

## POPULATION

### Population by age and sex

	All individuals 000	Male 000	Female 000	Households 000
Children	61,571	31,372	30,199	54,452
16-24	44,033	22,365	21,668	
25-34	35,192	16,847	18,345	
35-44	30,156	14,685	15,471	
45-54	21,183	10,844	10,339	
55-64	13,217	6,618	6,599	
65+	11,240	5,061	6,179	
<b>Total</b>	<b>216,590</b>	<b>107,791</b>	<b>108,799</b>	

Source: Media Scene 2000-2001, Central Bureau of Statistics

### Age structure of readership

Age	% of readership
15-29	48.4
30+	51.6

### Newspaper reach (%)

	Daily
All adults	40.9
Men	48.9
Women	32.9

### Population by social class

	Adults 000
AB	6,580
C1	3,053
C2	3,090
D	1,380
E	794
<b>Total</b>	<b>14,897</b>

Source: Media Scene 2000-2001

Data for 7 big cities only: Jakarta, Bandung, Semarang, Surabaya, Ujung Pedang, Medan, Palembang

A= Upper middle class/higher managerial, administrative, professional

B= Middle class/intermediate managerial, administrative, professional

C1= Lower middle class/supervisory/clerical/junior managerial

C2= Skilled working class/skilled manual workers

D= Working class/semi and unskilled manual workers

E= Those at lowest levels of subsistence/state pensioners or widows

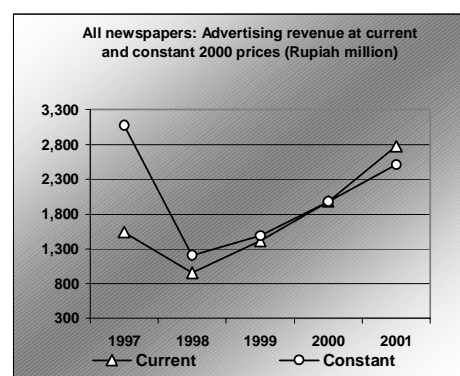
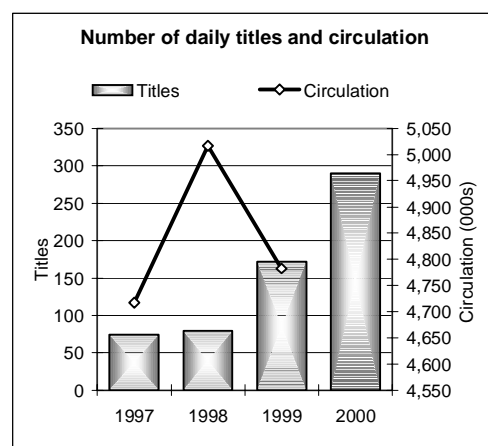
## NUMBER OF TITLES AND CIRCULATION

	1997	1998	1999	2000	2001
<b>Number of titles</b>			*	*	**
<b>Total dailies</b>	74	79	172	290	160
National dailies	20	20	53	106	27
Regional dailies	54	59	119	184	133
<b>Non-dailies</b>	90	88	425	746	306
National non-dailies	26	23	166	290	48
Regional non-dailies	64	65	259	456	258
<b>Circulation (000)</b>					
<b>Total dailies</b>	4,717	5,017	4,782	-	-
National dailies	2,646	2,728	2,292	-	-
Regional dailies	2,071	2,289	2,490	-	-
<b>Non-dailies</b>	4,644	5,074	7,758	-	-
National non-dailies	3,357	3,156	5,270	-	-
Regional non-dailies	1,287	1,918	2,488	-	-
<b>Total annual sales (millions of copies)</b>					
<b>Dailies</b>	1,683	1,806	1,722	-	-
<b>Non-dailies</b>	241	264	403	-	-

Number of titles for different years are not directly comparable due to different measurement methods

\* Total number of licensed newspapers

\*\* Number of newspapers actively publishing



## MORE FACTS

	1997	1998	1999	2000	2001	Change (%)	
						97/2001	2000/01
<b>Advertising revenues (Rupiah billion)</b>							
All newspapers	1,540	956	1,415	1,982	2,775	80.19	40.01
All newspapers \$	3,075	1,210	1,487	1,982	2,511	-18.32	26.71
<b>Volume of advertising sold (pages &amp; page equivalents)</b>							
Total	30,727,024	-	-	-	-	-	-

\$ at constant 2000 prices

### Distribution and newsprint costs

	1997	1998	1999
<b>Distribution cost as % of cover price</b>			
Single copy sales	-	-	40
<b>Newsprint costs (average per ton)</b>			
Rupiah (000)	26	26	26

### Cover prices

	Rp
Single copy	1,700

### Contribution of classified, display and insert advertising to total advertising income (%)

	1997	1998	1999	2000	2001
<b>Display</b>	70	73	68	66	67
<b>Classified</b>	30	27	32	34	33