

OVERVIEW OF *FEMALE*

ABOUT *FEMALE*

Female is Singapore's authority on all things current in the world of fashion, beauty, art, design and pop culture. Curated and produced by a team that lives the lifestyle, this monthly publication scours the local and international circuits to single out what's new and trending, and the next big things – from game-changing catwalk trends and designers, to new industry players.

Fashion-forward and sophisticated, every issue is big on visuals and packed with insightful reads. The magazine also prides itself on having thematic sections that highlight a trending subject matter, filter it through a fashionable lens, and presents how it's relevant in a cool, creative and engaging way.

FEMALEMAG.COM.SG

The website of Singapore's leading fashion and beauty magazine is Singapore's #1 fashion and beauty curator, zeroing in on all things fashion-forward and cutting-edge in fashion, beauty, art, design and pop culture. Launched in December 2014, it attracts a community of influential individuals who are keen to share and start conversations around *Female's* recommendations through their personal networks.

RATES & SPECIFICATIONS

PRINT

FREQUENCY MONTHLY

ROB FULL-PAGE AD S\$4,200

FULL COLOUR AD

Outside Back Cover (OBC) S\$7,140
Inside Front Cover (IFC) S\$5,880
Inside Back Cover (IBC) S\$5,040
Double Page Spread S\$8,400

PREMIUM POSITIONING

Front half 20%
Facing editorial 20%
Right-hand page 20%

FREQUENCY DISCOUNT

3 insertions 5%
6 insertions 10%
12 or more insertions 15%

TECHNICAL SPECIFICATIONS

FULL PAGE

Trimmed Size 275 x 205
Text Size 255 x 185
Bleed Size 281 x 211

DOUBLE-PAGE SPREAD

Trimmed Size 275 x 410
Text Size 355 x 390
Bleed Size 281 x 416

DIGITAL TABLET

PREMIUM/ADD-ON OPPORTUNITIES

Advertisers can enhance their existing ads in the digital copy by embedding video content and/or a gallery.

Digital Enhancement (applicable for print advertisers)

1st enhancement on ad S\$1,800
2nd enhancement onwards S\$800

A1 Insert (ad will appear in digital copy only)

Media cost S\$2,800
Production cost (to be quoted separately, subjected to creative execution)

WEBSITE

Home page roadblock S\$5,500 per 2 weeks
Fashion roadblock S\$5,000 per 2 weeks
Beauty roadblock S\$5,000 per 2 weeks
Watches + Jewellery roadblock S\$5,000 per 2 weeks
Design + Pop roadblock S\$4,500 per 2 weeks
Female Presents S\$6,000 per 4 weeks
Online advertorial S\$4,000 per 4 weeks
EDM (SPH Magazine Database) S\$4,000 per EDM blast

Material Specification

Kindly refer to <http://advertising.femalemag.com.sg/spec-tools/>

INTEGRATED PACKAGE

Option 1

Full-page print ad + 2-week roadblock in any section (except home page) S\$8,700

Option 2

Full-page print advertorial + replicated advertorial online S\$8,000

Note: All prices do not include GST charges | * All media rates shown here are subject to changes and revisions.

Hotline: (65) 6841 2422 | Email: williamtay@citylife.com.sg

SINGNAN ADVERTISING AGENCY • 82 Lorong 23 Geylang #05-10/11/12 Atrix Singapore 388409