

Media Profile for Penang Campaign 2012

Media Indonesia



Detail	Sex	Occupation	SES	Age	Coverage Area
250.000 copies Periodic : Daily	Male: 78% Female: 22%	- White Collar 47 % - Blue Collar:27% - Entrepreneur:6% - Household:9% - Others:11%	A1-B :61%	20 – 49 y.o: 82%	The whole provinces of Indonesia (33 provinces) Majority of region in Indonesia (429 regions)

KOMPAS



Detail	Sex	Occupation	SES	Education	Age
500.650 copies Periodic : Daily	Male: 78% Female: 22%	- Police:0,4% - Private employees: 35,5% - civil servants: 11,6% - BUMN: 4,3% - Student: 5,5% - Entrepreneur : 14,5% - Household: 6,4% - Not working:6,5% - Pensiun:7%	A-B:54% C-D-E:46%	- Lulus SD:0,3% - Lulus SMP:1,3% - Lulus SLTA:19,2% - Akademi:10,4% - Sarjana:3,4% - S1:52,2% - S2/3:13,2%	<15 y.o :0,2% 15-19 y.o :1,7% 20-24 y.o :8,2% 30-34 y.o :16% 35-39 y.o :15,6% 40-44 y.o :13,9% 45-49 y.o :10,1% >50 y.o :20,3%



Tempo



Detail	Sex	SES	Age	Distribution
180,000 copies Periodic : weekly (every Monday)	Male : 60% Female : 40%	A : 62% B : 22% C : 16%	▪ <20 y.o : 20% ▪ 20-29 y.o : 34% ▪ 30-39 y.o : 39% ▪ 40-49 y.o : 16%	Jakarta 59% Java 18% Sumatera 13% Kalimantan 3% Sulawesi 2% Bali & others 3%

Jawa Pos



Detail	Sex	SES	Age	Coverage Area
425,166 copies Periodic : Daily	Male: 63% Female: 37%	ABC	15 – 50+	East Java, Nusa Tenggara, East Indonesia

Harian Surya



Detail	Sex	Occupation	Age
155.417 copies Periodic : Daily	Male: 66 % Female: 34 %	- White Collar : 50,69 % - Blue Collar : 14,99 % - Entrepreneur : 9,03 % - Student : 12,99 % - Household : 9,01 % - Others : 3,29 %	10 - 19 y.o : 17,86 % 20 - 29 y.o : 33,77 % 30 - 39 y.o : 20,65 % 40 - 49 y.o : 20,71 % - Above 50 y.o : 7,01 %

Guo Ji Ri Bao



Detail	Sex	Occupation	Monthly expenditure	Age
60.000 copies Periodic : Daily	Male: 73% Female: 27%	- White collar : 50,69% - Blue collar : 14,99% - Entrepreneur: 9,01% - Student : 12,99% - Household : 9,01% - Others : 3,29%	- Under 2 mio : 11 % 2 mio – 5 mio: 18 % 5 mio – 10 mio: 24 % - Above 10 mio: 47 %	- Under 30 y.o: 6 % 31 – 40 y.o : 27 % - Above 41 y.o: 67%

Harian Indonesia Shang Bao



Detail	Education	Occupation	Age
60.000 copies Periodic : Daily	- High education: 60% - Middle education: 40%	- Worked in private: 80% - Others : 20% - Manager : 40% - Others : 60%	30-65 y.o



MEDIA KAWASAN

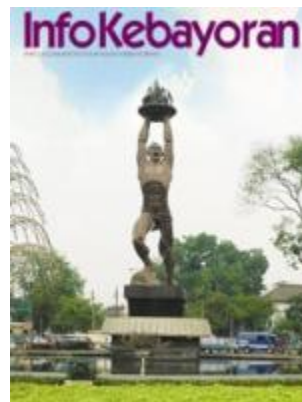
- Kelapa Gading
- Pluit-PIK
- Pondok Indah
- Puri-Kb.Jeruk
- Kebayoran



Detail	Sex	Education	Monthly expenditure	Age
20.000 copies : Kelapa Gading 15.000 copies: Pluit-PIK, Pondok Indah, Puri-Kb.Jeruk, Kebayoran Periodic :Monthly	Male: 40% Female: 60%	■ High school:45% ■ Bachelor:35%	Expenditure > IDR 10 million	20-35 years old : 70% >35 years old : 30%



Info Serpong & Info Kebayoran



Detail	Occupation	SES	Age
17.000 copies: Info Serpong 15.000 copies: Info Kebayoran Periodic : Monthly	▪ White Collar ▪ Blue Collar ▪ Entrepreneur ▪ Household ▪ Others	A & B	25-50 y.o



China Town



Detail	Occupation	Monthly expenditure	Age
15.000 copies Periodic :Monthly	▪ White Collar ▪ Blue Collar ▪ Entrepreneur ▪ Household ▪ Others	A & B	25-50 y.o

Tabloid Nova



Detail	Sex	Occupation	Age	Education
626.084 copies Periodic : Weekly	Male: 3 % Female: 97 %	- Private employees: 28% - civil servants: 7% - Entrepreneur : 9% - Executive: 3% - Household : 46 % - Professional :3% - Others : 4 %	20 - 29 y.o : 13% 30 - 34 y.o : 15 % 35 - 39 y.o : 21 % 40 - 44 y.o : 23 % 45 - 49 y.o :12 % - Above 50 y.o :16%	- S2 : 5% - S1: 50% - D3: 27% - SMA:16% - Others: 2%

Tabloid Nyata



Detail	Sex	Occupation	Age	Education
525.000 copies Periodic : Weekly	Male: 29% Female: 71%	- White Collar : 39% - Blue Collar : 16% - Entrepreneur : 14% - Student: 11% - Household : 8 % - Others : 12 %	15 - 19 y.o: 6% 20 - 29 y.o : 34% 30 - 39 y.o : 31% 40 - 49 y.o : 16 % - Above 50 y.o : 8 % - Others : 5%	- Akademi : 16% - Lulus SMA: 49% - S1-S2: 15% - Others: 20%

Who's listening to Delta FM?

Age 30-39 years old

Mostly Married

Family Married

Well Informed

Positive Thinker

Up To Date

Wide Networking

Program Percentage

Commercial	: 15%
News	: 5%
Mandarin Songs	: 60%
Western Songs	: 5%
Indonesian Song	: 10%
Cultural Program	: 1,2%
Education Program	: 1,3%
Religious Program	: 2%
Others	: 0,5%



DATA ANALYST

Listener's Profile

Male : 48%, Female : 52%

Age

<20 : 18%, 20-30 : 31%,
30-40 : 28%, 40-50 : 15%, >50 : 8%

Education

SD : 1%, SMP : 10%, SMA : 44%,
Sarjana : 30%, Pasca sarjana : 15%

Status :

Mahasiswa : 15%, Wiraswasta : 18%,
Ibu Rumah Tangga : 8%, Karyawan :
27%, Pelajar : 26%, Manager : 6%

Jam Dengar :

6-9 am : 13.4% 9-12 am : 14.5%,
12-4 pm : 19.8% 4-8 pm : 18.7%,
8-12 pm : 12% 12-3 am : 10.6%
3-6 am : 11%



Listener's Profile

Sex

Male : 67%, Female : 33%

Age

10-19 : 16%, 20-29 : 8%, 30-44 : 33%, 45+ : 42%

SES

AA+ : 9%, B : 19%, C : 57%, DE : 14%

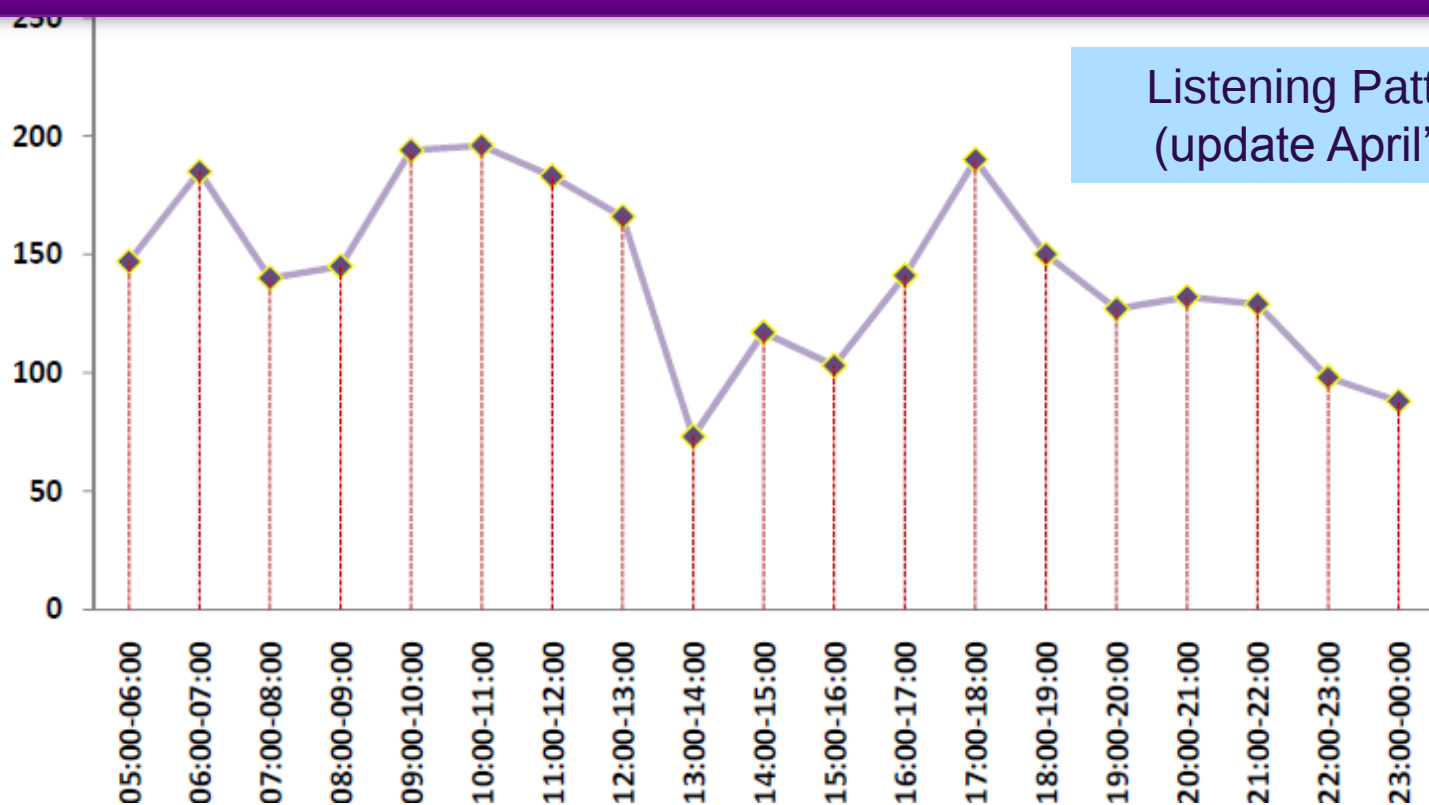
Occupation

Student : 15%, Housewife : 14%, Blue Collar : 37% , White Collar : 13%, Entrepreneur : 14%, Others : *%

Education

SD : 35%, SMP : 22%, SMA : 36% , University : 7%





Listening Pattern
(update April'11)



Sex

Male : 40%
Female : 60%

Occupation

Employee : 10%
Entrepreneur : 40%
Housewife : 40%
Student : 10%

Age

15-19 : 25%
40-49 : 25%
20-29 : 25%
30-39 : 25%

Thank you