

GBBI 2010/2011

FACILITATING TRADE & INVESTMENT BETWEEN INDONESIA AND BRITAIN

GUIDE TO
BRITISH
BUSINESS
IN INDONESIA



MEDIA KIT

WHAT'S INSIDE...

THE BRITCHAM 'GUIDE TO BRITISH BUSINESS IN INDONESIA' (GBBI) IS NOT MERELY A DIRECTORY, IT IS A VALUABLE RESOURCE FOR IN-COUNTRY INFORMATION, AND HANDS-ON GUIDE FOR DOING AND EXPANDING BUSINESS IN INDONESIA.

GBBI is highly regarded by government, business and other not-for-profit institutions, the public and private sectors both in Indonesia across South East Asia and the United Kingdom. It represents bespoke visibility for our international members, the members of other Chambers of the Britain in South East Asia Conference (BISEA) and other companies seeking an entrée into the extensive British Chamber network.

With a shelf-life of two years, full colour, high quality production and extensive targeted distribution which includes airport lounges, hotel executive facilities, professional offices, quality bookshops in the region, plus on-line international subscriptions, the Britcham 'Guide to British Business in Indonesia' IS THE BUSINESS PUBLICATION TO BE SEEN IN.



"GBBI IS A VALUABLE RESOURCE FOR BUSINESSES IN THE UK SOURCING LOCAL BUSINESS INFORMATION. IT IS ALSO AN EXCELLENT MEDIUM FOR SUCCESSFUL ESTABLISHED BRITISH BUSINESS TO SHOW CASE THEIR SUCCESS"

BRITISH AMBASSADOR, H.E. Martin Hatfull



OUR READER [DEMOGRAPHIC]

GBBI is circulated once every two years to the following:

1. **BRITCHAM MEMBERS;** +250 companies with +900 nominees
2. **NON MEMBERS;**
 - British Chambers of Commerce – Worldwide
 - Other Chambers of Commerce – Worldwide
 - Embassies, Trade Associations, & Foundations
 - Information & Learning Centers

GBBI is also available at Executive Lounges, Business Lounges, Hotels, Restaurants and other premium business & non business outlet. This edition will be available for hard-copy purchase by the public in good bookstores throughout South East Asia and in the UK.

TESTIMONIALS



MAXI GUNAWAN
Indonesian Chambers of Commerce
CHAIRMAN OF KADIN INDONESIA
FOR BRITAIN AND WEST EUROPEAN
COUNTRIES

“The UK and Indonesia have enjoyed excellent trade relations for decades. In this year of opportunity, GBBI provides insight into many of the key players.”



PETER G. FANNING
CHAIRMAN OF THE INTERNATIONAL
BUSINESS CHAMBER

“The British Chamber of Commerce plays a very active role among the international business community. GBBI provides practical market-entry information and details the extensive British / Indonesian corporate network.”

BUSINESS SECTORS (BY CORPORATE MEMBER NUMBER)



- AGRICULTURE, FOOD & FOOD TECHNOLOGY | 2%
- AIRLINES | 1%
- BANKING & INSURANCE | 10%
- COMMUNICATION | 4%
- CONSUMER PRODUCTS & RETAIL | 4%
- CONSULTANTS & PROFESSIONAL SERVICES | 19%
- EDUCATION | 2%
- EVENT & EXHIBITION ORGANIZERS AND HOTEL, TOURISM, LEISURE & RECREATION | 12%
- FINANCIAL SERVICES & INSURANCE BROKING | 10%
- HEALTHCARE | 1%
- INDUSTRIAL & ENGINEERING | 8%
- IT | 1%
- LOGISTICS, MOVING AND RELOCATION | 2%
- OIL & GAS | 9%
- PERSONNEL, RECRUITMENT & HR DEVELOPMENT | 8%
- PHARMACEUTICALS | 1%
- PROPERTY & PROPERTY MANAGEMENT | 3%
- SECURITY, RISK MANAGEMENT & BUSINESS INFORMATION | 3%

CIRCULATION (BY CORPORATE NOMINEES)



- SENIOR EXECUTIVES | 45%
- BUSINESS OWNERS | 25%
- SENIOR MANAGEMENT | 15%
- CONSULTANTS | 10%
- OTHERS | 5%

RATE CARD

MAGAZINE SPECIFICATION

FREQUENCY	Every two years (Biennial)
DATE OF ISSUE	End of April 2010
TRIM SIZE	200mm (W) x 270mm (H)
COVER	Art Carton (230gsm), matte lamination on front side. Anticipated dot gain is 22%, plus or minus 5%
CONTENT DETAIL	Art Paper (120 gsm) Four-color process and perfect bound with saddle-stitch
ESTIMATED READERS	5000 copies
PRICE	IDR 475,000

COMPLIMENTARY DISTRIBUTION

PREMIER MEMBERS	3 Copies
CLASSIC MEMBERS	2 Copies
STANDARD MEMBERS	1 Copy
SPONSORS	1 Copy
PARTNERS & ASSOCIATES	1 Copy

Available to non-resident entities by
subscription on-line



SPECIAL INTRODUCTORY OFFER

Book a full page by end of **February 19, 2010** pay deposit by **March 5, 2010** receive free full page colour ad in UP. Date any month during 2010/2011.

CATEGORY	RATES (USD)	DIMENSION (WIDTH X HEIGHT)
Back Cover	2,500	
Inside Back Cover	1,750	
Inside Front Cover	1,600	200mm x 270mm
Section Dividers	1,500	
Full Page	1,000	
Half Page	600	200mm x 135mm
Advertisement Design (BY LEAP DESIGN STUDIO)	starting from \$75 for half-page ad contact Nova at info@leapdesign.biz	

NOTES: For visualisation of the size please see the advert specification page.

BISEA CONFERENCE CHAMBER MEMBER

LISTING	USD 150
LISTING, LOGO & PROFILE	USD 300

* All rates in USD, payable in \$ or rupiah currency equivalent, per invoice

DEAD LINE

Deadline for the submission is on

MARCH, 26TH 2010

50% DEPOSIT – due immediately on invoice all final
payment by **Friday, April 9th 2010**

Contact **Almira Yasmine** at **+62 818 481 620** or
almira@britcham.or.id to secure your pages!

Visit WWW.BRITCHAM.OR.ID for further information.

ADVERT SPECIFICATION

DIGITAL SPECIFICATION

PLATFORM

GBBI is produced using the Macintosh platform using Adobe InDesign, Photoshop, and Illustrator.

FORMAT

- Files must be supplied as one of the following formats: PDF, TIFF or EPS.
 - PDF: 300 dpi + Line Screen 150
 - TIFF or EPS (no JPEG) at 300 dpi.
- Images used must be SWOP standard CMYK or grayscale (no RGB images). Do not embed ICC profiles.
- Include standard trim and bleed marks with the file, these should be at least 5mm outside trim area.
- Required types safety: 10mm from trim on all sides

PROOFS

One color proof to SWOP standard generated from the final file to be supplied with each file.

DELIVERY

You may either send your file on a CD-ROM or place your file on our FTP site.

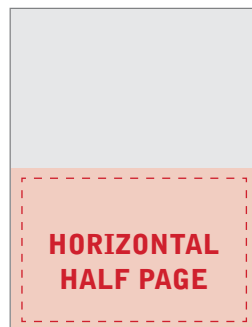
DETAIL OF THE SPECIFICATION

-  Advert Area
-  Page Area
-  Live Area [SAFE AREA FOR TEXT AND IMAGE]



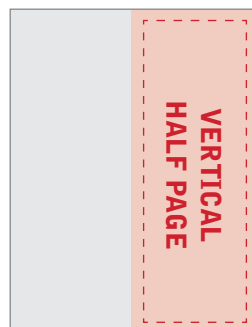
FULL PAGE

- TRIM AREA** 200mm x 270mm
- LIVE AREA** 180mm x 250mm
- WITH BLEED** 210mm x 280mm (5mm ALL SIDES)



HORIZONTAL HALF PAGE

- TRIM AREA** 200mm x 135mm
- LIVE AREA** 180mm x 115mm
- WITH BLEED** 210mm x 145mm (5mm ALL SIDES)



VERTICAL HALF PAGE

- TRIM AREA** 100mm x 270mm
- LIVE AREA** 80mm x 250mm
- WITH BLEED** 110mm x 280mm (5mm ALL SIDES)

ADVERTISEMENT DESIGN

BritCham in partnership with LEAP Design Studio (designer of the Up.Date Magazine) provides advertisement design services for the GBBI.

DON'T HAVE THE RESOURCES TO CREATE YOUR AD?

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LEAP creates innovative print advertisement designs using the latest design trends and technology. From as little as **USD 75 for a half page**, make sure that your ad stands out from the crowd. Contact **Nova** at info@leapdesign.biz for further information.