

Health Weekly 健康报 新加坡版

生活最对味 • 健康最到位



MEDIA KIT 2013

THE 101 GUIDE TO HEALTH AND WELLNESS

Prevention is better than cure, and it starts with maintaining overall health in order to stave off ailments. With this in mind, Healthy Weekly, a Chinese health lifestyle tabloid, was launched in August 2010. Its frequency and handy size ensure that information is delivered quickly and in bite-sized format to readers. Its mix of newsy features, how-to columns, real-life interviews, medical advice as well as personal accounts guarantee a loyal readership week after week.

THE HEALTH WEEKLY READER:

Readership:

30,000

Circulation:

20,000

- Aged 30 and above
- Effectively bilingual
- Health conscious

Distribution Points: (Newstand sales every friday)

Major Bookstores, News Stands, MediaCorp Kiosks, Petrol Stations, Convenience Stores, Supermarkets

CONTENT PROFILE

Celebs' Tips To Keep Fit



Local and foreign celebs share with us their secrets to staying healthy and looking good.



Specialised Columns

- Former DJ Dongfang Billy shares in a regular column his personal updates and wellness tips.
- Get professional advice from medical doctors on a range of health topics.



Medical Updates

Be in-the-know about latest medical news, from symptoms and causes of various illnesses, to effective cures for them. Also take part in quizzes to find out how healthy you are.



Total Care

Find out how to eat right. And why not try out the healthy recipes featured. There are also columns on exercise, beauty and family care to ensure total well-being for you and everyone at home.



Lifestyle and Events

Travel stories for your well-being, and events to promote a healthy lifestyle.



Traditional Chinese Medicine (TCM)

Besides covering Western medicine, there is also a section dedicated to Traditional Chinese Medicine (TCM) featuring advice from a panel of TCM doctors as well as articles on TCM healing methods.



Annual Editorial Highlights



A Chinese health quarterly launched in December 2012 with a wide range of health and wellness articles.



This beauty book provides useful tips for everyone who wants to look fabulous from top to toe. Find out all about simple DIY techniques for a healthier and more beautiful you.



An bi-annual compilation of wellness info and tips from Health Weekly.

Signature Marketing Events



Health Weekly Workshops

Held quarterly with a different theme, these workshops attract up to 700 readers each time. Readers can look forward to talks by medical practitioners and doctors on health related issues, presented in a light hearted and simplified manner.



Health Weekly 健康报 新加坡版

生活最对味 • 健康最到位

ADVERTISING RATES

PREMIUM POSITION

Inside Front Cover	15%
Inside Back Cover	10%
Outside Back Cover	20%
Centrespread	10%

LOADING

COVER ADS

Strip	\$2,500
Ear	\$1,500

ROP

1/3 Page	\$1,200
1/2 Page	\$1,500
FPFC	\$2,000

SERIES DISCOUNTS

6 insertions	5%
12 insertions	10%
18 insertions	20%

DEADLINE

Booking: 2 weeks before publication date
Material: 7 working days before publication date

NB:

1. All rates quoted in Singapore Dollars, excluding GST which will be charged at prevailing rates
2. Any specified position incurs an additional 15% loading charge
3. All rates above are inclusive of 15% agency commission
4. Pricing is subject to changes

TECHNICAL DATA

ADVERTISEMENT SIZE (TRIMMED SIZE)

H X W (MM)

COVER ADS:

Vertical Strip	265 x 55
Horizontal Strip	45 x 246
Ear	55 x 65

ROP:

1/3 Page (Horizontal)	113 x 268
1/3 Page (Vertical)	340 x 89
1/2 Page (Horizontal)	170 x 268
1/2 Page (Vertical)	340 x 134
FPFC	340 x 268

BLEED & BINDING

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 away from the centrefold. Perfect binding.

PRINTING

- **Cover** : 70gsm woodfree paper
- **Inside Pages** : 45gsm newsprint paper

MATERIAL REQUIREMENT

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

SALES ENQUIRIES Call MediaCorp Advertising Enquiries Hotline at **Tel:** 6333-9888 or **E-mail:** MAE@mediacorp.com.sg

MEDIACORP PTE LTD CALDECOTT BROADCAST CENTRE, ANDREW ROAD, SINGAPORE 299939. WWW.MEDIACORP.COM.SG
PUBLISHER OF 8 DAYS, I-WEEKLY, STYLE., STYLE: MEN, STYLE: LIVING, STYLE: WEDDINGS, MANJA, BABYCARE, ELLE SINGAPORE, SINGAPORE FHM, MOTHER & BABY SINGAPORE AND HEALTH WEEKLY.