



manifesto

2019 SEASON

WHO WE ARE

Culture . Travel . Dining . Lifestyle . More

Since NOW! Bali started back in January 2009, we have held a strong belief that what both visitors and residents should cherish most on the island is its culture. For us, this is really what sets Bali and its people apart from any other destination in the world. To be surrounded by a living, breathing culture filled with colour, tradition and ritual is what gives Bali its unique atmosphere and experience. We make it our mission to make sure that in whatever we do, we remember to share, promote and appreciate this very special aspect of the island we call home.

With Bali's ever-growing tourism industry, we also aim to be at the forefront of what lifestyle offerings the island now generously provides its visitors and residents. We hope to support all the industries that provide something to the island, from hotels, adventure, food and beverage, retail, events and more.

We hope you can be a part of our mission.



NOW! Bali is a brand based on the following clear principles and purposes:

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 We represent the Balinese community and care for their culture , heritage , and way of life above all.</p> | <p>7 We encourage travel but promote sustainability.</p> |
| <p>2 Our first priority is to our readers , the people who rely on us to be accurate, honest , up-to-date and informative</p> | <p>8 We acknowledge that heritage and history cannot be replaced.</p> |
| <p>3 Our second priority is to our clients , our supporters, the hospitality industry of Bali , the hotels , the restaurants , the parks, the clubs , the retailers etc.</p> | <p>9 We strive for ethical employment, respect for our stakeholders and our customers, and encourage responsible behavior wherever possible.</p> |
| <p>4 We prefer culture to lifestyle, care to cash, education to entertainment.</p> | <p>10 We think CSR is part of our business not an added extra.</p> |
| <p>5 We embrace modern ideas but strive to preserve traditional values.</p> | <p>11 We encourage creativity and innovation but still believe that our traditional skills and process should be continually improved.</p> |
| <p>6 We admire people who look after their communities more than those who look after themselves.</p> | |

NB CONTENT

PRINT, DIGITAL & AUDIO VISUAL

OUR CONTENT

- Monthly Theme + Feature Article
- What's On
- Where to Go
- What to Do
- Kid's Fun
- Dining
- Spa & Wellness
- Nightlife
- Opinion (Personal Perspective)
- Charity Profile
- Archipelago Diaries

FROM OUR CONTRIBUTORS:

- Food & Travel
- Welcoming Performance
- Myth & Legend
- Mapping Bali
- Secret Bali



NB CONTENT

OUR STORYTELLERS



Alistair Speirs, Founder

Alistair has been in Indonesia since 1981, when Bali was a rural, rugged adventure. He has watched Bali's rapid evolution and is determined to preserve what made it so special so long ago. He has been a consultant for Indonesia's tourism board and was instrumental in the Bali is My Life campaign to revitalise Bali after the 2002 bombings.

Columns: Soapbox and Personal Perspective



Namhar Hernanto, Editor

NOW! Bali's head editor enjoys all of Bali's offerings. On weekdays he enjoys deliberately getting lost, taking the wrong turn in distant villages, seeing what travel treasures he may find. Weekends are for indulgence, where you may catch him imbibing on a classic cocktail or savouring the pleasures of a fine dining establishment.



Sachi Kondo, Contributing Editor (New)

Sachi is the newest member of the NOW! Bali team; a young writer educated in journalism with an interest in culture, society and travel. Being mixed Indonesian, she provides our readers with local insight and international perspective.



Kartika Dewi Suardana, Contributor

Balinese contributor Dewi never grew up on the island, when she returned she made it her mission to learn all that she had missed. From local temples to Balinese dance, Dewi has been capturing the island since the magazine was first published.

Regular Columns: Welcome Performance



Dr. Jean Couteau, Contributor

Having received a doctoral degree for his thesis in art history and iconographic art in Bali, there is no one better to discuss the intricacies of Bali's cultures and beliefs than Jean Couteau. He has been in Bali since 1972, in which time has made many close friends at all levels of the Balinese community. From village myths to cosmological legends, he is true expert.

Regular Colum: Myth & Legend



Bruce Granquist, Contributor

Writer, artist and mapmaker all rolled into one, Bruce certainly offers a very unique talent to the NOW! repertoire. He shares in both words and watercolour paintings his take on Bali's landscape and architecture, always connecting it to the people and the culture.

Regular Colum: Mapping Bali



Richard Horstman, Contributor

Another artist-meets-writer, Richard sees himself as a mediator between the public and the art world. He is heavily active within the art world, whether curating, presenting or simply sharing through his written work.

Regular Colum: Art in Bali



Ayu Sekar, Contributor

Ayu Sekar is an experienced travel writer and photographer. Spending half of her life in foreign countries she knows her way around the world, working with tourism organisations, travel publications and more. With NOW!, Ayu Sekar explores the colour and beauty of Bali's culture.

Regular Column: Secret Bali

MONTHLY THEMES

2019 EDITORIAL CALENDAR

JANUARY

THE ANNIVERSARY ISSUE

January 2019 marks the 10th anniversary of our NOW! Bali publication. For this special issue we select 10 of our favourite stories from the past 10 years of our journey as a media company that strives to promote and help conserve the culture of our home island. In addition we also list down the calendar of major events not to be missed throughout 2019.

MAY

THE WORLD OF BALI'S SPA AND WELLNESS

We explore the spa and wellness scene of Bali. From traditional remedies to modern medication, and spa centres and yoga retreats, Bali has it all. We also feature healthy, balanced meals served in some of the most renowned restaurants in Bali.

SEPTEMBER

COASTAL LIVING

White sands, blue waters, and ocean breezes - these are but some of the magical ingredients of Bali's tropical island life. There's just so much happening on the coasts of Bali. From Balinese Hindu rituals to traditional games, and water sports to beachfront leisure centres, this issue is all about living a coastal life in paradise.

FEBRUARY

ISLAND OF ROMANCE

In addition to the romantic dinners and spa treatments for two, we also celebrate the 'month of love' in an untraditional way this month by featuring Valentine ideas for daring couples. The singles, too, won't be left out on this special month, for we also list down ideas for them such as sharing the love by giving back to the community.

JUNE

BALI AFTER DARK

There's so much to see in Bali after dark. Night markets especially in the areas of Denpasar are buzzing with activities. Seminyak, of course, is turning its lights and disco balls to entertain the nightcrawlers seeking to drink and dance the night away, while the greater Ubud areas are putting on their make-up to throw their nightly cultural performances.

OCTOBER

BALI RETAIL THERAPY

For a shopaholic, standing before the many shops in Bali is like approaching the pearly gates without a guardian angel; there is always an irresistible buy to fit your shopping bag. For this issue we explore the upscale designer stores as well as the trendy, cheerful shops and markets.

MARCH

BALI'S HEROES

Whilst Bali is a world-renowned holiday destination, often deemed as a paradise, poverty is still lurking in many parts of the island. This issue is dedicated to the unsung heroes of Bali, the champions who have made their ways to the island's deepest corners to protect, feed, medicate, shelter, educate, and nurture the poor, the disabled, and the sick.

JULY

STAYING FIT AND HEALTHY IN BALI

Here in Bali, there are many ways that you can sneak in a workout without disrupting the leisurely lifestyle that the residents enjoy and visitors have been craving all year. In this issue we feature the cutting-edge fitness centres, bootcamp programs, sports clubs, outdoor activities, and more, so that both residents and visitors alike can stay fit in Bali.

NOVEMBER

GOING OFF THE BEATEN TRACKS

This November we stray from our comfort zone in Seminyak and into the villages on the island's deepest corners. Through this issue we aim to guide you to the 'real Bali', the unique island with equally unique villages and friendly people.

APRIL

BALI CULINARY JOURNEY

Now that Bali's tourism industry heads north, new dining venues have been proliferating around the island like rabbits. For this month's issue we embark on a culinary journey through Bali's restaurants, indulging ourselves in the many authentic flavours and creations.

AUGUST

ISLAND OF CULTURE

Bali is home to centuries-old culture and arts, traditions that have been passed down through generations. In this issue we explore the rich, colourful culture of our home island, visiting the home studio of Bali's renowned artists, spending a day at a cultural park, touring the museums and cultural villages or known as *desa adat*, as well as art classes.

DECEMBER

FESTIVE SEASON IN BALI

It doesn't snow here in Bali on December, but the island doesn't let down when it comes to intimate or grandeur Christmas and New Year celebrations. We put together an extensive list of venues for readers to celebrate Christmas, Boxing Day, New Year's Eve, and New Year Day.

MEDIUMS

PRINT

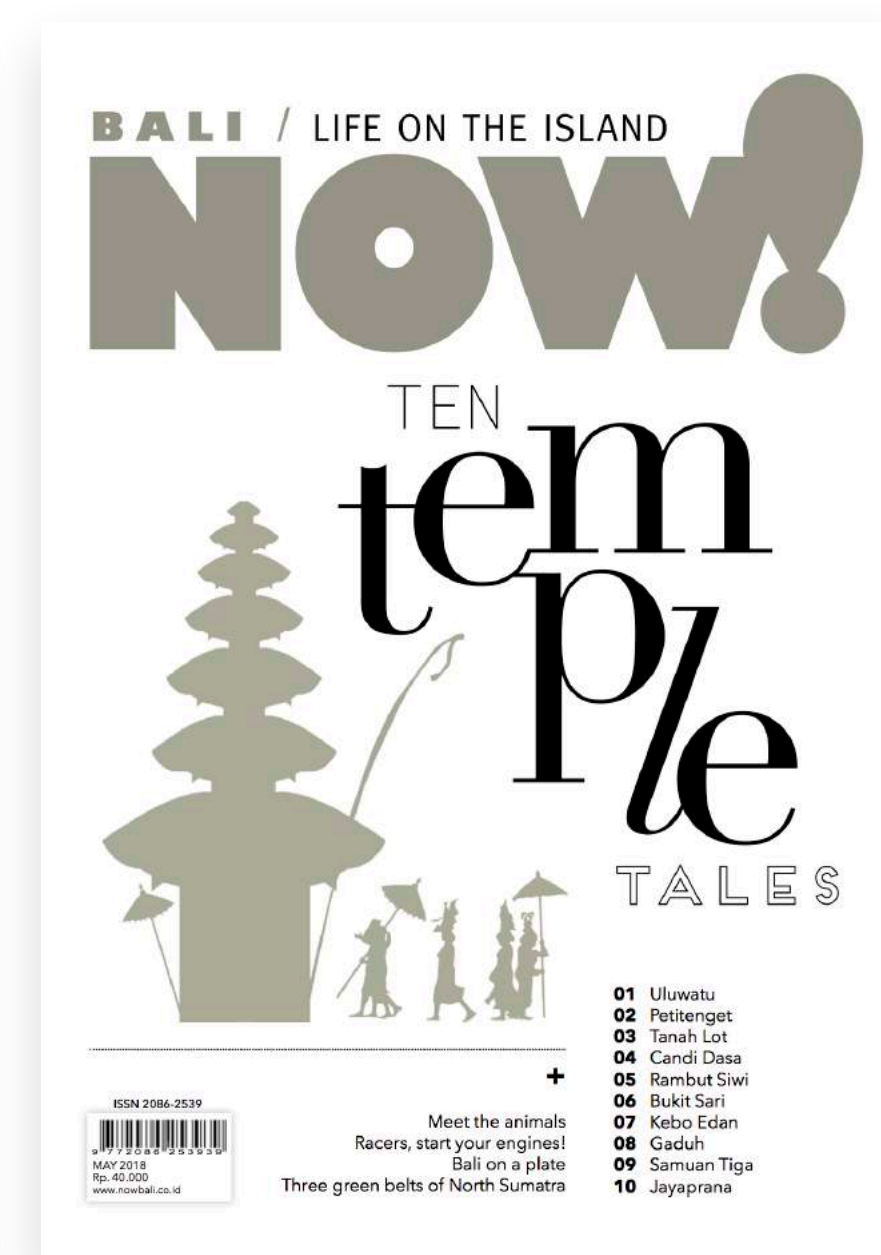
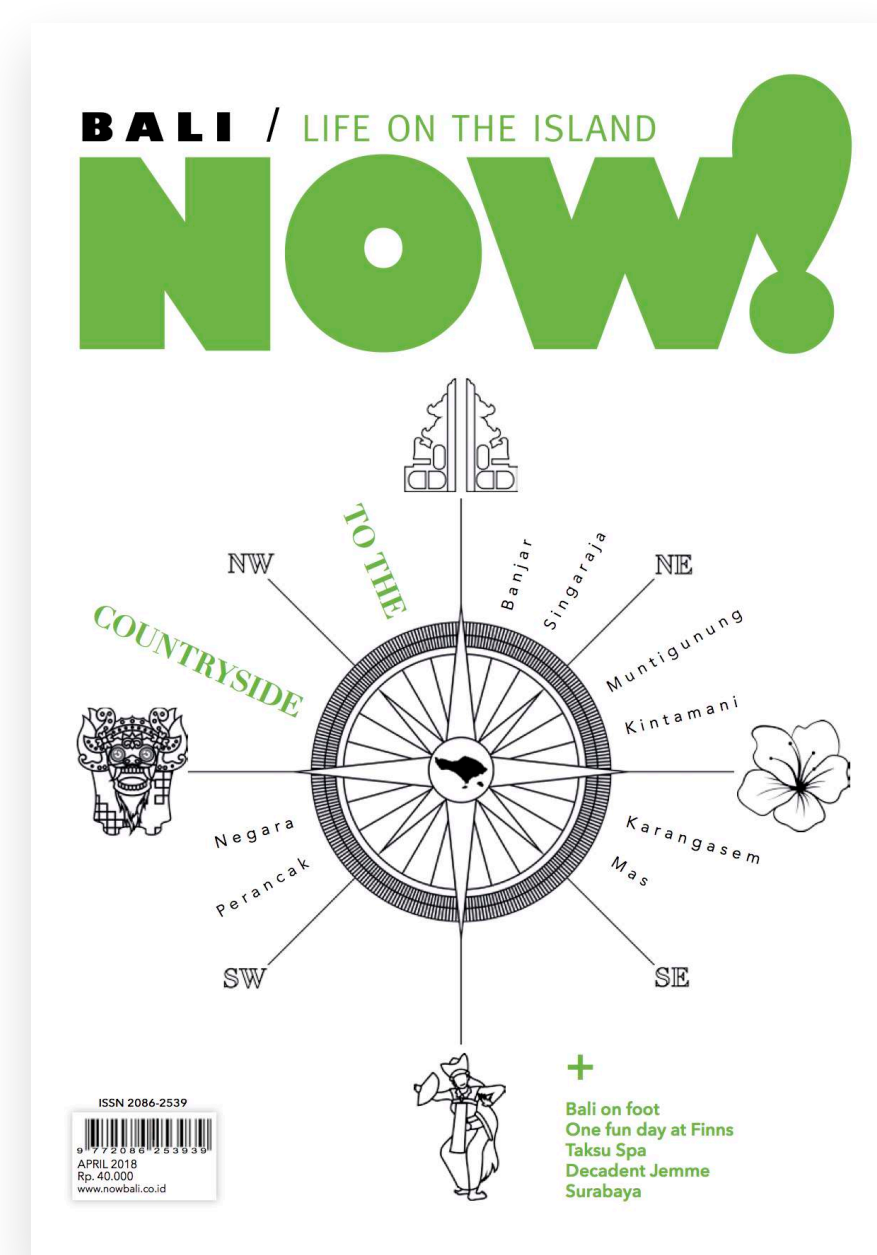
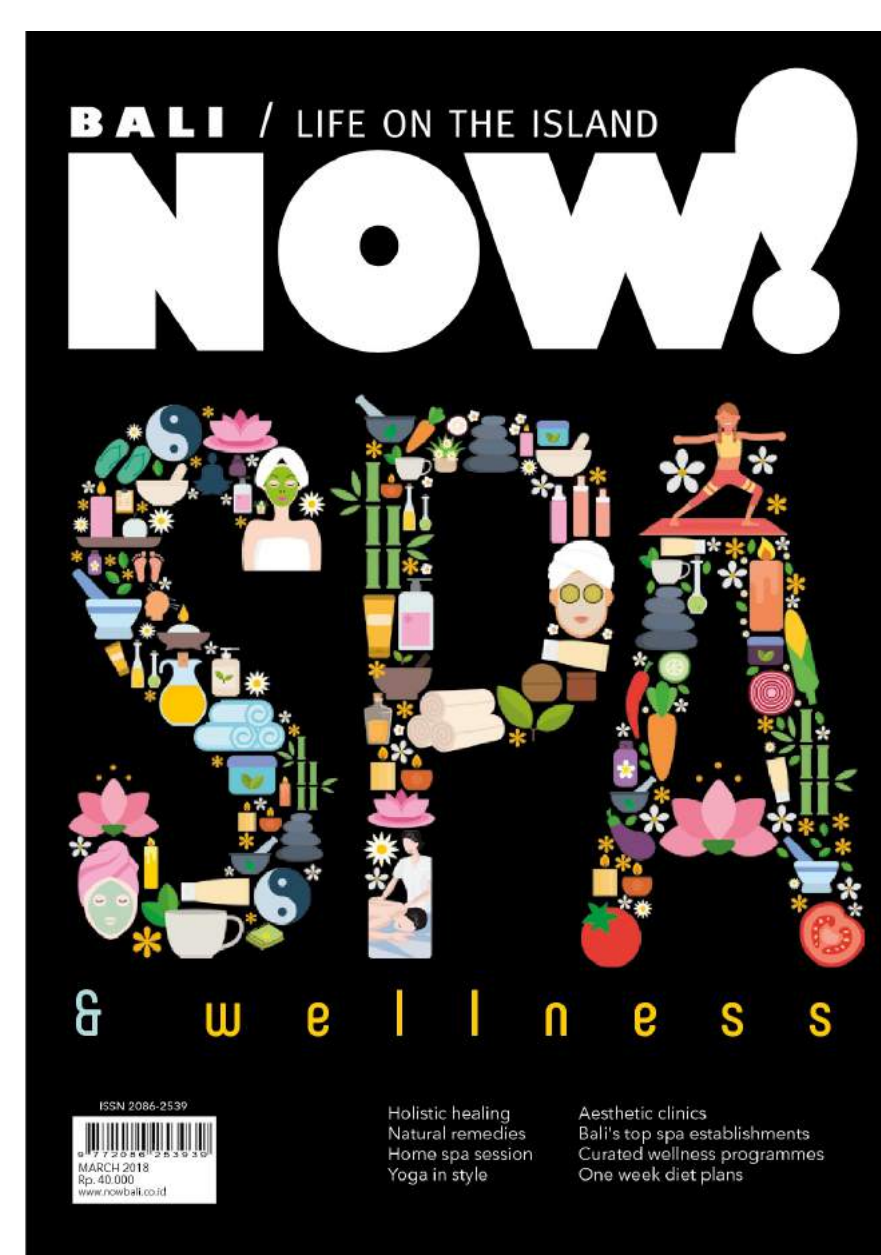
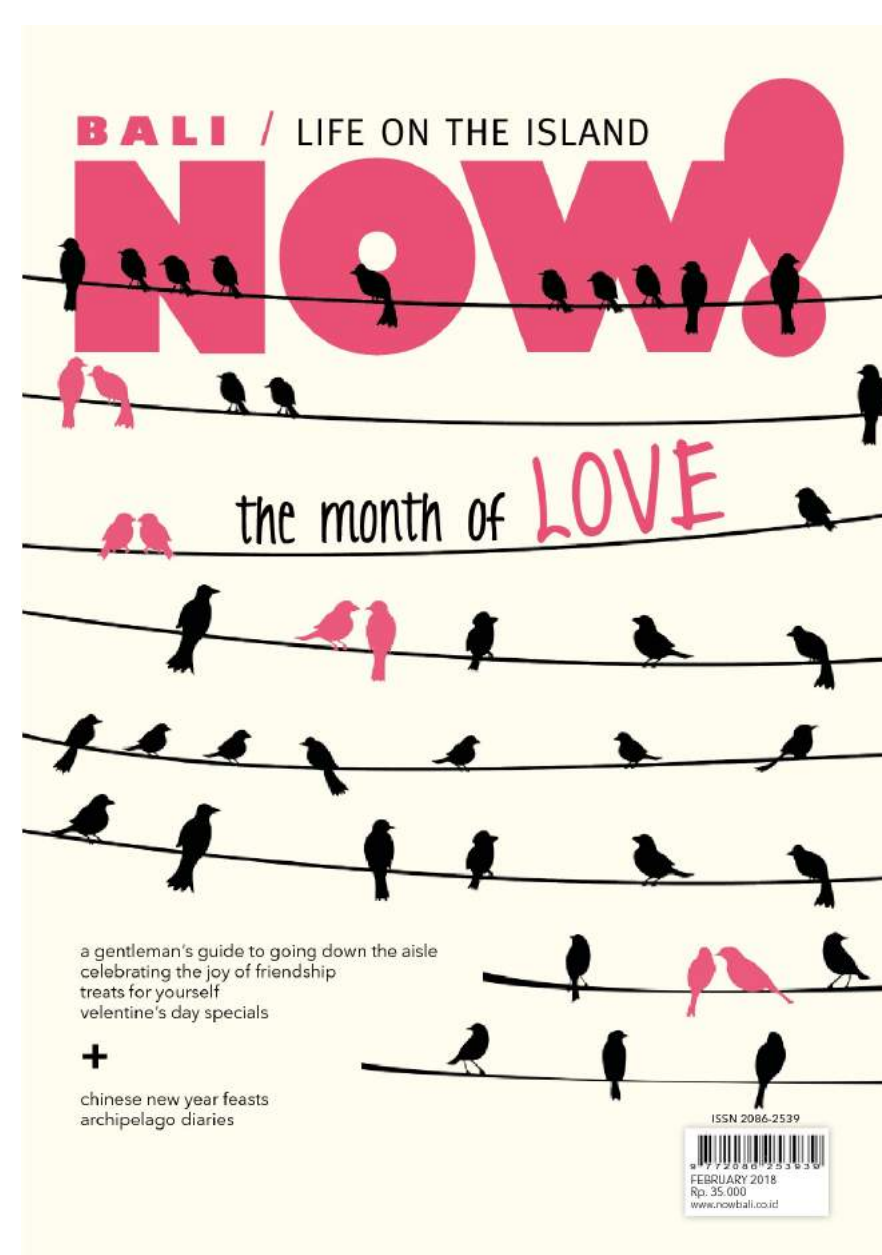
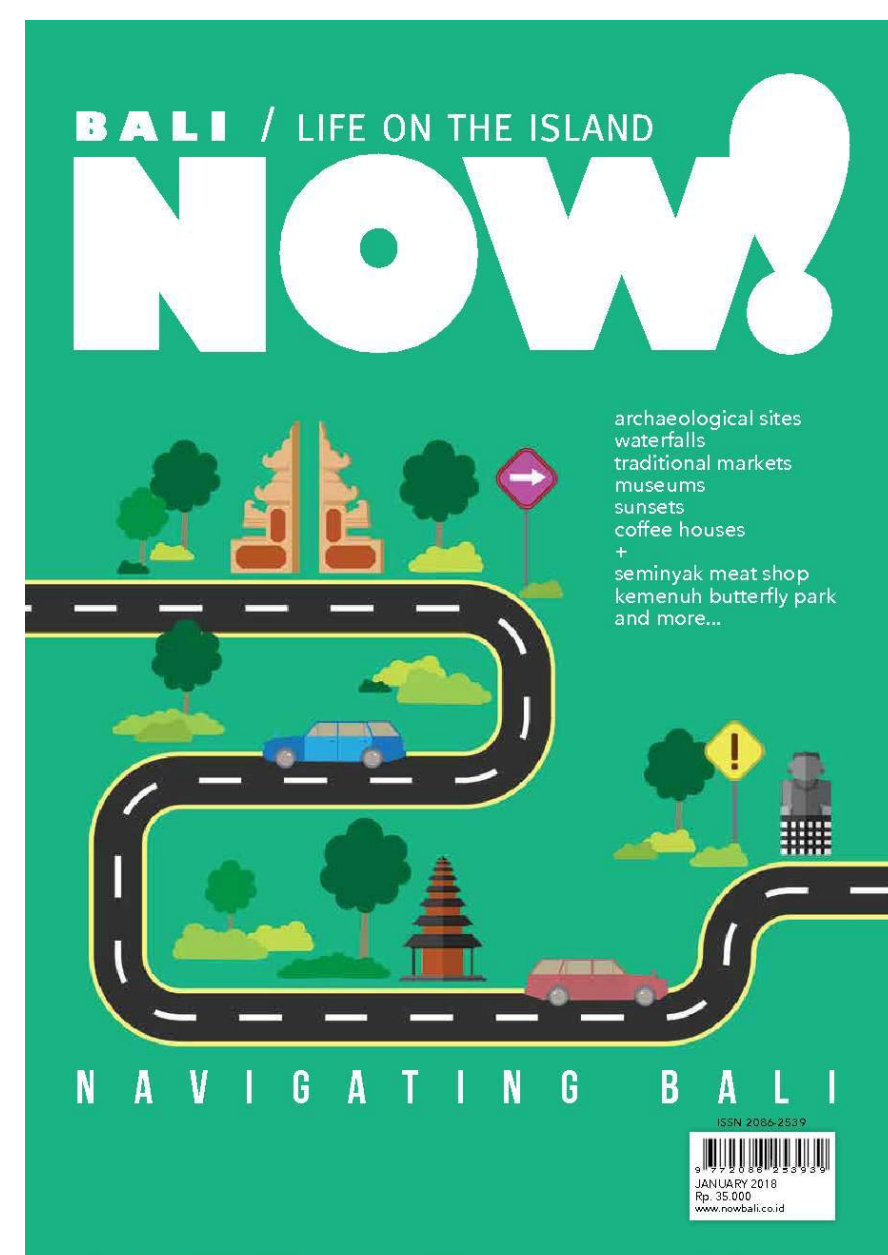
Magazine

NOW! Bali is now one of the last remaining monthly print publications dedicated to visitors on the island. With this, our magazine remains fresh and up to date.

Our magazine encompasses the whole Bali experience: from travel ideas, cultural stories, children's activities, community updates, dining reviews and ideas, events and even opinion pieces.

NOW! Bali prints 12,000 copies *monthly*. We focus our distribution to 4 and 5 star hotels, cafés, restaurants, bookshops, spas and more right here on the island.

Our goal through our printed medium is to target visitors currently on the island, looking for things to do and see, places to eat, drink and enjoy.



MEDIUMS

PRINT x DIGITAL

E-Magazine

In order to make our magazine more widely available to guests on the island, we have brought a new method of distribution to the island. Using a fully branded, keycard sized hand out, distributed to hotel guests upon check-in, a QR Code makes our magazine available to read on any device.

These cards are branded to the hotel's standards and the content of each magazine can be customised to feature GM welcome messages, hotel promotions and more.



Note: brand used as example only



MEDIUMS

CLICK - TAP - SWIPE

WEBSITE

Our SEO- and mobile-optimised website is a hub for destination marketing. By opening ourselves to a global platform, through our content we are able to attract new readers outside of Bali.

Our website is a broad platform that can achieve things our magazine cannot with live updated calendars, news and reviews, alongside blog posts, directories and more. It is a site for effective content-based marketing and exposure.

Available spaces: Web banners, Content Marketing, Events & Directories

[Show](#)

100,000 page views per month

SOCIAL MEDIA

NOW! Bali has an active and engaging profile on Facebook, Instagram and Twitter. With more platforms to offer, each with a different voice, we can reach a number of new audiences who engage best in the platforms they use the most.

Different messages through different means. See, like and follow our profiles directly.

Available for: Website links, Event Promotions, Competitions & Giveaways, Images, Videos, Editorials & Updates

[Show FB](#) - [Show FB](#)

80,000+ monthly Facebook reach
75,000+ Instagram impressions per month

E-NEWSLETTER

Every two weeks we send out our NOW! Bali E-Newsletter to a database of 50,000+ emails. Our E-News is editorially focused, sharing the latest events, island updates, travel stories and more with our readers.

This is an active platform that pushes messages directly to readers from Bali and around the world.

Available: Advertorial Stories, Ad Banners

[Show](#)

50,000 emails in database

AUDIO & VISUALS

New to 2018 is a monthly assortment of Bali stories and interviews brought to you by NOW! Bali's Podcast. Released online 4 times a month and available for free download, these snippets of Bali bring the voice of NOW! to listeners all over the world.

Our video production capabilities are able to create compelling stories and captivate those seeking to know more about the sights, sounds and culture of this beautiful island.

Available: Podcast Sponsorship, Video production and Video sponsorships.

[Request](#)

N/A

CLIENT PRIVILEGE

GATHERINGS & ANNUAL EVENTS

In our effort to promote the Island of the Gods as one of the world's leading destinations, NOW! Bali holds a number of annual events that aim to further promote and improve the tourism in Bali. We will make sure that you, as a client, will be high on our list to take part and enjoy the benefits of the programs.

NOW! BALI PR SEMINAR

Knowledge is the key to helping Bali's tourism grow, and as we are all a part of the same thriving industry, NOW! Bali hosts a marketing and PR seminar and gathering, inviting expert speakers from the industry to bring new ideas and perspectives to the table. This is a special event reserved only for partners of NOW! Bali and Phoenix Communications to see positive change in Bali's tourism.

NOW! BALI BEST RESTAURANT, BAR & CAFE AWARDS

NOW! Bali puts the island's food and beverage industry to the test through an annual campaign known as the NOW! Bali Best Restaurant, Bar and Café Awards (BRBCA). The campaign has grown with new developments and innovations to really push the levels of recognition good dining establishments in Bali deserve, as well as creating an awards series that is both transparent and unbiased.

Through the BRBCA, establishments are recognised by consumers, professionals and their peers in an attempt to find the best spots on the island. The campaign brings huge exposure to Bali's culinary scene and those participating.

NOW! Bali and Phoenix Communications partners are given free registration into BRBCA campaign.

Learn more about BRBCA Jakarta [here](#) & BRBCA Bali [here](#)

NOW! BALI RED & BLACK DINNER

To end the year with a bang, and toast the new year in style, NOW! Bali holds its annual, clients only Red & Black Dinner. We provide an occasion for friends from the island's tourism industry to take time-off, and gather for an evening that is filled with delicious food, excellent drinks, entertainment, and most importantly, good memories.



READERS CHOICE - EDITORS CHOICE - INDUSTRY'S CHOICE

PUBLISHING

BOOKS

NOW! PUBLISHED BOOKS

We have published a series of cultural books. We compiled numerous NOW! Bali Magazine articles that showcase to visitors what Bali is really about, creating beautiful photo-based travel books. These timeless pieces of work can forever be cherished, shared and admired: a tribute to Bali and to its people. NOW! Bali Publishing can also help you create your very own special book, from company profiles to coffee table creations. Contact us to find out more.

Dances of Bali

By Kartika D. Suardana

A vibrant collection of photographs and description of the many dance forms that are found in Bali. Kartika, in this book, captures what is truly a beautiful art form.

Secret Bali

By Jill Gocher and Jean Couteau

Bali's traditional life that continues behind the buzz of the ever-growing tourist industry is recorded by Jill's captivating words and images in Secret Bali.

Real Bali

By Kartika D. Suardana

A charming and colourful guide to Real Bali. This book re-opens the unique cultural attraction of the island, focusing on Bali's temples, palaces, museums and environment.

Myth, Magic & Mystery in Bali

By Jean Couteau

A one-of-a-kind compilation of stories that expose the incredibly unique way the Balinese live: Legendary village folklore, the tales of mystic healers, and more.

NOW! Jakarta Published Books

In addition to its yearly publishing such as the Jakarta Hotels Association (JHA) Map and School Directory, NOW! Jakarta Publishing also publishes tailor-made corporate and coffee table books such as Walok and Indonesia's Hidden Heritage.

Phoenix Creatives Services

We offer a number of helpful services that help to improve company profiles and exposure. The range of services include corporate newsletters, books and magazines; product and graphic design; brand and concept creation; PR & branding services and online exposure.

Some of our key projects and clients include: Etihad Airways, Dubai Tourism Board, Aerowisata Hotels and Resorts, Ubud Writers and Readers Festival, British International School Jakarta, and many more.



CONTACT US

WE LOOK FORWARD TO HEARING FROM YOU



VISIT US

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