



KOMPAS

Kompas is the most widely read newspaper in Indonesia, being the only newspaper covering 33 provinces of the country. **Kompas** has a reputation in Indonesia for high-quality writing and investigative journalism. Like most major daily newspapers, **Kompas** has a main section containing national and international news, a business and finance section, and a sports section.

COUNTRY
Indonesia
LANGUAGE
Bahasa Indonesia
CATEGORY
General Interest
PUBLISHER
Kompas Media Nusantara
ESTABLISHED
1965
FREQUENCY
Daily
CIRCULATION
508,000 - 600,000
AD CLOSE
7-Day

READERSHIP

GENDER	
Male	74.91%
Female	25.09%
AGE	
18-29	23.8%
30-39	31.6%
40-49	24.0%
50+	20.3%
EDUCATION	
Middle School	14.8%
High School	19.2%
Bachelor Degree	52.2%
Master Degree	3.4%
Other	10.4%
SOCIOECONOMIC CLASS	
Upper	24.1%
Upper Middle	42.5%
Middle	15.3%
Middle Lower	18.0%

2013 RATE CARD – PRICES IN USD	
B&W PER COLUMN MM	
	Mon-Sun
ROP Main Section	\$16.00
Classified Display	\$8.80
FULL COLOR PER COLUMN MM	
	Mon- Sun
ROP Main Section	\$22.00
Classified Display	\$13.60
<i>Ads with Determined Position +20%</i>	
VOLUME & FREQUENCY DISCOUNTS AVAILABLE	

MECHANICAL SPECIFICATIONS	
Broadsheet Ad Page Size: 32.5 cm width x 54 cm depth (12-13/16" x 21-1/4")	
Spread Broadsheet width: 67.5 cm (26-9/16")	

10% VAT INCLUDED

COLUMN WIDTHS		
NEWS BROADSHEET (7-COLUMN)		
COLUMNS	CM	INCH
1	4.3 cm	1-11/16"
2	9.0 cm	3-9/16"
3	13.7 cm	5-3/8"
4	18.4 cm	7-1/4"
5	23.1 cm	8-1/8"
7	32.5 cm	12-13/16"
CLASSIFIED BROADSHEET (9-COLUMN)		
COLUMNS	CM	INCH
1	3.3 cm	1-5/16"
2	6.9 cm	2-11/16"
3	10.6 cm	4-3/16"
4	14.2 cm	5-9/16"
5	17.9 cm	7-1/16"
6	21.5 cm	8-7/16"
7	25.2 cm	9-15/16"
9	32.5 cm	12-13/16"

DIGITAL PRODUCTION REQUIREMENTS	
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.	
Complete Digital File Instructions Available for Production	

AMERICAS ADVERTISING REPRESENTATIVE

Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

AUDITED BY ABC
 PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 06FEB13