We are excited to announce that Indonesia Tatler has changed. The magazine has benefited from a stylish redesign by the brand’s award-winning team.

We hope you’ll notice that the pages, while richer in content, have a quieter feel, allowing lush images to enjoy a pure interplay with intelligent typography. We have also improved the way we organise our content. Favourite sections have been rejuvenated and new ones have been created. The Concierge section—now a magazine within a magazine—contains all readers need to know for the month ahead, but it’s concise enough to be digested at a glance. We are also putting more emphasis on fashion and accessories: our Style section increased in size and contains more coverage for men and women.

Now there is a dedicated section for watches, edited by Sean Li, while our wine coverage has been greatly expanded under the purview of James Suckling. We have a host of new columnists and we’ve also included useful data boxes throughout the magazine.

We couldn’t have achieved all this without your loyal support and input. It’s our close connection to you, our discerning clients, which inspires us to improve. We hope you enjoy reading the new Indonesia Tatler as much as we’ve enjoyed creating it for you. And we’re looking forward to your comments and to your support in the months and years ahead.

—Maria Lukito
Bureau Chief
Indonesia Tatler’s Editorial Mission

Indonesia Tatler is an expression of the increasing confidence of an emerging superpower. It is the lens through which modern Indonesia sees itself. We don’t chronicle high society; we define it—the people, the places, the events and the objects. The authority of Indonesia Tatler is a result of a history spent inside the velvet rope of high society. We fulfill our mission through our offer: for our audience we will act as a curator of the luxury lifestyle, we seek and find the best in the world, thoughtfully chosen and measured against our standards.

Editorial Positioning

We are the essential, multi-faceted platform that connects the region’s most affluent and influential, while engaging them in dialogues about how to live life at its most luxurious.

Tone

Indonesia Tatler is written with an authority that is the result of its treasured placed among the inner circle. Knowing, witty prose and insightful journalism are the hallmarks of Indonesia Tatler’s network of editors and writers. We speak to our audience from within the velvet rope.
Indonesia Tatler is the definitive arbiter of the luxury lifestyle. We don’t chronicle high society, we define it – the people, the places, the events, the objects.
WHAT’S NEW: This front-of-book section is set to become a key signature of the new *Indonesia Tatler*. It is highly informative, content-dense news items designed to give the time-poor reader in flip-mode a concise briefing on all that is hot that month. From which trends are in, to the latest gossip, to where to eat and shop, Concierge is the perfect opener for those seeking to know the best the city has to offer.
Indonesia Tatler prides itself on possessing unparalleled access to the country’s most exclusive parties and events featuring the crème de la crème of Indonesia’s A-listers. And going hand in hand with our coverage on society are our exclusive interviews and profiles on all of the region’s most significant personalities.

WHAT’S NEW: More concise reporting so the reader gets all the details quickly and easily, plus clever connections to our social media channels such as Facebook, so readers can share and comment.
Our enlarged Style section leaves no trend unexplored and no hot designer unnoticed. The season’s most significant looks are captured by our world-class team of editors, stylists and photographers for the front-row fashionista with impeccable taste. From haute horlogerie to high jewellery, we shine the spotlight on the world’s most desirable brands in the spectrums of timepieces and dazzling jewels. We meet the minds behind the masterpieces, hit the most important industry events, and showcase the latest and greatest collections.

WHAT’S NEW: Spearheading our coverage on watches is avid collector and editorial director Sean Li. The new Indonesia Tatler will also, from time to time, have a special section dedicated to health and wellness, as well as men’s fashion and accessories.
Features

In-depth stories abound in our features well, characterised by exclusive personality profiles, stunningly photographed portfolios, opinionated think pieces and clever takes on the issues of the day. Written with typical Indonesia Tatler savvy and accompanied by award-winning photography and illustrations, our features are guaranteed to engage the sophisticated reader.
THE FINER THINGS

This is where we showcase luxury experiences to savour for the connoisseur. We cover every facet of the good life, from fine dining to art. Our travel pages are perfectly tailored for those with a penchant for adventure and the means to do it in high style, while we test drive the latest boys’ toys, be they supercars or motor yachts.

WHAT’S NEW: Our newly expanded occasional wine section, overseen by world-renowned critic James Suckling, is a highly informative series of stories on wine, one of the most important luxury sectors in Asia.
AROUND ASIA
Showing off our regional footprint with a showcase on the big stories coming from all corners of the empire.

EDITOR’S NOTE
An introduction to the month’s theme and contents.

BEHIND THE SCENES
A look behind the lens of our cover shoot, featuring the background and info snippets.

CONTRIBUTORS
Short profiles of the international talent in the magazine.

THE GREAT DEBATE
We pick a topic that polarises opinion and get two notable socialities to give their opposing views.

CONCIERGE
The month’s must-do list:

• Small Talk
  Q&A with a notable and newsworthy person of interest that month.
• The Social Network
  Fun and lighthearted ‘charticle’ in which socialites share their opinions on various topics.
• Off the Record
  A light-hearted look at the fun side of high society, including our now famous Rumour Mill gossip column.
• What’s On
  A calendar page featuring the month’s most essential cultural events in Indonesia, plus four significant events worldwide.
• Hot Ticket
  Short previews of the month’s three biggest, coolest shows.
• The Velvet Rope
  A preview/review of a new/hot/exclusive bar or club, plus a rundown of which socialites have been spotted there.
• Feast
  Local and international chefs share their secrets and menus with us.
• The Buzz
  There’s always a trend that’s cool, and this is where we feature it!

STYLe
Beautiful things to have and hold:

• Art Agenda
  An occasional page in which we delve into the world of fine art and auctions.

FACES
The people, the parties and the events:

• Soiree
  The most exclusive events, covered only by Indonesia Tatler.
• Close-Up
  The most fascinating personalities from Indonesia and around the world.
• The Invitation
  All the best-attended and most stylish weddings in recent months.
• Leading Ladies
  Trendsetting socialites show off the look of the month.
• Onlooker
  Our most popular section: coverage of local parties and events.
• It Girl
  The evolution of the dress sense of a famous, gorgeous socialite.

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.

THE FINER THINGS
Wine, food, culture, travel and philanthropy:

• Wine
  Our expanded section keeps readers up to date on what to quaff and what to pay for it.
• Food
  Reporting on notable openings, the hottest tables, visiting chefs and more.
• Travel
  The hottest destinations, the most exclusive experiences.
• Cars / Boats
  We test drive the latest boys’ toys, be they supercars or motor yachts.
• Design
  High-brow designers and cerebral architects explained for those with the means to commission them.
• Art
  From the aesthete to the collector/investor, we go behind the canvas.
• Real Estate
  High-end properties and expensive districts are examined for their glam and investment value.
• Wealth
  Expert advice on how best to save and invest.
• Philanthropy
  A story focusing on a local charity or CSR initiative related to our exclusive readership.

VIEW FROM THE BACK
A witty column to close the issue about social mores, and other pertinent matters.

(EDITORIAL SUBJECT TO CHANGE)
THE SALES ADVANTAGE

More than 16 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 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 Indonesia Tatler name commands respect. A legend in publishing, Tatler is synonymous with prominence and influence.

SOCIAL MEDIA PACKAGES / ONLINE PROMOTION

By leveraging our integrated social media outlets, advertising and event clients get access to potentially thousands more highly engaged users across a range of titles. And we can tailor your marketing message to our media at your request.

We can promote your brand, product or service, as well as photo and details across one magazine’s social media (Facebook and Twitter) or across all our social media, in English or in Bahasa Indonesia depending upon the magazine language. You simply send us the materials and we will prepare a short write-up for your approval prior to promotion.

These packages are especially suited to those clients who book advertorial pages. This is because you can get your message across editorially as well as through social media, creating a truly integrated marketing message across print and digital media.

In addition, we offer a number of outlets for online promotion including our corporate page. Speak to our ad sales reps for more details of available packages.
### Editorial 2017

<table>
<thead>
<tr>
<th>MONTH</th>
<th>THEME</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2017</td>
<td>The Jewels &amp; Gems and Entrepreneur Issue</td>
<td>Jewellery, gems, watches, and entrepreneurs</td>
</tr>
<tr>
<td>Feb 2017</td>
<td>The Romance Issue / Valentine</td>
<td>Gifts, winning / dining, getaways</td>
</tr>
<tr>
<td>Mar 2017</td>
<td>Spring / Summer Fashion</td>
<td>Fashion focus, beauty</td>
</tr>
<tr>
<td>Apr 2017</td>
<td>Kartini issue</td>
<td>Independent and successful women in any fields</td>
</tr>
<tr>
<td>May 2017</td>
<td>The Mother's Day issue</td>
<td>Mother and daughter articles</td>
</tr>
<tr>
<td>Jun 2017</td>
<td>The Men's Issue and Jakarta's Anniversary</td>
<td>Technology / gadgets / male grooming / autos and jets</td>
</tr>
<tr>
<td>Jul 2017</td>
<td>The Weddings issue</td>
<td>Weddings, destination weddings in Bali</td>
</tr>
<tr>
<td>Aug 2017</td>
<td>The Independence Day Issue</td>
<td>Independence day, national heroes, national pride</td>
</tr>
<tr>
<td>Sep 2017</td>
<td>Fall / Winter Fashion Issue</td>
<td>Fashion focus on fall / winter collections</td>
</tr>
<tr>
<td>Oct 2017</td>
<td>Homes and Living</td>
<td>Luxury properties / interiors / exteriors / pools</td>
</tr>
<tr>
<td>Nov 2017</td>
<td>The Anniversary Issue</td>
<td>Our biggest issue of the year with focus on local lead stories and other Indonesian content</td>
</tr>
<tr>
<td>Dec 2017</td>
<td>End of Year issue, Festive Food and Dining</td>
<td>Events / Wining and Dining</td>
</tr>
</tbody>
</table>

### 2017 Themes & Booking Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2017</td>
<td>Dec 2, 2016</td>
<td>Dec 9, 2016</td>
</tr>
<tr>
<td>Feb 2017</td>
<td>Dec 30, 2016</td>
<td>Jan 6, 2017</td>
</tr>
<tr>
<td>May 2017</td>
<td>Mar 31, 2017</td>
<td>April 7, 2017</td>
</tr>
<tr>
<td>June 2017</td>
<td>Apr 28, 2017</td>
<td>May 5, 2017</td>
</tr>
<tr>
<td>July 2017</td>
<td>June 2, 2017</td>
<td>June 9, 2017</td>
</tr>
<tr>
<td>Aug 2017</td>
<td>June 30, 2017</td>
<td>July 7, 2017</td>
</tr>
<tr>
<td>Oct 2017</td>
<td>Sept 1, 2017</td>
<td>Sept 8, 2017</td>
</tr>
</tbody>
</table>
**Reader Profile**

- 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, jewellery, 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

**AVERAGE CIRCULATION / DISTRIBUTION**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriptions</td>
<td>4,850</td>
</tr>
<tr>
<td>Five-star hotels &amp; restaurants</td>
<td>12,600</td>
</tr>
<tr>
<td>Newsstands / bookstores in 7 cities: Jakarta, Bandung, Surabaya, Semarang, Medan, Yogyakarta &amp; Bali</td>
<td>22,800</td>
</tr>
<tr>
<td>Special promotions &amp; events</td>
<td>5,800</td>
</tr>
<tr>
<td>VVIP &amp; ambassadors</td>
<td>9,850</td>
</tr>
<tr>
<td>Advertiser / ad agencies</td>
<td>2,600</td>
</tr>
<tr>
<td>Airport lounges Jakarta, Surabaya &amp; Bali</td>
<td>4,200</td>
</tr>
<tr>
<td>In-flight service</td>
<td>2,300</td>
</tr>
<tr>
<td><strong>Total Distribution</strong></td>
<td>65,000</td>
</tr>
</tbody>
</table>
**Rates & Specs 2017**

**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.

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 USD)**

<table>
<thead>
<tr>
<th>Description</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page Full Colour Regular</td>
<td>5,600</td>
</tr>
<tr>
<td>Double-Page Spread (IFC DPS)</td>
<td>15,400</td>
</tr>
<tr>
<td>Double-Page Spread (Before Contents)</td>
<td>14,250</td>
</tr>
<tr>
<td>Double-Page Spread (ROP)</td>
<td>11,000</td>
</tr>
<tr>
<td>Single Premium Page:</td>
<td></td>
</tr>
<tr>
<td>- Single Page Facing Contents 1, 2, 3</td>
<td>7,250</td>
</tr>
<tr>
<td>- Single Page Facing Around Asia</td>
<td>7,250</td>
</tr>
<tr>
<td>- Single Page Facing Business MastHead and Editorial Masthead</td>
<td>7,250</td>
</tr>
<tr>
<td>- Single Page Facing Editor’s Note and Behind The Scenes</td>
<td>6,500</td>
</tr>
<tr>
<td>- Single Page Facing Contributors and The Great Debate</td>
<td>6,500</td>
</tr>
<tr>
<td>- Single Page Facing Concierge 1, 2, 3, 4, 5, 6</td>
<td>6,400</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>6,500</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>12,000</td>
</tr>
<tr>
<td>Advertorial (Full Page)</td>
<td>7,000</td>
</tr>
<tr>
<td>Gatefold</td>
<td>24,600</td>
</tr>
</tbody>
</table>

**ADVERTISER & AGENT 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.

Accredited Advertising Agency Commission: 25% of gross

Indonesia Tatler - Media Kit 2017
Founded more than 20 years ago by budding entrepreneur Millie Stephanie, Mobiliari Group started life as a custom publishing company—the first of its kind in Indonesia. From these humble beginnings, the company has grown into a regional publishing powerhouse, acquiring high-profile titles and becoming recognised as one of the most sought-after media partners in the region.

Focusing on high-end licensed consumer magazines, like brand-leader Indonesia Tatler, as well as custom publishing magazines (clients have included Mercedes-Benz, BNI bank and other regional heavyweights), the company’s core values are quality, integrity and sophistication.

Mobiliari Group also specialises in organising events that reflect these values. Past successes have included Jakarta’s first contemporary art exhibition that combined both graphical and fashion-inspired art pieces, as well as events for prestigious names like Lamborghini.

With new launches and acquisitions constantly in the pipeline and a programme of continuing media expansion, Mobiliari Group is led by an experienced management team.

Headquartered in Jakarta, Indonesia—one of the world’s most economically dynamic locations—and with branch offices in Bali and Singapore, the company is also uniquely positioned for fast growth and continuing market dominance.