

EQUIPMENT INDONESIA

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

MEDIA KIT

RIGHT MEDIA
TO THE RIGHT
AUDIENCE



Dear, Advertiser

Equipment Indonesia Magazine was founded in 2003 because we realized that there was a shortage of information for construction and mining equipments, port equipments, agriculture and forestry machineries, trucks, metal working and equipment rental 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 application and related industry news, including new equipment launching, product review, equipment 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 heavy equipments (mining and construction equipments), port and industrial equipments, forestry and agriculture machineries, trucks, related equipment and services.





Why Us?

Since 2013, Equipment 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.

Since 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.

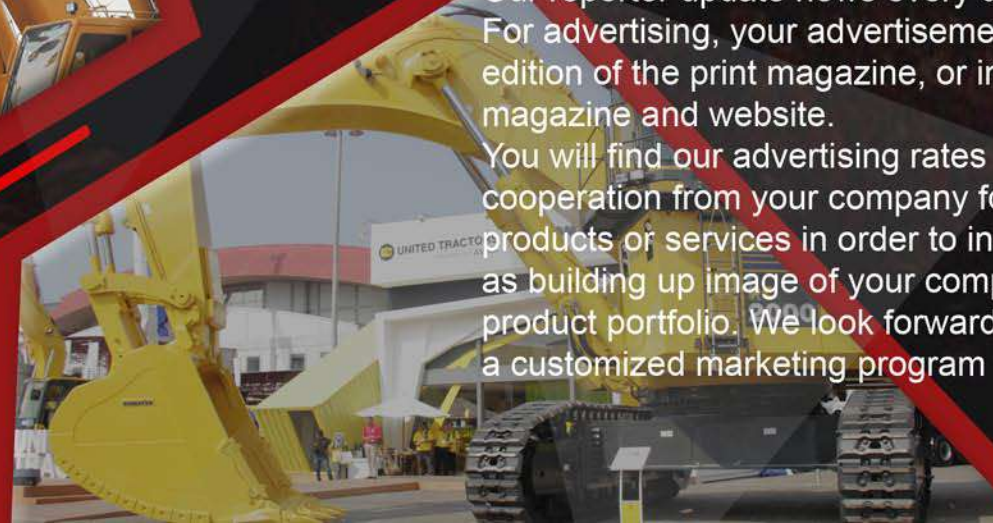


Published monthly in Jakarta (Indonesia), we distribute magazines to approximately 3.000 readers around Indonesia to a variety of industries. In accordance with technological developments, currently the readers can read digital edition (e-magazine) of Equipment Indonesia Magazine on providers like Gramedia Digital, Magzter (www.magzter.com) and MyEdisi.

The magazine also will meet your equipment selling needs through our website, www.equipmentindonesia.com.

Our reporter update news every day.

For advertising, your advertisement can be scheduled in any edition of the print magazine, or in any combination of print 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.

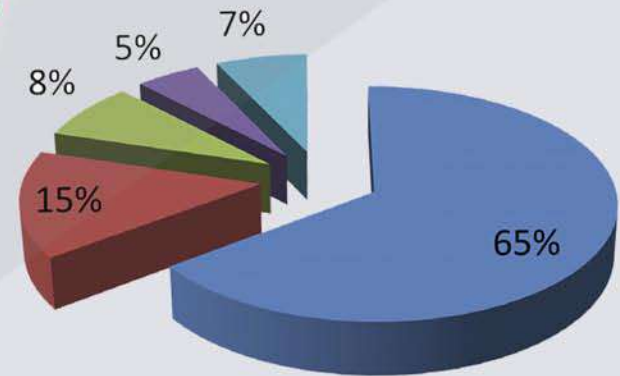
Our Subscriber,

We provide 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, mining (coal and mineral), oil & gas sectors
- Contractors and owner of equipment and machineries in agriculture and forestry sectors
- Industrial segment (factories, workshop etc)
- Distributors/dealers of equipments and machineries
- Metal working industries
- Rental Companies
- Manufacturers of equipment and machineries based in Indonesia
- Miscellaneous (recondition workshop, financial companies, supporting industries, government and university etc)

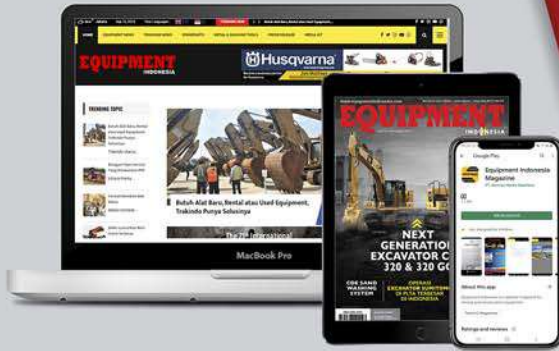
Readership - Subscribers



- | | |
|--------------------------|--------------------|
| ■ Manufacturers | ■ Contractors |
| ■ Miscellaneous | ■ Rental Companies |
| ■ Distributors & Dealers | |



Distribution



Equipment Indonesia Magazines are distributed in various bookstores throughout Indonesia, especially in Gramedia and Gunung Agung. And to facilitate our loyal readers, we distribute for free our magazines during the exhibitions and we have collaborated with well-known cafes such as Starbuck to display the magazines. You can read Equipment Magazine during your relax time in these cafes.

In addition to print magazine, we also provide digital magazine on our website (www.equipmentindonesia.com). You can download it for free. As well as we have smartphone application, Equipment Indonesia (www.equipmentindonesia.com).

BOOK STORE :



Advertisement Format

DOUBLE PAGE SPREAD

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

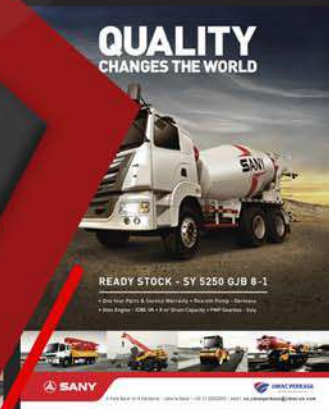
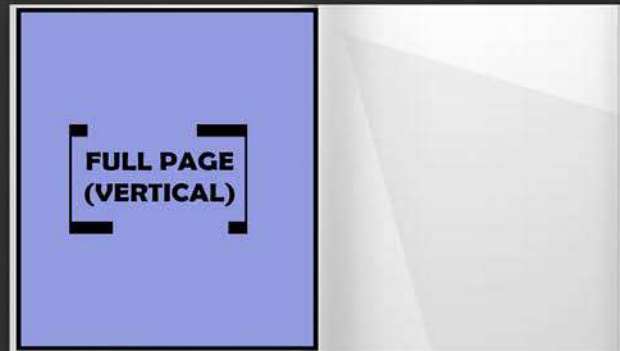
**FULL PAGE
(VERTICAL)**

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

**HALF PAGE
(HORIZONTAL)**

**HALF PAGE
(VERTICAL)**

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



Promotion Program

Our publication is a combination of print magazines and website, including social media. In addition to promote through advertisements in Equipment Magazine, we also provide banner ads and video channels through website (www.equipmentindonesia.com). We also provide other promotional tools to make it easy for readers to find out about your company and/or products and services. With more than a thousand visitors per day at home and abroad, our website is very appropriate to be used to promote your business.

Other promotional tools we offer you are Direct Email Marketing (DEM). DEM is a format for email-based campaigns in which standalone advertisements are sent to a targeted list of recipients. The messages, which may be text, HTML, or rich media, look like Web-based ads rather than typical email messages. This could be help our client to promote their products and services that recipients need.

Our customers can also utilize Weekly News Letter of Equipment Indonesia, to publish their information and/or promote their products and services. The Weekly News Letter is the latest news on our website that are sent directly to the readers - based on our readers database. We blast it once in a week.



Website Advertisement Format

www.equipmentindonesia.com

Leader Board

Placement on premium header
Homepage and
Between articles

250 px

Medium
Rectangle

300 px

Rectangle & Medium Rectangle

Placement on left or
right side content.

90 px

LEADERBOARD

728 px

Half Page

Placement on left or
right side content

600 px

HALF
PAGE

300 px

Rectangle

300 px

300 px

Our Clients

- PT Trakindo Utama
- PT Liebherr Indonesia Perkasa
- PT Altrak 1978
- PT Berca Mandiri Perkasa
- Sumitomo
- JCB
- FAWDE
- PT Airindo Sakti
- PT Daya Kobelco Construction Machinery
- Sakai Indonesia
- PT. Universal Tekno Reksajaya
- Volvo Construction Equipment
- Intraco Penta Wahana
- SANY
- LiuGong
- PT Oscarmas
- PT Probesco Disatama
- PT Multicrane Perkasa
- PT Gaya makmur
- Tractors
- Epiroc
- Sandvik
- PT Chakra Jawara
- PT Indotraktor Utama
- PT United Equipment Indonesia (UNIQUEP)
- UTR/ITR

- DSL Indonesia
- PT. EQUIPINDO PERKASA
- PT Chakra Jawara
- PT Royal Krane Perkasa
- PT. Vermeer Indonesia
- Mobil Lubricants
- PT Gaya Makmur Mobil
- PT. Panca Widya Sentosa
- PT Kasana Teknindo Gemilang
- Grove Crane
- PT PP ALKON
- PT Hexindo Adiperkasa
- PT Indotruck Utama
- PT Kobexindo Tractors
- PT United Tractors Tbk
- Evonik
- PT HPS Indonesia
- Amphibious Dredger (Baekkun)
- Husqvarna
- Amtiss
- Royal Krane
- PT Kobexindo Tractors
- Cantoni Motors
- PT. SH Machinery Indonesia
- PT Hino Motor Sales Indonesia
- PT Yerry Primatama Hosindo (YPH)

CONTACT US



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