Demographic data refers to BH Print (Monday - Sunday) and Digital Readers Profile. Compared to national median of $2,866 monthly personal and $5,166 monthly household income.

*Print edition refers to Monday – Sunday. Digital includes both exact replica and other formats. Adults aged 15+.

Source: Nielsen Singapore Media Index 2017

WILLING TO PAY MORE FOR QUALITY GOODS
60%

PMERS & WHITE COLLARS
53,000

LIVE IN 4-ROOM + / PRIVATE HOUSING
73%

VIEW RETIREMENT PLANNING AS IMPORTANT
92%

HOUSEHOLD INCOME > $3,000
67%

GROCERY BUYERS
99,000

PARENTS WITH KIDS > 14 YEARS OLD
96,000

Demographic data refers to BH Print (Monday - Sunday) and Digital Readers Profile. Compared to national median of $2,866 monthly personal and $5,166 monthly household income.

Source: Nielsen Singapore Media Index 2017
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.

WEEKLY FEATURES
The niche editorial environment is conducive for thematic advertising and opens up a world of opportunities.

LOCAL NEWS (SETEMPAT)
Emphasis on Malay issues and interests

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

ECONOMY (EKONIAGA)
Malay businesses, Islamic banking and Halal financial products

VIEWPOINT (WACANA)
Issues of interest to the Malay community

SPORTS (SUKAN)
with Local Focus

LIFESTYLE (GAH!)
Entertainment and lifestyle

MONDAY
Travel, Language & Culture

TUESDAY
Theatre & Film

WEDNESDAY
Fashion, Beauty, Home, Health & Wellness

THURSDAY
Family, Relationship & Community

FRIDAY
Active Living, Youth, Gadgets & Religion

SATURDAY
Trend & Entertainment Special
BERITA MINGGU
recharges the minds of Malay/Muslim readers with exciting lifestyle updates and other relevant stories.

CONTENT MARKETING
SPH Content Lab’s archival resources, newsroom techniques and content curation will ensure the communication of your brand stories to audiences is swift, creative and convincing.

ADVERTORIALS
Present your business in an illuminating, informative manner that gives potential consumers the confidence to take action.

SPONSORED SERIES
Partner editorial team on themed content for added credibility and trust [subject to approval].
SPECIAL SUPPLEMENTS
Leverage the themed environments to enhance the advertising message.

- Wedding Affairs
- Awal Muharram
- Travel
- Education
- Beautiful Homes
- Spa & Beauty
- School Holiday Specials
- Wanita
- Islamic Education
- Online Shopping
- Maulid
- Health & Wellness
- Glorious Food
- Our Mosques
- Mother’s Day
- Israk Mikraj
- Pre-Ramadan
- Awal Ramadan
- Hari Raya Aidilfitri
- Zakat & Infaq
- Hari Raya Haji
- Korban
- Great Singapore Sale
- The Young Ones
- National Day

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
STUDENT WEEKLY
The student weekly 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.

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

Classifieds Sections - More than 300 Classifications, which include Properties, Vehicles, Travel and Education

ENGAGE THROUGH JOINT PROMOTIONS & EVENTS
- Berita Harian Achiever of the Year
- Berita Harian Travel Fair
- Berita Harian Health & Wellness Fair
- Malam Sastera
BERITA HARIAN DIGITAL presents news and issues from home, the region and the world. From sports and politics to the Malay culture, arts and heritage, it provides a sharing platform for the Malay community.

- Latest News
- Local News
- Regional
- Viewpoint
- Features
- Lifestyle
- Travel
- Economy
- Sports
- Food
- SG Bagus

STANDARD AD UNITS

LEADERBOARD

IMU

HALF PAGE

HIGH IMPACT AD UNITS

SYNCHRONISED BANNERS
Advertisers can run complementary banners on the same page to create high impact.

MEGA LEADERBOARD
(only applicable on desktop)
Advertisers can run full-width banners which enable hosting of rich media or video, ensuring high visibility and impact.

TRANSITIONAL ADS
Advertisers can run high impact ads that appear when users first arrive at Berita Harian website.

All images are for illustration purposes only.
**HIGH IMPACT AD UNITS**

**PRE-ROLL VIDEOS**
The promotional video message appears within the video player before the video content appears. It will only play when the player is in view.

**MOBILE SCROLLERS** (only applicable to mobile web)
The scroller appears within the article page while the user scrolls through content. Its full-page format makes it impactful.

**TVCs**
A video ad unit is always in-view and located at the bottom right of the screen. It will expand to full screen when the user clicks to view.

**MOBILE / TABLET APP** is free to download, and all users can read stories in their entirety. Subscribers have access to unlimited number of stories and our ePaper (PDF of the newspaper).

**FULL PAGE SPLASH**

**INPAGE BANNER**

**IMU**

**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.

*All images are for illustration purposes only.*
CONTENT MARKETING

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ADVERTORIALS

Present your business in an illuminating, informative manner that gives potential consumers the confidence to take action.

PRINT AD RATES FOR COMMON SIZES
BERITA HARIAN & BERITA MINGGU

PER COLUMN CM | 1/4 PAGE (27CM X 3COL) | 1/2 PAGE (27CM X 6COL) | FULL PAGE (54CM X 6COL)
--- | --- | --- | ---
BERITA HARIAN (MON - SAT) | $14.00 | $1,134 | $2,268 | $4,536
BERITA MINGGU (SUNDAY) | $16.00 | $1,296 | $2,592 | $5,184

COLOUR SURCHARGE

<table>
<thead>
<tr>
<th>1-SPOT COLOUR</th>
<th>2-SPOT COLOUR</th>
<th>FULL COLOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>BERITA HARIAN</td>
<td>$850</td>
<td>$2,550</td>
</tr>
<tr>
<td>BERITA MINGGU</td>
<td>$900</td>
<td>$2,700</td>
</tr>
</tbody>
</table>

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

DIGITAL PACKAGES

<table>
<thead>
<tr>
<th>Package Name</th>
<th>Duration</th>
<th>Package Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Starter Packages</td>
<td>4, 8, 12 weeks</td>
<td>From $3,000 onwards</td>
</tr>
<tr>
<td>Berita Harian eNewsletter Package</td>
<td>4 weeks</td>
<td>$2,000</td>
</tr>
<tr>
<td>Berita Harian Mobile Package with Splash</td>
<td>1 week</td>
<td>$2,000</td>
</tr>
<tr>
<td>Berita Harian - Multi Screen Package</td>
<td>1 week</td>
<td>$1,500</td>
</tr>
<tr>
<td>Berita Harian - Multi Screen Package</td>
<td>2 weeks</td>
<td>$3,000</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