

Company Profile



Info **SAWIT**[®]
INDONESIAN PALM OIL MAGAZINE

Berawal tahun 2007 *(STARTING IN 2007)*

Berupaya Melakukan Tranformasi Pemberitaan dan Pendidikan Sawit Berkelanjutan di Dunia

Transformations of News and Sustainable Palm Oil Education in The World

Didirikan pada 1 September 2007, PT Mitra Media Nusantara berawal dari gagasan untuk menghadirkan media yang dapat menjadi referensi bagi industri nasional. PT Mitra Media Nusantara atau yang disingkat PT. MMN memiliki motto: terdepan, terpercaya dan terkemuka sehingga dapat memberikan manfaat bagi pelaku industri di Indonesia.

PT. MMN merupakan penggagas hadirnya media yang didedikasikan khusus bagi industri spesifik. Selama ini terdapat ketimpangan informasi dan minimnya ketersediaan data, sehingga menyulitkan para pelaku usaha dan pengambil keputusan dalam memperoleh gambaran bisnis dan mengenali peluang pasar dengan baik.

Majalah **InfoSAWIT** merupakan produk pertama PT. MMN yang diluncurkan pada 15 November 2007, bertempat di Grand Hyatt Hotel Nusa Dua, Bali. Majalah **InfoSAWIT** merupakan media pertama yang secara spesifik membahas informasi seputar industri perkelapasawitan Indonesia dan dunia.

Sebagai perusahaan yang fokus kepada penerbitan media cetak dan media elektronik, PT. MMN menjadi pilar *stakeholder* industri juga mempunyai peranan untuk memajukan industri nasional demi terciptanya industri yang kuat bagi kesejahteraan bangsa.

Established on 1 september 2007, PT Mitra Media Nusantara began from an idea to bring the media that can be a reference for national industry. PT Mitra Media Nusantara or the abbreviated form PT. MMN motto; Advanced, trusted and prominent in order to deliver benefits for industry players in Indonesia.

PT. MMN is the pioneer of the segmented media that dedicating itself for a specific industry. Based on the lack of information and data makes industry players find difficult to analyze market and to know the growth of business information now and in the future.

PT. MMN first product is InfoSAWIT magazine that was launched at Grand Hyatt Hotel Nusa Dua Bali on November 15, 2010. InfoSAWIT magazine is the first media that specifically discussing the information about national and world palm oil industriy.

As a publishing company that focuses on print and electronic media, PT. MMN as a pillar of industry stakeholder also have an important role to promote the development of the national industry for the creation of strong industry for the welfare of the nation.

Visi, Misi dan Budaya

Vission, Mission and Culture

VISI (*VISSION*)

**Menjadi Perusahaan
Media Informasi
yang Terpercaya**

*Become reliable company
for media information*

MISI (*MISSION*)

**Menjadi Referensi
Industri Kelapa
Sawit Nasional**

*Become references
for national
oil palm industry*

BUDAYA (*CULTURE*)



Sustainability

*selaras dengan pembangunan berkelanjutan
compatible with sustainable development*



Attractive

*Selalu mengikuti perkembangan industri dan produknya
always follow the development of the industry and its products*



Wisdom

*Pemberitaan kami selalu memiliki kepentingan akan
kebenaran dan keadilan
we always present interested news with truth and justice*



Innovations

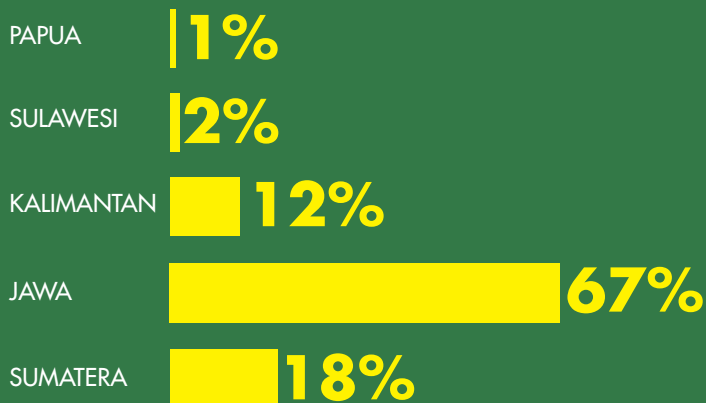
*Memberikan informasi yang inovasi
give inovatif informations*



Trust

*Artikel kami memiliki sumber dan data yang terpercaya
our articles have reliable data and resources*

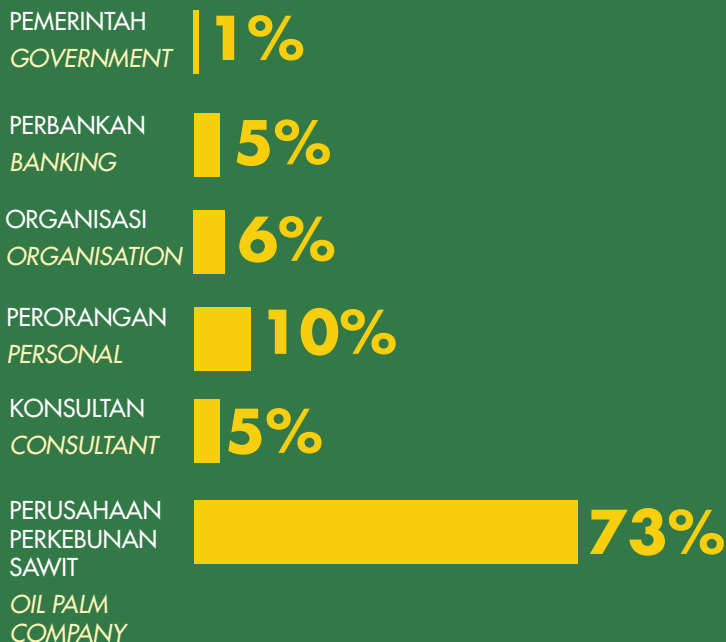
SEBARAN KOSTUMER INFOSAWIT CUSTOMER INFOSAWIT



Keterangan: Penyebaran majalah sesuai alamat kantor pusat.
Information: Magazine spread corresponding headquarters address



SEGMENTASI KOSTUMER INFOSAWIT CUSTOMER SEGMENTATION INFOSAWIT

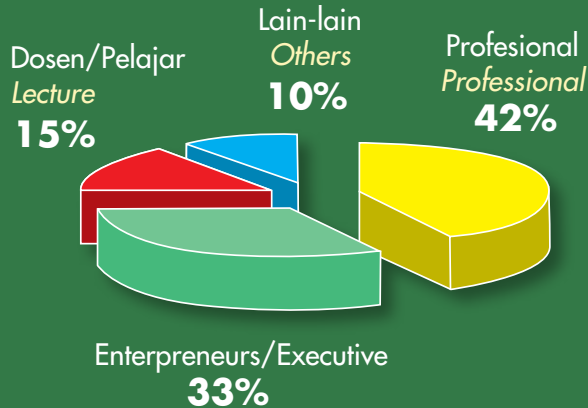


12.000 PEMBACA
READERS

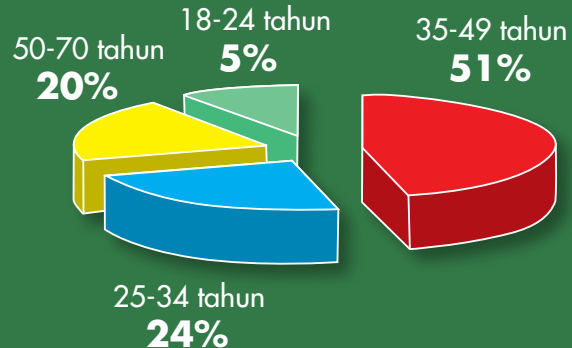
90,99% BERLANGGANAN
SUBSCRIBE

PROFIL PEMBACA *(PROFILE READERS)*

BERDASARKAN PROFESI *BY PROFESSION*



BERDASARKAN USIA *BY AGE*



Source: January 2016





InfoSAWIT.com

5.876 SUBMIT EMAIL

582.864 PAGEVIEWS
(BULAN/MONTH)

210.603 UNIQUE VISITOR
(BULAN/MONTH)

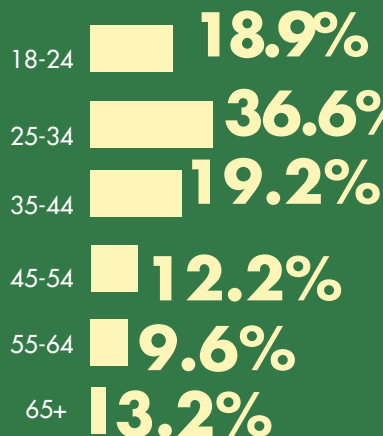
Portal InfoSAWIT, www.infosawit.com

Merupakan media elektronik pertama yang mendedikasikan diri menyajikan informasi bisnis industri kelapa sawit nasional dan dunia.

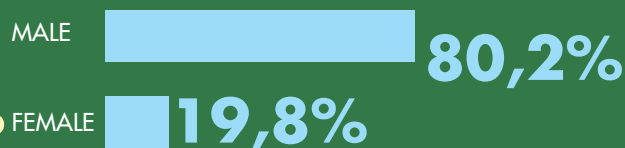
InfoSAWIT Portal, www.infosawit.com

InfoSAWIT Portal is the first media electronic dedicating to business information of national and international oil palm industry.

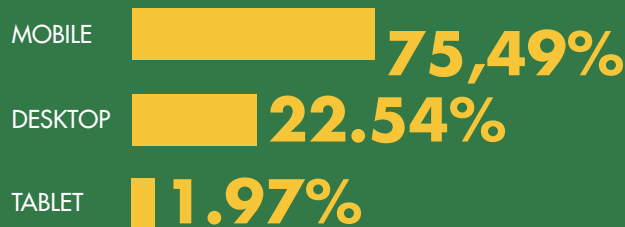
USIA (AGE)



JENIS KELAMIN (GENDER)

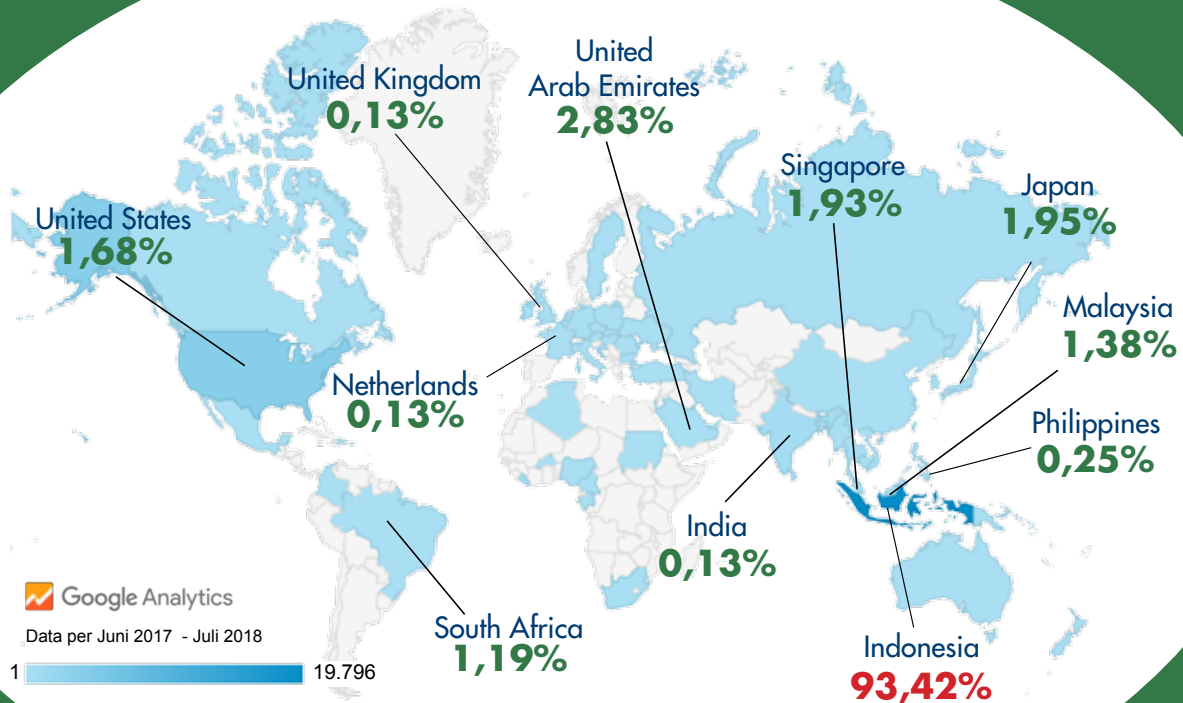


MENGUNAKAN PERANGKAT (THE DEVICE)



SEBARAN PEMBACA INFOSAWIT.COM

DISTRIBUTION OF READERS INFOSAWIT.COM



Source: 2018

Tarif Iklan 2021

Advertisement Rate 2021



Iklan Majalah

Adv. Magazine

Iklan Website

Adv. Website

N0	Display	Ukuran (cm)	Bleed (cm)	Harga Normal (IDR)
1	Cover Sampul	20,5 x 27,5	0,5 cm around	70,000,000
2	Back Cover I	20,5 x 27,5	0,5 cm around	35,000,000
3	Back Cover II	20,5 x 27,5	0,5 cm around	35,000,000
4	Back Cover III	20,5 x 27,5	0,5 cm around	35,000,000
5	Back Cover IV	20,5 x 27,5	0,5 cm around	35,000,000
6	Back Cover V	20,5 x 27,5	0,5 cm around	35,000,000
7	Back Cover Sampul	20,5 x 27,5	0,5 cm around	40,000,000
8	Advertorial ROP	20,5 x 27,5	0,5 cm around	30,000,000
Posisi Run on Page (RoP)				
9	Full Page	20,5 x 27,5	0,5 cm around	25,000,000
10	1/2 Page (vertikal)	10,5 x 27,5	0,5 cm around	15,000,000
11	1/2 Page (horizontal)	20,5 x 14	0,5 cm around	15,000,000
12	1/3 Page	7 x 27,5	0,5 cm around	12,000,000
13	1/4 Page	10,5 x 14	0,5 cm around	8,000,000

Note : Harga belum termasuk PPN 10%

No	Posisi	Ukuran (pixel)	Detail	Harga (per bulan)
1	Top Banner 1	610 X 85	all page	5,500,000
2	Top Banner 2	950 X 100	all page	5,500,000
3	Left wing	100 X 580	all page	5,000,000
4	Right wing	100 X 580	all page	5,000,000
5	right side banner	225 X auto	home page, news page	4,000,000
6	left side banner	260 X auto	home page	4,000,000
7	middle banner 1	670 X 100	home page	4,000,000
8	middle banner 2	445 X 100	home page	3,500,000
9	bottom banner	950 X 100	all page	5,000,000
10	clickable img	200 X 75	home page	1,000,000

Note : Harga belum termasuk PPN 10%