



# INDONESIA TATLER traveller

*The Insider's Guide to Luxury Travel*

## RATECARD 2012

### PT MOBILIARI STEPHINDO

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## SECTIONS

### *Editor's Note*

An introduction to the month's theme and contents.

### *Contributors' Page*

Short Profile of the international talent in the magazine.

## DEPARTING

### *Calendar*

Upcoming events (regional and global guide to culture, art, culinary, motor show events, high-end sports fixtures, awards, exhibitions, auctions, and more).

### *Concierge*

Where to find the hottest new establishments, destinations, and properties worth exploring

### *Stylebook*

Our guide to looking good on the go (accessories, travelling bags, fashion, makeup, watches, shoes).

### *Butler*

The latest gadgets and luggage collections.

### *Go Figure*

Statistics and numbers related to the world of travel.

### *Go Green*

The latest updates on eco-tourism around the world, including eco gadgets and accessories.

### *Property Focus*

An in-depth look at luxury hotels/property all around the world.

### *In Business*

Business class in the world's best airlines reviewed and rated by real travellers.

### *Touchdown*

High-society-relevant news from airports around the world (duty-free shopping, first-class lounges, new outlets).

## GLOBETROTTERS

### *Style File*

Indonesian socialites with their must-bring items when they travel)

### *In Your Dreams*

What are the most sought-after exotic destinations of our affluent readers?

Indonesia Tatler Traveller is unique in that it is not a travel-planning tool like other travel magazines in the region. Our wealthy readers likely book their travel through an agent, or at least a corporate secretary. They have no need for lists of tips on how to make their travel dollar last longer.

They read ITT to see where their exotic and business travel may take them next. They are looking for inspirational travel tales and magnificent photography, as well as travel tales written by their friends and other socialites.

Make no mistake: this is a pure luxury travel title; a coffee-table magazine that presents its readers with the best that money can buy, in their world where money is no object. Immersive and luxurious, it tempts people to travel to faraway places and to stay in the most exclusive accommodation.

### *In Your Words*

Vignettes by socialites relating to other readers their travelling experiences.

### *Guides*

Exotic destinations all around the world with tips and tricks.

### *Special Interest*

Features and content focused on one aspect of travel, like medical tourism, golf tourism, and more.

### *Spotlight*

The best in luxury travel, including rooms, spas, gardens and more.

### *Fashion*

Only the best brands and travel-friendly collections will be featured in our pages.

### *Gourmet*

Our guide for the epicurious: the latest wining and dining from the region and the world.

### *High Fliers / At Sea*

Column that covers the private travel experience, from jets to boat charters to cruises.

## SPACES

### *Design*

A look at the world of luxury resort and hotel design, as well as other luxury properties.

### *Inside Back Cover: Heaven on Earth*

We select one of our readers or staff to tell us what's tickled their luxury travel tastebuds in the past few months.



# READERSHIP

The readers of Indonesia Tatler Traveller have the wealth and taste to demand the best from their travel experiences. The number of Indonesian billionaires has doubled in recent years, bringing the total to more than 20 individuals sharing a total combined wealth of more than US\$55 billion. One estimate also gives a figure of more than 90,000 dollar millionaires in the country, with a recent Reuters story highlighting that this is growing at 16 new millionaires a day. This is the market Indonesia Tatler Traveller reaches, in a country where outbound travel in general is forecast to grow some 20% year on year.

Our readers are on the move and looking for luxury. Their top destinations are Singapore, Malaysia, Thailand, Europe, Australia and the Middle East. They spend up to US\$10,000 per person on travel and stay for more than a week on average.

Meanwhile, there is a boom in domestic tourism, with Bali now seen as a prime destination for wealthy Indonesians. Several key properties are set to open in Bali in the next few years to directly cater to this segment, among them the Indonesian-branded Hotel Mulia, one of the largest openings the island has seen. Given the sophistication of our readers, many prefer the bespoke services offered by travel agents and tour operators rather than booking online, but will rely on print media also as a source of information.

Indonesia is also one of a few Southeast Asian nations bucking global trends. Here, print media attracted some US\$1bn spending in first-half 2010. While online spending is also growing, print media remains a force to be reckoned with in Indonesia and will remain so for the foreseeable future. In addition, as well as travelling, Indonesians are buying property overseas in record numbers, particularly in Singapore and London. Interest in London properties, for example, grew by 100% last year according to Knight Frank.

## READER PROFILE

### Average age:

25-55 years

### Average annual household income:

Rp 1.2 billion (US\$132,000)

### Average monthly credit card expenditure:

Rp 50 million (US\$5,000)

### Car ownership:

100%

### University / post-graduate:

76%

### Professional / senior executive / company owner:

82%

## CIRCULATION / DISTRIBUTION

Indonesia Tatler Traveller will see an initial print run of 20,000 with the following proposed distribution model

Subscriptions	4,000
Five-star hotels & restaurants	2,000
Newsstands / bookstores	7,000
Special promotions & events	2,000
VVIPs & ambassadors	2,000
Advertiser / ad agencies	1,000
Airport lounges Jakarta and Bali	2,000
To other editions of Tatler in Asia	4,000
<b>TOTAL DISTRIBUTION</b>	<b>20,000</b>

## ADVERTISING RATES (IN RUPIAH) FOR 2012

(All rates indicated are per insertion)

Full Page	<b>Rp. 25,000,000</b>
Double-Page Spread	<b>Rp. 55,000,000</b>
Inside Back Cover	<b>Rp. 35,000,000</b>
Outside Back Cover	<b>Rp. 60,500,000</b>
Advertorial	<b>Rp. 30,000,000</b>
Gatefold	<b>Rp. 80,000,000</b>

Special rates will apply for fixed positions or placement in specific sections. Only full-colour ads will be accepted.

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## MATERIAL SPECIFICATIONS

CTP Process: To supply material only in digital format in one of the below formats:

- PDF file in high resolution (with fonts and images embedded)
- InDesign CS2 file (with fonts in MAC format and images embedded)
- Illustrator CS2 file or below (with fonts outlined)
- Photoshop file (with fonts rasterized)

Note: Films will not be accepted

### Remarks:

1. All picture resolutions not less than 300 dpi.
2. Files to be saved as CMYK where possible.
3. Colour proof in the form of a low resolution JPEG file MUST be provided to ensure colour quality.

## SPECIFICATION

Bleed size	<b>H: 315mm x W: 233mm</b>
Trimmed size	<b>H: 305mm x W: 208mm</b>

The Publisher reserves the right to trim 10mm off each edge to the trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance.

### Printing:

By offset. Perfect bound. All four colour advertisements printed on art paper.

## BOOKING DEADLINE

### Booking Date:

Six weeks preceding the month of publication.

### Closing Date, Material in Indonesia:

No postponement accepted after the fifth week preceding the month of publication. Closing date for all material is the first day of the month preceding the month of publication.

