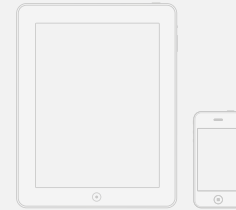




The
Jakarta Post Digital



Online Media Kit 2014



Overview



The Jakarta Post Digital

The Jakarta Post Digital is not just an extension of the daily newspaper. Influential in its own right, it now operates:

- 1 News Site
www.thejakartapost.com
- 2 Travel Site
www.jakpost.travel
- 3 Entertainment Site
www.ttwigo.com
- 4 Premium Job Site
www.jakartapostjobs.com

Our Products at a Glance



News Site

(Desktop + Mobile)

Total Page views:
3,250,000/month

(Source: Google Analytics, March 2014)



Travel Site

(English + Chinese)

Page views:
1,500,000/month

(Source: Google Analytics, March 2014)



Entertainment Site

(English + Indonesian)

Page views:
300,000/month

(Source: Google Analytics, March 2014)

Our Clients



News Site :: Overview



The Jakarta Post

The Digital Post offers the full printed version of the newspaper online with frequent news updates and plenty of other information about Indonesia.

Focusing on up-to-date, accurate analysis and in-depth stories, www.thejakartapost.com is one-stop reference for both local and international audiences.

www.thejakartapost.com | m.thejakartapost.com

Page views:

2,500,000 + 750,000 /month

Unique Visitors:

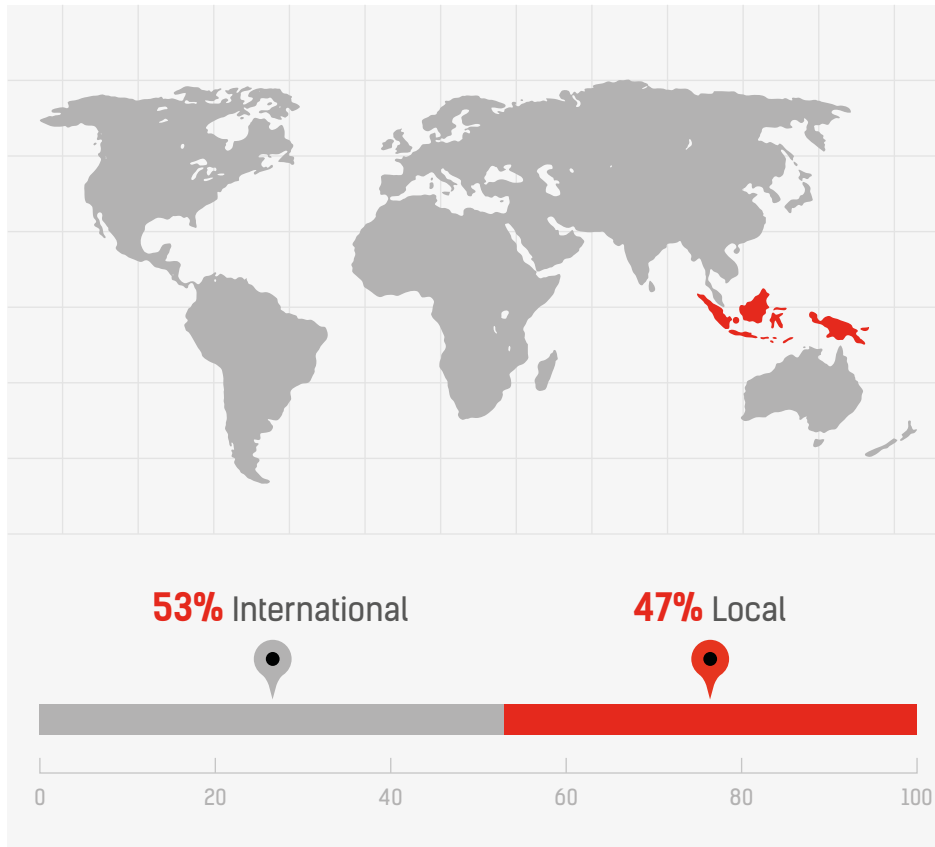
750,000 + 350,000 /month

(Source: Google Analytics, March 2014)

Social Media:



News Site :: Audience Demographic



Top 5 Nation by readers:

- 1 Indonesia | 47%
- 2 Singapore | 10.24%
- 3 United States | 8.57%
- 4 Malaysia | 4.71%
- 5 Australia | 4.82%

(Source: Google Analytics, March 2014)

News Site :: Audience Profile



Gender

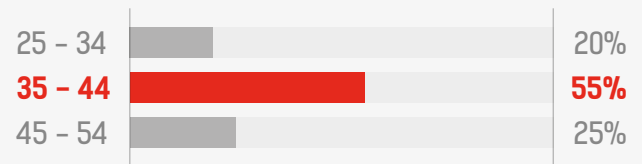


70% Male



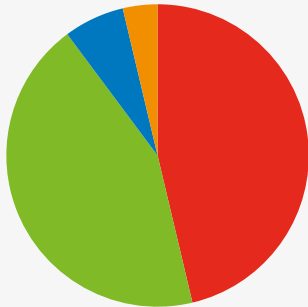
30% Female

Age



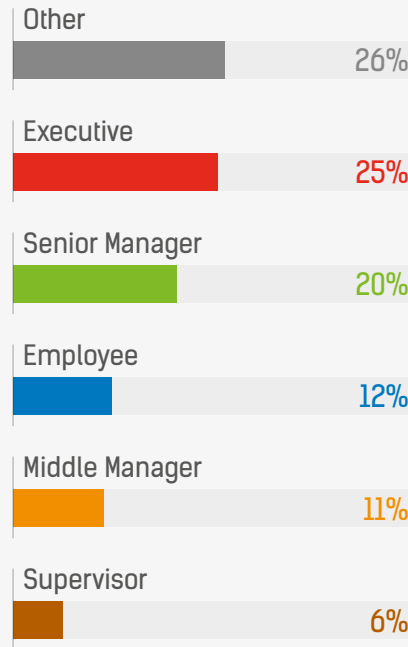
News Site :: Audience Profile

Education

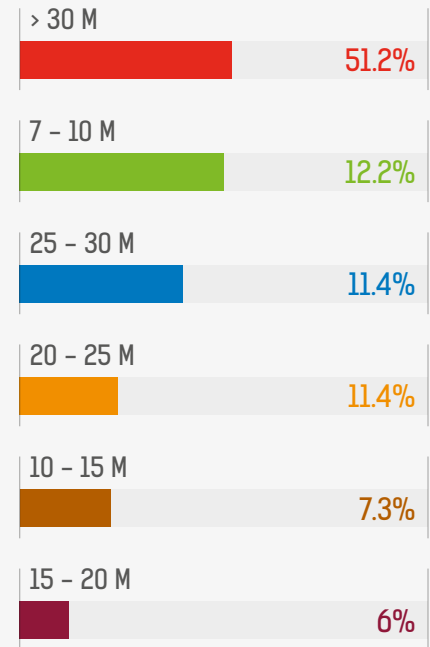


- Master / Doctorate
- Bachelor's Degree
- Diploma
- Highschool

Job Title




Household Income




News Site :: Sections

NEWS



 Business



 National



 Archipelago



 Jakarta



 World




 Sports

VIEWS



 Opinion



 Reader's Forum



 Your Voice

News Site :: Sections

LIFE



Digital Life



Sci-Tech



Environment



Body & Soul



Art & Design



Culture



Lifestyle



Entertainment



Features

Travel Site :: Overview



Our new site for tourists and business travellers covers destinations, travel-related news, tips, and many good things about travel in Indonesia with two languages: English and Mandarin.

Check it out www.jakpost.travel and cn.jakpost.travel

www.jakpost.travel | cn.jakpost.travel

Page views:
1,500,000 /month

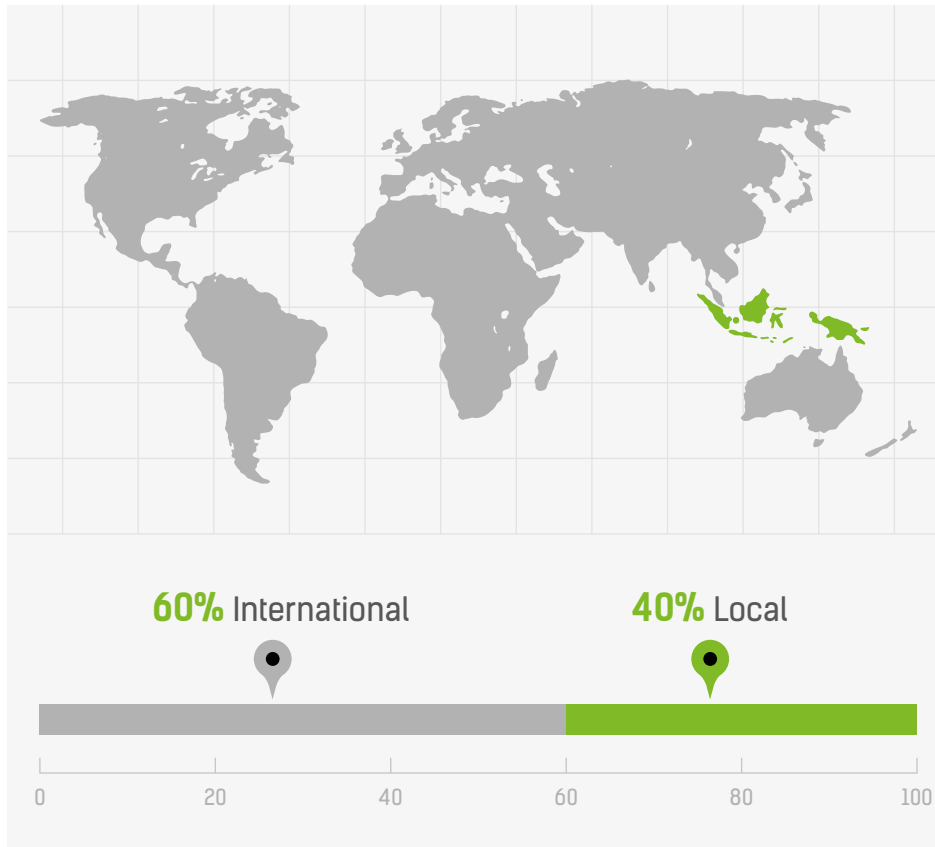
Unique Visitors:
450,000 /month

(Source: Google Analytics, March 2014)

Social Media:



Travel Site :: Audience Demographic



Top 8 Nation by readers:

- 1 Indonesia | 40%
- 2 United States | 20%
- 3 Australia | 15%
- 4 Singapore | 10%
- 5 China | 8%
- 6 Malaysia | 7%
- 7 UK | 5%
- 8 Others | 5%

(Source: Google Analytics, March 2014)

Travel Site :: Audience Profile



Gender

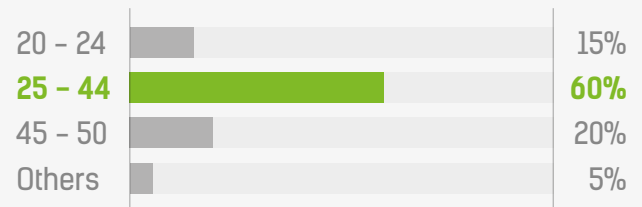


60% Male



40% Female

Age



Travel Site :: Sections

DESTINATIONS



 City




 Mountain



 Beach



 Nature & Wildlife




 Historical Site



 Underwater



 Hotel & Resort




 Object


Travel Site :: Sections

ACTIVITIES



 Adventure



 Air Travel



 Culture



 Dining



 Diving




 Shopping



 Sport



 Spa & Leisure



 Weekend Escape

Travel Site :: Sections

TRAVEL NEWS



Art & Culture



Food & Beverage



Flight



Hotel



Nature & Wildlife

VARIOUS



Travel Tips



Event Schedule



Hotels



Restaurants

Entertainment Site :: Overview



ttwigo 

This entertainment site is especially popular among K-Pop fans in Indonesia as well as outside the country. It is dedicated to reporting K-Pop entertainment news directly from its source: South Korea, with two languages: English and Bahasa.

Check it out www.ttwigo.com and id.ttwigo.com

www.ttwigo.com | id.ttwigo.com

Page views:
300,000 /month

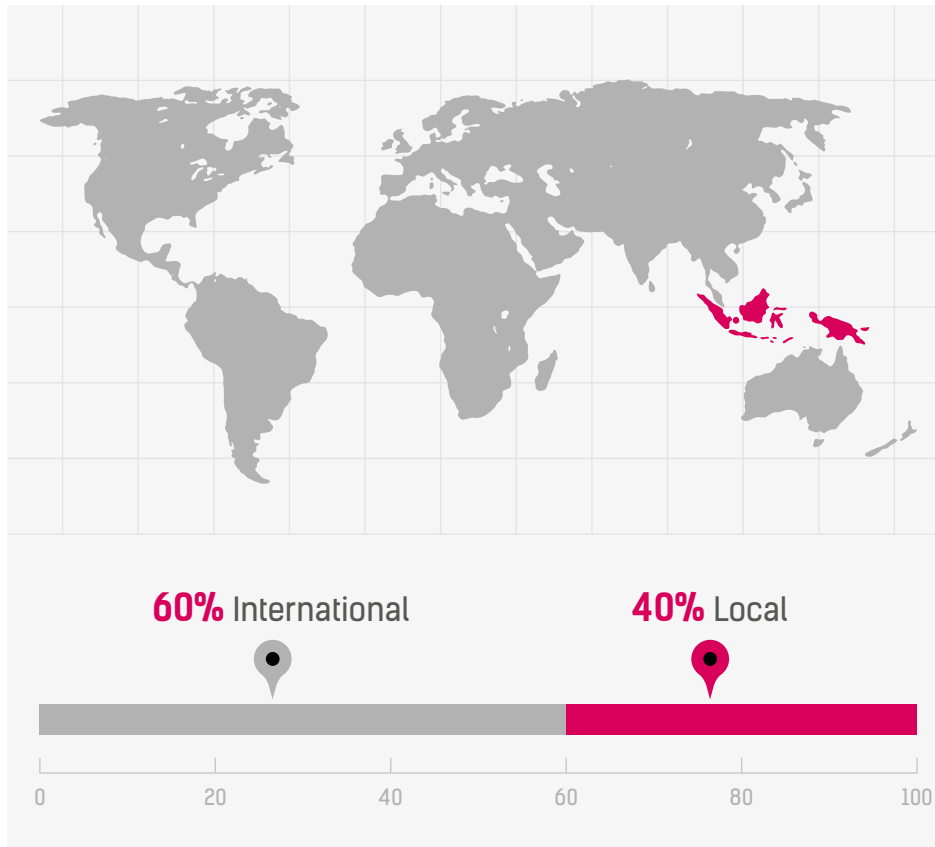
Unique Visitors:
100,000 /month

(Source: Google Analytics, March 2014)

Social Media:



Entertainment Site :: Audience Demographic



Top 8 Nation by readers:

- 1 Indonesia | 40%
- 2 Philippines | 22%
- 3 Vietnam | 14%
- 4 Malaysia | 9%
- 5 Singapore | 7%
- 6 Thailand | 6%
- 7 Korea | 5%
- 8 Others | 7%

(Source: Google Analytics, March 2014)

Entertainment Site :: Audience Profile



Gender

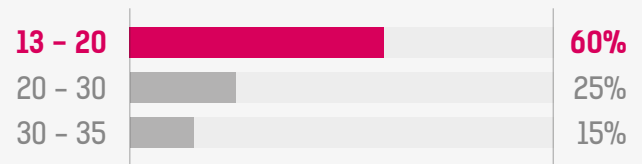


15% Male



85% Female

Age



Entertainment Site :: Sections

K-POP IDOLS



▶ EXO



▶ Girls' Generations



▶ MBLAQ



▶ 2NE1



▶ 2PM



▶ SHINee



▶ Bigbang



▶ Miss A



▶ Super Junior



▶ B2ST

Entertainment Site :: Sections

K-POP IDOLS



▶ CNBLUE



▶ Infinite



▶ JYJ



▶ TVXQ



▶ Jay Park



▶ PSY

Advertisement Opportunity



IN A NUTSHELL, The Jakarta Post readers are the **crème de la crème** of Indonesian society.

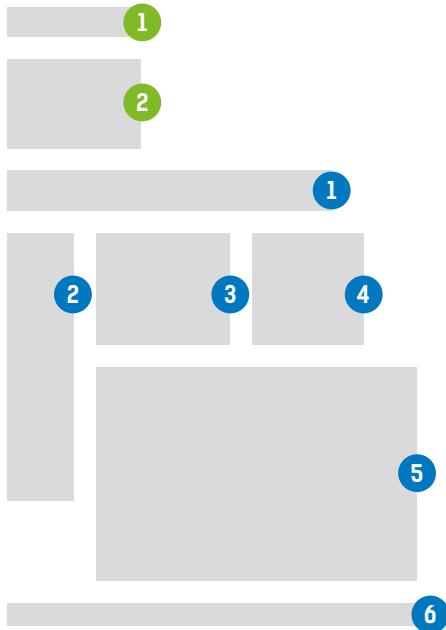
Our surveys have found that readers are concerned not only about their own interests, but also about society in general. They pay attention to issues of quality of life, whether it is lifestyle, the environment or social and political developments.

Clearly, our readers are valuable partners for any enterprise, and the daily is the bridge to convey your message to the upper echelons of society. There is no more strategic avenue to reach these people than thorough their daily reading -

The Jakarta Post

Advertisement Model

Banner Ad Model



Desktop Version

- 1. Leaderboard **728 x 90**
- 2. Wallpaper **150 x 600**
- 3. Showcase 1 **300 x 250**
- 4. Showcase 2 **250 x 250**
- 5. Pop-up **720 x 480**
- 6. Bottom Board **960 x 50**

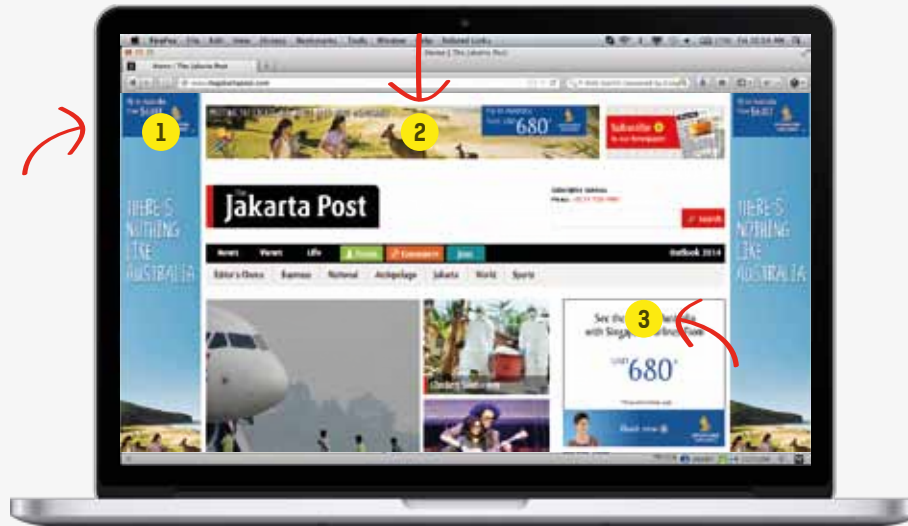
Mobile Version

- 1. Top Banner **600 x 134**
 - 2. Showcase **600 x 400**
- (Retina Display)

Other Model

- 1 Gallery
- 2 Advertorial
- 3 Microsite (Desktop)

Desktop Rate Card :: Premium Theme Ad



- 1** Wallpaper – 150 x 600 (x2 banners)
- 2** Leaderboard – 728 x 90
- 3** Showcase – 300 x 250 / 250 x 250

Home Page Rate

Per DAY

IDR 10,000,000 / USD 1,015

Per WEEK

IDR 63,000,000 / USD 6,350

Per MONTH

IDR 250,000,000 / USD 25,050

Section Page Rate

Per DAY

IDR 8,000,000 / USD 810

Per WEEK

IDR 50,000,000 / USD 5,100

Per MONTH

IDR 225,000,000 / USD 22,750

* Price excluded discount

Desktop Rate Card :: Leaderboard Ad



L Leaderboard – 728 x 90

Home Page Rate

Per DAY

IDR 8,000,000 / USD 810

Per WEEK

IDR 50,000,000 / USD 5,100

Per MONTH

IDR 185,000,000 / USD 18,750

Section Page Rate

Per DAY

IDR 7,000,000 / USD 710

Per WEEK

IDR 40,000,000 / USD 4,050

Per MONTH

IDR 165,000,000 / USD 16,750

* Price excluded discount

Desktop Rate Card :: Showcase Ad



S Showcase – 300 x 250 / 250 x 250

Home Page Rate

Per DAY

IDR 7,000,000 / USD 710

Per WEEK

IDR 40,000,000 / USD 4,050

Per MONTH

IDR 150,000,000 / USD 15,155

Section Page Rate

Per DAY

IDR 5,000,000 / USD 510

Per WEEK

IDR 30,000,000 / USD 3,050

Per MONTH

IDR 135,000,000 / USD 13,650

* Price excluded discount

Desktop Rate Card :: Video Ad



Home Page Rate

Per DAY

IDR 12,000,000 / USD 1,250

Per WEEK

IDR 75,000,000 / USD 7,550

Per MONTH

IDR 220,000,000 / USD 22,250

V Video Showcase – 300 px / 250 px width (30 seconds)

* Price excluded discount

Desktop Rate Card :: Bottom Board Ad



Home Page Rate

Per DAY

IDR 9,000,000 / USD 910

Per WEEK

IDR 60,000,000 / USD 6,050

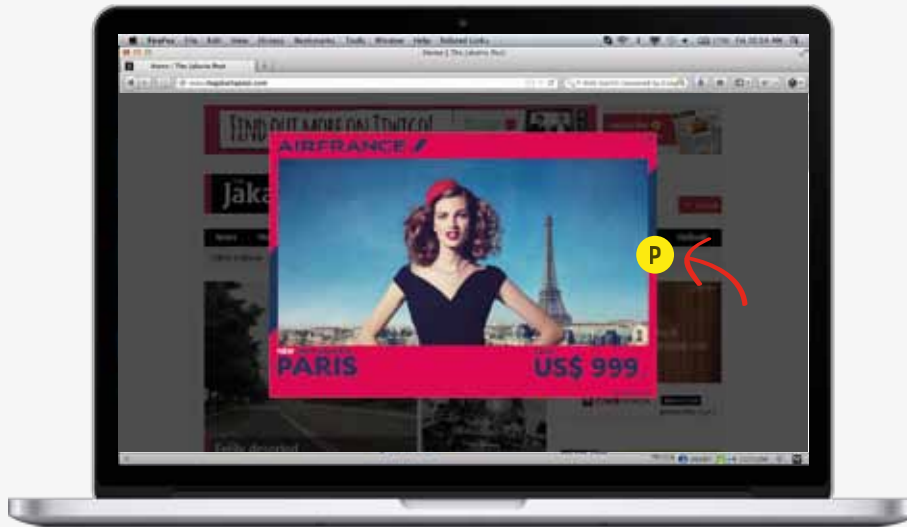
Per MONTH

IDR 140,000,000 / USD 14,100

B Bottom Board – 960 x 50

* Price excluded discount

Desktop Rate Card :: Pop-up Ad



Home Page Rate

Per DAY

IDR 15,000,000 / USD 1,550

Per WEEK

IDR 100,000,000 / USD 10,500

Per MONTH

IDR 400,000,000 / USD 40,500

P Pop-up Banner - 720 x 480

* Price excluded discount

Desktop Rate Card :: Travelog Ad



Home Page Rate

Per DAY

IDR 2,000,000 / USD 205

Per WEEK

IDR 10,000,000 / USD 1,015

Per MONTH

IDR 37,500,000 / USD 3,790

T Travelog Box – 222 px width (average height 500+ px)

* Price excluded discount

Desktop Rate Card :: Gallery Ad



Package Rate

Per DAY

IDR 5,000,000 / USD 510

1,000 character exc. Photos or 300 character inc. Photos

* Price excluded discount

Desktop Rate Card :: Advertorial Ad



Package Rate

Per DAY

IDR 7,700,000 / USD 775

Per WEEK

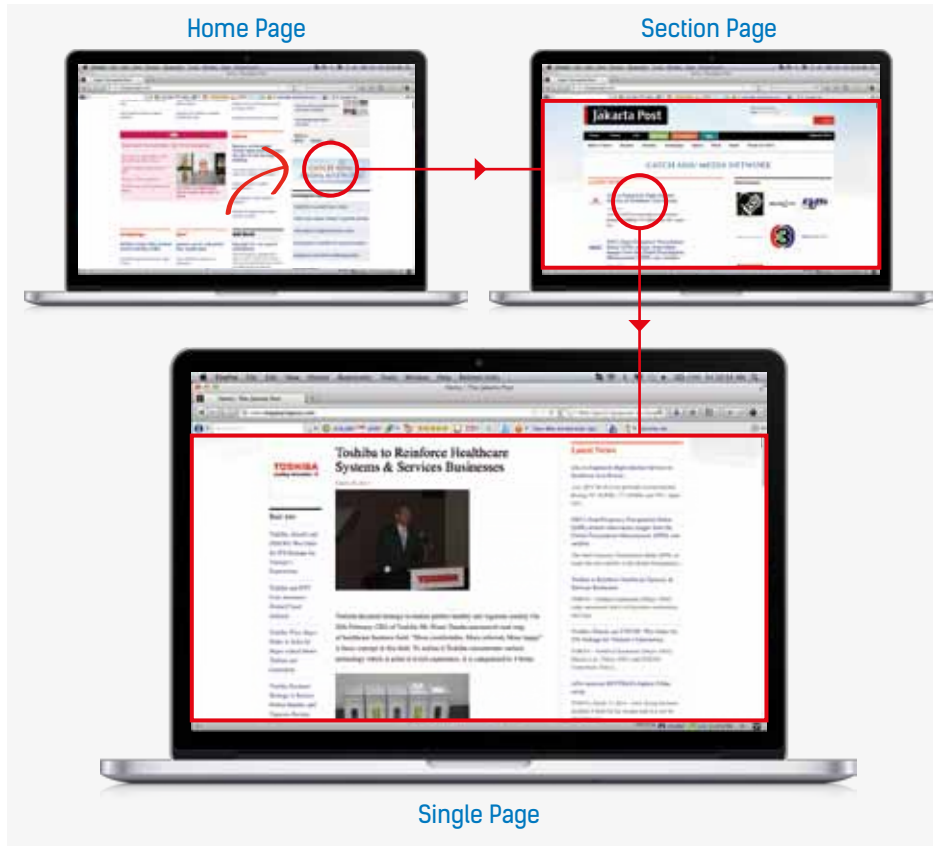
IDR 44,000,000 / USD 4,400

Per MONTH

IDR 165,000,000 / USD 11,200

* Price excluded discount

Desktop Rate Card :: **Microsite**



Description:

The Custom Brand Exposure (CBE). It is designed and dedicated to one advertiser only.

Package & Benefit

1. Display ad (Top banner & show case) on CBE page.
2. Special editorial feature (3-4 article/week) on CBE page.

IDR 250,000,000 / Month

* Price excluded discount

Mobile Rate Card :: Top Banner Ad

Home - Top banner



Section - Top banner



Single - Top banner



Home Page Rate

Per DAY

IDR 5,600,000 / USD 510

Per WEEK

IDR 35,000,000 / USD 3,200

Per MONTH

IDR 129,500,000 / USD 11,800

Section Page Rate

Per DAY

IDR 4,900,000 / USD 450

Per WEEK

IDR 28,000,000 / USD 2,600

Per MONTH

IDR 115,500,000 / USD 10,500

* Price excluded discount

T Top Banner – 600 x 134 (Retina Display)

Mobile Rate Card :: Top Banner Ad

Home - Top banner

Section - Top banner

Single - Top banner



T Top Banner – 600 x 134 (Retina Display)

Single Page Rate

Per DAY

IDR 3,500,000 / USD 320

Per WEEK

IDR 21,000,000 / USD 1,910

Per MONTH

IDR 87,500,000 / USD 7,960

* Price excluded discount

Mobile Rate Card :: Showcase Ad

Home - Showcase 1



Home - Showcase 2



Home - Showcase 3



S Showcase – 600 x 400 (Retina Display)

Home Page Showcase 1

Per DAY

IDR 4,900,000 / USD 450

Per WEEK

IDR 28,000,000 / USD 2,600

Per MONTH

IDR 105,000,000 / USD 10,500

Home Page Showcase 2

Per DAY

IDR 4,200,000 / USD 382

Per WEEK

IDR 26,250,000 / USD 2,400

Per MONTH

IDR 70,000,000 / USD 6,400

* Price excluded discount

Mobile Rate Card :: Showcase Ad

Home - Showcase 1



Home - Showcase 2



Home - Showcase 3



Home Page Showcase 3

Per DAY

IDR 3,150,000 / USD 290

Per WEEK

IDR 19,950,000 / USD 1,820

Per MONTH

IDR 63,000,000 / USD 5,730

S Showcase - 600 x 400 (Retina Display)

* Price excluded discount

Our Supplement 2014

1 January

- > Discovery Indonesia
- > Outlook 2014
- > Smart Living

2 February

- > Election 2014
- > CSR

3 March

- > Healthy Living
- > Potensi Daerah
- > World Water Day

4 April

- > Earth Day
- > Asia Tourism
- > Higher Education

5 May

- > National Education Day
- > Corporate Governance

6 June

- > Jakarta Great Sale
- > Perfect Gateway
- > Bali Beyond Travel

7 July

- > Insurance & Health
- > Ramadhan Festivities
- > World Cup
- > Info Mudik

8 August

- > Independence Day
- > Watches

9 September

- > IIMS
- > CSR
- > Smart Living

10 October

- > Sumpah Pemuda
- > IT & Telco
- > Germany

11 November

- > International Children Day
- > Corporate Governance
- > Travel & Holiday

12 December

- > Christmas & New Year Holiday
- > Kaleidoscope

The Supplements Or Mini Microsite section is ready to serve clients with variety of engaging products and services.

Targeted focus supplements throughout the year to special insertions tailored to individual needs, there is something to suit every corporate entity in showcasing their brands and activities.

Supported by an accomplished team of journalists, the supplements section adopts creative and innovative ways to bring a brand to the forefront of consumer's mind.

Flow of Supplement / Mini Microsite



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Appendix



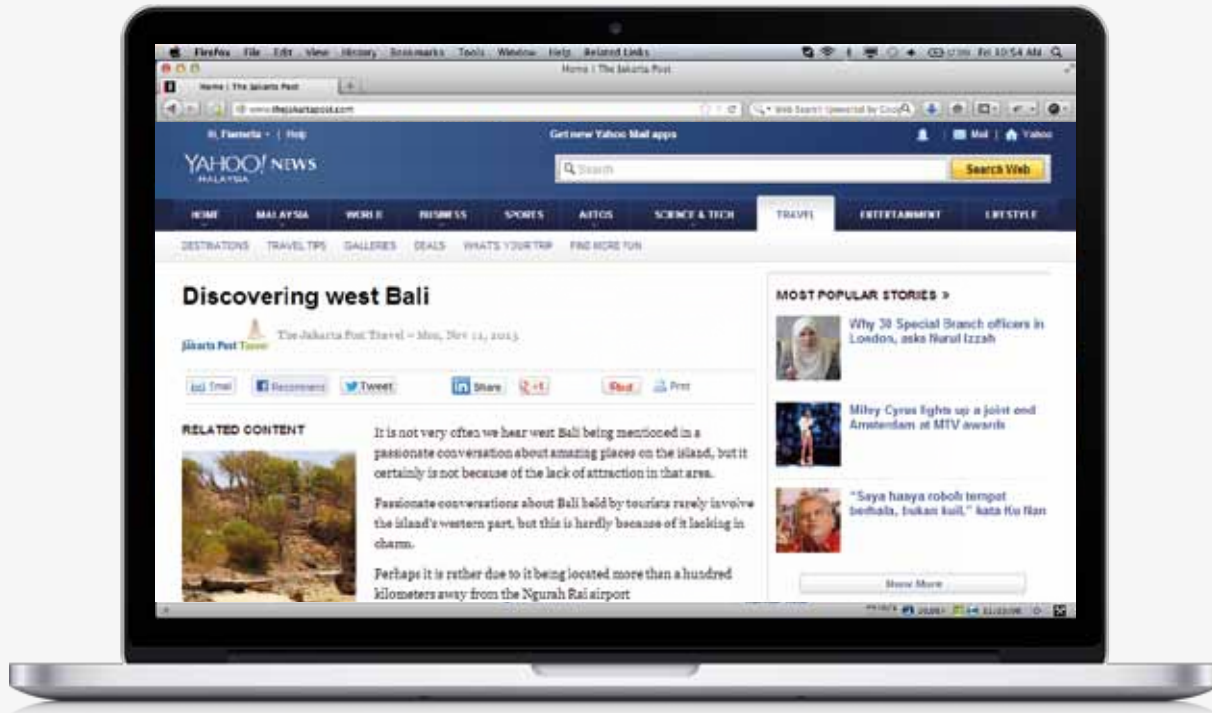
Appendix



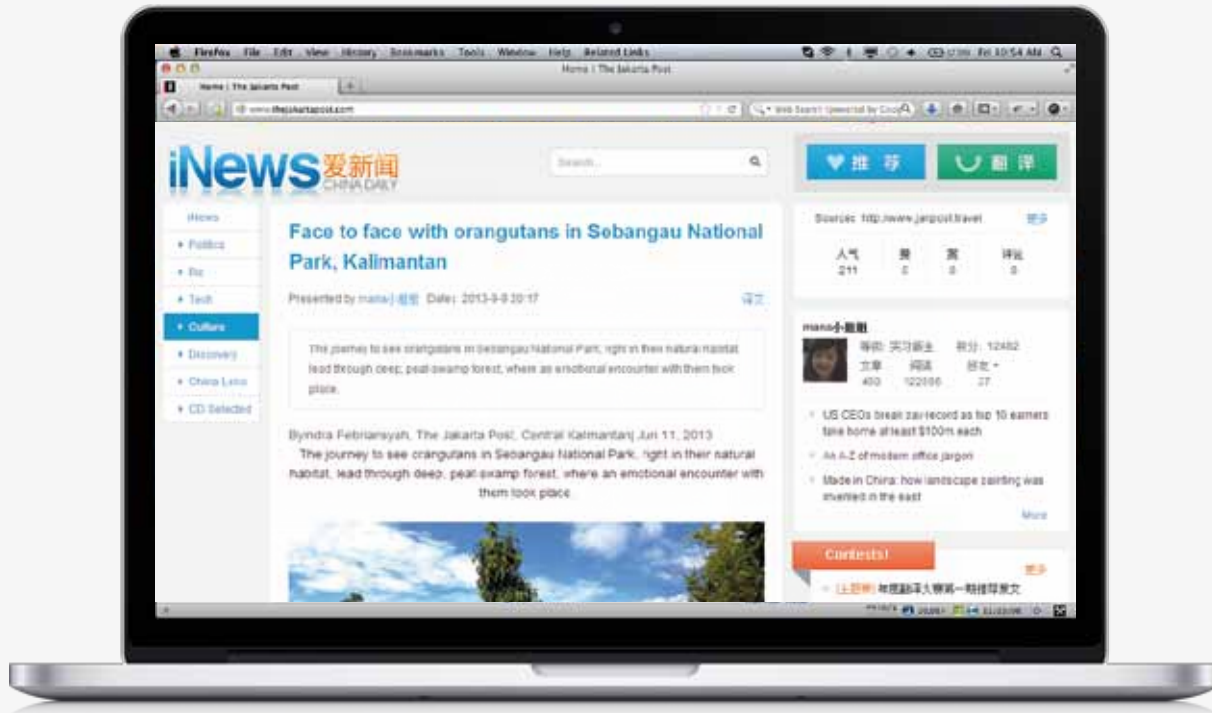
Appendix



Appendix



Appendix





News Site

www.thejakartapost.com

Travel Site

www.jakpost.travel

Entertainment Site

www.ttwigo.com