



sorotan



Media Kit 2017



German-Indonesian
Chamber of Industry and Commerce

What is Sorotan?

Sorotan is the quarterly publication of the German-Indonesian Chamber of Industry and Commerce. We provide comprehensive reports on current economic issues with due coverage from the business, political, and legal point of view, as well as dispense information on major tradefairs, events and EKONID activities. We offer an unbiased approach, an international perspective, and a strong local presence to deliver the most up-to-date reports on the state of doing business in Indonesia.

Who reads Sorotan?

Our target readership are affluent and educated individuals who are decision makers and influential people within their respective fields, from CEOs of multi-national corporations to high-ranking government officials.

What can I expect to read in Sorotan?

Each edition of Sorotan addresses topics relevant to our readers. We provide a deeper understanding on market trends, regulatory changes and the general investment climates via insightful articles, studies and up-to-date data.



Where can I find Sorotan?

Sorotan enjoys a limited circulation of up to 3,000 copies distributed solely to members, subscribers and interested individuals. Sorotan is also available in over 40 locations in Jakarta, its greater areas of Bekasi, Bogor, Depok and Tangerang, as well as in Solo, Yogyakarta, Surabaya and Bali. The magazine is also available for free online at the EKONID website (www.ekonid.ahk.de), which boasts a traffic of over 20,000 unique visitors per month.

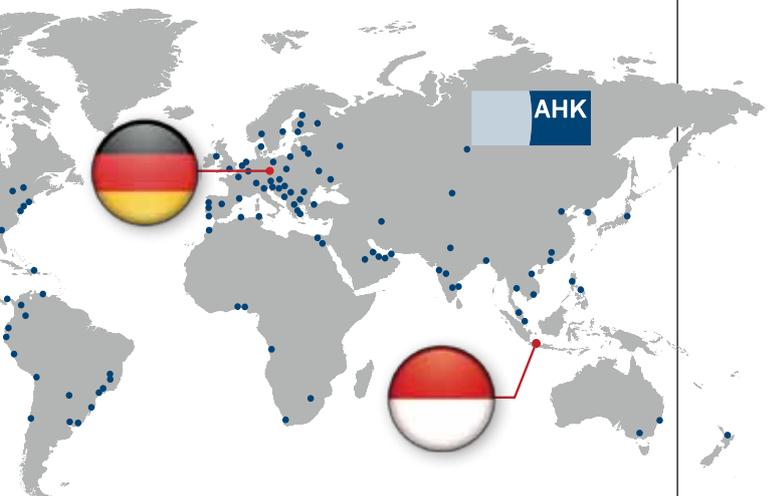
When is Sorotan published?

Sorotan is published quarterly every March, June, September and December.

Why should I advertise?

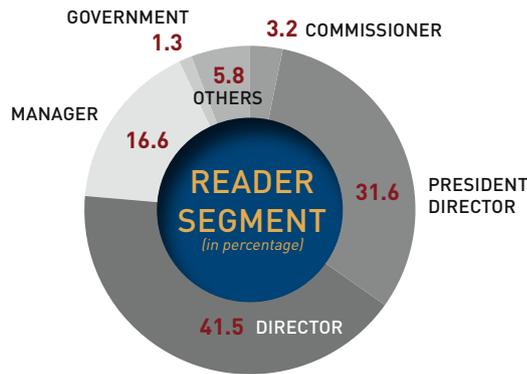


Being the No. 1 chamber magazine in Indonesia, Sorotan enjoys strong support from its global Auslandshandelskammer (AHK) network, as well as more than 500 company and individual members, many of which have been doing business in Indonesia for nearly half-a-century. Our magazine provides direct access to influential people, decision makers and leaders in Indonesia, Germany, as well as across the globe.



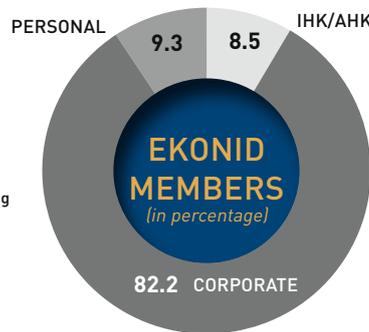
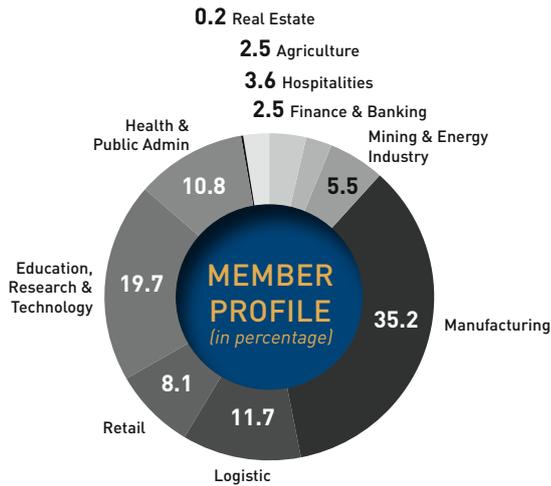
EKONID is a part of the 130 German Chamber Abroad (AHKs), officially mandated by the German Federal Government to promote bilateral relations between Germany and Indonesia. EKONID aims to enhance its network and services for the benefit of its members, which is made up of companies and organizations in a wide range of fields and industries.

Members & Readers Segmentation



Unparalleled Access

With offices in 130 locations in 90 countries, EKONID has become a reliable and competent business partner for German and Indonesian companies. By advertising in Sorotan, you are effectively extending your message to reach all of EKONID members in Indonesia, as well as towards the AHK network worldwide.



Editorial Plan 2017

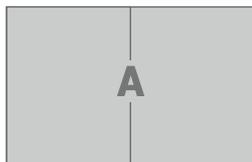
Edition	Month of Release	Theme	Stories
I	March	Indonesia and The Sea	President Joko Widodo has made clear of his goals of turning Indonesia into a global maritime axis, but it is clear that Indonesia lacks the technological know-how to boost its production of ships and seaports to meet this target. German expertise can contribute significantly. Also, we take a look at the nation's transport industry.
II	June	Energizing The Nation	As Indonesia's growth continue on its upward trajectory, the completion of the 35GW electricity project is more important than ever. What is the current state of the project and where does renewable energy fit into the mix? Plus, the latest updates on Indonesia's waste-to-energy projects.
III	September	A Different World	Germany will take over the G20 presidency in 2017 against a backdrop of an increasingly insular world. What economic challenges will Germany and Indonesia face in today's world and what will be the proposed solutions? Bonus report: Indonesia's Intellectual Property Laws and how does it compare to the rest of the world?
IV	December	Figuring Out Pharmaceuticals	With a market of over 250 million people and a solid reform effort within the national insurance framework, Indonesia's pharmaceutical industry remains one of the most prospective in the world. What are the challenges and what is the best strategy to enter the market?

*Theme and content are subject to change.

Magazine Rates

Types of Insertion	Rate per Insertion (Rupiah)			
	Frequency (Insertion)			
	I	II	III	IV
COVER PAGE				
FLIP COVER	30,613,000	27,830,000	25,300,000	23,000,000
Outside back cover (210 mm x 280 mm)	20,700,000	19,320,000	18,630,000	17,250,000
Inside front cover (210 mm x 280 mm)	17,250,000	15,870,000	15,180,000	12,600,000
Inside back cover (210 mm x 280 mm)	13,800,000	13,110,000	12,420,000	11,730,000
CONTENT PAGE				
2 Pages (A) * (420 mm x 280 mm)	22,080,000	21,390,000	20,010,000	19,320,000
1 Page (B) * (210 mm x 280 mm)	11,730,000	11,040,000	10,350,000	9,660,000
1/2 Page (C) * (210 mm x 140 mm,horz.)	8,970,000	8,280,000	7,590,000	6,900,000
1/2 Page (D) * (100 mm x 280 mm,vertical)	8,970,000	8,280,000	7,590,000	6,900,000

- Rates do not include 10% VAT
- Insertion of flyers/leaflets is made by special arrangement



SPREAD PAGE (A)
Trim Size
420 mm X 280 mm
Bleed Size
426 mm X 286 mm



SINGLE PAGE (B)
Trim Size
210 mm X 280 mm
Bleed Size
216 mm X 286 mm



HALF PAGE HORIZONTAL (C)
Trim Size
210 mm X 140 mm
Bleed Size
216 mm X 143 mm



HALF PAGE VERTICAL (D)
Trim Size
100 mm X 280 mm
Bleed Size
103 mm X 286 mm



Magazine Overview

Launch: March 1990
Frequency of publication: Quarterly starting from March
Language: English
Distribution: 3,000 copies, members and subscribers only

TECHNICAL SPECIFICATION

- Language: English
- Paper: 230 gsm art carton (cover) / 120gsm art paper (contents)
- Binding: Perfect binding
- Finish: Laminating Doff + Spot UV Cover
- Artwork Req: PC/Mac formatted CD/DVD Rom; PSD/TIFF/JPEG/PDF/Adobe Illustrator Format; Min. Resolution 300 dpi (dot per inch); converted to CMYK and in actual size; embedded fonts or type converted to path
- For bleed, please add a minimum of 3mm on each side for fullpage artwork
- Final color proof for printer's reference

DEADLINE

Publication date: 1st of every March, June, September and December.
Booking deadline: 4 (four) weeks prior to publication date
Material deadline: 1th of the month prior to the next issue.

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