

INDONESIA  
TATLER

*The Spirit  
of High  
Society*

**RATE CARD 2012**

# EDITORIAL

# INDONESIA TATLER

*The Spirit of High Society*



## CONTENTS

### Publisher's letter / editor's note

An introduction to the month's theme and contents.

### Contributors

Short profiles of the international talent in the magazine.

### Titillate

News items about people and culture. Also includes an events calendar, city gossip and international diary.

## FACES

### The Parties, The Gossip, The Movers and Shakers

#### Soiree

The most exclusive events, covered only by Indonesia Tatler.

#### It Girl

The evolution of the dress sense of a famous, gorgeous socialite.

#### People

Profiles of the most fascinating personalities from Indonesia and around the world.

#### Leading Ladies

Three trendsetting socialites show off the look of the month.

#### Jetset

A spotlight on international celebrities and royalty.

#### Jetset Event

Exclusive brand parties from around the world, attended by the world's most beautiful stars.

#### Onlooker

Coverage of local parties and events.

#### Flashback

An occasional page that takes readers back to a memorable moment in Indonesia Tatler's 11-year history.

## LIFE

### Luxury Experiences to Savour

#### Concierge

Five pages that showcase the best of high-end services, from bespoke tailoring to spa treatments, from travel to dining. Includes Editors' Picks – The Best of Asia.

#### Social Bites

Discover the best restaurants with Indonesia's elite.

#### Hot Spot

Go behind the velvet rope of the city's hottest clubs, lounges and nightspots.

#### Wine

Experts introduce the best vintages and the top winemakers of the world.

#### Art

Artist profiles and hot topics for the collector.

#### Auctions

A look at the biggest, most exciting international auctions of the month.

#### Gallery

Stunning photographic essays.

#### Books

Extracts from upcoming books.

#### Homes

The grandest of private residences in Indonesia and around the world.

#### By Design

The latest gadgets and technology.

# EDITORIAL

# INDONESIA TATLER

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## Wealth

Expert advice on how best to save and invest.

## Motoring

Test drives of the newest luxury cars.

## Yachts

The best pleasure crafts from the finest shipyards.

## Golf

Courses and clubs for the avid player.

## Travel

The hottest destinations, the most exclusive experiences.

## FEATURES

**In-depth and original local and international articles, from lifestyle trends to celebrity interviews to brand stories, each complemented by stunning photography and illustrations. Also includes hot fashion stories from the most talented photographers and stylists, both local and international.**

## STYLE

**Beautiful things to have and hold**

### Accessories

New trends and products, presented in creative ways.

### Beauty

How to look and feel your best.

### Style File

A well-known and stylish socialite showcases his or her favourite items.

### Highbrowse

A review of the latest products.

### Style Interview

An interview with the designer or CEO of a luxury brand.

## HOROSCOPES

The month ahead, as told by a respected astrologer.

## OBJECT OF DESIRE

Our signature final page. Each month, we present one amazing object from the most luxurious brands in the world.

## THE ADVANTAGE

Eleven years after its debut in 2000, Indonesia Tatler continues to be the authoritative record of the lives of the city's elite.

- Indonesia Tatler, through its unique position, reaches those who wield extreme influence: tastemakers, trendsetters and captains of industry.
- As a society and luxury lifestyle magazine, Indonesia Tatler enjoys the readership of both men and women.
- The editorial environment is characterised by incisive reporting and insider's knowledge. Our voice is distinguished by sophistication, wit and savoir faire.
- Indonesia Tatler is a tour de force of art decoration, photography and graphic design. The look of the magazine matches that of the most highly regarded magazines in the world.
- More than any other title, the Tatler name commands respect. A legend in publishing, Tatler is synonymous with prominence and influence.



GROUP  
EDIPRESSE

PT. Mobiliari Stephindo  
E-Trade Building, 8<sup>th</sup> - 9<sup>th</sup> Floor  
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T +62 21 319 068 38 (Hunting)  
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# READERSHIP PROFILE

## INDONESIA TATLER

*The Spirit of High Society*



Average age	25-50 years
Average annual household income	Rp 1.2 Billion
Average value of home that is owned	100%
Average time spent reading one issue	1 hour
Average number of readers per copy	6.03 persons
Average monthly credit card expenditure	Rp 50 million
Car ownership	100%
Club membership	71%
University / post-graduate	76%
Professionals / senior executive / owner	82%

(Source: Frank Small & Associates)

### HOW READERS SEE INDONESIA TATLER

Overall, readers see Indonesia Tatler as a lifestyle & high-society magazine that provides them with must-read guidance and information on:

- New luxury products, such as perfumes, jewelry, watches, fashion and gadgets
- Updates on what is going on in the worlds and lives of high-society players and government personalities, and as an essential business reference
- What is in fashion: the latest fashion trends, what people wear to party, skincare products, and more

### SPONTANEOUS ASSOCIATION WITH INDONESIA TATLER

- Glamour
- Expensive
- High class
- Male & female
- Photography
- Famous people
- Celebrities
- Parties
- Luxury products and lifestyles
- Not easily available

### INDONESIA TATLER READER PERSONIFICATION

- Gender : male & female
- Age : 25-50
- Average annual household income : 1.2 billion
- Average monthly credit card expenditure : 50 million
- Characteristic : sociable, outspoken, outgoing, extrovert
- Appearance : mature, glamorous, stylish
- Car & housing : Jaguar, Mercedes, Menteng, Pondok Indah
- Friends : high society, exclusive

### AVERAGE CIRCULATION / DISTRIBUTION

Subscriptions	4,044
Five-star hotels & restaurants	10,900
Newsstands / bookstores in 7 cities: Jakarta, Bandung, Surabaya, Semarang, Medan, Yogyakarta & Bali	17,854
Special promotions & events	4,874
VVIP & ambassadors	8,578
Advertiser / ad agencies	2,234
Airport lounges Jakarta, Surabaya & Bali	3,516
<b>Total distribution</b>	<b>52,000</b>



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# RATE CARD 2012



## EDITORIAL CONTENT

The essential guide to the very best in life, Indonesia Tatler runs the gamut of high end living, from smart parties to fine dining, from international fashion to luxury travel. Indonesia Tatler has unparalleled access to the world's most glamorous people, the exotic places they frequent and the desirable objects they own. The magazine showcases all this via exclusive features that are insightful, entertaining and presented with style.

Distinguished by wit and savoir faire, Indonesia Tatler has been an indispensable part of life for the city's sophisticates for over 10 years. Our well-heeled readership shape opinions and trends in Indonesia. This affluent and influential group is almost impossible to reach except through the pages of Indonesia Tatler.

**FREQUENCY:** Published monthly.

**DISTRIBUTION:** Indonesia Tatler is available on subscription. It is available at Indonesia's best bookstores, at specially selected newsstands and convenience stores. In addition, copies are placed in hotel rooms, airline lounges and the business/first class sections of most airlines serving Indonesia.

## 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.

**Bleed size (H: 315mm x W: 233mm)**

**Trimmed size (H: 305mm x W: 208mm)**

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.

## Advertising Rates (in Rupiah) for 2012

(All rates indicated are monthly or per insertion)

One Full Page Full Color Regular	Rp. 35,800,000,-
Double Page Spread 1 (IFC-DPS)	Rp. 101,500,000,-
Double Page Spread (Before Contents)	Rp. 93,700,000,-
Double Page Spread (ROP)	Rp. 71,700,000,-
Single Premium Page:	
- Single Page Facing Contents 1, 2, 3, 4	Rp. 46,900,000,-
- Single Page Facing Editorial, Masthead & Business MastHead	Rp. 46,900,000,-
- Single Page Facing Editorial Note	Rp. 43,000,000,-
- Single Page Facing Contributor	Rp. 43,000,000,-
- Single Page Facing Tittle Tattle	Rp. 43,000,000,-
- Single Page within Faces	Rp. 42,200,000,-
Inside Back Cover	Rp. 43,000,000,-
Outside Back Cover	Rp. 78,300,000,-
Advertorial - Full Page	Rp. 44,400,000,-
Gate Fold	Rp. 160,500,000,-

**Accredited Advertising Agency Commission: 25% of gross GUARANTEED POSITIONS:** Depending upon availability of space and subject to the following surcharges:

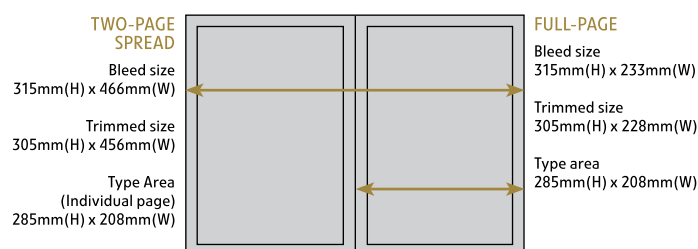
- Fixed position — 20% loading
- Page facing editorial — 15% loading

**NON-STANDARD ADVERTISING:** Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for inserts, special colours, metallic inks, gatefolds and other non standard advertising are available from the general manager at +62 319 068 38.

**PAYMENT:** Payment is due upon receipt of invoice, which will be rendered in Indonesian rupiah. Payments are to be made in this currency. In the event of dispute over amount due, advertiser/agency agrees to remit full amount due before resolving dispute.

**OVERDUE BILLS:** A delinquency charge of 1.25% interest will be made on any invoice outstanding for more than 30 days from the date of invoice. The Publisher reserves the right to change payment terms to cash at any time and to refuse to publish further advertisements until full payment.

## ADVERTISEMENT SIZES





# THEMES

# INDONESIA TATLER

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## EDITORIAL 2012

<b>JANUARY</b>	: Charity
<b>FEBRUARY</b>	: Romance
<b>MARCH</b>	: Health / Wellness
<b>APRIL</b>	: Education
<b>MAY</b>	: Mother's Day / Travel
<b>JUNE</b>	: Father's Day / Men's Issue
<b>JULY</b>	: Beauty / Art
<b>AUGUST</b>	: Independence Day / Wealth Issue
<b>SEPTEMBER</b>	: Fashion / Fast Cars / Formula 1
<b>OCTOBER</b>	: Homes / Decor
<b>NOVEMBER</b>	: Festive Food & Dining (Anniversary issue)
<b>DECEMBER</b>	: Jewelry / Accessories

## PROMOTIONAL FEATURES 2012

<b>JANUARY</b>	: Phylantrophy
<b>FEBRUARY</b>	: Romance / Love & Wedding
<b>MARCH</b>	: Medical & Private Hospital
<b>APRIL</b>	: Education
<b>MAY</b>	: Travel
<b>JUNE</b>	: Men's Issue
<b>JULY</b>	: Beauty & Aesthetics / Art
<b>AUGUST</b>	: Wealth / Banking / Property
<b>SEPTEMBER</b>	: Fashion / Fast Cars / Formula 1
<b>OCTOBER</b>	: Homes & Living
<b>NOVEMBER</b>	: Luxury
<b>DECEMBER</b>	: Festive Food & Dining

# BOOKING AND MATERIAL DEADLINES 2012



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ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE*
Jan 2012	Dec 12, 2011	Dec 16, 2011
Feb 2012	Jan 10, 2012	Jan 16, 2012
Mar 2012	Feb 10, 2012	Feb 15, 2012
April 2012	Mar 12, 2012	Mar 16, 2012
May 2012	April 10, 2012	April 16, 2012
June 2012	May 10, 2012	May 16, 2012
July 2012	June 11, 2012	June 15, 2012
Aug 2012	July 10, 2012	July 16, 2012
Sept 2012	Aug 10, 2012	Aug 15, 2012
Oct 2012	Sept 10, 2012	Sept 14, 2012
Nov 2012	Oct 10, 2012	Oct 15, 2012
Dec 2012	Nov 9, 2012	Nov 16, 2012

\* Remarks:

- Material must reach PT. Mobiliari Stephindo office on or before this date.
- Promotional feature booking deadline is one week earlier than R.O.P booking deadline.

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## ADVERTORIAL GUIDELINES

1. What do you want to communicate through the advertorial? What exact message are you trying to convey?
2. Is there a specific **product, service, or technology** (or more) that you'd like to highlight?
3. To assist us in developing the timeline, please let us know if:
  - (a) You require **text** generated by us either as running text or as interview (depending on the contract details, we may charge for this); OR
  - (b) You will provide text.

Please note that in the case of (a) we will need full sources sent to us in .doc format, such as press releases, etc. Please do not direct us to a website and note that this option will take more time. In the case of (b), text supplied may be edited for style/clarity/length.

4. Note that our text may be sent to you for early approval, pre-layout.
5. To assist us in developing the timeline, please let us know if:
  - (a) You will be supplying **photos, logos**, etc.
  - (b) We have to source images (depending on the contract details, we may charge for photo shoots and other expense items).

Please supply a **design brief** outlining the look and feel of the advertorial. Indicate font preferences, if any; background (light, dark, white, black) and any sort of concept you wish us to follow.

Please note that in the case of (a) we need to know that all photos are **cleared for use** in a commercial context; they also need to be hi-res to **300dpi** minimum and in PDF, TIFF or JPEG format. In case of (b) please indicate exactly what sort of photos you require.

6. Please supply **all relevant details** required in the advertorial at first stage, such as logos, addresses, telephone number, etc.
7. Our **approvals** process is as follows, although timeline varies depending on what is required of us and scope of project:
  - (a) Pic selection/text sent for approval if prepared by us.
  - (b) V1 of the advertorial sent to client with one round of changes indicated by client to this V1.
  - (c) A revised V2 is sent following client feedback with one round of changes indicated by client to this V2.
  - (d) A final draft for approval and sign off.

**Please also note that ONE point of contact at the client side is absolutely necessary; mixed messages from more than one person lead to confusion and wasted time.**