MEDIA KIT / 01

# Milde Studio

Architecture and interior design content from a studio that designs and builds real homes in Jabodetabek. Reaching 5.2M people in the last 90 days.

## 90-DAY PERFORMANCE

14 JUL – 12 OCT 2026

| | | |
|---|---|---|
| **9.96M**<br>VIEWS<br>+95.5% vs prior 90 days | **5.22M**<br>ACCOUNTS REACHED<br>+159.0% vs prior 90 days | **62.9K**<br>FOLLOWERS<br>+8,759 net (+16.3%) |
| **589K**<br>INTERACTIONS<br>5.9% of views | **8.27M**<br>NON-FOLLOWER VIEWS<br>New audience every week | **25K**<br>PROFILE VISITS<br>6.9M views in the last 30 days |

Views include Facebook cross-posts. Reels account for 8.9M views and 568K interactions.

### TOP REELS

**3.9M views**

on a single Reel, 168K likes

| | |
|---|---|
| Toren di rumah | 3.9M |
| Ruangan jadul | 2.0M |
| Toren di rumah | 1.2M |
| Gang suram | 538K |
| Pintu sliding | 455K |

Last 180 days, by views.

### AUDIENCE AGE

**62% aged 25–44**

Prime homeowner and renovation years

| | |
|---|---|
| 25–34 | 37.1% |
| 35–44 | 25.1% |
| 18–24 | 16.3% |
| 45–54 | 11.9% |
| 55+ | 6.0% |

### GEOGRAPHY

**93.9% Indonesia**

Followers by country

| | |
|---|---|
| Indonesia | 93.9% |
| Malaysia | 1.8% |
| Japan | 0.7% |
| Australia | 0.6% |

### GENDER

| | |
|---|---|
| Men · Women | 52.7% · 47.3% |

### MOST ACTIVE

| | |
|---|---|
| Mon, Tue, Thu | 18.00–21.00 |

RATE CARD / 02

# Partnership Packages

Every Reel is concepted, scripted and produced by the Milde team, and your product is shown in real design context.

01
## IG Reel

**Rp7.500.000**

- Single branded Reel
- Creative concept development
- Scripting and production
- Product integration
- 1 revision round

02
## Visit + Reel

**Rp9.000.000**

- On-site visit
- Showroom or project coverage
- Branded Reel
- Product integration
- Behind-the-scenes content

03
## Visit + Reel + Same-Day Edit

**Rp12.000.000**

- Everything in Visit + Reel
- Same-day editing
- Published within 24 hours
- Ideal for launches and events

04
## Bundle · 3 Reels / Month

**Rp17.000.000**

- 3 branded Reels
- Content calendar alignment
- Priority scheduling
- Monthly reporting

### ADD-ONS

PER DELIVERABLE

| | | | |
|---|---|---|---|
| Collab Post (dual-feed) | +Rp1.000.000 | Mirroring to TikTok | +Rp750.000 |
| IG Story + Link | +Rp500.000 | Mirroring to YouTube Shorts | +Rp750.000 |
| Raw files | +Rp1.500.000 | Paid ads / whitelisting (30 days) | +Rp2.500.000 |
| Category exclusivity | +Rp2.500.000 | Custom deliverables | On request |

ANNUAL PARTNERSHIP / 03

# Long-Term Integration

For brands that want to be part of how Milde designs, not only what Milde posts.

STARTING FROM

## Rp100.000.000

PER YEAR

"As practicing designers, we don't only feature your product. We specify and recommend it to clients building their homes."

INCLUDES

- 4 branded Reels per year
- Category exclusivity
- Soft-selling integration into content
- Products featured in real design projects
- Priority content scheduling
- Quarterly performance reporting
- Preferred partner status

## WHY MILDE STUDIO

### Earned trust

People follow Milde for real design and building expertise, not entertainment. Recommendations carry weight.

### Real homeowners

93.9% Indonesia-based and 62% aged 25–44, the years people buy, build and renovate homes.

### Purchasing influence

We specify materials and products for clients building real homes. Your product can live in finished projects, not just in posts.

## START A PARTNERSHIP

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All prices exclude tax. Custom packages available on request.