

BALI & BEYOND

MEDIA PROFILE

www.baliandbeyond.co.id

BALI & BEYOND MAGAZINE

Free monthly English tourism magazine produced by PT Bumi Dian Kusuma, a division of MRA Media Group (www.mra.co.id), 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 : 20,000 copies
- Size : 20.5 cm x 27.5 cm
- Publishing Period : Monthly

READER'S PROFILE

- 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.

- Arts & Culture
- Destination
- Lifestyle
- Activity

DISTRIBUTION AREA

- Bali : 60%
- Bandung : 4%
- Jakarta : 25%
- Jogjakarta : 2%
- Lombok : 2%
- Surabaya & Malang : 2%
- Other : 5%

DISTRIBUTION POINTS

- Hotels, Villas : 40%
- Restaurants, Cafes : 20%
- Travel Agents, Airlines, Spas, Galleries, Boutiques Properties, Subscription (National & Overseas) : 40%

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

PROMOTIONS

- A. Above the Line
 - Radio: Hard Rock Radio Bali
 - Magazines: Harper's Bazaar, Cosmopolitan, FHM, Fitness, Amica, Esquire, Auto Car
- B. Below The Line
 - Regular Events: MRA Bali monthly event, MRA Bali International Triathlon

PRINT ADVERTISING (SIZE & RATES) 2009 - 2010

PLACEMENT (CMYK Separation)	HEIGHT (cm)	WIDTH (cm)	RATE (IDR)
Back Cover	27.5	20.5	19,000,000
Inside Front Cover	27.5	20.5	15,000,000
Inside Back Cover	27.5	20.5	15,000,000
Advertorial Full Page	27.5	20.5	15,000,000
Cover Spread/Gatefold	27.5	40.4	27,000,000
Double Spread Page 2 & 3	27.5	40.4	25,000,000
Double Spread Page	27.5	40.4	22,500,000
Full Page Inside	27.5	20.5	12,500,000
Half Page Horizontal	13.5	20.5	10,000,000
Half Page Vertical	27.5	10	10,000,000
Quarter Page	13.5	10	5,000,000

- Rates subject to 10% VAT

ARTWORK

- File format: TIFF High-Resolution
- The publisher reserves the right to trim 0.6 cm off each edge of the trimmed page dimension.
- 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.
- If fifth colours is involved, there will be an additional charge.

DEADLINES

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

DISCOUNTS

6 months contract, 15% discount
 12 months contract, 20% discount
 Agency: Additional 15%

WEB ADVERTISING (SIZE & RATES) 2009 - 2010

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

- Rates are including Hotlink

DISCOUNTS

6 months contract, 5% discount
 12 months contract, 20% discount
 Agency: Additional 15% discount of the gross amount billed payable to accredited advertising agencies.

ARTWORK FORMATS

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

MATERIALS

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



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