

Bali & Beyond

MEDIA PROFILE

www.baliandbeyond.co.id

BALI & BEYOND MAGAZINE

Monthly English tourism magazine produced by PT Bumi Dian Kusuma, a division of MRA Media Group, for current and upcoming visitors to Bali and the surrounding provinces. In each issue, *Bali & Beyond* features current stories related to travel, hospitality, arts and culture, shopping and entertainment. As its name suggests, it also consistently features the island's neighboring tourist destinations through dedicated *Beyond Bali* pages.

GENERAL

- Circulation : 15,000 copies
- Size : 20.5 cm x 27.5 cm
- Publishing Period : Monthly

READERS' PROFILE

- Travelers visiting Bali
- Mid-to upper-income travelers with significant disposable income
- Wide cross-section of ages and nationalities
- Online readers average from 20 nations

EDITORIAL

Editorial and photographic coverage are respectful to the local environment, culture, society and religion. The editorials and design are dynamic and upbeat, presented in highly artistic style.

DISTRIBUTION AREA

- Bali : 80%
- Jakarta : 10%
- Jogjakarta : 4%
- Lombok : 2%
- Surabaya : 2%
- Other : 2%

DISTRIBUTION POINTS

- Hotels, Villas : 44%
- Travel Agents, Airlines, Spas, Galleries, Boutiques Properties, Subscription : 41%
- Restaurants, Cafes : 15%

ON-LINE EDITION

Besides its printed version, *Bali & Beyond* also can be accessed online via www.baliandbeyond.co.id. *Bali & Beyond* was the first tourism publication on Bali to offer businesses additional advertising reach by adding banners to its website. Additional hotlinks send readers directly to the advertiser's own websites.

Technical Specifications

Size Closed	: 20.5cm (w) x 27.5cm (h)
Size Open	: 41cm (w) x 27.5cm (h)
Language	: English
Cover	: 190gr art paper
Finishing Cover	: Spot UV
Content	: 100gr art paper
Binding	: Staple bound

Deadlines

Publication Date : 1st week of the month
 Bookings : 4 week prior publication date
 Editorial & Advertising Material Submission :
 4 weeks prior publication date

Discounts

3 months contract, 10% discount
 6 months contract, 15% discount
 12 months contract, 20% discount

PRINT ADVERTISING SIZE & RATES 2007 - 2008

PLACEMENT	HEIGHT	WIDTH	RATE
Back Cover	27.5 cm	20.5 cm	Rp. 15,000,000,-
Inside Front Cover	27.5 cm	20.5 cm	Rp. 12,000,000,-
Inside Back Cover	27.5 cm	20.5 cm	Rp. 12,000,000,-
Advertorial Full Page	27.5 cm	20.5 cm	Rp. 12,000,000,-
Full Page Inside	27.5 cm	20.5 cm	Rp. 10,000,000,-
Half Page Horizontal	11.8 cm	17.3 cm	Rp. 8,000,000,-
Half Page Vertical	23.9 cm	8.4 cm	Rp. 8,000,000,-
Quarter Page	11.8 cm	8.4 cm	Rp. 4,000,000,-

- Rates subject to 10% government tax
- Additional 10% of rate applies for special placement based on request

Artwork

Advertisers who do not have computer-ready artwork may supply images, logo and text for creative production, at a one-time creative charge of not more than 25% of a one-time ad placement cost.

WEB ADVERTISING SIZE & RATES 2007 - 2008

Category 1 Bottom of page	All pages, space available: 1 <ul style="list-style-type: none"> • Static Rp. 5,500,000,- /year • Animation Rp. 7,500,000,- /year 	Size : 580 x 96 pixels
Category 2 Banner Left Side	All pages, space available: 8 <ul style="list-style-type: none"> • Static Rp. 3,500,000,- /year • Animation Rp. 5,500,000,- /year 	Size : 158 x 95 pixels

- Rates are including Hotlink

Discounts

6 months contract, 15% discount
 12 months contract, 25% discount

Artwork Formats

Static format on JPEG/GIF
 Animation format on SWF/GIF

Materials

Send by email to putu@baliandbeyond.co.id or by CD