



# OUR SERVICES

<p><b>PRINT MEDIA</b></p>  <p><b>SWA MIX</b> Marketing &amp; Communication SwaPublishing</p>	<p><b>DIGITAL MEDIA</b></p>  <p><b>SWA.CO.ID MIX.CO.ID</b> <b>SOCIAL MEDIA</b> <b>SWA ONLINE APPS</b></p>	<p><b>RESEARCH</b></p> 	<p><b>EVENT</b></p>  <p><b>WEBINAR, IG LIVE,</b> <b>TALKSHOW, TIKTOK</b></p>	<p><b>CORPORATE COMMUNICATION</b></p> 
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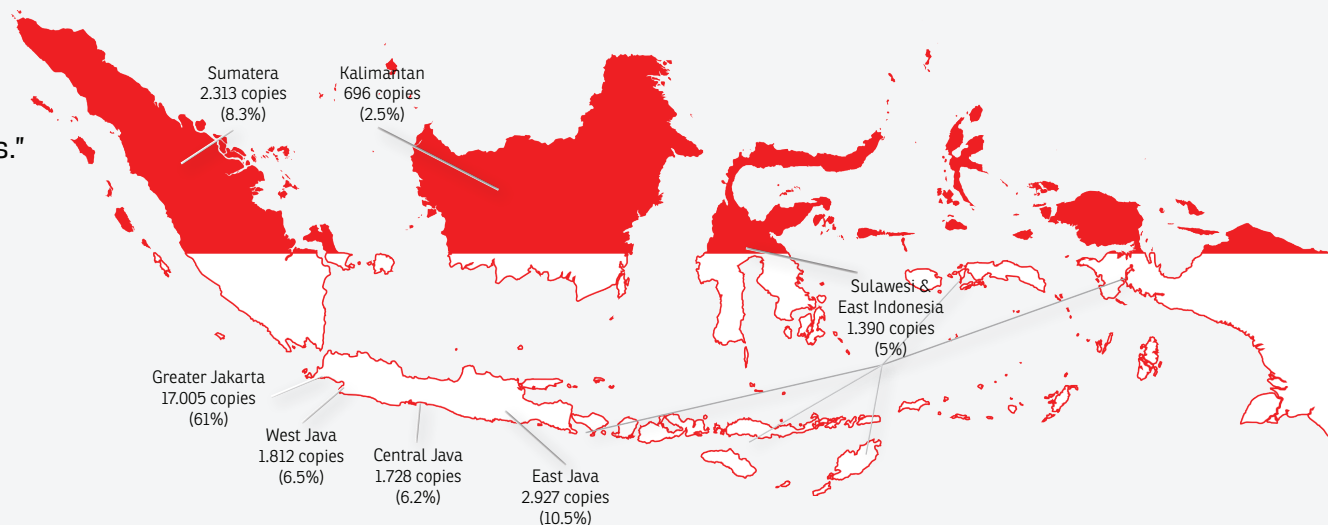
## SWA SCOPE & CIRCULATION 2022

**"SWA, The Indonesia Business with Local Wisdom Globally One Step Ahead"**

SWA Media Group helps local and global business people and corporate communities through its leading articles with great & reliable success stories. Almost 27.878 copies of nationwide circulation, and no less than 111.520 readers spread all over Indonesia, we help you communicate great corporate image, excellence products and services to your potential market easier.

SWA is not only providing latest information and top business opportunities, but also helping you in reaching the excellent connectivity to various business communities through its off prints activities. Supported with a very sound research and selective strategic partners, SWA is not only giving the rough data and facts, but also turning it into a comprehensive analysis and far beyond prediction.

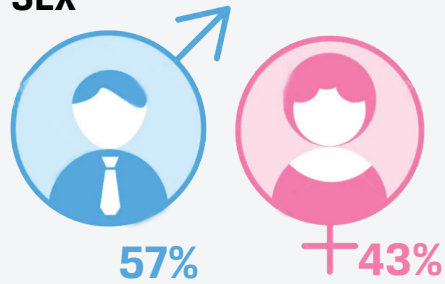
"This is why, SWA can be the best business partner for the main references in driving the company towards success."



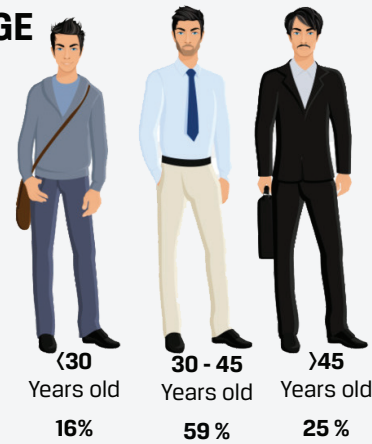
Through **29.305 copies**, the readers of SWA magazine are **117.220 people** and spreading in all big cities in Indonesia

# READERS PROFILE

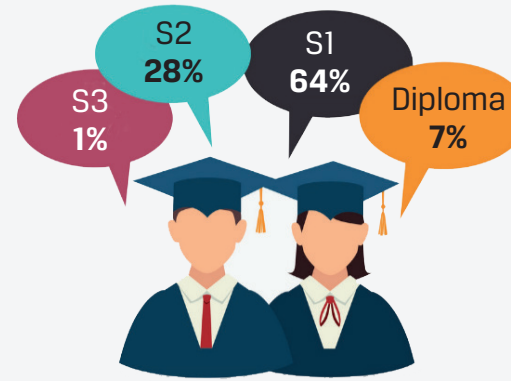
## SEX



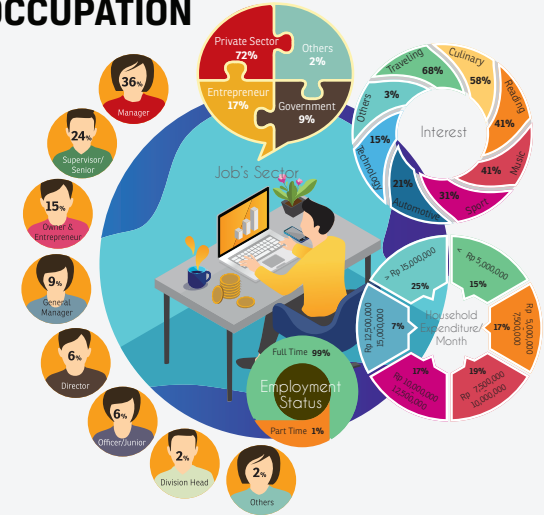
## AGE



## EDUCATION



## OCCUPATION



## TOP 10 PREFERABLE TOPICS

- Entrepreneurship
- Top Executive Profiles
- Technology and Information
- Career and Personal Development
- Story of Young Businessman
- Business Best Practices/Management
- Marketing Cases
- Startup Business
- Finance, Banking & Investment

## INVESTMENT

Life Insurance	53%
Gold	32%
Property (Residence)	30%
Personal Deposit	27%
Property (Land)	27%
Foreign Currency	10%
Mutual Fund	6%
Household Insurance	3%
Stock Exchange	1%

## JOB'S SECTORS (INDUSTRY)

- Banking 13%
- Manufacturing 10%
- FMCG 8%
- Education 7%
- Logistics 6%
- Healthcare 6%
- Information Technology 5%
- Hospitality & Tourism 5%
- Finance 4%
- Telecommunication 3%
- Media 3%
- Mining 3%
- Construction 3%
- Automotive 3%
- Public Relations 2%
- Electronics 2%
- Trading 2%
- Energy 2%
- Pharmacy 2%
- Others 11%

## PREFERRED RESEARCH/COMPETITIONS ON SWA

- SWA 100 (Rating Indonesia Public Companies Partnership with Steward & Co)
- Indonesia Best Brand
- Transformasi Business
- The Employer of Choice
- Best CEO & Indonesia Future Business Leader
- Indonesia Original Brand
- Good Corporate Governance
- HR Excellence
- Living Legend
- Best CFO
- Creating Leader



## Nilai Merek-merek Produk Mayora

Energen	Kopiko	Roma	Torabika	Beng-Beng	Choki-Choki
US\$ 349 juta	US\$ 252 juta	US\$ 196 juta	US\$ 152 juta	US\$ 49 juta	US\$ 46 juta

Better US\$ 39 juta

Research & Valuation by: **Brand Finance**

INFORMASI: AGUS

## KEPIMPINAN BPPT DALAM MENANGANI PANDEMI COVID-19

**HAMMAN RIZA KEPALA BPPT**

BPPT telah berkolaborasi dengan berbagai pihak untuk memastikan ketersediaan alat kesehatan dan obat-obatan. BPPT juga telah melakukan koordinasi dengan Kementerian Kesehatan RI untuk memastikan ketersediaan alat kesehatan dan obat-obatan.

**KEPIMPINAN BPPT DALAM MENANGANI PANDEMI COVID-19**

Hibrah K. Barton

## 4 LANGKAH STRATEGIS DIDIEK HARTANTYO

DIRUT PT KERETA API INDONESIA (PERSERO)

**Brand Value US\$ 542 juta**  
**Brand Rating AA (65,94)**  
**Enterprise Value US\$ 2,54 miliar**

**Pertama: Memenuhi karyawan kami**  
"Oranisasi kami KAI mulai Maret sampai akhir tahun. Namun demikian, KAI sudah menyiapkan payungnya. Artinya fasilitas yang KAI miliki bisa menutupi defisit cash flow perusahaan. Fasilitas tersebut adalah dari kredit modal kerja yang standby, serta dukungan pemerintah melalui dana talangan."

**Kedua: Mengamankan kas dan likuiditas**  
"Operasional kami KAI mulai Maret sampai akhir tahun. Namun demikian, KAI sudah menyiapkan payungnya. Artinya fasilitas yang KAI miliki bisa menutupi defisit cash flow perusahaan. Fasilitas tersebut adalah dari kredit modal kerja yang standby, serta dukungan pemerintah melalui dana talangan."

**Ketiga: Pengurangan biaya**  
"Kami melakukan efisiensi di semua front. Pengurangan biaya operasional bisa mencapai sebesar 30-40% dari total biaya tahunan. Kami juga mulai restrukturisasi pembayaran ke vendor dari segi waktu, serta ke perbankan kami minta restrukturisasi angsuran pokok di antara sampai satu tahun, minta pengurangan

**Keempat: Penataan bisnis**  
"Dengan kondisi angkutan penumpang turun drastis, perusahaan berupaya mengoptimalkan angkutan barang. Memegang ada penurunan angkutan barang kala memasuki pandemi sebesar 30%, tetapi kami melakukan banyak upaya untuk meningkatkan angkutan barang. Kami berupaya re-convert penumpang barang itu dengan cara mencari angkutan-angkutan barang baru."

30% angkutan barang itu dengan cara mencari angkutan-angkutan barang baru."

INFORMASI: AGUS

## BEKO BERTEKAD MEMPERBES PANGSA PASAR DI INDONESIA

**Vicky Rachman**

Menurut data dari Statista Research, diperkirakan 58,3% yang sedang menggunakan pendingin ruangan di luar negeri sudah di rumah mereka. Hal ini menunjukkan bahwa pendingin ruangan sudah menjadi kebutuhan pokok masyarakat di luar negeri.

Produk pendingin ruangan yang ditawarkan oleh Beko adalah pendingin ruangan tipe split yang memiliki kapasitas pendinginan hingga 18 liter per jam. Produk ini memiliki fitur yang canggih dan modern seperti: remote control yang dapat dikontrol jarak jauh, fitur auto restart yang dapat menghidupkan pendingin ruangan secara otomatis jika mati, dan fitur sleep mode yang dapat mengurangi konsumsi energi saat tidur.

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Misi kami, mempersiapkan masyarakat untuk hidup lebih cerdas dengan visi kami, Live Like a Pro, yang menghadirkan produk berteknologi canggih.

**Arief Setiawan**  
Marketing Director Beko Indonesia

## JURUS TRANSFORMASI TELKOM

HEALTHY DIGITAL TELCO

**KINERJA MEREK 2020**

Brand Value US\$ 4,72 juta

**KINERJA REVENUE 2019**

Rp 131,941 miliar

Rp 42,391 miliar

Rp 32,308 miliar

INFORMASI: AGUS

## JEJAK LANGKAH PANASONIC GOBEL

JELAJAJAH INDUSTRI ELEKTRONIK DI TANAH AIR

**Dicky Sumarsono**  
CEO Adira Indonesia

Produk-produk elektronik Panasonic telah hadir di Tanah Air sejak puluhan tahun yang lalu. Produk-produk ini telah membuktikan kualitasnya yang unggul dan inovatif.

INFORMASI: AGUS

## JEJAK LANGKAH PANASONIC GOBEL

JELAJAJAH INDUSTRI ELEKTRONIK DI TANAH AIR

**Jethon Kiki Barton & Vicky Rachman**

Produk-produk elektronik Panasonic telah hadir di Tanah Air sejak puluhan tahun yang lalu. Produk-produk ini telah membuktikan kualitasnya yang unggul dan inovatif.

INFORMASI: AGUS

## KEMENTERIAN PUPR SEGERA RAMPINGKAN JALAN PANSELA

### KONDISI JALAN DAN RENCANA PENUNTASAN PADA RUAS JALAN PANSELA

Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR) Jawa Tengah telah melakukan pemetaan kondisi jalan provinsi di Provinsi Jawa Tengah yang dirampingkan pada tahun 2021. Rencananya, Kementerian PUPR akan segera melakukan pembenahan pada ruas-ruas jalan yang kondisinya buruk.

**JARINGAN JALAN PANSELA**

Kategori	Volume	Total
1. Kategori Rute Strategis	19,35	87,44
2. Kategori Rute Strategis	4,74	55,97
3. Kategori Rute Strategis	2,4	60,28
4. Kategori Rute Strategis	5,80	78,46
5. Kategori Rute Strategis	6,27	57,07
6. Kategori Rute Strategis	5,84	91,55
7. Kategori Rute Strategis	13,40	65,18
<b>Total</b>	<b>71,60</b>	<b>627,28</b>

**KONDISI JALAN DAN RENCANA PENUNTASAN PADA RUAS JALAN PANSELA**

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**DIREKTORAT JENDERAL BINA MARGA**  
KEMENTERIAN PEKERJAAN UMUM DAN PERUMAHAN RAKYAT

## STRATEGI XL AXIATA

### TEPAT MENJAGA KINERJA BIRU

Industri telekomunikasi Indonesia mengalami masa berat. Mengutip data Analysis Mason, tahun 2018 industri mengalami penurunan sampai 7,4%, sedangkan tahun ini diperkirakan meningkat sebesar 4%. Bagaimana XL Axiata tetap menjaga kinerja biru di tengah tantangan pasar itu?

**Pendapat perusahaan yang berhasil tumbuh signifikan saat ini terutama didorong oleh breakeven pendapatan layanan sebesar 12%**

**50% Puncapaian ini merupakan keberhasilan kami dalam meningkatkan penggunaan layanan data oleh pelanggan dan ditambah dengan monetisasi data yang terus berlangsung.**

**Dian Sivanarti**

Strategi XL Axiata adalah fokus pada layanan data yang terus berkembang. Kami juga melakukan diversifikasi layanan untuk meningkatkan pendapatan per pelanggan. Kami juga melakukan efisiensi biaya untuk meningkatkan profitabilitas.

INFORMASI: AGUS

# SCHEDULE SWA MAGAZINE 2023

EDITION	DAY	MATERIAL DEADLINE	PUBLISH DATE	RELEASE SCHEDULE
01	Thursday	28 December 2022	12 January 2023	12 January 2023
02	Thursday	19 January 2023	2 February 2023	2 February 2023
03	Thursday	9 February 2023	16 February 2023	16 February 2023
04	Thursday	23 February 2023	2 March 2023	2 March 2023
05	Thursday	9 March 2023	23 March 2023	23 March 2023
06	Monday	30 March 2023	10 April 2023	10 April 2023
07	Thursday	20 April 2023	11 May 2023	11 May 2023
08	Thursday	18 May 2023	25 May 2023	25 May 2023
09	Thursday	1 June 2023	8 June 2023	8 June 2023
10	Thursday	15 June 2023	22 June 2023	22 June 2023
11	Thursday	6 July 2023	13 July 2023	13 July 2023
12	Thursday	20 July 2023	27 July 2023	27 July 2023
13	Thursday	3 August 2023	10 August 2023	10 August 2023
14	Thursday	17 August 2023	24 August 2023	24 August 2023
15	Thursday	31 August 2023	7 September 2023	7 September 2023
16	Thursday	21 September 2023	28 September 2023	28 September 2023
17	Thursday	5 October 2023	12 October 2023	12 October 2023
18	Thursday	19 October 2023	26 October 2023	26 October 2023
19	Thursday	2. November 2023	9 November 2023	9 November 2023
20	Thursday	16 November 2023	23 November 2023	23 November 2023
21	Monday	30 November 2023	11 December 2023	11 December 2023

# RATE CARD 2023

POSITION Type of ADS	MEASUREMENT Wide X High (MM)		RATE Rp.	ADDED IN DIGITAL MAGAZINE	NOTE
COVER 2	210 x 275	FC	56,000,000		<b>TECHNICAL DATA</b> Material: File Photoshop (PDF / TIFF) ; CMYK ; Resolution 300dpi ; Raster 150 lpi ; Digital Proof Print
COVER 3	210 x 275	FC	46,000,000		
COVER 4	210 x 275	FC	78,000,000		
COVER 2 PAGE 3	400 x 275	FC	100,000,000		
PAGE 3	210 x 275	FC	49,000,000		
PAGE 5	210 x 275	FC	48,000,000		
PAGE 7	210 x 275	FC	46,000,000	15.000.000	
INSIDE PAGE	210 x 275 (TRIM) 185 x 255 (FRAME)	FC SPOT/BW	46,000,000 25,500,000		Paper Type Cover: Art paper 150 gr Inside Page: LWC 70 gr
FACING PAGE	210 x 275 (TRIM)	FC SPOT/BW	90,000,000 47,500,000	30,000,000	<b>DEADLINE</b> Placement Order : 7 days before publish date ;  Ad Material: 7 days before publish date:  Cancelation : 14 days before publish date
CENTRESPREAD	420 x 275	FC	93,000,000		
2/3 PAGE	122 x 255	FC SPOT/BW	30,000,000 18,000,000		
1/2 PAGE	185 x 127 (HZ) 95 x 255 (VT)	FC SPOT/BW	24,000,000 14,000,000		
1/3 PAGE	185 x 85 (HZ) 95 x 255 (VT)	FC SPOT/BW	16,000,000 9,000,000		
ADVERTORIAL*	210 x 275	FC	47,500,000	17,500,000	
		SPOT/BW	26,500,000		
GATEFOLD COVER 1	410 x 275	FC	120,000,000		
GATEFOLD COVER 2	600 x 275	FC	170,000,000		
GATEFOLD COVER 3	600 x 275	FC	150,000,000		
GATEFOLD COVER 4	600 x 275	FC	185,000,000		
LOGO COVER	85 x 30	FC	30,000,000		
CITPRO / KILAS AD*	185 x 85	FC	10,000,000		
INSERTION		FC SPOT/BW	25,000,000 16,000,000		
CONSECUTIVE (Additional charge)		FC	4,000,000		
BELT COVER			CUSTOMIZED		
PRA/POST EVENT	210 x 275	FC	46,500,000		

# SWA MEDIA GROUP SCHEDULE EVENT 2023

NO	BULAN	EVENT	KET + PIC
01	Januari	CSI Summit 2022	Webinar & Awarding
02		K3	Webinar & Awarding
03		Best CEO	Webinar & Awarding
04	Februari	Customer Experience Award	Webinar & Awarding
05		Ind. Digital Engagement Champion	Webinar & Awarding
06		Corporate Secretary	Webinar & Awarding
07	Maret	MGTC (MIX & SWA Goes to Campus)	Webinar
08		Product & Service of The Year	Webinar & Awarding
09		Family on Business Transformation	Webinar & Awarding
10	April	Customer Service Quality Award	Webinar & Awarding
11	Mei	Green Company	Webinar & Awarding
12		Employer of Choice (EOC)	Webinar & Awarding
13		Business Women of The Year	Webinar & Awarding
14		Marcomm & Corcomm Dream Team	Webinar & Awarding
15	Juni	Indonesia Reputable Companies	Webinar & Awarding
16	Juli	HR Excellence	Webinar & Awarding
17		Ind. Employee Health & Well Being Champion	Webinar & Awarding
18		Most Engaging Brand	Webinar & Awarding
19		Ind. Healthcare Award & Champion	Webinar & Awarding
20			

NO	BULAN	EVENT	KET + PIC
21	Agustus	Sales Team & Customer Experience	Webinar & Awarding
22		Ind. Best Business Transformation	Webinar & Awarding
23		IOB	Webinar & Awarding
24	September	SWA 100 + Best CFO	Webinar & Awarding
25		TKDN / Hubungan Industrial	Webinar & Awarding
26		PR of The Year	Webinar & Awarding
27		Digital Marketing & Customer Service Champion	Webinar & Awarding
28			
29	Oktober	Living Legend	Webinar & Awarding
30		CSI & CFA 2022 (Ind. Customer Satisfaction Award & Ind. Consumer Financial Service Award)	Webinar & Awarding
31		IBBA	Webinar & Awarding
32	November	Brand Communication Championship	Webinar & Awarding
33	Desember	Creating Leaders GCG	Webinar & Awarding
34		CSI Award 2023	Webinar & Awarding

## NOTE:

Jadwal sewaktu-waktu dapat berubah

# OUR CLIENT

BNI, BCA, MANDIRI, BJB, BII, BTPN, BRI, BTN, CIMB NIAGA, BANK JATIM, DANAMON, MANDIRI SYARIAH, MUAMALAT, ALLIANZ, ZURICH, AXA MANDIRI, AXA, AIA, PRUDENTIAL, ADIRA INSURANCE, BNI LIFE, BPJS KESEHATAN, BPJS KETENAGAKERJAAN, SHINHAN INDO FINANCE, MNC INVESTAMA, PP PROPERTY, SMARTCITY, INDONESIAN PARADISE PROPERTY, SINARMAS LAND, MNC LAND, BINTARO, BSD CITY, PODOMORO CITY, CIPUTRA, MARQUEE EXECUTIVE OFFICE, RUMAH 123, GOOD HOMES, SUNRISE STEEL, HOLCIM, SEMEN INDONESIA, SIAM CEMENT, VIRO, KAWASAKI, HONDA, ISUZU, SUZUKI, YAMAHA, NISSAN, MAZDA, MITSUBISHI, KIA, DAIHATSU, TOYOTA, CHEVROLETTE, ASTRA INTERNATIONAL, OPTIK MELAWAI, DATASCRIP, PERTAMINA FASTRON, TOP 1, PERTAMINA MESRAN, CASTROL, FEDERAL OIL, TRAC, ASSA RENT, CIPAGANTI, AUTO 2000, CITILINK, GARUDA INDONESIA, AIR ASIA, QATAR AIRLINES, ANA AIR, SINGAPORE AIRLINES, BAYU BUANA TRAVEL, DWIDAYA TOUR, AVIATOUR, AIRY ROOMS, TELKOM, AXIS, XL, INDOSAT, ESIA, TELKOMSEL, NOKIA, SAMSUNG, BLACKBERRY, HTC, SAP INDONESIA, BIZNET, MORATEL, CISCO, VELO, VB CLOUD, BIGEVO, INDOVISION, NEXMEDIA, ORANGE TV, MY REPUBLIC, FIRST MEDIA, LPS, PEGADAIAN, NIELSEN, LOOP INDONESIA, ID HOLLAND, ACTION COACH, DUNAMIS, DANAR HADI, HAMMER, ANDRE VALENTINO, KICKERS, ROHDE, GATZ SHOES, CROWN GROUP, BEST WESTERN, ARCHIPELAGO INTERNATIONAL, TUNE HOTEL, SANTIKA, ACCOR, PPM, PRASETIYA MULYA, BINUS, UI, IPB, ITB, UNPAR, UNIVERSITAS CIPUTRA, UGM, UNAIR, UPH, LSPR, UPJ, I3L, KALBIS INSTITUTE, UT, BSI, LP3I, UEU, DUNHILL, DJARUM, GUDANG GARAM, SAMPOERNA, CLASS MILD, MG SPORT, JAVA PLANT, DELTOMED, PILKITA, KALBE FARMA, EGLINE, TEMPO SCAN, KONIMEX, SIDOMUNCUL, FERON, MAK, ACE HARDWARE, INFORMA, CARREFOUR, INDOMARET, ALFAMART, ELECTRONIC SOLUTION, OFFICE ONE, CHITOSE INTERNATIONAL, FABER CASTELL, PANASONIC, SHARP, LG, INDOVISUAL, ELECTROLUX, ARISTON, OXONE, POLYTRON, MICROSOFT, HP, FUJITSU, DELL, EPSON, CANON, ADVAN, AXIOO, BROTHER, BOLT!, TELKOM INDONESIA, MULTI BINTANG, SO GOOD, ASW FOOD, SEKAR BUMI, MUSTIKA RATU, VIVA, MARTHA TILAAH, WARDAH, PIXY, GI CARGO, RPX, BHANDA GHARA REKSA, CEVA LOGISTIK, DHL, FED EX, CIPTA KRIDA BAHARI, SAP EXPRESS, ARK LOGISTICS, PANDU LOGISTIC, RAMSAY BINTARO, EKA HOSPITAL, PRODIA, INDRAYANA, UNITED TRACTOR, RUMAH ZAKAT, YAYASAN MASJID NUSANTARA, LAZIS, DOMPET PEDULI UMMAT, AL-AZHAR

PEDULI UMAT, BAITUL MAAL MUAMMALAT, ACT, WAHANA VISI, BLUESCOPE, BOSCH, DJARUM FOUNDATION, PUTERA SAMPOERNA FOUNDATION, SHELL, CHEVRON, FREEPORT, EXXON, PETRONAS, BAKRIELAND, UNILEVER FOUNDATION, PETRONAS, ADIRA FINANCE, BATIK KARUNIA, OBERMAIN, JOTUN, DULUX, AVIANT PAINT, PROPAN, KEMENPAR, DIREKTORAT PAJAK, KEMENKOMINFO, KEMENKO PMK, KEMENHUB, KEMENDIKNIS, BPDAS, BPH MIGAS, ESDM, BKPM, KKP, PJB, INDONESIA POWER, PGN, KPC, PT RAILINK, PTPN HOLDING, PEMKAB CILACAP, BANTEN, TANGERANG, BANGKA BELITUNG, GRESIK, BATAM, PEMKOT SEMARANG, SATORIA GROUP, TRAVELIO, EHEF INDONESIA, ASTRA HONDA MOTOR HSO, FIGROUP, VKOOL, PANTOS LOGISTIK, KAMADJAJA LOGISTICS, SIEMENS, SCHNEIDER, PARKWAY HOSPITAL SINGAPORE, GLOBAL ASSISTANCE, LENOVO, NUFFIC NESO, ULTRA JAYA, FRISIAN



FLAG, CAMPINA, SUGALIFE, PRAMBANAN KENCANA, 2TANG, TOP KOPI, ORANG TUA GROUP, JAMU IBOE, ECO CARE, NU SKIN, JEUNESSE, GADING MURNI, KALLA GROUP, ASABA, PAPERONE, SCHAEFER, BIZXPRESS, INDONET, ECS INDO JAYA, CENTRIN, SSCX, INFOR, NBO INDONESIA, MERCER, ACCENTURE, COACH YUSMAN, FOSTER AND BRIDGE, POS INDONESIA, DWISAPTA, ENDEE, KOMPAS, ANTV, TVRI, SPOTIFY, CERMATI. COM, BRITISH COUNCIL, AUSTRALIA TOURISM, SINGAPORE TOURISM BOARD, FUNWORLD, ANCOL, ZONA WIFI, INVESTREE, 8COMMERCE, FINNET, MODALKU, KOINWORKS, CASHLEZ, EDI INDONESIA, ZAHIR INTERNATIONAL, TALENTA, TADA, SODEXO, DAS GLUCK, MPI, BATIOA HOTEL, KORN FERRY, KEMENPAN, SASA, INDONESIA INFRASTRUCTURE FINANCE, INDO TAMBANGRAYA MEGAH, BPPT, WASKITA, SANDIMAS, PEMPROV JATIM, MULTI INTI

SARANA, KALOG, BULOG, JET EKSPRESS, KINO, JAMKRINDO, TRAKTOR NUSANTARA, SUPERINDO, SINARMAS MINING, SAMUDRA INDONESIA, ROYAL LESTARI UTAMA, RDS, PTPN IV, PHAPROS, PERPUSNAS, NOJORONO, MAYAPADA, DISPARTA SURABAYA, DBI, CATAPA, BUMI INDO, ASDP, AMARTHA, SUNTORY, SOHO GLOBAL HEALTH, GARUDA FOOD, AGEN MANDIRI, AGRAKOM, ALERE HEALTH, ASYX INDONESIA, BAF, BANK JCB, BANK MANDIRI TASPEN, BANK MAYBANK, BANK PERMATA, BANK SYARIAH INDONESIA (BSI), BEKO INDONESIA, BRI MULTIFINANCE INDONESIA, BUKIT ASAM, CHUBB LIFE, DIABETASOL, EQUINE GLOBAL, FWD INSURANCE, GDPS, JAFRA COSMETICS, LINTASARTA, L'OREALMS GLOW, P&G, SREEYA, SUNLIFE, TIGARAKSA, UBS, UNITED TRACTORS, WORKDAY, ZOHOCORPORATION,

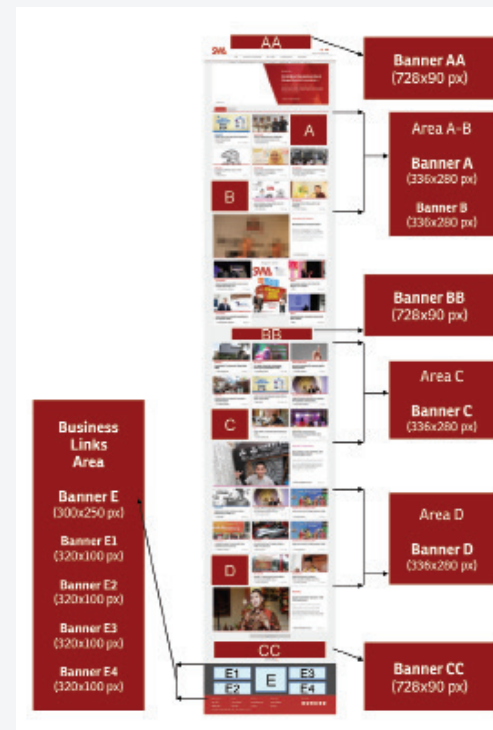
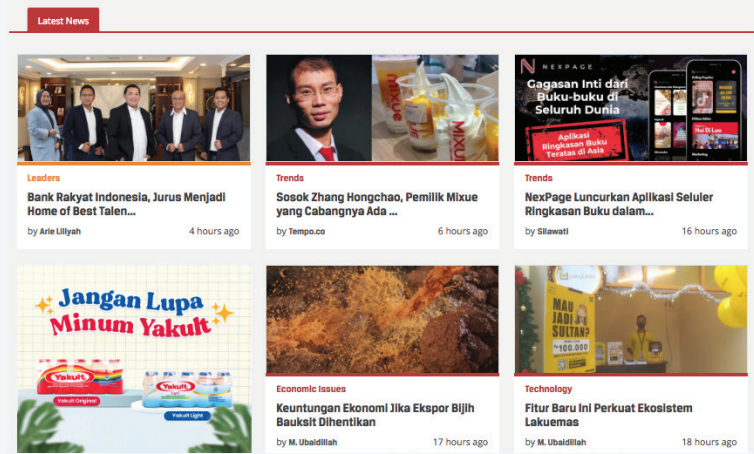
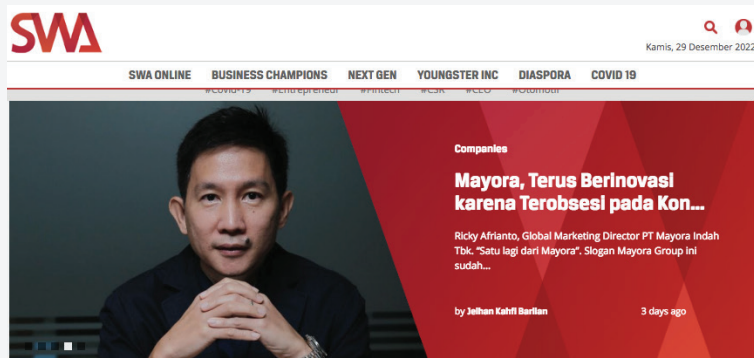
# INDUSTRIAL SECTORS



BANK/LEASING,  
**SHARIA BANKING**,  
PROPERTY & BUILDING  
MATERIALS; **INSURANCE, MUTUAL  
FUNDS, FINANCIAL FUNDING, UNIT LINKS;**  
AUTOMOTIVES, **LUBRICANT**, ACCESORIES,  
RENTAL; **AIRLINES & TRAVEL AGENT;**  
TELECOMUNICATION & IT; **EDUCATION**, SEMINAR;  
**CORPORATE**, GOVERNMENT COMPANIES; **DEPARTMENT &  
OTHERS;** GARMENT & ACCESORIES, **SHOES;** HOTEL,  
**RESTAURANT**, CAFE & LOUNGE; **CIGARETTES;** SPORT; **MUSIC;**  
VITAMIN; **CANDY;** ENERGY DRINK; **HEALTHY FOOD & DRINK;**  
ELECTRONIC; **OFFICE EQUIPMENTS;** FOOD & BEVERAGES; BEAUTY  
TOILETRIES; LOGISTICA; HOSPITAL, SPORT EQUIPMENT; EVENT  
ORGANIZER; FURNITURE; **MULTI LEVEL MARKETING;** RETAIL; **HEAVY  
EQUIPMENT;** MANUFACTURER; **TRANSPORTATION;** CHARITY  
FOUNDATION; **PACKAGING;** CONSULTANT; **INTERIOR DESIGN;** TOURISM  
BOARD; **FINANCIAL TECHNOLOGY;** APPAREL; **E-COMMERCE.**

"Updated daily which deliver important information and potential business "

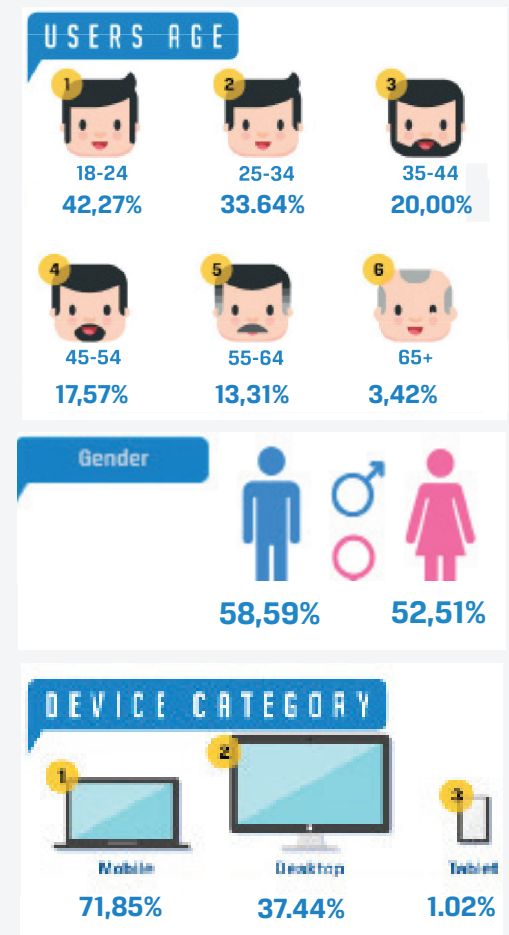
SWA Online (swa.co.id) is a business portal which contains various information related to best practices in business, such as marketing strategy, management strategy, CSR's issue/report, corporate action, good corporate governance, business profile (businessmen and professionals), personal investment, information technology, exclusive interview with CEO (Chief Executive Officer), and research data. In addition, the portal presents daily business news which make you learn best practices from Indonesian top companies and business leaders. As part of effort in driving entrepreneurship spirit for young generation in the country, a special channel so-called "Indonesia Youngster Inc" is created to share success stories of young business executives (under 35 years old), startup, young entrepreneurs, next generation, and self-employee.



## Data pengunjung / month 2022

Users : 241.326  
 Average Session Duration : 0:00:50  
 session : 276.260  
 Pageviews : 370.603

Sumber: Google Analytics



## Social Media Followers/Subscribes 2022

facebook.com/swamediainc  
 Followers: 14.741

twitter.com/swamediainc  
 Followers: 17,035

instagram/swamediainc  
 Followers: 11,443

linkedin/swamediainc  
 Followers: 2,091

youtube/swamediainc  
 Subscribe: 2,260

Tiktok/swamediainc  
 Followers: 367

# RATE CARD SWA.CO.ID 2023

## BANNER POSITION

POSITION	SIZE	SWA	BUSINESS CHAMPION	NEXT GEN	YOUNGSTER	DIASPORA	COVID-19
AA	728 x 90 pixel	45.000.000	15.000.000	15.000.000	15.000.000	15.000.000	15.000.000
A - D	336 x 280 pixel	20.000.000	7.000.000	7.000.000	7.000.000	7.000.000	7.000.000
BB	728 x 90 pixel	22.500.000	7.500.000	7.500.000	7.500.000	7.500.000	7.500.000
CC	728 x 90 pixel	25.500.000	8.500.000	8.500.000	8.500.000	8.500.000	8.500.000
E	300 x 250 pixel	10.000.000					
E1 - E4	320 x 100 pixel	8.000.000					

## CONTENT ARTICLE

ITEM	SWA
Business Update	20.000.000
Press Release 1 Minggu	7.500.000
Press Release 2 Minggu	12.000.000
Press Release 1 bulan	20.000.000
Social Media	5.000.000
Package Social Media	10.000.000 - 25.000.000

ITEM	POSITION	RATE
Content Collaboration/Infografis	SWA Magazine	46.500.000
Content Collaboration/Infografis	SWA Magazine +swa.co.id	66.500.000
Content Collaboration/Infografis	SWA Magazine +swa.co.id+IG Live +Sosmed SWAGroup	70.000.000
IG Live+Sosmed SWA Group		10.000.000
Content Collaboration/Infografis	swa.co.id	20.000.000
Tik Tok		10.000.000

- **Content Collaboration:** Design customized communication messages in an informative, flowing and easy to understand journalistic writing format.
- **IG Live-SWA Business Talk:** Interactive talkshow to inform the organization's updated program and also to increase awareness and engagement of customers or employees and other audiences.

- **Press Release:** Publication and information regarding company's development in the form of launched of new product, social activities or company's green program's, etc
- **Infographic Series:** A uniquely designed and interesting visual communication with a dense content, informative and easy to share through various communication like social media.

# WEBINAR & VIRTUAL AWARDING

Technology can help us to provide a better and an immediate solutions to our problems, including in terms of spreading the information and the marketing of company products/services.

Now you can use webinars as one of the new options for spreading the latest information.

If you want to get further discussions about the webinar, please contact us through.

For Information: **Putri Meutia** (0819 0647 6500) / [putri.meutia@swamail.com](mailto:putri.meutia@swamail.com)

# SWA MEDIA GROUP PRESENT



Presenting IG Live Business Talks on Instagram **@swamedinc**, **@mix\_marcomm** also our virtual awarding on **swamediainc** Youtube Channel.

This channel presents top businessmen from various sectors and business experts. Discusses the experiences of starting a business, strategies for growing companies and brands, and managing consumers. Together with a discussion of prospective investment options in this era.

**For More Information:**  
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[yuni.sukmawati@swamail.com](mailto:yuni.sukmawati@swamail.com)

**Ervina** (0822 4092 8871)  
[ervina.dwi@swamail.com](mailto:ervina.dwi@swamail.com)

**Eka** (0812 1279 5165)  
[eka.hasanah@swamail.com](mailto:eka.hasanah@swamail.com)

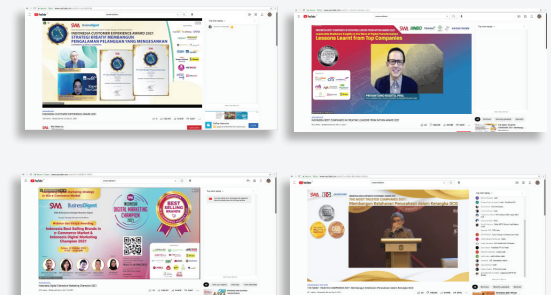
## Instagram Live



## Youtube Talkshow



## Youtube Virtual Awarding



# SWAOnline - Media Bisnis

SWA Online (swa.co.id) is a business news portal that contains various information & knowledge such as business strategy, business management (marketing, HR, finance, IT & operation), CSR, good corporate governance (GCG), entrepreneur, personal investment, exclusive interviews with the CEO /top executives, as well as business research data.

Not just the latest news, SWA Online also presents best practices and lessons learned from the successful businessmen and successful companies. SWA Online also covers inspiring success stories from professionals who have created successful career achievement, as well as young entrepreneurs who have created their own business.

**MORE FUN AND COMFORTABLE READ  
BUSINESS INFORMATION IN THE APPS!**

**Download apps  
SWAOnline - Media Bisnis  
at PlayStore**



MIX MarComm is leading marketing & communication magazine and forum to supports marketers and communication people to increase their's insights, skills, knowledge, and competencies to develop their business strategies. MIX MarComm used many channels to reach the audiences: Bimonthly Magazine, Website, Social Media, Awarding, Talkshow & Seminar, Workshop, Community Gathering, Books Publishing. MIX MarComm extent its business to corporate services such as corporate event management and press conference organizer.

Main target of MIX MarComm Center are marketers and communication people, who have a deep-dive intention to learn marketing and communications, or people who need to update their knowledge in issues and trends marketing and communication. Most of them are young professionals in various industries (FMCG, retail, durable goods, banking, automotive, communication agency, etc), and also entrepreneurs. They also have intention to build their brand equity.



www.mix.co.id



@mixmarcomm



@majalah\_mixmarcomm



@mixmarcomm



MIX Marcomm



Tik Tok

@mixmarcomm



# It's Time for Digital Content Marketing Activities

Work from home? No marketing event possible to execute? But the show must go on. Business should run. Your brand should be always in audience' minds. So, it is time to create your CONTENT MARKETING. It is soft selling way.

# JADWAL TERBIT & SCHEDULE EVENT MIX MARCOMM MAGAZINE 2023

Time	Magazine Material Deadline	Magazine Publication Schedule	Cover Story	Event	Event Schedule
January					
February	09 Feb 23	16 Feb 23	Product & Service of The Year 2023		
March				Seminar & Awarding Product&Service of The Year 2023	9 Mar 23
April	30 Maret 23	10 Apr 23	MarComm & CorComm Dream Team 2023		
May				Seminar & Awarding MarComm & CorComm Dream Team 2023	17 May 23
June	15 Jun 23	22 Jun 23	Most Engaging Brand 2023		
July				Seminar & Awarding Most Engaging Brand 2023	13 Jul 23
August	17 Aug 23	24 Aug 23	Indonesia PR of The Year 2023		
September				Seminar & Awarding Indonesia PR of The Year 2023	14 Sep 23
October	19 Oct 23	26 Oct 23	Indonesia Brand Communications & Brand Guardianship Champions 2023		
November				Seminar & Awarding Indonesia Brand Communications & Brand Guardianship Champions 2023	9 Nov 23
December	30 Nov 23	11 Dec 23	Indonesia Corporate Sustainability Initiatives 2023	Seminar & Awarding Indonesia Corporate Social Initiatives 2023	20 Dec 23

# RATE MIX MARCOMM MAGAZINE 2023

Item	Spesifikasi		Rate 2023	
	Page	Size (mm)	Print	Digital
Display FC (Cover 4)	1 Halaman	210 x 275	40,000,000	13,500,000
Display FC (Cover 3)	1 Halaman		27,500,000	13,500,000
Display FC (Cover 2)	1 Halaman		30,000,000	20,000,000
Display FC (Hal 3)	1 Halaman		28,000,000	18,000,000
Display FC	1 Halaman		26,000,000	15,000,000
Display BW	1 Halaman		20,000,000	
Display FC	1 Halaman	185 x 127 (Horizontal)	14,000,000	8,000,000
Display BW	1 Halaman	95 x 225 (Vertikal)	11,000,000	
Display FC	1/3 Halaman	185 x 85 (Horizontal)	10,000,000	6,500,000
Display BW	1/3 Halaman	59 x 225 (Vertikal)	7,500,000	
Display FC	2/3 Halaman	122 x 255	22,000,000	12,000,000
Display BW	2/3 Halaman		15,000,000	
Center Spread	2 Halaman	420 x 275	57,000,000	27,500,000
Advertorial FC	1 Halaman	210 x 275	28,500,000	17,500,000
Advertorial BW	1 Halaman		23,000,000	
Content Marketing	1 Halaman	210 x 275	28,500,000	17,500,000
Event / Product Update	1/2 Halaman	185 x 127	7,500,000	5,000,000

# RATE ONLINE & SOCIAL MEDIA MIX MARCOMM MAGAZINE 2023

Position	Size (pixel) / Qty	Rate 2023
<b>mix.co.id/month:</b>		
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		Rp10,000,000
Content Marketing		Rp10,000,000
Press Release		Rp5,000,000
Banner E	300 x 250	Rp3,000,000
Banner E1- E4	320 x 100	Rp2,000,000
<b>Social Media/2 weeks:</b>		
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

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## "TOTAL SOLUTIONS FOR CORPORATE COMMUNICATIONS"

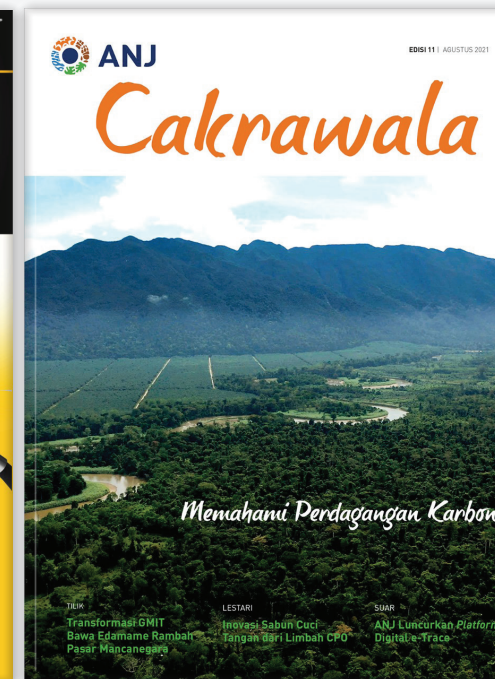
SPOT Corporate Communications is a member of SWA Group serves in integrated corporate communications services managed by experience professionals and talents in field of communications. SPOT serves you with a full range of corporate communications services, from corporate communications services to corporate communications in-house trainings.

## OUR PRODUCTS

- In-house publications: In-house Magazines, Newsletters, Company Profiles, Annual Reports, Brochures, Booklets, Investor Guide Books, Corporate Comics, etc.
- Feature Syndications: Feature release writing and mass mediaengagement.
- Corporate Peripherals: Calendars, Corporate Agenda, Manual Books, Corporate Brochures, etc.
- In-house workshop: Corporate Journalism Writing for PR officers, Media Mapping and Media Relations Management, How to Handle Media for C-Llevels, Storytelling and Words of Mouth Communications, Corporate In-house Publications Management, Handling Communications Crisis, etc.
- CSR Communications: Sustainability Reports, CSR Program Development & Reports.
- Corporate Coffee Table Books, Corporate Books, etc.
- Anniversary books
- Corporate Identity Development: Logos, Banners, Business Cards, etc.

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(teguh.poeradisatra@swamail.com)  
Phone: 021-3523839

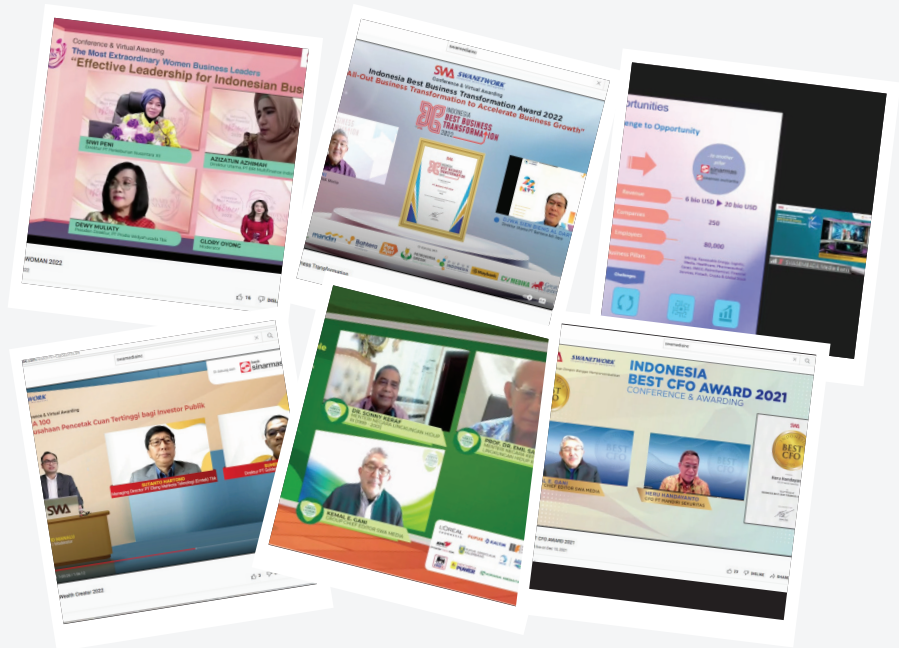


SWANETWORK is a business unit of SWA magazine which actively handle the Corporate Activities Management section to design programs for the best and prestigious regular corporate activities.

SWANETWORK helps to hold: Seminar, Workshop, Awarding, Exhibition, Social Activities, Product Launching, Visit Company Events, Press Conference, In-house trainee

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Business Digest is a Research Division of SWA Media Inc. This is well known in providing numbers of business information that suits with your business. We provide your business with the following research services :

- Customer Satisfaction Survey
- Advertising Study
- Brand Tracking & Audit
- Outlet Cencus
- Usage & Attitude Study
- Research for Awarding Program
- Outlet Satisfaction Study
- Internal Communication Survey
- Concept & Product Test
- Omnibus Survey

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SWA Book Publishing have all the skills necessary to produce your company's book to the highest of standards. A well produced book is a perfect promotional tool that has the added advantage of being able to be sold in bookshops. If you want to make your book more widely available, this can be arranged very simply.

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"SWA Digital Creative" not only digitizes media, but also presents a variety of services, such as digital communications strategy service providers, end to end O2O (online to offline) activities (360° integrated campaign), including creative production.

**Our Services:**

- Application Development
- Social Media Management
- Digital Ads Placement
- KOL Management
- Creative Production
- Digital Activation



"SWA Digital Academy" is a service from Swa Digital, which focuses its services on educating and providing training, both paid and free. regularly hold webinars and provide training for internal employees, we can also provide corporate training.

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