

A wide-angle photograph of a dense tropical forest covering a hillside. The trees are a vibrant green, and a thick layer of white mist or low clouds rises from the forest floor, partially obscuring the lower slopes and creating a sense of depth and atmosphere. The sky is overcast and grey.

CURATED BALI GUIDE

SLOW DOWN.
TUNE IN.
THIS IS BALI.

JOIN BALI'S TRUSTED CURATED GUIDE

Bali is changing fast. With rapid, unbalanced development, it is more important than ever to spotlight the businesses that preserve the island's true spirit. **The Punch Curated Bali Guide** was created to celebrate destinations and brands that represent quality, authenticity, and positive impact.

As a business shaping Bali's future, you are invited to be featured in this premium collectible — more than a directory, it showcases those who honor cultural heritage, support local sourcing, deliver excellence in hospitality, and create meaningful experiences that enrich life on the island.

Designed to inspire travellers, residents, and entrepreneurs to explore differently, it blends refined design, exclusive offers, and thoughtful storytelling — turning discovery into lasting connection.

Participation also includes one year of visibility across The Punch platform, with curated listings and features that amplify your presence online.

Participation Deadline: October 10th, 2025



WHO IS IT FOR



01. TRAVELERS SEEKING BETTER EXPERIENCES

For travelers who want more than the tourist trail, the guide offers curated recommendations that inspire meaningful experiences and direct connection with Bali's most authentic, conscious businesses.



02. RESIDENTS LOOKING FOR BETTER CHOICES

For those who call Bali home, the guide is your shortcut to live well and **source better**—from weekly staples (groceries, refills, repairs) to trusted dining, wellness, learning, and community experiences.



03. ENTREPRENEURS SEEKING SUSTAINABLE SOLUTIONS

For entrepreneurs, it's a gateway to Bali's best sustainable suppliers — from farms to producers — providing the partners and solutions needed to build responsibly and grow with impact.

WHO WE FEATURE

A TRUSTED ECOSYSTEM

The Curated Bali Guide brings together conscious businesses across hospitality, dining, wellness, retail, farms, cultural centers, and experiences — each offering responsibility and authenticity at its core.

From small independents to established brands, every participant reflects a commitment to Bali's environment, cultural heritage, and communities — together building a trusted ecosystem for travelers and residents.

- **Hotels & Resorts** – pioneering responsible hospitality
- **Restaurants & Cafés** – celebrating local sourcing and mindful dining
- **Stores & Brands** – curating conscious choices in fashion, design, and daily living
- **Wellness & Spas** – promoting holistic well-being with integrity
- **Impactful Experiences** — meaningful activities that connect people with Bali
- **Cultural Centers** — preserving and sharing Bali's heritage
- **Suppliers & Producers** – trusted conscious partners for businesses
- **Farms** – offering local produce and farming initiatives

CRITERIA

This guide isn't about perfect sustainability — it's about authenticity and responsibility. Each business meets a minimum of 5 Punch Commitments, ensuring real action and collective impact.



WHAT MAKES IT EXCEPTIONAL



STRICTLY CURATED
Invitation only & carefully selected

10,000 COPIES
Distributed across 100+ retailers & cultural spaces



TRUSTED STORYTELLING
Refined & timeless storytelling content

COLLECTIVE IMPACT
Showcasing the collective impact of responsible businesses



EXCLUSIVE VALUE
Premium coupons: exclusive experiences and real savings

MEASURABLE REACH
Direct consumer engagement that translates into tangible KPIs



PREMIUM PACKAGING
Preserving the guide for years and making it the perfect gift

COLLECTOR PRODUCT
Designed to be kept, shared and revisited

HOW PREMIUM COUPONS WORK

PROVEN ROI

“For us, being featured in the Bali Guide isn’t just about visibility — it’s about measurable impact. If even 5% of the 10,000 readers redeem our coupon, that’s 500 purchases. At 331,500 IDR each, this translates into 165,750,000 IDR in direct revenue. This guide isn’t a cost — it’s an investment with both immediate returns and long-term value.”

— Sacha Aguila, Founder of Treelogy

YOUR OFFER

By joining the guide, your brand creates a one-of-a-kind offer — from exclusive experiences to discounts and meaningful rewards. **Your coupon gives you direct access to 10,000 highly targeted, values-driven readers for a full year.**

READER REDEMPTION

Readers who purchase the guide discover your exclusive offer and come directly to your venue to redeem it — turning visibility into measurable foot traffic, engagement, and sales.

- Travelers seeking meaningful experiences
- Locals & Expats aiming to improve their lifestyle
- Entrepreneurs searching for trusted conscious suppliers

TRACKING MADE SIMPLE

Each guide carries a **unique numbered sticker**. When a coupon is redeemed, your team can simply note the guide’s number to track discounted sales from The Punch. This ensures:

- Easy monitoring of redemptions
- Clear reporting of coupon impact
- Prevention of double usage



3 WAYS TO JOIN

PACKAGE 1
STANDARD
LISTING
IDR 5,000,000 / 1 Year

- Printed: 1/6 Standard listing (business name + short description)
- Online Visibility: 1-year visibility in The Punch List & Guides
- Community Exposure: Collective promotion across channels

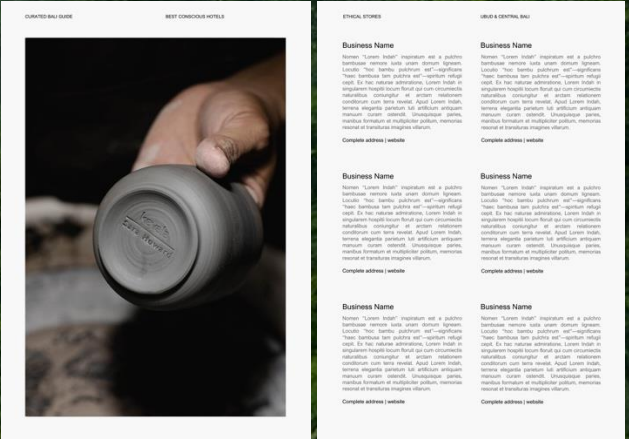
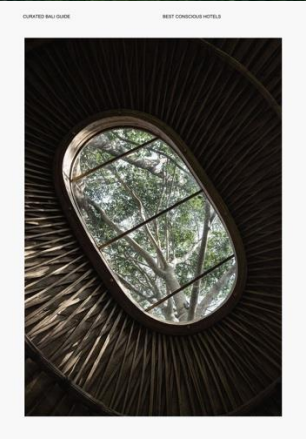
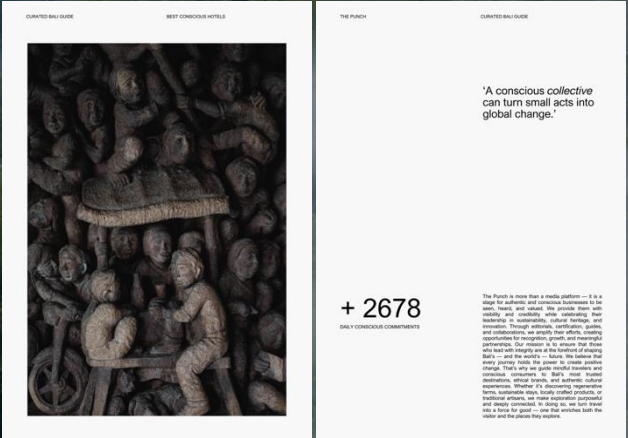
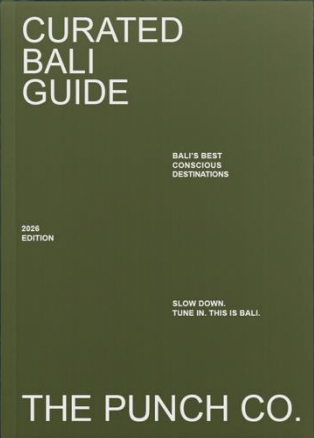
PACKAGE 2
PREMIUM FEATURE
+ COUPON
IDR 12,000,000 / 1 Year

- Printed: 1/2 Premium page listing with photo + medium description
- Printed: Inclusion in the exclusive book coupons section
- Online Visibility: 1-year premium placement in The Punch List & Guides
- Premium Exposure: Collective promotion + 1 editorial + 1 reel

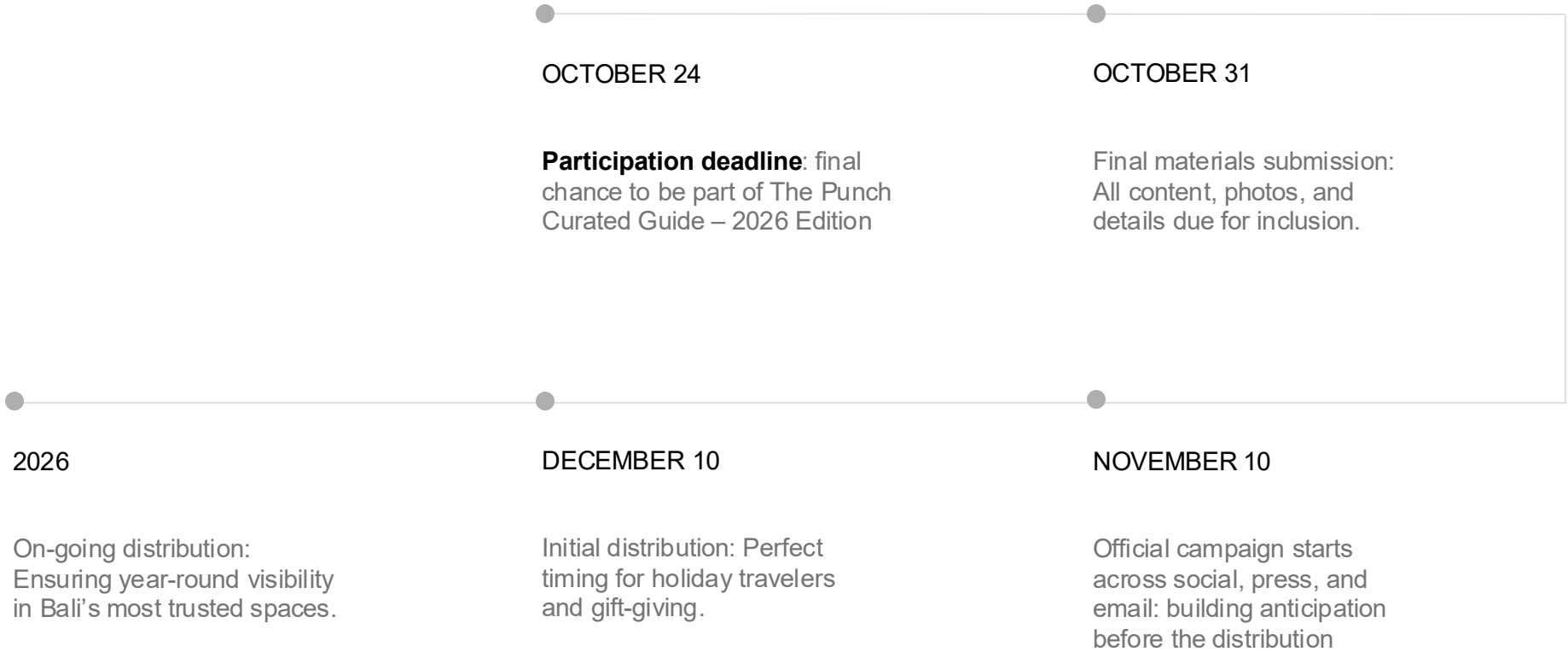
PACKAGE 3
FULL PAGE
+ STORYTELLING
IDR 20,000,000 / 1 Year

- Printed: Full-page feature at the beginning of your category (photo + full story)
- Printed: Inclusion in the exclusive coupons section
- Online Visibility: 1-year top placement in The Punch List & Guides
- Full storytelling: Professional photography + founder interview (article + post)
- Elite Exposure: Collective promotion + 2 complete storytelling editorials + 2 reels
- Enhanced Reach: Dedicated newsletters placements

* *Limited availability for Package 2 & 3 to ensure balanced book placement.*



KEY DATES





ABOUT THE PUNCH

WE EMPOWER CONSCIOUS BUSINESSES

The Punch is a curated media platform that gives authentic and conscious businesses a space to showcase their efforts — celebrating those who lead with integrity and amplifying their visibility, credibility, and opportunities for collaboration in shaping Bali's future, together.

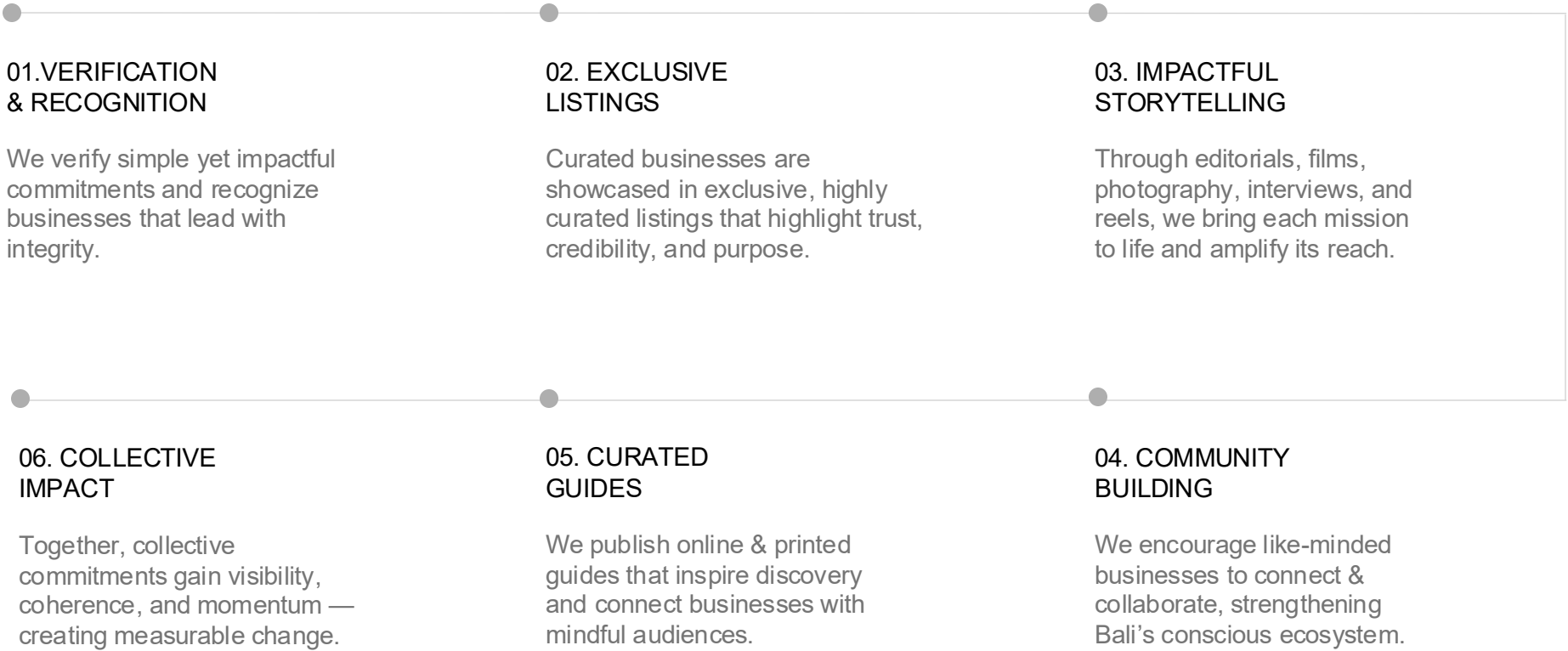
WE GUIDE MINDFUL CONSUMERS

We guide mindful travelers to Bali's most trusted destinations, ethical brands, and authentic cultural experiences — making exploration purposeful, inspiring, and deeply connected to the island.

WE BUILD COLLECTIVE IMPACT

When conscious businesses and mindful consumers come together, individual commitments transform into collective impact — creating coherence, shared purpose, and a thriving Bali.

HOW WE DRIVE IMPACT



WHO WE REACH

80,000+ MONTHLY VISITORS

Conscious travelers, mindful consumers and forward-thinking entrepreneurs.

A NEW KIND OF AUDIENCE

Traveling with intention, shopping with awareness, and creating with purpose.



LOCAL & GLOBAL

55% international reach and 45% local influence connect Bali with the world.

VALUES-LED DEMOGRAPHIC

Aged 25–50, our audience is a new generation of leaders driving cultural and lifestyle choices.

FEMALE-DRIVEN

62% women and 38% men — decision-makers influencing conscious choices.

HIGHLY ENGAGED

67% engagement and 4.5 pages per session — our audience dives deep in meaningful content.

READER RETENTION

75% retention rate — showing loyalty, trust, and consistent engagement from our readers.

LIFESTYLE ORIENTED

Interested not only in travel but also in food, wellness, design, culture, and community-building.



WHAT OUR PARTNERS SAY



SARA HOWARD
(KEVALA CERAMICS)

“Our Journey with the Punch Community has been transformative, offering us a platform to showcase our latest innovations. Audrey’s exceptional ability to deeply understand our mission was evident in her clear communication of our story. The invaluable documentation has supported our communications, offering new collaborations and expanding our network.”



CHRISTINE MASON
(TERRA WATER)

“So much of what Terra does in terms of sustainability happens behind the scenes, from zero-waste manufacturing to our six-step quality control process. The Punch gave us the opportunity to tell the full story of our natural water filters. Their team didn’t just take photos and video — they dedicated time with our team, asking questions and documenting every step with professionalism we fully trust.”



AMANDA MARCELA
(POTATO HEAD)

“The Punch is a valuable platform for businesses to showcase their sustainability journeys, inspiring others to follow suit. Through interviews, brands share their transformation into regenerative businesses, fostering collaboration to improve Bali’s tourism scene. Our involvement allows us to contribute to a more sustainable approach in the region, and we’re grateful to play a role in this journey.”

JOIN THE MOVEMENT

TOGETHER, WE SHAPE
THE FUTURE OF BALI

We are proud to collaborate with Bali’s most forward-thinking businesses — each committed to meaningful change and storytelling with purpose. By joining The Punch Community & Curated Guide , your brand becomes part of a collective vision: to elevate sustainability, inspire conscious travel / living, and lead with integrity.

Curated Bali Guide Participation Deadline: October 24, 2025

