ISSUE

PLACEMENT	RATE (RM)
Inside front cover Full page, the first ad readers see	2,500
Full page Full-colour page inside the magazine	1,500
Half page Horizontal half page	900
Brand profile (2 pages) Interview-style feature written by our team, with your photos	2,200

DIGITAL · WEBSITE & SOCIAL MEDIA

PLACEMENT	RATE (RM)
Sponsored article Permanent article on thegreatnature.com, shared on our Facebook page	500
Header banner Top of every page, 728 × 90 px	400 / month
Sidebar banner Beside every article, 300 × 250 px	250 / month
Social media post One dedicated post on Facebook and TikTok	250

PACKAGES

EXPO PARTNER

SAVE RM 600

RM 2,400

- Full page in the Special Issue
- Sponsored article on the website
- Sidebar banner for 3 months
- One dedicated social media post

DIGITAL STARTER

SAVE RM 250

RM 900

- Sponsored article on the website
- Header banner for 1 month
- One dedicated social media post

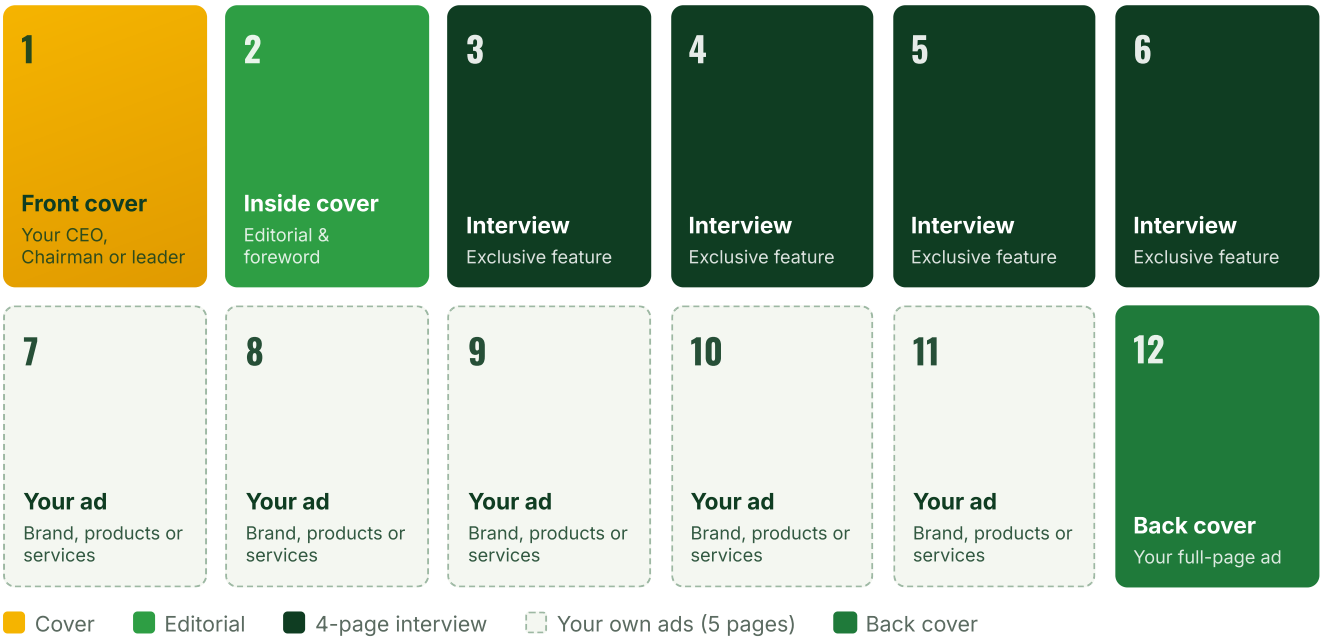
Introductory rates in Malaysian Ringgit, valid for bookings made in 2026–2027. Ad design by our creative team is available from RM 200. Discounts for multiple placements, NGOs and community events — just ask. All sponsored content is clearly labelled as sponsored.

PREMIUM FEATURE

YOUR OWN SPECIAL ISSUE

A 12-page edition of The Great Nature dedicated entirely to one company, organisation or individual, with your CEO, Chairman or leader on the cover. It's yours to hand to clients, partners, investors and guests.

WHAT'S INSIDE: ALL 12 PAGES ARE YOURS



INCLUDED

- Cover shoot and design featuring your leader
- 4-page interview written by our editorial team
- Inside-cover editorial introducing your story
- 5 inside pages plus the back cover for your own ads
- **1,000 printed copies** delivered to you

ALSO ONLINE

- Digital edition in our free E-Book library
- Interview published as a feature on thegreatnature.com
- Shared on our Facebook, TikTok and YouTube

EXCLUSIVE SPECIAL ISSUE

From RM 12,000

12 pages · 1,000 copies · digital edition included

Ideal for company anniversaries, product launches, events, awards and leadership profiles. Additional copies and extra pages are available on request. Allow about 4–6 weeks from interview to delivery.

SPECIFICATIONS & BOOKING

READY TO WORK WITH US?

PRINT ARTWORK

Full page	210 × 290 mm, plus 3 mm bleed
Half page	210 × 145 mm, plus 3 mm bleed
File	Print-ready PDF, 300 dpi, CMYK
Deadline	At least 2 weeks before the issue goes to print

DIGITAL ARTWORK

Header banner	728 × 90 px
Sidebar banner	300 × 250 px
File	JPG, PNG or GIF, under 150 KB, with a link
Sponsored article	Your brief and 3–6 photos; we write it, or send 600–1,000 words

HOW BOOKING WORKS

1
Tell us about your brand, audience and goals.

2
We send a short proposal with dates and the best options.

3
Confirm, send your artwork (or let us design it), and you're live.

SOME OF OUR PREVIOUS PRINTED ISSUES



Far from the Urban Jungle



Ecotourism in Malaysia



The Green Race



Rediscovering Malaysia



Beyond Search and Rescue

LET'S TALK

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