

# LEADERS

# MAGAZINE

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MEDIA INFORMATION 2019

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*Indonesia's Forum  
for Sustainable Living*

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[www.mostvaluedbusiness.com](http://www.mostvaluedbusiness.com)

 MVB Indonesia

 MVB\_ID



# Background

Indonesia has an extraordinary mixed reputation around the world, as a cultural wonderland, as a paradise holiday destination, as the world's second largest ocean polluter; as the most bio diverse nation on earth, but at the same time destroying millions of hectares of primary forests for plantation, as a champion of tolerance and as a nest of terrorists. On the economic front it is a member of G20 but still has major areas of poverty; it has undergone rapid industrialisation but lags badly in infrastructure; it has abundant renewable energy sources but is still heavily reliant on fossil fuels. All in all a paradox, a complex and fascinating place, but one in great need of advancing its progress in sustainability and corporate responsibility, two areas which have not moved forward with the rest of the world. That's why we have established LEADERS Magazine as a showcase for responsible business. LEADERS is published by MVB Indonesia, a pioneer in establishing sustainable business practices. We intend this to be a FORUM of opinion, inspiration, knowledge and action on all elements of sustainability, and invite you to be a part of this journey.

## Contents

LEADERS is not intended to be a technical magazine but one which anyone can read and enjoy. The editorial style is relaxed, informal but informed, positive but critical, and always trying to introduce new ideas that will help Indonesia advance in its sustainability journey. Here are the proposed departments:

### **CUSTOMER SERVICE & RESPECT**

We look at ways of serving customers better and more efficiently by improving the business model behind it.

### **SAFETY AND SECURITY**

This will look at ways to improve company security, to safeguard workers, to protect the company's assets, and manage the risk exposure.

### **BEST BUSINESS PRACTICES**

We will have experts from Binus School of Management, Trisakti University, IPMI, KADIN, IBCSD, and Action Coach all contributing articles.

### **CORE VALUES**

We will look for the best ways of creating and keeping core values of an organization true to themselves so that all can benefit from these principals.

### **EMPLOYMENT**

What ethical employment really means, how to become an inclusive employer and an equal opportunity employer. Plus training for sustainability is training for increased efficiency.

### **NEWS AND VIEWS**

The latest happenings in the world of sustainability, new ideas, new initiatives, research and development, people in the business. Approximately 50% focused on Indonesia and 50% on the World.

### **THE ENVIRONMENT**

Looking at Indonesia's forests, rivers, oceans, mountains, cities and villages and seeing what is being done to improve them. Programs, projects, aid and assistance, best practices and good ideas. With articles by leading NGO's and experts.

### **"LEADERS"**

This is our main section where we feature companies who deserve recognition for what they do and deserve their ideas to be broadcast across the world. This will include an interview with the person responsible for the vision to improve: the CEO, the President, or the CSR Manager or Sustainability expert.

### **HEARTS OF GOLD**

This is where we feature individuals who make the most contribution to society and the community through their vision and actions. NGO's and Social Enterprises. Community leaders and people who are just 'doing the right things'

Of course we will also have contributions from leading environment movements (e.g. Green Globe, Global Compact) and other relevant experts to give our readers a useful amount of information to use for their companies, their organisations, their departments or their everyday lives.

# Distribution

## Where you can find Leaders Magazine in Jakarta

Including but not limited to:

- World Trade Centre Complex: All Offices
- Setiabudi I & II
- JSI Properties
- Tauzia Hotels
- Jababeka Industrial Estates
- Starbucks Outlets
- Major Bookstores
- Five Star Hotels

**PRINT** distributed to top level companies and venues across Jakarta, Surabaya, Bandung and Bali. Frequency 4x year. 5,000 copies.

**WEBSITE** not exactly the same format as the magazine but adapted to frequent updates (weekly) with interactive features and a video section.

**ENEWS** main features from magazine plus topical updates. Frequency 1x month. Targeted to 10,000 selected emails.

**QR Code Download version** will be made available through partner's offices, members offices etc. Target 10,000 downloads/month.

**Our intention is to reach at least 3000 top businesses with each issue (over 3 months) (B2B) and a minimum of 20,000 individual consumers (B2C), digitally.**

# Advertising

Advertising in all formats is open to all companies and organisations that are committed to a sustainable future for Indonesia. Advertising can be in print (ad or article), on website, e-news or download as banner, article, video, or other creative content, or as a package of both. MVB Members have advertising locked into their contracts at rates which are only 25% of the rack rates. (So if you are thinking of long term advertising, think MVB Member first)

## 2019 Advertising Rates

Full Page Display Ad RoP	Rp. 25.000.000
Outside Back Cover or DPS	Rp. 40.000.000
Inside Front or Back Cover	Rp. 30.000.000
Single Page Advertorial	Rp. 20.000.000
Double page Advertorial	Rp. 30.000.000
E-News Article + Website (3 months exposure)	Rp. 10.000.000
E-News, Website + download version only	Rp. 12.000.000
Video on website (3 months)	Rp. 10.000.000
Video link on E-news, download and website	Rp. 12.000.000

*\*All fees are payable in advance. All prices subjects to 10% PPN.*

*Frequency discounts are available:*

*10% for 2x — 12,5% for 3x — 15% for 4x*

*Please see Advertising Contract Form for the Full Terms and Commissions*

# Advertising Specifications

Full Page  
(OBC,IFC,IBC)  
Size : 21 x 29,7cm

Double Page Spread  
(DPS)  
Size : 21 x 43cm

## Artwork Requirements:

- Only CMYK.
- Format must be in PDF version.
- 300dpi resolution required.
- 3mm bleed on each side is necessary.

## Digital

- Text article in English.
- Medium resolution images in JPEG version.
- Link address to your selected site.
- Video with max. 2 minutes duration in MP4 format.

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