

INDONESIA'S LARGEST EXPATRIATE READERSHIP

2027 Media Kit

About Us

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 free publication

16,000 copies monthly and 32,000 readers

Distributed across main cities in Indonesia

Targeting English speaking expatriates and Indonesian



WHAT MAKES US DIFFERENT

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.

Numbers You can Trust

Indonesia Expat prints 15,000++ copies every month.

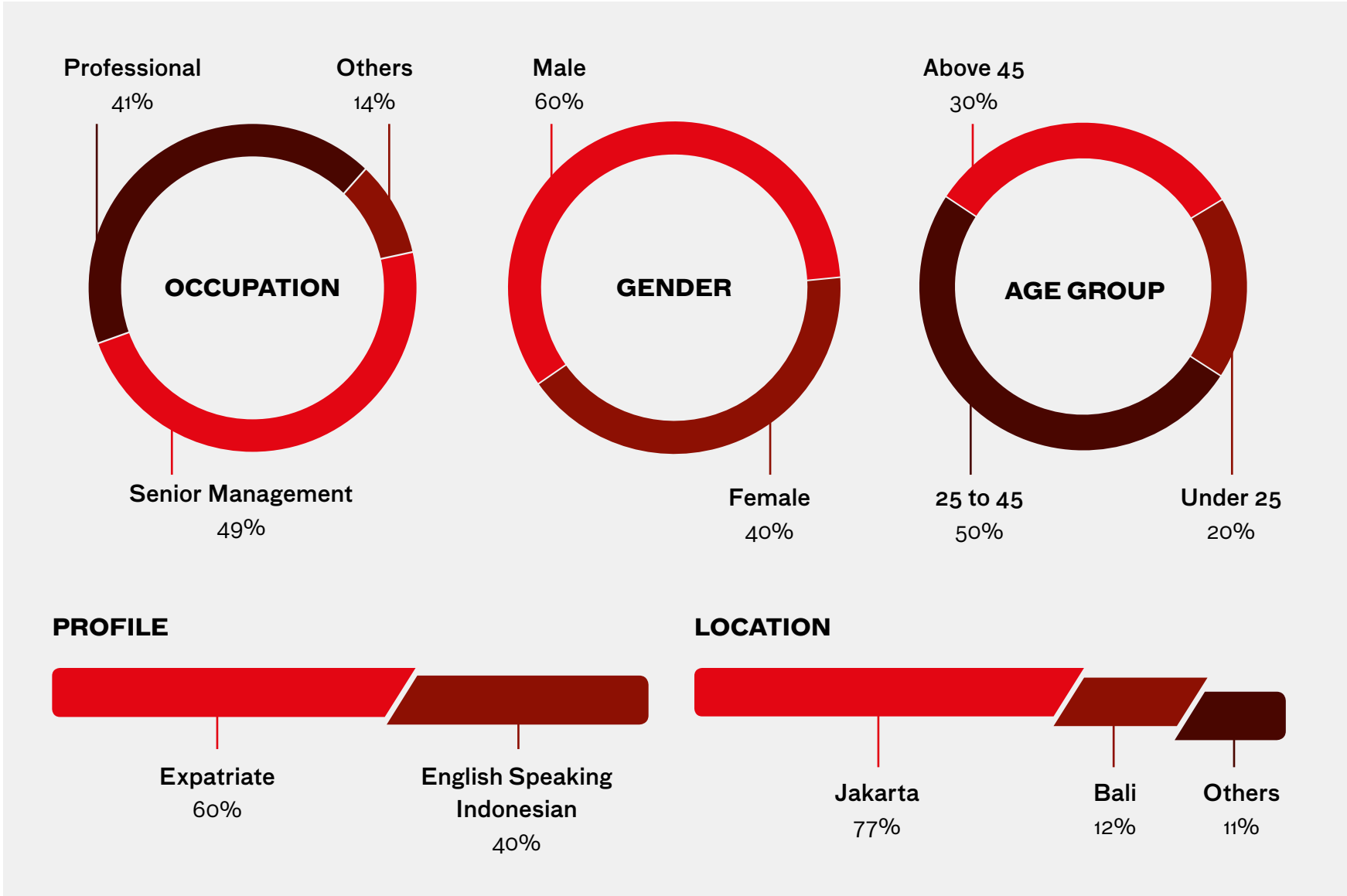
www.indonesiaexpat.id is attracting more than 2 million page views yearly. Ask for our Google Analytics for more insight information. Our database of 20,000++ emails can be used for Exclusive Email Blasts. Social media engagement is high, please ask us to make a comparison with other channels.

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.



Print and Digital

Indonesia
expat

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 monthly 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.

SELECTION OF OUR CLIENTS



Indonesia Expat Overview



WEBSITE	SOCIAL MEDIA	EMAIL DATABASE	PRINT TABLOID	EDUCATION GUIDE	EVENT
www.indonesiaexpat.id has more than 8,000 original articles and reached more than 1.5 million page views during April 1, 2021 to April 1, 2022. (please see Google Analytical Report). 4138 Traffic Rank in ID 14742 Category Rank in News and Media 10939 Country Rank Source: www.similarweb.com	More than 100,000 followers 	More than 19,400 emails of expatriates and English speaking Indonesian Monthly Newsletter NEWSLETTER SAMPLE Exclusive Email Campaign EMAIL SAMPLE	Indonesia Expat is a monthly publication aimed primarily at the expatriate community in Indonesia. We distribute our 15,000 copies to luxury apartments, embassies and companies in which a minimum of five or more expatriates are working, international Women Associations, cafes and restaurants, International schools and many other locations in Jakarta, Bandung, Jogjakarta, Surabaya, Bali, Lombok and Batam. PRINT SAMPLE	The Indonesia Expat Education Directory contains invaluable information on international and national plus schools across the archipelago. so that wherever it is our readers live in Indonesia, they will be able to access the right information. GUIDE SAMPLE	Indonesia Expat Mixer is a monthly event to facilitate Indonesians and expatriates who live and work in Indonesia to build social and business relationships. EVENT HIGHLIGHT

Print Production Specifications

REGULAR PAGE	TRIM SIZE (W x H)	SPECIAL PAGE	TRIM SIZE (W x H)	CLASSIFIEDS	TRIM SIZE (W x H)
Quarter page	12.8cm x 18.95cm	Double Page Spread	53.6cm x 38.3cm	2A	8.4cm x 4.45cm
Half Page Vertical	12.8cm x 38.3cm	Double Page Bottom Banner	53.6cm x 4.45cm	2B	8.4cm x 9.28cm
Half Page Horizontal	26cm x 18.95cm	Page 4 Bottom Banner	26cm x 7.5cm	2C	8.4cm x 14.12cm
Full Page	26cm x 38.3cm	Page 2 & Page 3 Full Page	26cm x 38.3cm	4A	17.2cm x 9.28cm
Inside Bottom Banner	26cm x 7.5cm	Middle Page Spread (Page 16 & 17)	53.6cm x 38.3cm		
		Inside Back Page	26cm x 38.3cm		

FRONT COVER	TRIM SIZE (W x H)
Top Banner (Left)	8.5cm x 8.5cm
Top Banner (Right)	9.5cm x 8.5cm
Bottom Banner	26.4cm x 7.5cm

BACK COVER	TRIM SIZE (W x H)
Full Page	26cm x 38.3cm

Publication Trim Size

28cm (W) x 41cm (H)

Colour Process

4C (CMYK). All spot and RGB colours must be converted to CMYK on the final files submitted to the publisher.

Preferred Digital File Format

PDF/X1-a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark Express, Canva, Microsoft Word are not acceptable. Other alternative file format, such as JPG, will only be accepted under certain condition and requirement.

Image Resolution

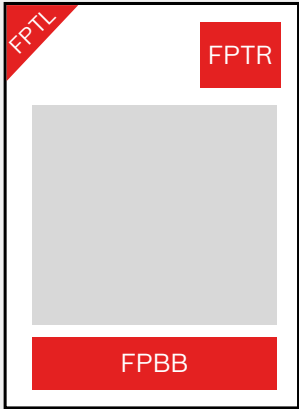
Embedded images must be a minimum of 300 ppi (pixels per inch). Color images must be CMYK.

Additional File Preparation Instructions

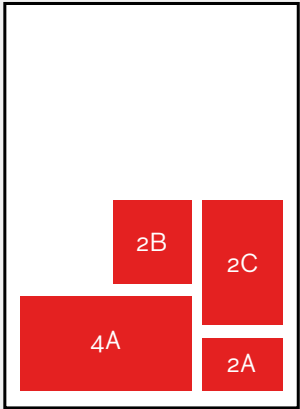
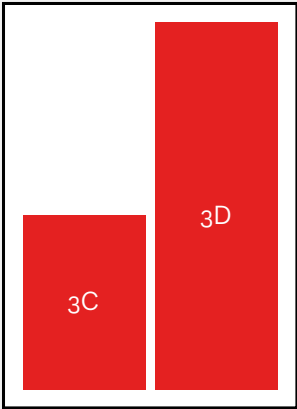
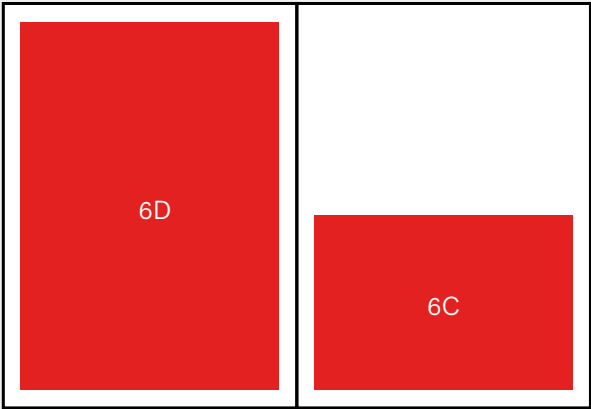
- Files containing RGB or LAB images or Open Prepress Interface (OPI) comments will not be accepted.
- Postscript Type 1 fonts are strongly preferred. Outlining fonts is acceptable as well. Files containing composite or multiple master (MM) fonts will not be accepted.

For print production related information, please email to: info@indonesiaexpat.biz

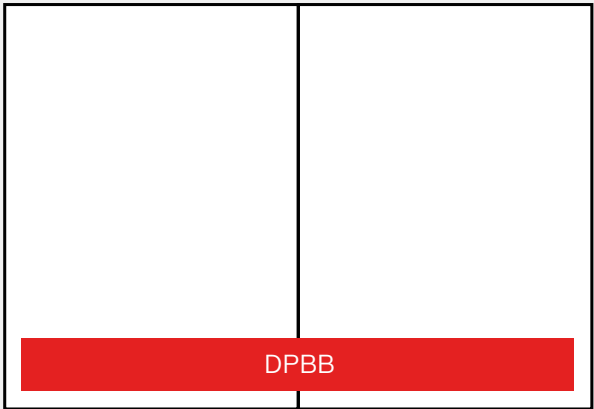
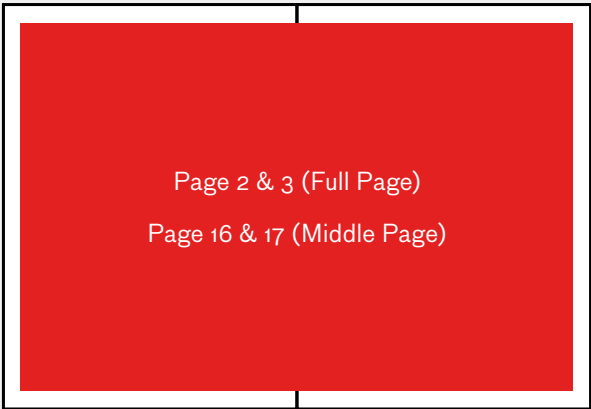
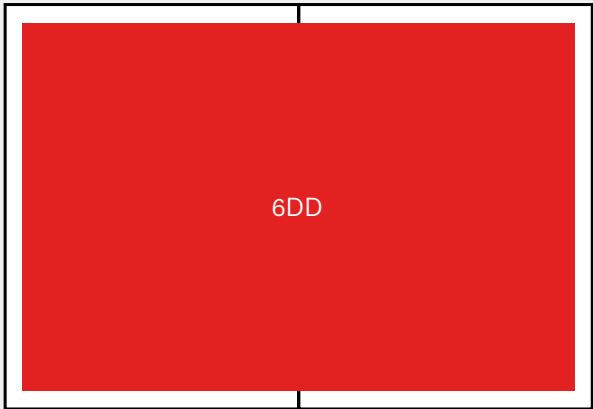
Print Production Placements



Front Cover



Classifieds



2027 Print Rate Card

REGULAR PAGE	SIZE CODE	PRICE PER INSERTION
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Quarter page	3C	7,000,000
Half Page Vertical	3D	14,000,000
Half Page Horizontal	6C	14,000,000
Full Page	6D	28,000,000
Inside Bottom Banner	IBB	6,500,000

FRONT COVER	SIZE CODE	PRICE PER INSERTION
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Top Banner (Left)	FPTL	8,000,000
Top Banner (Right)	FPTR	14,000,000
Bottom Banner	FPBB	14,000,000

BACK COVER	SIZE CODE	PRICE PER INSERTION
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Full Page	6D	35,000,000
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SPECIAL PAGE	SIZE CODE	PRICE PER INSERTION
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Double Page Spread	6DD	45,000,000
Double Page Bottom Banner	DPBB	9,000,000
Page 4 Bottom Banner	-	8,500,000
Page 2 & Page 3 Full Page	-	28,500,000
Middle Page Spread (Page 16 & 17)	-	47,500,000
Inside Back Page	-	28,500,000

CLASSIFIEDS	SIZE CODE	PRICE PER INSERTION
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-	2A	1,600,000
-	2B	2,400,000
-	2C	3,500,000
-	4A	4,800,000

ADVERTORIALS	WORD COUNT	PRICE PER INSERTION
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Half Page	500	15,000,000
Full Page	1,000	30,000,000

Note: All prices stated in Indonesian Rupiah. 12% VAT is applied separately to all rates.

2027 Print Editorial Calendar

ISSUE NO.	EDITORIAL THEMES	AD CLOSE	PUBLISHING MONTH
340	New Beginnings	December 21 (2026)	January
341	Love, Beauty & Health	January 21	February
342	Education	February 23	March
343	Culinary & Entertainment	March 23	April
344	Travel & Adventure	April 22	May
345	Tourism & Culture	May 25	June
346	Lifestyle & Expat Living	June 23	July
347	Family & Education	July 23	August
348	Innovation & Technology	August 24	September
349	Green & Sustainability	September 24	October
350	Property & Architecture	October 22	November
351	Festivities	November 23	December

Note: All dates subject to change



2027 Website Rate Card

WEBSITE BANNERS	DIMENSION IN PIXELS (W x H)	AVAILABLE SLOTS	PRICE PER MONTH
Top Banner (Desktop + Mobile)	728 x 90 + 300 x 300	4	10,000,000
Side Banner (Desktop + Mobile)	300 x 300	4	5,000,000

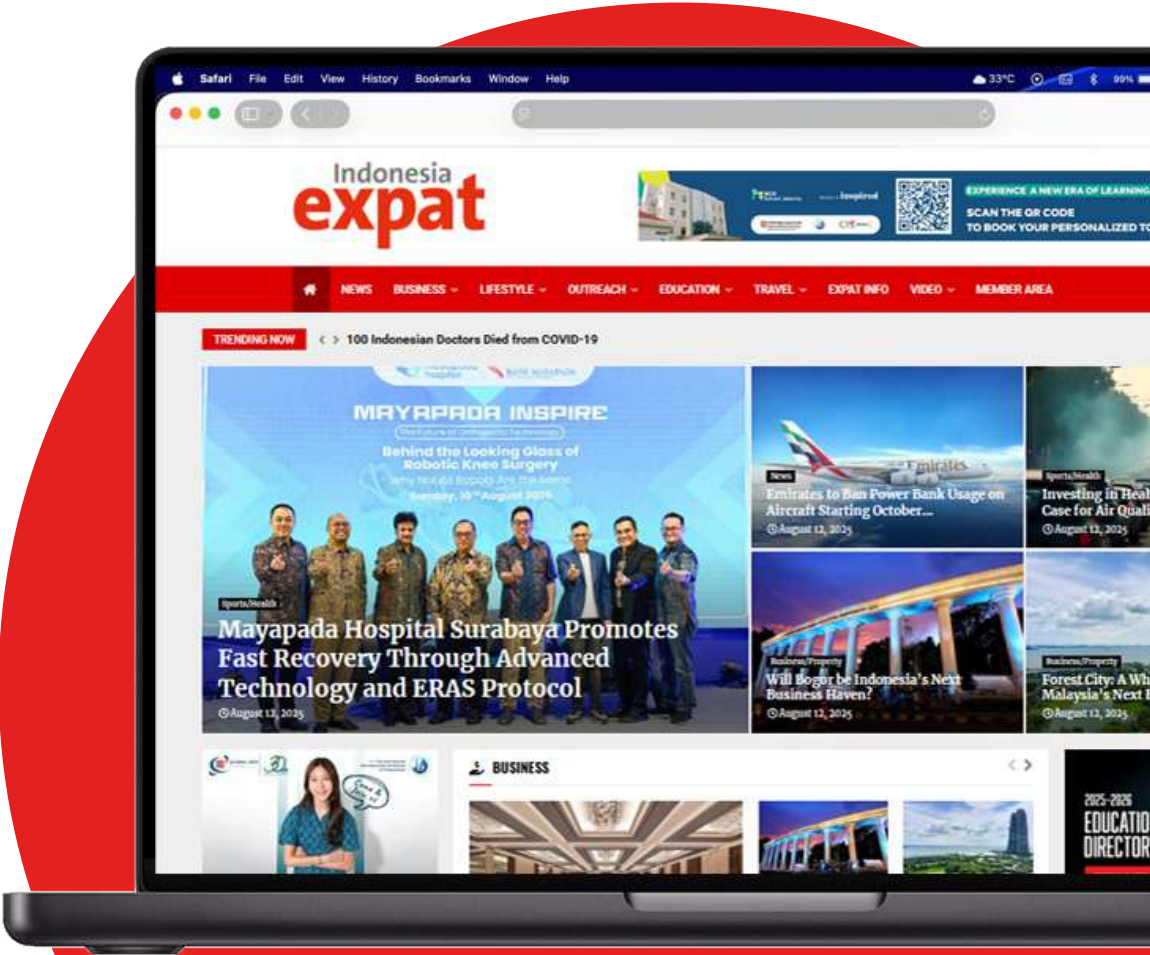
SPECIAL BANNERS	DIMENSION IN PIXELS (W x H)	PRICE PER MONTH
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Pop Up Banner	TBA	10,000,000
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WEBSITE ARTICLE	PRICE
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800 Words Maximum + 3 High Resolution Images (Lifetime Placement)	12,500,000
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Note: All prices stated in Indonesian Rupiah. 12% VAT is applied separately to all rates.



2027 Newsletter Rate Card

Our e-Newsletter is sent to a database of more than 15,000++ 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

NEWSLETTER BANNER

Price per insertion (IDR)
5,000,000

Artwork Dimension (W x H)
905 x 500 pixels



2027 Social Media Rate Card

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

Benefits with our social media

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

INSTAGRAM + FACEBOOK*

Feed (IDR)	Story (IDR)
1,500,000	1,000,000
Feed + Story (IDR)	Reels (IDR)
2,000,000	2,500,000

**Instagram + Facebook posts and stories for 1 day with direct link to website, plus the promote hashtags. All prices stated per post.*

2027 Digital Plans



	SAVE 25% Digital One IDR 30 million valid for 3 months	SAVE 35% Digital Pro IDR 45 million valid for 6 months	SAVE 50% Digital Pro+ IDR 75 million valid for 12 months
Exclusive Email Blast to Indonesia Expat's e-mail database ¹	x 1	x 3	x 6
Unlimited Press Release placements on the website ²	✓	✓	✓
Unlimited Events sharing placements on event calendar page ³	✓	✓	✓
Unlimited Events sharing on Instagram Story	✓	✓	✓
Web banner on the website ²	x 1	x 3	x 6
Editorial coverage by Indonesia Expat's editorial team	x 1	x 1	x 2
Instagram and Facebook feed posts	x 3	x 6	x 12
Video coverage for Instagram Reels and the website ²	-	x 1	x 2
Full-page print and online magazine ad	x 1	x 2	x 4

¹ 15,000 emails
² www.indonesiaexpat.id
³ www.indonesiaexpat.id/events-calender



Note: All prices stated in Indonesian Rupiah. 12% VAT is applied separately to all rates.

2027 Print and Digital Plans

	IDR 300 million valid for 12 months
Exclusive Email Blast to Indonesia Expat's e-mail database ¹	x 12
Unlimited Press Release placements on the website ²	✓
Unlimited Events sharing placements on event calendar page ³	✓
Unlimited Events sharing on Instagram Story	✓
Monthly web banner on the website ²	x 12
Editorial coverage by Indonesia Expat's editorial team (for web)	x 6
Instagram and Facebook feed posts	x 24
Video coverage for Instagram Reels and the website ²	x 2
Business profile interview on the print and online magazine	x 1
Full-page print and online magazine ad	x 12



Price stated above is subject to additional 12% VAT

¹15,000 emails

²www.indonesiaexpat.id

³www.indonesiaexpat.id/events-calender

2027 Education Directory

Indonesia Expat has been in circulation since 2009, and in its tenth year, we have decided to publish a nationwide Education Directory to assist parents in making the most important decision of their children’s lives: which school to attend.

The Indonesia Expat Education Directory contains invaluable information on international and national plus schools across the archipelago. so that wherever it is our readers live in Indonesia, they will be able to access the right information.

The directory is simple and clear, broken down into cities, and further categorised under International or National Plus schools. For those who wish to advertise their business in the booklet, there are specific pages allocated for this, ensuring maximum exposure. Schools who wish to include advertorials will also be given the chance to do so.

The Indonesia Expat Education Directory will have a print run of 16,000 copies, and will be distributed alongside Indonesia Expat magazines at international and national plus schools, embassies, expat associations, professional relocators, and residences.

This booklet is an excellent opportunity for promoting your business to a targeted audience. Valid for 12 months (1 year), you will gain maximum exposure through taking part in a promotional campaign through our Education Directory, and we are ready to help you each step of the way.

Note: All prices stated in Indonesian Rupiah. Prices subject to 12% VAT and payable to publication.

PARTICIPATION AD

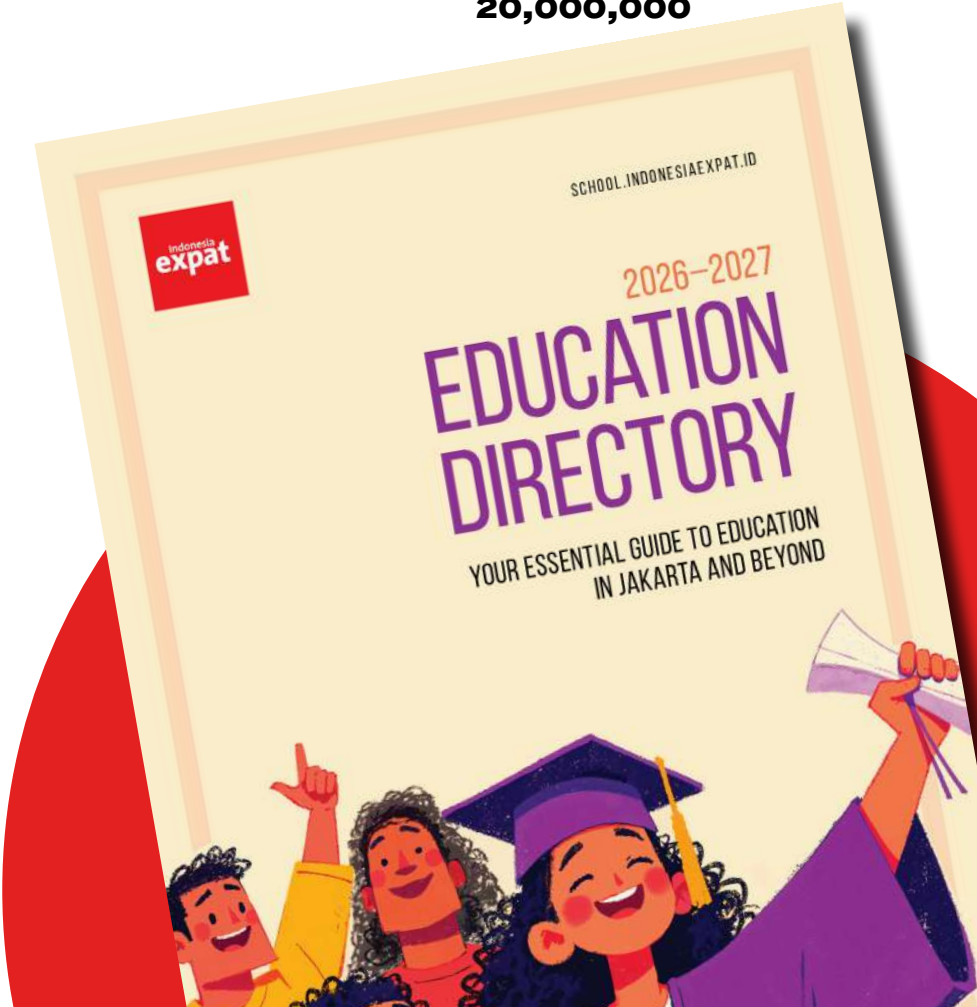
Full page directory + website directory (IDR)
10,000,000

Full page ad + directory + website directory (IDR)
14,000,000

FULL ADVERTISING

IBC/IFC + FREE 1 page ad (IDR)
16,000,000

OBC + FREE 1 page ad (IDR)
20,000,000



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.

GUEST PROFILE

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

Our sponsoring partners

MARQUEE®

PROST
- BEER -

König Ludwig
Weissbier

HATTEN
WINES

