

Profile Publication: Showcasing Indonesia's Wonders with Colours

This proposal has been specifically designed to address the unique requirements of Felicia Tissue as identified by Gallop Communication's assessment.

Unlocking Indonesia's Potential: A Partnership for Tourism

In today's interconnected world, influencers have become powerful shapers of global travel trends. Their authentic stories, captivating visuals, and engaging personalities inspire millions, profoundly influencing how people perceive and experience destinations. Indonesia, with its breathtaking landscapes, rich cultural heritage, and unparalleled biodiversity, presents an extraordinary opportunity to captivate the world through the eyes of influential voices.

This proposal outlines a collaborative partnership aimed at leveraging the unique power of influencers to showcase the wonders of Indonesia to a global audience, fostering sustainable tourism growth, and enriching the travel experiences of both domestic and international visitors.

Showcasing Indonesia's Wonders with Colours

Gallop Communication collaborates with Colours, the official publication of Garuda Indonesia, a 5-star airline operating 46 fleets, flying to 62 destinations with more than 5,000 monthly flights and serving an average of 600,000 passengers each month.

Colours, a revamped and revitalized version of the old Garuda magazine, showcases the incredible wealth and diversity of Indonesia, its natural resources, art, culture, and people, while aligning with Garuda Indonesia's aspirations for excellence. This visually stunning publication boasts a fresh, new, and luxurious aesthetic, featuring 5-star content and photography.

Since 2013, Colours has garnered 137 international design and magazine awards, establishing itself as a leader in unique lifestyle, fashion, and travel content.

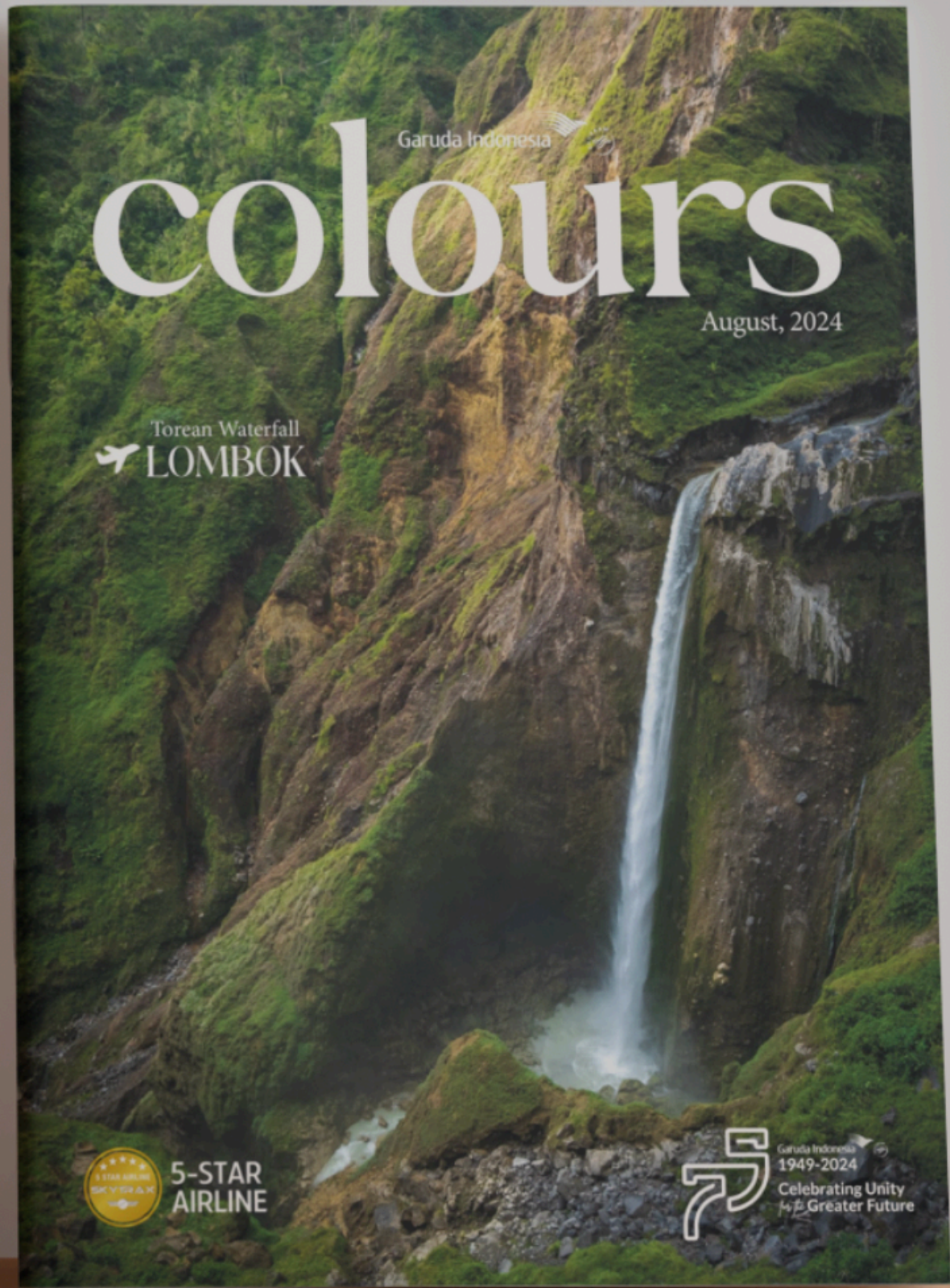
Soar Above the Ordinary: Elevate Your Influence in Colours Magazine

Dear Felicia Tissue,

Imagine your captivating travel stories and inspiring lifestyle gracing the pages of Colours, the esteemed inflight magazine of Garuda Indonesia. This isn't just about advertising; it's about aligning your brand with a prestigious and globally recognized platform. As a leading voice in the travel and lifestyle industry, Colours offers a unique opportunity to connect with a discerning and affluent audience of global travelers.

Craft a Story That Takes Flight: Your Journey in Colours

Let's collaborate to craft a compelling narrative that resonates with the sophisticated readers of Colours. We'll work closely with you to ensure your unique voice and perspective are authentically represented, inspiring readers to embark on their own extraordinary adventures. By securing a feature in Colours, you'll not only amplify your reach but also solidify your position as a true ambassador for the wonders of travel and the art of living well.



Magazine Article
Visual Mockup*

*for sample



Magazine Article
Visual Mockup*

*for sample

Exclusive Colours Rate for Felicia Tissue

Showcase Indonesia to the world and elevate your personal brand. Take advantage of this exclusive offer and inspire your audience with the beauty and diversity of this incredible archipelago.

Exclusively for travel influencers like yourself, our comprehensive package includes expert media strategy consultation, captivating content development, and in-depth campaign analysis. We understand the unique challenges and opportunities within the travel space, and have tailored our services to help you achieve maximum impact. Don't miss this chance to unlock the full potential of your brand with our special rate designed specifically for the travel industry.

Colours

Airline: Garuda Indonesia

Your Brand Communication Cavalry

Publication Date: February - March 2025
Booking and Preparation Date: January 2025

Readership Number/copy: 1.800.000 readers
Print Circulation/copy: 47.500 copies

Special Rates for Felicia Tissue:

Ad Size	Monthly Rate
Single Page	Rp147.000.000,-
Double Page	Rp198.000.000,-

The rates mentioned include a comprehensive package that encompasses:

- **Strategic Guidance:** Initial consultation to develop a tailored media strategy.
- **In-Depth Exploration:** Comprehensive interview to uncover your unique insights.
- **Professional Presentation:** Exclusive photoshoot to enhance your brand image.
- **Amplified Visibility:** Publication in a renowned magazine to reach a wider audience.
- **Tangible Deliverables:** 10 complimentary copies of the magazine featuring your article.
- **Measurable Impact:** Detailed report analyzing audience reach and engagement.
- **Expanded Media Exposure:** Potential for additional coverage in multiple national media outlets.

All prices listed are exclusive of applicable taxes

**GALLOP
COMM.**

Saddle Up for a Conversation.

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