

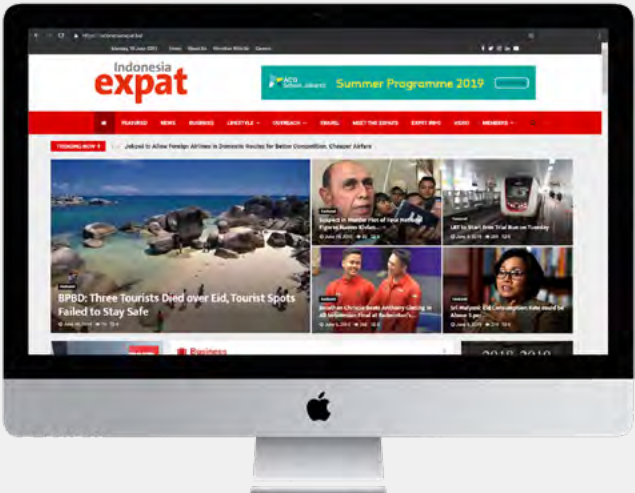


# INDONESIA'S LARGEST EXPATRIATE READERSHIP

# MEDIA DISTRIBUTION

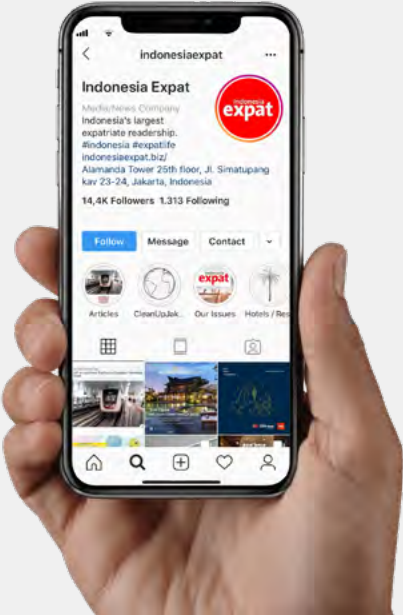


**PRINT**



[WWW.INDONESIAEXPAT.ID](http://WWW.INDONESIAEXPAT.ID)

**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 1,400 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.



**MONTHLY FREQUENCY**



**16,000 COPIES MONTHLY  
32,000 READERS (2 PER COPY)**



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



**TARGETING ENGLISH SPEAKING  
EXPATRIATES AND INDONESIAN**



**FREE PUBLICATION**

# WHAT MAKES US DIFFERENT?



01

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## SOLID POSITIONING

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

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02

## NUMBERS YOU CAN TRUST

Indonesia Expat prints 16,000 copies every month.

[www.indonesiaexpat.id](http://www.indonesiaexpat.id) is attracting more than 2 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.

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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 100,000 unique visitors ++ per month, thus widening the total reach with us to 132,000 English-speaking readers in Indonesia per month. Our social media accounts are also a great source of instant access information, reaching up to a total of 100,000++ followers across all platforms.

# 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

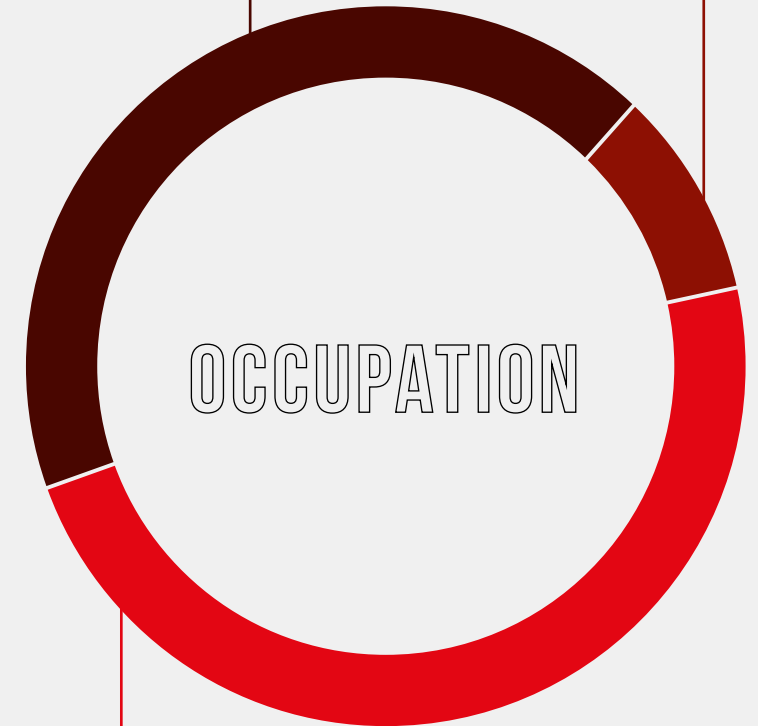
Our target readers are expatriates who lives in Indonesia, English speakers, executives, and entrepreneurs. We also aims for English-speaking Indonesians, Asians, North and South Americans, European, Autralians and Africans.

**PROFESSIONAL**

41%

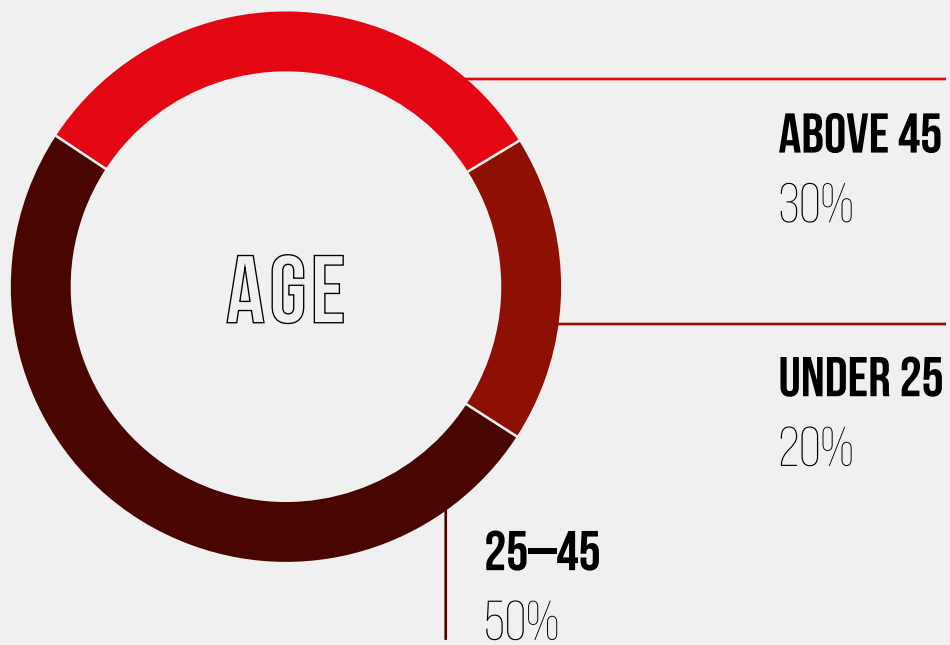
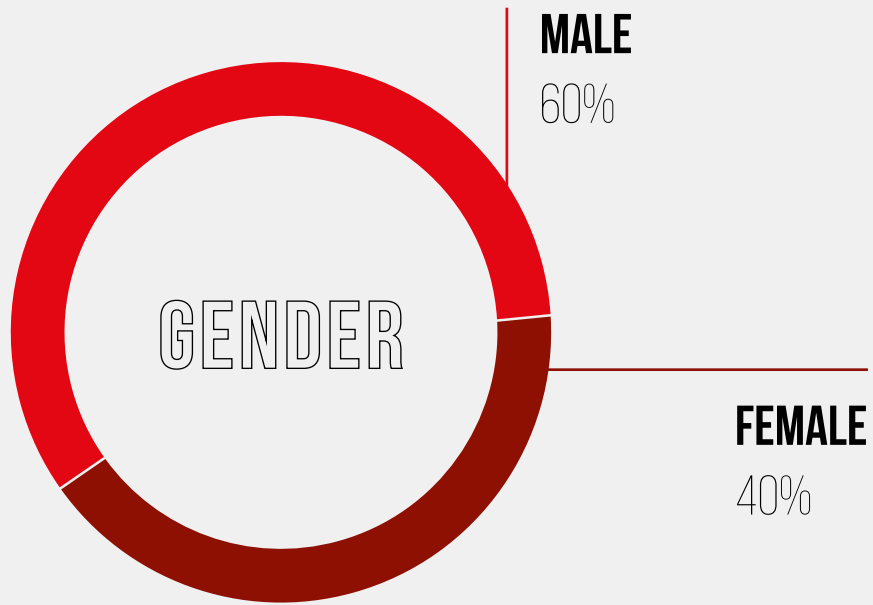
**OTHERS**

14%



**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
- Technology
- Sustainability
- 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
- Food reviews written by the experts
- 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.

**Hunting Vollkorn in Jakarta**  
By Bruce Dick

**No. 3 Animo Bread Culture**  
By J. KEMARU RATA

**No. 1 Kem Chicks**  
By J. KEMARU RATA

**No. 2 Vineth Bakery**  
By J. KEMARU RATA

**No. 5 Intercontinental Johanes MidPlexa Hotel**  
By J. KEMARU RATA

**No. 6 Yindoh Bistr**  
By J. KEMARU RATA

**CONSUMER ALERT**

**Flowers**  
By Bruce Dick

**Flower Market, Badung**  
By Bruce Dick

**Dempsa's Flower Street**  
By Bruce Dick

**Flower Cutters**  
By Bruce Dick

**Flowers for the Deceased**  
By Bruce Dick

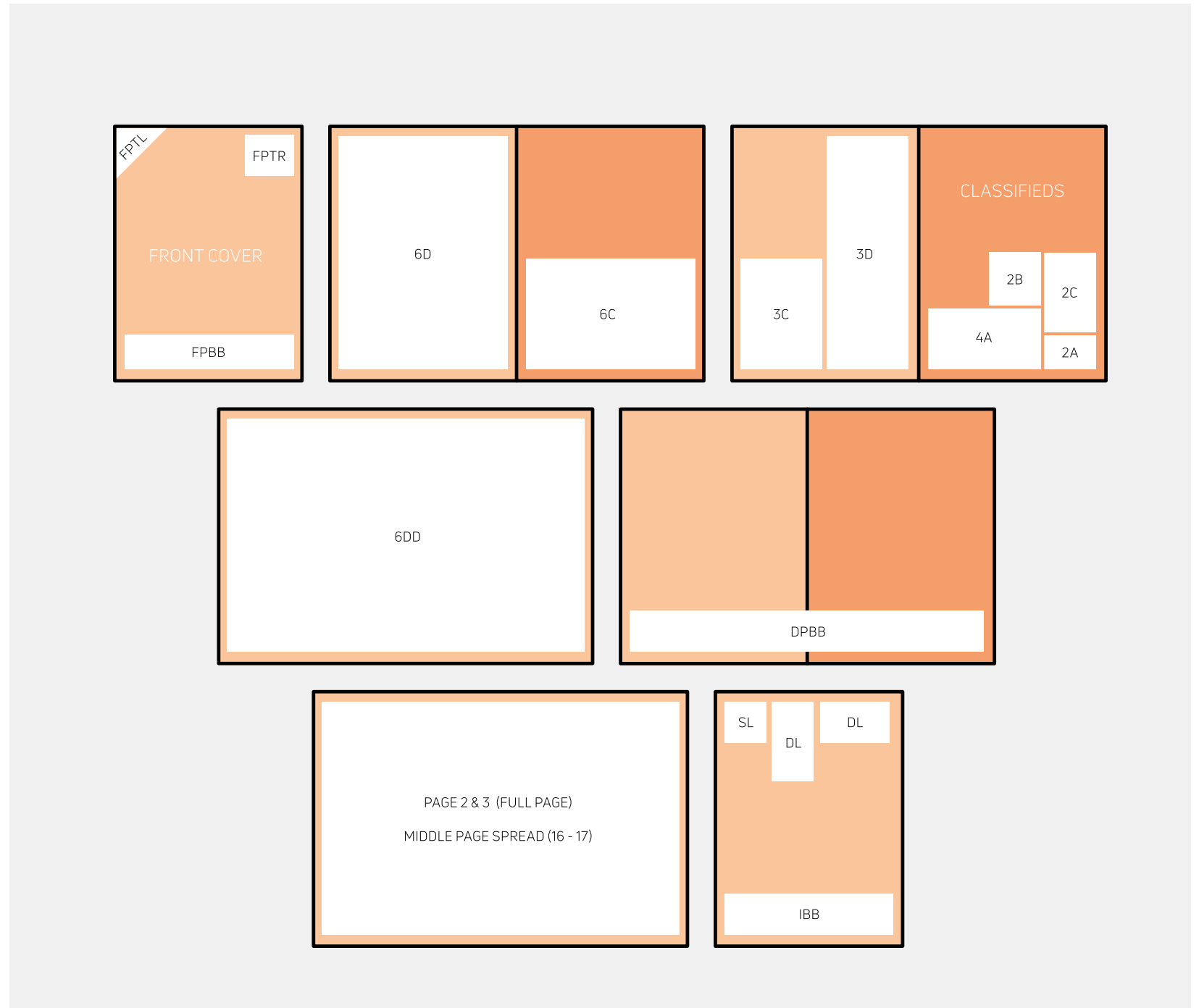
**TANA TORAJA LOVE FOR THE DEPARTED**  
By Bruce Dick

**Tana Toraja**  
By Bruce Dick

**Tana Toraja**  
By Bruce Dick

# 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)
<b>REGULAR PAGE</b>		
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
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## 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)
<b>SPECIAL PAGE</b>		
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 x 9.28cm	2,400,000
2C	8.4cm x 14.12cm	3,500,000
4A	17.2cm x 9.28cm	4,800,000



# 2025 EDITORIAL CALENDAR

PRINT ISSUE	MATERIALS DUE	PUBLISHING DATE	THEME
316	December 20, 2024	January	The Lifestyle Issue
317	January 24	February	The Wedding Issue
318	February 21	March	The Education Issue
319	March 21	April	The Culinary Issue
320	April 25	May	The Travel & Tourism Issue
321	May 23	June	The Sport, Health & Beauty Issue
322	June 20	July	The Property, Architecture & Design
323	July 25	August	The Business Issue
324	August 22	September	The Family & Education Issue
325	September 26	October	The Green Issue
326	October 24	November	The Culture, Art & Entertainment Issue
327	November 21	December	The 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)
<b>SPECIAL BANNERS</b>		
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



# VIDEO

In this day and age where everything is digitalised, we tend to learn better and see other perspectives much more easily through digital content.

Photographs depict a thousand words. But what about videos? Storytelling through videos has its unique touch. Studies have shown that videos leave viewers entertained, inspired, relaxed, escaped, progress, updated, and feel connected.

Indonesia Expat is delighted to offer our special video-making service. Contents provided are to tell stories of your business/company in a personal and uplifting way. These videos will be recorded and edited by us. Suitable voiceover narration and background music will further enhance the storytelling nature.

## STAYCATION VIDEO

What can guests do during their staycation, be it alone, with family and/or friends? Imagine a vlog carried out. But with our approach, we can highlight the facilities, activities, rooms, F&B, etc to embody the true meaning of staycations. Any part of (business name) staycation activities or pointers that need to be the focus will be prioritised, but we will leave in bits of interesting facts along the story.

Duration: 5-10 minutes

[Click here to view the video sample](#)

## EDUCATION VIDEO

Allow us to unravel the behind the scenes of schools and tutoring services that Indonesia is home to. Videos can focus on any specific topics, carried out in sit down interviews with educational figures, parents and/or students. Videos can also show school events, personalisation of the faculty or tutoring member whilst at work, a program, the unique quality of the school or tutoring centre, etc.

Duration: 5-10 minutes

[Click here to view the video sample](#)

## RESTAURANT/CAFE VIDEO

Diners tend to give more personalised and honest reviews about a certain eatery joint. We can too! Aside from describing the flavours behind business/company's chef special creations, the cooking process as well as an overall view of will be shown and described in an engaging manner. Think of eating along with Indonesia Expat to get the most sincere reactions at your space.

Duration: 5-10 minutes

[Click here to view the video sample](#)

**Price per video package (IDR): 10,000,000**

### Benefits included are:

- Placement in our social media platforms (Facebook, Instagram, Twitter, LinkedIn and YouTube) and website [indonesiaexpat.id](https://indonesiaexpat.id)  
Note: Instagram Reels are normally 15-90 seconds long. Therefore, we can create a simplified max. 1 minute long on our Instagram account.  
Or if you prefer the longer version, it can be placed as an IGTV.
- The video, without the Indonesia Expat logo, can be the property of your business/company

# E-NEWSLETTER RATE CARD

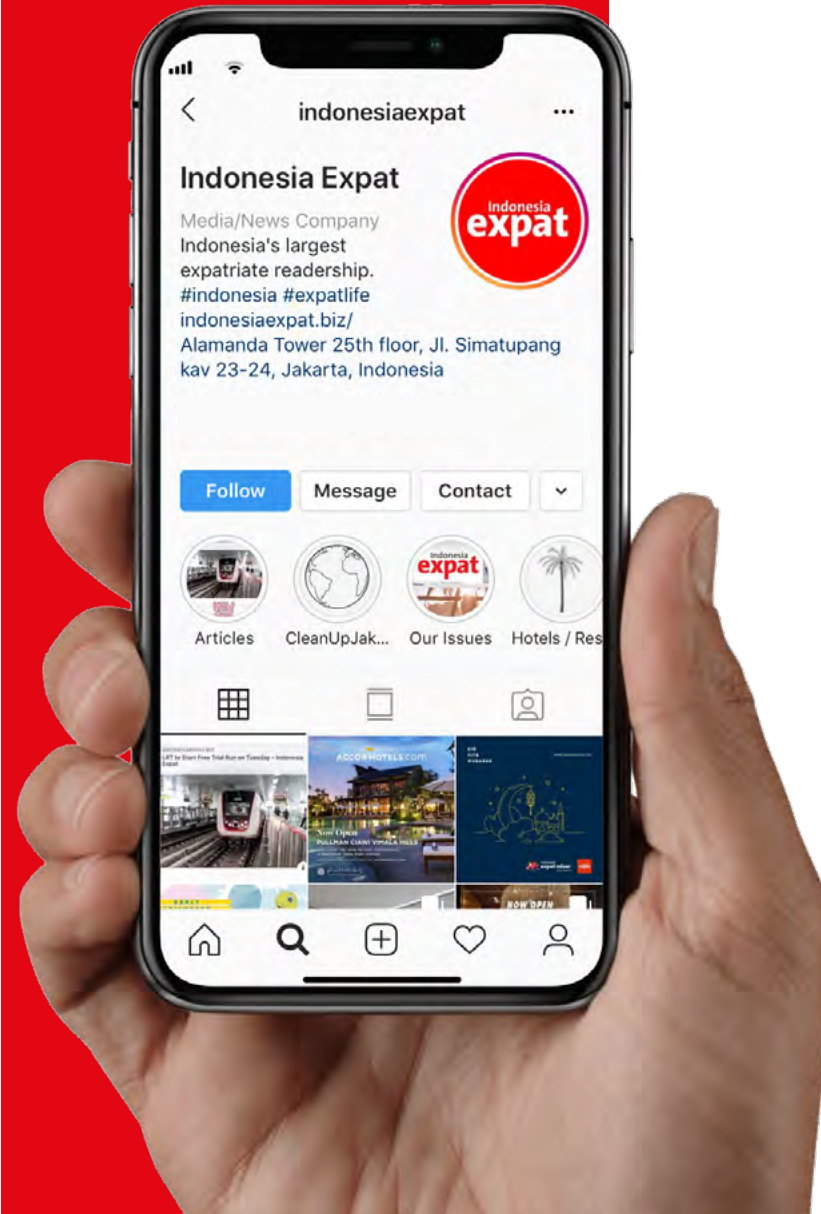
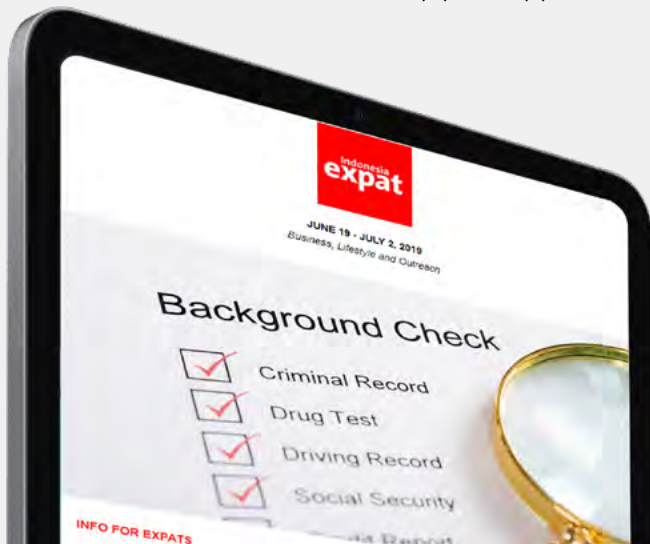
Our e-Newsletter is sent to a database of more than 20,000++ email addresses of mainly expatriates who live and work in Indonesia. Our e-Newsletter is sent fortnightly, on publication date, and directs users to the advertiser's website upon clicking on the ad banner.

## 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 500 (h)



# SOCIAL MEDIA RATE CARD

More than 100,000 followers  
(Facebook, Twitter, Instagram and LinkedIn combined)

## 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

FEED – Price per post (IDR): 1,000,000  
REELS – Price per video (IDR): 5,000,000

- Instagram post and story for 1 day
- (Direct Link to Website + promote hashtags)

## FACEBOOK

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

- Facebook post and story for 1 day
- (Direct Link to Website + promote hashtags)

# 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

