

# MEDIA PROFILE

*KOMPAS*

**K** Kompas.id





Experience and excellency has made **Kompas** the beacon of news and media industry in Indonesia.

**#1**  
Newspaper

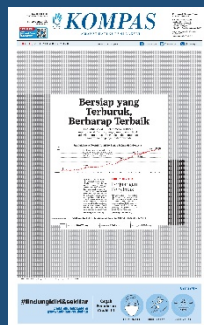


**#1 Readership in Print**

**#1 Readership in e-Paper**

**#1 Awareness Newspaper**

\*Nielsen, IMS Q2 - 2021



**Best in Newspaper Front Page Design**

Gold  
Sept 2, 2020 edition

**Best in Newspaper Marketing**

Bronze  
June 28, 2020 edition



**Best Use Of Print**

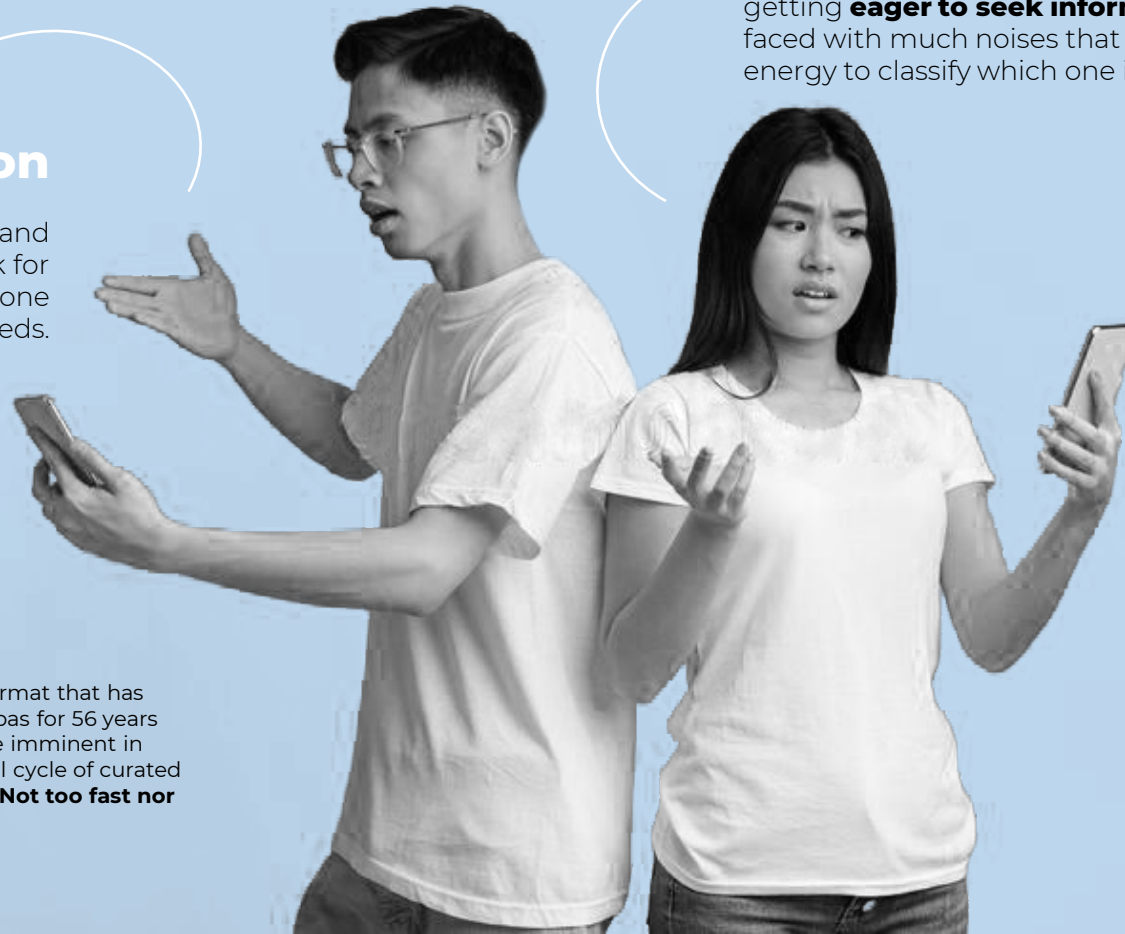
Honorable Mention  
June 28, 2020 edition



Overwhelming information in digital era has triggered “news fatigue” phenomenon and developing **echo chambering**.

### Curated Information

People no longer hungry for more and faster information, rather they seek for curated contents, determining which one is **valid and essential** for their needs.



Daily print format that has carried Kompas for 56 years getting more imminent in people's ideal cycle of curated information. **Not too fast nor too slow.**

### Voice between Noises

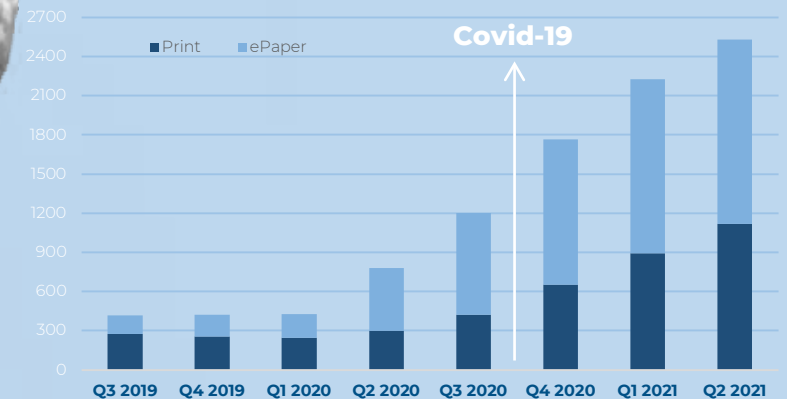
During outbreak and isolation, people getting **eager to seek information** but faced with much noises that drained their energy to classify which one is the voice.

Kompas **carry the spirit** of becoming the voice between noises into digital innovation and platforms.



Return to the **established and trusted news source** became common pattern as evidenced into Kompas readership's surge during pandemic.

### READERSHIP GROWTH



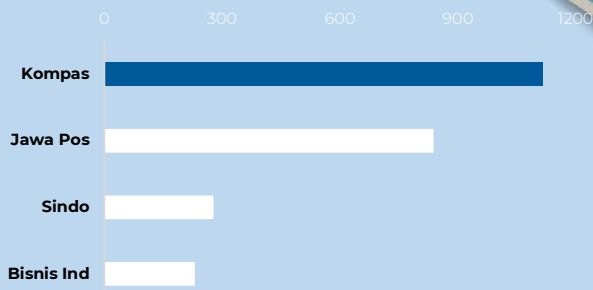
\*Nielsen Survey, Q2-2021

To win the competition with other media in any platforms, we come with **strong credibility.**

### Non-bias Media

Kompas is always stand for facts and above all humanity by participating in Indonesia's developing democracy through being non-partisan, and non-bias media. Therefore, Kompas brand gain reputation as **credible media company** and **trusted advertisement platform** as well.

### READERSHIP

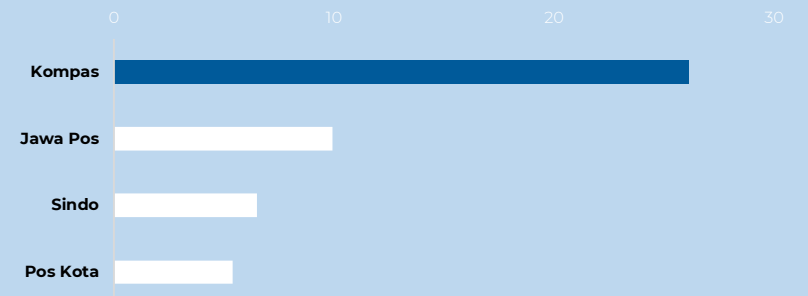


### Leading Media

56 years of experience, covering relevant and influential issue has made Kompas the **fore runner in newspaper industry.**

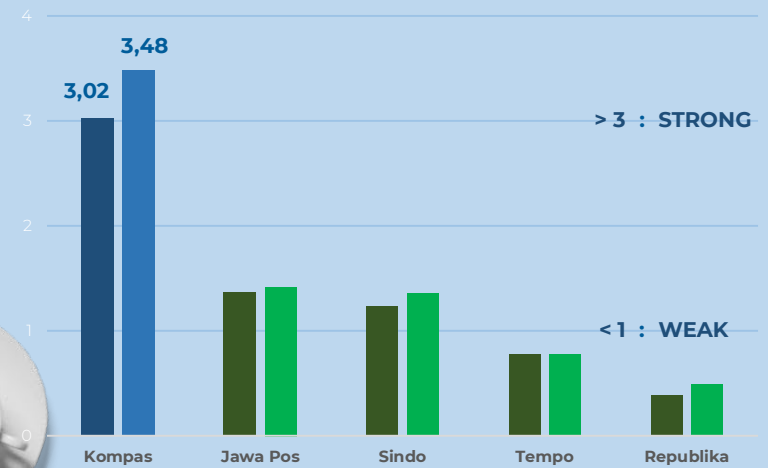


### TOP OF MIND



### INDONESIA'S NEWSPAPER BRAND X ADVERTISEMENT EQUITY INDEX

Both brand and advertisement equity indexes **indicate strong trust** Kompas gained on news and advertisement contents.

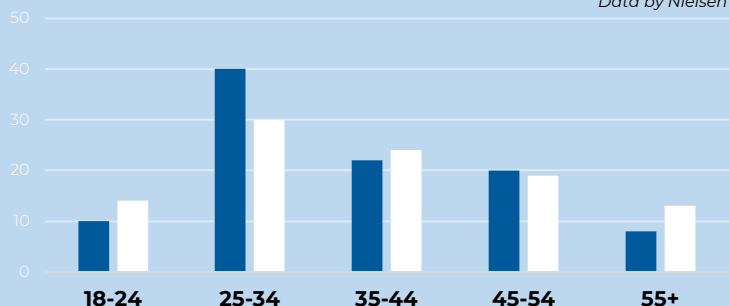


\*Nielsen Survey, Q2-2021

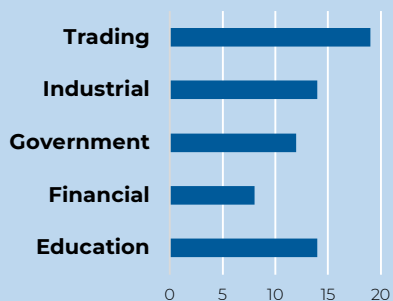
Persistence and consistency appreciated by our **loyal audience**.

**KOMPAS X AVERAGE NEWSPAPER AUDIENCE AGE GROUP**

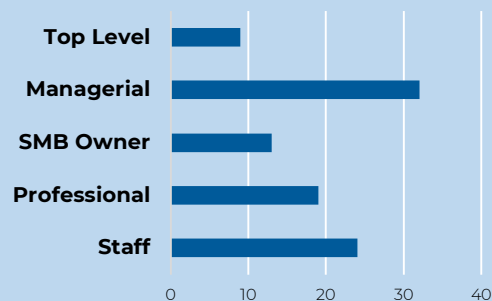
*Data by Nielsen*



**FIELDS OF WORK**



**POSITIONS OF WORK**



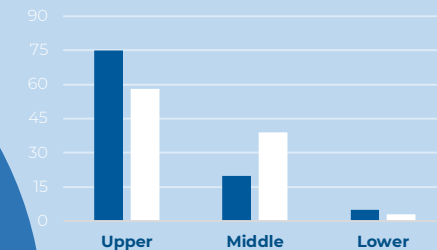
**53%**

Male, living in urban area, concerned about good governance

**Decision Makers**

One third (31%) of Kompas readers **hold structural position** in formal workspace.

**KOMPAS X AVG NEWSPAPER SES CLASS**



**Affluent Readers**

Around 35% of Kompas readers **spent more than 7,5 millions** monthly for consumption.

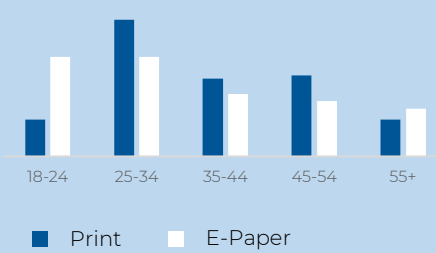
**47%**

Female, tech-savvy, aware of quality contents

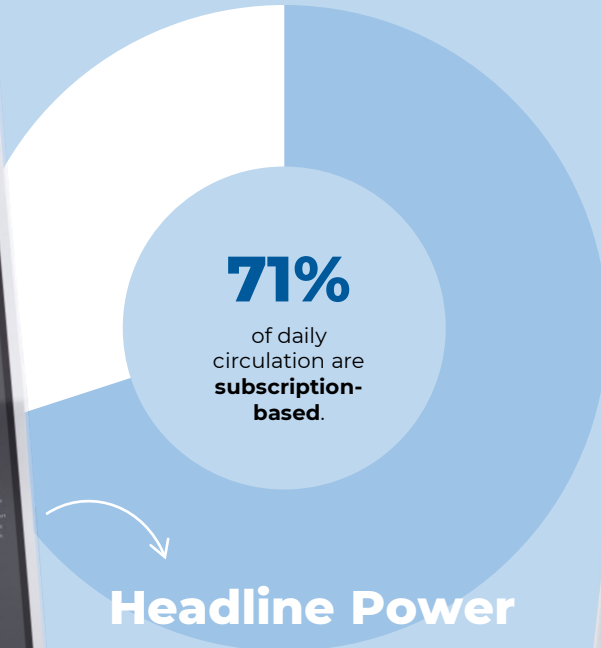
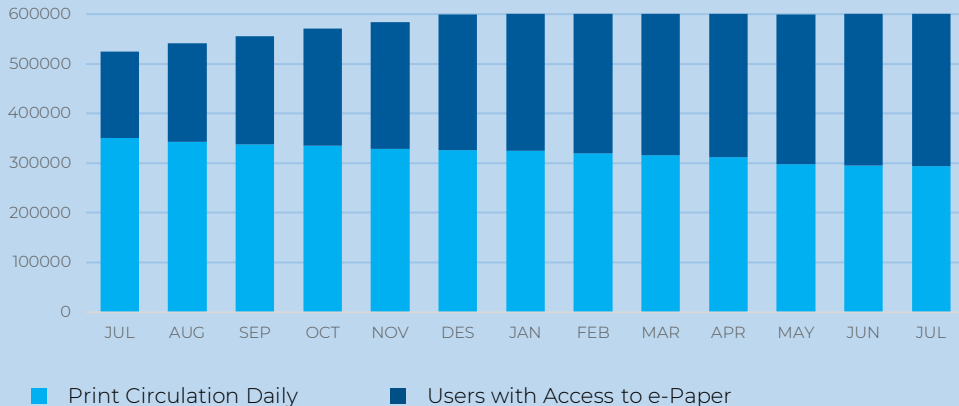
# Curated Needs

Data suggests that audience started to shift, from reading print edition to digital edition. Surge of epaper access in the recent months indicate the preference over **curated news**.

## One Edition Different Audience



## Daily Reach

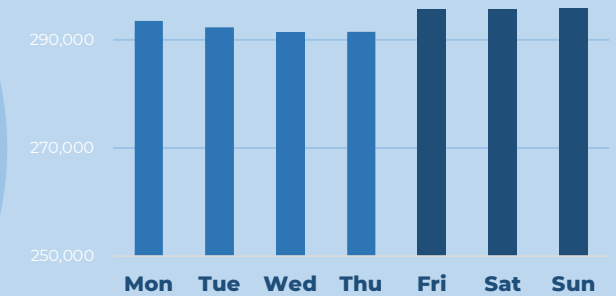


## Headline Power

Print (and epaper) editions frontpage determine the current most important events or statements through **different forms of headline and layouts**.

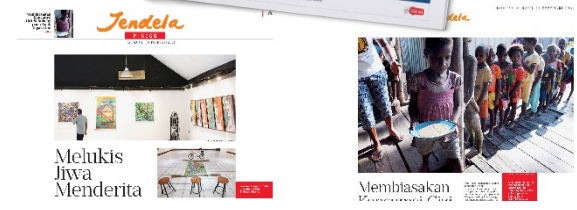


## Average Daily Circulation



## Weekend Readers

With people getting less commuting due to pandemic, the weekend circulations **are slightly above weekday editions**.



**4** Extra pages on daily epaper edition.



Data as in June 2021

293.784 ▼ 3%

Newspaper **circulation** daily, spread nationwide with the help of **9 remote printing sites** across the country.



308.191 ▼ 7%

Users at Kompas.id with **access to e-paper** version of Kompas newspaper.



601.975 ▼ 5%

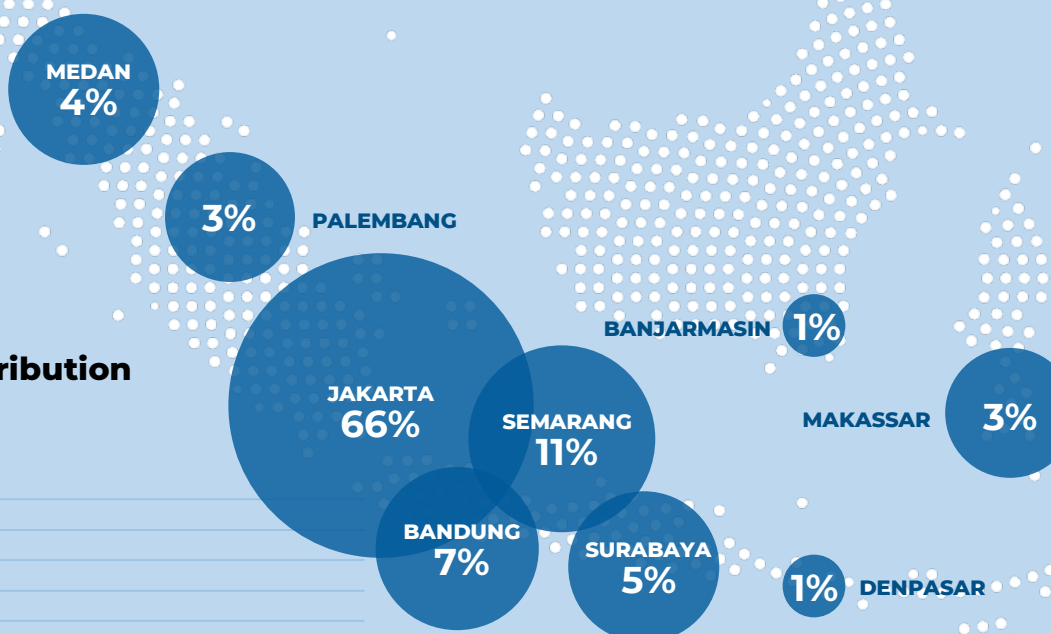
Total circulation of **Kompas Newspaper version** (including ads) from both physical copy and e-Paper.



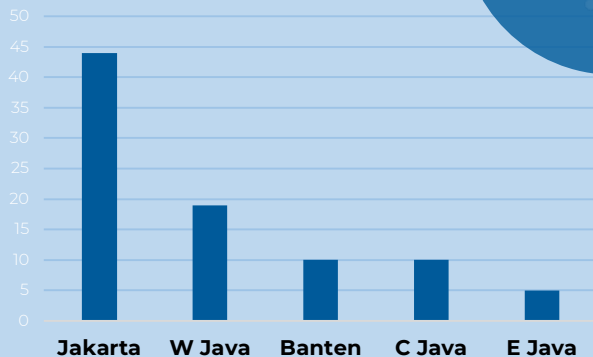
**Avid Readers**

In average readers spent **69 minutes** to read newspaper every day in search of trusted and validated information.

### Circulation Distribution By Remote Printing Sites



### Readers Distribution By Province



**Kompas Daily Readership**  
**1.013.273**  
 \* each print copy read by 2-3 person and e-Paper version read by 1 person.



32%  
Read only print version

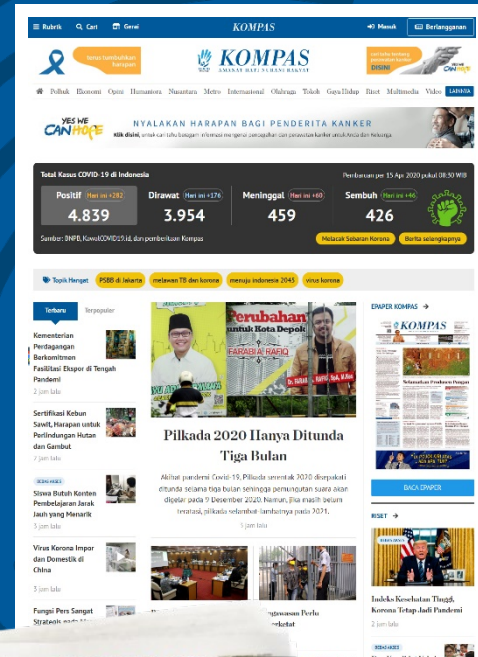
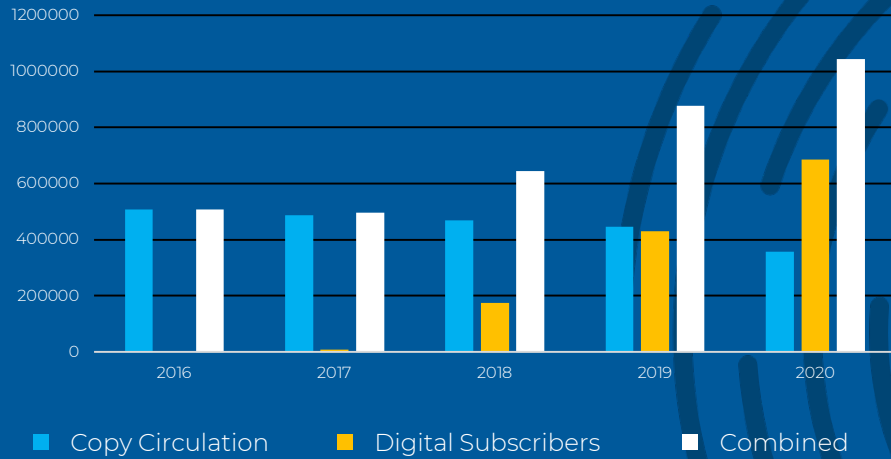
20%  
Read only digital version

48%  
Read both print and digital version

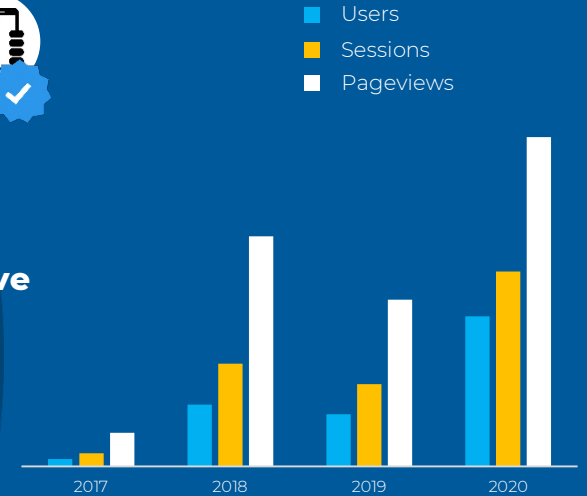
Innovation to maintain our loyal audience that willing to pay for **quality and trusted** contents.

**KOMPAS**

**K** Kompas.id



- Web Based
- Apps Based
- E-paper Archive
- Subscription
- Commerce
- Native Ads
- Newsletter
- Web Push



**1.184.549**  
registered users

**1965**

Jakob Oetama and PK Ojong published Kompas Daily Newspaper for the first time.

**1995**

Kompas Online launched as pioneer in Indonesia's digital news service, and turned into Kompas.com year later

**2017**

Kompas.id launched as subscription based on news service, targeting premium audience

**711.541**  
apps installed

**308.191**  
active users

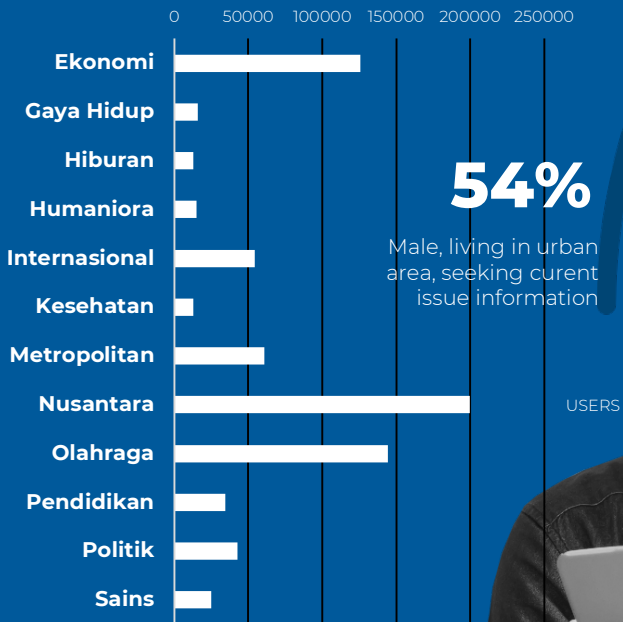
Data as in June 2021



# An opportunity to expand **beyond contents** and services throughout platform.

## Multi-Channel Platform

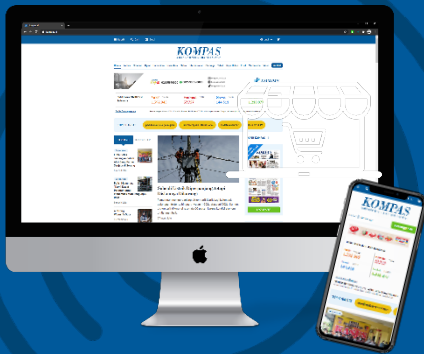
Dedicated news channels suited with preferred interests of Kompas loyal audience.



**54%**

Male, living in urban area, seeking current issue information

USERS



## Subscription Based News Portal

**1.184.549 (+2%)**  
registered users

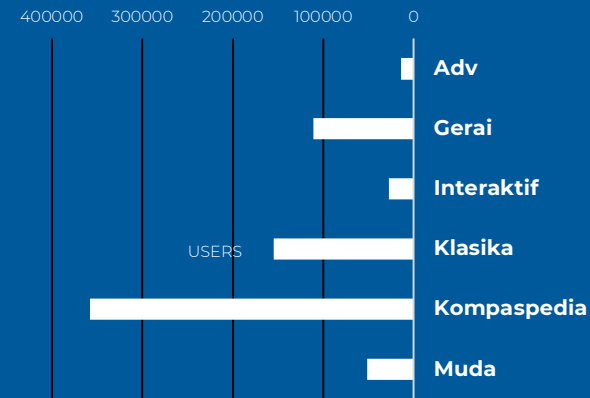


## Social Media

**1.735.981**  
audience

## Sub-Domain Websites

Open access sub-domain websites cater different segments and purposes.



USERS

**46%**

Female, update on travel, health and science information

## Daily Newsletter

Approach millions of user directly to their inbox using our daily newsletter

**700K +**  
delivery

**6,3%**  
open rate

**2,1%**  
click rate

## Omni-Channel Marketplace

Convert through our seamless user-friendly marketplace

**236**  
transactions\*

**215.670**  
basket size\*

**218M+**  
revenue\*

average monthly



Subscription based news portal, extending the platform while maintain trust and quality.



1.184.549

DATABASE (+2%)



4.458.611

MONTHLY PAGEVIEWS (-2%)



1.794.173

MONTHLY USERS (-17%)

- NEWS
- OPINI
- LIVE REPORT
- INTERAKTIF
- RISET
- DI BALIK BERITA



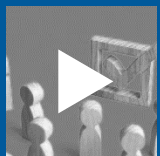
UPDATE NEWS

Instant update on news and articles written by the same team wrote the newspaper edition.



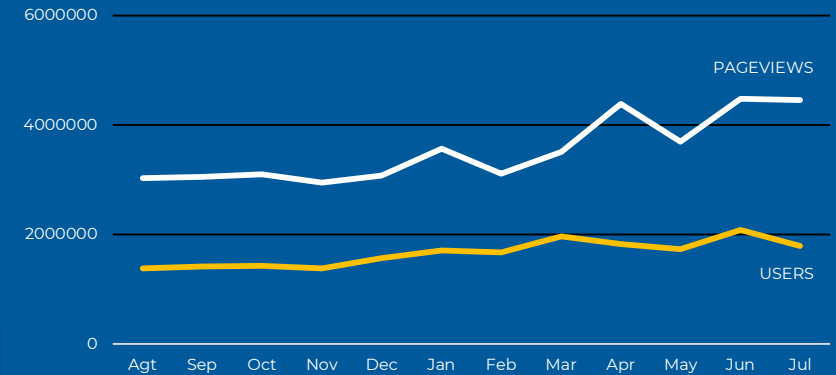
LIVE REPORT

Breaking news on the hottest news currently happening across Indonesia.

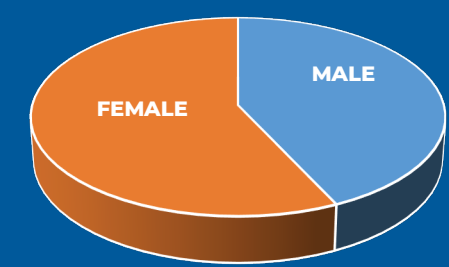
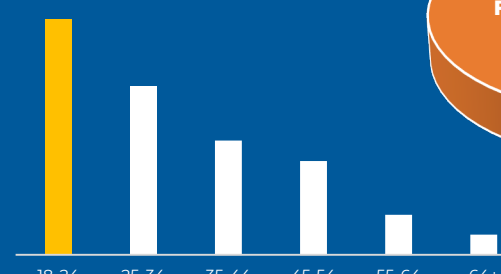


MULTIMEDIA

Interactive contents, rich with media and engaging informations, in visual and long form format.

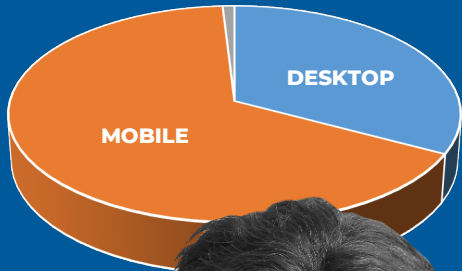


Audience

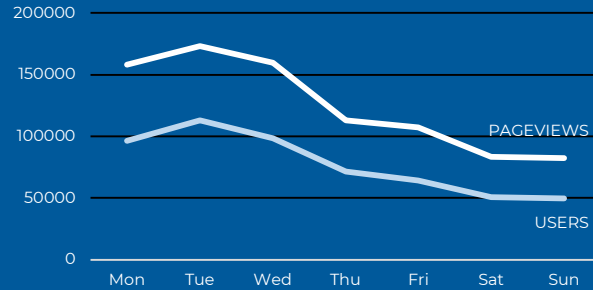




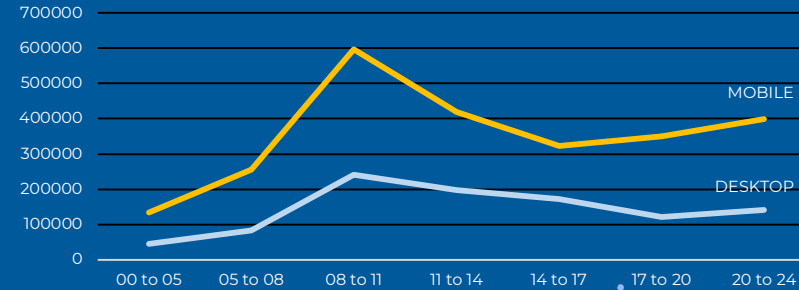
### Source of Access



### Traffic By Day



### By Hour



### White Collar Audience

Peak traffic at pre and post working hours, also by weekday preference of access indicating strong white-collar audience in the background.



78%

Extend the audience while maintaining urban-centric characteristic.

### Interests

Leading Category

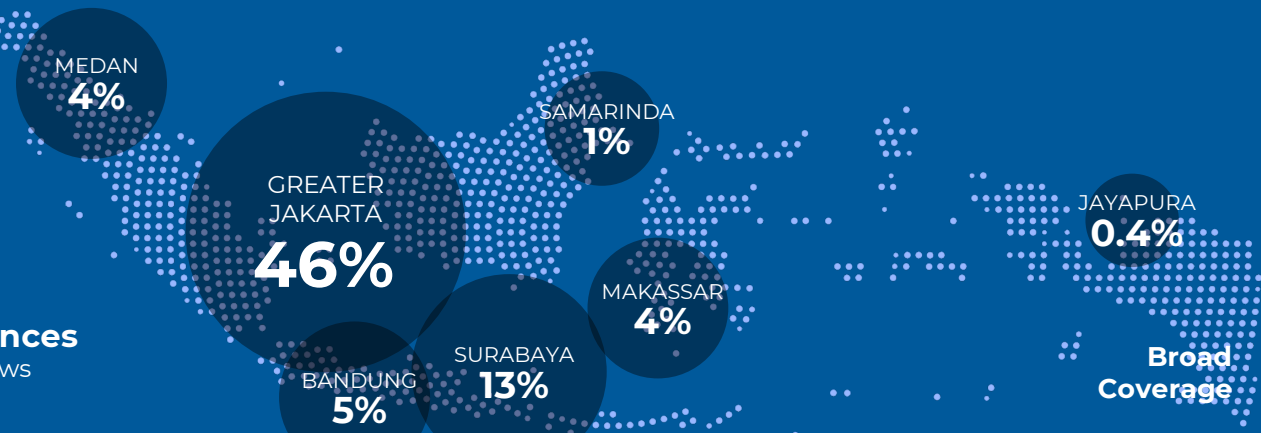
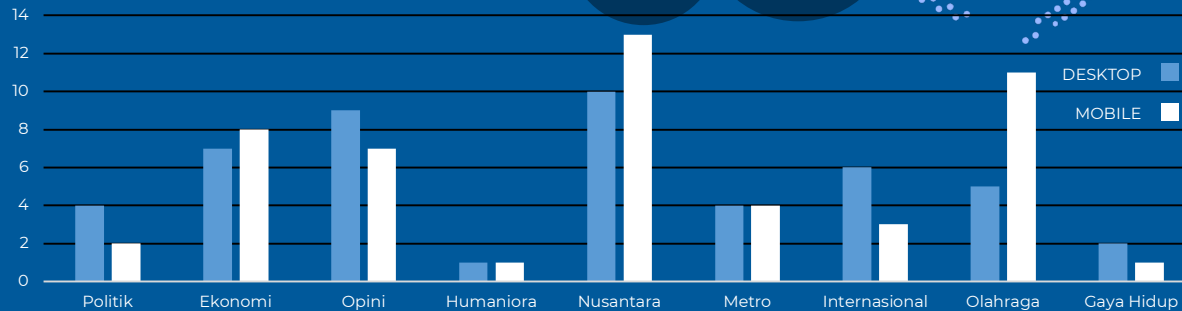
Affinity Category  
**FOOD & DINING**

In Market Segment  
**EDUCATION**

Other Category  
**ENTERTAINMENT**

### Channel Preferences

Percentage of Pageviews



Broad Coverage

Regional news (Nusantara), the most produced news category daily, and op-eds from notable key opinion leaders attracting visitors.



# Adv.K

A container and archive page for commercial contents from Kompas' business partners.

- FINANSIAL
- LEMBAGA
- PENDIDIKAN
- OTOMOTIF
- PROPERTI
- GAYA HIDUP



## ARTICLES

Written by experienced content creators of Indonesia's leading newspaper.



## PRESS RELEASE

Archive of press releases, divided by category that could be searched for further reference.



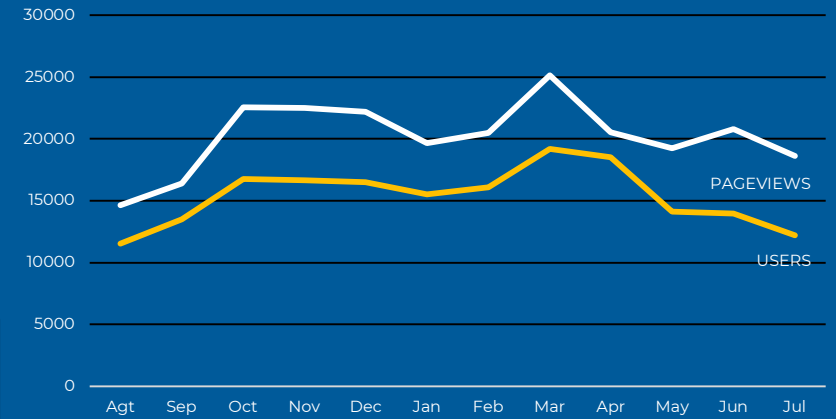
# 18.645

MONTHLY PAGEVIEWS (-14%)

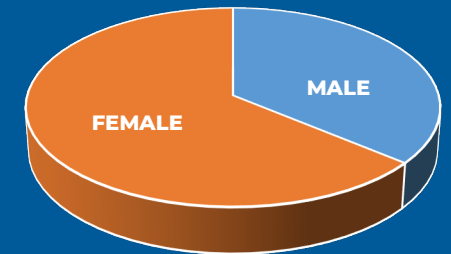
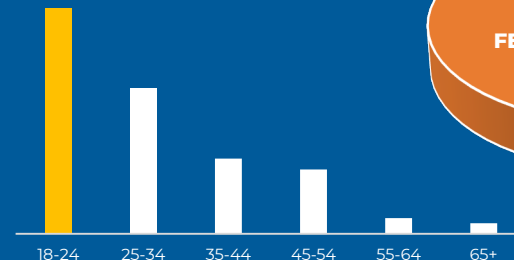


# 12.222

MONTHLY USERS (-16%)



## Audience



Data as in June 2021





# KLASIKA KOMPAS

Extension from its print platform, Klasika website continue to deliver **useful contents** to readers.

- OTOMOTIF
- PROPERTI
- FINANSIAL
- TEKNOLOGI
- GAYA HIDUP
- WISATA
- REVIEW



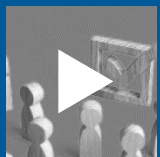
## ARTICLES

Written by experienced content creators of Indonesia's leading newspaper.



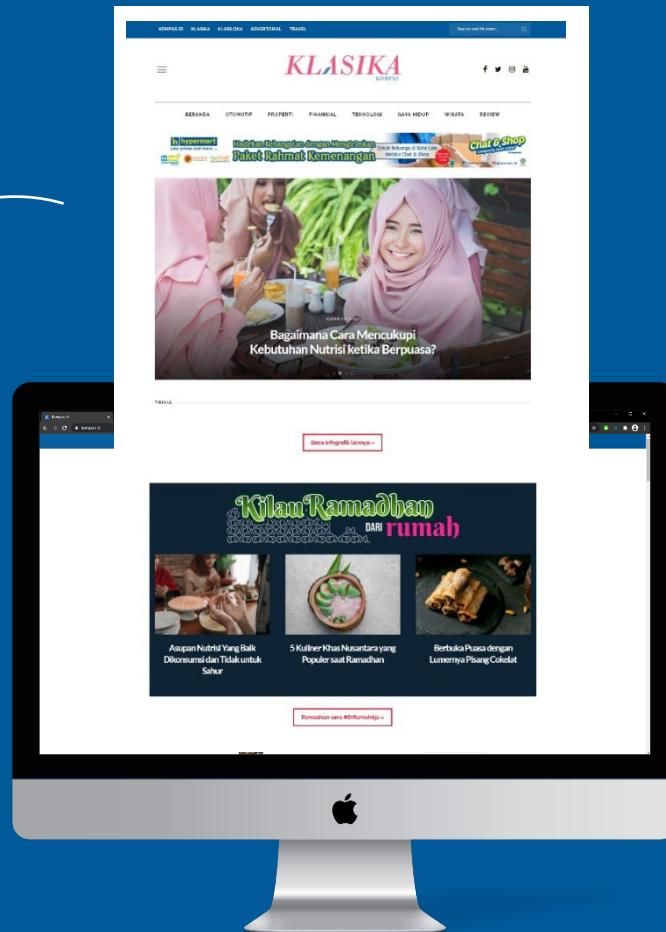
## REVIEWS

Book and film reviews every week, as guideline for our readers to get inspired.



## MULTIMEDIA

Supported by multimedia formats, from video, interactive tap stories, and infographics.



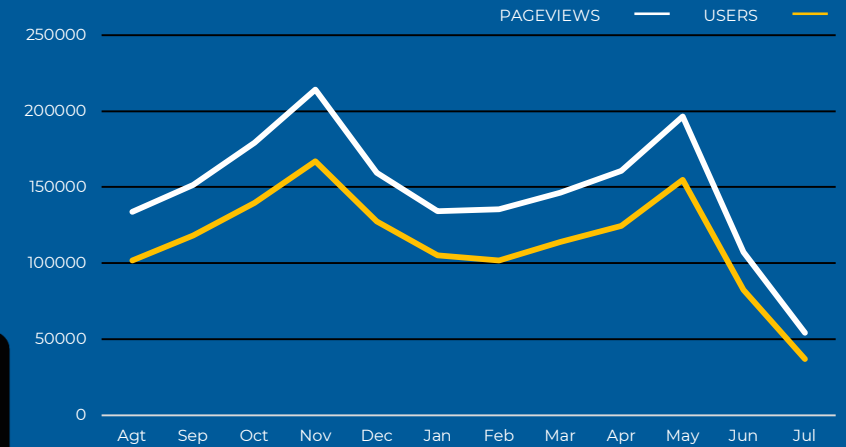
# 54.124

MONTHLY PAGEVIEWS (-51%)

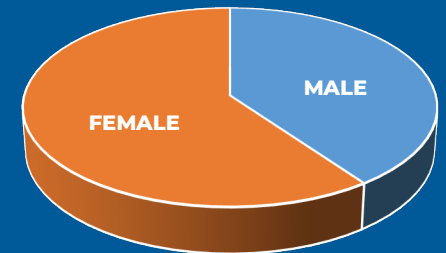
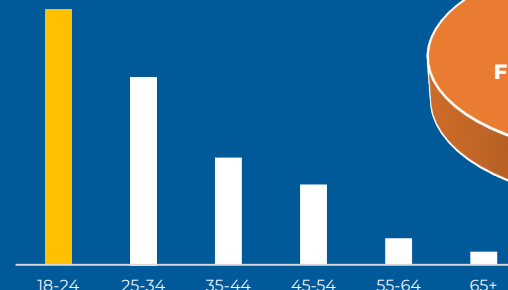


# 37.042

MONTHLY USERS (-57%)



## Audience



Data as in June 2021

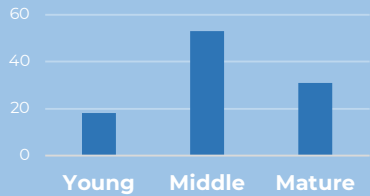


@hariankompas

Ride further with digital stream, engaging with current and future audience.



@hariankompas



823.736

Followers

2852

Average Impressions Per-Post

1,6%

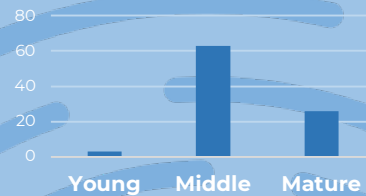
Engagement Rate

67%

Critical over current events, monitoring the realm to trigger actions.



Harian Kompas



276.410

Likes

14.192

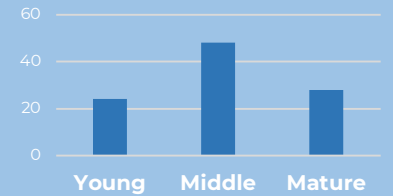
Average Impressions Per-Post

0,9%

Engagement Rate



@hariankompas



635.835

Followers

32.197

Average Impressions Per-Post

0,8%

Engagement Rate

33%

Career-woman in non-commercial sectors, interested in social justice issue.



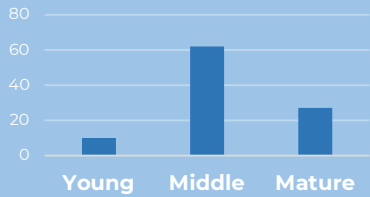


@kompasklasika

Tagging with different personalities through customized messages.



@kompasklasika



38.835

Followers

1149

Average Impressions Per-Post

2,2%

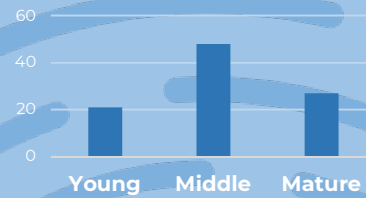
Engagement Rate

52%

Laid back, fun, and eager with trivial information to spark conversation.



Kompas Klasika



16.104

Likes

1032

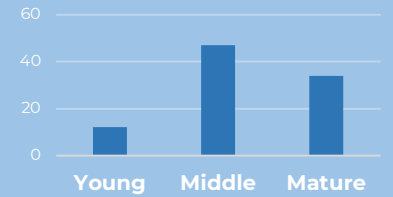
Average Impressions Per-Post

2,1%

Engagement Rate



@kompasklasika



18.150

Followers

2048

Average Impressions Per-Post

0,7%

Engagement Rate

48%

Urban mama, looking to capitalize any spare time earned to increase productivity.



Reach **optimum audience** through our equally trusted multi-platform media

**KOMPAS**

**K** Kompas.id

# DISPLAY

NEWSLETTER DISPLAY  
**400.000+**  
Potential Audience



WEBSITE DISPLAY  
**15.000+**  
Potential Audience



E-PAPER DISPLAY  
**300.000+**  
Potential Audience



SOCIAL MEDIA EXT  
**72.000+**  
Potential Audience



**1.537.000+**

TOTAL POTENTIAL AUDIENCE REACH  
IN SINGLE CAMPAIGN\*

\*Not a guaranteed reach

PRINT DISPLAY  
**750.000+**  
Potential Audience



# CONTENT

NEWSLETTER  
**100.000+**  
Potential Audience



WEBSITE CONTENT  
**1.000+**  
Potential Audience



E-PAPER CONTENT  
**300.000+**  
Potential Audience



SOCIAL MEDIA EXT  
**72.000+**  
Potential Audience



# 1.223.000+

TOTAL POTENTIAL AUDIENCE REACH  
IN SINGLE CAMPAIGN\*

\*Not a guaranteed reach

PRINT CONTENT  
**750.000+**  
Potential Audience

KOMPAS

 Kompas.id

