With more than 3.3 million total unique visitors from January until September 2020, SuaraMerdeka.Com.My, one of the leading 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.

![Social Media Statistics]

- **23,200 Likes**
- **26,873 Followers**
- **1,781 Followers**
- **1,512 Followers**
- **1,620 Subscribers**

![Analytics Statistics]

- **872,000** Average Monthly Pages Viewed
- **367,000** Average Monthly Unique Visitors

(Jan-Sep 2020)
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.
THE INSIGHT

Google Analytics (JAN-SEP 2020)

- **MONTHLY PAGES VIEWED**: 872,000
- **MONTHLY UNIQUE READERS**: 367,000
- **DAILY PAGES VIEWED**: 29,067
- **DAILY UNIQUE READERS**: 12,233

**Age Distribution**
- 18-24: 25%
- 25-34: 26%
- 35-44: 18%
- 45-54: 16%
- 55-64: 16%
- 65+: 8%

**Gender Distribution**
- Female: 41.97%
- Male: 58.03%

**Device Usage**
- Mobile: 96.97%
- Desktop: 1.95%
- Tablet: 1.08%
- Others: 1.96%

**Mobile OS**
- Android: 92.12%
- iOS: 5.92%
- Others: 1.96%
SOCIAL MEDIA ENGAGEMENT

3.3M
UNIQUE WEB VISITORS 2020
(Google Analytics, Jan-Sep 2020)

357K
MONTHLY SOCIAL REACH
(Facebook Insight, Sept 2020)

85.16K
MONTHLY VIDEO VIEWS
(Facebook Insight, Sept 2020)

97.5%
MOBILE TRAFFICS
(Google Analytics, Sept 2020)

* AS PER FACEBOOK INSIGHT

22,309
Facebook Likes

1,461
Instagram Followers

1,780
Twitter Followers

357,700 MONTHLY REACH

197,100 MONTHLY ENGAGEMENT
**Audience Demographic**

**Age**
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**IN TOTAL 6,072,252 SESSIONS**

**Geo-Location**
- **94.4% MALAYSIA**
  - 61.39% KUALA LUMPUR
  - 4.32% JOHOR
  - 2.98% SARAWAK
  - 1.92% PENANG
  - 1.18% NEGERI SEMBILAN
  - 17.00% SELANGOR
  - 3.29% SABAH
  - 2.11% PERAK
  - 1.29% KEDAH
  - 1.17% MELAKA

- 1.69% UNITED STATES
- 1.49% SINGAPORE
- 0.73% INDONESIA
- 1.82% OTHERS

SOURCE FROM GOOGLE ANALYTICS (1st JAN – 30th September 2020)
Audience Demographic

Interest

Affinity Category
64.72% of total users

- News & Politics
- Food & Dining
- Shoppers/ Value & Luxury
- Lifestyle & Hobbies
- Entertainment
- Beauty & Wellness
- Sport & Fitness

In-Market Segment
54.20% of total users

- Gift & Occasion
- Education
- Real Estate
- Travel & Trips
- Auto & Vehicles
- Employment
- Financial Services

Other Category
63.24% of total users

- Entertainment
- News/Politics
- Sports
- Law & Government
- Food & Drinks
- Books & E-Books
- Finance Aid & Government Grants

IN TOTAL 6,072,252 SESSIONS
SOURCE FROM GOOGLE ANALYTICS (1st JAN – 30th September 2020)
<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Code</th>
<th>CPM</th>
<th>Weekly Rate</th>
<th>Monthly Rate</th>
<th>Banner Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>BDA01</td>
<td>RM25</td>
<td>RM3,000</td>
<td>RM9,000</td>
<td>Desktop: 970x250, 970x90, 728x90 &amp; Mobile: 320x50, 320x100, 300x50, 300x100</td>
</tr>
<tr>
<td>Middle Leaderboard</td>
<td>BDA02</td>
<td>RM25</td>
<td>RM3,000</td>
<td>RM9,000</td>
<td></td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>BDA03</td>
<td>RM20</td>
<td>RM2,000</td>
<td>RM6,000</td>
<td></td>
</tr>
<tr>
<td>Top Rectangular</td>
<td>BDA04</td>
<td>RM25</td>
<td>RM3,000</td>
<td>RM9,000</td>
<td>300x250, 336x280</td>
</tr>
<tr>
<td>Bottom Rectangular</td>
<td>BDA05</td>
<td>RM20</td>
<td>RM2,000</td>
<td>RM6,000</td>
<td></td>
</tr>
<tr>
<td>Ad Unit</td>
<td>Code</td>
<td>Rate</td>
<td>Particular</td>
<td></td>
<td></td>
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<tr>
<td>-------------------------------</td>
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<td>-------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorial / Native Advertising</td>
<td>CA01</td>
<td>RM 3,000</td>
<td>Material content / story board must be submitted one (1) week earlier before the insertion date. Max 7 mins video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portal Video Post</td>
<td>CA02</td>
<td>RM5,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 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

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Code</th>
<th>Rate</th>
<th>Particular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook: Content Post</td>
<td>SM01</td>
<td>RM2,000 per post</td>
<td>Material content / story board must be submitted one (1) week earlier before the insertion date.</td>
</tr>
<tr>
<td>Facebook &amp; YouTube: Video Post &amp; Product Review</td>
<td>SM02</td>
<td>RM5,000 per video post</td>
<td>Max video duration: 7 minutes</td>
</tr>
<tr>
<td>Facebook: Story</td>
<td>SM03</td>
<td>RM500 per post</td>
<td>Material/link must be submitted two (2) days before the insertion date.</td>
</tr>
<tr>
<td>Instagram Post</td>
<td>SM04</td>
<td>RM2,000 per post</td>
<td>Material/link must be submitted two (2) days before the insertion date.</td>
</tr>
<tr>
<td>Instagram Story Post</td>
<td>SM05</td>
<td>RM500 per post</td>
<td></td>
</tr>
<tr>
<td>Instagram Product Review</td>
<td>SM06</td>
<td>RM3,000 per post</td>
<td>Material content / story board must be submitted one (1) week earlier before the insertion date.</td>
</tr>
<tr>
<td>Twitter: Content Post</td>
<td>SM07</td>
<td>RM2,000 per post</td>
<td>Material/link must be submitted two (2) days before the insertion date.</td>
</tr>
</tbody>
</table>
# 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
For further information, please contact Ludfi Mohamed – 012 371 7156 or ludfi@suaramerdeka.com.my

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