

MEDIA ASURANSI

bisnis perasuransian, keuangan, dan perbankan

YOUR BEST MEDIA PARTNERSHIP



SINCE 1980

PLATFORM

Media Asuransi

MEDIA KIT

WHO IS **MEDIA ASURANSI** ?

Online Edition



Monthly Magazine



YouTube Channel

Channel  YouTube: TVAsuransi



Research Institute

LRMA
Lembaga Riset Media Asuransi

HISTORY of PT MEDIA ASURANSI INDONESIA

Media Asuransi is a magazine whose main studies are insurance, banking, multifinance, capital market and other financial industries. The magazine was established by the Indonesian Insurance Council (DAI) and first published in 1980 under the name of **Proteksi**. In March 2007, DAI established **PT Media Asuransi Indonesia** to manage the magazine more professionally. The shares of PT Media Asuransi Indonesia are owned by the Insurance Council of Indonesia (DAI), the Indonesian General Insurance Association (AAUI), the Indonesian Life Insurance Association (AAJI), the Indonesian Insurance and Social Security Association (AAJSI), the Indonesian Insurance and Reinsurance Brokers Association (APPARINDO), the Indonesian Insurance Loss Assessment Association (APKAI) and the Indonesian Sharia Insurance Association (AASI). **Media Asuransi** has been administratively and manually verified by the **Press Council under number 1126/DP-Verification/K/IX/2023**.

Since June 2007, **Proteksi** magazine has been transformed into **Media Asuransi** magazine. Now **Media Asuransi** is distributed throughout Indonesia, entering the network of major bookstores, and even circulating in Malaysia and Singapore.

Along with the times, the use of gadgets among practitioners of the insurance industry and financial services industry, encourages **Media Asuransi** to present an online edition since June 13, 2013, namely www.mediaasuransinews.co.id. This allows **Media Asuransi** to be accessible to readers from all over the world.

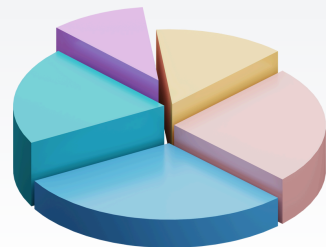
Then, on June 5, 2015, **Media Asuransi** presented TV streaming, namely TV Asuransi, which can be accessed through the youtube channel.

In addition to publishing magazines, both print and online editions, **Media Asuransi** also organizes several Awarding Awards, namely the Insurance Award to the best insurance and reinsurance companies in Indonesia and the Insurance Market Leader Award every year. For its implementation, **Media Asuransi** formed the *Insurance Media Research Institute (LRMA)* since 2008 which is an institution under **Media Asuransi**, specifically conducting studies and research on companies incorporated in the Indonesian insurance industry. It also conducts studies on the financial services industry that is closely related to insurance, namely banking, multifinance, and capital markets.

OUR SHAREHOLDERS

Media Asuransi

MEDIA KIT



First Issue

1980 Year - Proteksi Magazine

Transformation

2007 Year - *Media Asuransi* Magazine

Frequency

Monthly - 12x per year

Price

40.000 IDR

Annual Subscription

40.000 IDR (*printed*)

200.000 IDR (*E-magazine 3x Month*)

Circulations

5.000 Copies/Month

Readership

160.000 people

A Generation

Baby Boomers, Gen X, Millenial, Gen Z

Printed By

PT Aksara Grafika Pratama

The Content

- Cover Story
- Capital Market
- Banking Rubrics
- Executive Talk
- English Section
- Infographics
- Interview With
- Insurance Society
- Insurance Directory
- Leisure
- News in brief
- Multifinance Rubrics
- Showcase
- Special Report
- Special Event
- Who's Who

Audience People

Median Age 27 - 55 up.
Entrepreneur, Executive



"Media Asuransi Magazine comes in 2 (two) formats, namely print and electronic, to meet the needs of different readers."

Media Asuransi
Magazine



The print format offers a classic and professional reading experience.

Online
www.mediaasuransinews.co.id



While the electronic format provides wider accessibility through digital devices such as laptops, tablets and mobile phones.

Media Asuransi
Magazine is
Available Across
Indonesia

**National distribution channel
of insurance industry**

Point of Sales *Media Asuransi* Magazine

Modern Newsstand :

- Gramedia
- Subscription *Individual* and *Corporation*

Online Newsstand :

- Tokopedia
- *Media Asuransi* WhatsApp
- e-magazine at www.mediaasuransinews.co.id



GET IN TOUCH WITH US!

Mobile : +62 853 1266 6901 (**Joko Haryanto**)

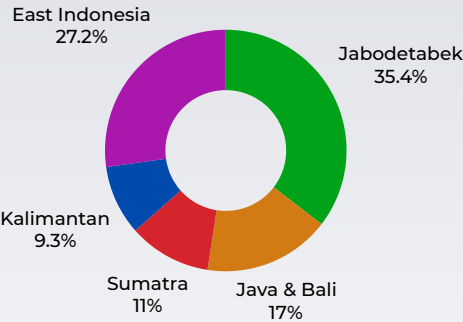
Phone : +62 21 391 019 7

Email : Joko@mediaasuransinews.co.id



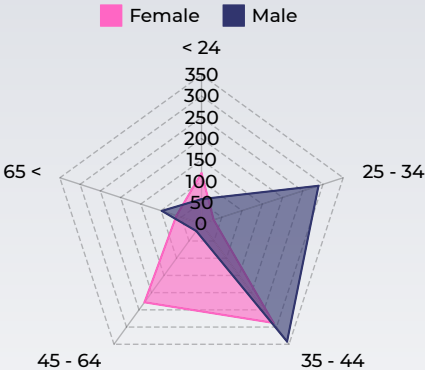
Demography Readership

By Province



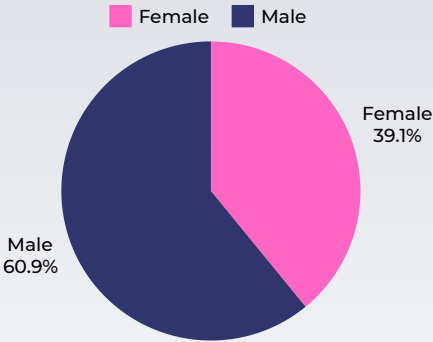
- Jabodetabek **35,4%**
- Java & Bali **17%**
- Sumatra **11%**
- Kalimantan **9,3%**
- East Indonesia **27,2%**
(NTB, NTT, Sulawesi, Maluku, dan Papua)

By Age



	Male		Female
	5,8%	< 24	11,9%
	28,9%	25 - 34	30%
	34,2%	35 - 44	28,8%
	21%	45 - 64	22,8%
	9,8%	65 <	6,2%

By Gender



- Male **60.9%**
- Female **39.1%**

THE CONTENT
Interview With Executive



Interview with Content is a type of advertisement that presents a conversation or discussion with members of the board of directors of a company, organization, or institution. These interviews are typically designed to explore the views, strategies, key decisions, or perspectives of company leaders on current issues, company direction, or industry trends.

The content of a board interview can cover several topics, including :

- Company vision and mission, what the company's long-term goals are and how it plans to achieve them.
- Business strategy, plans and initiatives to meet market challenges or improve company performance.
- Innovation and technology, an explanation of the latest technology or innovations the company is implementing to improve efficiency or competitiveness.
- Challenges and Opportunities, A view of the challenges the company faces and the opportunities it sees in the future.
- Financial management and investment, the company's financial management plan and how the company views investment opportunities.

THE CONTENT

Display ads or Native Ads



Display ads are eye-catching visual advertisements that are designed with eye-catching designs to attract readers' attention, such as banners or full pages that directly incorporate brand identity. its benefits :

- Visibility, content is more dominant visualization.
- Creative design, supports a variety of visual formats.
- Branding, ideally with a hard sell style.

Meanwhile, Native ads are ads designed to resemble editorial content, blending in with the magazine's content to provide subtle and relevant product or service information. Benefits :

- Seamless Reader Experience, Blends in with the magazine content so as not to interrupt the reading experience.
- High Engagement, Readers are more likely to trust and engage with these ads due to their relevance and natural appearance.
- Contextual, Ad content is tailored to the topic and language style relevant to Insurance Media's audience.

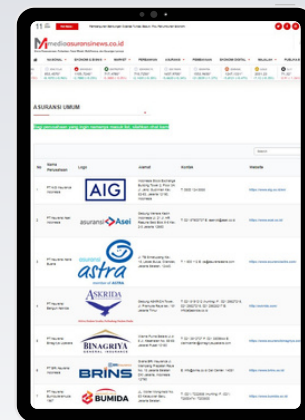
THE CONTENT

Insurance Directory

Insurance Directory section is one of the sections of *Media Asuransi* Magazine that serves as a complete guide or reference to companies in the insurance industry. This section provides important information to help readers, especially financial and insurance professionals, find relevant company information and contacts.



Media Asuransi
Magazine



Online
www.mediaasuransinews.co.id

Media Asuransi Magazine
CREATIVES GUIDE

Jacket Cover

Advertorial (4 pages)

Display Ads (1 pages)

95.000.000 IDR

Inside Front Cover + Pages 1

50.000.000 IDR

Inside Front Cover (cover 2)

Inside Back Cover (cover 3)

55.000.000 IDR

Display Ad or Native Ads

Premium Page 1-10

25.000.000 IDR

Single Page

Size 205 mm x 270 mm

Resolusi Min. 300 dpi

CMYK colour Mode

Format File pdf, eps, png

Display Ad

Normal Page

15.000.000 IDR

Advertorial (1 Page)

4.500 - 7.500 character with space

25.000.000 IDR

Display Ad 2x1 page spread

40.000.000 IDR

Advertorial (2 Page)

4.500 - 7.500 character with space

50.000.000 IDR

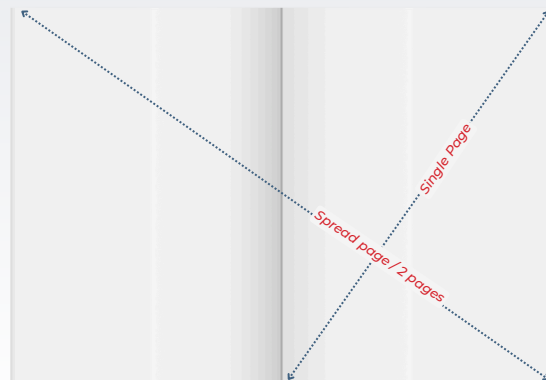
Double Page

Size 410 mm x 270 mm

Resolusi Min. 300 dpi

CMYK colour Mode

Format File pdf, eps, png



ONLINE

mediaasuransinews.co.id

MEDIA KIT

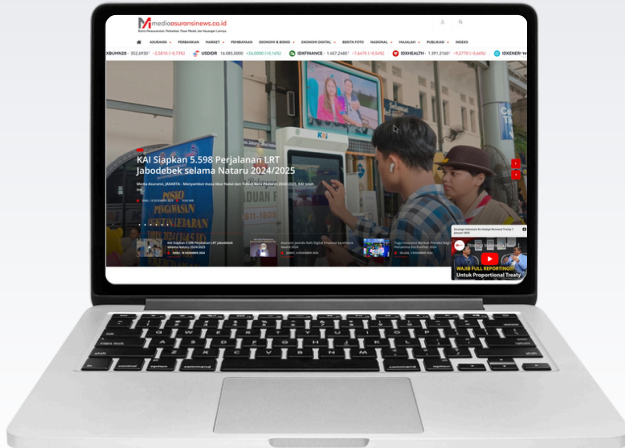
INTERFACE

WWW.MEDIAASURANSINEWS.CO.ID



3.8M+

PAGEVIEWS/YEARS

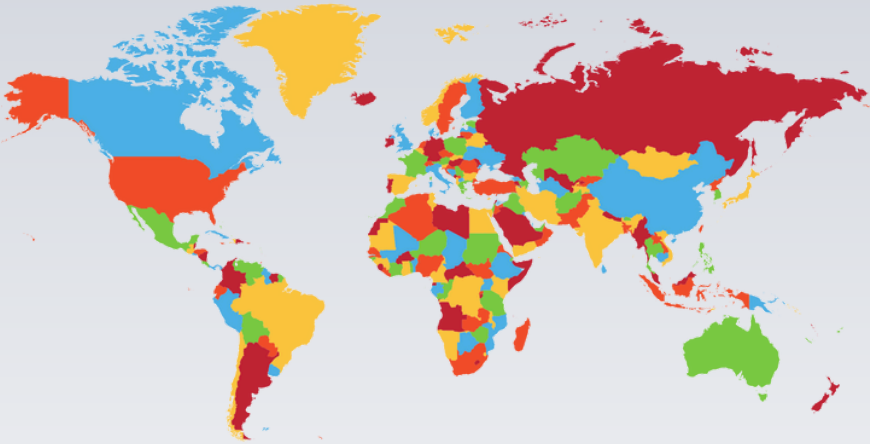


- **316K+** Pageviews permonth
- **2 or 5 minutes** unique visitor permonth
- **5.426+** LinkedIn Followers (*active*)
- **1.523+** Facebook Page Follower (*active*)
- **1.237+** Twitter/x Follower (*active*)
- **21.600+** TikTok Follower (*active*)
- **1.616+** Instagram Follower (*active*)
- **1.000+** Sportify Follower
- **98.651+** *YouTube* Channel Subscribers

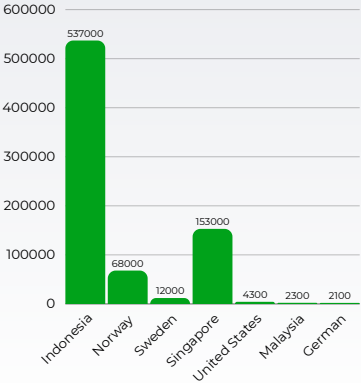
OVERVIEW VISITOR

WWW.MEDIAASURANSINEWS.CO.ID

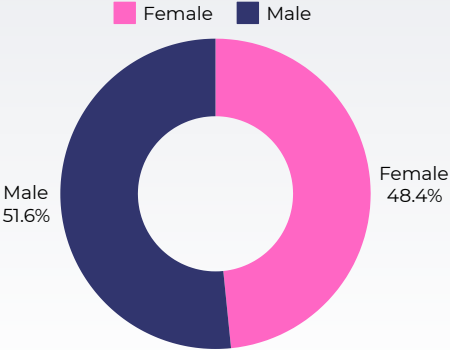
By Top Categories



By Country

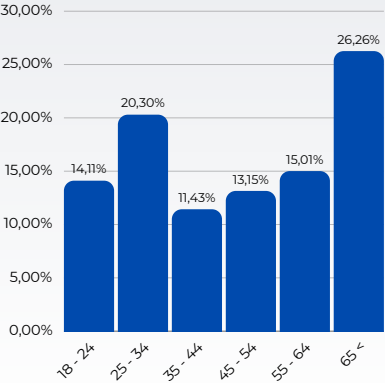


By Gender



Traffict January - December 2024

Age Distribution

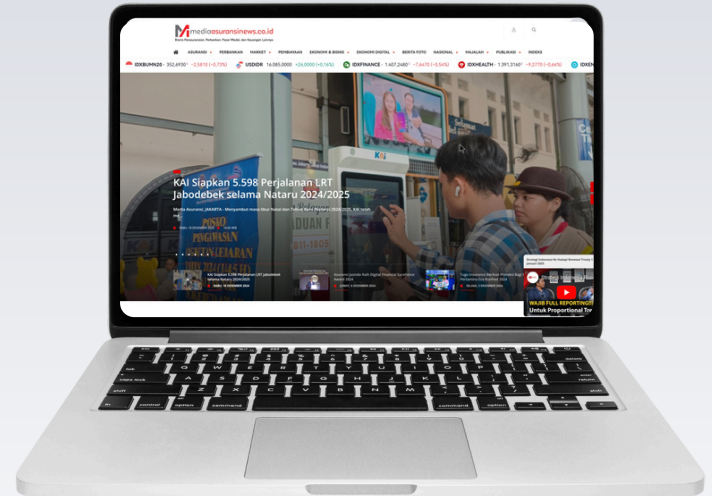


Audience analysis

MediaAsuransinews.co.id

Primary user profile :

- Baby Boomer, Gen X, Millennial and Gen Z professionals, Entrepreneurs.
- Live in Jabodetabek, Java and Bali, Sumatra, Kalimantan to the eastern part of Indonesia.
- Main interests of readers in the categories of business news, health, news, lifestyle, especially financial services
- Users can access *Media Asuransi* online news with premium smartphones (Apple, Samsung, Huawei).



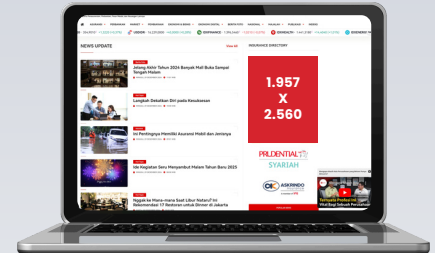
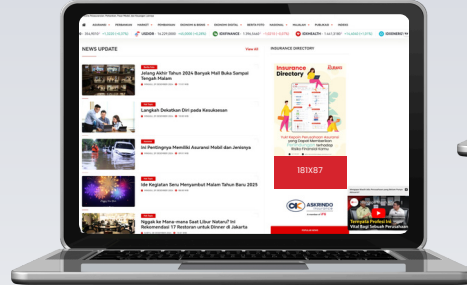
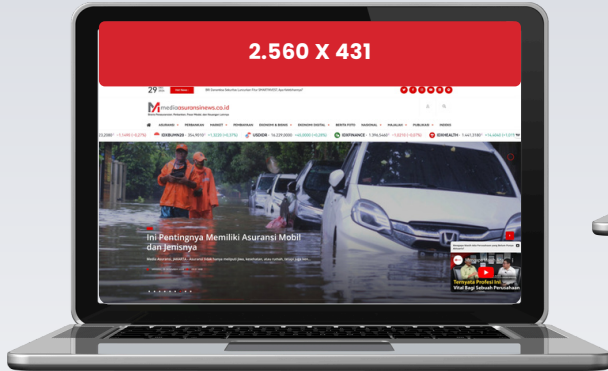
ONLINE

mediaasuransinews.co.id

MEDIA KIT

CREATIVES GUIDE ONLINE

WWW.MEDIAASURANSINEWS.CO.ID



News Banner (in Article)

540 pixels x 67 pixels

9.000.000 IDR

Advertorial (Stick in Headline 3 Days)

Regular Advertorial

12.000.000 IDR

Custom Advertorial + Social Media

15.000.000 IDR

DISPLAY AD (1 MONTH)

HOME PAGE

Top Banner Bar (Non Rotary)

2.560 pixels x 431 pixels

10.000.000 IDR

Right Side Banner Bar (Non Rotary)

1.957 pixels x 2.560 pixels

12.000.000 IDR

Right Logo Side Bar (Non Rotary)

Right Logo Side Bar (Rotary)

181 pixels x 87 pixels

17.000.000 IDR



LinkedIn

Media Asuransi 5.4K



Facebook

@media.asuransi.news 1.5K



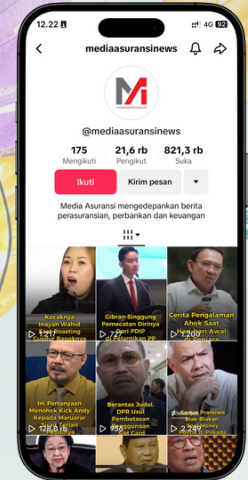
Instagram

@mediaasuransinews 1.6K



X (twitter)

@media_asuransi 1.2K



TikTok

@mediaasuransinews 21.6K

LinkedIn Newsfeed (Image Post)

LinkedIn advertorial post
article 3.000 character with space

LinkedIn post

1.080 pixels x 1.080 pixels (*square*)

1.920 pixels x 1.080 pixels (*vertical*)

LinkedIn Stories

1.080 pixels x 1.920 pixels

Blog post link image

1.200 pixels x 628 pixels (*aspect ratio of 1,91 : 1*)

LinkedIn Carousel

Recommended format is PDF

Video post

256 pixels x 144 pixels up to a max. 4.096 x 2.304 pixels

Video file - 75kb and 200MB

Duration max. 10 minutes

Format file JPEG, PNG, PDF, MP4

Resolusi min. 300dpi

LinkedIn Display Ads

Company ads logo

100 pixels x 100 pixels

Spotlight ada background

300 pixels x 250 pixels (*recommended*)

Sponsored content images

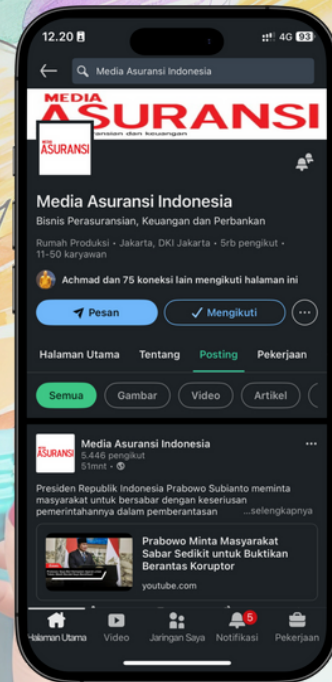
1.200 pixels x 627 pixels (*aspect ratio of 1,9 : 1*)

Sponsored carousel images

1.080 pixels x 1.080 pixels, (*aspect ratio of 1 : 1*)

5.4K+

Media Asuransi



***Ready-to-air Advertising**

FACEBOOK

Media Asuransi

Facebook Newsfeed

advertorial post

article 63.000 character with space

Image post

1.200 pixels x 630 pixels (*aspect ratio of 1,9 : 1*)

Video post

1.080 pixels x 1.080 pixels

aspect ratio of 1 : 1 (*Both desktop & mobile*)

aspect ratio of 4 : 5 (*only for mobile*)

video duration 1s up to 241 minutes

File format support MP4, MOV, & GIF max. file size is 4GB

Facebook Stories Image

1.080 pixels x 1.080 pixels (*minimum*)

aspect ratio 9 : 16

File format support JPG or PNG max. file size is 30MB

Facebook Stories Video

Minimum width 500 pixels

aspect ratio 9 : 16 and 1.9 : 1

File size max. 4GB

video duration 120s

Facebook Reels

For image 1.080 pixels x 1.080 pixels

aspect ratio 1,91 : 1 to 1 : 1

File format JPG and PNG, size 30MB for images

For video 500 pixels x 888 pixels for videos

aspect ratio of 9 : 16

File format MP4 and MOV

video length up to 90s, file size 4GB for videos

Facebook Display Ads

Square image ads

1.080 pixels x 1.080 pixels, 1 : 1 aspect ratio

Carousel ads

1.080 pixels x 1.080 pixels, 1 : 1 aspect ratio

Collection ads

1.080 pixels x 1.080 pixels, 1 : 1 aspect ratio

Right column ads

1.080 pixels x 1.080 pixels

254 pixels x 133 pixels (*minimum*)

Landscape image ads

1.200 pixels x 628 pixels, 1,91 : 1 aspect ratio

Vertical image ads

1.080 pixels x 1.350 pixels, 4 : 5 aspect ratio

Facebook stories ads

1.080 pixels x 1.920 pixels, 9 : 16 aspect ratio

video ads 1.080 pixels x 1.080 pixels

aspect ratio 1 : 1 (*desktop and mobile*)

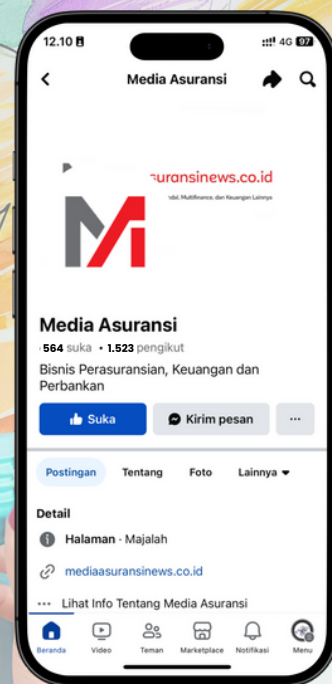
aspect ratio 4 : 5 (*only for mobile*)

Max. Video length of 240 minutes, file size of 4GB

MEDIA KIT

1.5K+

@media.asuransi.news



***Ready-to-air Advertising**

1.6K+
@mediaasuransinews

1.080
x
566

1.080
x
1.350

1.080
x
1.920

1.080
x
1.080

1.920 x 1.080

Instagram Newsfeed (Image Post & carousel)

Caption max. 2.200 character with space

Instagram only displays the first 125 characters of the caption

Square format

1.080 pixels x 1.080 pixels

Landscape format

1.080 pixels x 566 pixels

Potrait format

1.080 pixels x 1.350 pixels

aspect ratio 1,91 : 1 (*landscape*)

aspect ratio 1 : 1 (*square*)

aspect ratio 4 : 5 (*vertical*)

width 1.080 pixels height 566 pixels to 1350 pixels

Instagram Stories, IGTV, Reels, Stories Ads

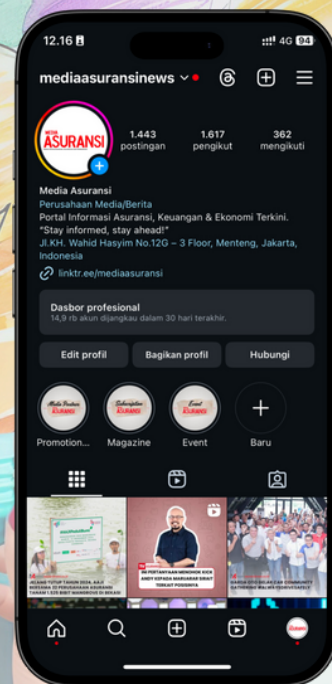
1.080 pixels x 1.920 pixels

aspect ratio of 9 : 16

1.920 pixels x 1.080 pixels

aspect ratio of 1 : 1,55

File format support MP4, MOV, GIF max. file size is 30MB



***Ready-to-air Advertising**

1.2K+
@media_asuransi

X Newsfeed (Formerly Called Tweets)

advertorial post

article 280 character with space

Twitter in-stream image

1.600 pixels x 900 pixels

File size is 5MB up to 4 images in one tweet

Twitter in-stream GIF

1.600 pixels x 900 pixels

File size is 5MB (*mobile*) 15MB (*desktop*) 1 GIF per tweet

X Display Ads

Single or multi-image ad

600 pixels x 335 pixels (*minimum*)

File format JPG or PNG, file size is 5MB (*maximum*)

Twitter video ad

1.200 pixels x 1.200 pixels

File types MP4 or MOV

video lenght 15s or less 2 : 20 aspect ratio

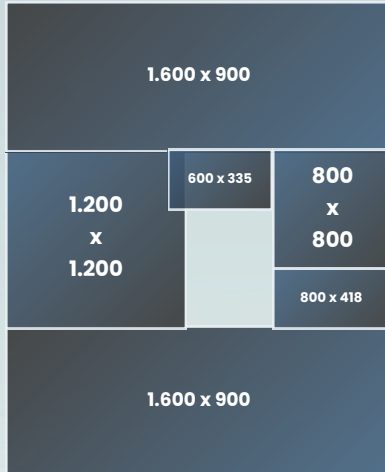
File size is 1GB (*max. upload*) and file less size is than 30MB

Twitter carousel ad

800 pixels x 800 pixels (1 : 1 ratio)

800 pixels x 418 pixels (1,91 : 1 ratio)

File size is 20MB (*maximum*) no more than 6 images



***Ready-to-air Advertising**

21.6K+
@mediaasuransinews

TikTok Content

caption max. 150 character with space and emoji

60–80 characters are recommended to ensure legibility

TikTok image content

aspect ratio 9 : 16 (*vertical*)

aspect ratio 1 : 1 (*square*)

aspect ratio 16 : 9 (*horizontal*)

Video resolution

1.080 pixels x 1.920 pixels (*recommended*)

Min. 720 pixels x 1.280 pixels

video duration 5 – 60s (*ideal 15 seconds*)

File format MP4, MOV, AVI, or MPEG max file size is 500MB

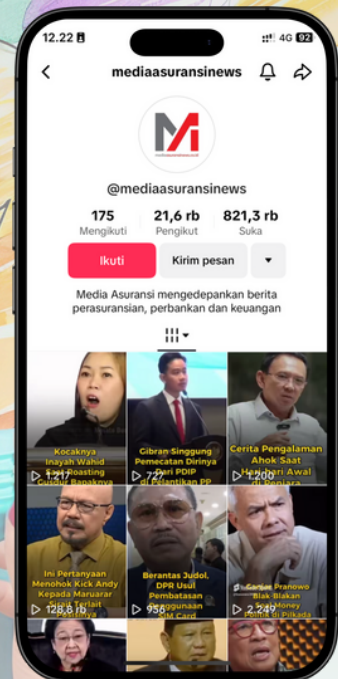
Text overlays *"make sure the text does not cover important areas or TikTok buttons"*

Just a suggestion

Use a language style that is appropriate for the target audience (casual, formal, or trendy).

- Structure example:
- Hook: Interesting question or statement.
- Value: The solution/advantage being offered.
- CTA (Call to Action): Invites the audience to take action, for example: "Check it out now!" or "Get a discount today!"

***Ready-to-air Advertising**



WHATSAPP CHANNEL

Media Asuransi

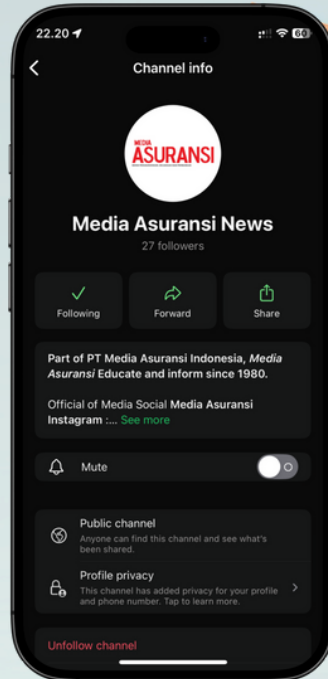
MEDIA KIT

What's WhatsApp Channel?

WhatsApp Channel is a new feature in the WhatsApp app that allows users to receive updates from specific accounts without sharing a phone number. This channel is suitable for businesses, organizations, or creators to disseminate important information to a live audience.

27+

mediaasuransinews



Content Specifications for WhatsApp Channel

article write-up

- Max. 4.000 characters per message
- Use short, clear and engaging text, around 500 characters for effective communication
- Can use bullet points or short paragraphs to make reading easier

Image

- Format file JPEG, PNG file size is max 5MB
- 1.080 pixels x 1.080 pixels (aspect ratio 1 : 1)
- 1.080 pixels x 1.920 pixels (aspect ratio 9 : 16) *recommended*

***Reflects the content of online news**

98.6K+

SUBSCRIBER

Channel  YouTube: TVAsuransi



PROGRAM **PODCAST**

PROGRAM **THE COMMENT**

PROGRAM **CEO TALKS**

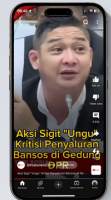
MEDIA **PARTNERSHIP**



PROGRAM **PODCAST**

Primary Podcast :

- Reviewing the latest issues regarding insurance and other financial services industries with a casual interview format with competent sources in their fields.



PROGRAM **THE COMMENT**

Primary The Comment :

- Casual talk about business trends in the financial services industry combined by 2 (two) hosts, with competent resource persons in their fields.

PROGRAM **CEO TALKS**

Primary CEO Talks :

- A casual chat with the *Chief Executive Officer* on business trends in the insurance and financial services industry.

Channel  YouTube: TVAsuransi



MEDIA **PARTNERSHIP**

Primary Media Partnership :

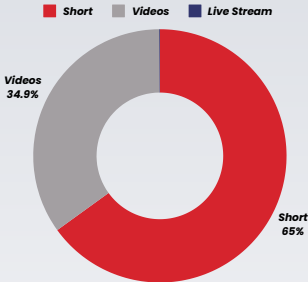
- A talk with the head of the event committee on the preparation scheme and the success of the event.

OVERVIEW
TV ASURANSI

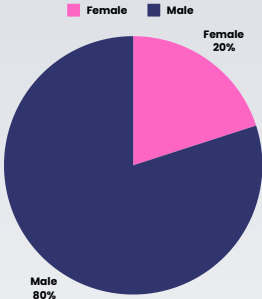
Channel  YouTube: TVAsuransi



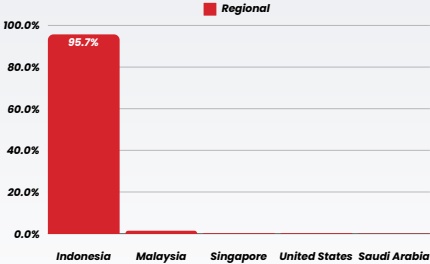
Top Views



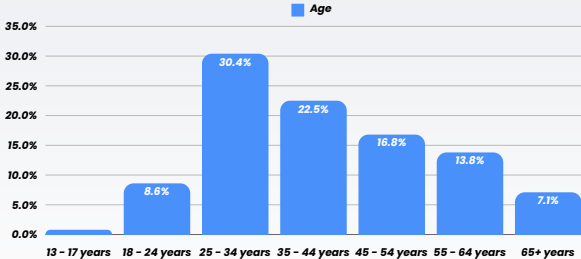
By Gender



Top geographies



By Age



Lembaga Riset Media Asuransi (LRMA) is an independent research unit established by **PT Media Asuransi Indonesia** to support the development of the insurance and financial industry in Indonesia. **LRMA** focuses on collecting, analyzing and publishing data relevant to trends, performance and challenges in the insurance sector.

LRMA Research Focus

- Insurance Company Performance, ranking companies based on financial and service performance indicators.
- Consumer Trends, analysis of consumer behavior in the selection of insurance products.
- Product Innovation, examining the development of digital insurance products and technology-based services.
- Policy and Regulation, assessing the impact of government policy on the insurance industry.
- CSR and Sustainability, research on the insurance industry's contribution to corporate social responsibility and sustainability programs.



LRMA Key Results

- Insurance Industry Annual Report, A comprehensive publication on the development and performance of the insurance industry over the past year.
- Best Insurance Company Ranking, using performance indicators such as premium growth, solvency levels and customer satisfaction.
- Consumer Trends and Behavior Survey, providing data on consumer preferences and expectations for insurance products.

Benefits of LRMA for Industry

- Data Accuracy, Helps companies make data-driven decisions.
- Competitive Advantage, Ranking reports enable companies to evaluate and improve their performance.
- Strategic Relevance, In-depth research helps industry players stay relevant to market and regulatory developments.



OUR OTHER SERVICES

Media Asuransi

MEDIA KIT

NO	TYPE OF SERVICES
1	Production of <i>annual report</i>
2	Buletin/Tabloit/Newsletter/Book
3	Research <i>Market Updates</i> in LRMA
4	Media Monitoring in LRMA
5	Internal Magazine
6	Graphic Design (Campaign, infographics, flayer, etc)
7	Press Conference Organize
8	Press Release Including news portal distribution
9	Web Content Development
10	Promotion ads or Native ads
11	Review or Profiling Product at youtube channel TV Asuransi
12	Handling Event Organizer (<i>webinar or off air</i>)

We are ready to serve varios company needs, let's go collaboration!

Guideline Promotion ads with Media Asuransi**Firstly online through mediaasuransinews.co.id with Display Ads and Native Ads content :**

- Ads in the form of news banners like google ads
- Ads in article content that looks organic and interesting

This strategy gives the impression that :

- News packaging combined with native ads makes the audience feel like they are reading general news.
- News banner as a CTA (call-to-action) that encourages the audience to take action, such as "Visit Now" or "Sign Up Today."
- Monitor performance, using analytics data from the Insurance Media team to measure clicks, impressions and conversions.

Third in content Social media *Media Asuransi* with distribution :

- *LinkedIn*
- *Facebook*
- *Instagram*
- *X (twitter)*

Second, in print through *Media Asuransi Magazine* with content:

- Half or full page ads, professional and informative design.
- Advertorials, Paid articles that educate readers while promoting products.
- Inside front or back cover, premium placement for maximum visibility.

Fourth, by packaging the Insurance TV YouTube channel :

- Casual conversation with a podcast program, on the sidelines of the show, we insert product reviews packed with soft-sell schemes.



300+ ALL INSURANCE
CORPORATE



Organization of a Media Asuransi Award

ASURANSI

UNITLINK AWARD 2024
MEDIA ASURANSI



Will be held on 29 Februari 2024

LRMA

M

Media Asuransi

Unitlink

ASURANSI

MALAM
PENGANUGERAHAN

Insurance
Market Leaders
Award | 2024



15 Life Insurance Market Leaders
15 General Insurance Market Leaders
2 Reinsurance Market Leaders
5 Sharia Life Insurance Market Leaders
5 Sharia General Insurance Market Leaders
15 Insurance Broker Market Leaders
15 Reinsurance Broker Market Leaders

30 Juli 2024
Hotel JS Luwansa, Jakarta
Pkl. 18:30

ASURANSI

MALAM
PENGANUGERAHAN



2024
INSURANCE
AWARD
MEDIA
ASURANSI

1 Oktober 2024
Hotel JS Luwansa, Jakarta
Pkl. 18:30

ASURANSI

UNITLINK AWARD 2024

THIS CERTIFICATE PROUDLY PRESENTED TO
AJS Star Investama Balanced Fund
PT ASURANSI JIWA STARINVESTAMA
KELompok IOR KONVENSIONAL FUND CAMPURAN
Jakarta, 29 Februari 2024
UNITLINK AWARDS 2024 MEDIA ASURANSI

MUCHAMMAD DUALIL

THA ELINDO SANTOSO

MUBARAK HENDRYATAMA

ASURANSI

GENERAL INSURANCE
MARKET LEADERS AWARD 2024

PRESENTED TO
PT ASURANSI MULTI ARTHA GUNA Tbk.

Jakarta, 30 Juli 2024
MEDIA ASURANSI

MUCHAMMAD DUALIL

Chief Executive Officer

ASURANSI

2024
INSURANCE
AWARD

— EKUITAS RP250 MILIAR-RP500 MILIAR —
PRESENTED TO
PT ASURANSI DAYIN MITRA TBK
Jakarta, 1 Oktober 2024
MEDIA ASURANSI

DEWAN JURI
INSURANCE AWARDS 2024

BUKTI HERMAN

Chairman

ANDRIYUS HANINDA, S.P.
Taufik Supriatno, S.P., Tedy Kurniawan, Ph.D., Agus
Santoso, S.P., Nur Hafidza, Ph.D., Nur Hafidza, Ph.D.

MUCHAMMAD DUALIL

Chief Executive Officer

ASURANSI

DIGITAL FINANCIAL EXCELLENCE AWARDS 2024
CERTIFICATE

PT BANK CIMB NIAGA TBK
— Bank Cersia KBMI 3 (Modal Inti Rp14 Triliun-Rp70 Triliun) —
Jakarta, 5 Desember 2024
MEDIA ASURANSI

MUCHAMMAD DUALIL

CEO MEDIA ASURANSI

ASURANSI

Insurance
Market Leaders
Award | 2024

ASURANSI

2024
INSURANCE
AWARD

CALENDER EVENT MEDIA ASURANSI 2025

JANUARI	FEBRUARI	MARET	APRIL	MEI	JUNI
<i>Webinar The Series 2025</i>	<i>Unitlink Award 2025</i>	<i>Webinar Asuransi Syariah 2025</i> <i>HUT Media Asuransi</i>	<i>Golf Tournament & Charity 2025</i>	<i>Webinar The Series 2025</i>	<i>Webinar The Series 2025</i>
JULI	AGUSTUS	SEPTEMBER	OKTOBER	NOVEMBER	DESEMBER
<i>Insurance Market Leaders Award 2025</i>	<i>Sport Cup Media Asuransi 2025</i>	<i>Best Insurance Award 2025</i>	<i>Seminar Indonesia & Economy Outlook 2026</i>	<i>Best CEO Financial Award 2025</i>	<i>Digital Financial Excellence Award 2025</i>

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
3	Magazine	<ul style="list-style-type: none"> • 1 Published • 1 Published • 1 Published • 1 Published • 1 Published • 1 Published • 1 Published • 1 Published • 1 Published • 1 Published • 12 Published • 24 Published • 36 Published • 1 Published 	<ul style="list-style-type: none"> • Cover 4 • Cover 2 • Cover 3 • First Page Advertorial–Display ad • Inner Page Advertorial–Display ad • 1 Full Page Advertorial • ½ Half Page Display ad • Coloum Page • News in Brief • Congratulation ad • Insurance Directory (1 years) • Insurance Directory (2 years) • Insurance Directory (3 years) • Promotion ads 	<ul style="list-style-type: none"> • 205mm x 270mm • 205mm x 270mm • 205mm x 270mm • 205mm x 270mm • 205mm x 270mm • 205mm x 270mm • 102,5mm x 135mm • 55mm x 55mm • Max. 800 – 1.000 character • 205mm x 270mm • 55mm x 55mm • 55mm x 55mm • 55mm x 55mm 	<ul style="list-style-type: none"> 35.000.000 IDR 30.000.000 IDR 25.000.000 IDR 20.000.000 IDR 15.000.000 IDR 25.000.000 IDR 10.000.000 IDR 5.000.000 IDR 8.000.000 IDR 12.000.000 IDR 8.000.000 IDR 15.000.000 IDR 20.000.000 IDR 15.000.000 IDR
4	Online mediaasuransinews.co.id	<ul style="list-style-type: none"> • 1 Month • 1 Month • 1 Month • 1 Month • 1 Month • 1 Publish • 1 Publish • 1 Services • 1 Services 	<ul style="list-style-type: none"> • Top Banner Bar • Right Side Banner Bar (Non Rotary) • Right Logo Side Bar (Non Rotary) • Right Logo Side Bar (Rotary) • News Banner (Non Rotary) • • Advertorial with Photos + Backlink • Native ads + Hyperlink + Socmed • Creative a Press Release • News in Brief 	<ul style="list-style-type: none"> • 2.560 pixels x 431 pixels • 1.957 pixels x 2.560 pixels • 181 pixels x 87 pixels • 181 pixels x 87 pixels • 540 pixels x 67 pixels • • Max. 3.500 character • Max. 3.500 character • Max. 4.500 character • Max. 800 – 1.000 character 	<ul style="list-style-type: none"> 10.000.000 IDR 12.000.000 IDR 9.000.000 IDR 8.000.000 IDR 9.000.000 IDR 12.000.000 IDR 15.000.000 IDR 1.500.000 IDR 5.000.000 IDR
			UNLIMITED	UNLIMITED	

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
1	Package ads 1	<ul style="list-style-type: none"> • 1 Published • 1 Published • 2 Published • 2 weeks • 1 Month • 1 Month • 6 Publish • 6 Publish • 2 Episode 	<ul style="list-style-type: none"> • Photos & Title Cover • Interview with Board of Directors (max. 7.000 character) • Display ads or Native ads • Top Banner Bar • Right Banner Side Bar (Non Rotary) • Right Logo Side Bar (Non Rotary) • advertorial + backlink Social Media Media Asuransi <ul style="list-style-type: none"> • Facebook & Instagram • LinkedIn • X (twitter) • Whatsapp Channel • Podcast at TV Asuransi • Media Asuransi Magazine 	<ul style="list-style-type: none"> • Jacket Cover • 205mm x 270mm + Bleed 5mm (4 pages) • 205mm x 270mm + Bleed 5mm (1 pages) • 2.560 pixels x 431 pixels • 1.957 pixels x 2.560 pixels • 181 pixels x 87 pixels • Max. 3.500 character • Potrait, Square, Reels • Landscape • Landscape • Max. 1.500 character • 60 minutes • 6 copies 	95.000.000 IDR (excluding services & tax)
2	Package ads 2	<ul style="list-style-type: none"> • 1 Published • 1 Published • 1 Published • 2 Weeks • 1 Month • 4 Publish 	<ul style="list-style-type: none"> • Photos & Title Cover • Interview with Board of Directors (max. 7.000 character) • Ads Display or Native Ads • Right Banner Side Bar (Rotary) • Right Logo Side Bar (Rotary) • advertorial + backlink • Media Asuransi Magazine 	<ul style="list-style-type: none"> • Jacket Cover • 205mm x 270mm + Bleed 5mm (2 pages) • 205mm x 270mm + Bleed 5mm (1 pages) • 1.957 pixels x 2.560 pixels • 181 pixels x 87 pixels • Max. 3.500 characters • 3 copies 	55.000.000 IDR (excluding services & tax) (Ready-to-air Content)

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
5	Social Media	LinkedIn	LinkedIn Newsfeed <ul style="list-style-type: none"> • Advertorial post • Image (<i>square</i>) post • Image (<i>vertical</i>) post • Stories post • Video post • File video 75kb and 200MB 	LinkedIn Newsfeed <ul style="list-style-type: none"> • max. 3.000 character • 1.080 pixels x 1.080 pixels • 1.920 pixels x 1.080 pixels • 1.080 pixels x 1.920 pixels • Min. 256 pixels x 144 pixels • Max. 10 minutes (MP4) 	3.000.000 IDR
		Facebook	Facebook Newsfeed <ul style="list-style-type: none"> • Advertorial post • Image post (aspect ratio 1,9 : 1) • Video post (desktop & mobile) Facebook Stories <ul style="list-style-type: none"> • Image post (aspect ratio 9 : 16) • Video post Facebook Reels <ul style="list-style-type: none"> • Image (aspect ratio 1,91 : 1) • Video (aspect ratio 9 : 16) 	Facebook Newsfeed <ul style="list-style-type: none"> • Max. 63.000 character • 1.200 pixels x 630 pixels • 30 minutes (MP4) Facebook Stories <ul style="list-style-type: none"> • 1.080 pixels x 1.920 pixels • Max. 120s (MP4) Facebook Reels <ul style="list-style-type: none"> • 1.080 pixels x 1.080 pixels • Max. 90s (MP4 or MOV) 	500.000 IDR
		Instagram	Instagram Newsfeed <ul style="list-style-type: none"> • Caption max. 2.200 character • Image square • Image landscape • Image potrait 	Instagram Newsfeed <ul style="list-style-type: none"> • 125 character (good ideas) • 1.080 pixels x 1.080 pixels • 1.080 pixels x 566 pixels • 1.080 pixels x 1.350 pixels 	1.000.000 IDR
			UNLIMITED	UNLIMITED	

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
6	Social Media	Instagram	Instagram Stories, IGTV, Reels	Instagram Stories, Reels	1.000.000 IDR
		<ul style="list-style-type: none"> • 1 Content • 1 Content • 1 Content • 1 Clip • 1 Clip 	<ul style="list-style-type: none"> • Stories with <i>backlink</i> (square) • Stories with <i>backlink</i> (potrait) • Stories (recommended) • Video stories (aspect ratio 9 : 16) • Video reels (aspect ratio 9 : 16) • with promotion ads 	<ul style="list-style-type: none"> • 1.080 pixels x 1.080 pixels • 1.080 pixels x 1.350 pixels • 1.080 pixels x 1.920 pixels • Max. 60s (MP4 or MOV) • Max. 90s (MP4 or MOV) 	500.000 IDR
		X (twitter)	X Newsfeed	X Newsfeed	500.000 IDR
		<ul style="list-style-type: none"> • 1 Publish • 1 Content • 1 Clip 	<ul style="list-style-type: none"> • Article post • twitter in-stream image post • File format JPG, JPEG, PNG • twitter in-stream GIF • File format GIF (<i>mobile and Desktop</i>) 	<ul style="list-style-type: none"> • Max. 280 character • 1.600 pixels x 900 pixels • File size is 5MB • 1.600 pixels x 900 pixels • File size is 5MB and 15MB 	500.000 IDR
		<ul style="list-style-type: none"> • 1 Content • 1 Clip • 1 Content 	X Display Ads	X Display Ads	500.000 IDR
		<ul style="list-style-type: none"> • 1 Content • 1 Clip • 1 Content 	<ul style="list-style-type: none"> • Single or multi-image ad (PNG) • Twitter video ad (MP4) • Video lenght 15s • Twitter carousel ad • No more than 5 images 	<ul style="list-style-type: none"> • 600 pixels x 335 pixels • File size is 5MB (<i>maximum</i>) • 1.200 pixels x 1.200 pixels • File size is 1GB (<i>maximum</i>) • 800 pixels x 800 pixels • File size is 20MB (<i>maximum</i>) 	1.500.000 IDR
		<ul style="list-style-type: none"> • 1 Clip 	TikTok	TikTok	
			<ul style="list-style-type: none"> • Video promotion ads • File format MP4, MOV, AVI 	<ul style="list-style-type: none"> • 1.080 pixels x 1.920 pixels • File max. size is 500MB 	
			UNLIMITED	UNLIMITED	

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
7	YouTube Channel TV Asuransi	<ul style="list-style-type: none">1 Episode1 Episode1 Episode1 Clip	<ul style="list-style-type: none">Program PodcastProgram The CommentProgram CEO Talks Pre-Roll Ads <ul style="list-style-type: none">Clip campaign duration 6s - 10sFile format MP4 or MOV Display Banner Bar <ul style="list-style-type: none">File format PNG, JPGFile size is 150kb (maximum) Overlay ads <ul style="list-style-type: none">File format PNG, GIFFile size is 150kb (maximum)	<ul style="list-style-type: none">30 minutes30 minutes30 minutes Pre-Roll Ads <ul style="list-style-type: none">1.920 pixels x 1.080 pixels1.280 pixels x 720 pixels Display Banner Bar <ul style="list-style-type: none">300 pixels x 60 pixels	20.000.000 IDR
		<ul style="list-style-type: none">1 Content			15.000.000 IDR
		<ul style="list-style-type: none">1 Content			15.000.000 IDR
		<ul style="list-style-type: none">1 Publish1 Publish1 Publish1 Videos	<ul style="list-style-type: none">Pre-roll adsMid-roll adsPost-roll adsSponsorship (mention + brand)	<ul style="list-style-type: none">Max. 6s - 10sMax. 10s - 20sMax. 10s - 20s	8.000.000 IDR
					15.000.000 IDR
					10.000.000 IDR
					20.000.000 IDR
			UNLIMITED	UNLIMITED	

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
8	Package 1 Media Partner	Pra—Event <ul style="list-style-type: none"> • 1 Published • 1 Published <ul style="list-style-type: none"> • 1 Publish • 2 Month • 2 Month <ul style="list-style-type: none"> • 1 Publish • 1 Publish • 1 Publish Event <ul style="list-style-type: none"> • 1 Published • 1 Published <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Month • 2 Publish • Pasca Event <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Publish <ul style="list-style-type: none"> • 1 Publish • 1 Publish • 1 Publish 	Pra—Event <ul style="list-style-type: none"> • Banner Logo Cover • Display ads or Promotion ads <ul style="list-style-type: none"> • Advertorial + backlink • Top Banner Bar • Right Banner Side Bar (Non Rotary) Social Media Media Asuransi (Flayer) <ul style="list-style-type: none"> • <i>Facebook & Instagram</i> • <i>LinkedIn</i> • <i>X (twitter)</i> • Media Asuransi Magazine Event <ul style="list-style-type: none"> • Banner Logo Cover • Interview with Chief Organizer (max. 7.000 character) • Interview with Director or Chairman (max. 7.000 character) • Right Logo Side Bar (Rotary) • Advertorial with Photos • Media Asuransi Magazine Pasca Event <ul style="list-style-type: none"> • <i>Congratulation ads sponsor</i> <ul style="list-style-type: none"> • Event coverage & Photos (max. 7.000 character) • Advertorial with Photos Social Media Media Asuransi <ul style="list-style-type: none"> • <i>Facebook & Instagram</i> • <i>LinkedIn</i> • <i>Whatsapp Channel</i> • Media Asuransi Magazine 	Pra—Event <ul style="list-style-type: none"> • 126 pixels x 40 pixels (300dpi) • 205mm x 270mm + Bleed 5mm (1 pages) • Max. 3.500 character • 2.560 pixels x 431 pixels • 1.957 pixels x 2.560 pixels <ul style="list-style-type: none"> • Potrait, Square, Reels (60s) • Landscape, Potrait • Landscape • 4 copies Event <ul style="list-style-type: none"> • 126 pixels x 40 pixels (300dpi) • 205mm x 270mm + Bleed 5mm (1 pages) • 205mm x 270mm + Bleed 5mm (2 pages) • 181 pixels x 87 pixels • Max. 3.500 character • 4 copies Pasca Event <ul style="list-style-type: none"> • 205mm x 270mm + Bleed 5mm (1 pages) • 205mm x 270mm + Bleed 5mm (3 pages) • Max. 3.500 character <ul style="list-style-type: none"> • Potrait, Square, Reels (60s) • Landscape, Potrait • Landscape • 6 copies 	95.000.000 IDR (excluding services & tax)

NO	TYPE OF	FREQUENCY	DESCRIPTION	SIZE	PRICE
9	package 2 Media Partner	Pra—Event <ul style="list-style-type: none"> • 1 Published • 1 Published <ul style="list-style-type: none"> • 1 Publish • 1 Month <ul style="list-style-type: none"> • 1 Publish • 1 Publish Event <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Publish Pasca Event <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Published <ul style="list-style-type: none"> • 1 Publish <ul style="list-style-type: none"> • 1 Publish • 1 Publish 	Pra—Event <ul style="list-style-type: none"> • Banner Logo Cover • Display ads or Promotion ads <ul style="list-style-type: none"> • Advertorial + backlink • Right Banner Side Bar (Non Rotary) Social Media Media Asuransi (Flayer) <ul style="list-style-type: none"> • <i>Instagram</i> • <i>LinkedIn</i> • Media Asuransi Magazine Event <ul style="list-style-type: none"> • Interview with Chief Organizer (max. 7.000 character) • Interview with Director or Chairman (max. 7.000 character) • Advertorial with Photos • Media Asuransi Magazine Pasca Event <ul style="list-style-type: none"> • <i>Congratulation ads sponsor</i> <ul style="list-style-type: none"> • Event coverage & Photos (max. 7.000 character) • Advertorial with Photos Social Media Media Asuransi <ul style="list-style-type: none"> • <i>Instagram</i> • <i>Whatsapp Channel</i> • Media Asuransi Magazine 	Pra—Event <ul style="list-style-type: none"> • 126 pixels x 40 pixels (300dpi) • 205mm x 270mm + Bleed 5mm (1 pages) • Max. 3.500 character • 1.957 pixels x 2.560 pixels <ul style="list-style-type: none"> • Potrait, Square, Reels (60s) • Landscape, Potrait • 2 copies Event <ul style="list-style-type: none"> • 205mm x 270mm + Bleed 5mm (1 pages) • 205mm x 270mm + Bleed 5mm (1 pages) • Max. 3.500 character • 2 copies Pasca Event <ul style="list-style-type: none"> • 205mm x 270mm + Bleed 5mm (1 pages) • 205mm x 270mm + Bleed 5mm (2 pages) • Max. 3.500 character <ul style="list-style-type: none"> • Potrait, Square, Reels (60s) • Landspace • 4 copies 	45.000.000 IDR <i>(excluding services & tax)</i> (Ready-to-air Content)

THANK YOU!

**COLLABORATE
YOUR BRAND WITH US!**

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