

iD INDONESIA DESIGN



MEDIA

KIT

2017

Where culture & creativity intersect.




Inspiring, compelling and unique, that's the world of design-and that's **Indonesia Design**, the nation's most widely read design and lifestyle magazine.

01 Publisher's Foreword

Rich with in-depth, innovative and exciting content penned by experienced journalists, architects and other creative and subject-matter experts, **Indonesia Design** defines trends in architecture, art, interior design and product design. We also present reportage on luxury and lifestyles stories from the archipelago and beyond.

As the bronze winner of the 2015 Asia Media Awards in 2015 for Best Overall Magazine Design, **Indonesia Design** publishes six editions annually, each with a theme based on the latest design developments and market trends in Indonesia.

We engage around 40,000 people, including high-net-worth decision-makers, developers, consultants, contractors, hoteliers, ambassadors, business travelers, creative professionals and those who simply appreciate design and beauty-and all who seek up to date coverage from the design world.

Indonesia Design is the only design magazine available in-flight for Garuda Indonesia first and business class passengers, as well as in the airline's executive lounges. We're also exclusively available at premium bank lounges for BCA and BNI, as well as at five-star hotels, and the homes and offices of foreign ambassadors. The magazine is available at major bookstores in Indonesia as well as online. 

02

Editorial Highlights



MAIN FEATURE

In-depth coverage relating to an edition's theme, e.g., luxury, Surabaya or new hotels.

HOTELS

As hotels are splendid exemplars of cutting-edge design and decor, **Indonesia Design** covers properties throughout Indonesia, with reportage on new openings and renovations, along with interviews with architects and designers.

Catering to the interest of our in luxury and travel, we also offer stories about every aspect of a hotel, including F&B, with articles exploring food design and restaurant focuses, question-and-answer pieces with general managers and luxury reviews of properties. These rubrics comprise six-to-eight page articles exploring a luxury

property, whether from a design aspect or from a guest perspective (the luxury review). Also include standalone interviews with owners, architects, designers, general managers or executive chefs, for example.

DESIGN FOCUS

Exploring exquisite products or design themes with the aim to inspire the reader.

DESIGN OVERSEAS

Reviews of innovative designs from around the world, ranging from destination hotels to exquisite museums.

DESIGN CONNOISSEUR

Profiling established designers and other creatives from every industry, from architecture to products to

artists to fashion designers. An in-depth look at their design process and the stories behind the talents.

ETHNIC DESIGN

Exploring the rich cultural designs found throughout Indonesia through feature articles.

ART IN DESIGN

Writing from the former principal of Christie's and Sotheby's Indonesia on trends in art collecting, emerging artists and the connection between art, design and trends.

NEWS FLASH

One to two page articles exploring new promotions, F&B offerings and similar brews in brief.

NEW IN DESIGN

Highlighting a new facility or refurbishment of an existing property or product.

COOL HANGOUT

Focusing on the ambience, architecture, cuisine and interior design of restaurants, from funky casual to fine dining.

DESIGN EVENT

Reporting on the latest events involving the local creative community.

UP CLOSE & PERSONAL

Featuring creative professionals who share their knowledge and design concepts.

ADVERTORIALS

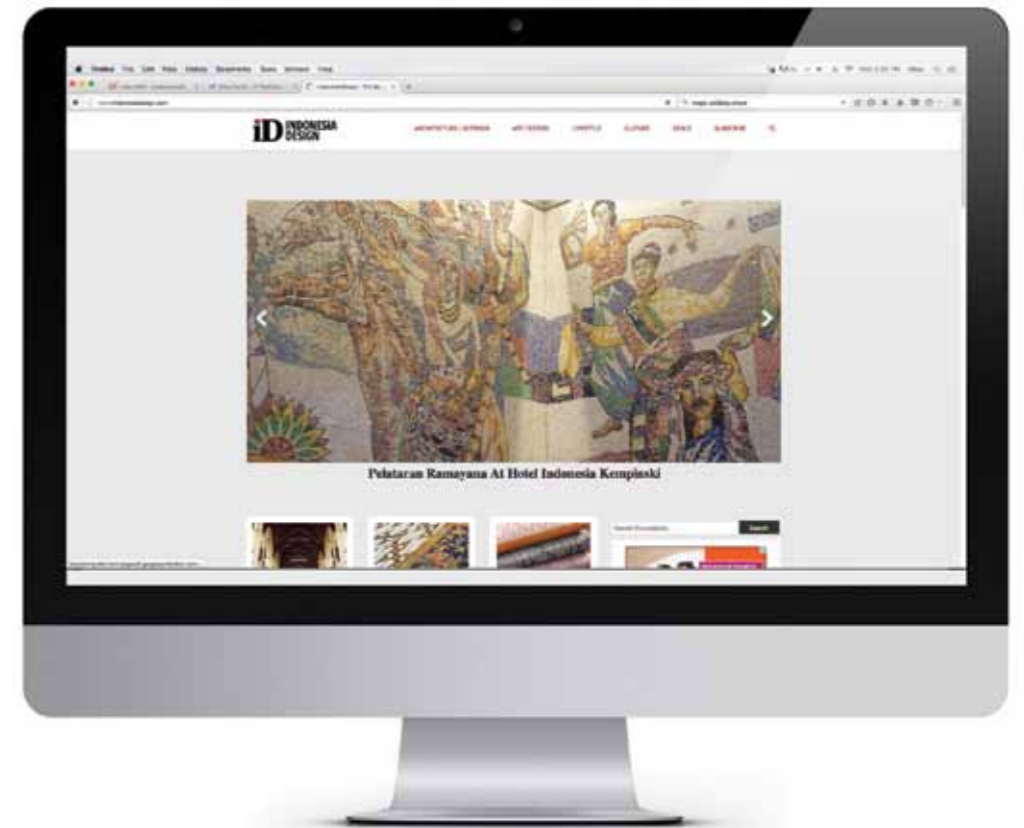
The trained journalists of **Indonesia Design** have the writing flair and subject-matter experience to tell the story of your brand in neatly packaged and compelling stories.

BACK PAGE

Located on one of the magazine's most visible and desirable locations, the Back Page. A special focus on a single item. This article is built around a single, very attractive image and is accompanied by a creatively written brief story, evoking the best about the image, whether it is of a product or a property.


03

Digital Editorial



Indonesia Design continuously updates its web presence with engaging and creatively packaged content. The site features architecture/interior, art/design, culture, lifestyle and deals sections.

Select articles from the magazine are featured on our website, as well as an archive of previous editions. **Indonesia Design** publishes weekly articles on lifestyle and entertainment themes for light reads.

Restaurants, hotels, event organizers and product designers, among our many commercial partners, use **indonesiadesign.com** to create awareness of their businesses through reviews on our website or through our wide-reaching ad placements. Web content is regularly shared on our social media channels at strategic times for optimized exposure. Visitors to **indonesiadesign.com** find a website features presenting a clean theme that's easy to navigate. Our monthly email blasts reach almost 10,000 unique addresses, in Indonesia and with a substantial number of recipients in the US. Through our social media channels we can drive awareness of updates from our partners, such as product launches and event invitations. 

[facebook.com/indonesiadesign](https://www.facebook.com/indonesiadesign)

[IG @indonesia.design](https://www.instagram.com/indonesia.design)

www.indonesiadesign.com



DISTRIBUTION

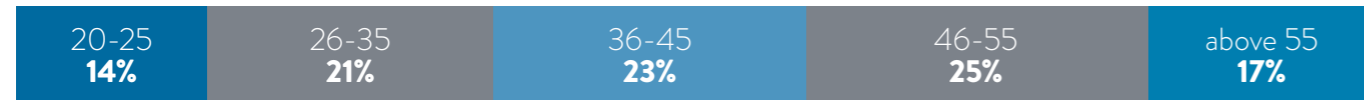
Bookstores	40%
Subscribers	15%
Partners*	15%
Promo Events	10%
Overseas	10%
Associations & Universities	5%
Garuda Inflight	5%

GEOGRAPHY

Jabodetabek	20%
Java	35%
Bali	20%
Sumatera, Other Islands	15%
Overseas	10%

* Airport Lounges, Embassy Offices, Hotels, Fitness Centers, etc.

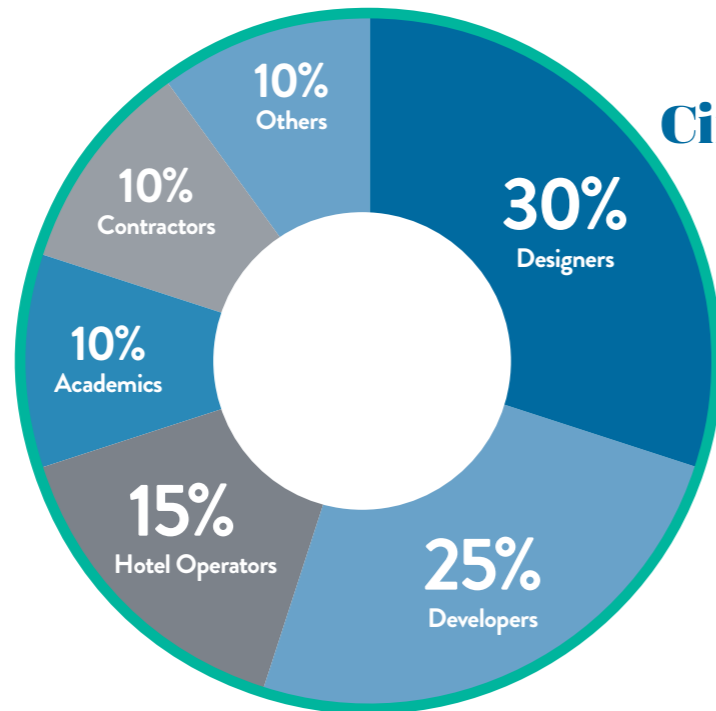
AGE



GENDER



READER BREAKDOWN

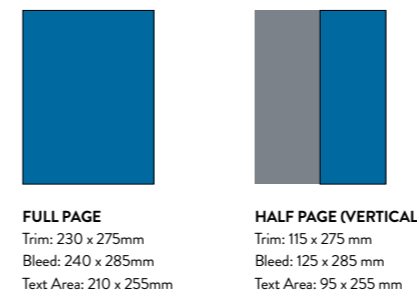
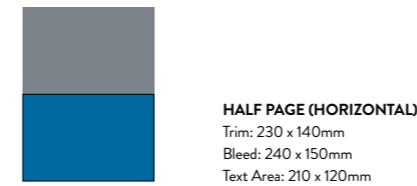
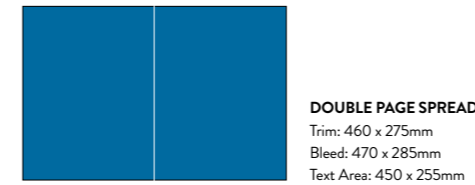


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Circulation Info

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Advertisements, Rates & Dates



REGULAR POSITIONS	(IDR)	(USD)
One Full Page (Right Page)	35,000,000	2,700
Advertorial (per Full Page)	45,000,000	3,470
Double Page Spread	65,000,000	5,000
Half Page (Right Page)	21,000,000	1,600
One Full Page (Left Page)	30,000,000	2,300

PREMIER POSITIONS	(IDR)	(USD)
Creative Ad - Cover Gatefold Double page	170,000,000	13,000
Inside Front Cover - Double Page Spread	90,000,000	6,950
Double Page Spread - Before Editorial	80,000,000	6,150
One Full Page - Before Editorial	40,000,000	3,000
New In Design (NID)* - Opener (Full Page, Right Page)	40,000,000	3,000
New In Design (NID)* - Left Page (shared - 1 of 4)	12,500,000	975
New In Design (NID)* - Right Page (shared 1 of 4)	35,000,000	2,700
Inside Back Cover	45,000,000	3,470
Outside Back Cover	70,000,000	5,385

On a regular basis throughout the year, **Indonesia Design** organizes well-curated and executed events to connect our readers with advertisers and featured designers. Among the events iD has previously organized are:



Accomplished Events in 2016:

- Welcoming iD's 13th of Publication at The Hermitage Hotel
- Preview of Arbor&Troy's New Private Collection at the Papilion Kemang
- Hallning's 2nd Showroom Opening
- Ambassadors' Brunch at TWG Pacific Place
- Launch of iD's "Apartments" edition
- Designer Talk Show with Cosmas Gozali for Philips Lighting
- Launch of iD's "Surabaya" edition at the JW Marriott Surabaya

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Supporting Events

MATERIAL SUBMISSION DEADLINES

- Feb edition: Jan 01
- April edition: Mar 01
- June edition: May 01
- Aug edition: July 01
- Oct edition: Sep 01
- Dec edition: Nov 01

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MECHANICAL DATA & SPECIFICATIONS

1. Rates quoted are for basic process colors (Cyan, Magenta, Yellow and Black). Rates for special advertising colors, metallic inks, gatefolds, loose inserts and special paper stocks are available on request.
2. All material is to be supplied by the advertiser on flash disk or hard drive, or via the Internet (175-line screen and minimum 300ppi). Acceptable formats include PDF, Illustrator, InDesign, PSD, or EPS file - CMYK. For accurate color match and coverage, fine digital color proofs must be provided.
3. Color Proof: In the event that no valid digital color proofs are submitted by the Advertiser and/ or only a regular color print-out is provided, the Publisher has the right to refer to the material supplied as status quo. No color adjustment will be made.
4. Bleed: Ads that are intended to bleed must be sized and trimmed to the listed bleed sizes. All live matter (text, images not trimmed) must be kept within the non-bleed measurements.
5. Spreads: Due to a shift of up to 5mm in the binding process on certain copies, the Publisher cannot guarantee the alignment of type or design along the centerfold line with adjoining pages.
6. Advertisers are to supply the press proof, together with the electronic file in the exact size / scaling otherwise the result will be compromised quality.