

# KOMPAS

—  
Advertise in a  
Curated Medium





Technology has  
disrupt the way we  
consume information.  
As one of the medium,  
the newspaper has  
transformed to  
compete with other  
platforms.

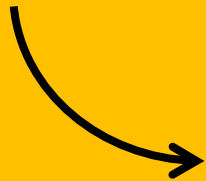




## CURATOR

Emerged as the fastest medium to deliver information, newspaper today shifting into curator.

Newspaper's content is no longer breaking news. It is now a summary or verification point on actual events.



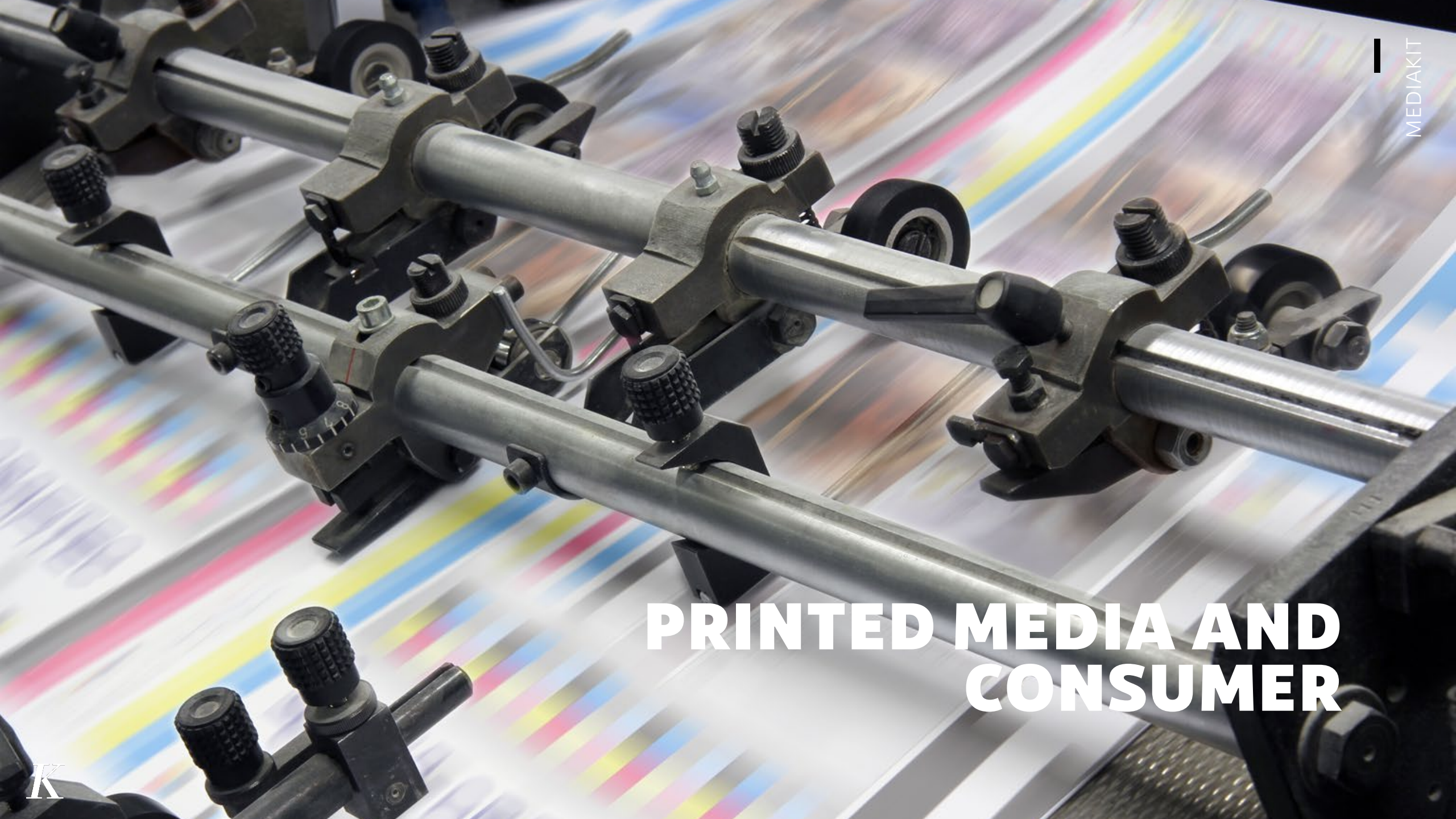
## CREDIBILITY

The tendency of information consumption now require newspaper to grab the quick yet credible source of information. Overwhelming flow of information nowadays sparks the need of curator to define what kind of contents and information that useful and relevant with audience. People needs credibility and creativity of information provider.



## TRUSTED

Kompas Daily has been around for 54 years, now join the race with other platforms to provide the curated and trusted contents.



# PRINTED MEDIA AND CONSUMER

Times are changing, consumption patterns are still guided by the same funnel marketing .

# Stages Toward Purchasing

## **KNOWING**

Initial stage. Prospective buyers still do not understand about the brands, companies, or their own needs.



## **LEARNING**

When potential buyers start to know their needs, or alternative brands, then the next stage is weighing to make choices.



## **FOLLOW UP**

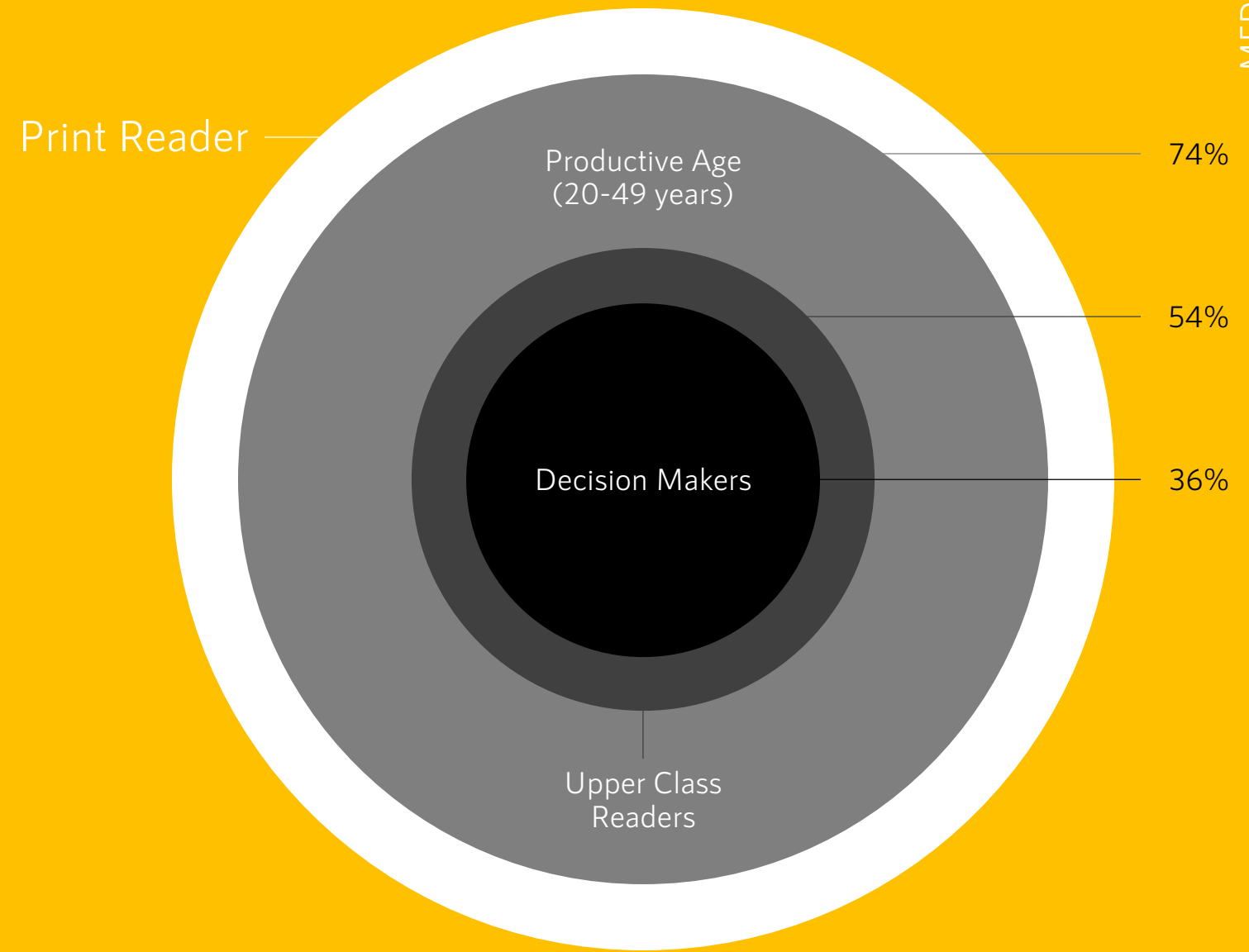
Final stage, The prospective customers are ready to make choices and transaction.

Because of its penetration and readability, printed media still become an effective factor to help deciding a stage of purchasing.

Print Media Readership  
**4.500.000**



Newspaper Readership  
**3.800.000**



# The Position of Printed Media

## **KNOWING**

Printed media especially newspapers, still has big influence to the readers to introduce and consider a brand or product to the readers.



## **LEARNING**

After a potential buyer knows his needs, a research or an interest to explore further emerges to find out what kind of products or services that are suitable for him



## **FOLLOW UP**

Newspapers could become bridge to introduce and educate people about certain products, thanks to its characteristics that is trusted as reference.



“

Newspaper as advertising platform becomes imminent to a campaign that weighed on *trust...*”

**Hellen Katherina**

Executive Director Nielsen Media



# NEWSPAPER AS REFERENCES



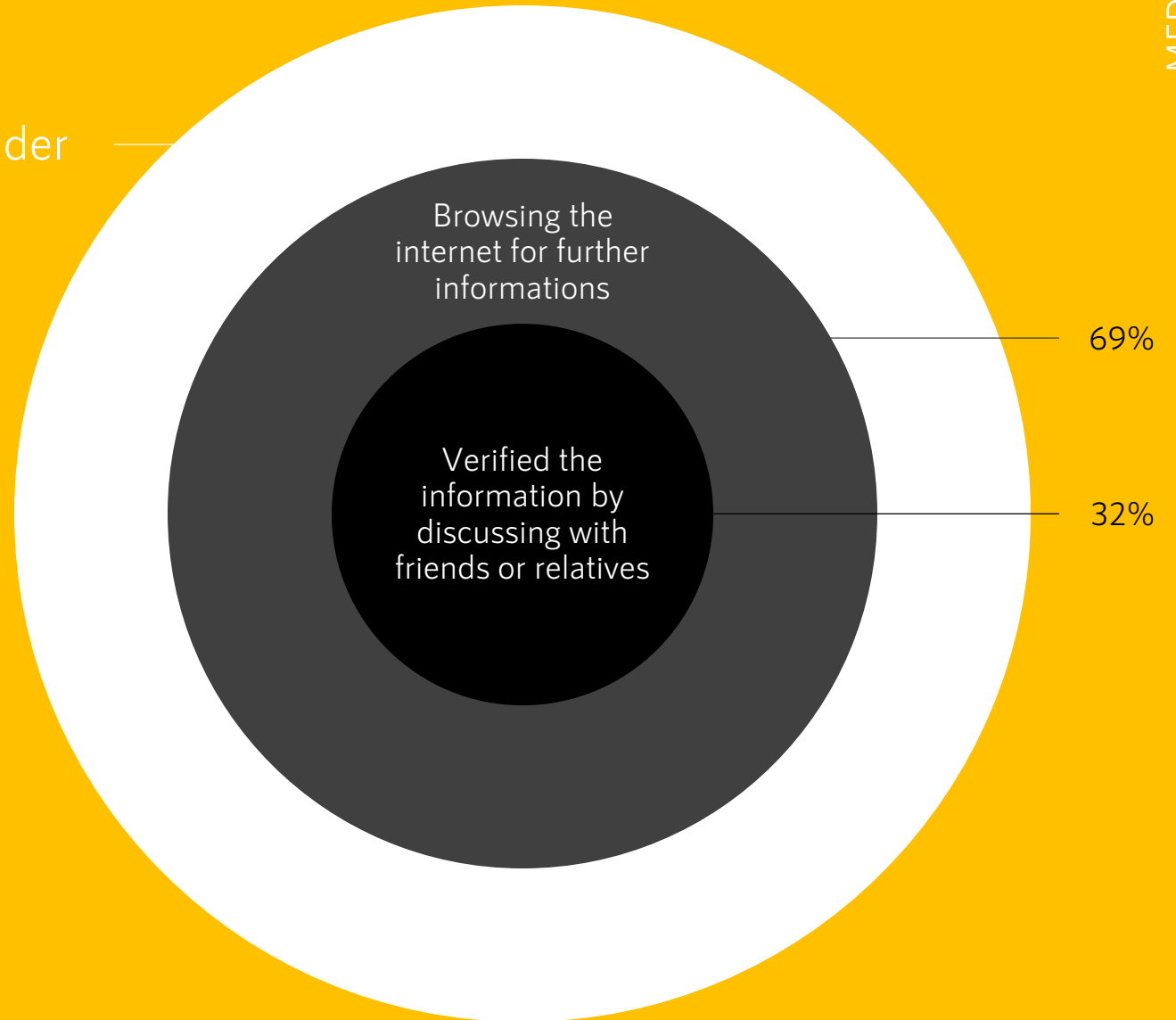
A survey conducted by Kompas Business Research indicated that the role of printed media in purchasing stages is significant.

# Post Reading

The majority of Kompas readers have done a research in the form of browsing or discussing with friends and relatives related to products that they saw in newspapers.

This finding shows newspaper is still effective in determining stages of purchase and it could also complementing to each other with digital media as an advance platform of printed media.

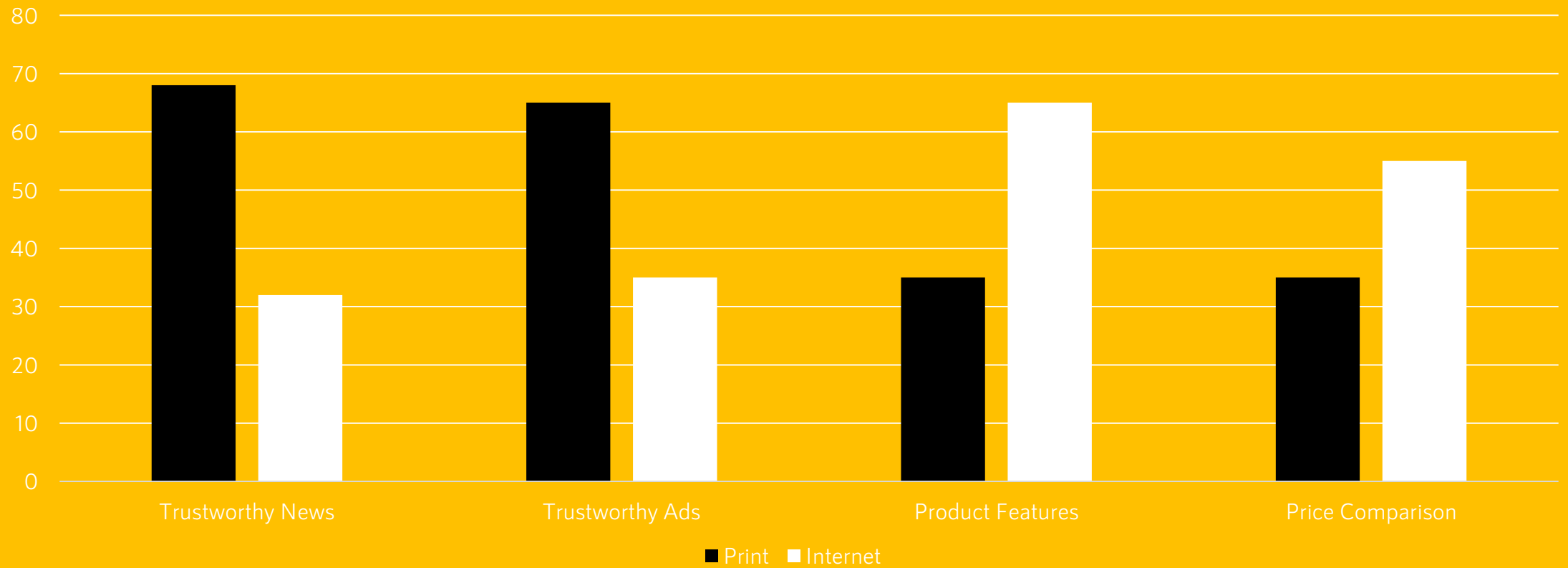
Reader





# Newspaper and Internet

Preference





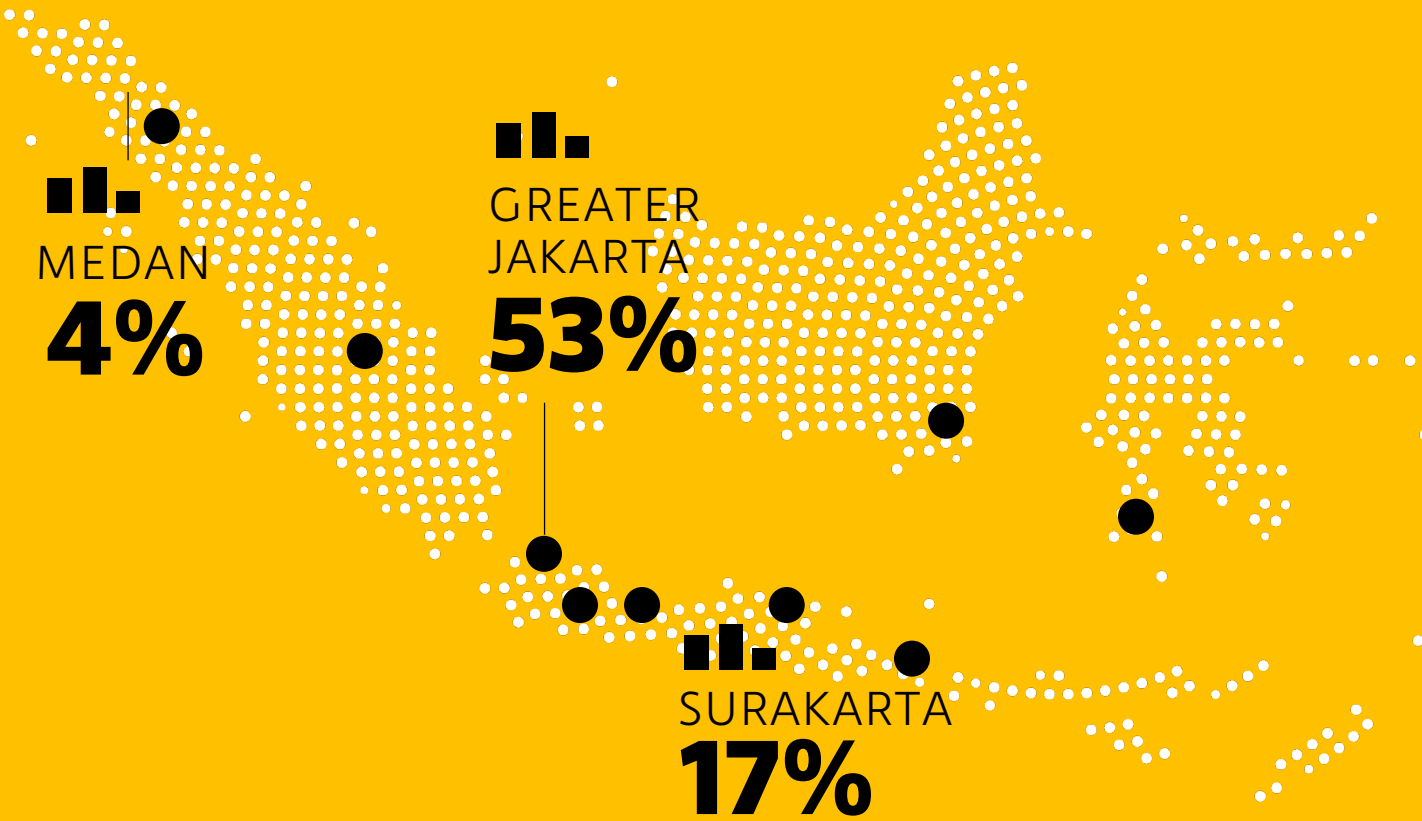
# MEDIA CHOICES



Strong credibility and tight content curation are the key to win the competition with other media from various platforms. Kompas has become the main choice of the readers in determining references for news or advertisements.

# Market Share

55 years of experience, covering relevant and influential cause while strengthen with national distribution has made Kompas the leading newspaper brand in Indonesia.



## TOP OF MIND NEWSPAPER



Kompas leading as Indonesia's top of mind newspaper ahead of Jawa Pos and Pos Kota.

-  Kompas market share
-  Kompas printing sites all across archipelago to cover nationwide distribution



# Media Profile

Publisher

PT Kompas Media Nusantara

Established

June 28, 1965 by

Jakob Oetama and PK Ojong

Coverage

National

Language

Indonesian

Format

Daily Broadsheet Newspaper

325 x 540 mm (7 column)

K





# 469.928

Average daily circulation of Kompas, with Friday and weekend being the highest circulation

# 1.409.784

Average readership of Kompas, with each copy being read by 2-3 persons



MEDIAKIT

GRATIS Sarapan Lezat CHICKEN MUFFIN  
lebih Semangat!  
06.30 - 11.00



# Daily Readership Pattern



Senin    Selasa    Rabu    Kamis    Jumat    Sabtu    Minggu



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 Lebih Semangat!





# QUALIFIED READERS

Kompas readers are loyal and consistent that mirrored mini Indonesia. They are high intelligence, yet productive young generation, influential people who has significant position as members of society.

# Readers Profile

## **AFFLUENT**

The biggest portion of Kompas readers come from upper class of society (over 40%) ranging around productive age.



## **DECISION MAKER**

Kompas readers are individuals who have capacity to take logical decision and full of consideration.



## **LOYAL**

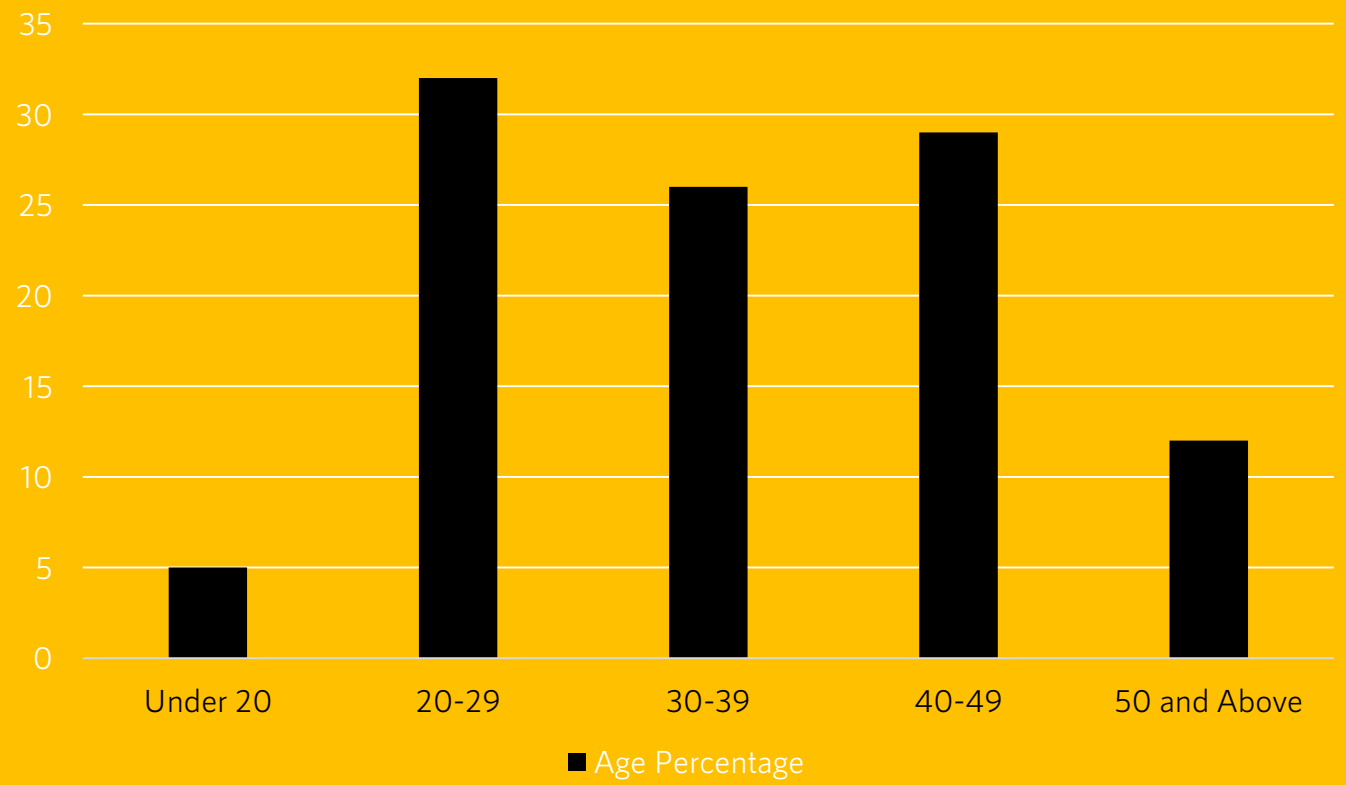
The majority of Kompas readers are subscribers (75%), a mirror of loyal customers, willing to be bounded to a product that they trust.



# GENERAL DESCRIPTION OF KOMPAS READERS

## MALE, LITERATE

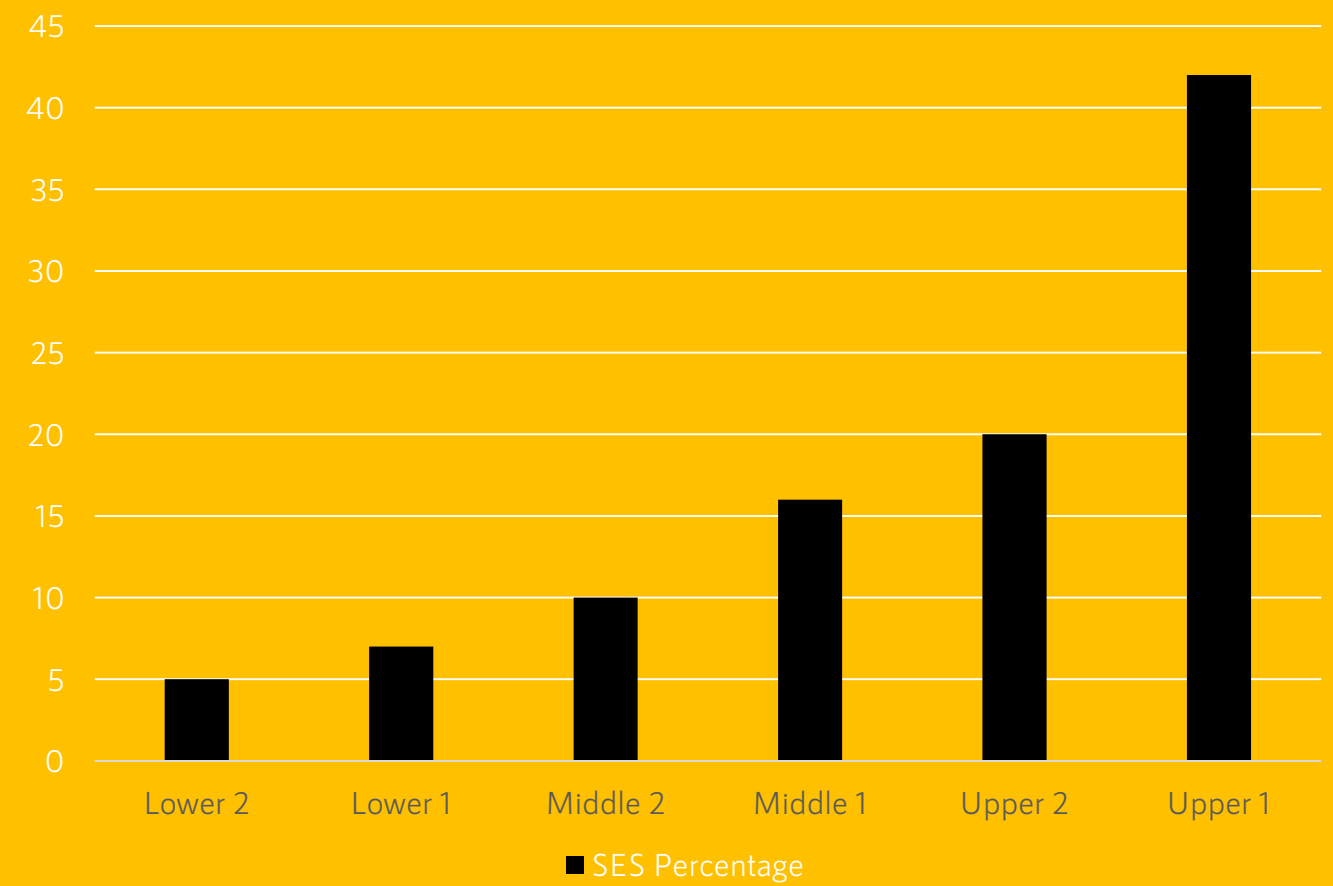
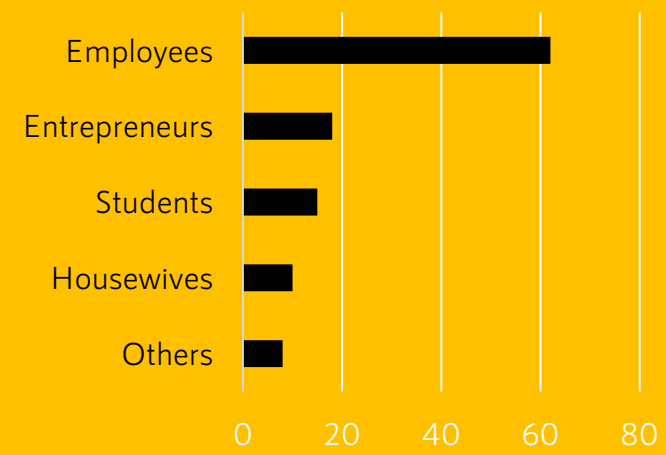
Far more dominant male readers (73%). High level of education, majority university graduated (66%).



# GENERAL DESCRIPTION OF KOMPAS READERS

## BIG CITIES DWELLERS

Most of Kompas Readers are professionals who live in big cities







# Korut Diduga Bersiap Uji Raket

Presiden Amerika Serikat Donald Trump kecewa jika P5 yang sanggah melanjutkan pengujian roketnya. Meski demikian, ia percaya hubungannya dengan Kim Jong Un tetap akan baik.

**WASHINGTON, 10 MARET** — Cina adalah salah satu faktor di balik alasan Korea Utara menunda pengujian roketnya, menurut seorang pejabat Amerika Serikat. Pejabat itu mengatakan bahwa Korea Utara menunda pengujian roketnya karena mereka khawatir akan sanksi internasional yang akan dikenakan jika mereka melakukan pengujian roket. Namun, pejabat itu juga mengatakan bahwa Amerika Serikat tetap percaya bahwa hubungan antara Amerika Serikat dan Korea Utara akan tetap baik.

## THE GRAND LAUNCH OF ALMAZ

# DRIVE UNLIMITED WAY

Wuling Motors proudly presents, The Smart Technology SUV in Indonesia.

### Jepang & Korea

Kode kupon:

JAPANBLOSSOM

KOREABLOSSOM

Kode kupon | PKGBLOSSOM



# Hari s.d. 70%\*

# PREFERENCE FOR ADVERTISERS

## GRATIS Sarapan & Minuman

# CHICKEN MUFFIN

untuk Pagi yang lebih Semangat!

1000 Konsumen pertama / restoran. Mulai jam 06.30 - 11.00

www.mcdonalds.co.id

11 Mar 2019

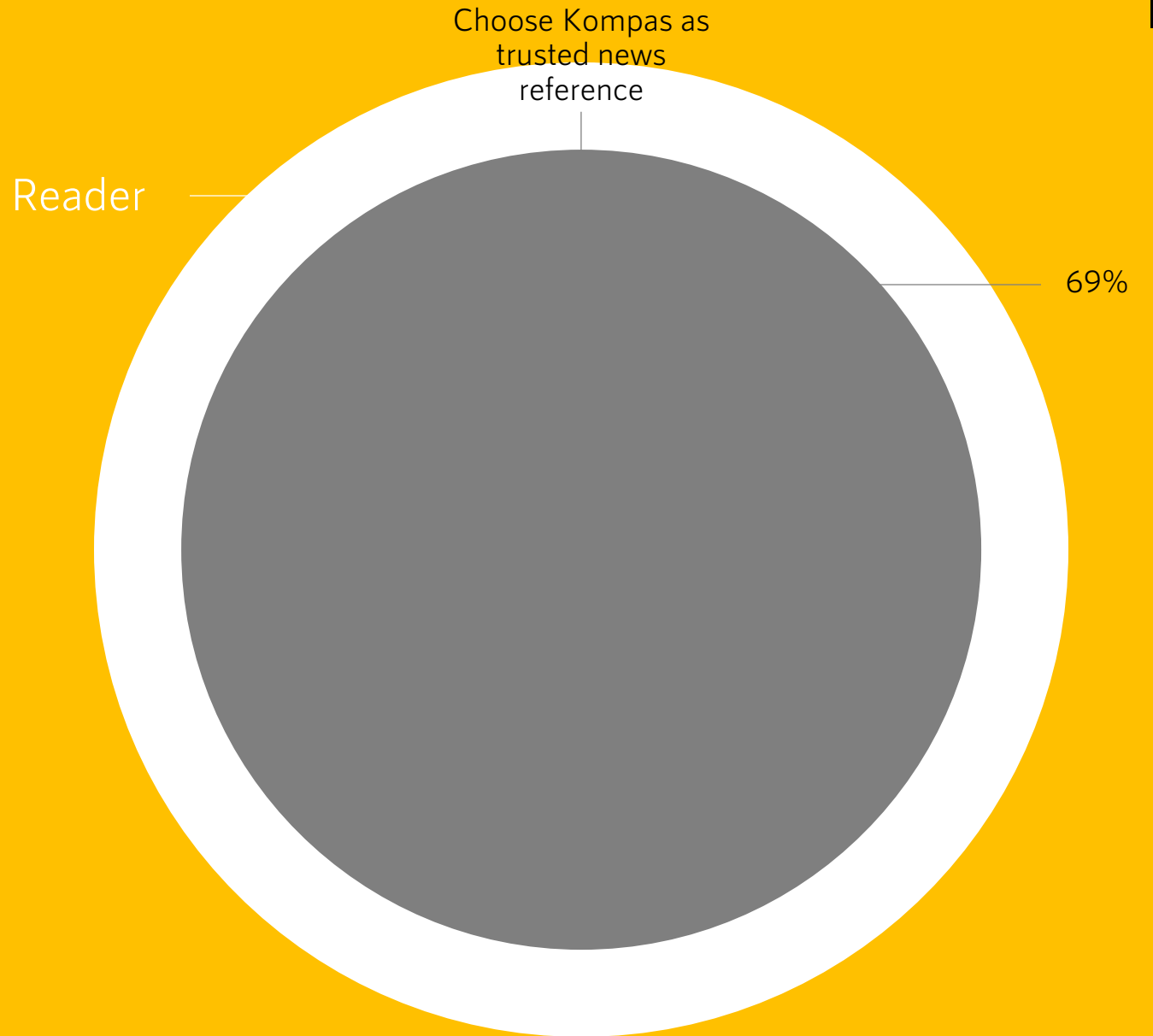
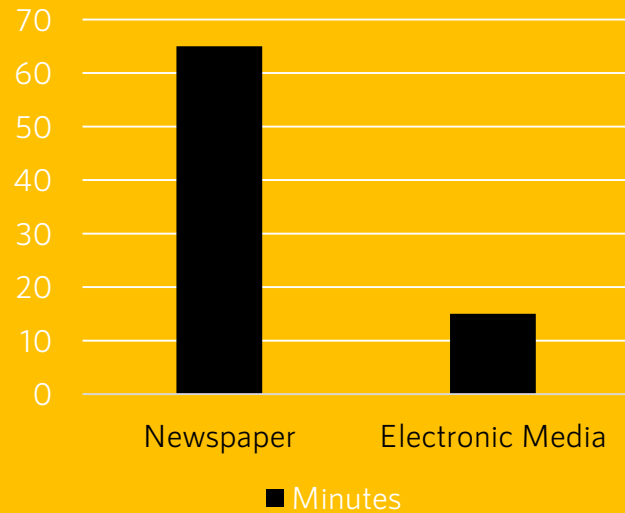


The presence of qualified and verified contents have become the basis of readers' trust toward Kompas. Advertising also got benefits because it is associated with Kompas that has a trusted and verified content image.

# CONSUMPTION OF INFORMATION

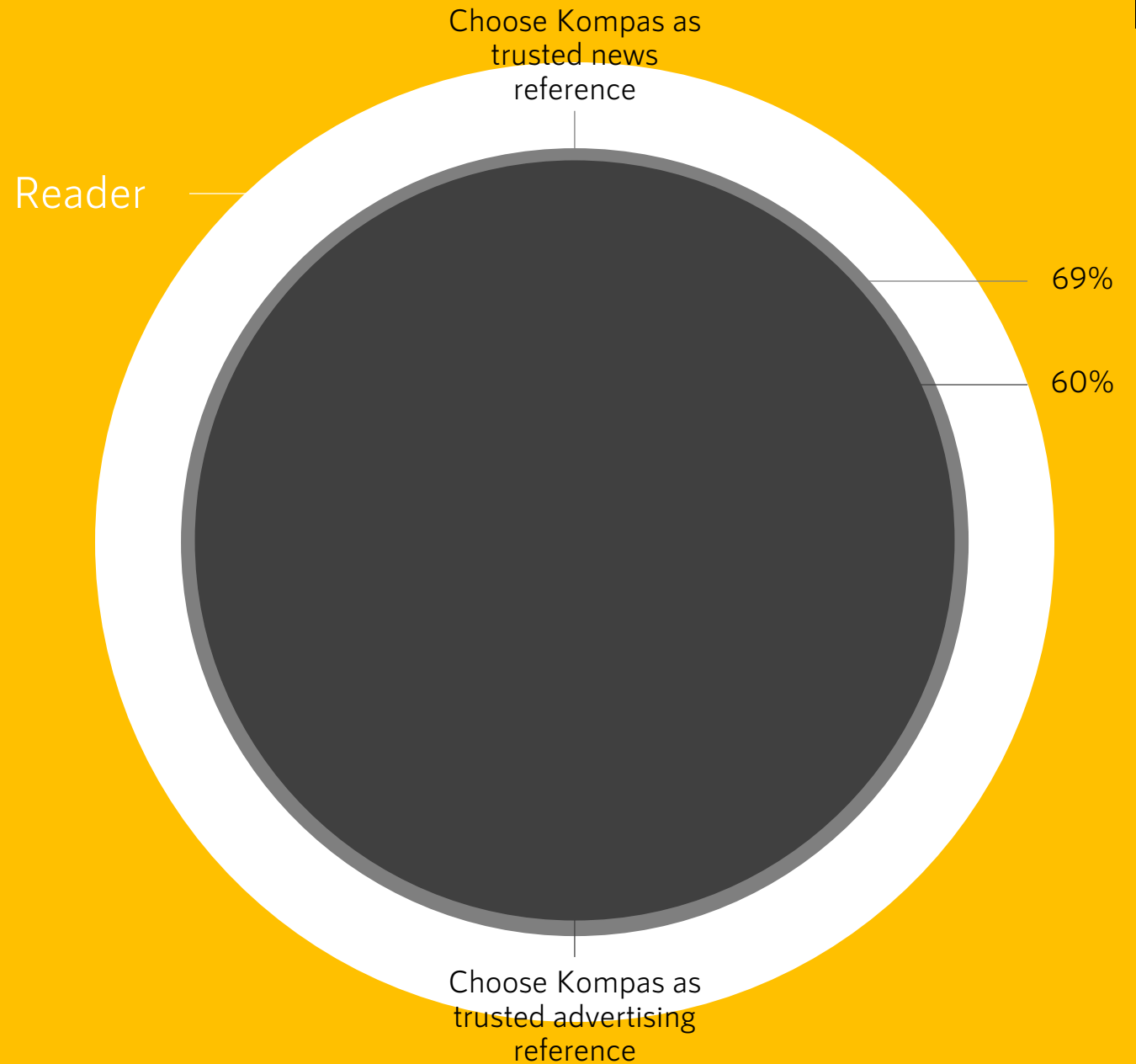
Wall Street Journal in 2015 stated that the audience has stronger engagement with ads in printed media.

Minutes spent consuming information



# EXPERIENCING NEWSPAPER

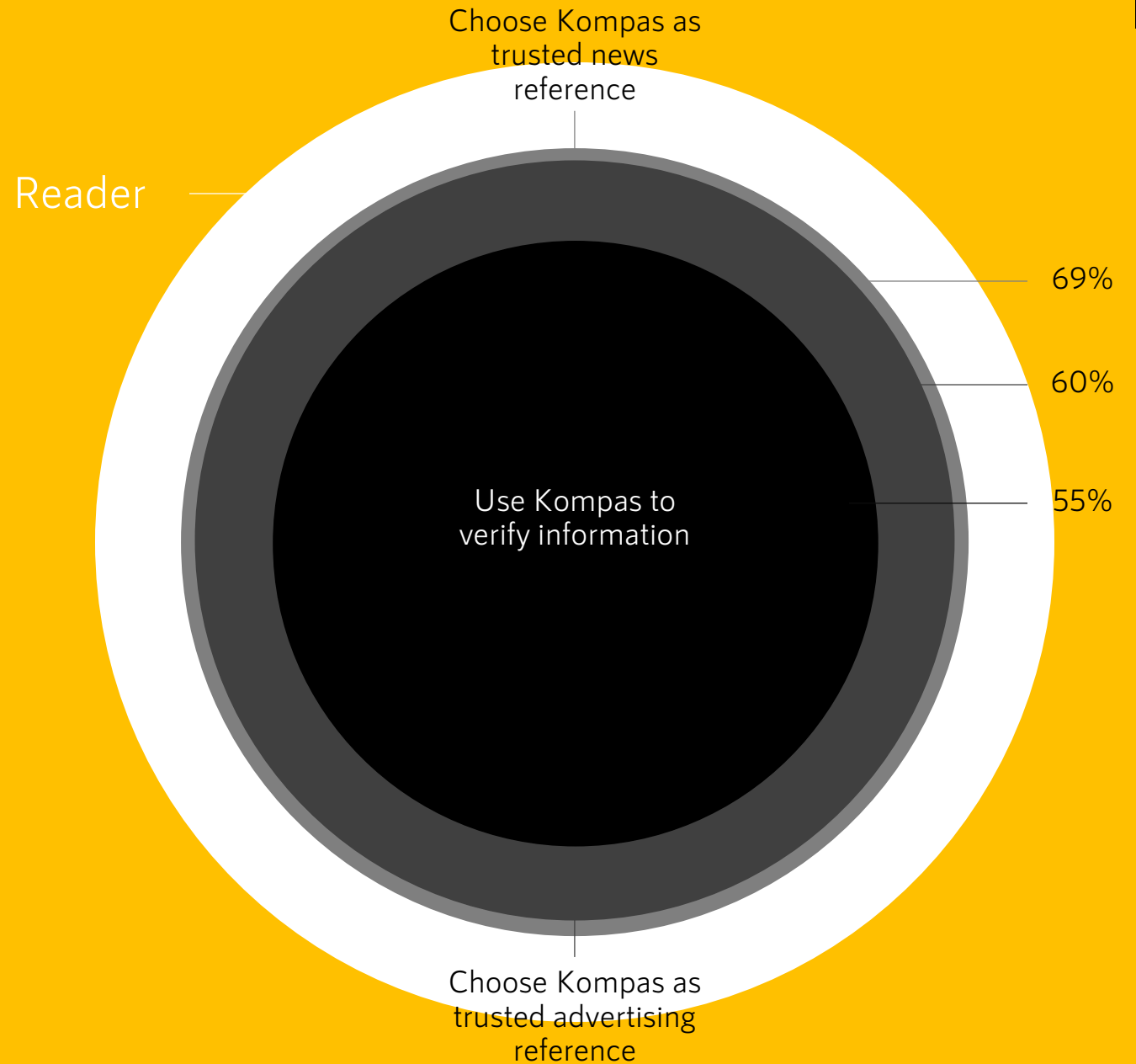
Empiric experience of holding and viewing a product up close and personal brings a trusted and qualified communication. The presence of a newspaper on daily basis has made newspaper become the most actual printed media.





## ADVERTISE IN NEWSPAPER

Since its first publication, Kompas had provided a space for its partners to campaign their products. From that time on, together with its partners, Kompas has built its reputation as a trusted media.





# BRANDING AND AWARENESS

Leverage your brand status with placement in reputable media. Make it count by being standout and appealing to readers. The choice is ideal for product launching or corporate branding (anniversary, award announcement, etc).



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... lebih Semangat!  
... 06.30 - 11.00



# AWARENESS AND INFLUENCE

Average readers spent 40 minutes assessing newspaper. This is ideal to deliver content with high readability. From educating the market about product features, issues, or buying persuasion, the content based ads ideal for brand that entering competitive market.



GRATIS Sarapan Lezat CHICKEN MUFFIN  
lebih Semangat!  
06.30 - 11.00



# INFLUENCE AND EXPERIENCE

Crafted contents prepared by our skilled creative teams. Deliver the believable and persuasive message to the audience on your product or service. This is suitable for introducing new features or building trust to disrupt the market.





# Engage Further



## EVENT

Engage the audience with activations or events through our event service that experienced in organizing one of the best running event and travel fair in Indonesia.



## KOMPAS.ID

Get bigger reach by putting your ads in our credible, growing subscription-based digital platform. Target the specific audience through custom notification, newsletter, or web.



## CONTENT

Support your campaign with wide range of quality contents provided by our experienced creative team.





# CONTACT

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# THANK YOU

## SOURCES

1. Nielsen Consumer and Media View (CMV), 2017
2. Kompas Business Research Readers Ballot 2018

