

MARKETING IN ASIA

2020-2021 SPONSORED EDITORIAL

Promote Your Brand With Content

Marketing In Asia comprises 100% digital content, rich with keywords and relevant material for our target market.

This is the unique selling proposition we offer to our readers: MIA is ad free. There are no ad slots, banners or inserts of any kind.

MarketingInAsia.com

MIA is Asia's very own digital content-sharing platform that makes it easy to enjoy articles, infographics, podcasts, slides and videos online.

Start uploading your content today and get Asia to notice you.

TARGET MARKET

Marketers, bloggers, regional media community and agencies, B2B professionals, C-suites, academia and general public.

215,000+

Alexa Ranking

551,000+

Monthly Impression

61,000+

Monthly Page Views

33,000+

Monthly Visitors

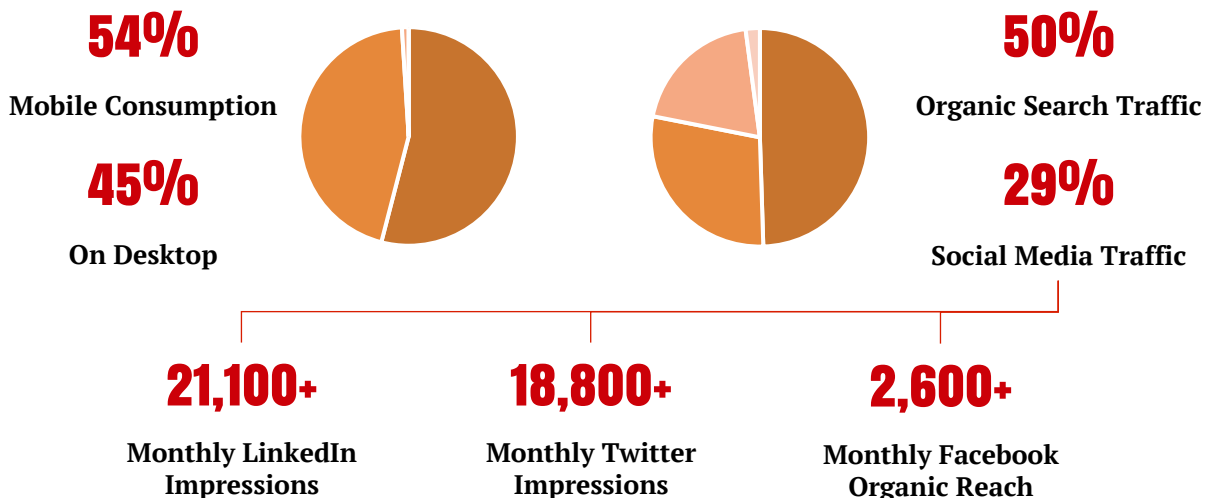
14

Countries

2,000+

Original Content

All our content is personalised to Asia and we have strong a community in Singapore, Malaysia, Mongolia, Bangladesh, India, Sri Lanka, Australia, the Philippines, Indonesia, Laos, Myanmar, Cambodia, Vietnam and Thailand.



All traffic data valid as of 1st August 2020

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For further enquiries, contact azleen@marketinginasia.com or faiz@marketinginasia.com

Premium: Get A Channel

US\$50 Per Month*

*Charged Annually at US\$600 per year.

Get Featured:
Talking Pod or Meet A Personality

US\$90 Per Post

Get Recommended

US\$50 Per Post

Brand Content Creator

US\$50 Per Year

Sponsored Content

US\$50 Per Post

Insertion Of Backlinks:
Additional or External

US\$25 Per Backlink

COMPARISON

Package	Landing Feature	Dedicated Section	Post Limit	Backlinks	Payment
Get A Channel	No	Yes	Unlimited	2	Annually
Brand Content Creator	No	No	Unlimited	2	Annually
Get Featured	Yes	No	1	2	One-off
Sponsored Content	No	No	1	Unlimited	One-off
Get Recommended	No	No	1	N/A	One-off
Insertion Of Backlinks	N/A	N/A	N/A	1	One-off

PROCESS



Upon completion of the **online form**, our Editorial Team will evaluate your content.
Upon approval, a Stripe invoice will be generated. Upon payment, we will schedule your content for publishing.
All payments are done via Stripe.

Best For Content Creators

Ideal for individuals or brands that are likely to share more than one article per month. Unlimited content uploads allows maximum exposure and authority. Your channel will have a dedicated section under the first item within the main navigation.

US\$50

Per Month*

*Charged Annually at US\$600 per year.

WHAT YOU GET

CHANNEL

Dedicated Section & Content Category

UNLIMITED

Content Uploads

2

Backlinks Per Post*

*Additional Backlinks can be purchased for US\$25 per backlink.

The image displays three screenshots of the MIA website. The top screenshot shows the 'CHANNELS' section with three featured channels: ADA, Asa Mulchias, and Azleen Abdul Rahim. A red box highlights the 'CHANNELS' link in the navigation bar. The middle screenshot shows the dedicated channel for ADA, featuring a 'Promote Your Brand, Here' banner. The bottom screenshot shows a 'STORIES BY ADA' section with five articles, including 'COSMOSOME AI EXPANDS CONNECTED RETAIL TECHNOLOGY TO SOUTHEAST ASIA THROUGH PARTNERSHIP WITH ADA', 'ADA HAS THE SCOOP ON MILLENNIALS - 73% HAVE KIDS BELOW 7?', 'ADA APPOINTED AS DIGITAL AGENCY BY COSMODERM', and 'COVID-19: PERTUMBUHAN BISNIS DAN TRANSFORMASI DIGITAL'. A red box highlights the 'STORIES BY ADA' section.

A dedicated link within the **Channels** section will be set up to showcase all your content.

Subject to vetting by our Editorial Team, a post can be featured in the **Recommended** section.

Every published content will be shared on all of MIA's social media channels.

IMPORTANT: Channel owners are required to upload one (1) content per month.

Consistent Brands On A Budget

Best value for brands seeking to share content consistently on MIA. Create a steady stream of traffic to your landing page with a reasonable annual fee.

US\$50

Per Year

WHAT YOU GET

YOUR BRAND

As Author

UNLIMITED

Content Uploads

2

Backlinks Per Post*

*Additional Backlinks can be purchased for US\$25 per backlink.

The screenshot shows the MIA website interface. At the top, there's a navigation bar with 'CHANNELS', 'RECOMMENDED', 'CONVERSATIONS', 'PODCASTS', 'MIA DEALS', 'FAQS', and 'UPLOAD YOUR CONTENT'. The main content area features a large article titled 'Expanding Google Cloud's Confidential Computing Portfolio' by Google, dated 11th September 2020. The article text begins with 'However you use Google Cloud services, your data is your data. Our layered approach to security proactively protects your data and gives you control on your terms. In fact, at Google we believe the future of computing will increasingly shift to private, encrypted services where users can be confident that their data is not being exposed to cloud providers or their own insiders. Confidential Computing makes this future possible by keeping data encrypted in memory, and elsewhere outside the CPU, while it is being processed.' Below the article, there's a section for 'YouTube's Creators On The Rise'.

On the left side, there's a sidebar with a list of recommended articles, including 'Membantu Para Penerbit Berita Memacu Pertumbuhan Perniagaan', 'Perolehi Ganjaran Dengan Google Opinion Rewards!', 'Keys? Check. Cape? Check. Introducing Batman and The Riddler to Waze', 'What Were Malaysians Searching For In August 2020?', 'Waze Records Traffic Increase During PSBB Transition Phase', 'Malaysia's MHub Joins Google For Startups Accelerator: Southeast Asia Program', 'What Were Malaysians Searching For In July 2020?', 'After School' With YouTube Kids', and 'Highlights New Inspirational Creators On YouTube'.

Every time a post is 'Recommended', it will be re-posted on all of MIA's social media channels.

Feature A Personality on MIA

If you're looking to feature yourself or your brand ambassador (be it CEO, Director, etc.), this is for you. Our Editorial Team will study all the relevant profiles and send a series of questions. **Talking Pod** is would be customized to your preference, while **Meet A Personality** is more casual.

US\$90

Per Post

WHAT YOU GET

3 DAYS

Featured On Top Our Landing Page for 72 Hours

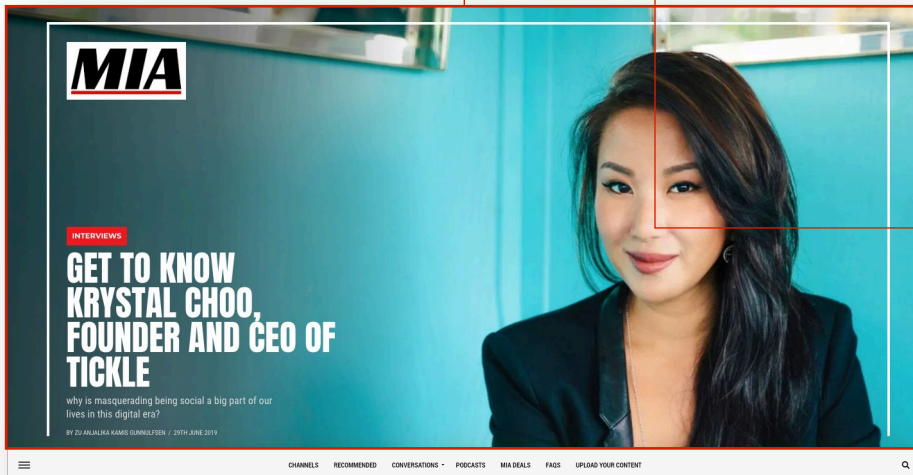
CONVERSATIONS

Highlights Your Personality Of Choice

2

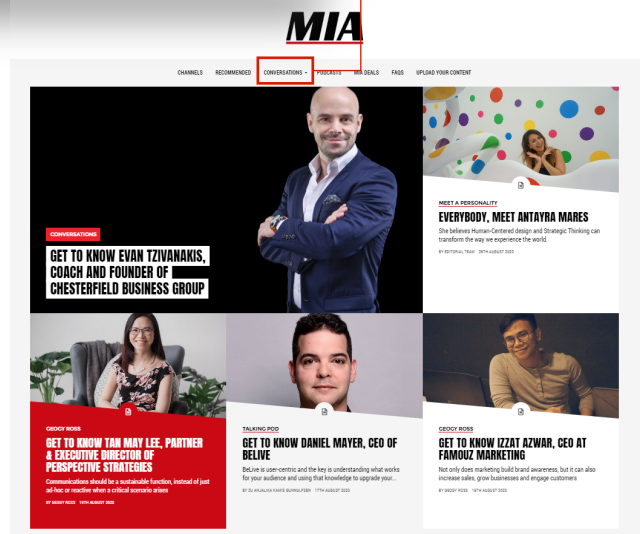
Backlinks Per Post*

*Additional Backlinks can be purchased for US\$25 per backlink.



Upon consulting with our Editorial Team, we will advise on whether it's best to feature your personality on **Talking Pod** or **Meet A Personality**. Recently published content of this type will be placed under the 'Conversations' section.

Every published content will be shared on all of MIA's social media channels.



Smart Advertorial On Steroids

Think of this as a long-form advertorial. The write-up may include Slides, Videos, Podcasts or Infographics. Sponsored content must offer value for your target readers. It needs to be informative. Simply put, it needs to sell by not selling.

US\$50

Per Post

WHAT YOU GET

MEDIA RICH

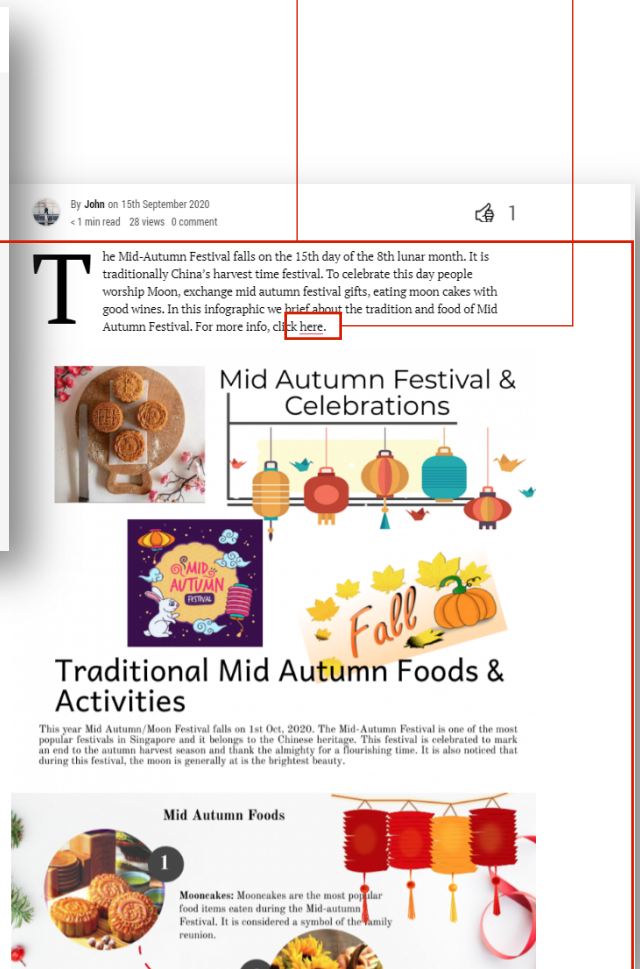
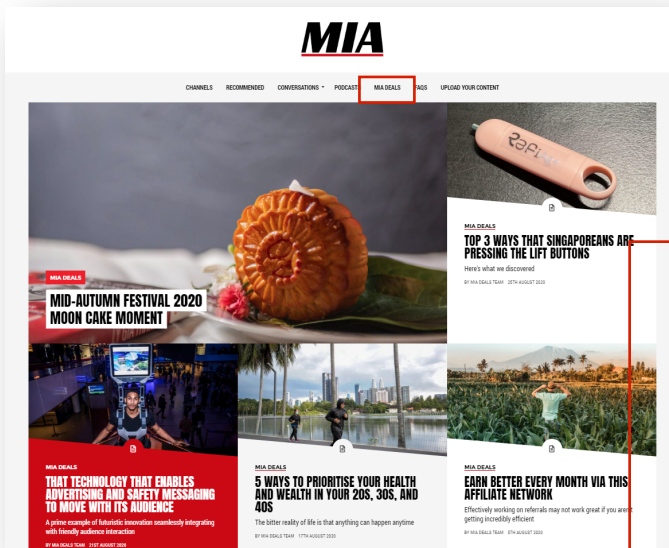
Can Insert Slides, Videos, Podcasts, Infographics

LONG-FORM

Informative & Value Content With Unlimited Number of Words

UNLIMITED

Backlinks Per Post



Upon publishing, your post will be under the **MIA Deals** section.

Every published content will be shared on all of MIA's social media channels.

IMPORTANT: for videos & slides, only embed-only media are allowed.

For videos, you may provide us with the YouTube link. If you do not have a YouTube channel, simply provide the video file and we will embed from our YouTube channel. For slides, you may provide us the link (Google Slides or LinkedIn SlideShare), or the PDF file.

Keeping The Momentum

Readers love what our Editorial Team recommend. If you have a post that needs some feature, you may opt to have it listed in the **Recommended** section for a reasonable fee. This is also ideal for sponsored content that you want to stay relevant.

US\$50

Per Post

WHAT YOU GET

EXPOSURE

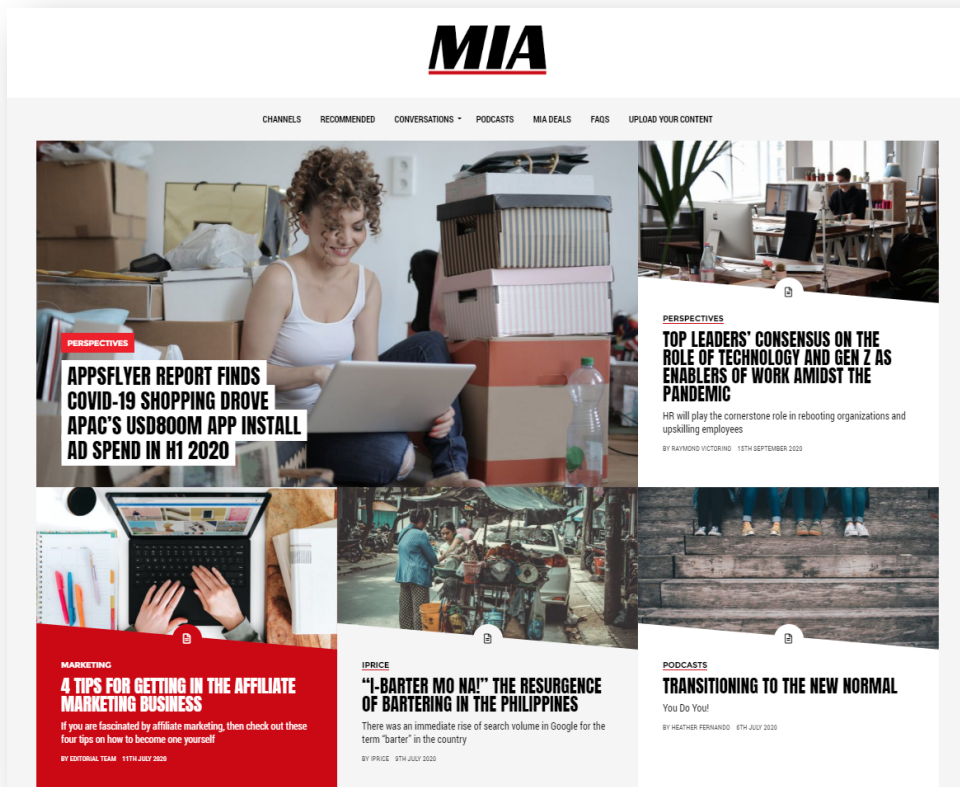
Increase Exposure To MIA Readers

RELEVANCE

Ensuring Your Brand Stays Relevant

MORE TRAFFIC

Visitors Will Most Likely Read What's Recommended



Every time a post is **'Recommended'**, it will be re-posted on all of MIA's social media channels.

Need A Backlink?

Or perhaps more links? There are two (2) options:

- If you already have a content on MIA, the first two (2) links are free. Additional links will cost you.
- If you'd like to insert a backlink to your landing page in any of the posts on MIA, this is for you.

US\$25

Per Backlink

ADDITIONAL

For Those Already With Content On MIA

EXTERNAL

For Those Who Wish To Insert A Backlink In Any Post That Is Relevant

TARGET_BLANK

All Backlinks Will Open In A New Tab/Window

But that's not all. World-class technologies are not the best part yet, what they offer in their package plans is something to live for.

- iWalker Package Only: USD375/08 hours per day. Overtime after 1800 to 2400hrs 50% increase to daily rate.
- iWalker with one manpower to carry iWalker Package: USD435/08 hours per day. Overtime after 1800 to 2400hrs 50% increase to daily rate.

It does not stop there. Video and other content to be used during the event or campaign to be provided by client which is to be loaded in the iWalker prior to commencement. Email them for more info or directly contact Mohamad Sulki of Mobistudios Pte Ltd at +65 97304548! Oh, did we mention that Mobistudios Pte Ltd is covering all the ASEAN countries? Don't believe us? Check out their Facebook and LinkedIn pages.

If many are wondering, as for the suitability, iWalker has been used very successfully across the globe to target and deliver advertising, promotions and safety messaging by many brands like: Reed Exhibitions, Mastercard, Levi's, Chanel and Samsung as well as sectors such as Local Government Authorities, Charities, Health Services, Police and major Retail destinations.



Let's Begin!

We hope that this document gives you an idea on what you would like to achieve with our platform. Simply click on one of the buttons, you'll be directed to our **online form**.

GET ASIA TO NOTICE YOU

BRAND CONTENT CREATOR

Click Here For Brand Content Creator & Get Recommended

PROMOTE YOUR BRAND

Click Here For Premium: Get A Channel, Get Featured (Talking Pod Or Meet A Personality), Sponsored Content & Insertion Of Backlinks

...OR GET IN TOUCH

Not Sure Where To Start?

If you are unsure on which package suits your brand, don't hesitate to get in touch with our Editorial Team. We'd be happy to assist. Drop us an email and we'll revert back ASAP.

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AZLEEN ABDUL RAHIM

Chief Editor

FAIZ SUBERI

Partner

We usually operate according to standard GMT +8 time-zone.