



PARTNERSHIP & MEDIA KIT

# Reach SEA Merchants When It Matters

StoreStarter is a new ecommerce resource built for Southeast Asian merchants — Malaysia, Singapore, Indonesia, Philippines, Thailand, and Vietnam. We help first-time sellers choose platforms, source products, and launch their first store.

**6**

SEA markets  
MY · SG · ID · PH · TH · VN

**EN + Local**

Multilingual content  
BM, ID, VI, TH

**10**

Founding partner  
spots available

## WHO WE REACH

## Built for SEA sellers.

### From day one.

StoreStarter is a new ecommerce resource focused on Southeast Asia — six markets, four languages, content for first-time sellers researching platforms, marketplaces, and apps before they commit.



#### Aspiring SEA Sellers

First-time sellers across MY, SG, ID, PH, TH, VN ready to launch. Researching platforms, marketplaces, and apps before committing.



#### Southeast Asia Focus

Content in English plus Bahasa Malaysia, Indonesian, Vietnamese, and Thai. Built for this region — not a translated afterthought.



#### Marketplace & Platform Evaluators

Sellers comparing Shopee, Lazada, TikTok Shop, Shopify, EasyStore, Haravan — evaluating fees, features, and regional fit before deciding.



#### Decision-Stage Intent

Articles target commercial-intent queries — "best ecommerce platform Malaysia", "Shopee vs Lazada", "EasyStore pricing". Sellers searching with budget in mind.

## SEA MARKETS WE COVER

 Malaysia — EN + BM

 Singapore — English

 Indonesia — EN + ID

 Philippines — English

 Thailand — Thai

 Vietnam — EN + VI



#### Built for AI search and Google from day one

Content structured for **ChatGPT, Google, and Perplexity** — answer-first formatting, FAQ schema, and citation-ready sections. Designed to surface as AI search reshapes how SEA merchants research tools.

HOW WE WORK TOGETHER

# Founding partner pricing.

## Locked for life.

Ten founding partner spots. Lock today's rate, keep it on every renewal. As traffic grows and pricing rises for new partners, your rate does not.



### Founding Partner Guarantee

— Rate locked the day you sign. Limited to first 10 partners. Founding partners keep their original rate on every renewal.

FOUNDING PARTNER

### Sponsored Article

Dedicated editorial content for your SEA audience

**\$350** one-time

*Founding rate. Locked for life on this article.*

- ✓ Targets a SEA commercial-intent keyword you choose
- ✓ Written by our editorial team using your product info
- ✓ Stays live for the life of the site, subject to editorial standards
- ✓ Structured for AI citation: answer-first format, FAQ schema
- ✓ Your logo, screenshots, and direct link included
- ✓ Carries clear sponsored disclosure (FTC, Google compliant)
- ✓ Content brief for your approval before writing begins

**Book Sponsored Article — \$350**

FOUNDING PARTNER

### Featured Placement

Sponsored card in SEA roundup articles

**\$150** / year

*Founding rate locked on annual renewal.*

- ✓ Featured Sponsor card in 4–6 SEA roundup articles
- ✓ Visually distinct slot at top of each article — clearly labeled Sponsored
- ✓ App description, logo, and direct link on every page
- ✓ Editorial rankings stay independent and merit-based
- ✓ 12-month term, rate locked permanently on annual renewal

**Lock Featured Placement — \$150/yr**

### Bundle: Sponsored Article + Featured Placement

One article targeting your keyword, plus a featured Sponsor card across all SEA roundup articles. Save 20% on the founding rate.

~~\$500~~ separately

**\$400**

**Get the Bundle — \$400**

### Editorial standards & partner approval

Partner approval required. We turn down inquiries that fall outside ecommerce starter / platform / app territory or risk reader trust. All sponsored content carries clear disclosure per Google and FTC rules. Editorial rankings in roundup articles stay merit-based — sponsorship buys a labeled Featured slot, not ranking position. Full editorial guidelines: [storestarter.co/editorial-guidelines/](https://storestarter.co/editorial-guidelines/)

### SAMPLE CONTENT TOPICS

#### Best Shopify Apps for Malaysian Sellers

Apps that work with FPX, GrabPay, Boost, Touch 'n Go for Malaysian stores

#### Shopee vs Lazada for Indonesian Sellers

Fee comparison, seller tools, and reach analysis for ID merchants

#### Essential Apps for SEA Ecommerce Stores

Tool stack for launching across MY, SG, ID, PH, TH, VN — checkout to fulfilment

#### Custom Topic of Your Choice

We align the article to a keyword that matches your target SEA audience



### Ready to get your app in front of SEA merchants?

Reply with a one-liner on your app and target market. Content brief back same day. Email: [faisal@superventure.studio](mailto:faisal@superventure.studio)