



#Menjadi**LEBIH**

KOMPAS DAILY MEDIA PROFILE



*#Menjadi***LEBIH**

Press and journalism should become
the **beacon of light** in the age of
confusion and **rapid changes**.

JAKOB OETAMA



VERSION UPDATE:
FEBRUARY 2022



DATA SOURCE

NIELSEN
CMV
IMS

Quarterly, Q4 - 2021
Annual, 2021

GOOGLE
Google Analytics

Monthly, January 2021

KOMPAS
Business Research
Readers Poll
Social Media Report

Monthly, January 2021
Bi-annual, 2020
Monthly, January 2021



#1 Newspaper

Audience

Multi-Platform

The Media

Circulation

Kompas.id

Traffic

Sub Domains

The Social Media

Diverse Audience

The Opportunity

Display Ads

Content



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

Quality Journalism

Started in 1965 by the late **Jakob Oetama** and **PK Ojong**, Kompas carry the mission as “Amanat Hati Nurani Rakyat” (Mandate of People’s Conscience) which translated in the persistence of delivering good quality journalism.

#1
Newspaper

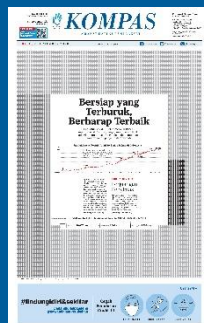


#1 Readership in Print

#1 Readership in e-Paper

#1 Awareness Newspaper

Nielsen CMV



**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 57 years getting more imminent in people's ideal cycle of curated information. **Not too fast nor too slow.**



Voice between Noise

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.

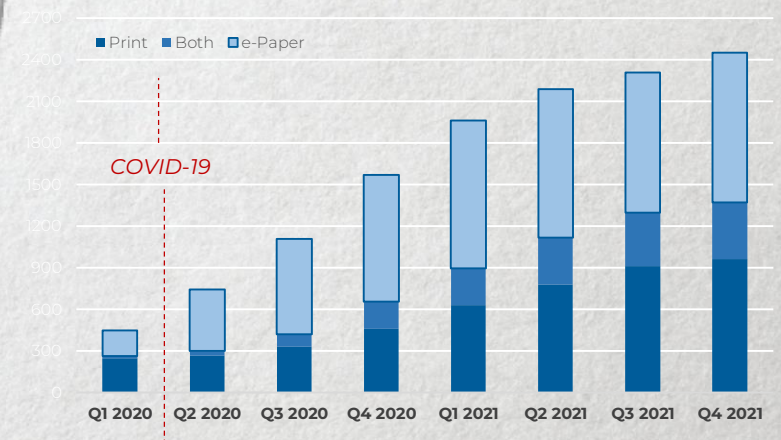
Kompas **carry the spirit** of becoming the voice between noises into digital innovation and platforms.



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

READERSHIP GROWTH

Nielsen CMV

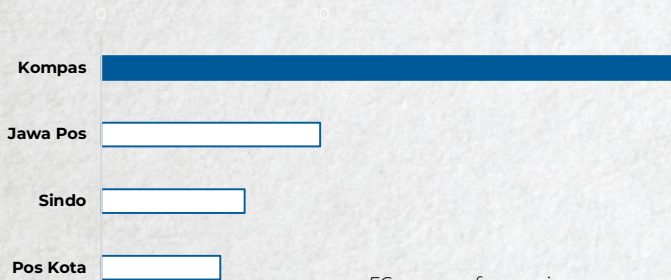




To win the competition with other media in any platforms, we come with **strong credibility**.

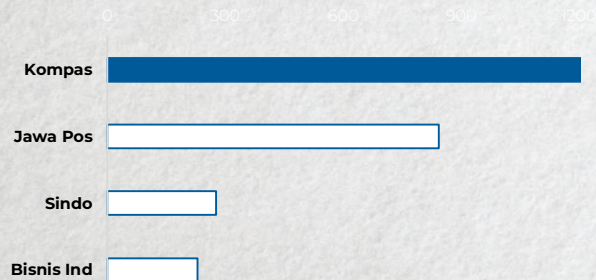
TOP OF MIND

Nielsen CMV



READERSHIP

Nielsen CMV



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



Non-bias Media

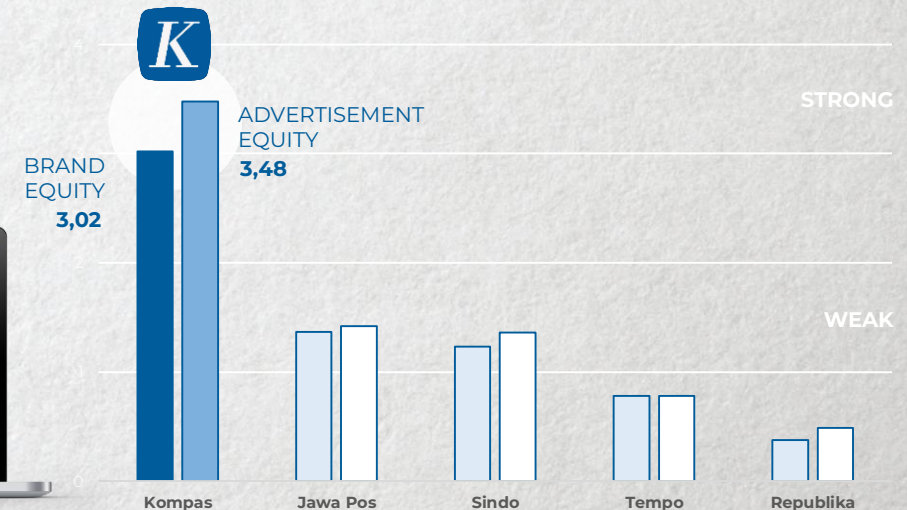
Kompas always stand for facts and above all humanity by participating in Indonesia's developing democracy through being non-partisan, and non-bias media. Therefore, Kompas brand gain reputation as **credible media company** and **trusted advertisement platform** as well.



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

INDONESIA'S NEWSPAPER BRAND X ADVERTISEMENT EQUITY INDEX

Nielsen IMS

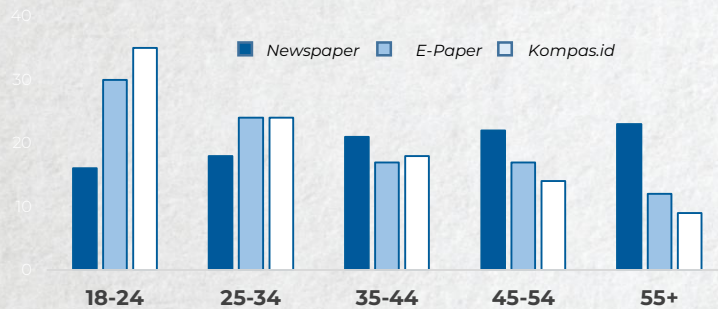




Persistence and consistency
appreciated by our **vocal**
audience.

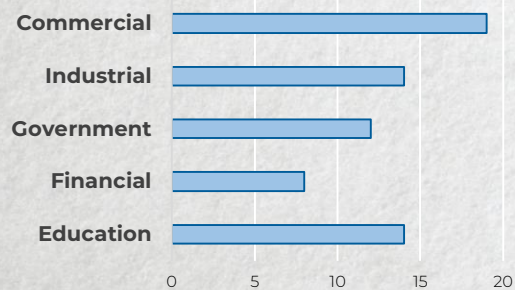
KOMPAS AUDIENCE AGE GROUP

Readers Poll & Google Analytics



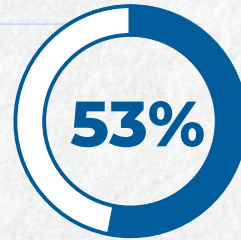
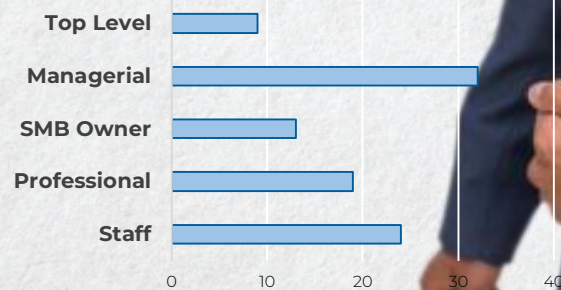
FIELDS OF WORK

Readers' Poll



POSITIONS OF WORK

Readers Poll



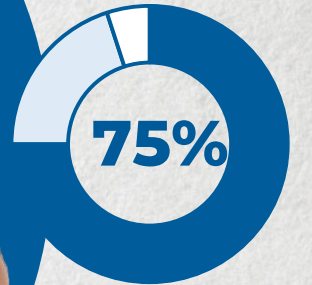
Male, living in sub-urban
area, concerned about
good governance

Decision Makers

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

KOMPAS AUDIENCE SOCIO-ECONOMIC STATUS

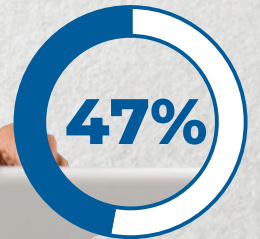
Nielsen CMV



- Upper
- Middle
- Low



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



Female, professional, seeking
insight and **economic**
contents.



In attempt to serve the loyal audience, while trying to reach out new believers of good content, **Kompas** determined to become more (**#MenjadiLebih**) than merely a news platform.

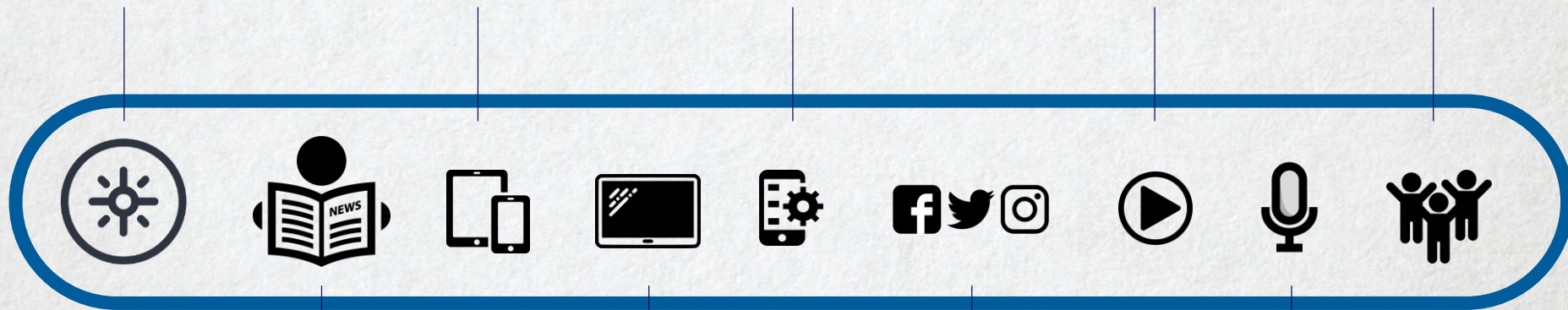
Maintain **strong exposure** in multiple formats.

6 extra pages in **e-Paper** format daily.

Apps available in every operating system.

Video and **multimedia** production.

Engage through **activations**.



Number one **newspaper** in Indonesia.

Subscription-based **digital news portal**.

Cross-audience in the realm of **social media**.

Exclusive access to **resources**.



#Menjadi**LEBIH**

THE MEDIA

Kompas believe that multi-platform consumption is necessity. Analog and digital media cater different habit but the same **crave for good contents.**

Kompas Daily

Serving its loyal audience since 1965 through exquisite content presented in superior award-winning design and layout. Also available in e-Paper format.



kompas.id

Innovative and breakthrough subscription-based digital news media in Indonesia. Serving to dynamic audience while maintain the good quality journalism.

Newspaper is the definition of **curated contents**, with limitation set as filter to pave way for truly essentials.



Kompas see the print platform, and its variant in e-Paper still hold **the most influential medium** conveying the messages.

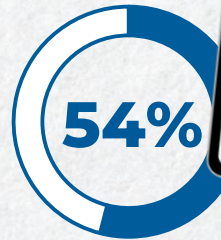
Surge of e-Paper access indicate the preference over curated news.

Headline Power

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

ONE EDITION DIFFERENT AUDIENCE

Readers' Survey 2020
GA 2021



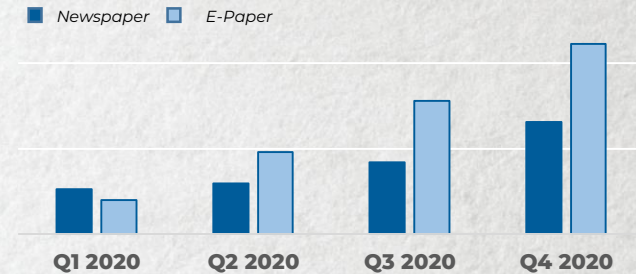
Majority consumed by **millennials** (age 35 and under).



Majority consumed by age **35 and over**.

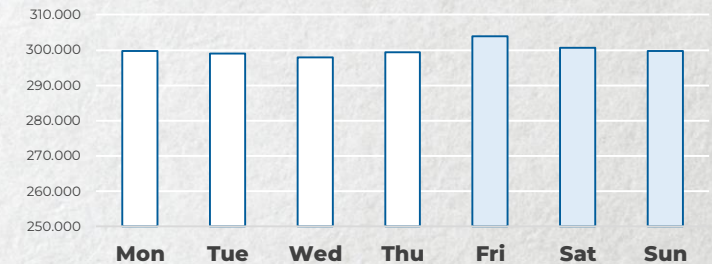
PRINT AND E-PAPER READERSHIP

Nielsen CMV



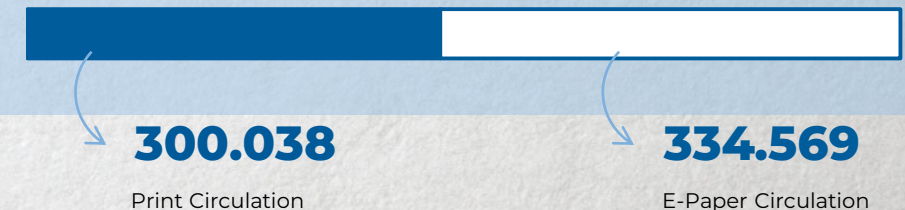
DAILY CIRCULATION

Business Research (Annual Average)

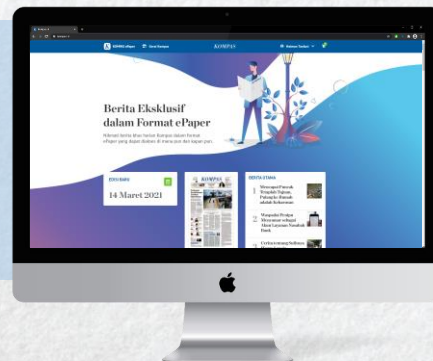


NEWSPAPER AND E-PAPER COPIES

Business Research (Annual Average)



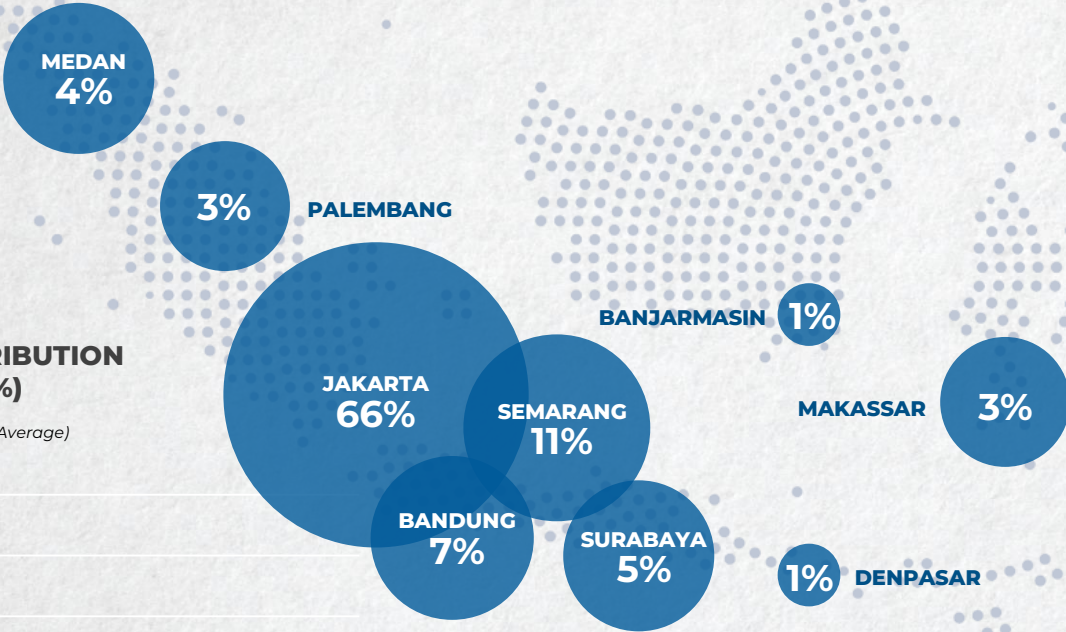
16 Average pages in daily print edition.



+6 Extra pages on daily epaper edition.

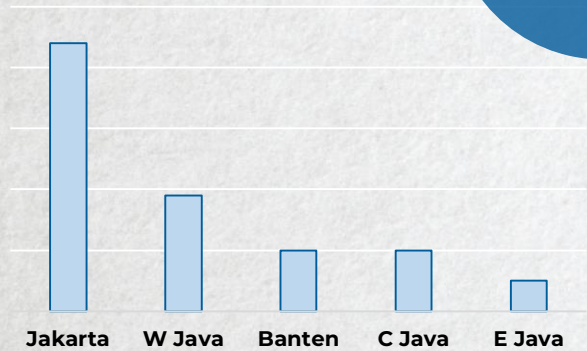
CIRCULATION DISTRIBUTION
BY REMOTE PRINTING SITES

Business Research (Annual Average)



READERS DISTRIBUTION
BY PROVINCE (%)

Business Research (Annual Average)



READERSHIP BY NIELSEN x KOMPAS

Readership data at Nielsen based on their survey, reflection of consumption data. Readership data from Kompas based on circulation, reflection of production data.

In average readers spent **69 minutes** to read newspaper every day.*

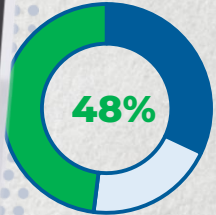
Readers Poll



KOMPAS DAILY
READERSHIP

1.044.426

* each print copy read by more or less 3 person and e-Paper version read by 1 person.



Read both print and digital version

CIRCULATION
MONITOR

Business Research



262.643

6%

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



308.721

1%

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

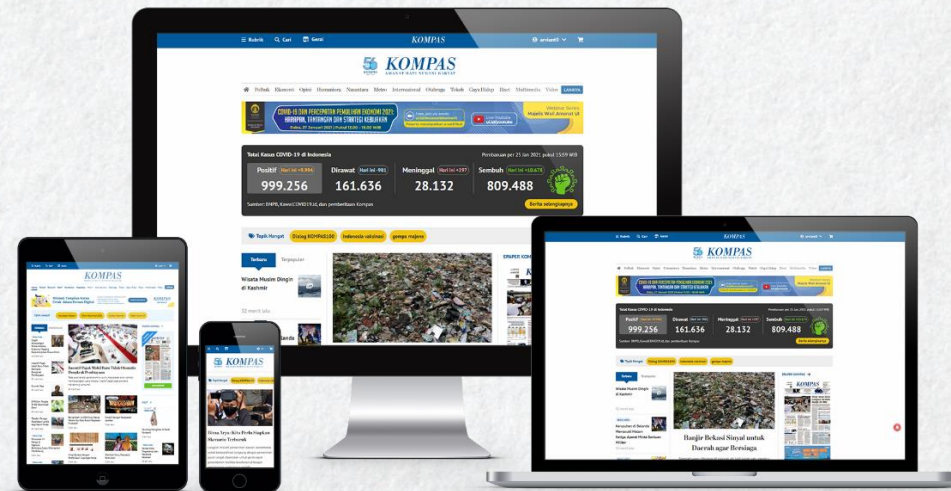


571.364

1%

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

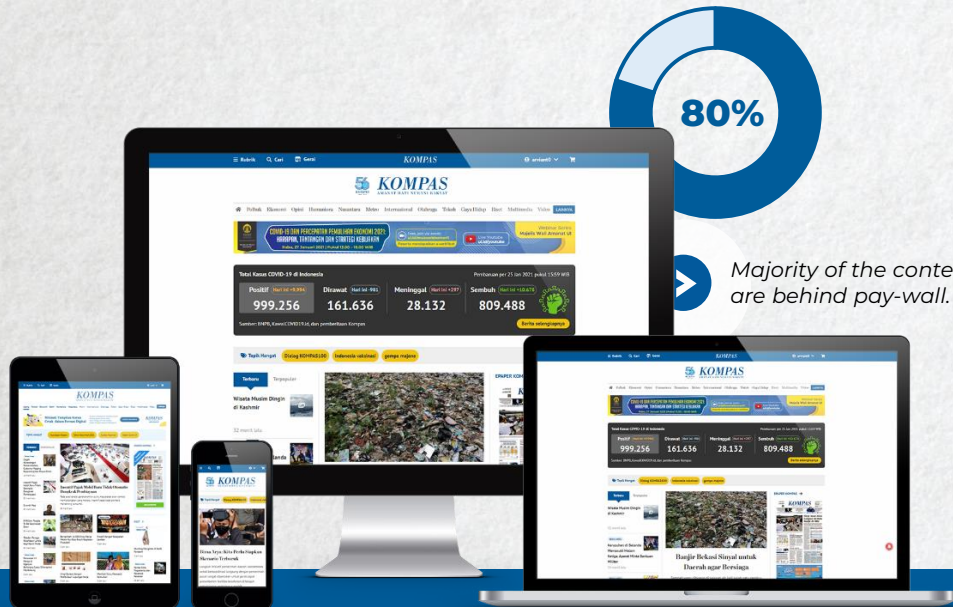
Our loyal audience prove that people are willing to pay for quality and trusted contents regardless platforms.



In the midst of free-information, credibility and safety often marked with premium-ness. Kompas maintain its position by delivering **subscription-based digital news portal**.

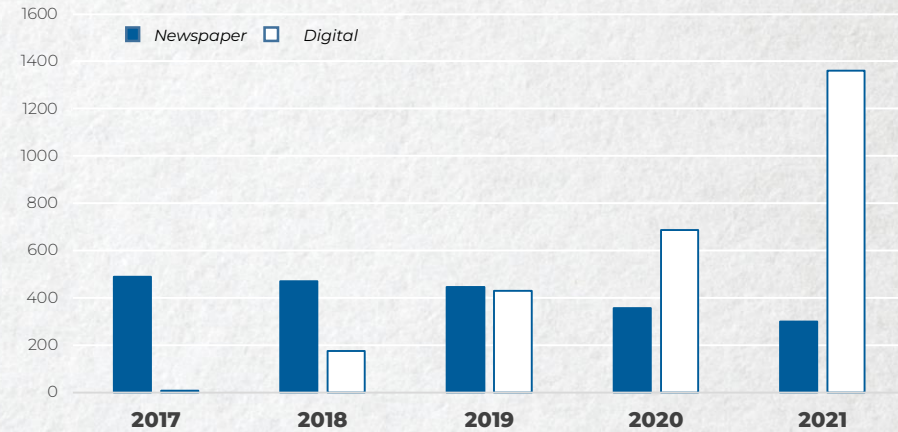


Our digital initiative also proved that Kompas brand strive through platforms.



PRINT CIRCULATION X DIGITAL MEMBERSHIP

Business Research (Annual Average - in 000)



Kompas maintain exposure by letting the audience shifting platform but **stay on the same brand.**

Subscription Based News Portal

All the content in Kompas.id could be fully accessed through subscription.



30 Days E-Paper archive



Interactive multimedia format



Selective content subscription

SUBSCRIPTION MONITOR

Business Research

1.405.081  7%

Registered users who can be reached (at least) through email.

810.559  4%

Application installations in both OS (Android and Apple)

308.721  1%

Digital subscriber who can access the e-Paper and all-feature in Kompas.id.

Multi-channel Platform

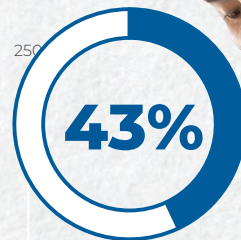
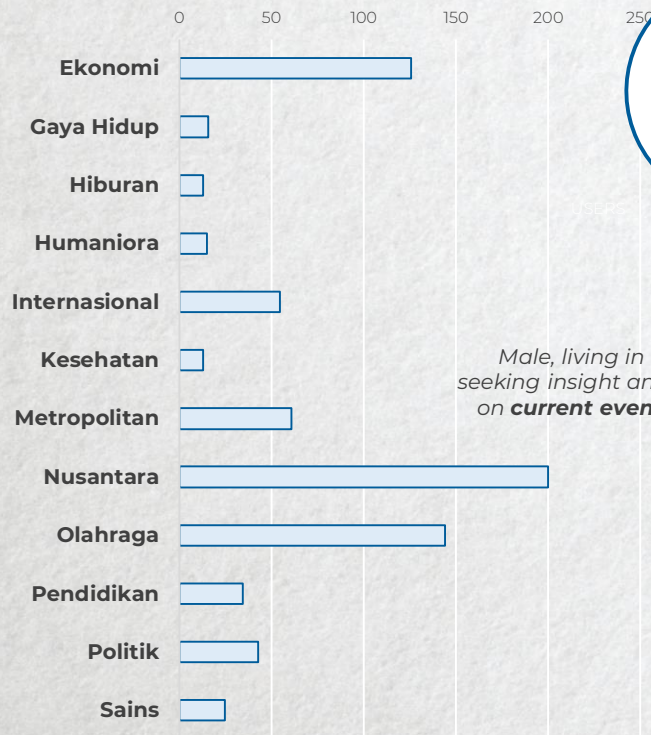
Dedicated **news channels** suited with preferred interests of Kompas loyal audience.

Opportunity to serve
beyond content and
platform.



NUMBER OF MONTHLY USERS ON NEWS CHANNELS

Google Analytics (Annual Average - in 000)



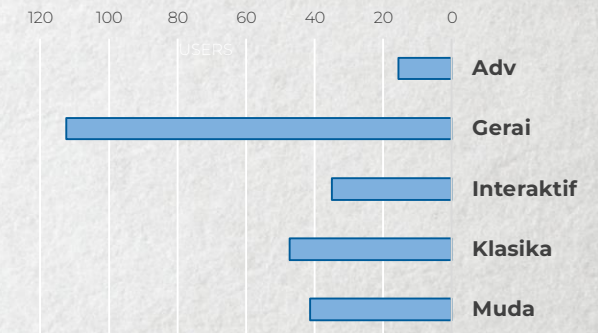
Male, living in urban area, seeking insight and reference on **current events**' context.



Female, frequent commuter, monitoring in-depth analysis on **social justice issue**.

NUMBER OF MONTHLY USERS ON SUB DOMAIN WEBSITES

Google Analytics

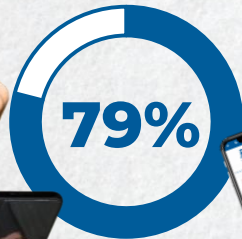




Extending audience while maintain the same characteristic.



Majority of user access **kompas.id** through **mobile device** (79%).



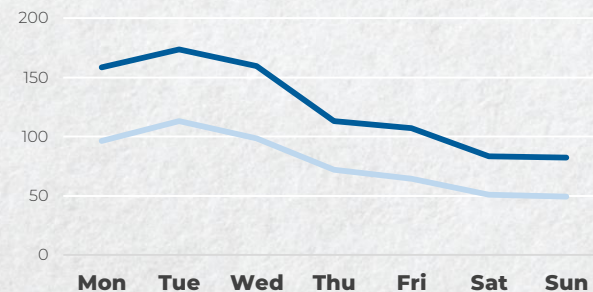
SOURCE OF ACCESS

Google Analytics (Annual Average - in 000)



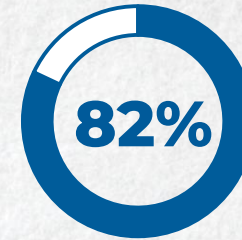
TRAFFIC BY DAY

Google Analytics (Annual Average - in 000)



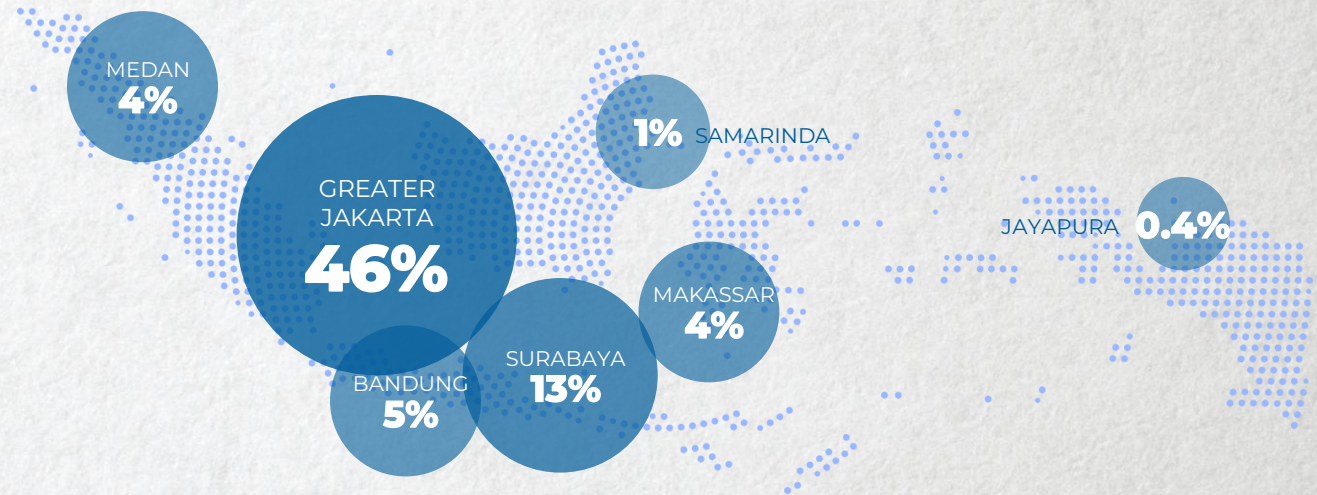
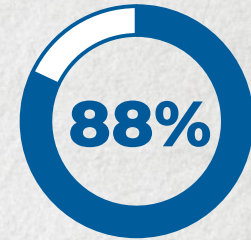
NEW VISITORS vs RETURNING

Google Analytics (Annual Average)



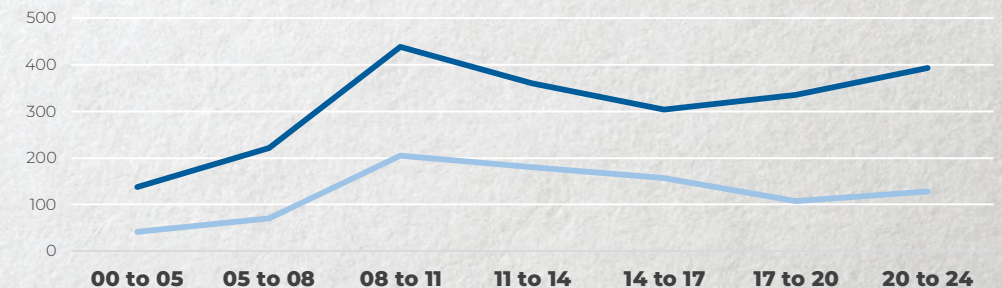
ANDROID VS IOS

Google Analytics (Annual Average)



TRAFFIC BY HOURS

Google Analytics (Annual Average - in 000)





kompas.id

OPINI

TOKOH

RISET

INVESTIGASI

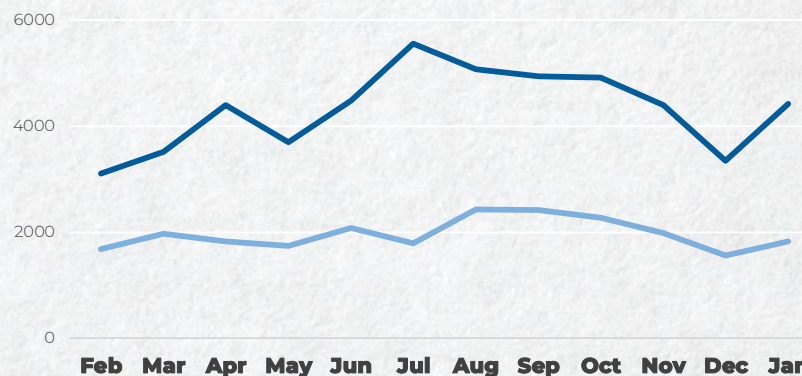
MULTIMEDIA

VIDEO



MONTHLY TRAFFIC

Google Analytics, (in 000)



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



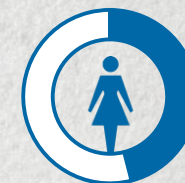
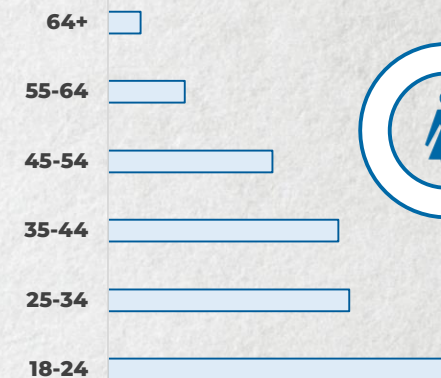
Breaking news on the hottest news **currently happening** across Indonesia.



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

AUDIENCE AGE

Google Analytics (in %)



TRAFFIC MONITOR

Business Research & Google Analytics

1.405.081  7%

Registered users who can be reached (at least) through email.

4.416.250  32%

Total monthly pageviews for all Kompas.id - January 2022

1.826.965  18%

Total monthly users for all Kompas.id - January 2022



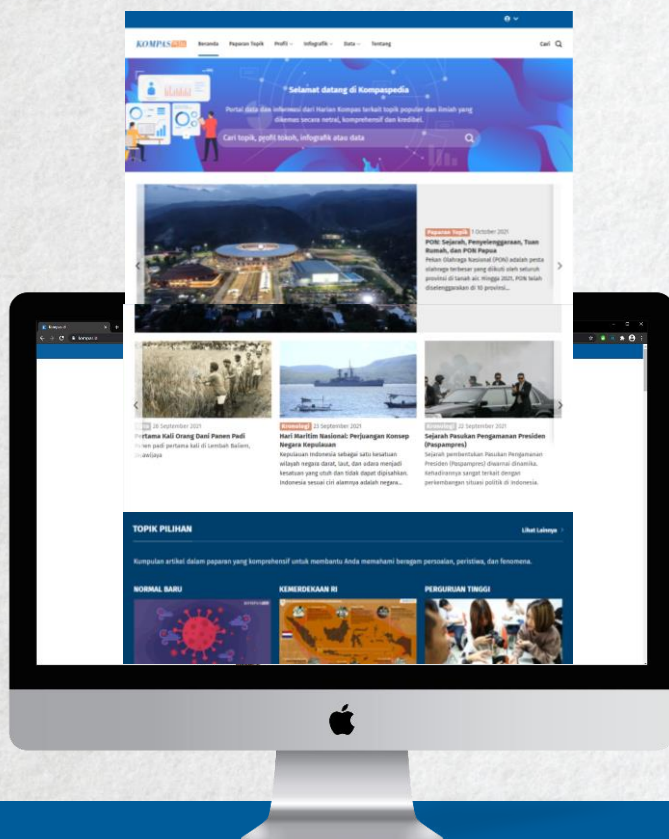
kompaspedia.kompas.id

TOPIK

PROFIL

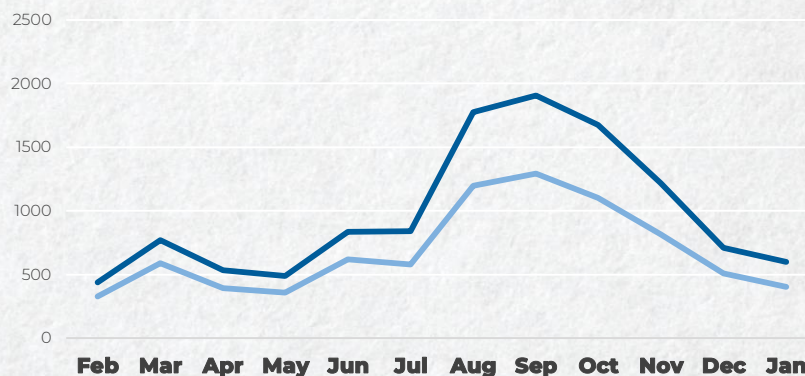
INFOGRAFIK

DATA



MONTHLY TRAFFIC

Google Analytics, (in 000)



Providing **in-depth reference** on current issue, supported by journal and archive.



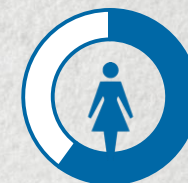
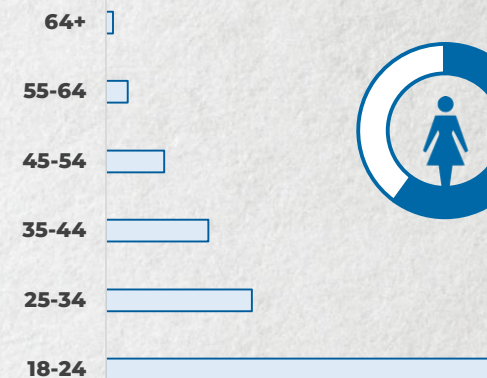
Curated in-depth reference and contents **matched on selected individuals or entities**.



Chronology, facts, figures, and explanation presented **in visual graphic style**.

AUDIENCE AGE

Google Analytics, (in %)



TRAFFIC MONITOR

Google Analytics

599.262



Total monthly pageviews for January 2022

405.425



Total monthly users for January 2022

- Point of reference, tackling current
- issue supported by the reputable
- Kompas Research and Archive.



adv.kompas.id

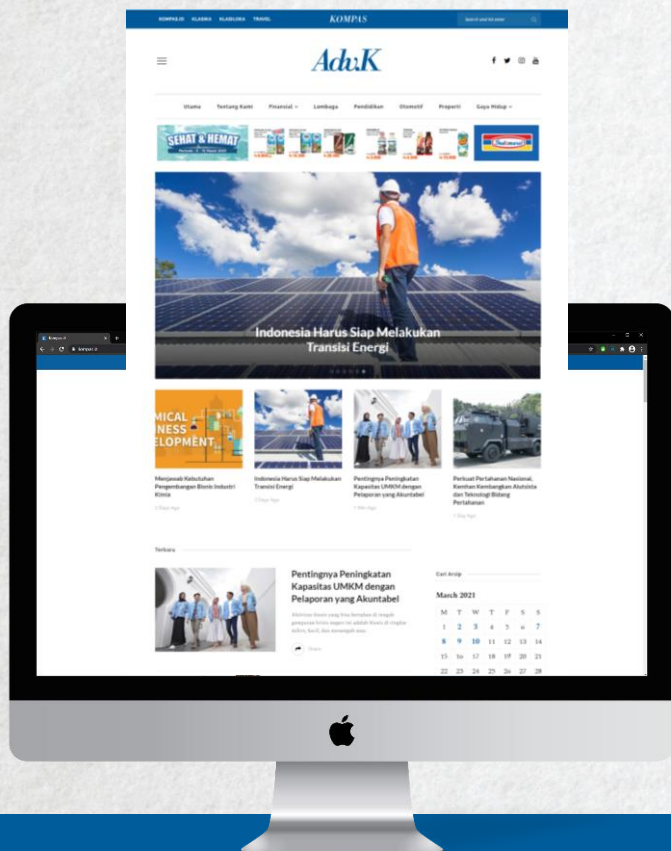
FINANSIAL

LEMBAGA

PENDIDIKAN

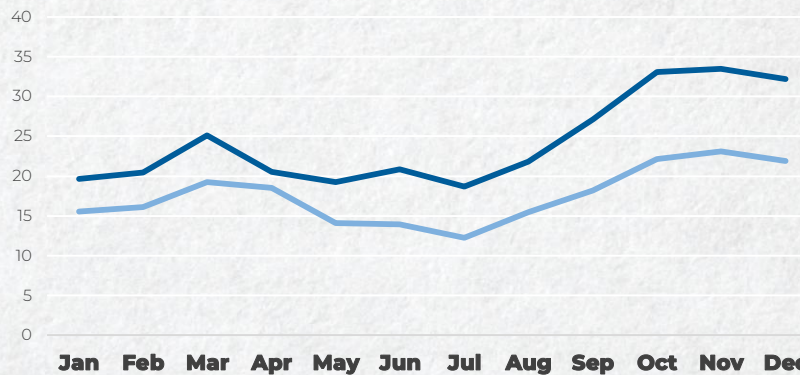
PROPERTI

TRAVEL



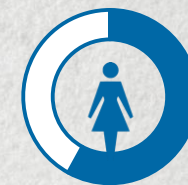
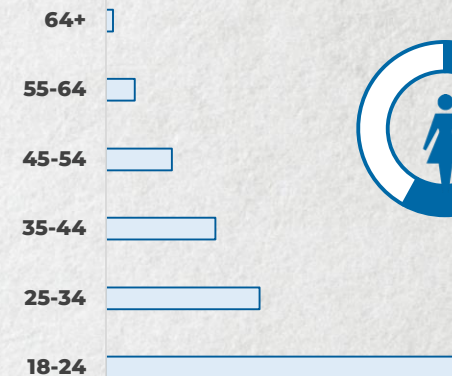
MONTHLY TRAFFIC

Google Analytics, (in 000)



AUDIENCE AGE

Google Analytics, (in %)



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



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

TRAFFIC MONITOR

Google Analytics

27.367  15%

Total monthly pageviews for January 2022

20.385  7%

Total monthly users for January 2022

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



klasika.kompas.id

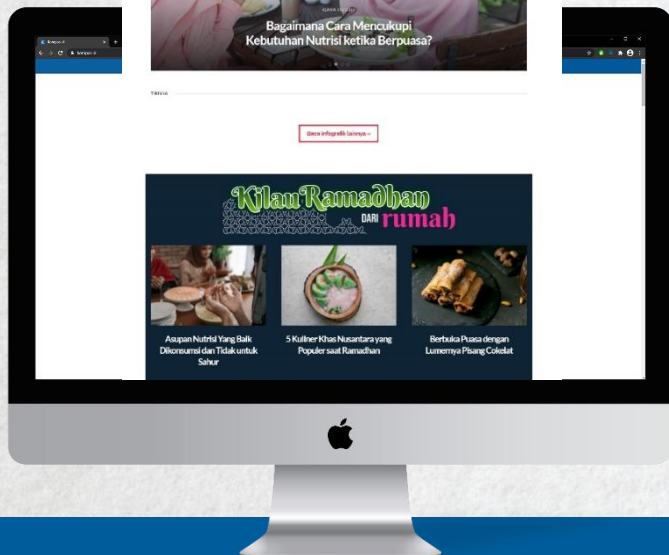
OTOMOTIF

TEKNOLOGI

GAYA HIDUP

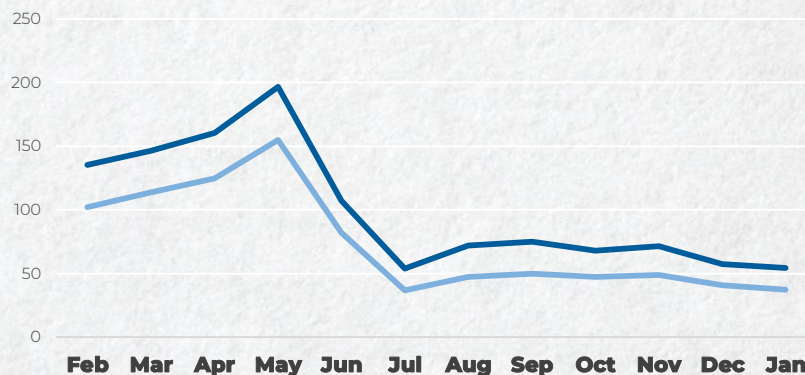
REVIEW

KOMUNITAS



MONTHLY TRAFFIC

Google Analytics, Average 2021 (in 000)



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



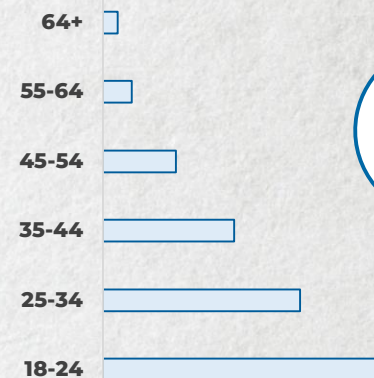
Book and film reviews every week, as **guideline for our readers** to get inspired.



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

AUDIENCE AGE

Google Analytics, Average 2021 (in %)



TRAFFIC MONITOR

Google Analytics

54.473  5%

Total monthly pageviews for January 2022

37.109  10%

Total monthly users for January 2022

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



#Menjadi**LEBIH**

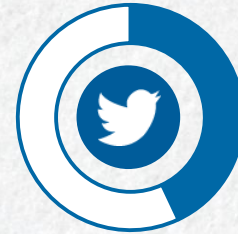
THE SOCIAL MEDIA

Ride further with digital stream, engaging with
current and future audience through the mumble-
jungle of social media.





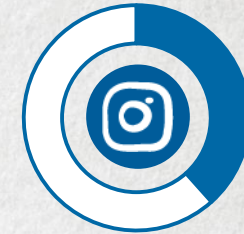
Kompas extend into social media by **adapting** into their dynamics.



1028K



342K



1080K

■ Female
□ Male



TOTAL FOLLOWERS
Social Media Reports (On 3 platforms)

2.450.768



TOTAL SUBSCRIBERS
Social Media Reports (On YouTube)

282.661



Conversation Starter

Our social media team could craft contents to create or spark conversation about certain topic.



4.494

Trending topic for 2021



Traffic Redirection

Most frequent task is converting contents to traffic to our digital platform or products.

944 K

Total pageviews converted in 2021



Exposure Generator

The result could be harvested from none other than numbers of exposure generated.

364 M

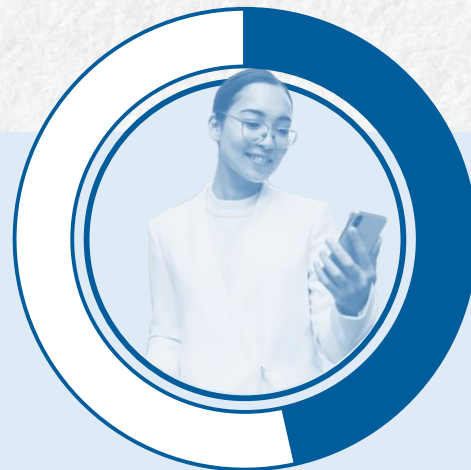
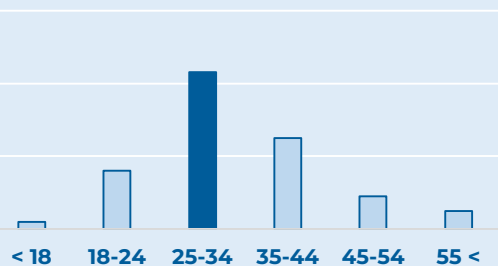
Total impressions generated in 2021





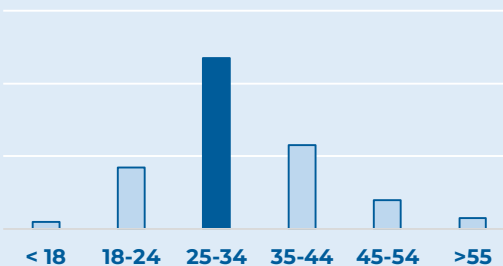
@hariankompas

Mr Curator, love to **spread insight** and ideas. Mild mannered, formal, and mature personality.



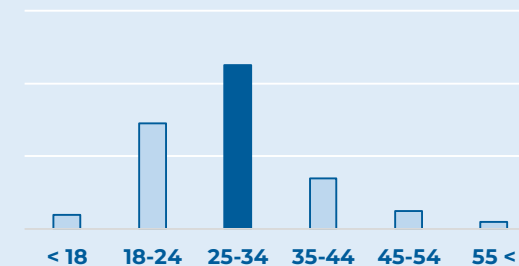
@kompasklasika

Mrs Smart, insightful and love **helping others**. Warm, semi-formal, and balanced personality.



@kompasmuda

Ms Curious, **conversation initiator**, the loudest in the room. Witty, dynamic and fun personality.



Creating opportunity to venture into providing desired contents for diverse audience.



PERFORMANCE METRICS	@HarianKompas			@KompasKlasika			@KompasMuda		
	🐦	f	📷	🐦	f	📷	🐦	f	📷
AVERAGE IMPRESSIONS	4.962	23.180	26.848	769	681	447	1.057	1.361	501
AVERAGE ENGAGEMENT	67	267	231	17	46	25	27	62	28
ENGAGEMENT RATE	0.01%	0.1%	0.03%	0.04%	0.3%	0.1%	0.06%	0.4%	0.04%

DEMOGRAPHICS

FEMALE	36%	33%	33%	45%	52%	42%	46%	41%	40%
GEN Z/MILLENIALS (18-34)	67%	55%	45%	66%	66%	54%	76%	79%	68%



#Menjadi**LEBIH**

THE OPPORTUNITY

With diverse audience craving for good contents, the opportunity to advertise through trusted media could be the path to find **your own believers**.

Trusted Multi-Platforms



Get all the benefit to reach broader audience by combining the campaign through multi-platform by *Harian Kompas*.



Performing Medium

Get the attention by delivering your message through powerful medium that able to reach and win the audience's trust.

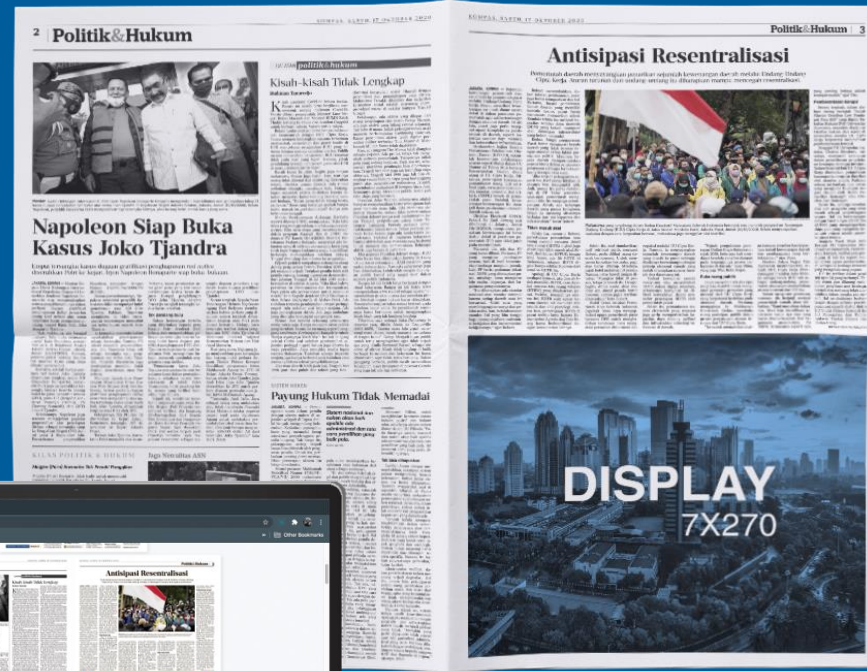


DISPLAY ADS

NEWSLETTER DISPLAY
400.000+
Email Reach



WEBSITE DISPLAY
30.000+
Impressions



1.500.000+

TOTAL POTENTIAL AUDIENCE REACH
IN SINGLE CAMPAIGN*

**Not a guaranteed reach*

PRINT DISPLAY
750.000+
Readership



E-PAPER DISPLAY
300.000+
Readership



SOCIAL MEDIA EXT
25.000+
Impressions



CONTENTS

NEWSLETTER
100.000+
Email Reach



WEBSITE CONTENT
1.000+
Pageviews



1.200.000+

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PRINT CONTENT
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SOCIAL MEDIA EXT
25.000+
Impressions



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