

Media Kit 2021



# INDONESIA'S LARGEST EXPATRIATE READERSHIP

 Indonesia Expat

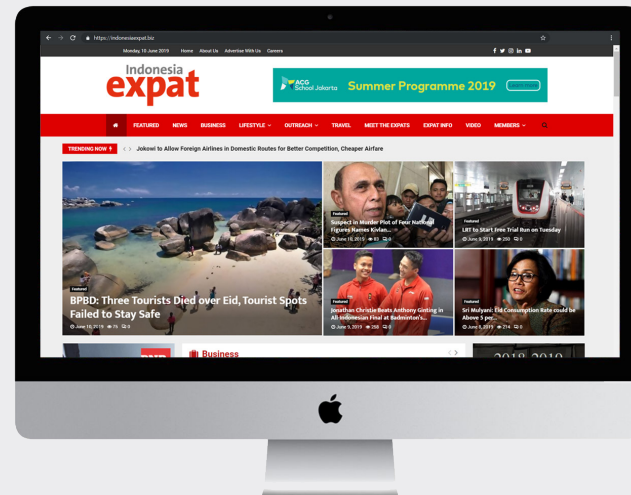
 @indonesiaexpat

 @indonesia\_expats

# MEDIA DISTRIBUTION

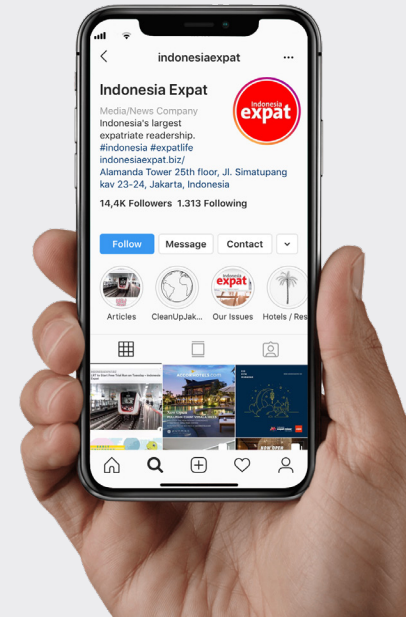


PRINT



WWW.INDONESIAEXPAT.BIZ

WEBSITE



SOCIAL MEDIA



CLEAN UP JAKARTA DAY  
INDONESIA EXPAT MIXER

EVENTS



Indonesia Expat is a media by PT. Koleksi Klasik Indonesia since 2009, formerly known as Jakarta Expat & Bali Expat. We could proudly say as the first and largest, free expatriate readership in Indonesia.

Featuring stories, Meet the Expat interviews, Business Profiles, Travel pieces, Property news, Lifestyle, Sports & Health, Culture & History, Conservation news and more, providing Expatriates and English-speaking Indonesians a comprehensive one-stop solution on life in this wonderful country that we call home.

Other than print media, we also offer digital media such as website, social media, and video platforms. With 14,000 of distribution points all over Indonesia. We also create events and community together within us for our readership and target market to build network and relationships together.



**BI-WEEKLY FREQUENCY**



**16,000 COPIES PER FORTNIGHT  
33,000 COPIES MONTHLY**



**DISTRIBUTED ACROSS JAKARTA, JAVA,  
BALI, KALIMANTAN, SULAWESI, ETC**



**TARGETING ENGLISH  
READERS AND SPEAKERS**



**FREE PUBLICATION**

# WHAT MAKES US DIFFERENT?



01

## SOLID POSITIONING

Indonesia Expat is Indonesia's number one free expatriate-focused magazine. Over the past eight years, we have built a powerful reader demographic and become the trusted source for in-depth investigative articles covering Business, Lifestyle and Outreach.

02

## NUMBERS YOU CAN TRUST

Indonesia Expat prints 16,000 copies every fortnight – that's 32,000 magazines per month! [www.indonesiaexpat.biz](http://www.indonesiaexpat.biz) is attracting more than 1 million pageviews yearly.

Ask for our google analytics for more insight information.

Our database of 20,000++ emails can be used for Exclusive Email Blasts.

Social media engagement is high, please ask us to make a comparison with other channels.

03

## A FOCUSED CHOICE

We focus our print distribution to places where expatriates live and frequent, providing a targeted readership of 32,000 English-speakers from our printed publication per month. On our mobile-responsive website, we have 75,000 unique visitors per month, thus widening the total reach with us to 107,000 English-speaking readers in Indonesia per month.



# FAST FACTS



Distributed to over 1,400 locations.

Visible all over Indonesia, including Jakarta (77 percent), Java, Bali, Kalimantan, Sumatra, Lombok, West Papua.

Our magazines are distributed in embassies, apartments, international schools, international and local companies and public venues where expatriates frequent.

We target English speakers who live and work in Indonesia, with nationalities ranging from Indonesian, North American, British, Australian, New Zealand, European, Asian, Southeast Asian, African, Russian, and South American.

Our readers' occupations include executives, business owners, CEOs, managers, administrators, technical experts, housewives and students.



# TARGET READERS

Our target readers are expatriates who lives in Indonesia, English speakers, executives, and entrepreneurs. We also aims for English-speaking Indonesians, Asians, North and South Americans, European, Autralians and Africans.

**PROFESSIONAL**

41%

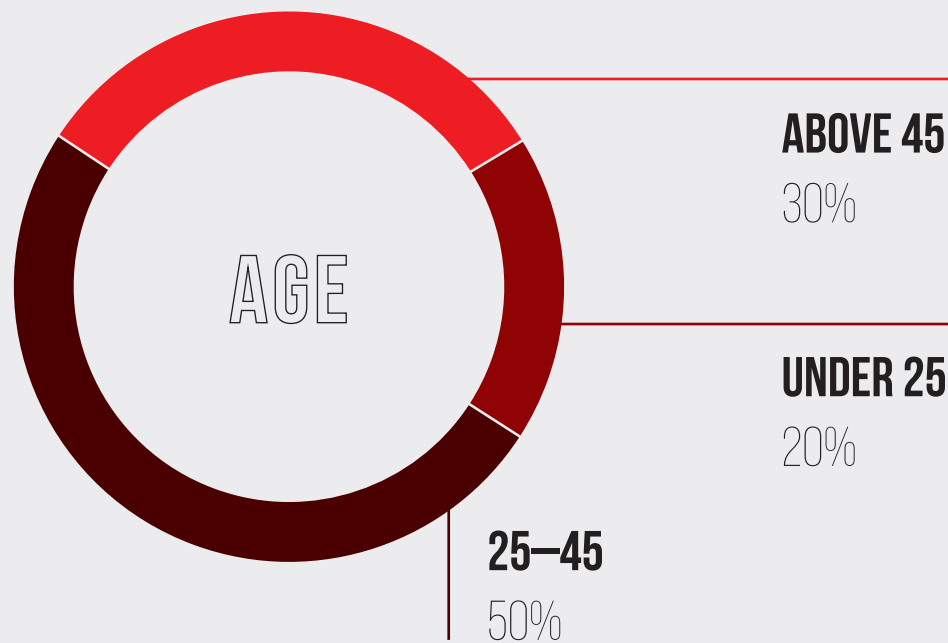
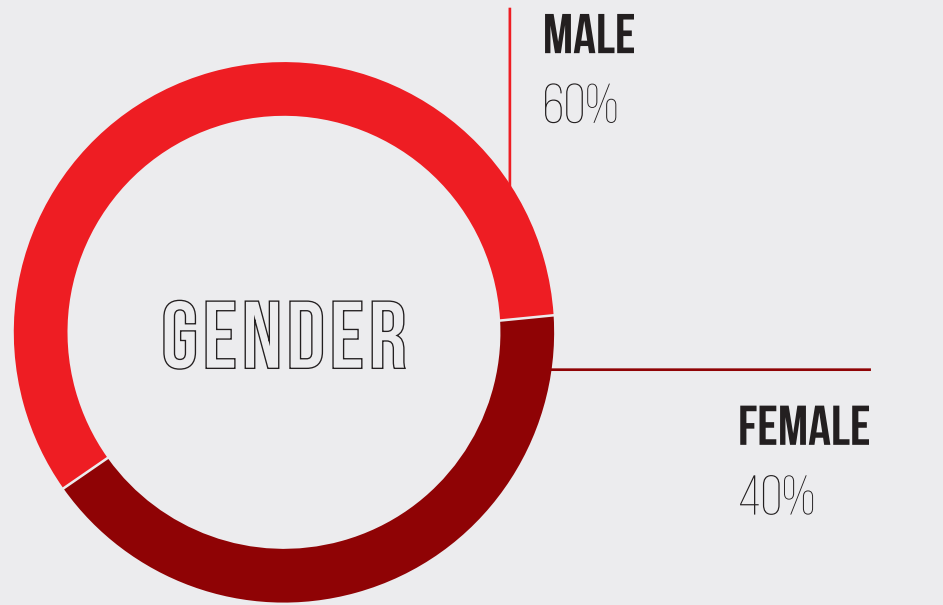
**OTHERS**

14%

OCCUPATION

**SENIOR MANAGEMENT**

49%



## PROFILE



## LIVING LOCATION



# PRINT + DIGITAL

# CONTENTS

Indonesia Expat was first published in 2009 under the name Jakarta Expat. In 2012, Bali Expat was first published for Bali and its surrounding areas, and in 2014, the two publications were merged into one title distributed nationwide: Indonesia Expat. We are the most widespread English-language fortnightly magazine in Indonesia.

## Features

Our content delves deeper, with a spotlight on:

- News
- Business
- Lifestyle (art and culture, cuisine review, hotel and residences, sports / health, etc)
- Outreach
- Travel
- Meet the Expat / Info for Expats





We feature:

- Current news and business topics explored on a deeper level
- Popular investigative column 'Scams in the City' by Kenneth Yeung.
- Interviews with influential businessmen and women in Indonesia
- Interviews with interesting expatriates living and working in Indonesia
- Honest food reviews by the Clandestine Critic
- Regular Travel column by well-known writers across the country
- Charities and conservation efforts worth supporting in regular column 'Worthy Causes'

Events

Indonesia Expat lists the top English language events across the Archipelago

Classifieds

From automotive and property to personals, Indonesia Expat is the best way for English-speakers and expatriates to find what they're looking for.



# PRINT RATE CARD

1. The publication is printed 32 pages on AP 70gr glossy paper in full colour.
2. Page size (including border) is 28cm (w) x 41cm (h).
3. 10% VAT applicable to all rates.
4. We offer design service of your display ad if necessary, which rate will be charged according to the artwork size.
5. Artwork material must be submitted 9 days before publication date.



# PRINT AD RATES

	DIMENSION (W X H)	PRICE PER INSERTION (IDR)
REGULAR PAGE		
Quarter page (3C)	12.8cm x 18.95cm	7,000,000
Half Page Vertical (3D)	12.8cm x 38.3cm	14,000,000
Half Page Horizontal (6C)	26cm x 18.95cm	14,000,000
Full Page (6D)	26cm x 38.3cm	28,000,000
Inside Bottom Banner (IBB)	26cm x 7.5cm	6,500,000

FRONT COVER		
Top Banner - Left Side (FPTL)	8.5cm x 8.5cm (right triangle)	8,000,000
Top Banner - Right Side (FPTR)	9.5cm x 8.5cm	14,000,000
Bottom Banner (FPBB)	26.4cm x 7.5cm	14,000,000

BACK COVER		
Full Page (6D)	26cm x 38.3cm	35,000,000

ADVERTORIAL		
Half Page (26cm x 18.95cm)	500 WORDS	15,000,000
Full Page (26cm x 38.3cm)	1,000 WORDS	30,000,000

	DIMENSION (W X H)	PRICE PER INSERTION (IDR)
SPECIAL PAGE		
Double Page Spread (6DD)	53.6cm x 38.3cm	45,000,000
Double Page Bottom Banner (DPBB)	53.6cm x 4.45cm	9,000,000
Page 4 Bottom Banner	26cm x 7.5cm	8,500,000
Page 2 & Page 3 Full Page	26cm x 38.3cm	28,500,000
Middle Page Spread (Page 16-17)	53.6cm x 38.3cm	47,500,000
Inside Back Page	26cm x 38.3cm	28,500,000

BUSINESS DIRECTORY		
Single Listing (SL)	6cm x 7cm	1,250,000
Double Listing (DL)	6cm x 14cm	2,200,000

CLASSIFIEDS		
2A	8.4cm x 4.45cm	1,600,000
2B	8.4cm x9.28cm	2,400,000
2C	8.4cm x 14.12cm	3,500,000
4A	17.2cm x 9.28cm	4,800,000





# 2021 EDITORIAL CALENDAR

PRINT ISSUE	MATERIALS DUE	PUBLISHING DATE	THEME
268	December 28	January 06	Green/Sustainability
269	January 25	February 03	Love Issue/Romance (Valentine)
270	February 22	March 03	Education Issue
271	March 22	April 01	Property/Architecture/Design
272	April 26	May 06	Mixed Marriage/Expat Life
273	May 24	June 03	Culinary Issue
274	June 21	July 01	Travel & Tourism Issue
275	July 26	August 05	Business/Finance/E-commerce
276	August 23	September 02	Sport/Health
277	September 27	October 07	Art/Culture/History
278	October 25	November 04	Music/Nightlife
279	November 22	December 02	Festive Issue



# WEBSITE RATE CARD



	DIMENSION (PIXELS)	SLOTS AVAILABLE	PRICE PER MONTH (IDR)
Top Banner (Desktop)	728 (w) x 90 (h)	4	10,000,000
Top Banner (Mobile)	300 (w) x 300 (h)		
Side Banner (Desktop + Mobile)	300 (w) x 300 (h)	2	5,000,000
Bottom Banner Article (Desktop)	728 (w) x 90 (h)	3	7,500,000
Bottom Banner Article (Mobile)	300 (w) x 300 (h)		

	DIMENSION (PIXELS)	PRICE PER WEEK (IDR)
SPECIAL BANNERS		
Pop Up Banner	TBA	10,000,000
Interscroller Banner (Within the Article)	TBA	5,000,000

SPONSORED POST

800 Words Maximum + 3 High Resolution Images  
Lifetime Placement — Price (IDR): 12,500,000

# E-NEWSLETTER RATE CARD

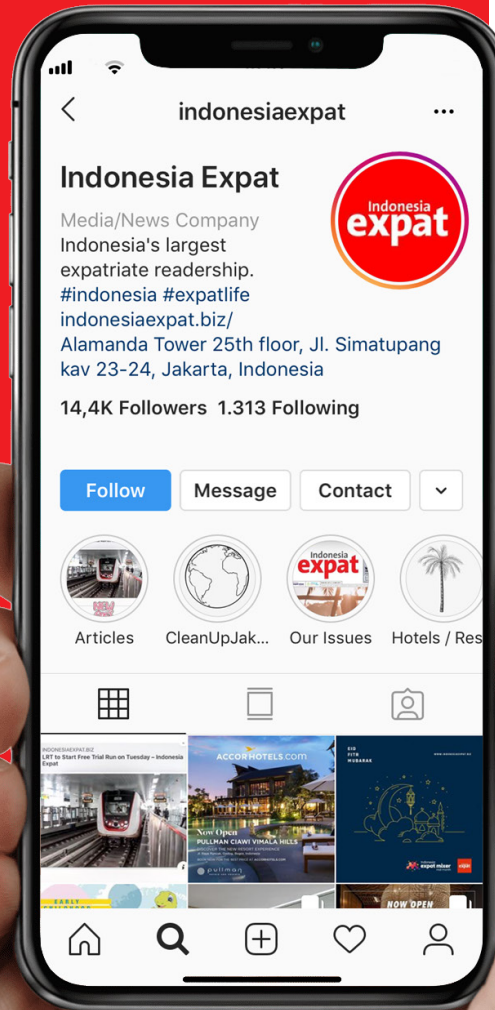
Our e-Newsletter is sent to a database of more than 20,000++ email addresses of mainly expatriates who live and work in Indonesia. Our e-Newsletter is sent fortnightly, on publication date, and directs users to the advertiser's website upon clicking on the ad banner.

## EXCLUSIVE E-MAIL BLAST

Price per blast (IDR):  
15,000,000

## E-NEWSLETTER BANNER

Price per insertion (IDR):  
5,000,000  
Dimension (Pixels):  
905 (w) x 300 (h)



# SOCIAL MEDIA RATE CARD

Based on our target readerships, we also offer Social Media.

## Benefits with our social media

- Increased brand awareness.
- Faster interaction with customers
- Personalized and direct responses
- Improved search engine ranking
- More "linked-up" online B2B & B2C marketing chain

## INSTAGRAM

Price per post (IDR): 1,000,000

- 14,400 followers (per June 20, 2019)
- Instagram post and story for 1 day
- (Direct Link to Website + promote hashtags)

## FACEBOOK

Price per post (IDR): 1,500,000

- 77,575 followers (per June 20, 2019)
- Facebook post and story for 1 day
- (Direct Link to Website + promote hashtags)

**BONUS**

Includes VISIT  
+ Instagram/Facebook Story  
Coverage for a day  
+ Twitter post

# PROMOTION PACKAGE

## COMBI 1

**Price: Rp14,000,000**

**Benefits:**

- 10x promotion boost at social media/  
as requested (post + story feed)
- Including visit 2x coverage on events for  
Instagram/Facebook story
- 2x e-newsletter banner
- 1x HALF page print ad
- 1x sponsored post

## COMBI 2

**Price: Rp25,000,000**

**Benefits:**

- 20x promotion boost at social media/  
as requested (post + story feed)
- Including visit 2x coverage on events for  
Instagram/Facebook story
- 2x e-newsletter banner
- 1x FULL page print ad
- 2x sponsored posts
- 1x exclusive e-mail blast

# OUR EVENTS



## CLEAN UP JAKARTA DAY

Clean Up Jakarta Day is an annual event organized by Indonesia Expat, a bi-weekly publication in English, in circulation since July 2009. Clean Up Jakarta Day's vision is that by involving the community, we can spread the message that it is everyone's job to keep the city clean. Through the tradition of *gotong royong*, our volunteers become educated about the severity of the rubbish and littering problem, and in turn changes their behaviours and become more concerned citizens.



## SPONSOR PARTNERSHIP

### Benefits

- Logo on CUJD printed advertisements
- Logo on CUJD banners at each clean up site
- Logo on CUJD website, linking through to media's website
- Logo on CUJD official video
- Recognition from the stage at CUJD Technical Briefing

### Previous Sponsoring Partners





# OUR EVENTS



## INDONESIA EXPAT MIXER

Indonesia Expat Mid-Month Mixer, as known as Mixer, is an event designed to facilitate expatriates and Indonesians to **networking, build social and business relationships.**

Our database is in excess of 22,000 people, all expats and Indonesians, including executives, entrepreneurs and business owners. Attendees are offered special deals and incentives to attend by the venues that change each month. Sponsors are invited to offer product samples and are encouraged to set up display.



## GUESTS PROFILE

- Expatriates who live and work in Indonesia
- Indonesian business men
- Managerial levels, etc

### Previous Sponsoring Partners





# OUR CLIENTS

