

SKALA+ 05

Welcome to SKALA+

It is with great pleasure to introduce you to SKALA+ magazine. It is a special design annual publication that comes out quarterly to cover projects all relating to design in architecture, interior design, product design and lifestyle design. The four editions of SKALA+ are as follow:

SKALA+ on Contemporary Design

SKALA+ on Product Design

SKALA+ on Lifestyle Design (*)

SKALA+ Annual Design Award (Residences)

We have covered various exquisite interior design as well as innovative architectural buildings throughout Indonesia and abroad. At the same time, SKALA+ gives Award for the best works to respective architects, interior designer, as well as product designers that excel in their field. "A Tribute to architects, interior designers and product designers" is SKALA+'s tag line to promote Indonesian as well as international architects and designers whom their works have change the face of Indonesia design history. It is through this magazine that the best works are being published and at the same time honored through our Annual Award ceremony.

Together with an independent panel of jury SKALA+ select the best of the best works from various categories and the winners are announced every year at the ceremonial SKALA+ Annual Award Night. The categories are Best Residential in Architecture and Interior Design, Best Office, Best Restaurant, Best Product and many more.

This is our way of giving tribute to their continued devotion to innovate, inspire as well as create exceptional works in the design world in Indonesia and beyond.

Feel free to visit our official website at www.skalaplus.com to see more and be updated with news in the design industry in Indonesia and abroad.

Best Regards,

Yosi Wyoso

Editor-in-Chief

editor@skalaplus.com

This Year's Edition for SKALA+

SKALA+ publishes four different editions each year all relating to design in architecture, interior design, product design and many more. The publication categories and circulation periods are as follow:

SKALA+ on Contemporary Design

1. Edition: February/March

2. Issue: Urbanism

3. Works featured: Commercial architecture and interior design, Public Building, Offices, and Retail Shops and many more.

SKALA+ on Product Design

1. Edition: May/June

2. Issue: Product Design and Industry

3. Works featured: Furniture, Kitchen utensils, Home accessories, gadgets, transportation vehicles, fashion accessories and many more.

SKALA+ on Lifestyle Design (*)

1. Edition: August/September

2. Issue: Entertainment and Lifestyle

3. Works featured: Resorts, hotels, clubs, lounges, cafés, spas, salons, restaurants and many more.

SKALA+05 Annual Design Award

1. Edition: November/December

2. Issue: Green Architecture & Residences

3. Works featured: Selected works in Architecture, Interior Design (Residential).

4. Best of the Best Works in Commercial/Office Building, Public Building, Retail Space, Product Design and Residential Works

For Advertisement Placement and Ads Programs please contact SKALA+ Advertisement Division:

- Herizal (081310783900)

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(*) New Edition

advertising form 2009

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- Notes:**
- Prices exclude 10% govt. tax
 - Deadline for adv. placement and advertorial: two (2) months prior to printing
 - Deadline for adv. material submission: one (1) month prior to printing
 - 10% fee is chargeable for preferred placement

Material Submission Guidelines:

- Format: CD or DVD
- Software: Photoshop, Illustrator, Freehand, Indesign
- Size: 240 mm x 310 mm (text area 220 mm x 290 mm)
- Please provide colored proof print
- File Mode: CMYK
- Picture/Photo Resolution: 300 dpi

Magazine Page Format:

- Pages: 148 or 164 (inclusive of cover page)
- Dimensions: 240 mm x 310mm
- Paper: HVS 120 gr, Cover: Matt Paper 320 gr
- Printing: Four (4) Colors (CMYK)
- Circulation Copy: 20.000 copies

Distribution Area:

- Jabodetabek 61%
- West Java 6%
- Central Jawa & Jogja 11%,
- East Jawa & Bali 12%
- Sumatra, Borneo & Sulawesi 10%