



a i m

STAR MEDIA GROUP DIGITAL TARGETING

{ **96%** ^{OF} **ADVERTISERS** }
SEE AUDIENCE TARGETING
AS AN EFFECTIVE STRATEGY
SOURCE: SURVEY BY MEDIA QUARK, 2015

AN INNOVATIVE

DIGITAL MEDIA SOLUTION

The digital landscape is changing rapidly and it is essential for marketers to target the right audience, at the right time, with the right content. This is why we are proud to introduce a premium solution – **AIM, Star Media Group Digital Targeting**, to give marketers an edge in connecting with audiences.



Since the early years of online advertising, ad placements have generally followed the trend of going where audiences might be present. Today, with audience data collection technology, marketers can evaluate their ad buying options and explore more effective marketing solutions. In addition to buying specific sites or contextual targeting, marketers are now able to buy intended audiences based on their demographics, interests and behaviours. In short – connect brands with the right audience segments.

REINVENTING

THE WAY TO

TARGET AUDIENCES

PREMIUM VERIFIED 1ST PARTY AUDIENCES

As a leading media company, we offer comprehensive content ranging from news, business, automobile to entertainment, all consumed by 5.5 million users per month. We give you the edge in reaching the right audience segments.





THE FIRST LOCAL MEDIA COMPANY

WITH AN AUDIENCE TARGETING PLATFORM

5 COMPELLING BENEFITS:

BRAND ASSURANCE AND QUALITY AUDIENCES

All visitors to Star Media Group's digital network are premium verified 1st-party audiences. With more than 5.5 million monthly visitors, marketers can now rely on AIM to ensure effective reach to quality audiences.

TRANSPARENT AD PLACEMENTS AND PRICING

Marketers can be assured that their ads are placed in established sites within Star Media Group's extensive digital network.

100% VIEWABLE, ACROSS ALL PLATFORMS

Ads will appear in high-exposure premium positions which are above-the-fold, and can be viewed seamlessly across various platforms including desktops, laptops to mobile devices.

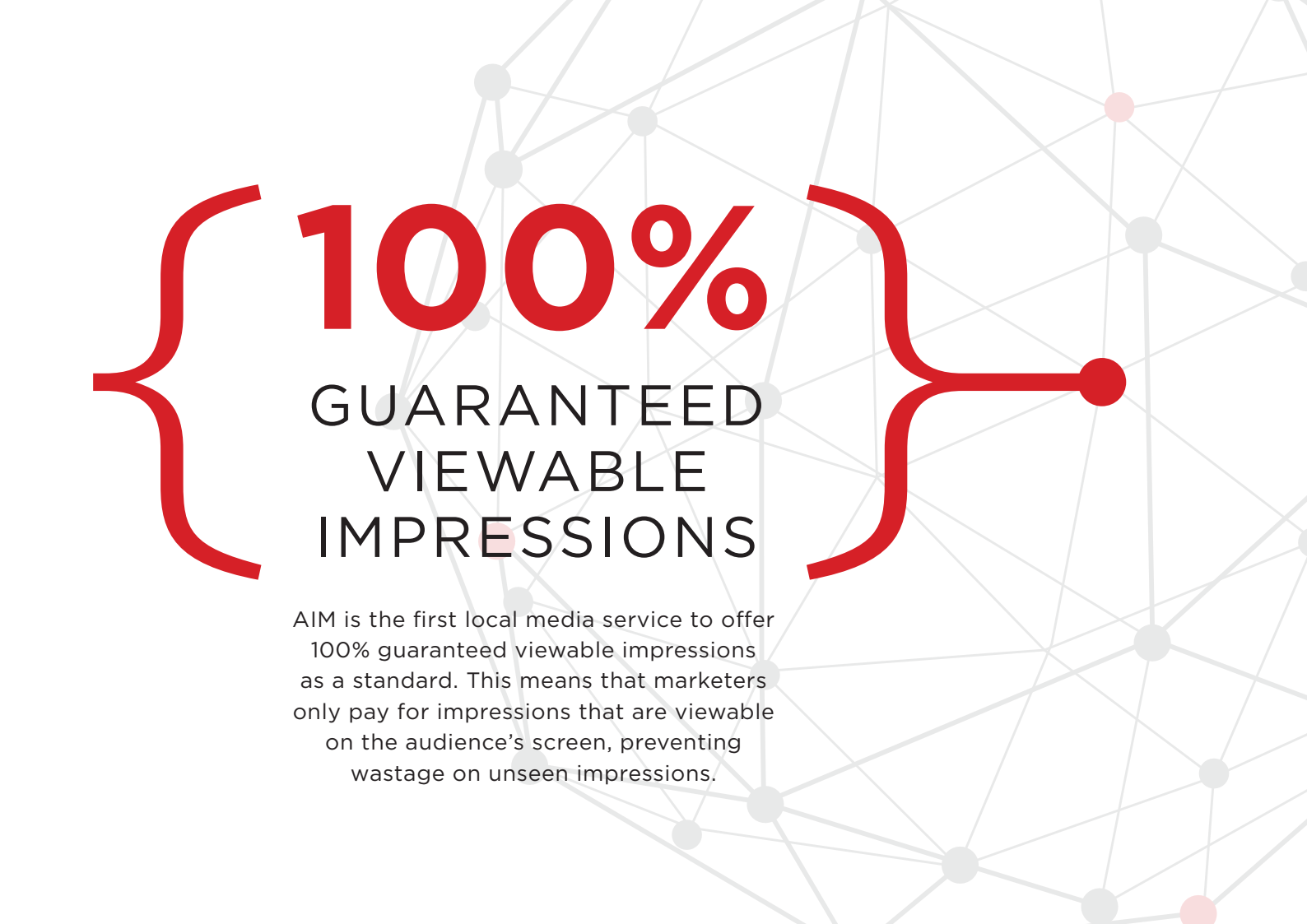
REMARKETING ACROSS A DIVERSIFIED NETWORK

Marketers will be able to reconnect with the audiences who have visited their websites and remarket to them continuously.

ZERO SURCHARGE ON RICH MEDIA AND VIDEO

We understand marketers' need for more engaging campaigns to entice consumers. Therefore, we offer zero surcharge for rich media campaigns for better cost efficiency.

** With a minimum buy of 1 million impressions per campaign.*

The background features a network of grey lines connecting various grey and red circular nodes. Two large, thick red curly brackets are positioned on either side of the main text, framing it.

100%

GUARANTEED VIEWABLE IMPRESSIONS

AIM is the first local media service to offer 100% guaranteed viewable impressions as a standard. This means that marketers only pay for impressions that are viewable on the audience's screen, preventing wastage on unseen impressions.

GET EFFECTIVE

WITH AUDIENCE INTEREST MARKETING

Here's why you can achieve better results with AIM:

AIM DIGITAL TARGETING	TRADITIONAL TARGETING
<p>Buying all available sites within Star Media Group based on audiences' real-time interests and intent behaviours.</p>	<p>Buying advertising space where audiences might be present.</p>
<p>Digital budget maximised across all available sites within Star Media Group, based on targeted audience segments.</p>	<p>Marketers' digital budget is not maximised because ads are bought based on placements instead of audiences.</p>
<p>Generates high returns on investment by controlling unique reach and frequency within Star Media Group network – so no wastage.</p>	<p>No control of unique reach and frequency, resulting in possible duplication.</p>
<p>Generates actionable insights for your campaigns through post-campaign analytics; which also helps to build future strategic ad buys.</p>	<p>Leverages on sites' insights with no visibility of audience performance.</p>

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AUDIENCE INTEREST SEGMENTS

You can expect a diverse range of audiences from Star Media Group's variety of sites catering to different interests. With 13 segments available in our digital network, marketers can pick and choose their target segments for more effective campaign exposure.

REACH YOUR TARGET VIA OUR COMPREHENSIVE VARIETY OF AUDIENCE SEGMENTS:



BUSINESS

Audiences who consume business-related content from finance, economy and policies; to SME and management news.



INVESTORS

Investment-inclined audiences interested in content related to investments, financial markets, foreign exchange, unit trusts and stocks.



PROPERTY

Audiences who visit property sites, consume property news and reviews, or search within property listings, be it for rent or for sale.



AUTOMOTIVE

Audiences interested in content related to automobiles such as automotive news, car reviews and those looking to buy or sell vehicles.



FASHION AND BEAUTY

Audiences interested in fashion and beauty content from apparels, personal care, cosmetics to hairstyles.



ENTERTAINMENT

Audiences who frequent sites with celebrity news, movies or entertainment reviews; and enjoy music streams or entertainment videos.



FOOD

Audiences who are interested in food & beverage and visit sites for cooking ideas, recipes or those looking for dining suggestions.



SPORTS

Audiences who visit sports sites and consume sports-related content, including racquet sports, football, golf and motorsports and others.



TRAVEL

Audiences who visit travel sites looking for vacation ideas and destination reviews, or seek content on airlines, cruises, hotels and resorts.



HEALTH

Audiences who read health-related articles such as conventional and alternative medicine, health supplements, nutrition, wellness or physical fitness.



JOB SEEKERS

Audiences interested in career-related content or show interest in seeking employment through online job listings.



MALAY LITERATE

Audiences who consume content in Bahasa Malaysia from news to entertainment, videos to music streams, content on Muslim fashion and products, and updates on the local Malay celebrity scene.



CHINESE LITERATE

Audiences who consume Chinese content (Mandarin or Cantonese) from local and entertainment news, Chinese celebrity gossip, to those who listen to Chinese music streams.

WIDE

RANGE OF PRODUCTS

Star Media Group consists of a wide range of credible digital sites catering to different interests and audiences. With a quality base of 5.5 million unique visitors monthly, marketers can be assured of a superior catchment base of target audiences.



Life Inspired

RATE CARD

AIM is a premium digital solution that connects advertisers with the audiences who matter most. Call us today for better return-on-investment on your digital campaigns.

NO. OF IMPRESSIONS	TOTAL
500,000	RM 30,000
600,000	RM 36,000
700,000	RM 42,000
800,000	RM 48,000
900,000	RM 54,000
1,000,000	RM 60,000

**ONLY
RM60/CPM**

(Cost to
reach 1,000
audiences)

Additional 10% loading for 'age' or 'gender' targeting.

*Terms and conditions apply.



DISCOVER

ENDLESS POSSIBILITIES WITH



STAR MEDIA GROUP DIGITAL TARGETING

AND WHAT IT CAN DO FOR YOUR BRAND

CONTACT US TODAY:

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