

MEDIA INFORMATION AND ADVERTISING RATE



INFORMASI KOMUNITAS
Cikarang!TM

INFORMASI KOMUNITAS Cikarang!™

Editorial Philosophy

Informasi Komunitas Cikarang has been more than a high quality promotional magazine and still remains as the top local advertising vehicle that effectively connects and re-connects businesses to many affluent target audiences mostly in the Cikarang, Cibitung, Karawang, and selected areas. Our readers consist of hard-to-reach factory owners, General Managers, Factory Head Unit, Business Executives and many more business owners in this widely popular industrial area.

For over 10 years until the present time, IKC continues its focus to appeal to a wide audience in the business to business sector such as manufacturing, fabrication, material, machinery, professional services and the retail industry. We at IKC always strive to deliver every edition with a modern twist and attractive layout design that aims to inject memorable impression to our readers.

“To penetrate this vast growing industry and the upscale residential community, more than 90% of our advertisers only use IKC monthly magazine and do not use any other form of media outlet. So why select us? Comparing to other media, our distribution selections and re-readability shelf life have successfully reached many upper class readers and will continue to influence decision makers on a monthly basis.”

Our readers?

Informasi Komunitas Cikarang monthly magazine has always been highly regarded by local business owners and read by many professionals in each respected industry.

Majority of our readers are business professional on top of their tiers or currently holding managerial position. Those decision maker; they are buyers who maintain their machineries with total efficiency; they are also those who purchase all necessary products to support and ensure their busy factory and equipments are continuously updated and on top performance; they are detail oriented and educated buyers who are always in need of good, dependable and trust worthy suppliers; last but not least, our readers are also house wives consumer who constantly looking to improve their lifestyle with new innovation while using modern technology as a tool.

IKC distributes and circulates a total of 6,000 copies every month.

Why advertise in IKC?

Informasi Komunitas Cikarang is the number one local media and has been proven to be the favorite among local business professionals.

IKC will continue to reach many creative business owners with its door-to-door distributions strategy that has been successfully proven in the past 10 years. Almost all business managers and upper-class residents in the area have either received or read IKC on a monthly basis. With an average of 3 readers captured per issue—every edition of IKC will consistently reached at least 18,000 readers on a monthly basis—this is a big target audience for those who want or need to improve their brand & product awareness.

To keep improving reader experience while equally promoting our clients, IKC media will always limit the amount of pages in every edition. We will carefully prepare and place all advertisement in its relevant section and professionally design each layout to better expose all advertisement and its messages.

IKC is the first and a pioneer in this local community, you may ask many of the top business owners, “Which publication they considered to be No.1 in Cikarang?” and most likely, “IKC” will be their answer.

Price List | Effective 01/17

Size	Price
1 page = 32 kavling	Rp. 6,400,000
½ page = 16 kavling	3,200,000
¼ page = 8 kavling	1,600,000
⅛ page = 4 kavling	800,000
3 kavling	600,000
2 kavling	400,000
1 kavling	200,000

Extra Charge	
Front Page	Add 10% from total price, minimum ½ page
Standard Design	Add 10% from total price, 2x maximum revision (<i>proof-print</i>)

Schedule Issuance and Ads Dead-line

Issue & Circulation schedule	Dead-line ads material design by IKC	Dead-line ads material design by clients
5-10	1-21	24

Ads Specification (design by clients)

Format Digital File	: PDF, TIFF, EPS, Photoshop
Image Resolution	: 300 dpi
Maximum Screen	: 175 line
Color Rotation	: Black, cyan, magenta, yellow (CMYK)
Send by postmail	: Copy ad into CD
Send by email	: PDF or JPEG, resolution at 300 dpi

Ad Size	Height x Width (mm)
1 page	348 x 260
½ page	172 x 260
¼ page	172 x 128
⅛ page	84 x 128
2 kavling	84 x 62
1 kavling	40 x 62

Distribution Teritorial

International Industrial Estate		Elite Housing Complex & Shops	
Jababeka - Cikarang	1,400	Lippo Cikarang	1200
Delta Silicon - Lippo Cikarang	700	Kota Jababeka	700
MM 2100	200	Ruko Commercial	400
EJIP - Cikarang	100	Taman Sentosa	500
Hyundai Inti Dev. - Cikarang	100	Grand Wisata	100
KIIC - Karawang	200	Cibitung	100
BIIE - Cikarang	50	Kota Delta Mas	100
		Others	150



www.komunitascikarang.info

Get even bigger exposure at our website—a complement from us—when you place ad at IKC printed media. Our website aims to buyers of materials and products needed by factories or manufacturing.

Using *search marketing ads technology*, our website has been able to capture 15,000/year unique visitors and still keep growing.

IKC double and triple my prospect traffic!

*For the price of ONE my ads
appear in:*

Printed media ✓

Website ✓

Search engine ✓

*No wonder my competitors
say "Unfair competition!"*



FOR INQUIRIES

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