

Bisnis Indonesia Group

Publish Asia 2019 in Singapore

e-paper

 BIGstore

 Bisnis Indonesia

 Bisnis Indonesia
Group

Our First Edition

Established in 14 December 2019
or 33 years old.

It is a leading business and
economy newspaper in Indonesia.

It is the most expensive and
thickest newspaper in Indonesia.

It started with 9 columns = 84 cm
width in black and white.

Now is 7 columns = 65 cm width in
colours.



ABOUT US



Bisnis Indonesia

BERIKUTAN BERNILAI TURKIPICAPA

INDONESIA 2018

SOLOPOS

Harian Jogja



Our Corporate Culture



BALANCE



INTEGRITY



**SERVICE
EXCELLENCE**



NETWORKING



INNOVATIONS



**STRIVE FOR
SUCCESS**

B I S N I S

TAGLINE TRANSFORMATION

1985 - 1995

1995 - 2012

2012 - now



“Dari swasta, Oleh Swasta Untuk Pembangunan”
“From Private, By Private, For Nation Building”



“Referensi Bisnis Terpercaya”
“Trusted Business Reference”



“Navigasi Bisnis Terpercaya”
“Trusted Business Navigation”

DAILY FORMAT CHANGES

12/14/1985-07/30/2005

BROADSHEET FORMAT
9 COLUMNS

08/01/2005-12/31/2016

MEDIUM BROADSHEET FORMAT
8 COLUMNS

01/03/2017-NOW

YOUNG BROADSHEET FORMAT
7 COLUMNS



AWARDS



Year 2017



Bronze Winner

Indonesia Print
Media Awards
(IPMA)

Year 2017



Lifetime
Achievement

The Indonesian News
Publisher's Association
(SPS)

Year 2018



Silver Winner

Indonesia Print
Media Awards
(IPMA)

Year 2019



Silver Winner

Indonesia Print
Media Awards
(IPMA)

Received
various
awards
from
2010 - 2019

Bisnis Indonesia Newspaper

Bisnis Indonesia Weekday is published in **28** pages
Bisnis Indonesia Weekend is published in **20** pages

Bisnis Indonesia **Newspaper** delivered to our readers from Monday to Saturday at **SGD 25** per month and **SGD 1,1** per day

Bisnis Indonesia **Epaper** via desktop, mobile, and apps at **SGD 15** per month



Bisnis Indonesia Weekend

1985 - 2009

2010 - 2014

2015 – now



“Broadsheet”

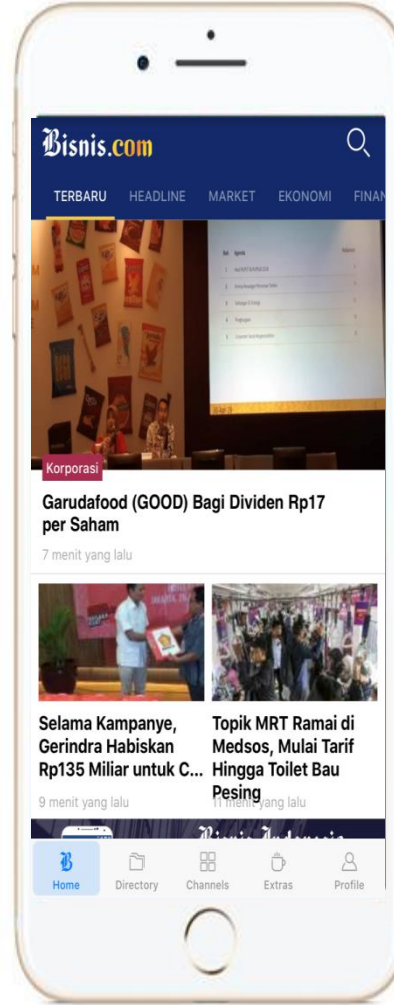


“Tabloid”



“Broadsheet”

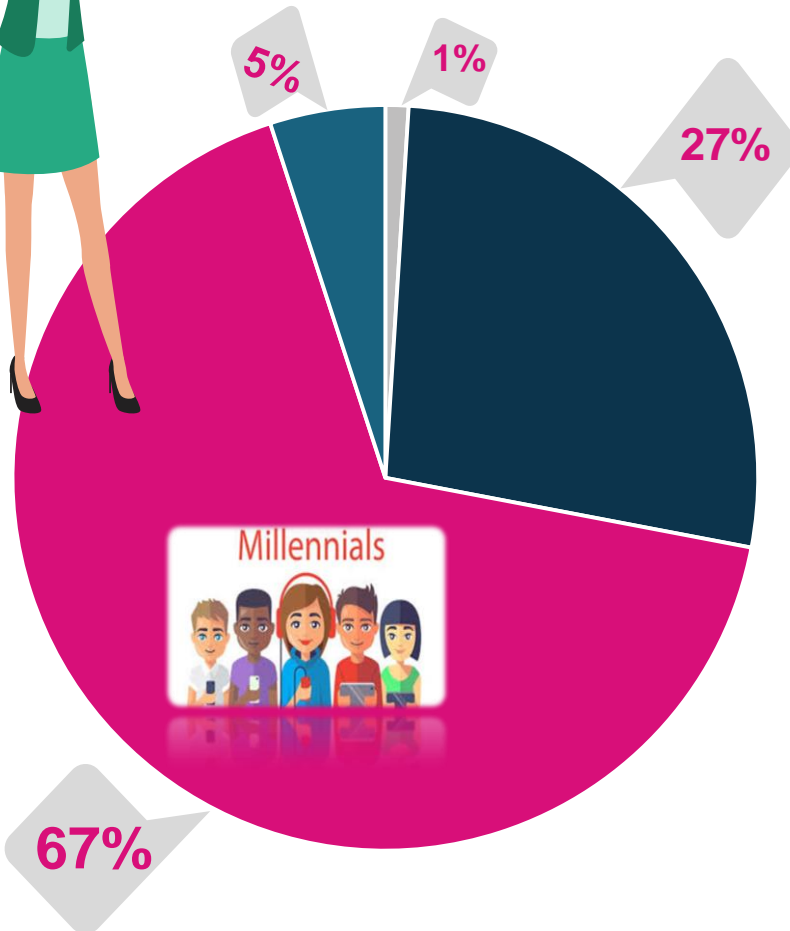
Mobile, Apps and Epaper apps



Representative Office and Printing



OUR PEOPLE



Baby Boomer
(1946-1964)

1%

Gen X
(1965 -1980)

27%

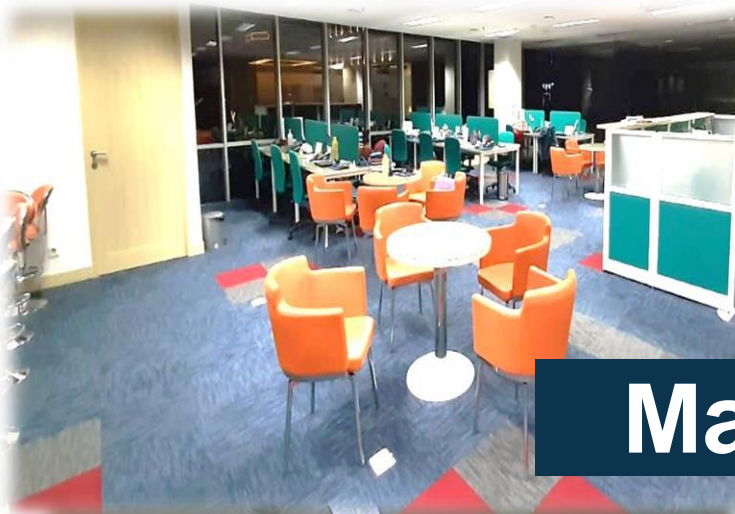
Gen Y Millennial
(1981 - 1994)

67%

Gen Z
(1995 - 2025)

5%

OUR OFFICE



Marketing



Newsroom





PRICING

01 Produce good products for good price

02 Efficient in cost production

03 Evaluate the price regularly



PRICING



- 11 cm



SGD 14
per month

SGD 20
per month

SGD 20
per month

SGD 20
per month

SGD 20
per month

SGD 25/mth
SGD 1,1/exp1

32 pages

32 pages

32 pages

32 pages

28 pages

28 pages

76 cm

76 cm

76 cm

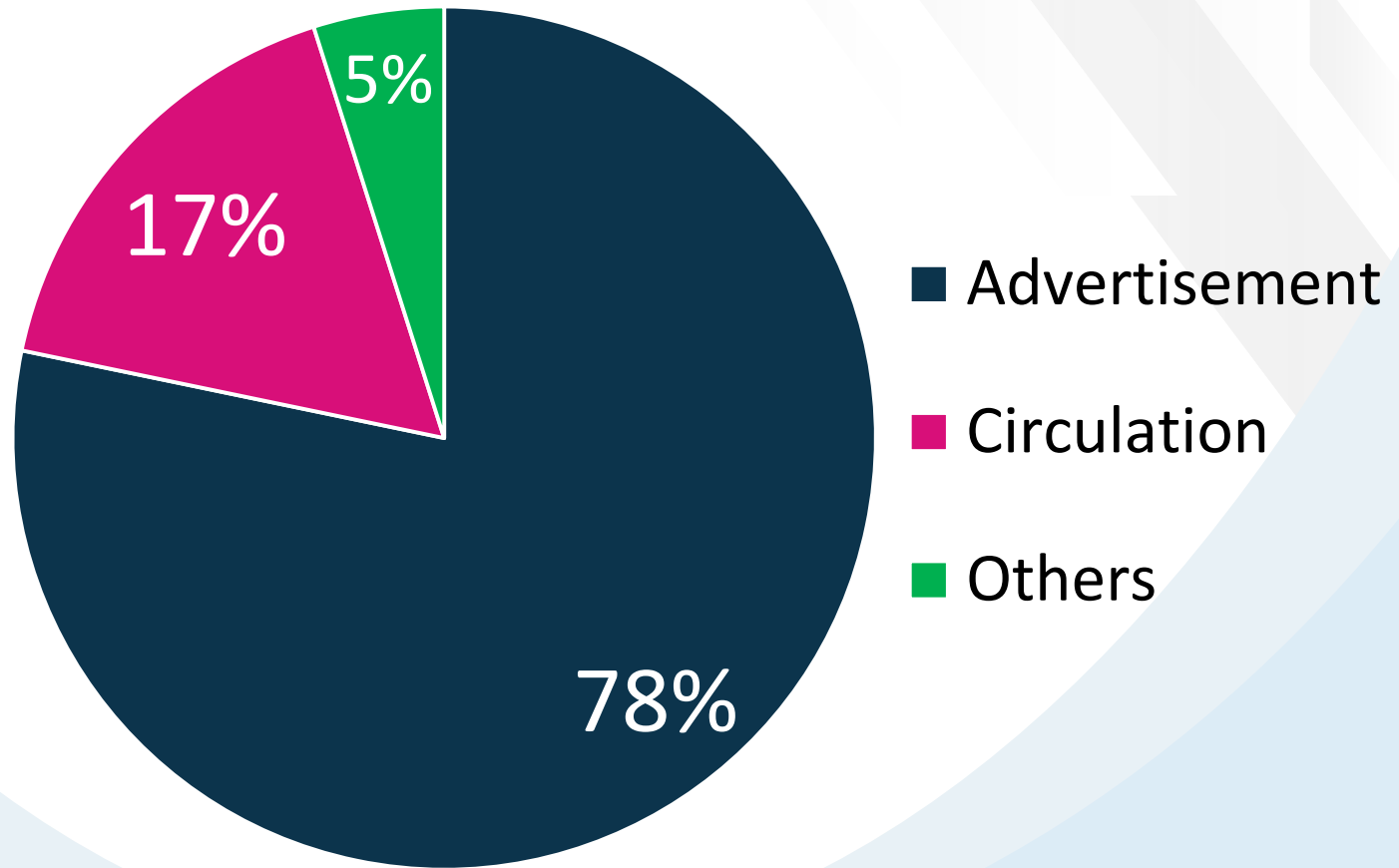
65 cm

65 cm

65 cm



Revenue



Maximize Profit



Employees are our assets



Positive thinking



Innovations



Believe in our products



Good working environment



Good Team work



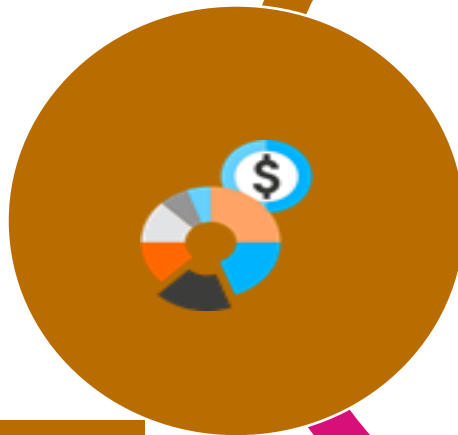
People



Product



Profitability



Expensive and Profitable



Innovation



**Good
Product**



**Good team
work
&
Services**



**Mindset
&
Believe in
products**

THANK YOU

e-paper

BIGstore

Bisnis Indonesia

Bisnis Indonesia
Group