

EQUIPMENT

INDONESIA

www.equipmentindonesia.com

CONSTRUCTION/MINING EQUIPMENTS,
TRUCKS, AGRICULTURE MACHINERIES,
MACHINE TOOLS AND
EQUIPMENT RENTAL

Since 2003



media kit

EQUIPMENT INDONESIA MAGAZINE



SPECIAL MAGAZINE FOR CONSTRUCTION EQUIPMENTS,
MINING EQUIPMENTS, TRUCKS, AGRICULTURE & FORESTRY
MACHINERIES , MACHINE TOOLS AND EQUIPMENT RENTAL.

A MESSAGE TO MEDIA BUYERS

Dear Advertiser,
Thank you for your interest in **Equipment Indonesia Magazine**.

Equipment Indonesia Magazine was founded in 2003 because we realized that there was a shortage of information for construction equipment, agriculture and forestry machinery, truck and machine-tool in Indonesia. Recognizing that a national publication would be a tremendous resource for both buyers and sellers, we published the first magazine on April 2003.

The mission of the magazine is “to reach the users and prospective buyers of equipments (new and used equipment) and to help the manufacturers, distributors/dealers supplying equipments that are suitable to the market needs. We have one and only one purpose — to sell your equipments (machines) and industry-related services.

More than ten years, **Equipment Indonesia Magazine** has evolved from a simple publication to a sophisticated publication with in-depth coverage of equipment news and related industry news, including new equipment launching, product review, equipment application and maintenance, buyers guide for used equipment, company profiles, project stories, event coverage, etc.

Equipment Indonesia Magazine circulates 5,000 copies per month, and 80 percent of subscribers own construction equipments (included mining equipment), forestry and agriculture machineries, trucks, related equipments and services.

Since 2013, **Equipment Indonesia Magazine** also cover metal-working and machine tools industries – both sectors are growing fast currently in Indonesia. Since 2013, our journalist always visit metal working and machine tools Industry in Taiwan and we have visited dozens of machine tools manufacturer at the country. In 2016 Equipment Indonesia Magazine was invited by Italian Trade Agency (ITA) to visit BI-MU – the biggest machine tools and metal-working exhibition in fieramilano Rho, Milan, Italy.

Published monthly in Jakarta (Indonesia), we distribute magazines free to approximately 1,500 readers around Indonesia to a variety of industries. Currently, you can read digital edition (e-magazine) of Equipment Indonesia Magazine on providers like Scoop (www.getscoop.com), wayangforce (www.wayangforce.com) and magzter (www.magzter.com).

The magazine also will meet your equipment selling needs through our website, www.equipmentindonesiamagazine.com. Our reporter update news every day. Your advertising can be scheduled in any edition of the magazine, or in any combination of printed magazine and website. You will find our advertising rates very competitive. We welcome cooperation from your company for publishing, to advertise your products or services in order to increase your sales target as well as building up image of your company and brand image of your product portfolio.

We look forward to working with you to develop a customized marketing program that best serves your needs. **EQ**



Mining Equipment – Shovel 6030



On-Road Trucks



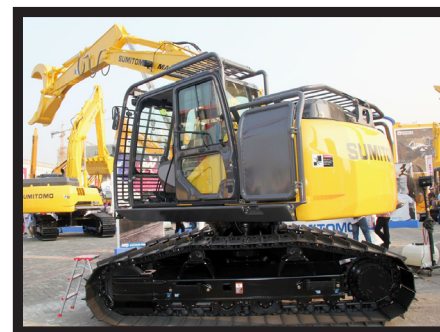
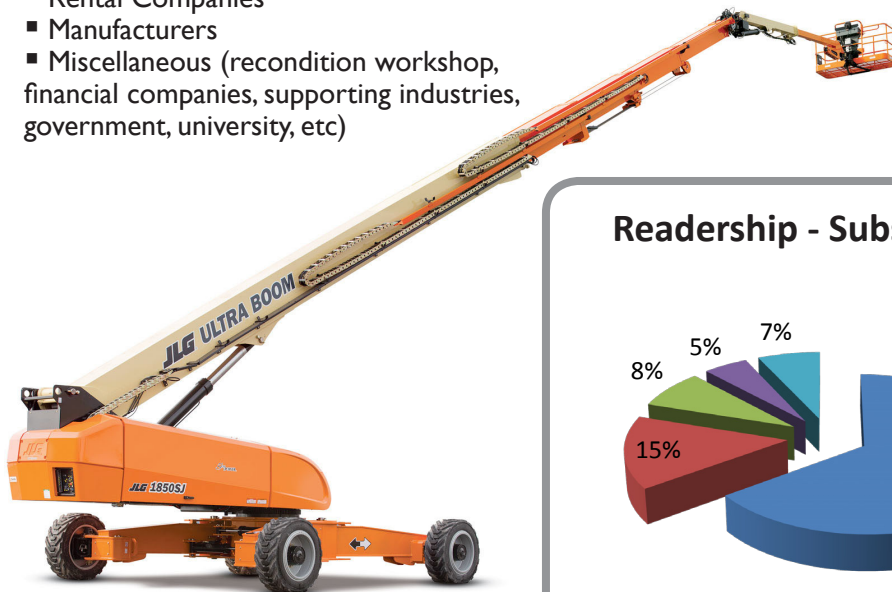
Construction Equipment

OUR SUBSCRIBERS - YOUR BUYERS

Equipment Subscribers

Equipment Indonesia Magazine provides the right audience to those who want to reach equipment users/buyers throughout Indonesia. The magazine serves a very specific market in responding the need of the readers for heavy equipments, trucks and related machineries in field of mining, construction, agriculture, industrial and other sectors. In more specific our readers are:

- Contractors in construction and infrastructure sectors
- Contractors in mining (coal and mineral), oil & gas sectors
- Agriculture and forestry companies
- Industrial (factories, workshop etc)
- Distributors/dealers of equipments, trucks and related equipments
- Machine – tool suppliers
- Metal working industries
- Rental Companies
- Manufacturers
- Miscellaneous (recondition workshop, financial companies, supporting industries, government, university, etc)

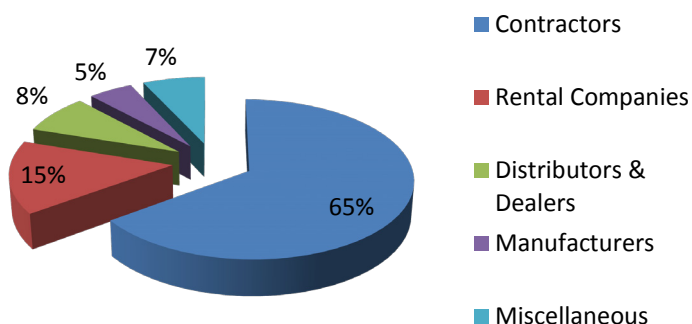


Forestry



Telehandler

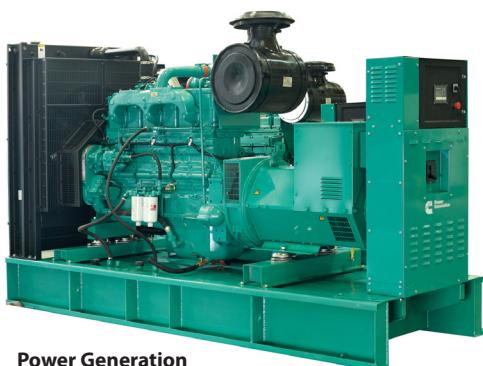
Readership - Subscribers



Machine Tool



Road Construction Machinery



Power Generation



ADVERTISING

SPECIFICATIONS

Format for advertisements:

DOUBLE PAGE SPREAD

Trimmed Advertisements
(format plus 5 mm bleed all around)
420 mm x 275 mm

FULL PAGE (VERTICAL)

Trimmed Advertisements
(format plus 5 mm bleed all around)
210 x 275 mm

HALF PAGE (HORIZONTAL & VERTICAL)

Trimmed Advertisements
(format plus 5 mm bleed all around)
210 x 137,5 mm (Horizontal), 105 x 275 mm (Vertical)



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