

Print

(Frequency Monthly)

ROB Full-page ad	\$4,633
Premium positions>Loading	
Outside Back Cover	\$6,955
Inside Front Cover (IFC)	\$6,491
Inside Back Cover (IBC)	\$6,026
Additional requests	30%
1st to 8th DPS after IFCS	30%
9th DPS onwards	20%
Specific position	20%
Front half	15%
Right-hand page	15%

Frequency Discounts

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

Technical Specifications

Full Page

Trimmed size	275 x 205 mm
Text size	255 x 185 mm
Bleed size	281 x 211 mm

DPS

Trimmed size	275 x 410 mm
Text size	255 x 390 mm
Bleed size	281 x 416 mm

! Copy and illustration must be kept at least 5mm from spine and trim lines.
! For DPS ad, a gutter allowance of 5mm per page is recommended.

Website

Home page roadblock	\$7,500 per week
Beauty roadblock	\$7,000 per week
Fashion roadblock	\$6,500 per week
Shopping roadblock	\$6,000 per week
Watch & Jewellery roadblock	\$5,000 per week
Beauty/Fashion/Shopping/Lifestyle/Watch & Jewellery Outstream Video	(From) \$2,000 per week per section
HW Online Showcase Package	\$8,000 per 4 weeks
HW Online Advertorial Package	\$6,500 per 4 weeks
HW Online Video Package	(From) \$15,000 per 4 weeks
HW Online + SPH Magazines Database	\$8,000 per EDM blast
HW Online E-newsletter (Weekly) Sponsored Highlight	\$1,500 per week

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

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	\$1,500
Additional enhancement onwards	\$800 each

Interstitial AD

(Ad will appear in digital copy only)

Media cost	\$2,000
------------	---------

Production cost to be quoted separately, subject to creative execution

Monthly Integrated AD Packages

(Print, Website & Tablet)

Integrated Package 1 Cost

FPFC Advertisement	\$4,633
1 week roadblock in Shopping section	\$6,000
Total investment	\$10,633
Special bundle package	\$9,500

Integrated Package 2 Cost

Full-Page Advertorial	\$5,633
4 Weeks Online Replicated Advertorial	\$5,500
Total investment	\$11,133
Special bundle package	\$10,000

Terms:

- Rates quoted are before prevailing GST
- Agency commission is applicable on media only
- Online advertorial: Replicated content from print advertorial into single page article
- Online ad unit (Interstitial Ad) to be utilised within two months of production

For Advertising Guidelines & Specifications:

PRINT: <http://sphmagazines.com.sg/advertising-specs>

WEBSITE & DIGITAL: <http://advertising.herworldplus.com/tools-specs>

*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