

THE MEDIA

Connecting New Generation

Visit Our Website :
<https://thesmedia.id/>

MEDIA KIT 2021/2022



THE COMPANY INTRODUCTION

ABOUT **THE S MEDIA**

THE S MEDIA is a comprehensive media brand that covers all mediums from digital, print, social and audio/video publishing, in parallel with organizing luxury events and brand partnerships.

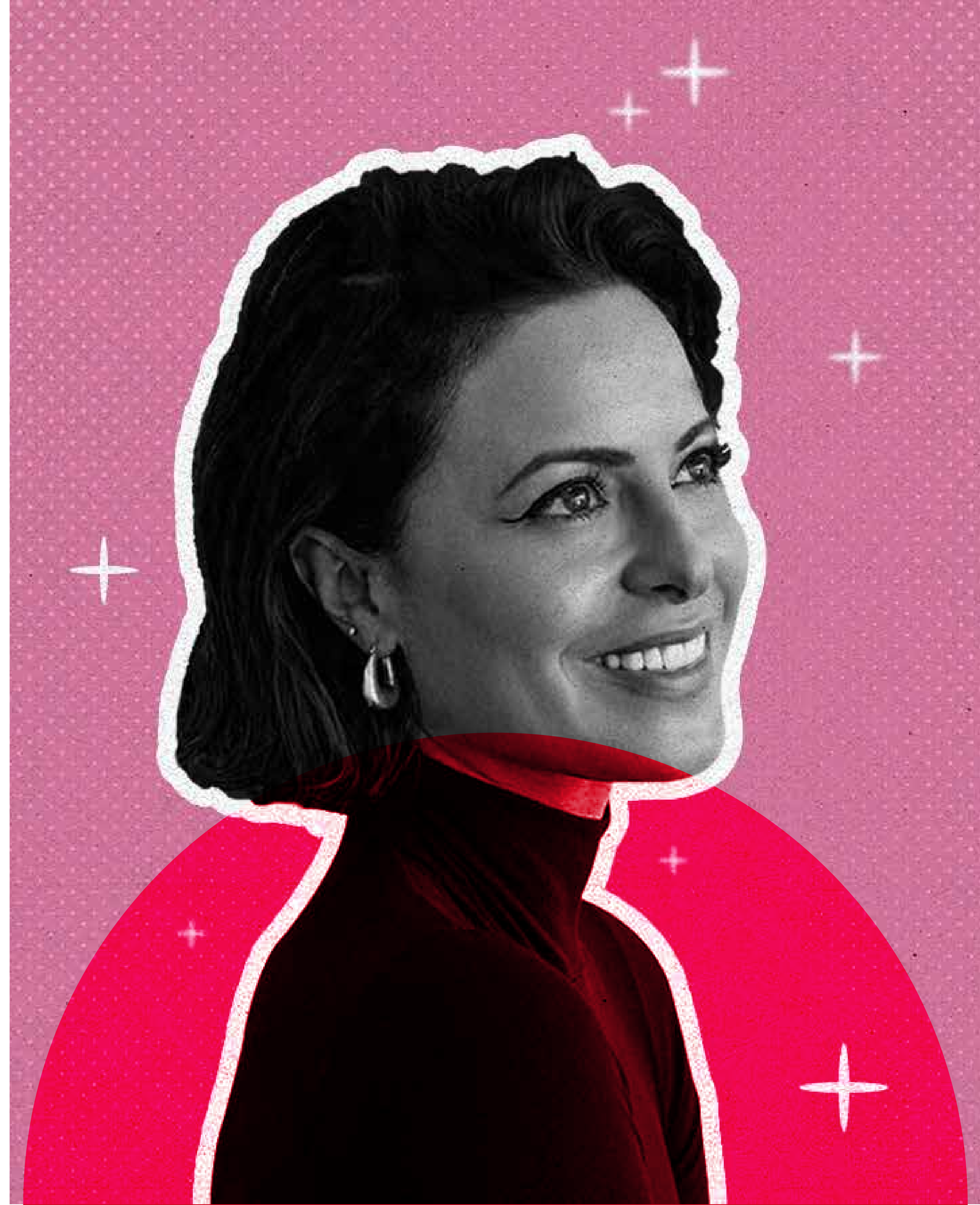


Our DNA
SMART. STEADY. STRIKING. SUBTLE.

OUR MISSION

THE S MEDIA features work life and lifestyle stories for 'Generation Now' and affluent consumers; a new generation of business leaders, affluent millennials, younger generation of top professionals and business owners.

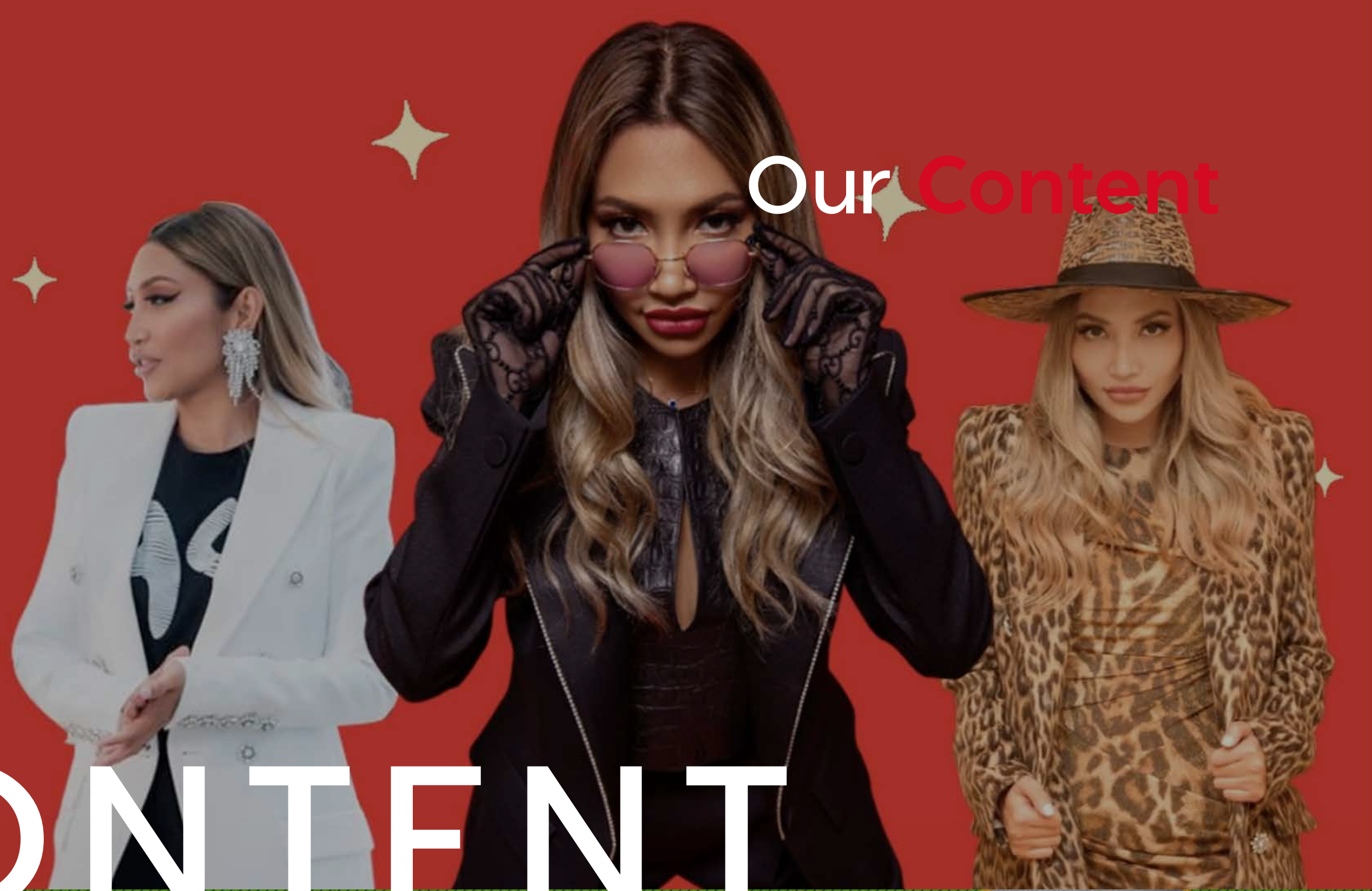
We also aim to engage today's thought leaders and game-changers. We inspire our readers to live their best lives. We shed light on how the most successful people lead their lives.





OUR CONTENT

Our Content



SOCIETY

DIPLOMATS | HOSPITALITY CHIEFS | ENTREPRENEURS
THOUGHT LEADERS

SPOTLIGHT

COUNTRY'S SPECIAL | THE S LIST



STORIES

ART + CULTURE | CULINARY | FASHION + WATCHES
SPEED + BEYOND | SPORT | TECHNOLOGY | TRAVEL + LEISURE
WELLNESS

SUCCESS

CARRER + MONEY | SECRETS TO SUCCESS

SNAPSHOT

EVENTS + PARTIES

S-TABLE TALKS

SPEAK YOUR MIND

An in-depth conversation with KOLs (Opinion on Business, Diplomacy, Entrepreneurship, and more)

ON **SCREEN**

VIDEO | PODCAST

Age Demographic

The S Media speaks to “Generation Now”, a new kind of demographic made up of trendsetters, style-savants, the emerging affluent, business leaders, captains of industry, and the next generation of rising stars.

● **52%** Aged 25-45

● **25,4%** Aged 46-55

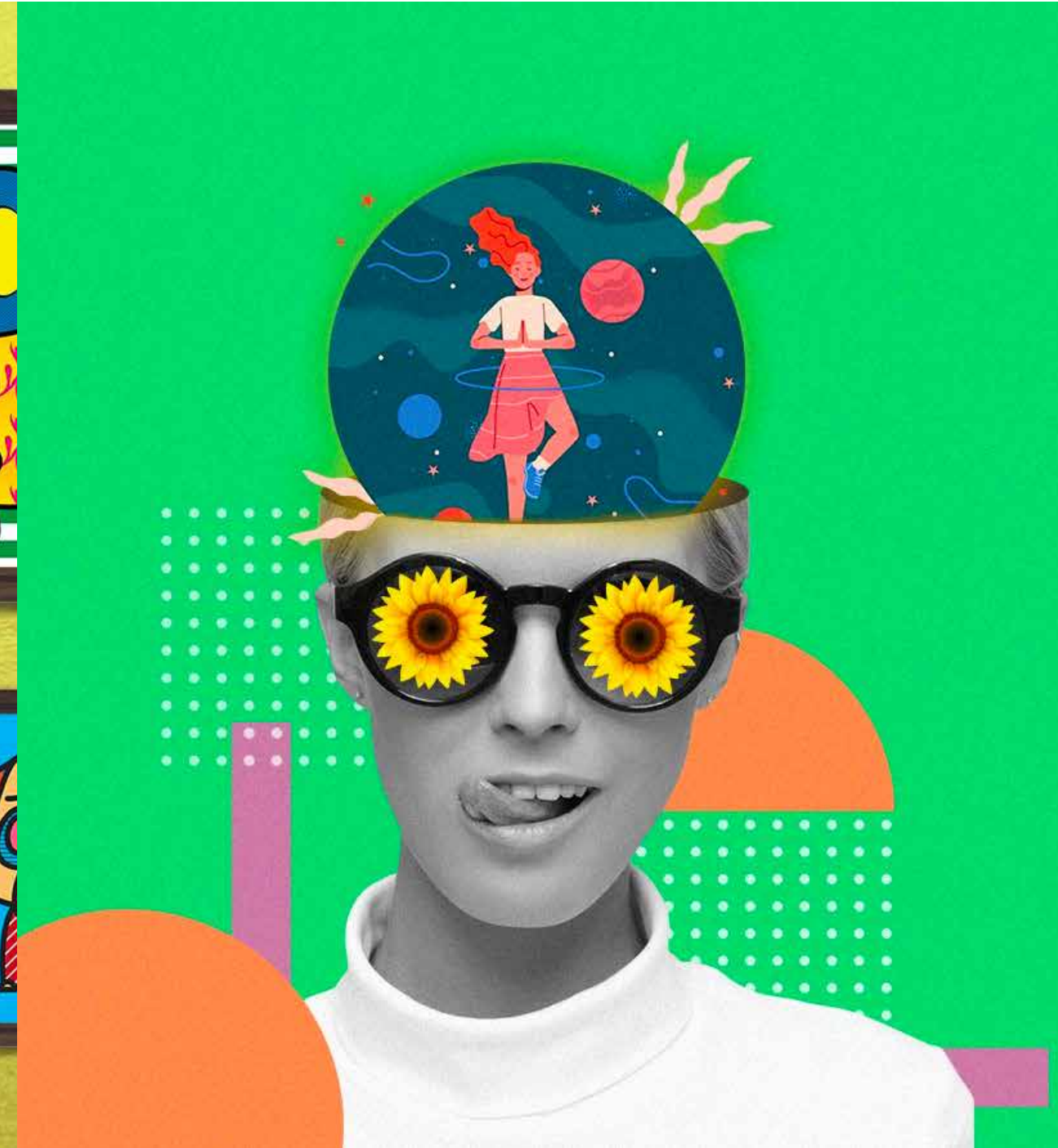
● **18,4%** Aged 20-24

Gender Rate Demographic

They are well-travelled, cosmopolitan, and influential. The S Media reader is highly sociable with voracious appetite for cutting-edge digital content. As such, they turn to THESMEDIA.ID for forward-thinking ideas and unique local knowledge curated for both a male and female audience. Predominantly male (52%) with most of them falling within the 'Mid Twenties to Mid Forties' category.

52%
Male

48%
Female



SPONSORED AND BRANDED CONTENT OPPORTUNITIES

- Bespoke Advertorial
- Display Advertising
- EDM - an exclusive e-mail marketing reached out to 10.000 legit database
- Social Media Content & Activation

NATIVE CONTENT

An immersive, highly visual, and engaging digital environment dedicated to tell your brand's story. This can be done via features, videos, social media posts, or other tools

SPECIAL FEATURE

Offering a snapshot of all the coolest and most exciting experiences and products in the market, this section is the ideal arena for time-sensitive, tactical promotions and offers.

THE S WORLD

- Special Projects of Branding & Communications
- Social Channels & Networking-Events
- Creative Services including photography, videography, design and copywriting

SERVICES

CONTACT US

For further details on advertising rate
and other services!

Email :
inquiries@thesmedia.id

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