BERITA HARIAN
THE SOLE MALAY LANGUAGE NEWSPAPER THAT SPEAKS WITH AUTHORITY AND UNDERSTANDS THE NEEDS OF THE MALAY COMMUNITY

PRINT READERS*
152,000 READERS

PRINT/DIGITAL READERS^
174,000 READERS

*Print reach is based on hardcopy and epaper weekly readership; includes weekend editions
*Digital reach is based on daily readership on website, social media pages and/or app

Source: Nielsen Consumer & Media View Study (CMV) 2019

77% ARE PARENTS
78% LIVE IN 4-ROOM FLATS AND ABOVE
74% ARE MORE GENEROUS WITH THEIR FAMILY THAN THEMSELVES
79% OFTEN READ LABELS BEFORE PURCHASING
74% USUALLY SELECT FAMILIAR BRANDS WHEN SHOPPING

Source: Nielsen Consumer & Media View Study (CMV) 2019
BERITA HARIAN has been a leader and shaper of the local Malay/Muslim community for more than 50 years and half of its readers read no other newspapers.

LOCAL NEWS (SETEMPAT)
Emphasis on Malay issues and interests

REGIONAL/WORLD NEWS (DUNIA)
Malaysia, Indonesia and the Islamic World

SPORTS (SUKAN)
with Local Focus

ECONOMY (EKONOMI & PEKERJAAN)
Malay businesses, Islamic banking & Halal financial products

VIEWPOINT (WACANA)
Issues of interest to the Malay community

ENTERTAINMENT (GAYA HIDUP)
Entertainment and lifestyle

BERITA MINGGU
Topics relating to Halal/Muslim-friendly industry
FEATURES
The niche editorial environment is conducive for thematic advertising and opens up a world of opportunities.

CLASSIFIEDS
Offering consumer-related tips and news, Classifieds section is a conducive platform that enables buyers and sellers to find one another.

Classifieds Section - More than 300 Classifications, which include Properties, Vehicles, Travel and Education.
MAXIMISE VISIBILITY WITH CREATIVE BUYS

Affording new possibilities in execution, the alignment of editorial and advertising grids opens the door to more creative ads.

INNOVATIVE EXECUTIONS

• Cover wraps & Section wraps
• Creative positioning
• Out-of-print creative buys - e.g. stick-on labels, belly bands, envelopes
• Other creative options - e.g. Variable Print, scented ink, 3D, coloured newspaper

SPECIAL SUPPLEMENTS

Leverage the themed environments to enhance the advertising message.

• Education (School Holidays Special) • Lifestyle
• Wedding Affairs • Travel & Umrah • Beautiful Homes • Fashion & Beauty • Food Glorious Food
• Learning & Enrichment • Maulid • Education • Our Mosques • Wanita • Festive Home Designs
• Israk Mikraj • Nisfu Syaaban • Hari Raya 1 (Pre Ramadan) • Awal Ramadan • Sentuhan Ramadan (MUIS) • Hari Raya Aidilfitri • Korban
• School Holiday Courses and Travel • Health and Beauty • Hari Raya Haji • National Day • Travel & Food Extravaganza • Awal Muharram
STUDENT WEEKLY
The student weekly Gen-G is circulated to schools. Supported by BH Media Club, it offers activities such as writing, photography and design workshops, a media camp and a teachers’ forum.

ENGAGE THROUGH JOINT PROMOTIONS & EVENTS

- Berita Harian Achiever of the Year
- Malam Sastera
TYPES OF ADS that are available on desktop, mobile web and apps*.

**IMAGE**
Ad creatives in simple GIF, JPEG formats, usually static

**VIDEO**
Consist of Instream and Outstream videos. Engage your audience with longer dwell time via video content.

**CAROUSEL**
Ad creative in Carousel, 3D cube, mobile cards formats where you can showcase multiple images or videos.

**LEAD/ DATA-GEN**
Forms, Polls, Quiz
Collect response from our audience on your products and services.

**SOCIAL AMPLIFICATION**
Social Cards
Extending the reach of your brand’s social media posts beyond the social media environment.

**AUDIO (Podcast)**
Curate topics and content with the editorial team to deliver your message to an engaged audience.

*Selected types of ads and formats available on mobile and tablet apps. All images are for illustration purposes only.
AD FORMATS

320x50 Mobile Leaderboard

728x90 Leaderboard

970x250 Billboard

320x100 Mobile catfish taps to expand to mobile full trans ad

300x600 Halfpage

Skinning

770x1400 Mobile Scroller

300x250 IMU

728x90, 300x250 Sync Ad (LB + IMU)

1700x650 Transitional Ad

Outstream video

Instream video

BERITA HARIAN eNEWSLETTER
contains news that is hand-picked by Berita Harian editors daily to ensure readers will never miss the most important breaking news.
PRINT AD RATES FOR COMMON SIZES
BERITA HARIAN & BERITA MINGGU

Engage a dedicated audience from just $0.08 per thousand readers (per column cm)

<table>
<thead>
<tr>
<th>Package Name</th>
<th>Duration</th>
<th>Package Price</th>
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<tbody>
<tr>
<td>Digital Starter Package</td>
<td>4, 8 weeks</td>
<td>From $3,000</td>
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<tr>
<td>Digital Advertorial Package</td>
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<tr>
<td>eNewsletter Package</td>
<td>1 month</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Tap on the expertise of our sales team who specialises in customising solutions for your specific needs.

Email: displayads@sph.com.sg

www.beritaharian.sg