



### **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**









































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#### TAGLINE TRANSFORMATION

1985 - 1995

Based and the control of the control

"Dari swasta, Oleh Swasta Untuk Pembangunan" "From Private, By Private, For Nation Building" 1995 - 2012



"Referensi Bisnis Terpercaya"

"Trusted Business Reference"

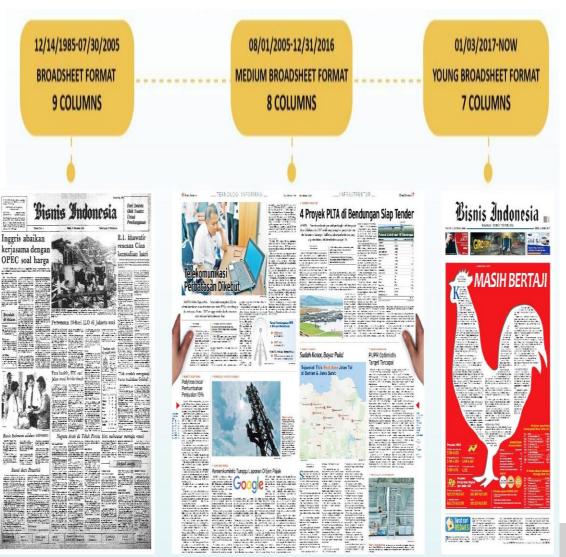
2012 - now



"Navigasi Bisnis Terpercaya"

"Trusted Business Navigation"

### DAILY FORMAT CHANGES





## **AWARDS**



**Year 2017** 

**Year 2017** 

**Year 2018** 

Year 2019

Received various awards from 2010 - 2019





Indonesia Print Media Awards (IPMA)





The Indonesian News Publisher's Association (SPS)



#### Silver Winner

Indonesia Print Media Awards (IPMA)



#### Silver Winner

Indonesia Print Media Awards (IPMA)

# 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





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### Bisnis Indonesia Weekend

1985 - 2009

2010 - 2014

2015 - now



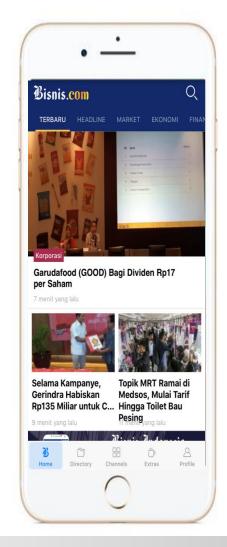






### Mobile, Apps and Epaper apps





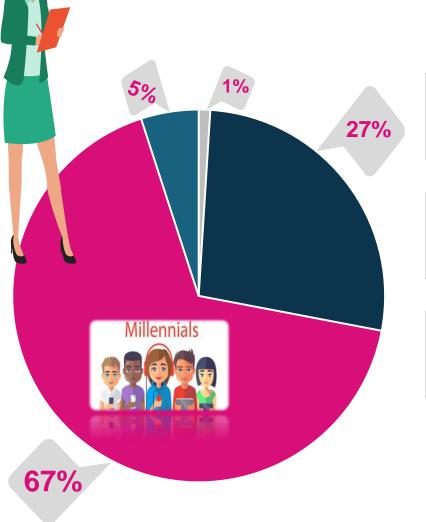


### Representative Office and Printing



## **OUR PEOPLE**





Baby Boomer (1946-1964)

1%

Gen X (1965 -1980)

27%

**Gen Y Millennial** (1981 - 1994)

67%

Gen Z (1995 - 2025)

5%



## PRICING

01 Produce good products for good price

02 Efficient in cost production

03 Evaluate the price regularly





### **PRICING**





2014

2015

2016

2017

2018

2019

SGD 14 per month

**SGD 20** 

per month

32 pages 32 pages

76 cm 76 cm

SGD 20

per month

32 pages

76 cm

SGD 20

per month

32 pages

65 cm

**SGD 20** 

per month

28 pages

65 cm

SGD 25/mth

SGD 1,1/expl

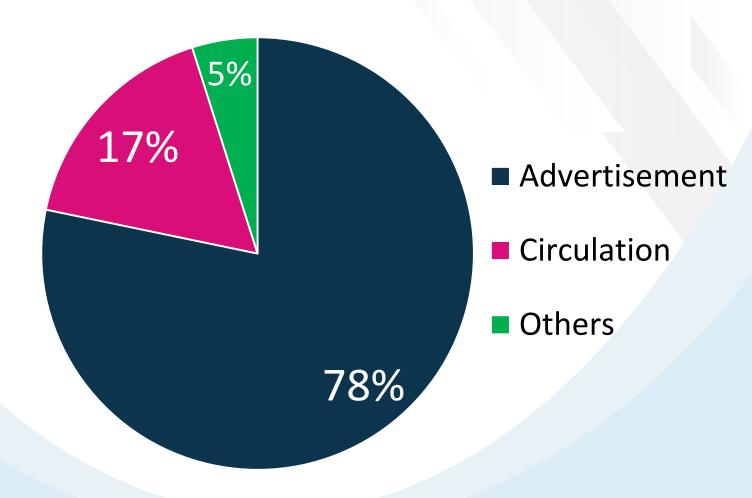
28 pages

65 cm











### **Maximize Profit**



Positive thinking

Innovations

Believe in our products

Good working environment

Good Team work



# **Expensive and Profitable**



**Innovation** 



Good Product



Good team work & Services



Mindset & Believe in products

