
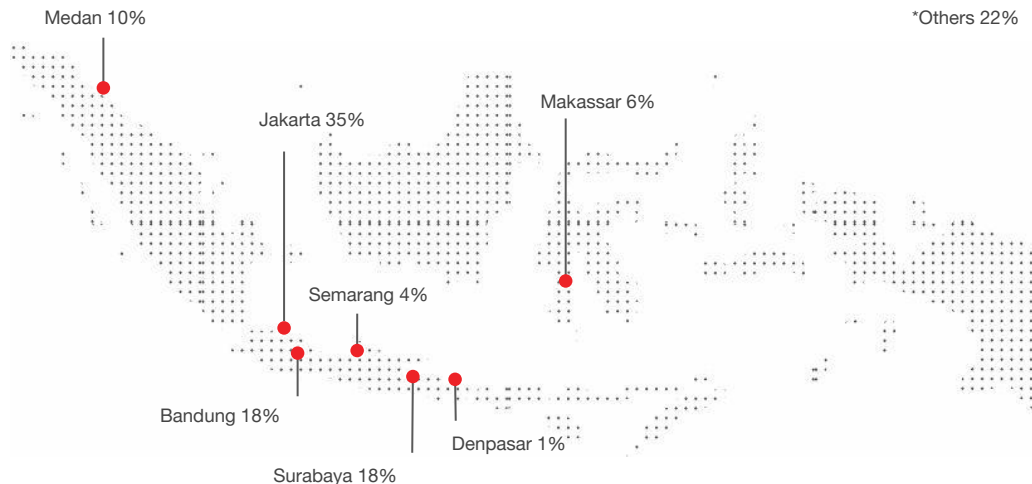


Winning Millennials in Ramadan with **IDN TIMES**



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



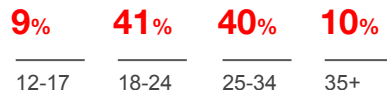
Socio-Economic Status

A B C+

Gender



Age (in years old)



38.5
Million

Monthly unique
IDN Times website audience
(Google Analytics)

30.5
Million

Monthly content shares &
engagements across
all IDN Times operating channels

80
Thousand

Total Members of
IDN Times Community

3,9
Million

Facebook
Followers

3,2
Million

Instagram
Followers

#1 Media for Millennials

#5 Media Rank Overall
with the Highest Monthly Unique Website Visitors.

NO.	MEDIA
1.	TRIBUNNEWS.COM
2.	DETIK.COM
3.	LIPUTAN6.COM
4.	KOMPAS.COM
5.	IDNTIMES.COM
6.	KAPANLAGI.COM
7.	KUMPARAN.COM
8.	CNNINDONESIA.COM
9.	OKEZONE.COM
10.	TEMPO.CO

Insights

Source: Think with Google + IDN Research Institute + 



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.

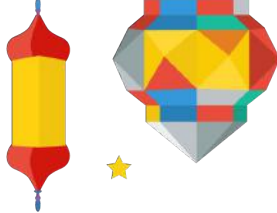
Online shopping searches peak as consumers look for seasonal promotions. **Online retail, ride-hailing, and flight tickets** are top searched promotions in Indonesia. Searches for **recipes** and **food tutorials** spike 2.7X as muslims look for buka puasa ideas.

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





#RamadanMasaKini

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 #RamadhanMasaKini will become one way of '*silaturahmi*' and gather for Indonesian Millennials in the festive holy month.

1. TVC Spot Masthead

5. Mudik Asyik (Offline)

2. Display Banner

6. Online Community

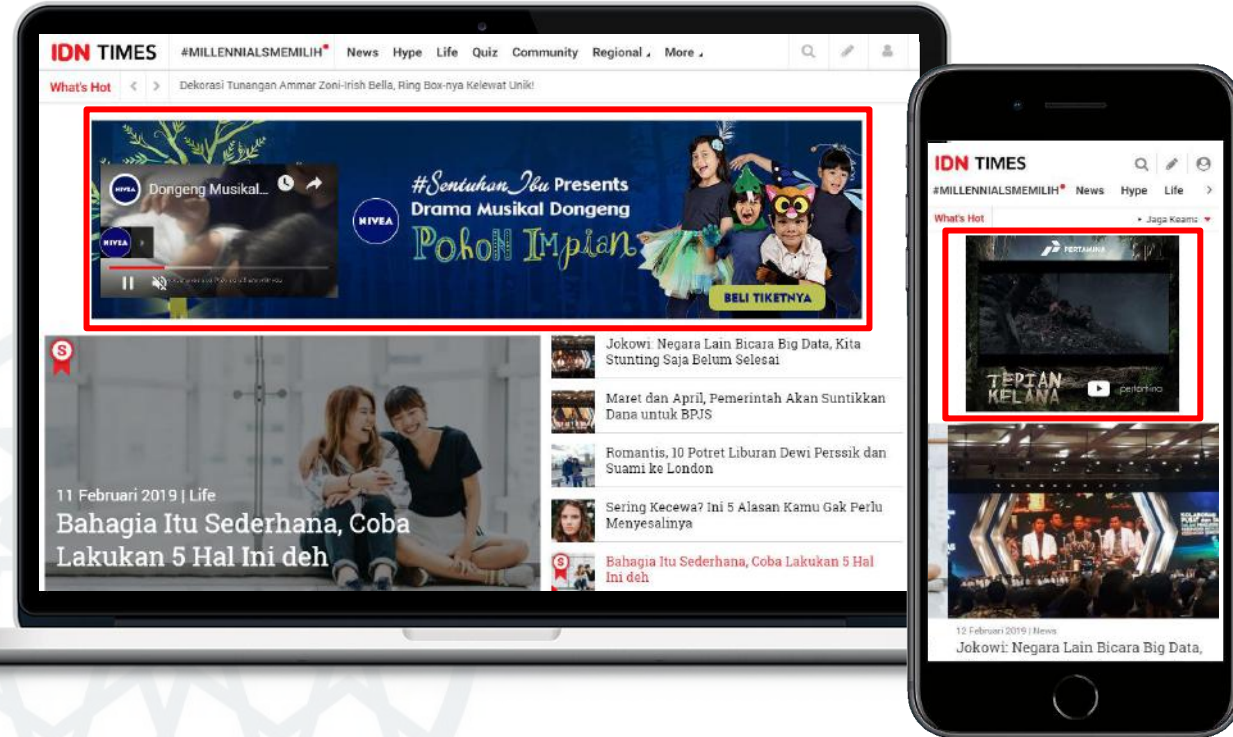
3. Ngabuburit (Instagram Live)

7. Editorial Content

4. Jadwal Imsakiah

8. Social Content

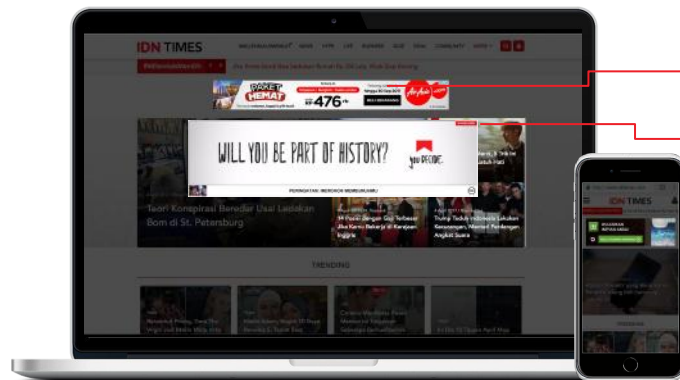
1. TVC Spot Masthead



CPD: Rp. 110,000,000
Location: Leaderboard
Format: Video 30s
 +
 Image for banner



2. Display Banner



Performance Ads
(CPM)

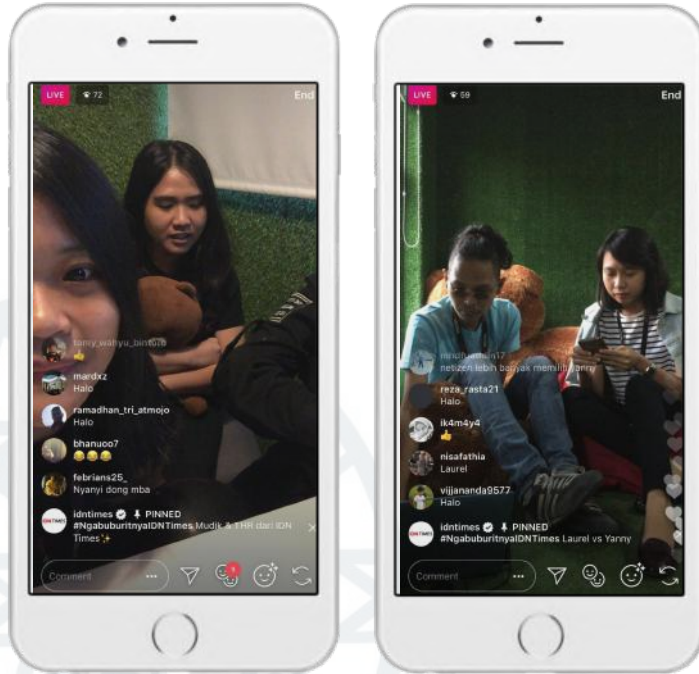
Premium Display Ads
(CPD)

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 1,000,000

*Programmatic guaranteed & preferred deal available upon request



3. #NgabuburitnyaIDNTimes



Instagram Live casual chit-chat discussing all Ramadhan topics, starting from local tradition of breakfasting, takjil, to ngabuburit activities.

Schedule : Every Wednesday - 4PM

Platform : Instagram Live @idntimes

Special Content : Collabs with Yummy for LIVE cooking on breakfasting or sahoor themed foods.

Views : 6,500 views

Brand Placement: Product Placement

Price : Rp. 50,000,000



4. Jadwal Imsakiyah

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

Tanggal	Imsak	Subuh	Terbah	Dhuha	Dhuha	Ashar	Maghrib	Imsak
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 Jun 2017	04.20	04.30	05.45	06.15	11.43	15.05	17.37	18.48
02 Jun 2017	04.20	04.30	05.45	06.15	11.43	15.05	17.37	18.49
03 Jun 2017	04.20	04.30	05.45	06.16	11.43	15.05	17.37	18.49
04 Jun 2017	04.20	04.30	05.46	06.16	11.43	15.05	17.37	18.49
05 Jun 2017	04.21	04.31	05.46	06.16	11.43	15.05	17.37	18.49
06 Jun 2017	04.21	04.31	05.46	06.16	11.43	15.06	17.38	18.49
07 Jun 2017	04.21	04.31	05.46	06.17	11.44	15.06	17.38	18.49
08 Jun 2017	04.21	04.31	05.47	06.17	11.44	15.06	17.38	18.50
09 Jun 2017	04.21	04.31	05.47	06.17	11.44	15.06	17.38	18.50
10 Jun 2017	04.22	04.32	05.47	06.17	11.44	15.06	17.38	18.50
11 Jun 2017	04.22	04.32	05.47	06.18	11.44	15.06	17.38	18.50
12 Jun 2017	04.22	04.32	05.48	06.18	11.47	15.07	17.38	18.50
13 Jun 2017	04.22	04.32	05.48	06.18	11.47	15.07	17.39	18.51
14 Jun 2017	04.22	04.32	05.48	06.18	11.47	15.07	17.39	18.51
15 Jun 2017	04.23	04.33	05.48	06.19	11.47	15.07	17.39	18.51
16 Jun 2017	04.23	04.33	05.49	06.19	11.47	15.07	17.39	18.51
17 Jun 2017	04.23	04.33	05.49	06.19	11.48	15.08	17.39	18.51
18 Jun 2017	04.23	04.33	05.49	06.19	11.48	15.08	17.40	18.52
19 Jun 2017	04.23	04.33	05.49	06.20	11.48	15.08	17.40	18.52
20 Jun 2017	04.24	04.34	05.49	06.20	11.48	15.08	17.40	18.52
21 Jun 2017	04.24	04.34	05.50	06.20	11.48	15.09	17.40	18.52
22 Jun 2017	04.24	04.34	05.50	06.20	11.49	15.09	17.40	18.53
23 Jun 2017	04.24	04.34	05.50	06.20	11.49	15.09	17.41	18.53
24 Jun 2017	04.25	04.35	05.50	06.21	11.49	15.09	17.41	18.53

CATATAN
 *Berikut ini Jadwal Imsakiyah yang akan berlaku di wilayah Tegal
 *Jadwal ini akan ada 10 hari sebelum bulan Ramadhan 1438 H / 2017 karena wilayah Kecamatan Ageng Ponor Jawa Tengah

TANPA KUOTA & 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



5. Mudik Asik by IDN Times



Through MudikAsik, IDN Times will help people reconnect with their loved ones by providing the audience the chance to get back to their hometown. MudikAsik be a live road trip that will be covered by IDN Times, supported by editorial contents.



Editorial
Series



Live coverage
(FB & IG)

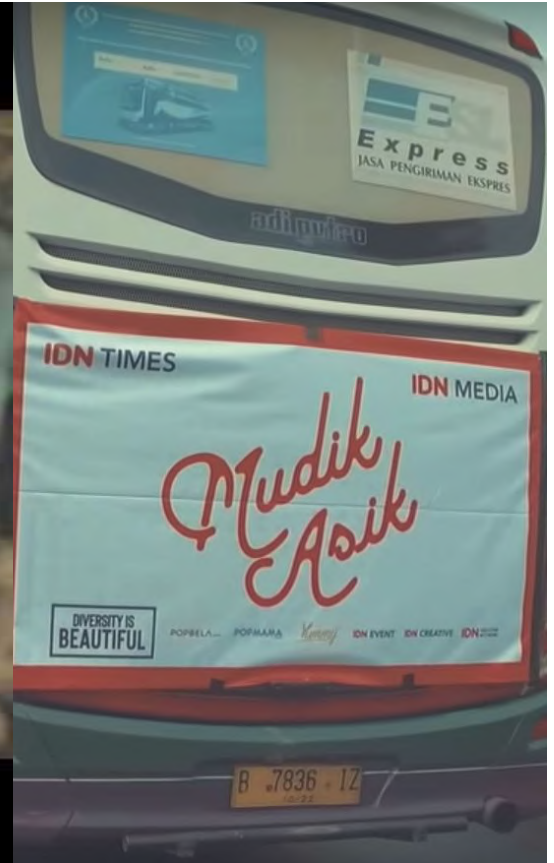


Brand
activities

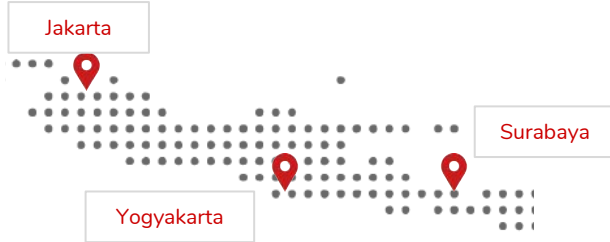


Shared
post





Mudik Asik - Route & Details



The Route (30 Participants/bus)

Jakarta

Surabaya (2 Bus)

Yogyakarta (1 Bus)



Brand Placement

Offline:

- Logo on bus (3) branding (IDN Times X Brand) - left, right, back
- Goodie bag distribution
- Fun activity + product education on bus during trip

Online:

- Display Banner (1,000,000 impression)
- 3x Native Editorial (@25,000 pageviews)
- 1x Instagram Live (@5,000 views)
- 3x Instagram Post (@50,000 reach)

Price: Rp. 250,000,000





IDN TIMES 🔍 ✎ 🌐

#MILLENNIALSMEMILIH • News Hype Li >

What's Hot | plama Berkampanye • 6 Wisata Alam y ▾

Kisah Haru ART Berhasil Mudik karena Anak Bosnya Baca IDN Times

#MudikAsikIDNTimes Tiket kereta sebelumnya hangus



IDN Times/Helmi Shemi

★ Verified

LOTTE

Facebook Twitter Messenger WhatsApp Email

IDN TIMES 🔍 ✎ 🌐

#MILLENNIALSMEMILIH • News Hype Li >

What's Hot | rno • [BREAKING]: Jenazah Emiliano S ▾

4 Hal Paling Berkesan Buat Peserta Mudik Asik IDN Times

Yang belum ikutan #MudikAsikIDNTimes coba tahun depan, ya!



IDN Times/Unl Lubis

★ Verified

Helmi Shemi

Facebook Twitter Messenger WhatsApp Email

10 Juni 2018

IDN TIMES 🔍 ✎ 🌐

#MILLENNIALSMEMILIH • News Hype Li >

What's Hot | media Divisum, Polda DIY: Kuasa Hukum A ▾

Bohong Tak Mudik pada Orangtua, Pemuda Ini Akhirnya Bisa Pulang

Ia terpaksa berbohong karena tidak mau orangtuanya khawatir



IDN Times/Helmi Shemi

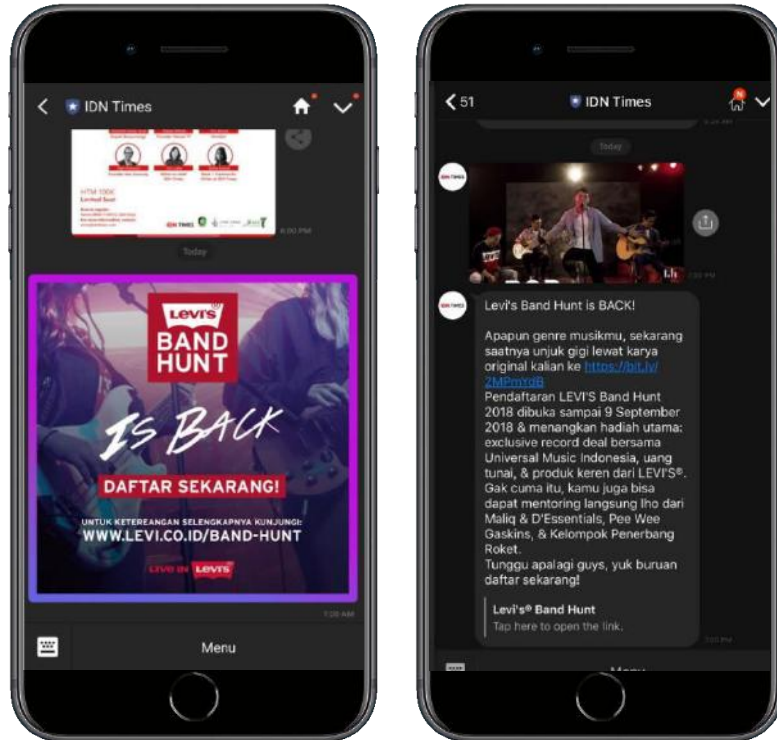
★ Verified

LOTTE

Facebook Twitter Messenger WhatsApp Email



6. Online Community

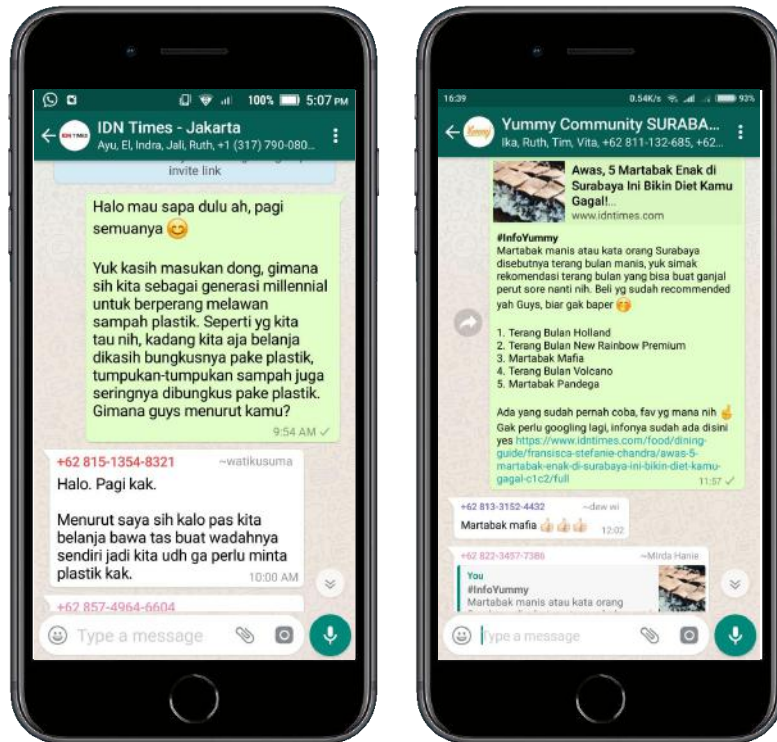


LINE BROADCAST

Deliverable	: Broadcast on LINE
Price	: Rp 11.000.000/broadcast to 710,000 followers
Process	: Creation + Media Buy
Great For	: Awareness, Real-time Engagement



6. Online Community

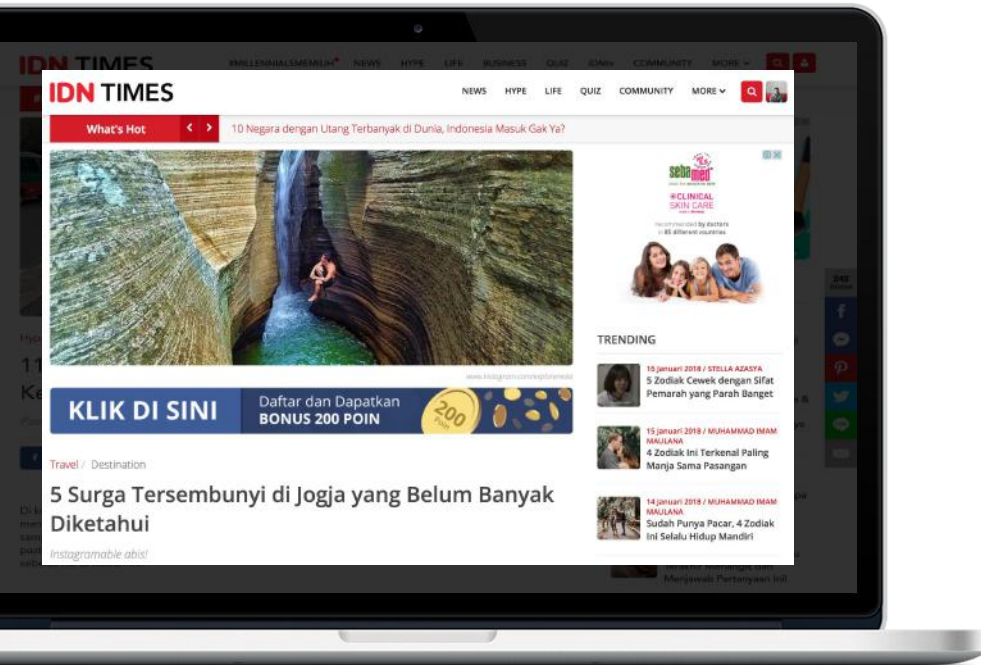


WHATSAPP BROADCAST

Deliverable	: Whatsapp Group
Price	: Rp 5.000.000/broadcast to 3,000+ members
Process	: Creation + Media Buy
Great For	: Awareness, Communication



6. Online Community



USER-GENERATED CONTENT

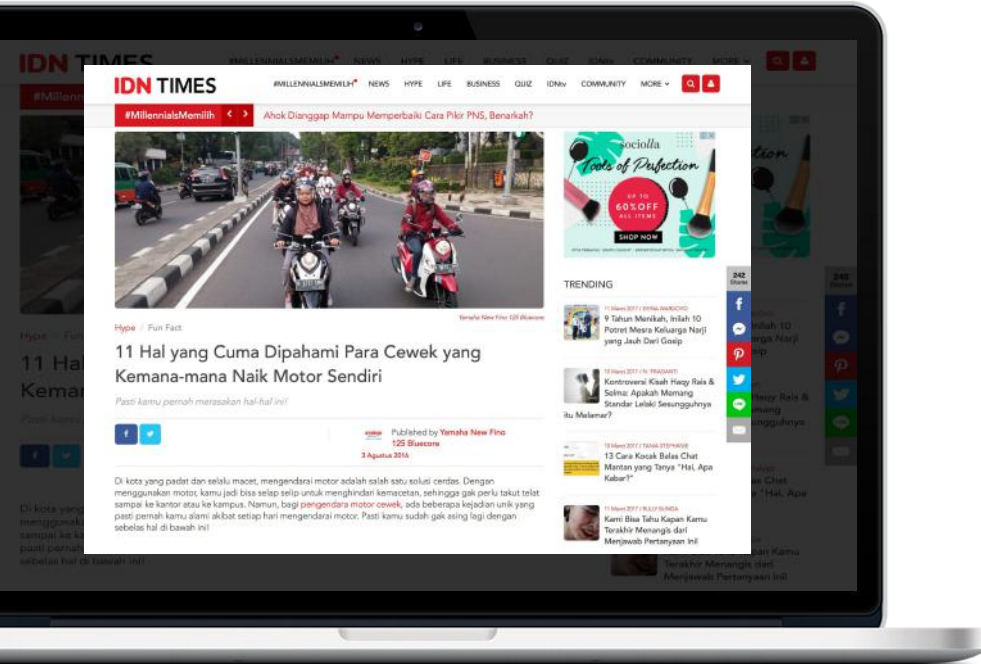
Deliverable : Article
Price : Rp 6.000.000

KPI :
- 5k pageviews (Google Analytics)
- 20k people reach (Facebook)

Process : Creation + Media Buy
Great For : Education, Authenticity



7. Editorial Content



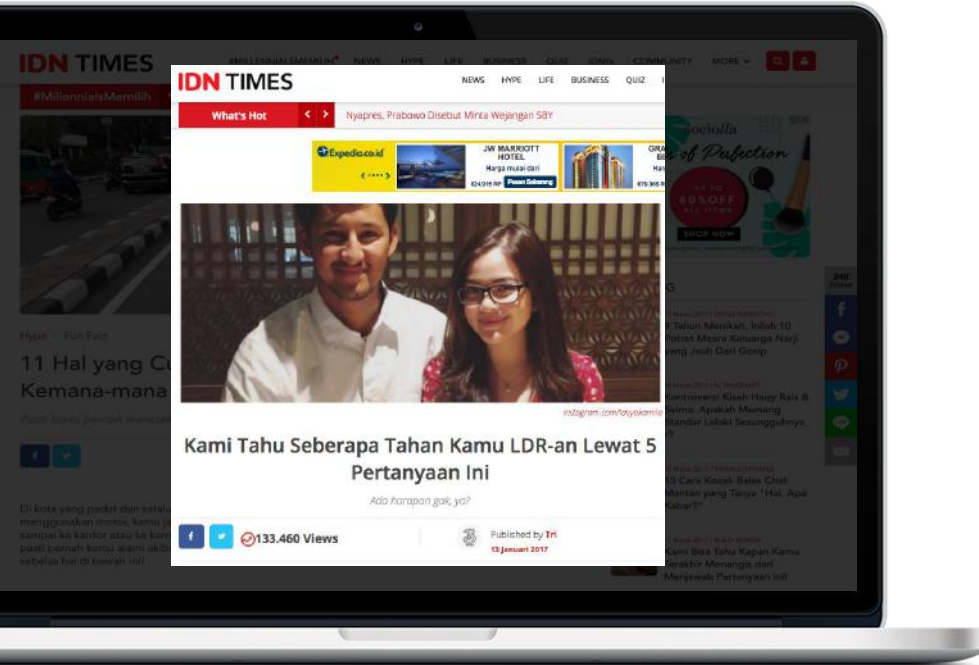
NATIVE EDITORIAL CONTENT

Deliverable : Article
 Price : Rp 35.000.000
 KPI :
 - 25k pageviews (Google Analytics)
 - 100k people reach (Facebook)

Process : Creation + Media Buy
 Great For : Education, Authority & Trust



7. Editorial Content



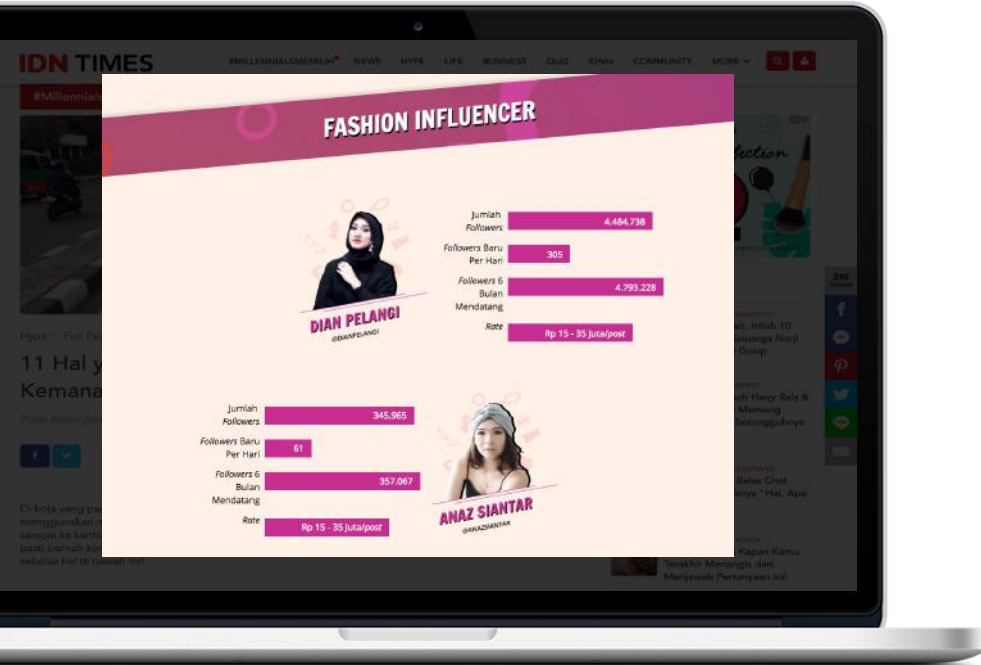
BRANDED QUIZ CONTENT

- Deliverable : Quiz
Price : Rp 36.000.000
KPI :
- 2.500 participants (Google Analytics)
- 100k people reach (Facebook)

Process: Creation + Media Buy
Great For: Creating Desire & Engagement



7. Editorial Content



fyi

FOR YOUR INFOGRAPHIC

Deliverable : Interactive Infographic Page

Price : Rp 75.000.000

KPI :

- 25k pageviews (Google Analytics)

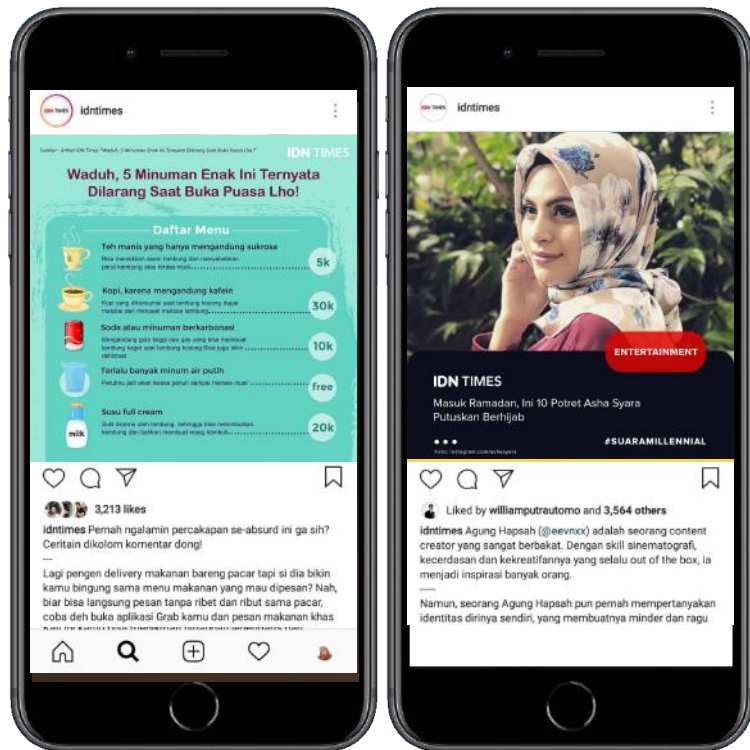
- 100k people reach (Facebook)

Process : Creation + Media Buy

Great For : Education, Authority & Trust



8. Social Content



NATIVE INSTAGRAM POST

Deliverable : Instagram Post
 Price : Rp 17.000.000
 KPI : 50k people reach (Instagram)

Process : Creation + Media Buy
 Great For : Awareness



Package



	Diamond	Gold	Silver
	Rp. 3,078,000,000 Rp. 2,000,000,000	Rp. 1,138,000,000 Rp. 950,000,000	Rp. 434,000,000 Rp. 400,000,000
TVC Spot	6,000,000 views	2,000,000 views	1,000,000 views
Display	9,000,000 impression	8,000,000 impression	1,000,000 impression
Mudik Asyik	Main Sponsor	-	-
Editorial Content	15 Native Editorial	7 Native Editorial	5 Native Editorial
Ngabuburit (IG Live)	Main Sponsor	-	-
Online Community <ul style="list-style-type: none"> - WhatsApp Broadcast - LINE Broadcast - Community Article 	<ul style="list-style-type: none"> - WhatsApp Broadcast: 30x - LINE Broadcast: 30x - Community Article: 15x 	<ul style="list-style-type: none"> - WhatsApp Broadcast: 15x - LINE Broadcast: 15x - Community Article: 5x 	<ul style="list-style-type: none"> - WhatsApp Broadcast: 7x - LINE Broadcast: 7x
Social Content <ul style="list-style-type: none"> - Instagram 	15 Instagram Post	5 Instagram Post	3 Instagram Post
Jadwal Imsakiyah	Main Sponsor	-	-

	Diamond	Gold	Silver
	Rp. 3,078,000,000 Rp. 2,000,000,000	Rp. 1,138,000,000 Rp. 950,000,000	Rp. 434,000,000 Rp. 400,000,000
TVC Spot	Rp. 900,000,000	Rp. 300,000,000	Rp. 150,000,000
Display	Rp. 234,000,000	Rp. 208,000,000	Rp. 26,000,000
Mudik Asyik	Rp. 250,000,000	-	-
Native Editorial	Rp. 525,000,000	Rp. 245,000,000	Rp. 175,000,000
Ngabuburit (IG Live)	RP. 200,000,000	-	-
Online Community <ul style="list-style-type: none"> - WhatsApp Broadcast - LINE Broadcast - Community Article 	<ul style="list-style-type: none"> - WhatsApp Broadcast: Rp. 150,000,000 - LINE Broadcast: Rp. 330,000,000 - Community Article: Rp. 90,000,000 	<ul style="list-style-type: none"> - WhatsApp Broadcast: Rp. 75,000,000 - LINE Broadcast: Rp. 165,000,000 - Community Article: Rp. 60,000,000 	<ul style="list-style-type: none"> - WhatsApp Broadcast: Rp. 10,000,000 - LINE Broadcast: Rp. 22,000,000
Social Content <ul style="list-style-type: none"> - Instagram 	Rp. 170,000,000	Rp. 85,000,000	Rp. 51,000,000
Jadwal Imsakiah	Rp. 250,000,000	-	-

Let's discuss and win Millennials in Ramadan with **IDN TIMES**

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