

Be

R ead

Happenings, gossip, trends and tips. From well-dressed divas to well-groomed fellas, from thought-provoking views to useful reviews. Look no further than our suite of entertainment and lifestyle magazines!



8 DAYS, ELLE SINGAPORE, I-WEEKLY, MANJA, MOTHER & BABY,
SINGAPORE FHM, STYLE:, STYLE: MEN, STYLE: WEDDINGS and STYLE: LIVING

Rates

With our stable of magazines, you can always find the right magazine to reach your target audience.

Colour	Prime Page	Outside Back Cover	Inside Front Cover	Inside Front Spread	Inside Back Cover	Double Page Spread	Full Page	Half Page	1/3 Page	2/3 Page
8 DAYS	\$3,960*	\$5,700	\$4,600	-	\$4,100	\$6,700	\$3,360	\$1,800	-	-
i-weekly	\$4,500^	\$6,000	\$4,900	-	\$4,600	\$7,600	\$3,840	\$2,100	-	-
ELLE Singapore	-	\$6,700	-	\$12,870	\$5,668	\$9,900	\$4,950	\$2,970	\$1,980	\$3,715
Manja	-	\$4,000	\$3,500	-	\$3,000	\$4,500	\$2,500	\$1,500	-	-
Mother & Baby Singapore	-	\$3,000	\$2,400	-	\$2,200	\$3,600	\$1,800	\$1,000	\$800	-
Singapore FHM	-	\$7,100	-	\$10,400	\$5,500	\$9,900	\$4,950	\$3,300	-	-
Style:	-	\$6,500	-	\$8,800	\$4,500	\$7,600	\$3,800	\$2,500	-	-
Style: Men	-	\$7,500	-	\$12,500	\$6,600	\$9,900	\$4,950	\$2,970	-	-
Style: Weddings	-	\$6,500	-	\$8,800	\$4,500	\$7,600	\$3,800	\$2,500	-	-
Style: Living	-	\$6,500	-	\$8,800	\$4,500	\$7,600	\$3,800	\$2,500	-	-

*Prime Page: Pg1, facing Scene and Heard

^Prime Page: Pg1, facing Starbuzz, paprazzi & BlackRose

Black & White	Full Page	Half Page
i-weekly	\$2,400	\$1,500
8 DAYS	\$2,100	\$1,300

Points to note:

- 1) i-weekly rates applicable for Book A only. Additional 10% loading charge will be incurred for Book B including premium pages.
- 2) Any specified position incurs an additional 15% loading charge.

Discount Plan

a) Series Discounts

Enjoy the benefits of MediaCorp Magazines' Series Discounts when you sign a one-year Master Contract.

Magazines	5%	10%	15%	20%
8 DAYS	6 - 11 insertions	12 - 23 insertions	24 - 35 insertions	36 insertions & above
i-weekly	6 - 11 insertions	12 - 23 insertions	24 - 35 insertions	36 insertions & above
ELLE Singapore	3 - 5 insertions	6 - 11 insertions	12 insertions & above	-
Manja	3 - 5 insertions	6 - 11 insertions	12 insertions & above	-
Mother & Baby Singapore	3 - 5 insertions	6 - 11 insertions	12 insertions & above	-
Singapore FHM	3 - 5 insertions	6 - 11 insertions	12 insertions & above	-
Style:	3 - 5 insertions	6 - 11 insertions	12 insertions & above	-
Style: Men	3 - 5 insertions	6 - 11 insertions	12 insertions & above	-

b) Joint Discounts

Advertisers can enjoy a 10% discount with advertisements placed in concurrent issues of 8 DAYS or i-weekly. This will be considered as only one insertion towards the fulfillment of master contract.

Note: Packages will not be entitled to any series discount or any further discounts off the package price.

For enquiries, please contact our sales representatives or call **MediaCorp Advertising Enquiries 6333 9888**

All rates are quoted in Singapore Dollars and subject to prevailing GST. Rates are effective from July 2009.

Terms & conditions apply. Rates are correct at time of printing.

Magazines

Timmed Size		Text Area	
H (mm)	W (mm)	H (mm)	W (mm)

i-weekly Book A and 8 DAYS

Double Page Spread	255	354	235	334
Full Page	255	177	235	157
Half Page (Vertical)	255	87	235	77
Half Page (Horizontal)	125	177	115	157

i-weekly Book B

Double Page Spread	295	410	275	390
Full Page	295	205	275	185
Half Page (Vertical)	295	103	275	93
Half Page (Horizontal)	148	205	138	185

ELLE Singapore, Style:, Style: Men, Style: Weddings and Style: Living

Double Page Spread	275	420	255	400 / 380(ELLE only)
Full Page	275	210	255	190
Half Page (Vertical)	275	105	255	95
Half Page (Horizontal)	135	210	125	190

Singapore FHM

Double Page Spread	300	444	280	424
Full Page	300	222	280	202
Half Page (Vertical)	300	105	280	95
Half Page (Horizontal)	145	222	135	202

Manja and Mother & Baby Singapore

Double Page Spread	276	410	280	390
Full Page	276	205	256	185
Half Page (Vertical)	276	100	256	90
Half Page (Horizontal)	135	205	125	185
1/3 Page (Vertical)	300	70	280	60

Submission Deadlines

Magazines	Booking Deadlines	Material Deadlines
8 DAYS	3 weeks before publication date	2 weeks before publication date
i-weekly	3 weeks before publication date	2 weeks before publication date
ELLE Singapore	8 weeks before publication date	6 weeks before publication date
Manja	5 weeks before publication date	3 weeks before publication date
Mother & Baby Singapore	8 weeks before publication date	6 weeks before publication date
Singapore FHM	5 weeks before publication date	3 weeks before publication date
Style:	8 weeks before publication date	6 weeks before publication date
Style: Men	8 weeks before publication date	6 weeks before publication date
Style: Living	12 weeks before publication date	8 weeks before publication date
Style: Weddings	12 weeks before publication date	8 weeks before publication date

Technical Specifications

1. Bleed

- Please add 5mm to all 4 sides for bleed ads. Trim and crop marks must be provided.
Due to mechanical tolerances, type matter facing-page must be kept 10mm from the centerfold.

2. Binding

- Perfect binding for all magazines except i-weekly Book B
- Saddle-stitched: i-weekly Book B

3. Printing

- Off-set printing – 150 Line Screen for all magazines except for 8 DAYS, i-weekly, Manja
- Off-set printing – 175 Line Screen: 8 DAYS, i-weekly, Manja
- 60gsm LWC paper and 52gsm newsprint: i-weekly Book A
- 70gsm woodfree paper: i-weekly Book B

4. Material Requirements

- Submit digital format via Quickcut
- PDF files (minimum 300dpi in CMYK mode) with colour proofs
- All fonts must be embedded
- Remove all profiles when saving to a PDF format, e.g. ICC profile

Important Note: MediaCorp Pte Ltd reserves the right to reject advertisements that do not meet the above technical specifications.

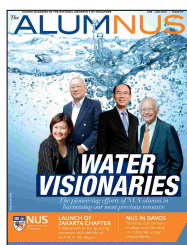
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The customised publishing arm at MediaCorp's publishing division was set up to meet the evolutionary needs of organisations that choose to outsource their communication tools via print. Our expertise lies in providing turnkey solutions from concept and design to content development and distribution.

With our pool of talent resources, MediaCorp customised publishing is able to produce magazines, newsletters, catalogues, coffee table books, annual reports and calendars. In addition, we also provide consultancy services in all aspects of publishing.

Here are some titles that we publish:



AlumNUS is the official Alumni magazine of the National University of Singapore reaching out to more than 200,000 Alumni graduates and its predecessor institutions.



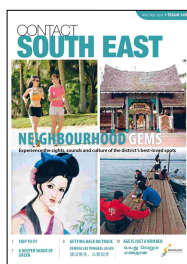
A Chinese health awareness lifestyle weekly publication, *Health Weekly* boasts an ideal mix of newsy features, handy how-to columns, real life interviews, medical advice as well as tales of courage and hope from bona fide sources which will guarantee a loyal readership week after week.



BabyCare is a bi-annual guide book for new mums and mums-to-be. Childcare basics, parenting trends, its and myths are some of the essential topics that are directly relevant to parents of newborns and babies up to 18 months. *BabyCare* is distributed together with the BabyCare Gift Bag at all maternity wards and selected obstetrics and gynaecology clinics across Singapore.



Highway is published on a bi-monthly basis and is Singapore's biggest circulated automobile and lifestyle magazine. The magazine is exclusively for members of Automobile Association of Singapore.



Contact south east is a bi-monthly community magazine of the South East district that keeps its residents abreast of the happenings in the district. *Contact south east* is the magazine of choice for advertisers looking to maximise their exposure and reach to an integral district in Singapore.



Pure focuses on getting people interested in water issues by offering lifestyle content on a variety of topics including celebrity interviews, water activities, health, F&B, travel and consumer tips. Distributed free at MRT stations, selected households, F&B establishment and tertiary institutions, *Pure* is an informative lifestyle magazine designed as a handy and easy read for people on the go.



The official publication by the Institute of Certified Public Accountants of Singapore, *CPA Singapore Journal* is created by a team of professionals, with contributions from industry experts, academics as well as ICPAS' technical and research teams. The editorial team collaborates closely with industry leaders and field experts to bring readers timely updates and in-depth analysis of issues. Topics are tailored for accountancy and business professionals, equipping them with information to help them succeed. These run the gamut of business trends and accounting standards to career development as well as leisure and lifestyle.



Lifewise inspires readers to live healthily, with authoritative resources from the National Healthcare Group (NHG). The magazine features newsy reads on medical breakthroughs, health, fitness and wellness. *Lifewise* is an indispensable companion for the health conscious and anyone who wants to lead a wholesome life.

For enquiries, please contact Michele Kho (michelek@mediacorp.com.sg) or Kelvin Goh (kelvin_goh@mediacorp.com.sg).

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