



Online Media Kit 2015

The
Jakarta Post Digital

PT Niskala Media Tenggara

Foreword

Founded in 2012,

The Jakarta Post Digital is

The Jakarta Post's new subsidiary that focuses on digital and content business.

The Jakarta Post Digital offers some online and mobile properties including news, travel, entertainment, community and premium job sites.

With more than 10 million monthly page-views and major visitors are coming from the region, the Jakarta Post Digital properties offer unique positioning and audiences that can be targeted by brands or institutions in doing campaign and digital activations.

Looking forward to working with you in leveraging your brands into Indonesia-fastest growing market and audiences.



Budi Putra

CEO

Overview



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**

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
- 5 User Generated Content
www.travelog.jakpost.travel

Our Products at a Glance



News Site

[Desktop + Mobile]

Total Page views:

4,750,000/month

(Source: Google Analytics, December 2014)



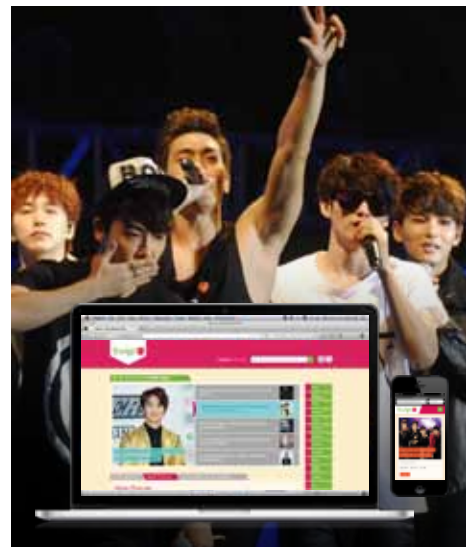
Travel Site

[Desktop + Mobile]

Total Page views:

4,250,000/month

(Source: Google Analytics, December 2014)



Entertainment Site

[Desktop + Mobile]

Total Page views:

3,700,000/month

(Source: Google Analytics, December 2014)

News Site :: Overview



www.thejakartapost.com | m.thejakartapost.com

Page views:
3,800,000 + 975,000 /month

Unique Visitors:
1,000,000 + 455,000 /month

(Source: Google Analytics, December 2014)

The Jakarta Post

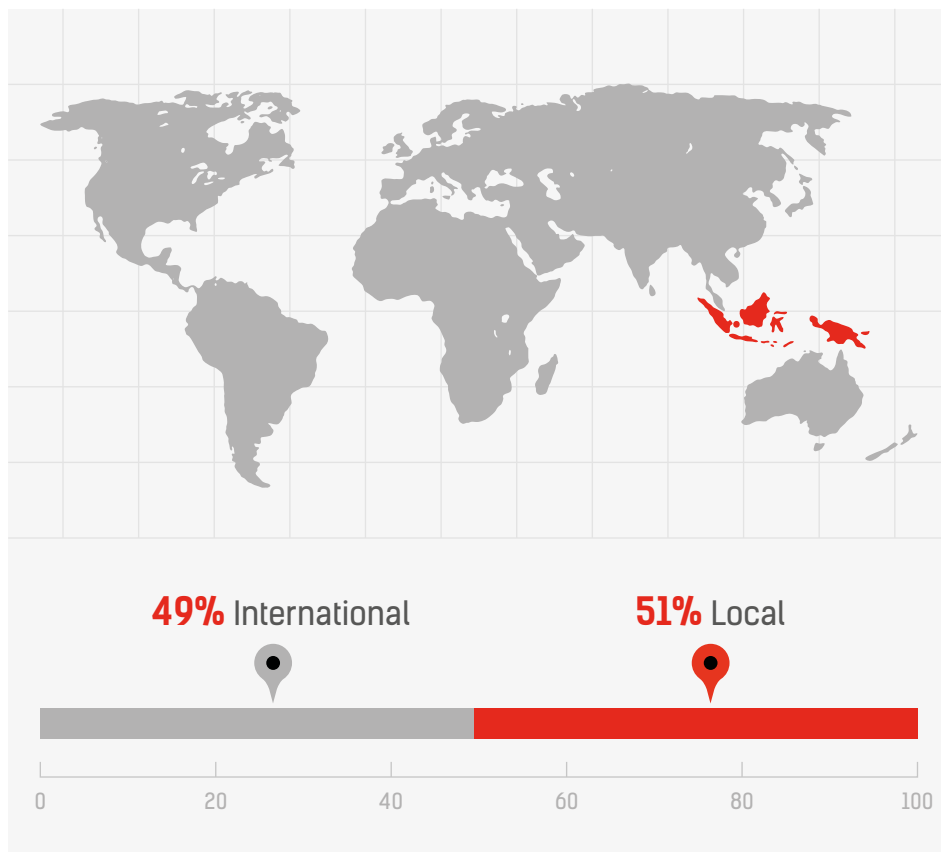
The Digital Post offers the full printed version of the newspaper online with frequent news updates and plenty of other information about Indonesia.

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

Social Media:



News Site :: Audience Demographic



Top 5 Nation by readers:

- 1 Indonesia | 51%
- 2 Singapore | 10.24%
- 3 United States | 8.57%
- 4 Malaysia | 4.71%
- 5 Australia | 4.82%

(Source: Google Analytics, December 2014)

News Site :: Audience Profile



Gender

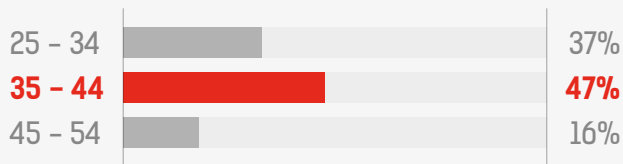


70% Male



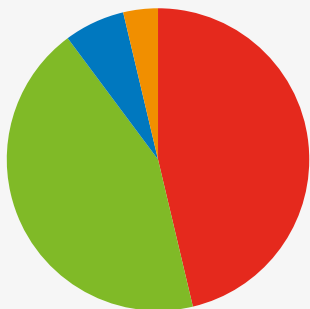
30% Female

Age



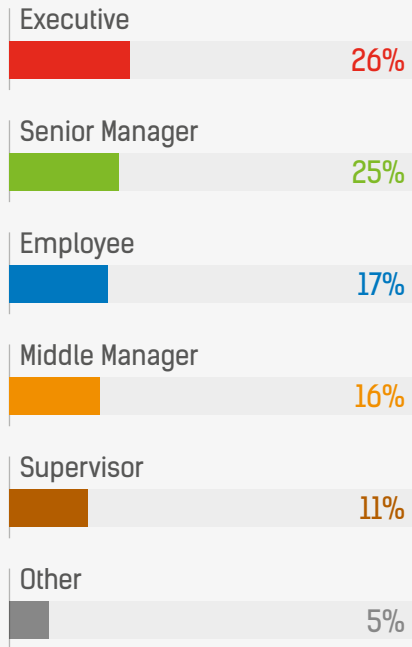
News Site :: Audience Profile

Education

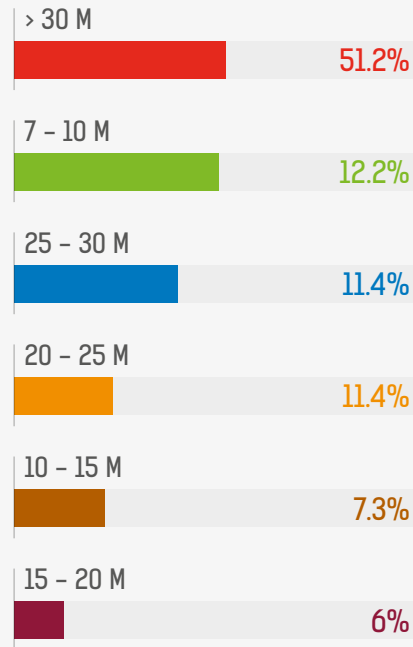


- Master / Doctorate
- Bachelor's Degree
- Diploma
- Highschool

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 attractive site for tourists and travelers that covers destinations, tips, travel-related news and many good things about traveling in Indonesia, available in English and Mandarin languages.

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

www.jakpost.travel | m.jakpost.travel

Page views:
3,500,000 + 750,000 /month

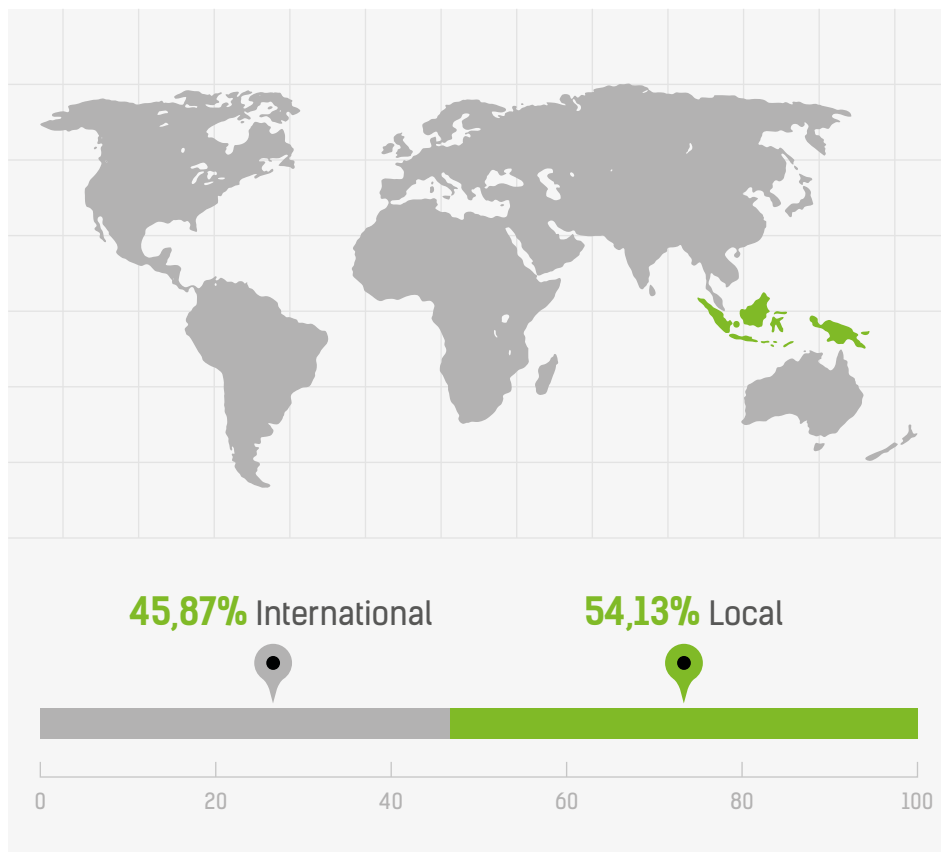
Unique Visitors:
585,000 + 135,000 /month

(Source: Google Analytics, December 2014)

Social Media:



Travel Site :: Audience Demographic



Top 5 Nation by readers:

- 1 Indonesia | 54,13%
- 2 United States | 8,58%
- 3 Singapore | 6,89%
- 4 Australia | 5,11%
- 5 Malaysia | 3,76%

(Source: Google Analytics, December 2014)

Travel Site :: Audience Profile



Gender

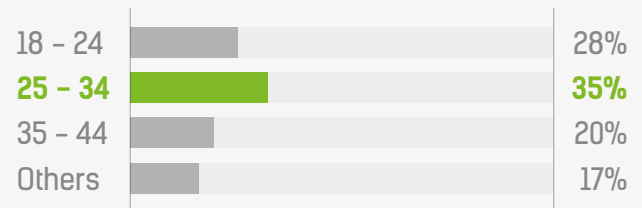


60% Male



40% Female

Age



Travel Site :: Sections

JAKARTA – BALI



Travel Site :: Sections

BANDUNG – YOGYAKARTA – SURABAYA



Entertainment Site :: Overview



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

Social Media:



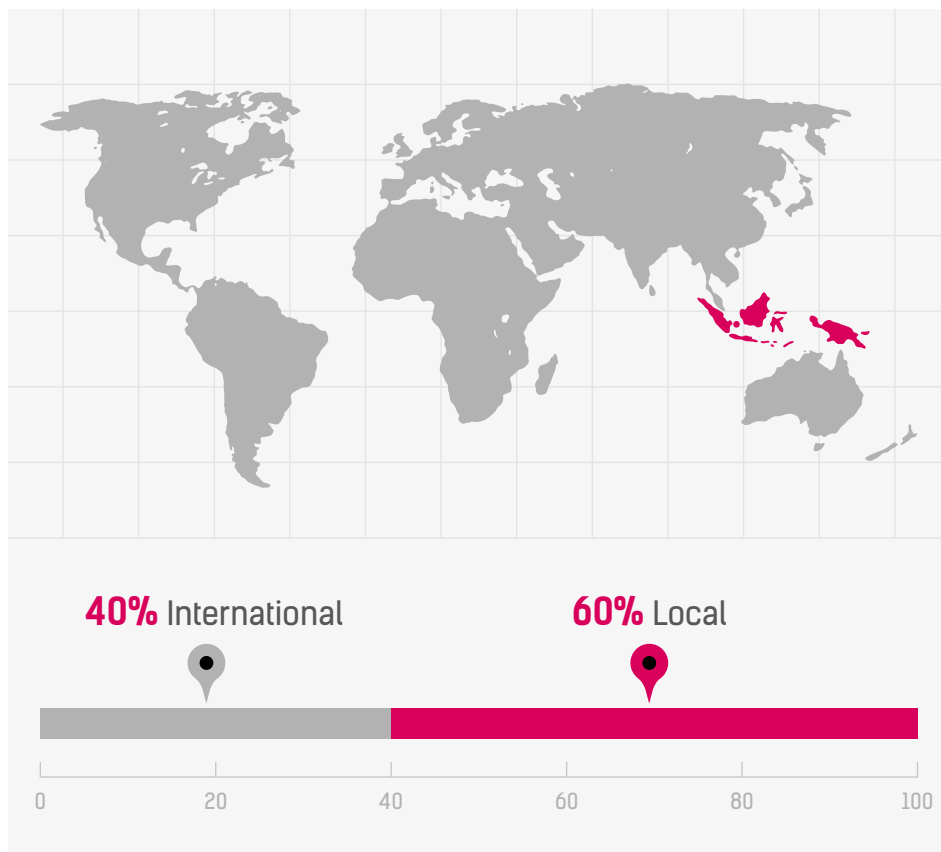
www.ttwigo.com | <http://id.ttwigo.com>

Page views:
2,800,000+900,000 /month

Unique Visitors:
700,000+300,000 /month

(Source: Google Analytics, December 2014)

Entertainment Site :: Audience Demographic



Top 5 Nation by readers:

- 1 Indonesia | 60%
- 2 United State | 20%
- 3 Singapore | 5%
- 4 Australia | 6%
- 5 Malaysia | 4%

(Source: Google Analytics, December 2014)

Entertainment Site :: Audience Profile



Gender

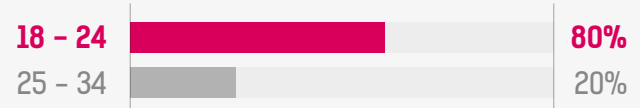


10% Male



90% Female

Age



Entertainment Site :: Sections

K-POP IDOLS



Entertainment Site :: Sections

WHAT'S ON – VARIOUS ARTIST



Jobs Site :: Overview



The Jakarta Post Jobs

Targets the high-end job market currently not served by other major jobs sites. In cooperating with the weekly Job Gallery in The Jakarta Post newspaper, the placing of job opening in jakartapostjobs.com earns double exposure.

Check it out
www.jakartapostjobs.com

Social Media:



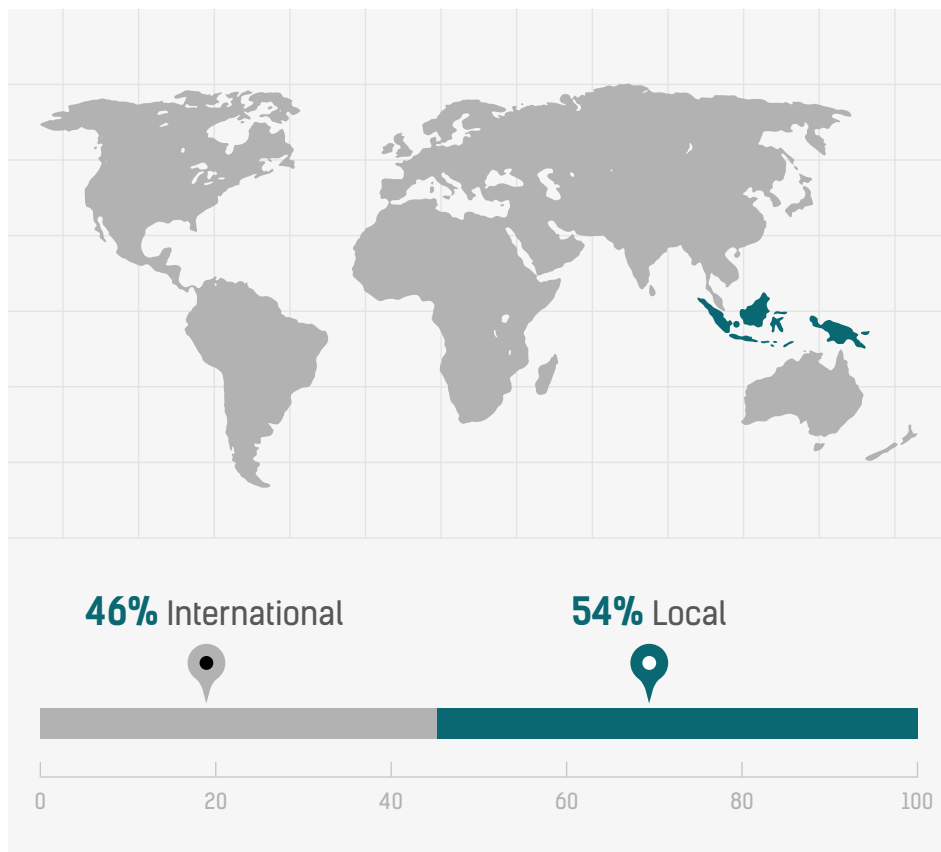
www.jakartapostjobs.com

Page views:
678,000/month

Unique Visitors:
115,000 /month

(Source: Google Analytics, December 2014)

Jobs Site :: Audience Demographic



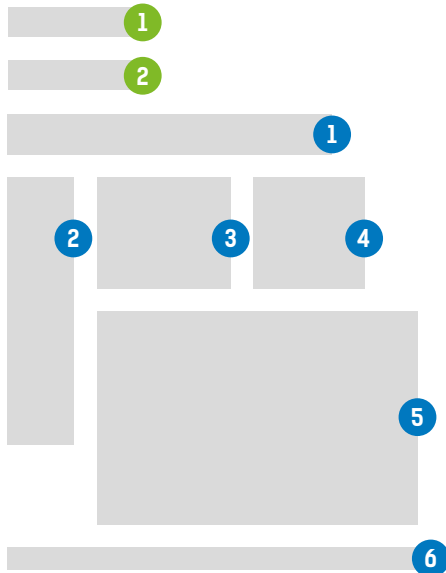
Top 5 Nation by Job Seeker:

- 1 Indonesia | 54%
- 2 United State | 8%
- 3 Singapore | 7%
- 4 Australia | 6%
- 5 Malaysia | 5%

(Source: Google Analytics, December 2014)

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

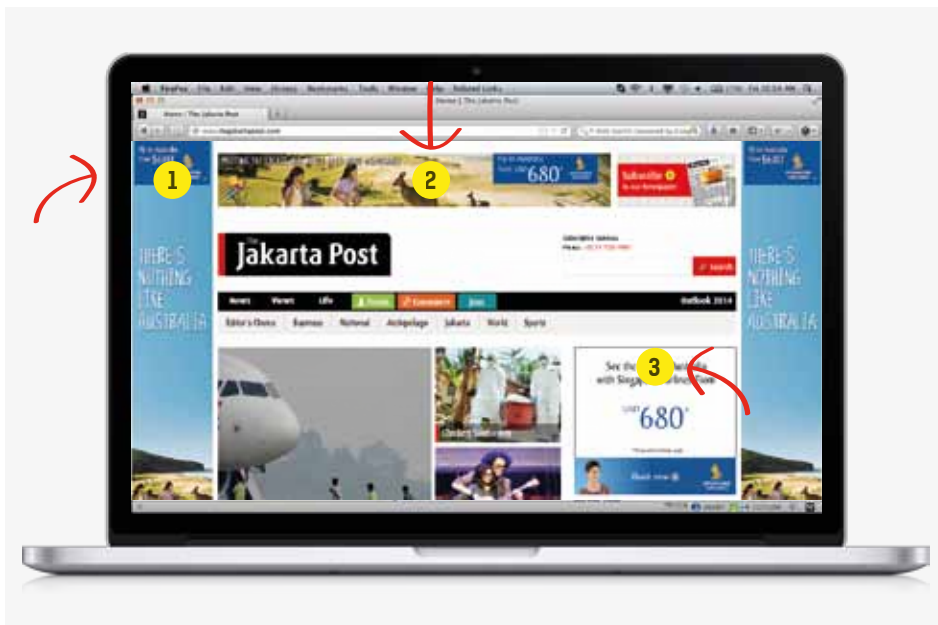
- 1. Top Banner **600 x 134**
- 2. Bottom Banner **600 x 134**

(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 11,500,000 / USD 1,200

Per WEEK
IDR 72,450,000 / USD 7,245

Section Page Rate

Per DAY
IDR 9,800,000 / USD 980

Per WEEK
IDR 57,500,000 / USD 5,750

* 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



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

S Showcase – 300 x 250 / 250 x 250

Desktop Rate Card :: Wallpaper Ad



Home Page Rate

Per DAY

IDR 9,000,000 / USD 910

Per WEEK

IDR 65,000,000 / USD 6,500

Per MONTH

IDR 250,000,000 / USD 25,100

Section Page Rate

Per DAY

IDR 6,750,000 / USD 680

Per WEEK

IDR 48,750,000 / USD 4,880

Per MONTH

IDR 187,500,000 / USD 18,800

* Price excluded discount

W Wallpaper – 150 x 600 (x2 banners)

Desktop Rate Card :: Bottom Board Ad



B Bottom Board – 960 x 50

Home Page Rate

- Per DAY
IDR 8,500,000 / USD 860
- Per WEEK
IDR 56,500,000 / USD 5700
- Per MONTH
IDR 132,000,000 / USD 13,300

Section Page Rate

- Per DAY
IDR 6,375,000 / USD 638
- Per WEEK
IDR 42,375,000 / USD 4240
- Per MONTH
IDR 99,000,000 / USD 9,900

* 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

Section Page Rate

Per DAY

IDR 11,250,000 / USD 1,130

Per WEEK

IDR 75,000,000 / USD 7,500

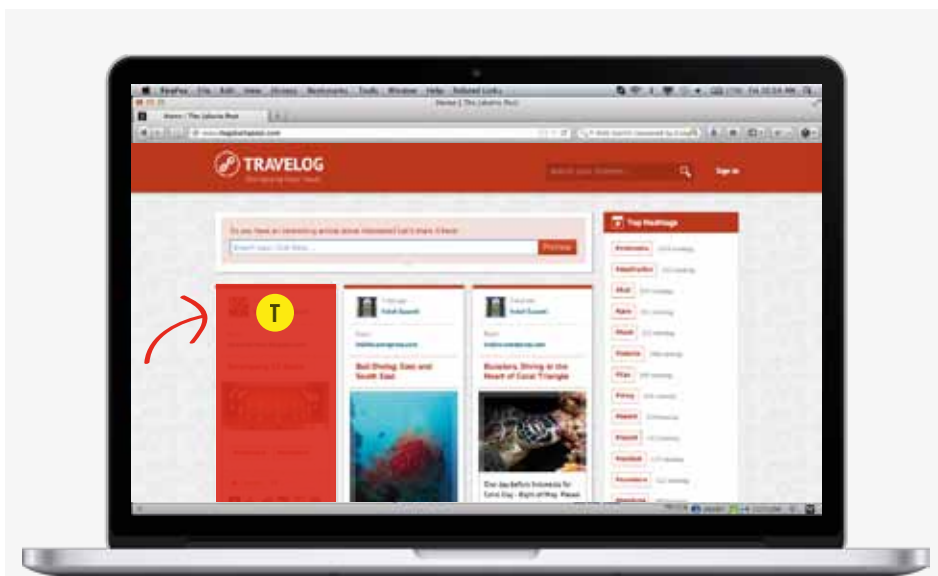
Per MONTH

IDR 300,000,000 / USD 40,500

* Price excluded discount

P Pop-up Banner – 720 x 480

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

Per WEEK

IDR 30,000,000 / USD 3100

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

* Price excluded discount

Desktop Rate Card :: Advertorial Ad-Homepage



Package Rate

Per DAY

IDR 7,700,000 / USD 710

Per WEEK

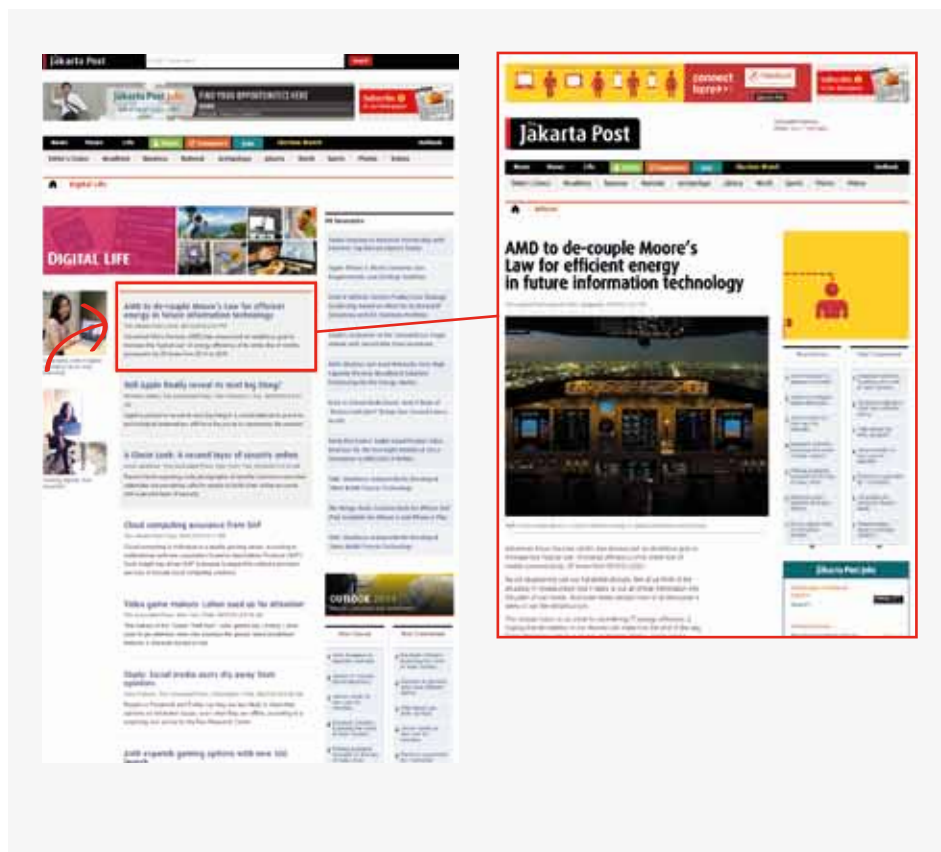
IDR 44,000,000 / USD 4,500

Per MONTH

IDR 165,000,000 / USD 16,600

* Price excluded discount

Desktop Rate Card :: Advertorial Ad-Section



Package Rate

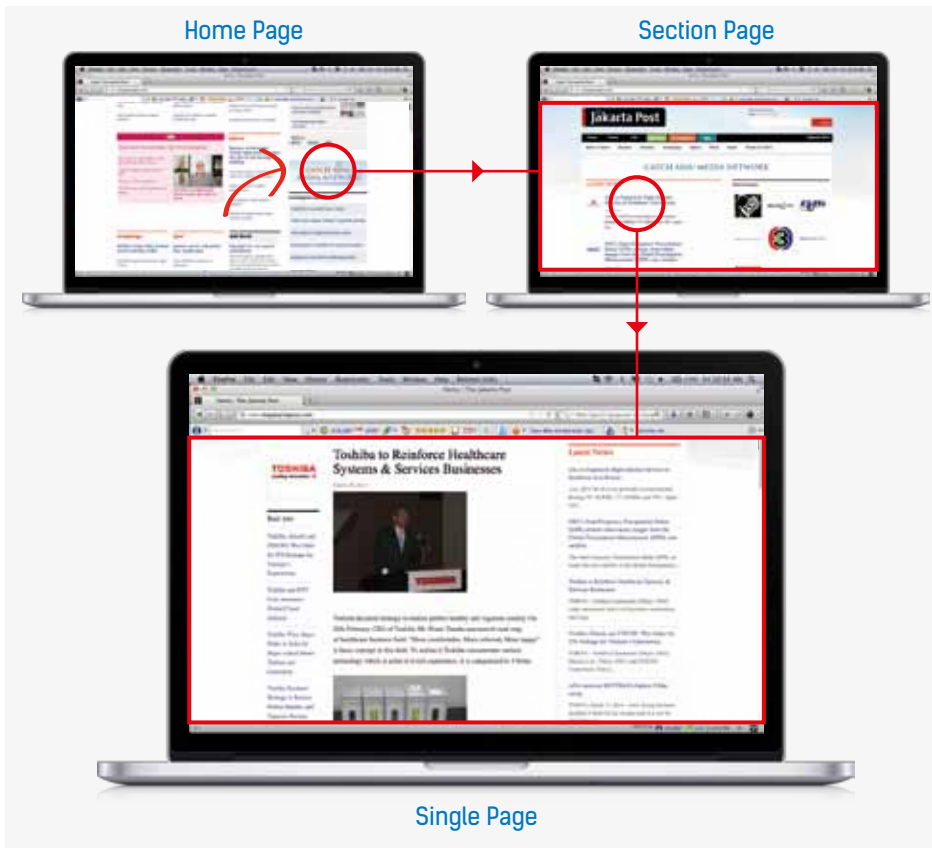
Per DAY
IDR 5,500,000 / USD 560

Per WEEK
IDR 33,000,000 / USD 3300

Per MONTH
IDR 148,500,000 / USD 14,900

* 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 570

Per WEEK
IDR 35,000,000 / USD 3,510

Per MONTH
IDR 129,500,000 / USD 13,000

Section Page Rate

Per DAY
IDR 4,900,000 / USD 500

Per WEEK
IDR 28,000,000 / USD 2,900

Per MONTH
IDR 115,500,000 / USD 11,600

Single Page Rate

Per DAY
IDR 3,500,000 / USD 360

Per WEEK
IDR 21,000,000 / USD 2,110

Per MONTH
IDR 87,500,000 / USD 8,760

* Price excluded discount

T Top Banner – 600 x 134 (Retina Display)

Mobile Rate Card :: Bottom Board

Home - Top banner

Section - Top banner

Single - Top banner



Home Page Rate

Per DAY
IDR 5,600,000 / USD 570

Per WEEK
IDR 35,000,000 / USD 3,510

Per MONTH
IDR 129,500,000 / USD 13,000

Section Page Rate

Per DAY
IDR 4,900,000 / USD 500

Per WEEK
IDR 28,000,000 / USD 2,900

Per MONTH
IDR 115,500,000 / USD 11,600

Single Page Rate

Per DAY
IDR 3,500,000 / USD 360

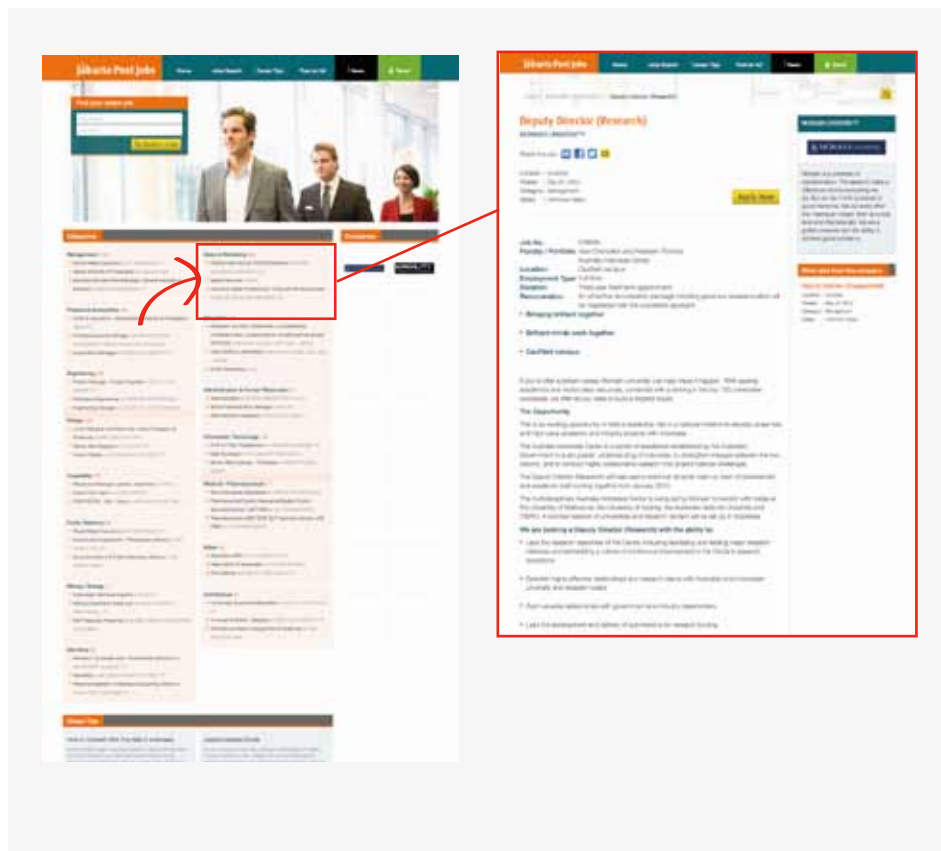
Per WEEK
IDR 21,000,000 / USD 2,110

Per MONTH
IDR 87,500,000 / USD 8,760

* Price excluded discount

B Bottom Board – 600 x 134 (Retina Display)

Desktop Rate Card :: Jakarta Post Jobs Ad



Job Posting Rate

1 Job Posting
 (Package period 1 month)
IDR 1,000,000 / USD 110

3 Job Postings
 (Package period 3 months)
IDR 900,000 / USD 95

5 Job Postings
 (Package period 3 months)
IDR 800,000 / USD 85

10 Job Postings
 (Package period 3 months)
IDR 600,000 / USD 65

* All Job Posting display period are 1 month

* Price per Ad

Desktop Rate Card :: Jakarta Post Jobs Ad



Job Posting Rate (Cont.)

20 Job Postings
 (Package period 3 months)
IDR 600,000 / USD 65

50 Job Postings
 (Package period 6 months)
IDR 600,000 / USD 65

75 Job Postings
 (Package period 12 month)
IDR 550,000 / USD 60

100 Job Postings
 (Package period 12 months)
IDR 550,000 / USD 60

* All Job Posting display period are 1 month

* Price per Ad

Our Supplement 2015

1 January

- > Outlook 2015
- > Hospitality

2 February

- > World Cancer Day
- > International Mother Language Day
- > Valentine
- > Chinese New Year

3 March

- > International Woman's Day
- > International Down Syndrome Day
- > International Day of Forest and the Tree
- > Otomotif
- > World Water Day

4 April

- > World Autism Awareness Day
- > International Mother Earth Day
- > International English Language Day
- > Earth Day
- > Watches
- > Banking

5 May

- > International Day of Families
- > World No Tobacco Day
- > Korean Day
- > National Education Day
- > Insurance

6 June

- > Global Day of Parents
- > Ramadhan Fiesta
- > Jakarta Great Sale
- > Environment Day

7 July

- > World Youth Skill Day
- > International Day of Friendship
- > High Education
- > National Children Day

8 August

- > International Youth Day
- > Independence Day
- > World Humanitarian Day
- > Hospitality

9 September

- > International Day of Charity
- > International Day of Peace
- > World Maritime Day
- > IIMS

10 October

- > World Post Day
- > International Day of Rural Women
- > Breast Cancer Month

11 November

- > Travel and Holiday
- > National Health Day

12 December

- > International AIDS day
- > International Anti Corruption Day
- > Year End Festival
- > Christmas
- > Kaleidoscope

Flow of Supplement / Mini Microsite

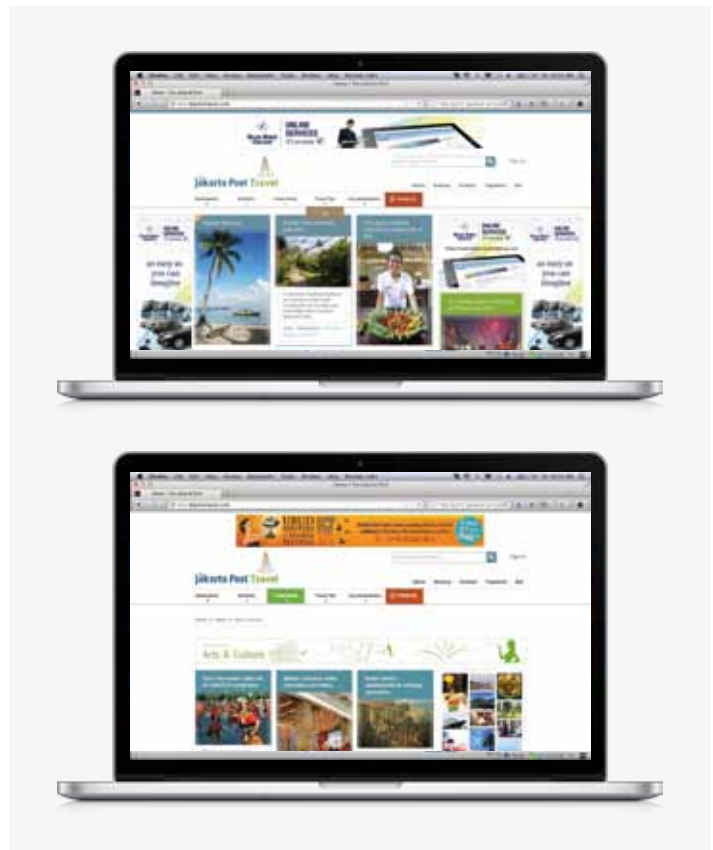


The Supplements Or Mini Microsite section is ready to serve clients with variety of engaging products and services.

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.

Appendix



Appendix



Appendix



Our Clients



Contact Person

Ana Gustini

Head of Sales

The Jakarta Post Digital

PT Niskala Media Tenggara
 Jl. Palmerah Barat No. 142-143,
 Jakarta 10270,
 Indonesia

(021) 5300 476 (Ext. 5003)
 +62 8111 67119



News Site

www.thejakartapost.com

Travel Site

www.jakpost.travel

Entertainment Site

www.ttwigo.com