

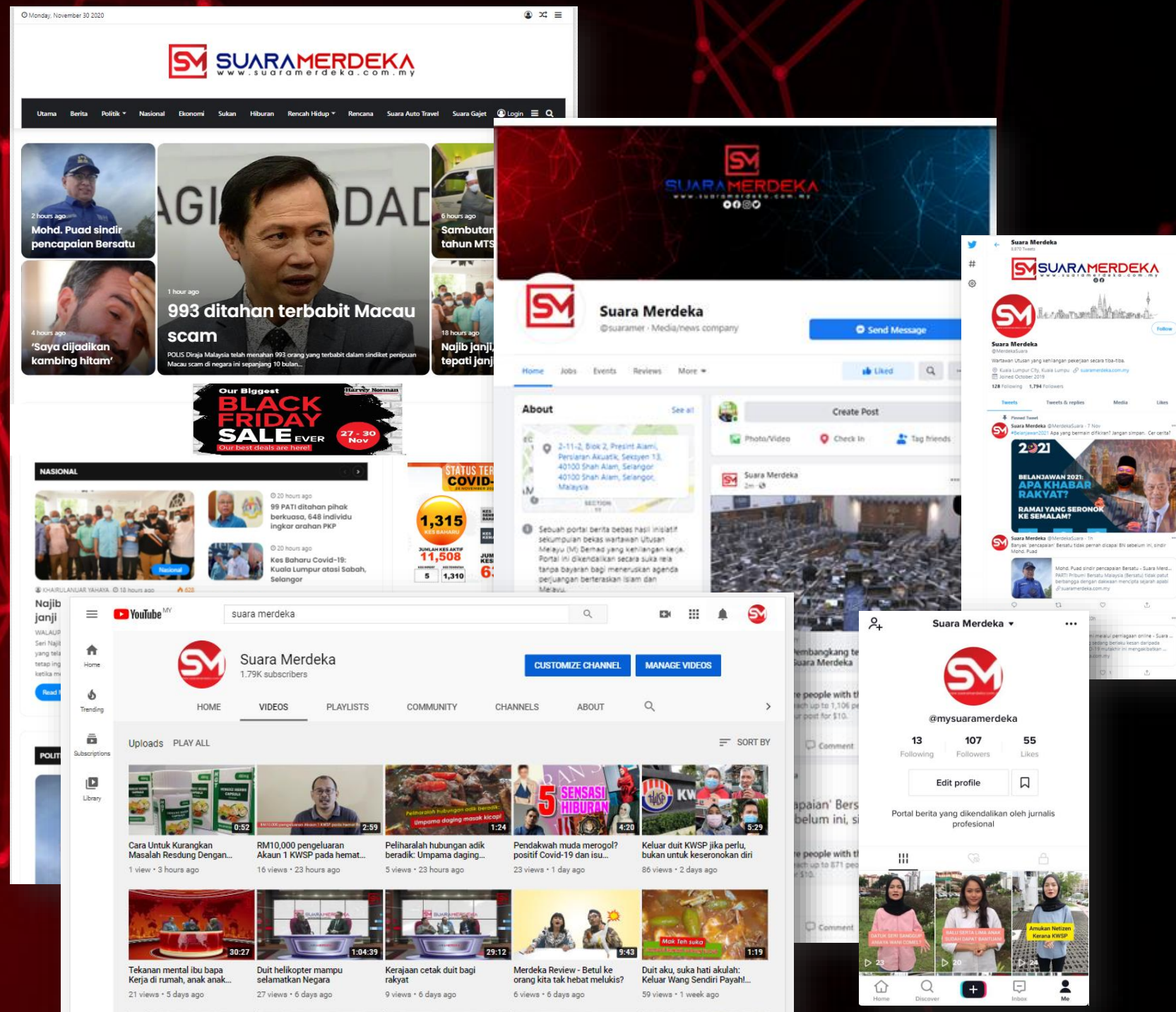


SUARAMERDEKA

www.suaramerdeka.com.my



Mediakit 2021



SuaraMerdeka.Com.My

With more than 3.55 million total unique visitors in 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.



28,539 Likes
33,651 Followers



73,416 Subscribers



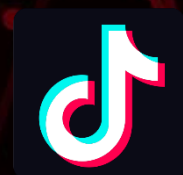
1,822 Followers



1,679 Followers



2,117 Subscribers



98 Followers



(Q4', 2020)

969,000 Average Monthly Pages Viewed
250,000 Average Monthly Unique Visitors

BERITA

Current news updates section from local to international coverage..

POLITIK

The latest reporting and analysis on Malaysian Politics scenario.

NASIONAL

Focussing on local news coverage, crime news, updates, government policies, accidents and many more

EKONOMI

Economy news segment covering company announcement, financial reporting and any business related news.

SUKAN

Covering local and international sports news, tournaments, championships from football to motorsports.

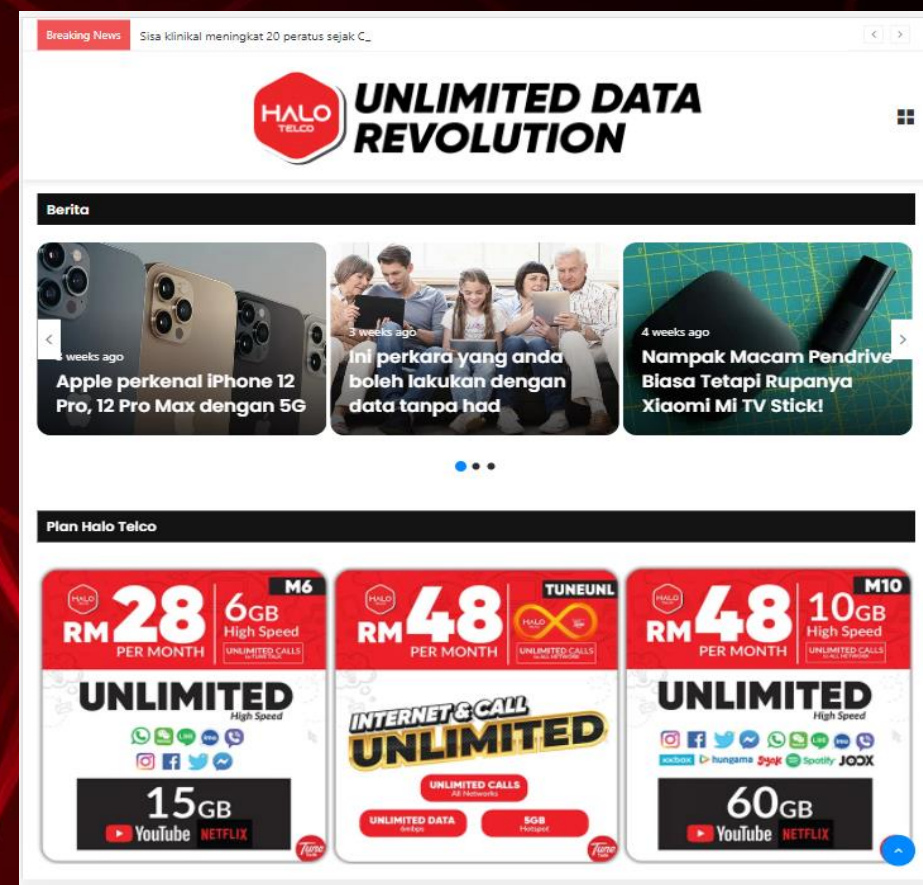
HIBURAN

Entertainment news, from Malaysian to K POP, Bollywood to Hollywood, it will be under this section.

RENCANA

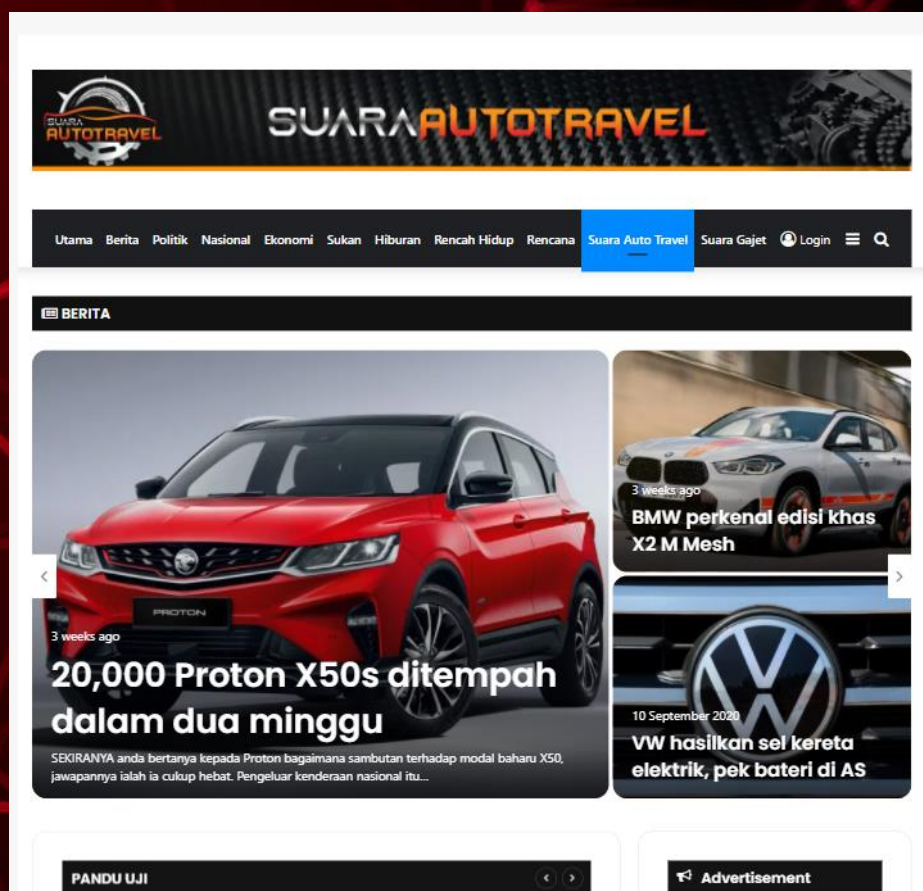
Special reporting on variety issue form our in-house editors or guess editors





SUARA GAJET

A segment dedicated to the latest update on technological innovation from smartphones up to gaming console, CPU and GPU or anything related to tech and gadget world, even telco's news also can be found in this section. Here where all the gadget lover will get the information on devices that might or plan to buy in near future.



SUARA AUTOTRAVEL

An automotive news segment which covers local and international automotive updates, test drive, comparison, car accessories and automotive business related news. Other than that we also promoting interesting local tourism destination so you can plan your vacation drive to your favourite places.

**BORHAN ABU SAMAH (Chief News Editor)**

Driven News Editor with five years of expertise in assigning, shaping and directing news stories. Effective leader skilled at directing qualified and highly regarded team in producing top-quality work. Dedicated to covering all relevant news with speed and accuracy to maximize reader base and increase bottom-line profits. Two years as a Foreign Correspondent. Quality-driven Editor with superior attention to detail and the ability to meet stringent deadlines. Superior proficiency in writing guidelines and captions. Knowledgeable journalist with 26 years of experience covering local, regional and national sports programs, recruitment options and trends. Excellent verbal and written communication skills with flexible schedule and superior work ethic. High-energy Assistant Editor with 10 years of experience and expertise in news.

**HASZRUL MOHAMED (News Editor)**

Dynamic Journalist bringing 27 years' experience. Able to take on any issue and produce pieces quickly to take advantage of current public opinion. Story-driven Journalist adept at developing articles and investigating issues with tenacious and unwavering dedication. Offering more than 10 years of experience in print and online media. Versed in viral trends, breaking news response and able to capitalize on social media sosial cum digital platform with in-depth knowledge of reporting fundamentals and background in translating and interpreting English. Extremely organized and detailed-oriented with excellent decision making and problem solving abilities.

**KHAIRULANUAR YAHAYA (Assistant News Editor)**

Experienced as a print, broadcasting and online media journalist since 2002 at Karangkraf, Bernama TV and Utusan Online. Has made humanitarian coverage in Gaza, Pakistan, Japan, Somalia, Lebanon and Syria. The 'disappearance' of the cameraman, Noramfaizul while working together in Somalia is something he will never forget.

**MOHAMAD ATHIR ISMAIL (Journalist)**

He has eight years of experience in the field of journalism including publishing magazines, newspapers and news portals. Prior to joining Suara Merdeka, he served in the Karangkraf Media Group, Utusan Malaysia and Utusan Online. He is currently publishing news related to current, political, economic and international issues. He has an interest in exploring the field of journalism for business.

**MUHAMMAD AZRUL MOHD. RADI (Journalist)**

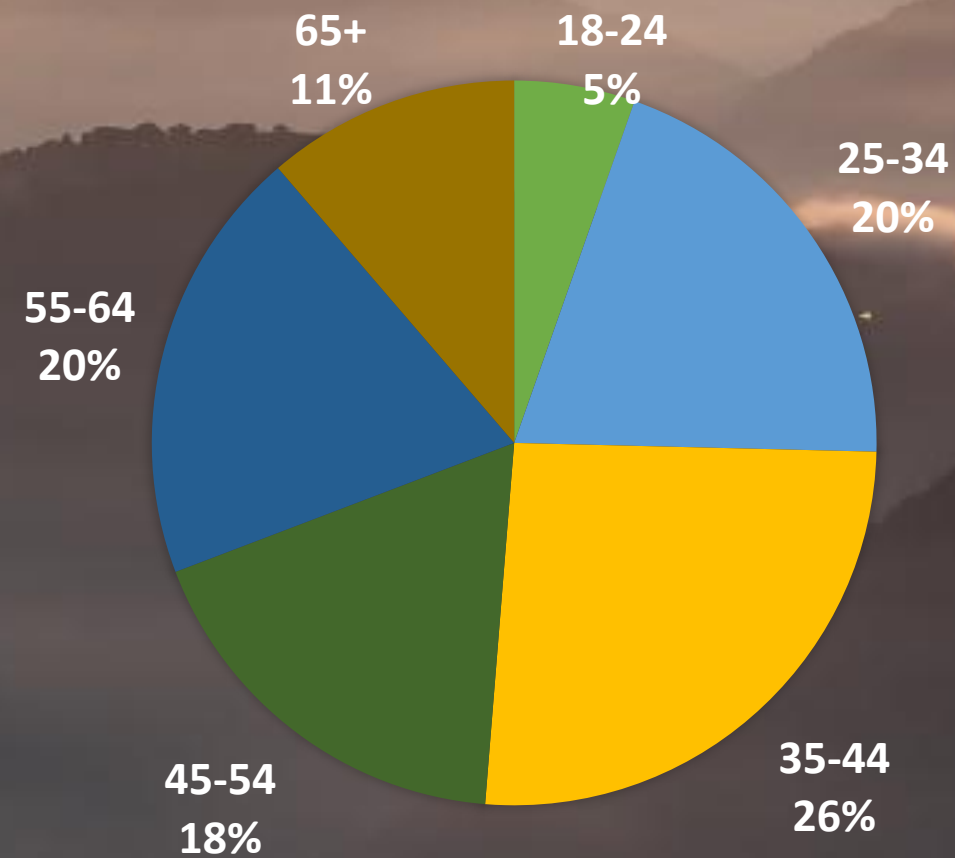
Had 8 years of experience as a journalist at Utusan Malaysia newspaper. Formerly a journalist at two News, Entertainment and Crime tables. Ability to write in the form of short stories and creatively through writing plans.

THE INSIGHT

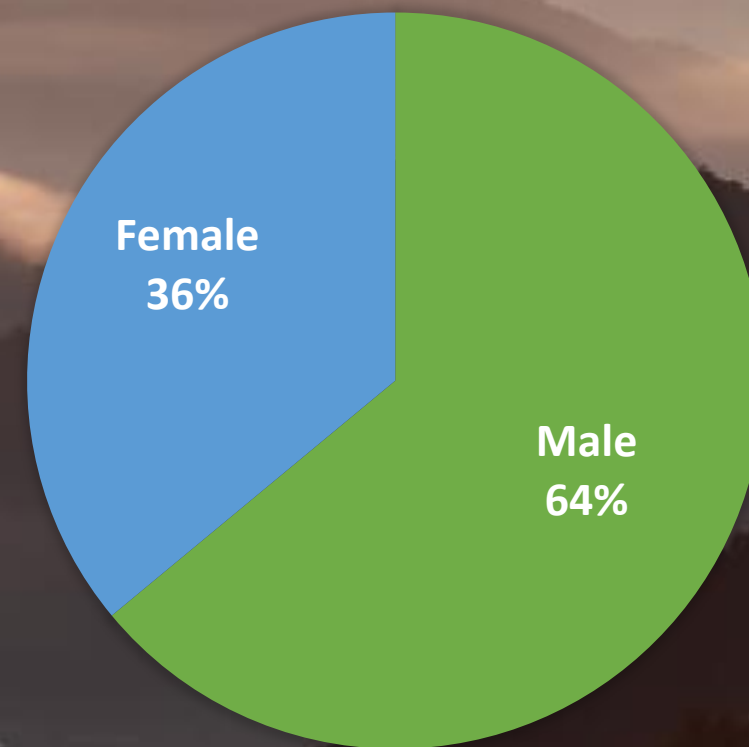


Google Analytics (Q4 2020)

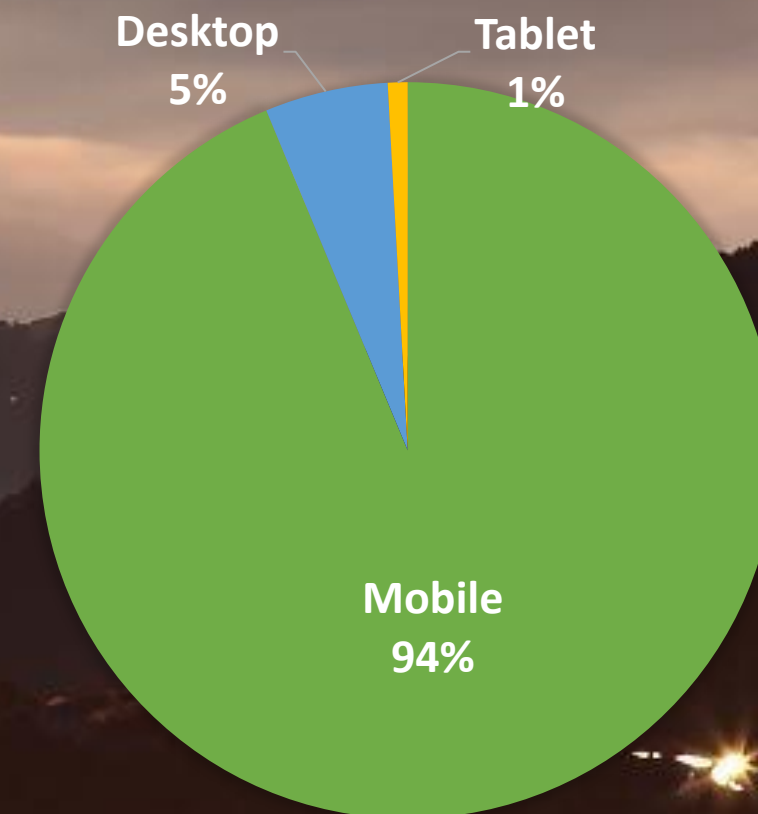
AGE



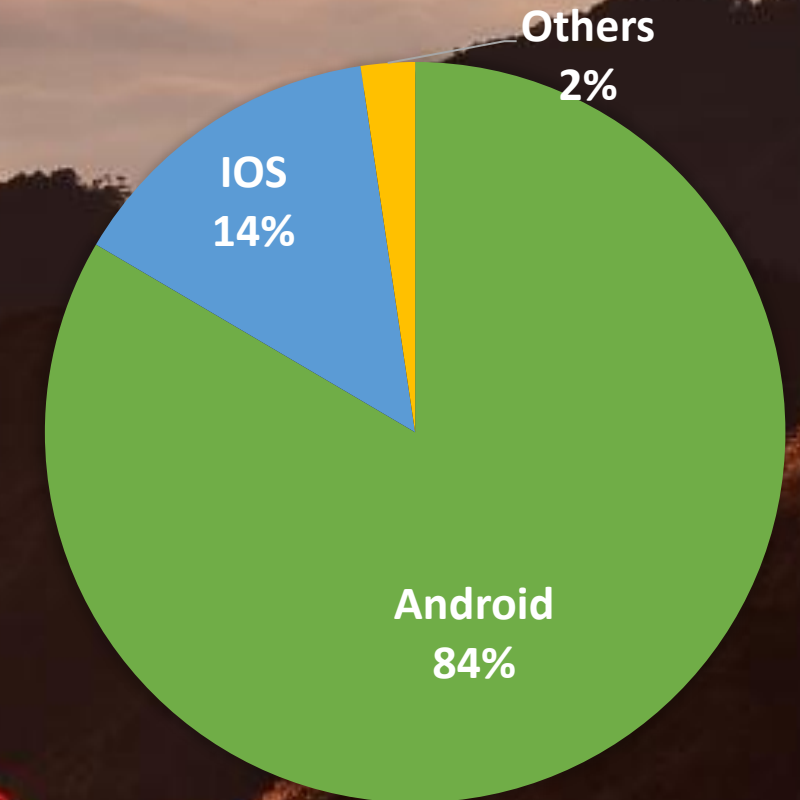
GENDER



DEVICES



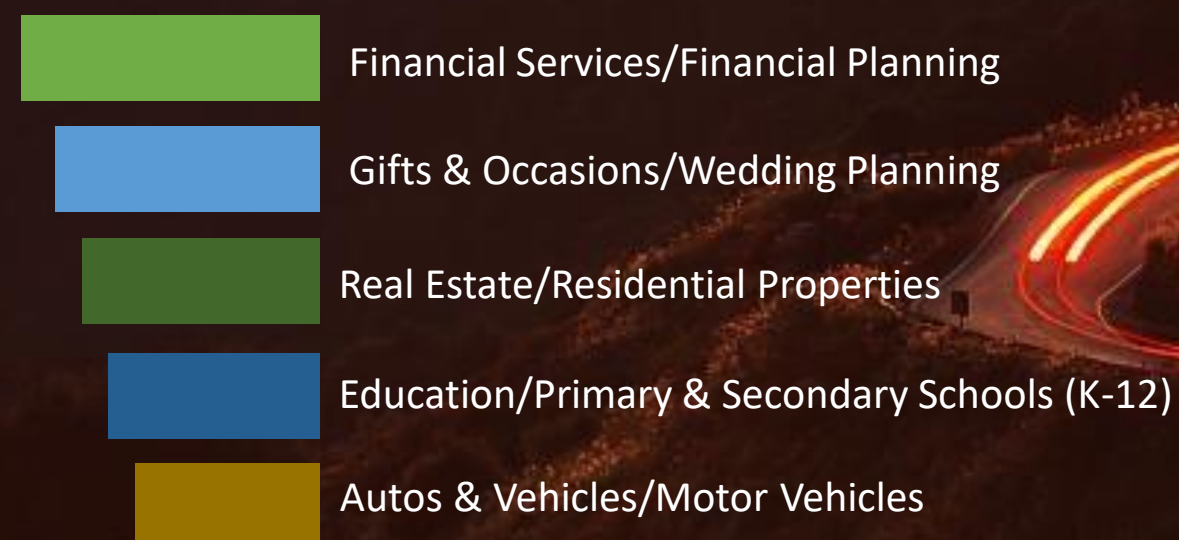
MOBILE OS



AFFINITY CATEGORY



IN-MARKET SEGMENT



OTHER CATEGORY



SOURCE FROM GOOGLE ANALYTICS (Q4 2020)

SOCIAL MEDIA ENGAGEMENT

* AS PER FACEBOOK INSIGHT



73,416

Push Notifications Subscribers



28,539

Facebook Likes



1,679

Instagram Followers



1,822

Twitter Followers



98

TikTok Followers

297,840 MONTHLY ENGAGEMENT

1.8M
**ESTIMATED
COMBINED
REACH**

website pageviews
+
social media platforms reach



250K

UNIQUE WEB VISITORS
(Google Analytics, Q4 2020)

94%

MOBILE TRAFFICS
(Google Analytics, Q4 2020)

819K

MONTHLY SOCIAL REACH
(Facebook Insight, JAN 2021)

309K

MONTHLY VIDEO VIEWS
(Facebook Insight, JAN 2021)



Type Of Advertisement Banners Display Ads

Ad Unit	Code	CPM	Weekly Rate	Monthly Rate	Banner Size (pixels)
Top Leaderborad	BDA01	RM25	RM3,000	RM9,000	Desktop : 970x250, 970x90, 728x90 & Mobile : 320x50, 320x100, 300x50, 300x100
Middle Leaderboard	BDA02	RM25	RM3,000	RM9,000	
Bottom Leaderboard	BDA03	RM20	RM2,000	RM6,000	
Top Rectangular	BDA04	RM25	RM3,000	RM9,000	300x250, 336x280
Bottom Rectangular	BDA05	RM20	RM2,000	RM6,000	

< 50KB JPEG / GIF

Type Of Advertisement Content Advertising



Ad Unit	Code	Rate	Particular
Advertorial / Native Advertising	CA01	RM 3,000	Material content / story board must be submitted one (1) week earlier before the insertion date. Max 7 mins video
Portal Video Post	CA02	RM5,000	
Live Telecast : Event Coverage	CA03	RM7,000	Minimum of 10 - 60 mins live video depend on the event requirement *The quality of the video is subject to telco's signal coverage in the area *Video will be edited and shared in our digital platform
Microsite	CA04	RM10,000	Serving, managing content and maintenance cost for a month.

Type Of Advertisement

Social Media Post & Engagement



Ad Unit	Code	Rate	Particular
Facebook : Content Post	SM01	RM2,000 per post	Material content / story board must be submitted one (1) week earlier before the insertion date. Max video duration : 7 minutes
Facebook & YouTube: Video Post & Product Review	SM02	RM5,000 per video post	
Facebook : Story	SM03	RM500 per post	Material/link must be submitted two (2) days before the insertion date.
Instagram Post	SM04	RM2,000 per post	Material/link must be submitted two (2) days before the insertion date.
Instagram Story Post	SM05	RM500 per post	
Instagram Product Review	SM06	RM3,000 per post	Material content / story board must be submitted one (1) week earlier before the insertion date.
Twitter : Content Post	SM07	RM2,000 per post	Material/link must be submitted two (2) days before the insertion date.

Branded Content SM – Post MCO Package

PACKAGE PKP2.0 – RM3,000.00

- 1x : Copywriting – Promo Article (post on Suara Merdeka portal & Facebook)
- 1x : 3-5 minutes Promo Video
- 1x : Free FB Poster Post

Original Total Value : RM11,000
Discount Given: 63.6%
Return On Investment: 3.6



**TAK PERLU
PENING
KEPALA
LAGI!!!**

**KHAS UNTUK PENGUSAHA
IKS, KEDAI MAKAN SERTA
PEMILIK HOTEL!!!**

- Tak ramai tahu tentang bisnes anda?!?
- Nak promosi perniagaan anda?!?
- Artikel promosi yang best macam mana?!?
- Macam mana nak buat video?!?
- Siapa boleh bantu ni?!?

SUARAMERDEKA
sedia membantu!!!

www.suaramerdeka.com.my



**HANYA
RM 3,000**

1 Artikel Promosi Perniagaan
Anda
.....
Video Promo (3-5 minit)

**CAPAIAN BULANAN
MELEBIHI
880,000**

pelayar **SUARAMERDEKA**
(portal berita dan platform media sosial)

**PAKEJ INI HANYA SAH UNTUK
MASA 3 BULAN SAHAJA.**

www.suaramerdeka.com.my



Branded Content SM-Intro Package

PACKAGE 1 – RM5,000.00

- 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

Original Total Value : RM17,000

Discount Given: 71%

Return On Investment: 3.4





Branded Content SM-Intro Package

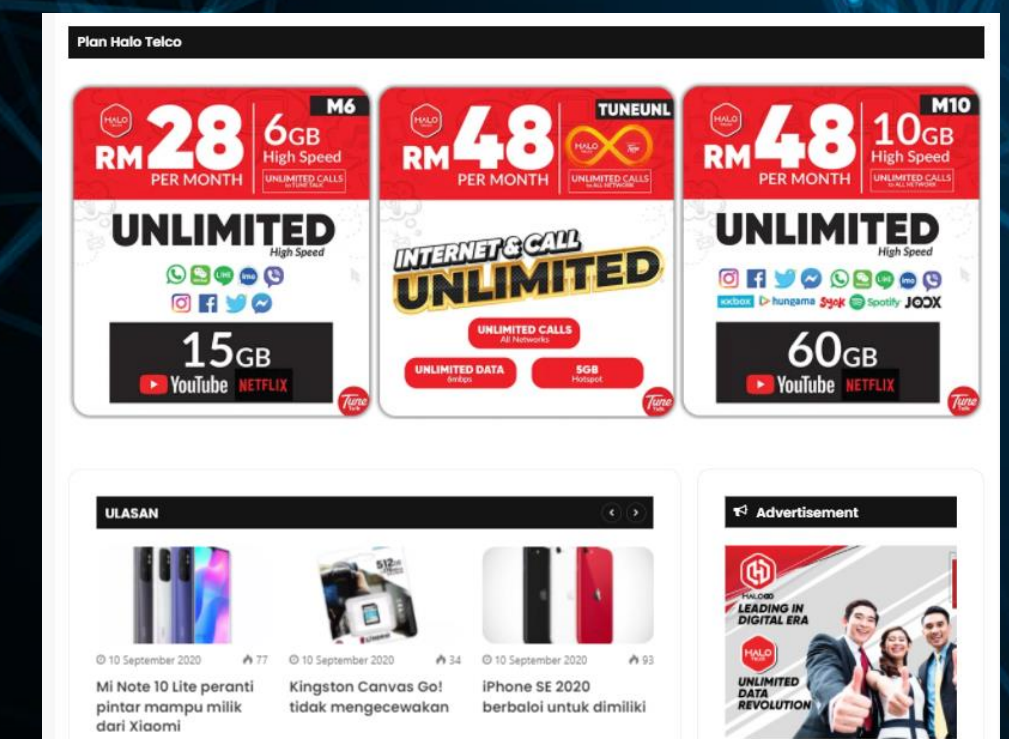
PACAKGE 2 – RM10,000.00

- 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

Original Total Value : RM40,000

Discount Given: 75%

Return On Investment: 4.0





Branded Content SM-Intro Package

PACKAGE 3 – 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

Original Total Value : RM162,000

Discount Given: 88%

Return On Investment: 8.1



thank you



For further information, please contact LUDFI MOHAMED – 012 371 7156 or ludfi@suaramerdeka.com.my

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