

## APPETITEASIA.COM

Singapore's most authoritative and well-loved food magazine is now available online! **Appetiteasia.com** brings gourmands and gourmets everything that Appetite magazine offers, and more – with the latest news and promotions on the dining scene, well-loved recipes in an online archive as well as weekly restaurant reviews.

## ABOUT THE WEBSITE

Embracing and encompassing the voice that Appetite established since its debut in 2006, **AppetiteAsia.com** has its finger on the culinary pulse of Singapore and offers its readers the most independent reviews on restaurants, insights into up-coming and influential movers and shakers of the industry and recipes from the chefs themselves. The website stands out with its extensive collection of recipes from the magazine. The comprehensive coverage of promotions, news, events and marketplace listings makes it unique in the world wide web of food-related sites in Singapore.

## READERSHIP PROFILE:

The **AppetiteAsia.com** reader is an affluent urbanite aged between 30 and 45; one who is well-travelled and has seen (and tasted) the best of what the world has to offer.

- 55 per cent female, 45 per cent male
- Educated professionals with minimum personal annual income of between \$80,000 to \$120,000
- Enjoy dining out and also hosting dinner parties at home
- Cooking skills are moderate to high; they're always eager to try new recipes

**CONTACT** Phillip Hong at 6323 1606 or email to [phillip.hong@edipresse.com.sg](mailto:phillip.hong@edipresse.com.sg) to book your space now!

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## PROMOTIONAL LAUNCH RATES

### APPETITEASIA.COM ADVERTISING PACKAGE:

The screenshot shows the AppetiteAsia.com website layout with several advertising opportunities highlighted:

- MAIN BANNER (ROTATED):** 546 X 90 PIXELS, \$5,000 PER MONTH, \$1,800\* PER MONTH.
- SIDE BANNER 1:** 180 X 150 PIXELS, \$4,000 PER MONTH, \$1,500\* PER MONTH.
- SIDE BANNER 2:** 180 X 150 PIXELS, \$4,000 PER MONTH, \$1,500\* PER MONTH.
- TOP FEATURES:** A section featuring a chef and a dish, with a 'more' link.
- EVENTS:** A section featuring a dish and a chef, with a 'more' link.
- HOT DEALS:** A section featuring a dish and a chef, with a 'more' link.
- RECIPES THIS WEEK:** A section featuring three dishes, each with a 'more' link.
- VIDEO HIGHLIGHT:** A section featuring a video player and a 'more' link.
- SEARCH OUR SITE:** A search bar with a 'more' link.
- LOGIN TO APPETITE:** A link to sign up for the newsletter and subscribe to the magazine.
- FOOTER:** A footer with links to HOME, ABOUT US, ADVERTISE, SUBSCRIBE, FAQ, and CONTACT US. It also includes a copyright notice: COPYRIGHT 2011 APPETITE ASIA. ALL RIGHTS RESERVED.

### E-NEWSLETTER ADVERTISING PACKAGE:

The screenshot shows the Appetite e-newsletter layout with several advertising opportunities highlighted:

- Dear Readers:** A section featuring a chef and a dish, with a 'more' link.
- TOP FEATURES:** A section featuring a chef and a dish, with a 'more' link.
- Shinji By Kanesaka:** A section featuring a chef and a dish, with a 'more' link.
- NEWSBITES:** A section featuring a chef and a dish, with a 'more' link.
- Carapaccino of snapper with ginger & chili flower:** A section featuring a chef and a dish, with a 'more' link.
- Carapaccino of snapper with ginger & chili flower:** A section featuring a chef and a dish, with a 'more' link.
- Carapaccino of snapper with ginger & chili flower:** A section featuring a chef and a dish, with a 'more' link.
- RECIPE OF THE WEEK:** A section featuring a chef and a dish, with a 'more' link.
- RECIPE SECTION:** A section featuring a chef and a dish, with a 'more' link.
- THE OPTICAL LINE CLOSING IN 10C:** A section featuring a chef and a dish, with a 'more' link.
- FOOTER:** A footer with links to Edipresse, Appetite, and Facebook.

### SIDE BANNERS

295 X 95  
PIXELS  
~~\$2,000~~  
PER WEEK  
**\$800\***  
PER WEEK

### ADVERTORIAL

295 X 395  
PIXELS  
~~\$3,000~~  
PER WEEK  
**\$1,200\***  
PER WEEK

### ADVERTORIAL

295 X 220  
PIXELS  
~~\$4,000~~  
PER WEEK  
**\$1,500\***  
PER WEEK

### RECIPE FEATURE

~~\$4,000~~  
PER WEEK  
**\$1,500\***  
PER WEEK

## GUIDELINES AND DEADLINES FOR APPETITE WEBSITE & APPETITE E-NEWSLETTER:

- NEW CREATIVE MUST REACH US AT LEAST TWO WORKING DAYS BEFORE SCHEDULED START DATE.
- STANDARD BANNER INCLUDES ONE LOGO OR GRAPHIC AND A HYPERLINK TO ADVERTISER'S MICROSITE
- REVISION: 1 BUSINESS DAY
- ONLINE: SUPPLY URL OF CLIENT'S WEBSITE AND ANY URL FOR IMAGES.

\*PROMOTIONAL RATES FOR LIMITED TIME ONLY. TERMS AND CONDITIONS APPLY.