

COSMETIC

INDONESIA

SURGERY & BEAUTY

Because Nobody's Perfect



RATE CARD 2012

ABOUT COSMETIC BEAUTY & SURGERY

Cosmetic Surgery & Beauty Indonesia magazine is a must-read for today's clued-up and classy Indonesian lady, as well as those involved in the beauty and aesthetic industries.

Combining cutting-edge tips and techniques on beauty enhancement, as well as advances in cosmetic and beauty surgery, beauty products and women's health, the magazine is an indispensable guide for the young and the young at heart.

First published in 2008, the magazine is produced by Mobiliari Group, which also produces other market-leading brands such as the ultimate high-society guide, Indonesia Tatler,

as well as Indonesia Tatler Homes, Indonesia Tatler Society, MillionaireAsia Indonesia and Indonesia's Best Restaurant Guide.

Importantly, the magazine has established itself as the market-leader among its competitors by providing no-nonsense, practical tips in Bahasa Indonesia, extending its market reach beyond other magazines.

Addressing popular subjects like skin care, hair care, aesthetics, wellness, nutrition, dental care and even psychology, Cosmetic Surgery & Beauty Indonesia is absolutely essential reading with a high retention and pass-along rate.

OUR TARGET

Primarily targets women in the 25–45 age bracket

Secondary market extends to 60 years old, given advances in beauty and aesthetics that see more mature women seek out products, services and advice to maintain their grace and beauty

The majority of readers will be career-oriented women

Affluent, well educated, and are able to purchase beauty products, services and procedures at premium prices

HOW DO WE REACH OUT?

Cosmetic surgery & Beauty Indonesia is published 6 times a year

Distribution of 13,500 in the key markets of Jakarta, Bandung, Surabaya, Yogyakarta, Medan, Makasar and Bali

Controlled circulations are circulated through selected sites such as clinics, cafés, gyms and spas

OUR CLIENTS

Cosmetic Surgery & Beauty Indonesia is the perfect advertising medium for:

The full range of beauty products, from skincare to hair care to dental care

Nutrition and wellness supplement manufacturers and brands

Distributors and/or manufacturers of upmarket beauty and wellness products and services; gyms, spas and those targeting the medical tourism industry

Practitioners in the beauty-enhancement industry, cosmetic surgeons, dermatologists, dentist/orthodontists and medical practitioners

Distributors and/or manufacturers of equipment and tools for the beauty industry

VALUE-ADDS TO YOU

Cosmetic Surgery & Beauty Indonesia can cross-sell for clients in Indonesia, Singapore and Malaysia

Taking your message to more readers across the region through our sister publications in those markets

CORPORATE SOCIAL RESPONSIBILITY

As part of our company corporate social responsibility, we donate 5% of the revenue from lip constructive surgery ("operasi bibir sumbing") for children, one of the activities of PERAPI (Plastic Surgery Association in Indonesia).



POST EVENT COVERAGE

HAPPENINGS
Cosmobeaute 2011
Melirik Tren Kecantikan Terbaru

Perhelatan Cosmobeaute 2011 yang berlangsung di Jakarta Convention Center pada 28-30 Oktober 2011, menghadirkan pameran kosmetik terbesar di Indonesia. Acara ini dihadiri oleh para ahli kecantikan dan para ahli kecantikan yang akan memperkenalkan produk-produk terbaru yang akan dirilis oleh PT Rona Cosmetics. Acara ini juga menghadirkan para ahli kecantikan yang akan memperkenalkan produk-produk terbaru yang akan dirilis oleh PT Rona Cosmetics.

Harli Raha
 Para ahli kecantikan dihadirkan dengan berbagai ilmu dan pengalaman. Para ahli kecantikan ini akan memperkenalkan produk-produk terbaru yang akan dirilis oleh PT Rona Cosmetics.

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Pancarkan Kecantikan Anda
 Untuk itu, para ahli kecantikan dihadirkan dengan berbagai ilmu dan pengalaman. Para ahli kecantikan ini akan memperkenalkan produk-produk terbaru yang akan dirilis oleh PT Rona Cosmetics.

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1ST ANNIVERSARY COSMETIC SURGERY & BEAUTY INDONESIA

SMETA

"BEAUTY FOR LIFE"

Sukses dan kebahagiaan pada tahun-tahun terakhir telah membuat Cosmetic Surgery of Beauty Indonesia semakin berkembang pesat. Para ahli kecantikan dihadirkan dengan berbagai ilmu dan pengalaman. Para ahli kecantikan ini akan memperkenalkan produk-produk terbaru yang akan dirilis oleh PT Rona Cosmetics.

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EVENTS

2ND ANNIVERSARY OF COSMETIC SURGERY & BEAUTY
"DARE TO SHOW YOUR SKIN AND SEXY SHAPE"

Berkesempatan untuk menghadiri acara ini, para ahli kecantikan dihadirkan dengan berbagai ilmu dan pengalaman. Para ahli kecantikan ini akan memperkenalkan produk-produk terbaru yang akan dirilis oleh PT Rona Cosmetics.

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POST EVENT COVERAGE



Beauty Greeting from Ultimo

Menemani keindahan di panggung Ultimo adalah para bintang tamu yang hadir untuk menyambut di Jakarta dengan sambutan yang hangat dan penuh semangat. Mereka adalah para bintang tamu yang hadir untuk menyambut di Jakarta dengan sambutan yang hangat dan penuh semangat.



Aesthetic & Dental Center Surabaya

Untuk mempromosikan jasa-jasa kecantikan dan perawatan gigi, Aesthetic & Dental Center Surabaya menghadirkan berbagai layanan yang inovatif dan berkualitas.

BEAUTY TRIP

AN YONG HA SE YO! WELCOME TO KOREA...





HARI KE-1

TUR BEAUTY TRIP

Untuk mempromosikan jasa-jasa kecantikan dan perawatan gigi, Beauty Trip menghadirkan berbagai layanan yang inovatif dan berkualitas.

NATIONAL FOLKLORE MUSEUM

Museum ini menampilkan berbagai budaya tradisional Korea yang kaya dan beragam.

HARI KE-2

TUR MEDIA KE BORDUN DAN KE DONGTANG

Untuk mempromosikan jasa-jasa kecantikan dan perawatan gigi, Beauty Trip menghadirkan berbagai layanan yang inovatif dan berkualitas.

MEMORATI SARAN BINA KOREA

Memori ini menampilkan berbagai budaya tradisional Korea yang kaya dan beragam.

HARI KE-3

SIMPUL YOU DROPI

Untuk mempromosikan jasa-jasa kecantikan dan perawatan gigi, Beauty Trip menghadirkan berbagai layanan yang inovatif dan berkualitas.

MYCORPORATE

Mycorporate ini menampilkan berbagai budaya tradisional Korea yang kaya dan beragam.

CS&B 2012 EDITORIAL CALENDAR



FEBRUARY/ MARCH

Love Your Body!

- Destressing the body and mind through pampering body treatments
- Hormonal treatments 101
- For him, with love
 - Cosmetic surgery for your man: eyelid surgery, six pack, hair treatments
 - Specific male treatments, grooming products and fragrances
- Finding the right surgeon: tips to finding an expert you're comfortable with
- Romantic spa getaways for a weekend with your spouse
- Beauty Spread: smokey eyes—playful colours for everyday use

APRIL / MAY

Back To Nature

- Going for surgery to achieve your ideal, natural look
- Acupuncture and other popular non-surgical beauty treatments
- Going vegan: is it recommended?
- Rejuvenation for:
 - Crows feet
 - Laugh lines
 - Your hair
- Eco-friendly beauty products
- Fashion Spread: Mother Earth/ sustainable wear

JUNE / JULY

Get Your Dream Figure!

- All about reshaping your body
- Cosmetic surgeries:
 - Tummy tuck
 - Buttock augmentation
 - Arm toning
 - Thigh lift
 - Leg resculpting
- Products to eliminate excess fats from the body
- Slimming/body contouring treatments: spas and clinics
- Health
 - Full body exercise: a fuss-free one to reshape your body easily
 - The lazy girl's diet: eat what you want, when you want, without gaining extra kilos
- Hair Spread: 5 time-based, easy style tricks to looking like you've got your hair done at a salon

AUGUST / SEPTEMBER

Celebrating The Idea Of Being A Woman

- Natural look breast augmentation (all about the perfect size and countour)
- Teardrop implants
- Breast firming
- Breast treatments at various spas and clinics
- Vaginal surgery: labiaplasty/ vaginoplasty
- V-spas and treatments
- Stretchmark treatments
- Product Spread: fragrances for both men and women

OCTOBER / NOVEMBER

4th Anniversary Issue

- Doing more than one surgery in one go
- Face correction: nose, chin, cheeks, jaw and eyes
- Quick recovery from surgery
- Facelift and facial treatments
- Face correction using makeup
- Beauty Spread: Fall 2012 trend looks

DECEMBER / JANUARY

Look Like A Star!

- All about skin whitening, firming and achieving radiance
- Fight acne scars, pigmentation and acne problems
- Cosmetic surgery breakthroughs
- How to look 5 to 10 years younger instantly
- Beauty products: the latest anti-aging picks
- Beauty Spread: Party makeup today, fresh look tomorrow!
- Fashion Spread: Show your skin and flaunt your body through sexy gowns



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.

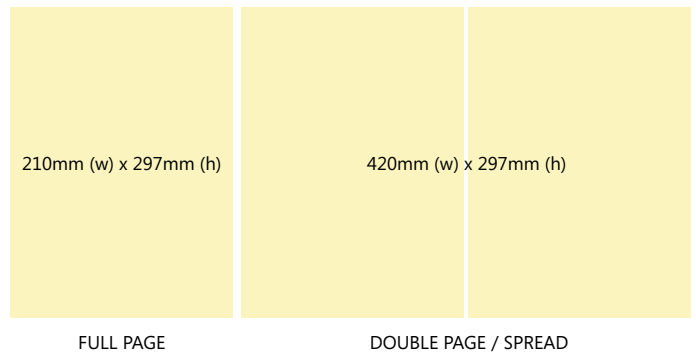
6. Please supply **all relevant details** required in the advertorial at first stage, such as logos, addresses, telephone number, etc.
7. Our **approvals** process is as follows, although timeline varies depending on what is required of us and scope of project:
 - (a) Pic selection/text sent for approval 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.



PUBLICATION SPECIFICATIONS

Size	297 mm (H) x 210 mm (W)
Full Bleed Ads	Add 5mm all around
Printing	Full color on quality art paper
Frequency	6 (six) times a year
Linescreen	150
Emulsion Side	Down



ADVERTISING RATES

One Full Page Full Color Regular	Rp 24,200,000
Double Page Spread (Before Contents)	Rp 48,400,000
Double Page Spread (ROP)	Rp 34,650,000
Inside Back Cover	Rp 29,150,000
Outside Back Cover	Rp 46,200,000
Advertorial - Full Page	Rp 28,875,000
Advertorial - 2 Pages	Rp 46,200,000

PUBLICATION SCHEDULE

February / April / June / August / October / December

BOOKING DEADLINE

4 weeks before publication date

DISTRIBUTIONS

Newsstand distribution in primary markets	8,775
Subscriptions	1,620
Controlled circulation (cafes, salons, etc.)	1,055
Distribution to VVIP list	2,050