
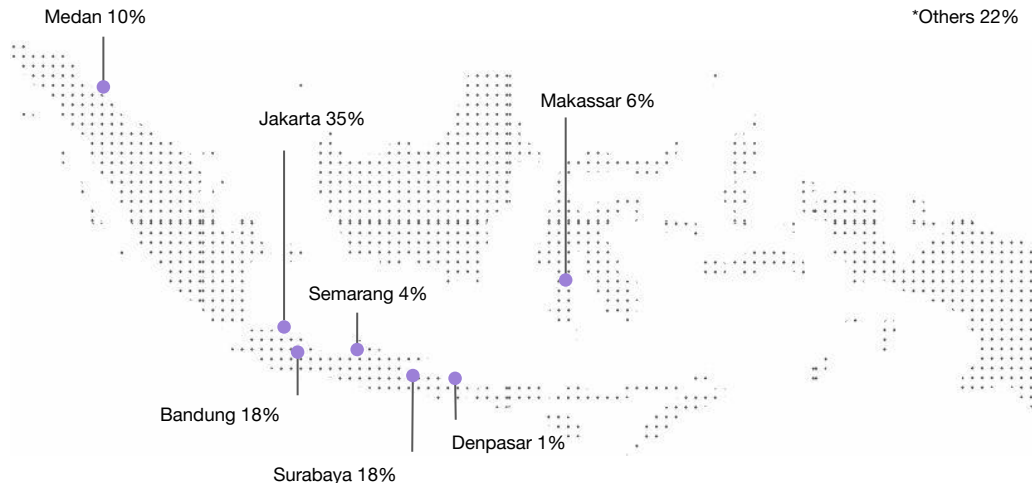


Winning Millennial Mama in Ramadan with **POPMAMA**.com



- 
1. Credentials (page 3)
 2. Insights (page 6)
 3. Program / Ad Product (page 10)
 4. Package (page 28)



2
Million

Monthly unique Popmama.com website audience (Google Analytics)

1.7
Million

Monthly content shares & engagements across all Popmama.com's operating channels

186
Thousand

Facebook Followers

183
Thousand

Instagram Followers

Socio-Economic Status

A B

Gender

Female

Male

86%

14%

Age (in years old)

24%

18-24

60%

25-34

16%

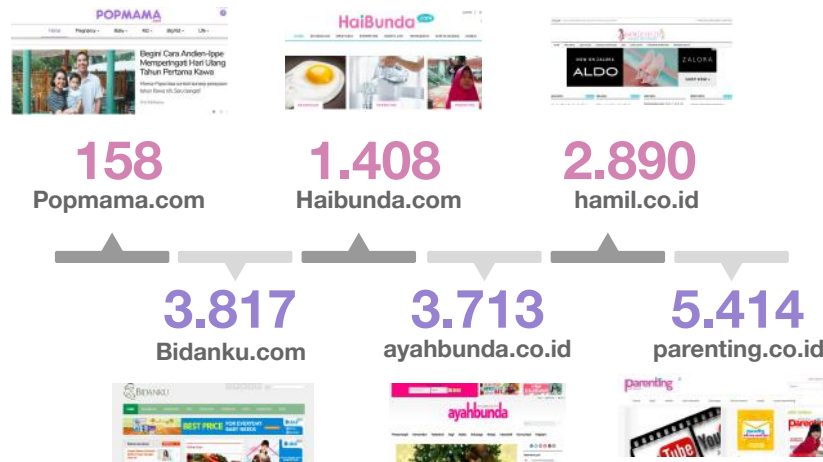
35+

#1

Most Visited

Parenting Media in Indonesia.

Alexa Ranking
(Indonesian rank)



Insights

Source: Think with **Google** + **IDN** Research Institute + **facebook IQ**



People's search + interest increases in:

1. Prayer Time
2. Recipe
3. Entertainment
4. Zakat
5. New Clothes

Understanding the Ramadan Audience



The Devoted FASTER

Insight

Searches for the terms 'doa', 'jadwal puasa' and 'zakat' grew by **3x**.



Searches for religious related content.



Watches religious content and songs.



Downloads Muslim Pro and Holy Quran apps.



Visits mosques on maps based on location.



The Home Maker

Searches for 'oven listrik', 'meja tamu' and 'vacuum cleaner' increased by **1.8x**.

Searches for home appliances and recipes.

Watches food vlogs and cooking tutorials.

Downloads Zomato, Qraved, Cookpad, fast food apps.

Visits groceries stores, mini markets.



The Ramadan Groomer

Searches for 'baju lebaran 2018', 'model rambut 2018' and 'tutorial hijab' grew by **10x**.

Searches for fashion and beauty

Watches makeup, hairstyle, fashion or hijab tutorials.

Downloads Beautyplus, Facetune, Youcam apps

Visits hair salons, cosmetics stores



The Tech Follower

Searches for 'smartphone terbaik 2018', 'laptop gaming', 'kamera' increased by **1.3x**.

Searches for latest tech gadgets

Watches product reviews.

Downloads e-commerce apps.

Visits electronic stores, coffee shops.



The Homecomer (*Mudik*)

Searches for 'tiket pesawat murah' and 'mobil murah' grew by **2.2x**.

Searches for transportation mode and accommodation

Watches traveling vlogs, traffic news.

Downloads travel apps.

Visits airports, stations, bus terminals, hotels, tourist attractions.

The Audience Behaviour



Muslims start the day searching for subuh **prayer times** to find out when to begin fasting. **Food recipes, Lebaran's clothing, and online shopping** are top searched categories during sahur.

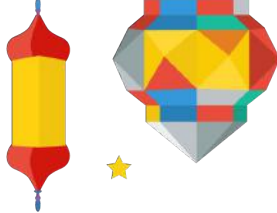
Online shopping searches peak as consumers look for seasonal promotions. **Online retail, ride-hailing, and flight tickets** are top searched promotions in Indonesia. Searches for **recipes** and **food tutorials** spike 2.7X as muslims look for buka puasa ideas.

Indonesians distract themselves from hunger pangs with activities and ngabuburit content to **entertain** themselves. Eg: Games for ngabuburit, essential playlist for ngabuburit, funny memes for ngabuburit.

After buka puasa, Muslims continue to engage with **religious content**. Religious songs and sermons are top searched religious content in Indonesia.

Program / Ad Product





#PopmamaRamadan

For many of Indonesian Muslims, Ramadan has a special place in their heart. The Holy Month does not only bring people closer to God, but also to their family and friends.

Through #RamadanMasaKini, we would like to highlight Millennial's Ramadan nowadays; starting from Ramadhan trends, tips, stories, to bringing back the nostalgic feelings of Ramadan. The contents of #RamadanMasaKini will become one way of '*silaturahmi*' and gather for Indonesian Millennials in the festive holy month.

1. TVC Spot Masthead

5. #THRPopmama

2. Display Banner

6. Online Community

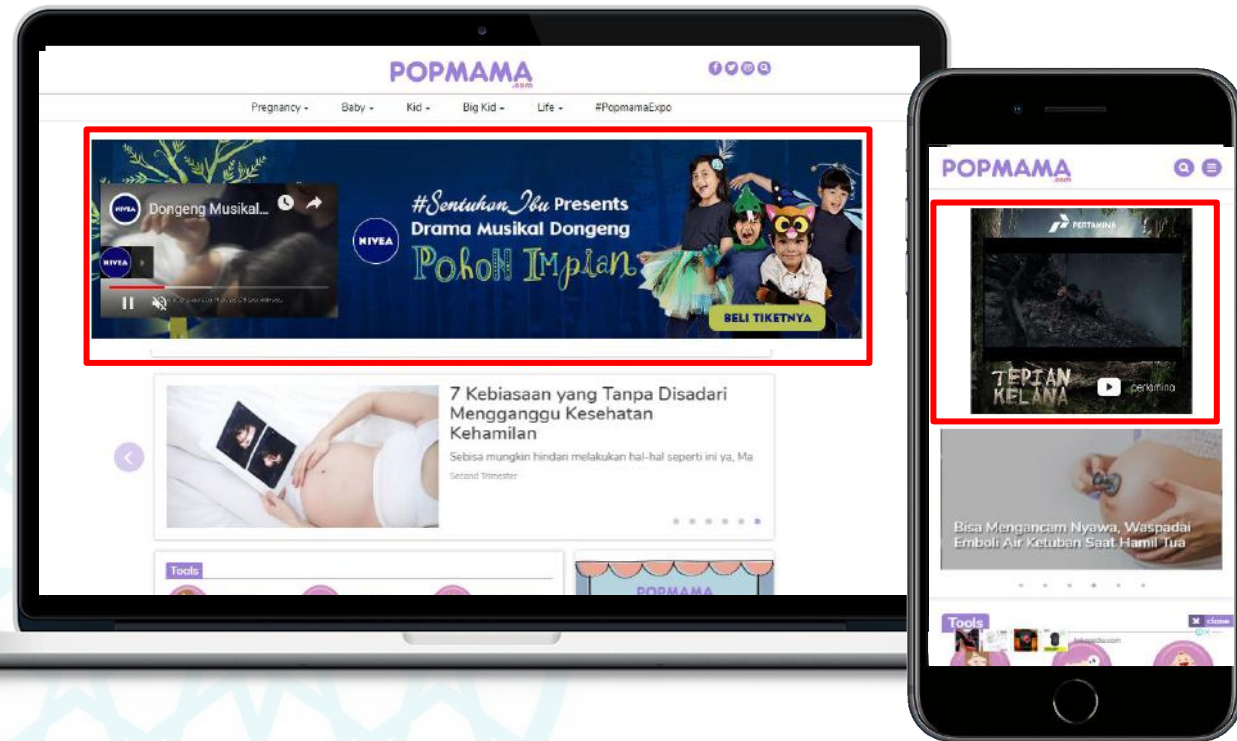
3. Imsakiyah Schedule

7. Editorial Content

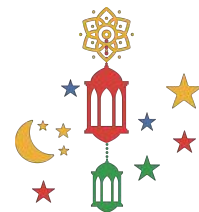
4. Mama & Kids Video

8. Social Content

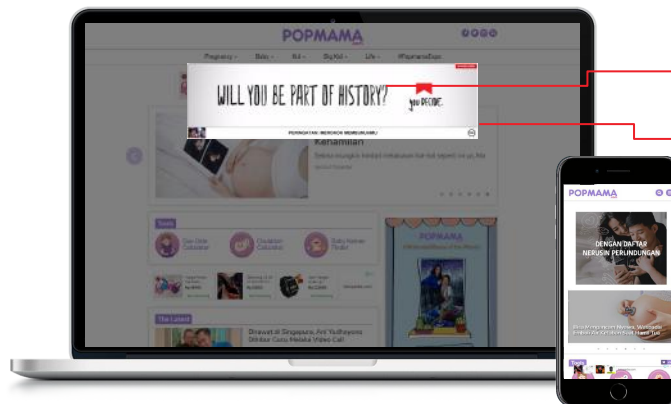
1. TVC Spot Masthead



CPM:	Rp. 150,000
CPD:	Rp. 1,000,000
Location:	Leaderboard
Format:	YouTube or .MP4 (15s)
	+ Image for banner



2. Display Banner



Performance Ads
(CPM)

Premium Display Ads
(CPD)

PRODUCT	CPM	CPD
<ul style="list-style-type: none">All Standard UnitSticky BottomPop Up	<ul style="list-style-type: none">IDR 26,000IDR 39,000IDR 52,000	Starts from IDR 2,000,000

*Programmatic guaranteed & preferred deal available upon request



3. Imsakiyah Schedule

**JADWAL IMSAKIYAH
RAMADHAN 1438 HIJRIYAH
UNTUK WILAYAH TEGAL**

Tanggal	Israk	Subuh	Terbah	Dhuha	Dzuhur	Ashar	Maghrib	Iya
27 Mei 2017	04.19	04.29	05.44	06.14	11.44	15.04	17.37	18.48
28 Mei 2017	04.19	04.29	05.44	06.14	11.44	15.04	17.37	18.48
29 Mei 2017	04.20	04.30	05.44	06.14	11.44	15.05	17.37	18.48
30 Mei 2017	04.20	04.30	05.45	06.15	11.44	15.05	17.37	18.48
31 Mei 2017	04.20	04.30	05.45	06.15	11.44	15.05	17.37	18.48
01 Juni 2017	04.20	04.30	05.45	06.15	11.45	15.05	17.37	18.48
02 Juni 2017	04.20	04.30	05.45	06.15	11.45	15.05	17.37	18.49
03 Juni 2017	04.20	04.30	05.45	06.16	11.45	15.05	17.37	18.49
04 Juni 2017	04.20	04.30	05.46	06.16	11.45	15.05	17.37	18.49
05 Juni 2017	04.21	04.31	05.46	06.16	11.45	15.05	17.37	18.49
06 Juni 2017	04.21	04.31	05.46	06.16	11.45	15.06	17.38	18.49
07 Juni 2017	04.21	04.31	05.46	06.17	11.46	15.06	17.38	18.49
08 Juni 2017	04.21	04.31	05.47	06.17	11.46	15.06	17.38	18.50
09 Juni 2017	04.21	04.31	05.47	06.17	11.46	15.06	17.38	18.50
10 Juni 2017	04.22	04.32	05.47	06.17	11.46	15.06	17.38	18.50
11 Juni 2017	04.22	04.32	05.47	06.18	11.46	15.06	17.38	18.50
12 Juni 2017	04.22	04.32	05.48	06.18	11.47	15.07	17.39	18.51
13 Juni 2017	04.22	04.32	05.48	06.18	11.47	15.07	17.39	18.51
14 Juni 2017	04.22	04.32	05.48	06.18	11.47	15.07	17.39	18.51
15 Juni 2017	04.23	04.33	05.48	06.19	11.47	15.07	17.39	18.51
16 Juni 2017	04.23	04.33	05.49	06.19	11.47	15.07	17.39	18.51
17 Juni 2017	04.23	04.33	05.49	06.19	11.48	15.08	17.39	18.51
18 Juni 2017	04.23	04.33	05.49	06.19	11.48	15.08	17.40	18.52
19 Juni 2017	04.23	04.33	05.49	06.20	11.48	15.08	17.40	18.52
20 Juni 2017	04.24	04.34	05.49	06.20	11.48	15.08	17.40	18.52
21 Juni 2017	04.24	04.34	05.50	06.20	11.48	15.09	17.40	18.52
22 Juni 2017	04.24	04.34	05.50	06.20	11.49	15.09	17.41	18.53
23 Juni 2017	04.24	04.34	05.50	06.20	11.49	15.09	17.41	18.53
24 Juni 2017	04.25	04.35	05.50	06.21	11.49	15.09	17.41	18.53

TANPA KUOTA & Rp 1/DETIK NELPON KE SEMUA OPERATOR
BELI KARTU IM3 SEKARANG!

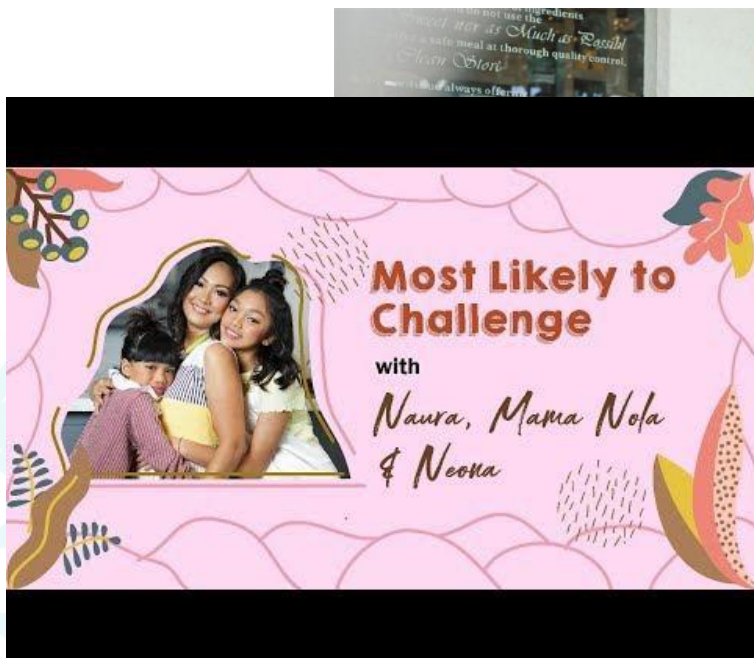
Brand Placement: Branding design on poster

Download : 1,000 downloads

Price : Rp. 250,000,000



4. Mama&Kids Video



Fun yet entertaining videos that showing certain celeb's kids activities during ramadan, such as reciting the holy quran or pray, their first experience while fasting, etc.

Video Distribution :

- Popmama Youtube & Facebook.

Brand Placement: Branding or product knowledge

Media : Popmama.com
Instagram, Facebook

KPI : 1,000,000 views

Price : Rp. 250,000,000



5. #THRPopmama



Challenge Popmama followers to sharing their kids experience in fasting Ramadan moment.

Challenge :

1. Popmama followers upload their kids photo and adding some caption describe how their kids can join the fasting.
2. The best photos will get #THRPopmama

Brand Placement: Branding or product knowledge

KPI

: 200 submission

Media

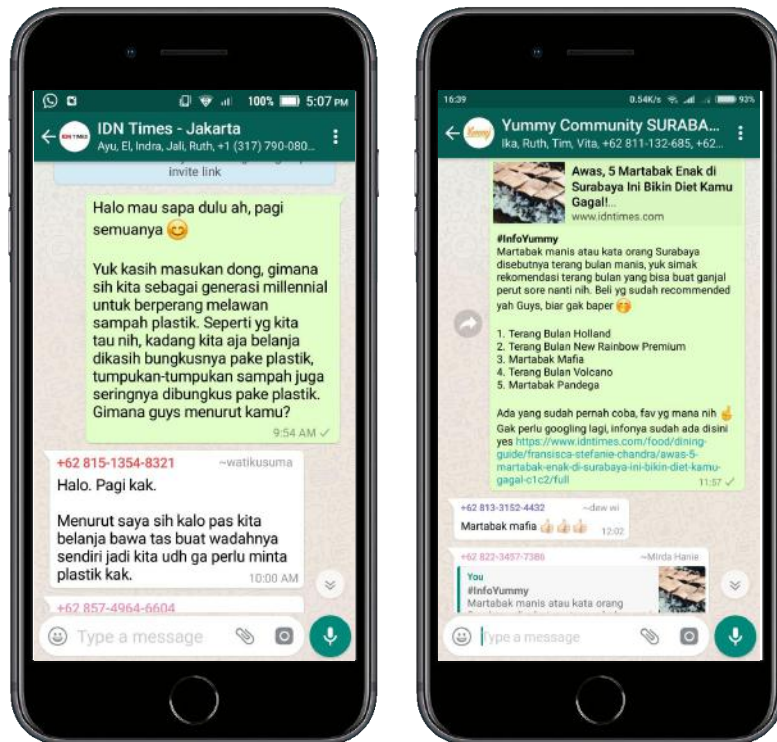
: Popmama Instagram

Price

: Rp. 200,000,000



6. Online Community

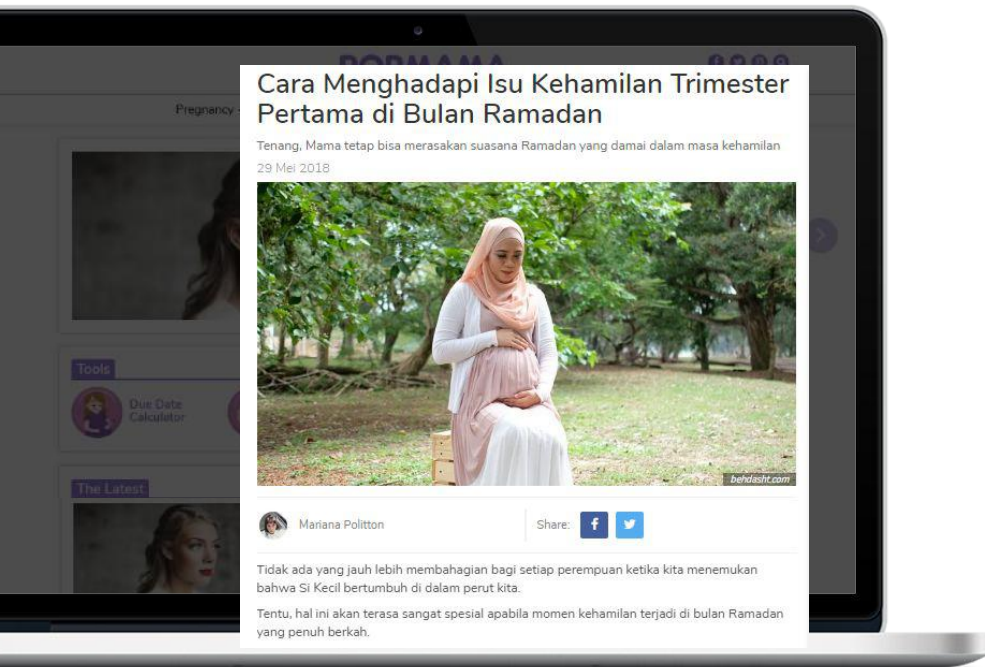


WHATSAPP BROADCAST

Deliverable	: Whatsapp Group
Price	: Rp 5.000.000/broadcast to 1,000+ members
Process	: Creation + Media Buy
Great For	: Awareness, Communication



7. Editorial Content



NATIVE EDITORIAL CONTENT

Deliverable: Article

Price : Rp 30.000.000

KPI:

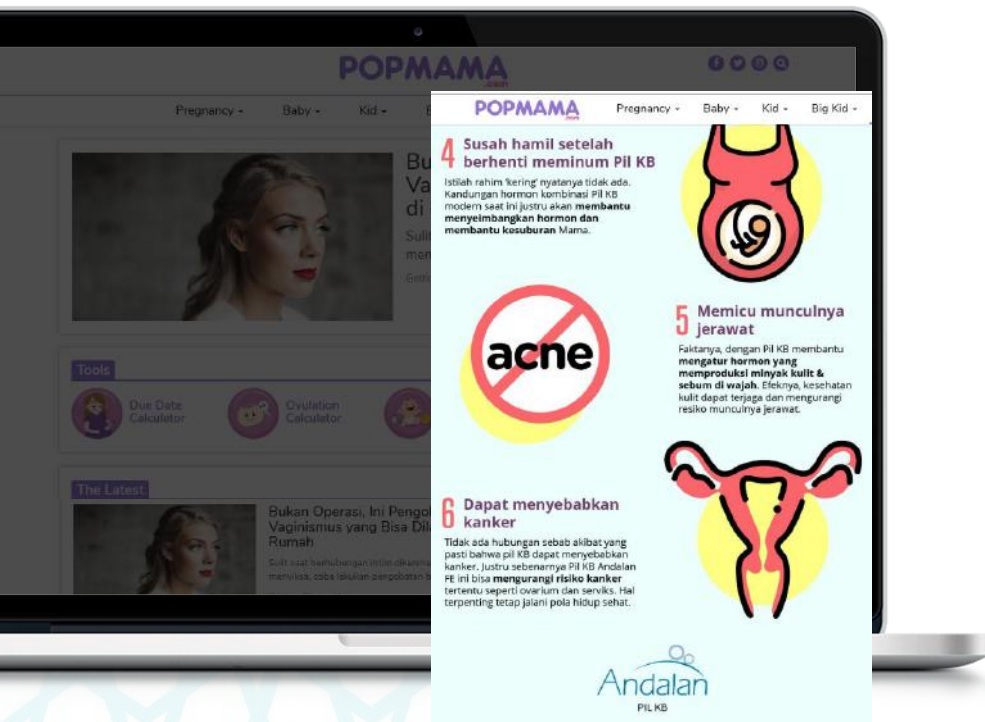
- 18k pageviews
- 70k people reach

Process: Creation + Media Buy

Great For: Education, Authority & Trust



7. Editorial Content



BRANDED INFOGRAPHIC

Deliverable: Infographic

Price : 40.000.000

KPI:

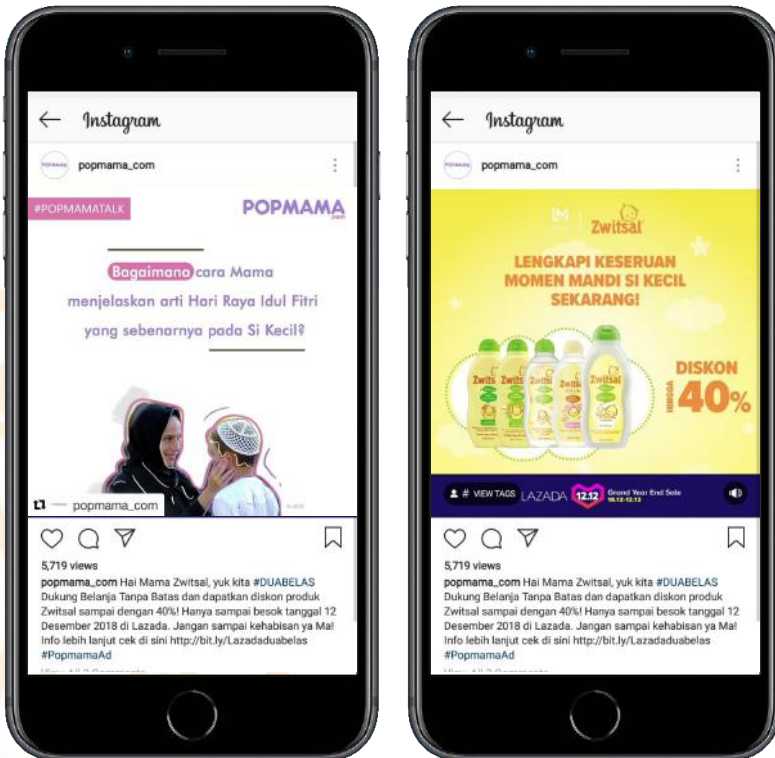
- 18k pageviews
- 70k people reach

Process: Creation + Media Buy

Great For: Education, Authority & Trust



8. Social Content



NATIVE INSTAGRAM POST

Deliverable : Instagram Post
Price : Rp 6.000.000
KPI : 20k people reach (Instagram)

Process : Creation + Media Buy
Great For : Awareness



Package



	Diamond	Gold	Silver
	Rp. 2,744,000,000 Rp. 2,000,000,000	Rp. 1,113,000,000 Rp. 950,000,000	Rp. 433,000,000 Rp. 400,000,000
TVC Spot	4,000,000 impression	2,000,000 impression	1,000,000 impression
Display	9,000,000 impression	8,000,000 impression	1,000,000 impression
Imsakiyah Schedule	Main Sponsor	-	-
Editorial Content	20 Native Editorial 10 Infographics	10 Native Editorial	7 Native Editorial
Social Content	10 Instagram posts	5 Instagram posts	2 Instagram posts
Online Community	- WhatsApp Broadcast: 30x	- WhatsApp Broadcast: 15x	- WhatsApp Broadcast: 7x
Mama&Kids Video	1 videos	-	-
#THRPopmama	2 competitions	1 competition	-

	Diamond	Gold	Silver
	Rp. 2,744,000,000 Rp. 2,000,000,000	Rp. 1,113,000,000 Rp. 950,000,000	Rp. 433,000,000 Rp. 400,000,000
TVC Spot	Rp. 600,000,000	Rp. 300,000,000	Rp. 150,000,000
Display	Rp. 234,000,000	Rp. 208,000,000	Rp. 26,000,000
Imsakiyah Schedule	Rp. 250,000,000	-	-
Editorial Content	Rp. 600,000,000 Rp. 400,000,000	Rp. 210,000,000	Rp. 150,000,000
Social Content	Rp. 60,000,000	Rp. 30,000,000	Rp. 12,000,000
Online Community	Rp. 150,000,000	Rp. 75,000,000	Rp. 35,000,000
Mama&Kids Video	Rp. 250,000,000	-	-
#THRPopmama	Rp. 200,000,000	Rp. 200,000,000	-

Let's discuss and win Millennials in Ramadan with **POPMAMA**.com

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