

# Company Profile 2023

MIX MarComm (SWA Media Group)

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Website: **[www.mix.co.id](http://www.mix.co.id)**

Socmed:

Facebook: [@mixmarcomm](https://www.facebook.com/mixmarcomm)

Instagram: [@majalah\\_mixmarcomm](https://www.instagram.com/majalah_mixmarcomm)

Twitter: [@mixmarcomm](https://www.twitter.com/mixmarcomm)

Linkedin: MIX Marcomm

TikTok: [@mixmarcomm](https://www.tiktok.com/@mixmarcomm)



Marketing & Communication

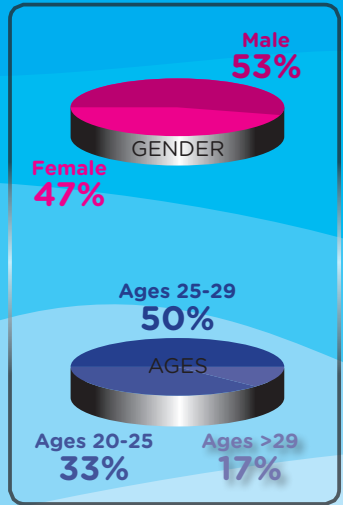
## MIX MARKETING & COMMUNICATION is Indonesia's Leading Marketing Communication Magazine



Launched by leading business magazine SWA in February 2004, MIX MarComm covers business dynamics in Indonesia, focusing on marketing, communications, branding, & corporate sustainability issues. This monthly magazine has been published bimonthly since 2021.

## THE TARGET AUDIENCE

The audiences are mostly marketers & corporate communication professional in various industries, marketing communication consultants and agencies (advertising, brand activation, promotion, branding, public relations, and media agencies). As well as entrepreneurs and business & communications students.



## THE SECTIONS

■ **COVER STORY:** Comprehensive coverage of brand guardianship, marketing communications, corporate communications, customer engagement, product innovation, public relations, corporate sustainability, and other issues in marketing and communications. This section presents in-depth coverage with research and case studies.

■ **THE BUZZ:** News about new product launches, consumer insights, consumer behavior, marketing research, brand activation, and other marketing & communication issues. The subsections are named TREND, NEWS IN BRIEF, RESEARCH, EVENT GALLERY, & EXCLUSIVE INTERVIEW. Expert opinions on marketing and communication issues today are also in this section.

■ **THE CREATION:** An in-depth review of new programs or products created by a team of marketers, corporate communications, or CSR such as reviews of the latest version of TVC ads (AD REVIEW), new brand activities

(BRAND ACTIVATION REVIEW), corporate sustainability initiatives (CSR PROGRAM REVIEW), and the latest corporate communication programs (PR PROGRAM REVIEW).

■ **THE CREATOR:** Professional profile of Indonesian corporate marketing, branding, communication, and sustainability, as individuals and teams in their company. As well as news about the latest position they have in a company. The subsections in this Section are named PEOPLE OF THE MONTH, TEAM OF THE MONTH, NEW POSITION.

## ANNUAL PROGRAM

To appreciate the best practices in branding, product innovation, corporate communication activities, and corporate sustainability initiatives, MIX MarComm creates six annual recognitions. The award is also given to outstanding professionals in their field.

The awarding ceremony is held in seminars/conferences/forums, conducted offline, online, or hybrid. Meanwhile the program was covered in Mix Marcomm Magazine, and amplified on all MIX Marcomm digital channels: Websites, Facebook, Instagram, Twitter, LinkedIn, Tiktok.

■ **INDONESIA PUBLIC RELATIONS OF THE YEAR 2023:** An award for the best Public Relations program in Indonesia and the best PR Practitioners. It is the 16th year of the awarding.

■ **INDONESIA CORPORATE SUSTAINABILITY INITIATIVES 2023:**

An award for the best corporate sustainability initiatives in Indonesia and the best corporate sustainability warriors. It is the 8th year of the awarding.

■ **INDONESIA MOST ENGAGING BRAND:** The award for outstanding customer engagement, measured by brand engagement with netizens--representing more than 70% of Indonesia's population--on social media & websites. It is the 3rd of the awarding.

■ **INDONESIA BRAND COMMUNICATIONS & BRAND GUARDIANSHIP CHAMPIONS:** A recognition for the best brand communication and the best brand guardianship in Indonesia. It is the 3rd year of the awarding.

**THE YEAR 2023:** A recognition for outstanding innovation on new products & services in last a year. It is the 2nd year of the recognition.

**■ MARCOM & CORCOMM DREAM TEAM:** An award for an outstanding Marketing Communication (Marcomm) and Corporate Communication (CorComm) team. This recognition is the 2nd year of the awarding.



## MINI COVER STORY

Named MIX PLUS, this mini cover story in MIX MarComm Magazine contains an integrated issue about marketing, branding, and corporate communications, which can be used for client branding activities. In this collaboration, the partner is welcome to become one of the main sources in the article to communicate his brand activities. And here are the topics of our mini cover story.

**FESTIVE SEASON:** Brand activities during the Ramadan and Eid al-Fitr festive seasons.

**AGENCY DIRECTORY:** The coverage will be a guide for brand owners in finding communication bureau partners. The publication of articles about the agency's profile will be expanded on MarComm's MIX social media platforms (Facebook, Instagram, Twitter, and LinkedIn).

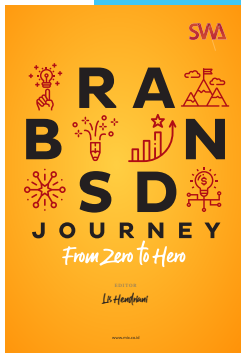
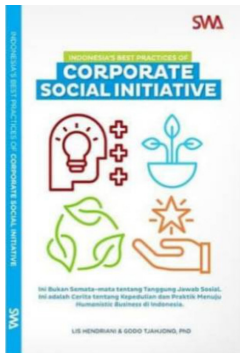
### **MICE INDUSTRY ECOSYSTEM:**

Coverage of the MICE industry ecosystem in Indonesia: event agenda in 2023, available venues, profiles of event organizers, vendors for event implementation, etc. This can help brand owners and managers in doing brand activation.

**CAMPUS DIRECTORY:** Presenting a list of universities in Indonesia that have majors in management, marketing, and communication by reviewing the profiles, achievements and recruitment programs of their students. This directory can be used as a guide for marketing and communications professionals to continue their education to a higher level. It can also be information for high school students for their next level of education.

## BOOKS

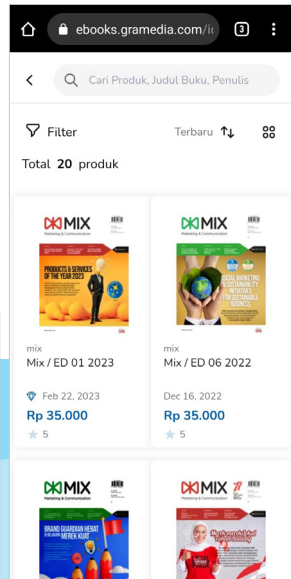
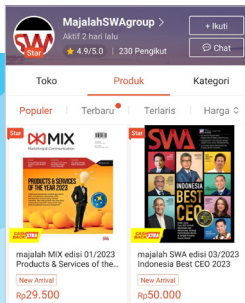
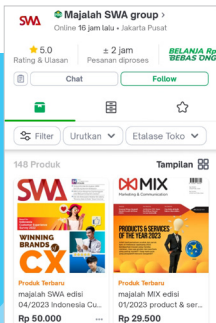
MIX Marcomm Magazine collabs with SWA Publishing has published various books on branding and communication issues.





## MIX DIGITAL CHANNEL

Disruption in the media industry has prompted MarComm's MIX Magazine to expand its media channels to digital platforms by building [www.mix.co.id](http://www.mix.co.id). This portal contains daily updates on Marketing and Communication news as well as the business development of companies operating in Indonesia. MIX MarComm Magazine also comes in e-Magazine format which can be obtained on Gramedia.com. Meanwhile the print edition can be purchased at Blibli, Shopee, and Tokopedia.



## MIX SOCIAL MEDIA CHANNEL

MIX MarComm is also present on the social networking platforms Facebook @mixmarcomm, Instagram @majalah\_mixmarcomm, TikTok @mixmarcomm, LinkedIn MIX Marcomm, and Twitter @mixmarcomm. The platform can be used to communicate a client's brand message/campaign in the format of banners, infographics, short videos, or live broadcasts.

On the Instagram platform, Mix MarComm Magazine has an IG LIVE program called "BRAND STORY" which has presented many speakers, such as Panasonic, TikTok, Nielsen, P3I, Sharp, DANA, Gojek, Campina, Oriflame, Sasa, and so on.



## MIX MARCOMMUNITY

The community members of this Whatsapp Group consist of our readers and clients. They are corporate communication practitioners, marketers, and Corporate Social Initiative professionals.

Through this WAG, MIX MarComm Magazine offered a variety of services related to marketing activation and media relations such as press conferences, product launch events, workshops, and seminars. Our clients included PT KAI, Accenture, and Danamon Peduli Foundation.



## MIX MARCOMM INSTITUTE

As a knowledge center, MIX MarComm Magazine expanded its services by presenting the MIX MarComm Institute. Through this service, MIX MarComm hosts workshops and seminars--packaged offline and online--on marketing and communication such as “Working with Journalists” and “Effective PR in New Media Landscape”.



## MIX MARCOMM GOES TO CAMPUS (MGTC)



To interact with college students as a future market, MIX MarComm Magazine regularly holds a half-day seminar called “MIX MarComm Goes to Campus” or MGTC. The seminar explores the latest issues in marketing and communication by presenting speakers from professional circles. Clients can use MGTC to create interactivity with hundreds of students.

## EDITORIAL TEAM

The editorial team of MIX-MarComm Magazine consists of senior journalists with more than 20 years of experience. They are also active as speakers at various campuses and business seminars.

They are **Kemal E. Gani** as Chief Editor of SWA Group, who is also the former Chairman of the Editor-in-Chief Forum; **Dr. Edhy Aruman** as Editor-in-Chief of mix.co.id, who is also a lecturer at LSPR Institute of Communication and Business; **Lis Hendriani MM**, Editor-in-Chief of MIX MarComm Magazine; **Dyah Hasto Palupi M.I.Kom**, **Dwi Wulandari M.I.Kom**, and **Wawan Setiawan**, as Senior Editors.



## PUBLICATION SCHEDULE IN 2023

Time	Publish Date	CoverStory	MixPlus	Event	Event Schedule
January					
February	23-Feb-23	Product & Service of The Year 2023			
March				Awarding Product & Service of The Year 2023	09-Mar-23
April	10-Apr-23	Marcomm & Corcomm Dream Team 2023	Mixplus Festive Seasons		
May				Awarding Marcomm & Corcomm Dream Team 2023	17-May-23
June	22-Jun-23	MOst Engaging Brand 2023	Directory Agency		
July				Awarding Most Engaging Brand 2023	14-Jul-23
August	24-Aug-23	Indonesia PR of The Year 2023			
September				Awarding: PR of The Year 2023	14-Sep-23
October	26-Oct-23	Indonesia Brand Communication & Brand Guardianship Champions 2023	Directory Kampus		
November				Awarding Indonesia Brand Communication & Brand Guardianship Champions 2023	09-Nov-23
December	11-Dec-23	Indonesia Corporate Social Initiatives 2023	Directory MICE	Awarding Indonesia Corporate Social Initiatives 2022	20-Dec-23

## RATE CARD MIXMARCOMM IN 2023

Item	Specification		Rate
	Page	Size (mm)	
Display FC (Cover 4)	1 pg	210 x 275	40.000.000
Display FC (Cover 3)	1 pg		27.500.000
Display FC (Cover 2)	1 pg		30.000.000
Display FC (Hal 3)	1 pg		28.000.000
Display FC	1 pg		26.000.000
Display BW	1 pg		20.000.000
Display FC	1/2 pg	185 x 127 (Horizontal)	14.000.000
Display BW	1/2 pg	95 x 225 (Vertikal)	11.000.000
Display FC	1/3 pg	185 x 85 (Horizontal)	10.000.000
Display BW	1/3 pg	59 x 225 (Vertikal)	7.500.000
Display FC	2/3 pg	122 x 255	22.000.000
Display BW	2/3 pg		15.000.000
Center Spread	2 pg	420 x 275	57.000.000
Advertorial FC	1 pg	210 x 275	28.500.000
Advertorial BW	1 pg		23.000.000
Content Marketing FC	1 pg	210 x 275	28.500.000
Event / Product Update	1/2 pg	185 x 127	7.500.000

### ADVERTORIAL

Minimum 1 page Size per page: 210mm (wide) x 275mm (high)  
For advertorial and Content Marketing advertisements, MIX will carry out all the production processes which include: interviews, article writing, photoshoots, design, to the advertising material published in magazines.

### MATERIAL:

Photoshop files (PDF); CMYK; Proof Print Digital 300 DPI resolution; Raster 150 LPI For 1 page size (210 x 275 mm), provide a circumference of 5 mm (220 x 285 mm) and do not need to add a pass/cut mark or color bar.



## RATE CARD

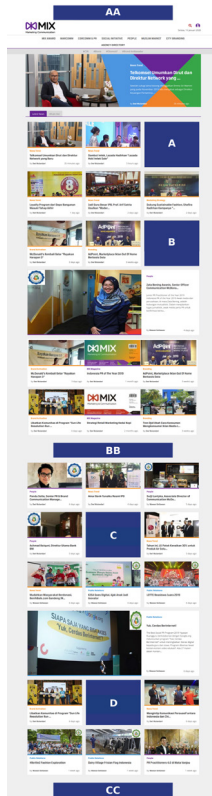
### MIX MarComm Online (mix.co.id)

As of Januari 2023, MIX MarComm has an average of more than 55,000 visitors per month, with more than 63,000 page views per month (source: google analytics).

### MIX MarComm Social Media

Currently, Facebook MIX has more than 12,000 followers, Instagram more than 5,500 followers, Twitter more than 4,200 followers, TikTok more than 1100 followers, LinkedIn more than 500 followers.

Position	Size (pixel)	Rate 2023
mix.co.id / month:		
Banner AA	728 x 90	Rp10.000.000
Banner A-B	336 x 280	Rp7.500.000
Banner BB	728 x 90	Rp7.500.000
Banner C	336 x 280	Rp5.000.000
Banner D	336 x 280	Rp4.000.000
Banner CC	728 x 90	Rp7.500.000
Advertorial	1 artikel	Rp10.000.000
Native Ad	1 artikel	Rp10.000.000
Press Release	1 press release	Rp5.000.000
Banner E	300 x 250	Rp3.000.000
Banner E1- E4	320 x 100	Rp2.000.000
Social Media / 2 weeks:		
Facebook	1x posting	Rp1.500.000
Linkedin	1x posting	Rp1.000.000
Tik Tok	1x posting	Rp1.500.000
Instagram	1x posting	Rp1.500.000
IG Live Packages	1x live	Rp15.000.000
Mirroring (Link Article)	1x (FB, LinkedIn, Twitter)	Rp2.000.000



## CONTACT PERSON

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