

***Forbes Indonesia* Launches First Issue**

Chairul Tanjung Featured on Cover

Jakarta, November 1, 2010 — The first issue of *Forbes Indonesia* is out. “We are delighted to bring *Forbes Indonesia* to the market. Indonesia is ready for a world-class and independent business magazine. It is meant to enhance the business community in Indonesia, and targets an audience of top management, entrepreneurs and business leaders — or those who aspire to be in those groups,” says *Forbes Indonesia* Publisher Millie Stephanie.



“*Forbes Indonesia* will provide business coverage found nowhere else. Our articles will feature exclusive coverage packed with insightful analysis and information,” says Chief Editorial Advisor Justin Doebele. “Combined with articles selected from the global Forbes network, we will offer our readers the best of both worlds.” In its 93 years of existence, Forbes has become one of the largest business media brands in the world and is the oldest business magazine in the U.S. It now publishes four editions in Asia: the regional *Forbes Asia*, and the local *Forbes China*, *Forbes India* and *Forbes Korea*. *Forbes Indonesia* will be the fifth edition in Asia.

Forbes Indonesia will be published monthly by PT Wahana Mediatama. It will have an initial print run of 27,000, targeting top business readers across the country. The majority of content will be original articles written by *Forbes Indonesia*’s editorial team with the rest drawn from other Forbes editions, including *Forbes*, *Forbes Asia* and *ForbesLife*. In its first edition, *Forbes Indonesia* profiles tycoon Chairul Tanjung, whose strategy for growth is to target the emerging middle class with a variety of goods and services, such as retail shops, TV shows, theme parks, credit cards and even upscale coffee outlets.

Another article is an interview with the newly elected head of the Indonesian Chamber of Commerce (Kadin), Suryo Bambang Sulisto. In it, he states his strategy to improve the business climate in Indonesia by creating entrepreneurs. Philanthropy will also be a major

focus of the magazine. In this issue, the founder of nonprofit Indonesia Mengajar, Anies Baswaden, is profiled on his efforts to improve education across the country.

Finally, to complete the first issue and give the best of both worlds, *Forbes Indonesia* has articles on the Fabulous 50 (50 biggest companies in Asia), the Forbes 400 richest Americans and how founder Mark Zuckerberg's Facebook site is facing threats of new regulation.

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About Wahana Mediatama:

PT Wahana Mediatama is run and majority owned by publishing entrepreneur Millie Stephanie, in partnership with financial investor Jonathan Tahir. Stephanie is responsible for successfully publishing *Indonesia Tatler* since its launch in 2000. She is also a major publisher of custom publications. In 2005, Stephanie was named a finalist in the Ernst & Young Entrepreneur of the Year contest in Indonesia, and is an active member of the Indonesian chapter of YPO.

About Forbes Media:

Forbes Media encompasses *Forbes* and Forbes.com, the #1 business site on the web that reaches on average more than 17 million unique users monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife*, in addition to licensee editions in China, Croatia, India, Israel, Korea, Poland, Romania, Russia and Turkey. Other Forbes Media websites are: Investopedia.com; RealClearPolitics.com; RealClearSports.com; RealClearPolitics.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

For additional information or arrange interviews

Chief Editorial Advisor Justin Doebele is available for interviews (English only)

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