

BUSINESS PROPOSAL

STRATEGIC BRIDGE ASIA

Building Visibility. Strengthening Credibility.

A strategic media initiative by Rethinking Media & Content

Your Business Deserves More Than A Quick Advertisement.



Visibility creates attention. Credible storytelling helps people understand and remember.

Customers search, compare and look for signs of trust before making contact.

SBA turns your business story into a clear digital presence that builds awareness, credibility and trust.

Focused on visibility and reputation, not guaranteed leads or sales.

How customers form an opinion



AWARENESS Be discovered	PRESENCE Stay visible	CREDIBILITY Show your expertise	TRUST Build confidence
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CLIENT FEEDBACK

“Thank you for sharing my thoughts and helping Muslim readers learn more about renovation companies that understand Islamic interior design.”

Excerpt from client feedback

Mr Muhammad Yunus | Director, Tiptop Contractors Pte Ltd

About Strategic Bridge Asia (SBA)

A strategic media initiative by Rethinking Media & Content

Strategic Bridge Asia, known as SBA, helps entrepreneurs and businesses build awareness, credibility and a lasting digital presence through strategic storytelling, digital publishing and selected promotional channels.

SBA is supported by the publishing experience, audience data and established platforms developed by Rethinking Media & Content.

SINGAPORE BASED	TWO OWNED PLATFORMS	MEASURED ACTIVITY	EDITORIAL APPROACH
A locally registered media and content business.	Rethinking Islam and Trailblazing Muslimahs.	Website activity tracked through Google Analytics.	Useful business storytelling rather than hard sell advertising.

Our working principle

We refine the message, create the content and place each story where it is most relevant. Every collaboration remains subject to editorial review so that the finished feature is responsible, useful and appropriate for the selected platform.

A. L. SAID

Founder and Editorial Director
Strategic Bridge Asia (SBA)
A strategic media initiative by Rethinking Media & Content
UEN 53512476K

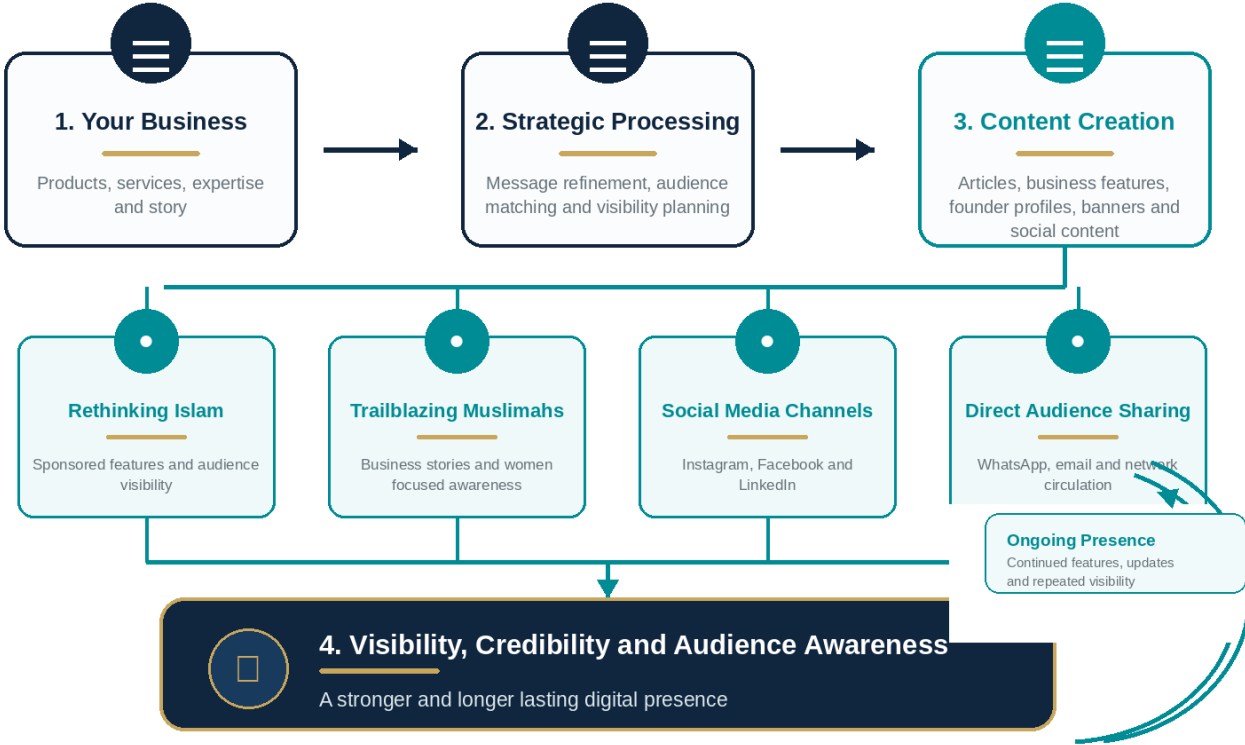
Leads editorial direction, business partnerships and the development of SBA and its publishing platforms.
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From Brand Story To Audience Reach

SBA does more than place an advertisement. We guide the business story through a complete visibility process.

From Brand Story to Audience Reach

How SBA transforms business visibility



The outcome is stronger awareness, presence, credibility and trust. It is not a promise of direct customers, enquiries or sales.

Where Your Story Can Be Seen

Owned platforms supported by selected social and direct sharing channels.

RETHINKING ISLAM

Services • Products • Property • Travel • Lifestyle

A Singapore based Muslim lifestyle focused publication for useful social, business and lifestyle content.

www.rethinkingislam.net

TRAILBLAZING MUSLIMAHS

Business • Fashion • Food • Family • Lifestyle

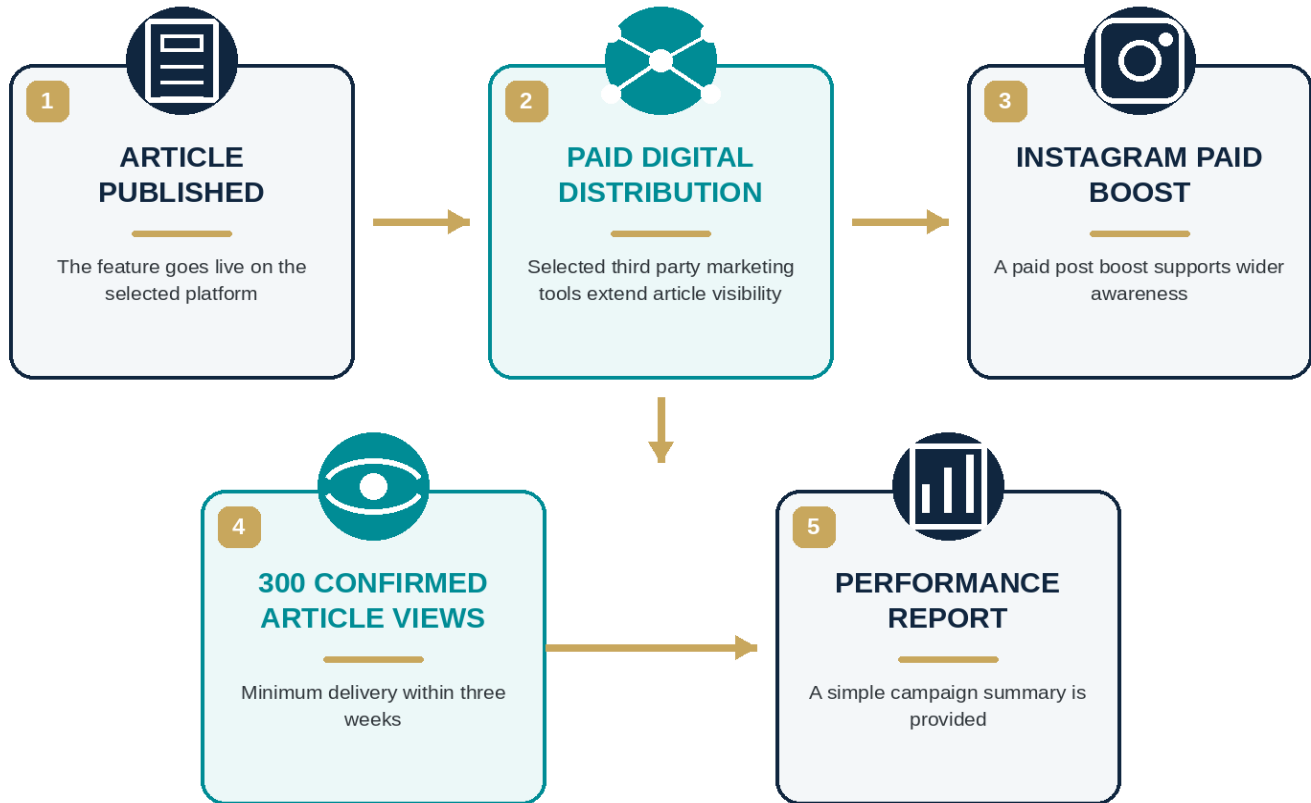
A platform that highlights women, entrepreneurs, businesses and inspiring community stories.

www.trailblazingmuslimahs.com

Paid Digital Distribution Support

How SBA supports awareness after your article is published

Included in the Enhanced Visibility Campaign



WHAT THE CLIENT RECEIVES



MORE VISIBILITY

The article is actively promoted



WIDER AWARENESS

More readers can discover the business story



MEASURABLE VISITS

Article views are tracked and reported

Article views refer to visits to the published page. This service supports awareness and visibility. It does not guarantee enquiries, leads, sales or social engagement.

Audience and Advertising Performance

Recent activity measured through Google Analytics across Rethinking Islam.

56k

Homepage views

100k

Sessions started

4.1k

Tracked sidebar banner clicks

14k

Viewership from Singapore

What the figures show

SBA works from established digital platforms with measurable activity. These figures demonstrate audience presence and advertising interaction. They do not represent guaranteed future results for any individual client.

Figures are based on the 90-day Google Analytics reporting period presented by Rethinking Media & Content and may change overtime. (1 May 2026)

Choose Your Visibility Plan*

Clear deliverables focused on presence, credibility and awareness.

STANDARD EDITORIAL PRESENCE

SGD 200

Onetime payment

- One professionally written business feature
- Published on one selected platform
- Business links and contact details
- Minimum six month publication
- One launch social media share

ENHANCED VISIBILITY CAMPAIGN

SGD 300

Onetime Campaign

- Enhanced editorial presentation
- Published on one selected platform
- Business links and contact details
- Minimum six month publication
- Launch and follow up social media sharing
- Minimum 300 confirmed article views within three weeks
- Third party digital promotion managed by SBA
- Paid Instagram boost managed by SBA
- Simple performance report

**CONFIRMED ARTICLE VIEWS REFER TO VISITS TO THE PUBLISHED PAGE. THEY DO NOT REPRESENT CONFIRMED CUSTOMERS, ENQUIRIES, LEADS OR SALES.*

Optional Banner Visibility



Additional website presence for businesses seeking sustained visual exposure.

POSITION	PLACEMENT	MONTHLY RATE
TOP BANNER	Wide banner across the top of the website	SGD 200 / \$250 (with no published article)
UPPER SIDE BANNER	Beside the opening section of an website	SGD 150 / \$170 (with no published article)
LOWER SIDE BANNER	Visible as readers continue scrolling	SGD 50 / \$100 (with no published article)
ALL THREE BANNERS (Promotion)	One-month full visibility bundle	SGD 350 / \$400 (with no published article)

A minimum of five months banner agreement applies.

WHAT SBA PROVIDES • Professional editorial presentation • Publication on an agreed platform • Selected promotional activity • Measurable article views where included • A clear performance summary for the enhanced campaign	WHAT SBA DOES NOT PROMISE • Direct customers or enquiries • Sales or business revenue • Search ranking positions • A fixed level of social engagement • Any other commercial outcome beyond the agreed visibility deliverables
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IMPORTANT DISCLAIMER

Strategic Bridge Asia provides editorial presentation, media exposure and digital visibility. Article views and promotional activity do not guarantee enquiries, leads, sales, search rankings, engagement levels or other business outcomes.

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