



## Media Rates 2016

### Web statistics

- Over **2,500** users per month
- Nearly **8,000** page views per month
- **84%** users live in Indonesia
- **85%** are English speakers

Over **700** subscribers to monthly e-newsletter

Over **400** Facebook fans

### Benefits of advertising with Family Guide to Jakarta

- Reach **1,000s of families** moving to or living in Jakarta or Indonesia
- Families are on the whole, **expatriates with high disposable income**
- Visitors are looking for new schools, household items, where to buy groceries, things to do, party ideas, travel ideas, ideas for where to eat

### Options for partnership

- Cross-marketing using listings, banners, flyers etc

### Advertising packages – 12 months

**Home page** - Banner advertising on Home page 12,500,000 rp  
Includes full listing

**Section page** - Banner advertising on Section 10,000,000 rp  
page eg *Keeping them Busy*, includes full listing

**Category page** - Banner advertising on Category 7,500,000 rp  
page eg *Classes*, includes full listing

**E-newsletter banner for 12 months** 7,500,000 rp  
Includes full listing

**Listings** – full listing with logo linked to website 500,000 rp

All advertisers can benefit from featured exclusive offers or events on **Family Guide to Jakarta Facebook page**

### Advertisers can also benefit from additional options:

**Enewsletter** – one-off banner on newsletter 500,000 rp

**Priority listing in sections (12 months)** 500,000 rp

*The Family Guide to Jakarta is a non-profit resource which aims to raise income to support FMCH Indonesia's work to improve the health, nutrition and education of families living in vulnerable communities in Indonesia. Funds from advertising go directly to FMCH Indonesia [www.fmch-indonesia.org](http://www.fmch-indonesia.org)*

**For more information, please contact [info@familyguidetojakarta.com](mailto:info@familyguidetojakarta.com)**