



The Jakarta Post is a daily English language newspaper in Indonesia. With an average circulation of around 40,000 copies, it is the largest English language newspaper in Indonesia. The Jakarta Post is oriented towards local expatriates and the diplomatic community. *The Sunday edition of The Jakarta Post* includes more in-depth stories, as well as entertainment and fiction that would not be published in the weekday editions

COUNTRY	Indonesia
LANGUAGE	English
CATEGORY	General Interest
PUBLISHER	PT Bina Media Tenggara
ESTABLISHED	1983
FREQUENCY	Daily
CIRCULATION	85,000 Nationwide
AD CLOSE	7-Day

READERSHIP

GENDER	
Male	70.0%
Female	30.0%
JOB TITLE	
Executive	25.0%
Senior Manager	20.0%
Middle Manager	11.0%
Supervisor	6.0%
Employee	12.0%
Other	27.0%
EDUCATION	
High School	2.9%
College	7.8%
Bachelor Degree	44.2%
Master Degree	45.1%
SOCIOECONOMIC CLASS	
Upper	51.2%
Upper Middle	22.8%
Middle	11.4%
Middle Lower	12.2%
Lower	2.4%

2013 B&W RATE CARD (COLOR +40%)	
PRICES IN USD	
NATIONWIDE EDITION	
ROP Main Section	\$61.00 col. cm
VOLUME & FREQUENCY DISCOUNTS AVAILABLE	

MECHANICAL SPECIFICATIONS	
Broadsheet Ad Page Size: 32.5 cm width x 52 cm depth (13-13/16" x 20-1/2")	
Spread Broadsheet width: 68.4 cm (26-15/16")	
Tabloid Ad Page Size: 25.5 cm width x 32.5 cm depth (10-1/16" x 12-13/16")	
Spread Tabloid width: 54.5 cm (21-7/16")	

10% VAT INCLUDED

COLUMN WIDTHS		
BROADSHEET (6-COLUMN) MON-SAT & SUN FIRST SECTION		
COLUMNS	CM	INCH
1	5.0 cm	1-15/16"
2	10.5 cm	4-1/8"
3	16.0 cm	6-5/16"
4	21.5 cm	8-7/16"
5	27.0 cm	10-5/8"
6	32.5 cm	12-13/16"
TABLOID (4-COLUMN) SUN 2ND & 3RD SECTION		
COLUMNS	CM	INCH
1	6.0 cm	2-3/8"
2	12.5 cm	4-15/16"
3	19.0 cm	7-1/2"
4	25.5 cm	10-1/16"

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	



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