



**Media Kit 2020**



# Suaramerdeka.com.my

With close to **2 million** unique visitors in first half of 2020, suaramerdeka.com.my, one of the leading new news portal in Malaysia which provide a fast growing audiences platform.

Covering the latest local news, inclusive politics, economy, entertainment, sports and human interest capture new audiences especially young adults which choose suaramerdeka.com.my as their preferred digital news portal.

SuaraMerdeka.com.my inviting brands owner to work together with us in promoting their products and services.

We are firm believers in our digital content and how it can translate into your business growth.

## Google Analytics (Jan-May2020)

<b>4,514,055</b>	Total Pages Viewed
<b>1,910,391</b>	Total Unique Visitors



**6,259** Likes

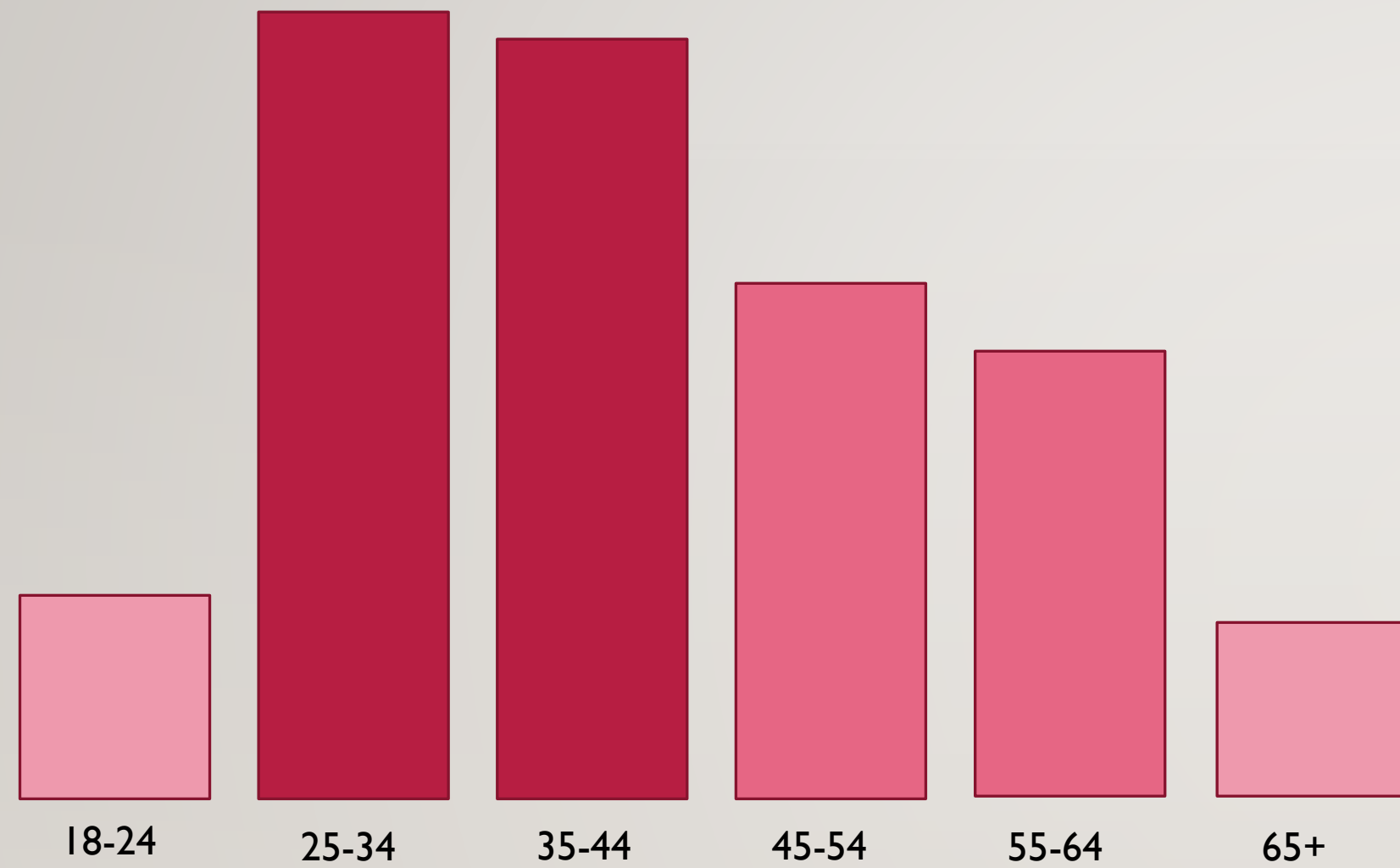


**1,763** Followers

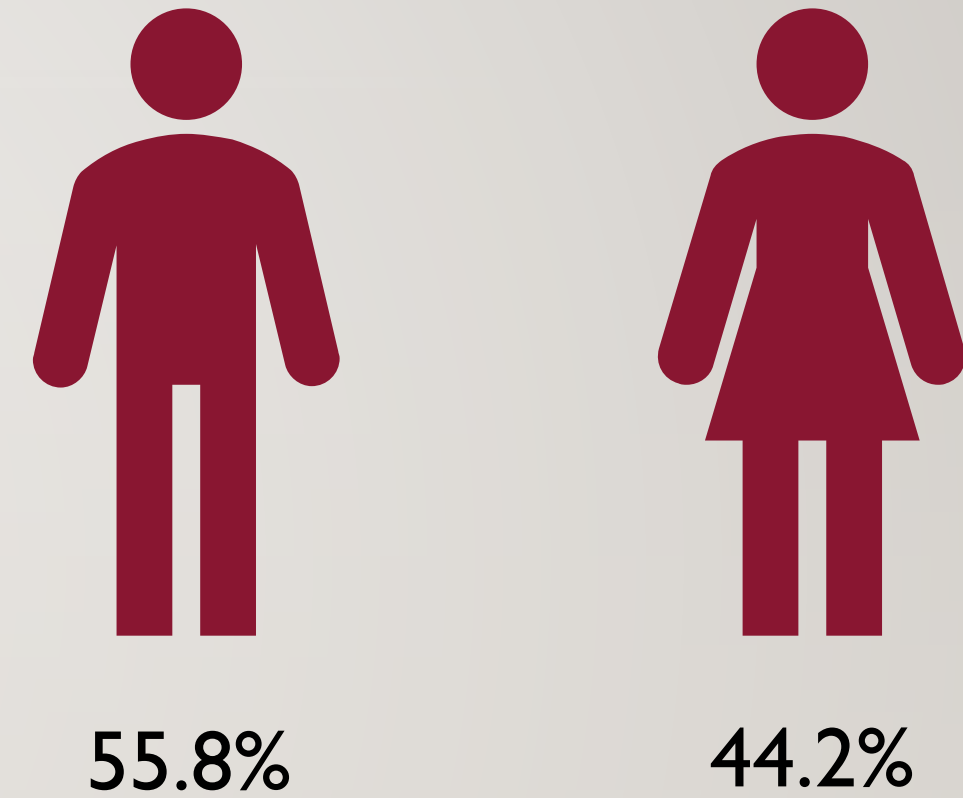




# Audience Demographic Age & Gender



Age



Gender

IN TOTAL 3,838,125 SESSIONS  
SOURCE FROM GOOGLE ANALYTICS (1<sup>ST</sup> JAN – 31<sup>ST</sup> MAY 2020)





# Audience Demographic Geo-Location

**94.4%**  
**MALAYSIA**

63.74%  
KUALA LUMPUR

4.27%  
JOHOR

3.10%  
SARAWAK

1.92%  
PENANG

1.18%  
MELAKA

14.69%  
SELANGOR

3.39%  
SABAH

2.09%  
PERAK

1.23%  
KEDAH

1.10%  
NEGERI SEMBILAN

1.54%  
**UNITES STATES**

1.47%  
**SINGAPORE**

0.77%  
**INDONESIA**

1.82%  
**OTHERS**



IN TOTAL 3,838,125 SESSIONS  
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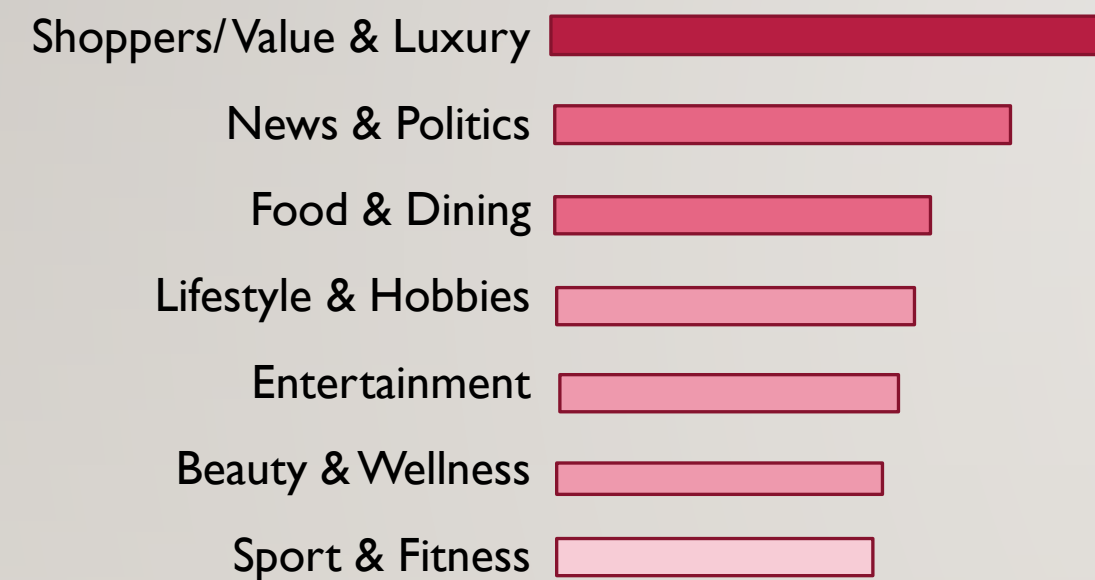




# Audience Demographic Interest

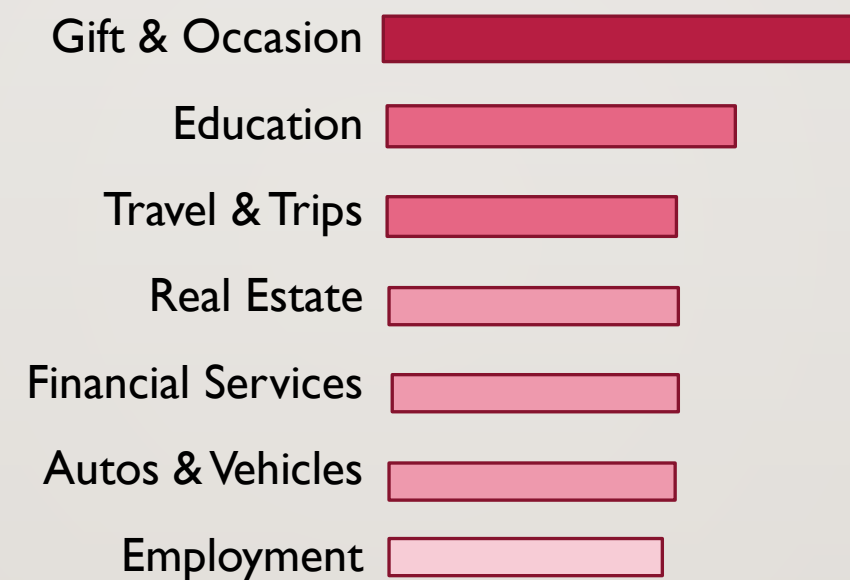
## Affinity Category

65.61% of total users



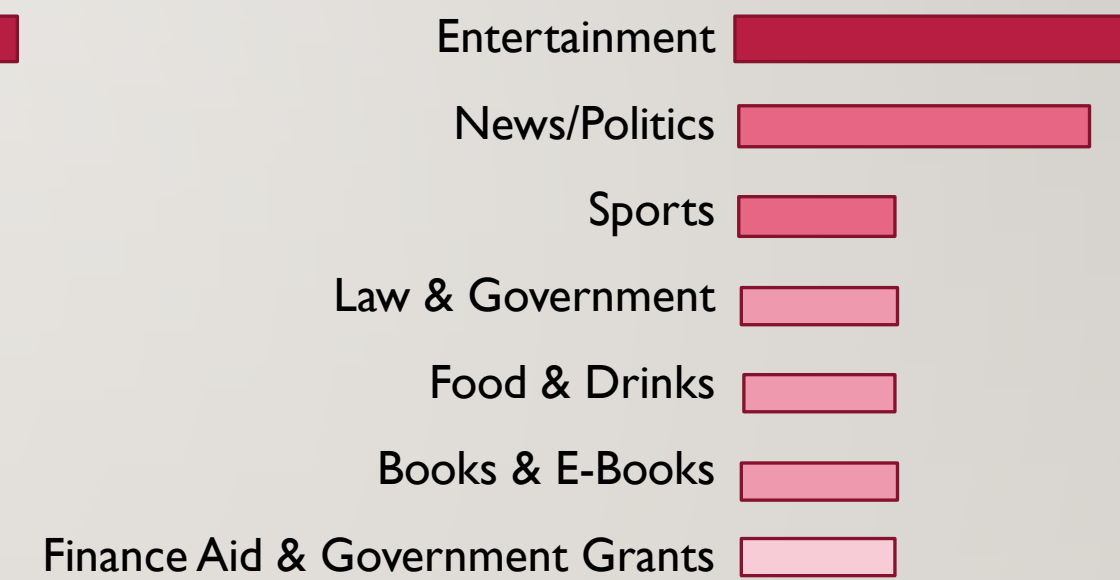
## In-Market Segment

55.38% of total users



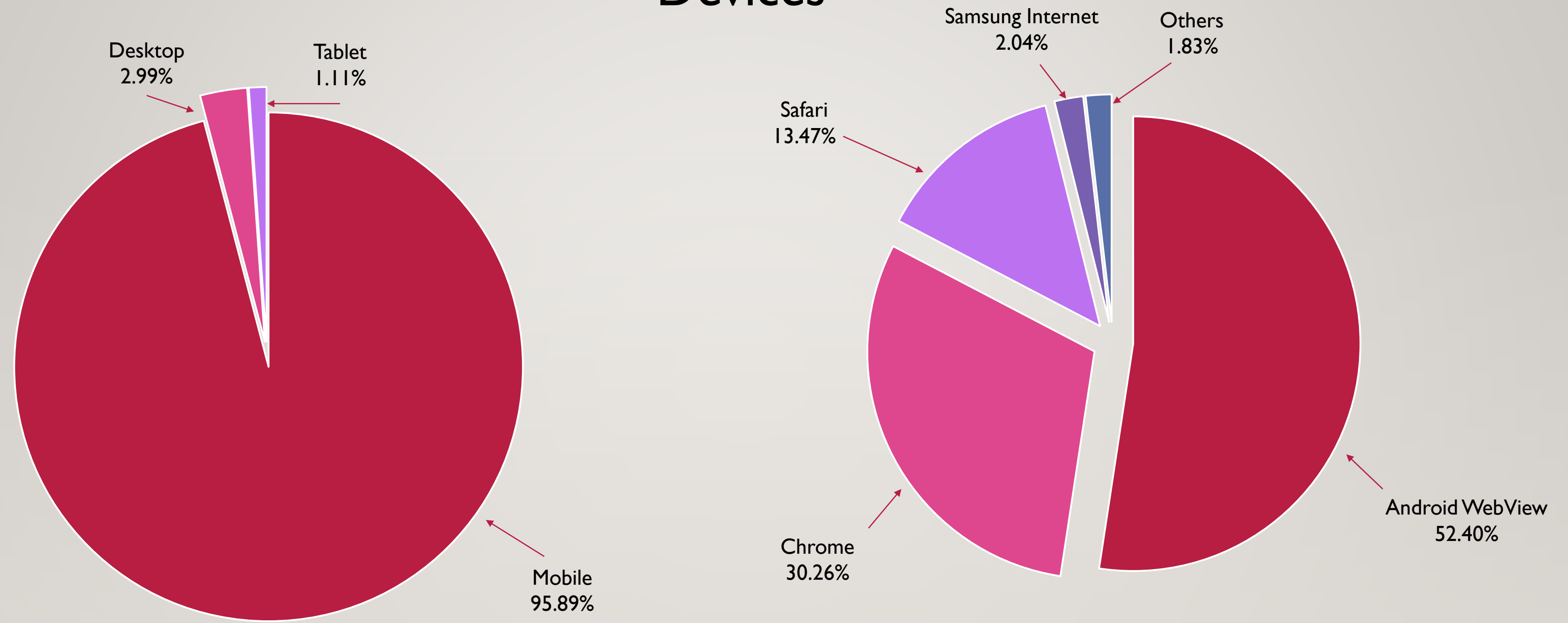
## Other Category

64.09% of total users





# Audience Demographic Devices



IN TOTAL 3,838,125 SESSIONS  
SOURCE FROM GOOGLE ANALYTICS (1<sup>ST</sup> JAN – 31<sup>ST</sup> MAY 2020)







# Type Of Advertisement Banners Display Ads

Ad Unit	Weekly Rate	Monthly Rate	Banner Size	File Size / Format
Top Leaderboard	RM3,000	RM7,000	Desktop : 728(w) x 90(h) pixels & Mobile : 320(w) x 50(h) pixels	< 50KB JPEG / GIF
Middle Leaderboard	RM3,000	RM7,000		
Bottom Leaderboard	RM2,000	RM5,000		
Top Rectangular	RM2,000	RM5,000	3300(w) x 250(h) pixels	
Bottom Rectangular	RM2,000	RM5,000		



# Type Of Advertisement Content & Social Media

Ad Unit	Rate	Particular
Advertorial / Native Advertising	RM3,000	Minimum of one weeks to be remained on the portal
Video Story	RM5,000	
Live Telecast : Event Coverage	RM7,000	Minimum of 10 - 60 mins live video depend on the event requirement <i>*The quality of the video is subject to telco's signal coverage in the area</i> <i>*Video will be edited and shared in our digital platform</i>
Social Media Posting		
Facebook	SocMed RM2,000 /post  Product Review RM 5,000 /product	
YouTube		
Twitter		
Instagram		



# Branded Content SM-Intro Package



## PACAKAGE 1 – RM5,000.00

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- 1x : Interview article that will also share into Facebook & Instagram
- 1x : Video Interview that will also share into YouTube, Facebook, Instagram + IGTV
- 1x : Article (client's focus topic)
- 2 weeks : ROS Leaderboard banner

# Branded Content SM-Intro Package



## PACAKAGE 1 – RM10,000.00

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- 2x : Video Interview that will also share into YouTube, Facebook, Instagram + IGTV
- 2x : Interview article (same video interview will be converted into article)
- 2x : Article (client's focus topic)
- 6 weeks : ROS Leaderboard banner



# Branded Content SM-Intro Package



## PACAKAGE 1 – RM20,000.00

- 4x : Exclusive video interview that will also share into YouTube, Facebook, Twitter & Instagram + IGTV
- 4x : Interview article (same video interview will be converted into article) and will share into Facebook, Twitter & Instagram
- 10x : Article (client's focus topic)
- 20 weeks : Leaderboard banner
- Corporate / Campaign logo to be feature in all related article's / video story (subject to editor's discretion and approval)
- Special widget banner with client's corporate/campaign logo with duration of 3 month to keep all client's related articles, pictures & videos in one place

## PAYMENT TERMS

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Suara Merdeka is a media brand asset under the LINTAQ DIGITAL SDB BHD (1354148-K). All payment is strictly by cheque/online transfer and made payable to LINTAQ DIGITAL SDN BHD

BANK: MAYBANK  
BRANCH: BANDAR SRI PERMAISURI  
A/C NO. : 564762317345

*Thank  
you!*



[www.suaramerdeka.com.my](http://www.suaramerdeka.com.my)

Contact:

