

SPHmagazines

SPH MAGAZINES PTE LTD
82 Genting Lane, Media Centre Level 5/7
Singapore 349567
Tel +65 6319 6319 Fax +65 6319 6227
www.sphmagazines.com.sg

A leading publisher in Singapore and the region, SPH Magazines Pte Ltd is a wholly-owned subsidiary of leading media organisation Singapore Press Holdings Limited. With a track record for award-winning content and design, SPH Magazines publishes over 100 titles covering lifestyle, fashion, beauty, health, bridal, parenting, decor, men's lifestyle, movies, automobiles, technology and business.

Advertising Sales Hotline

International Enquiries:
Kaz Lim +65 6319 6278 kazlim@sph.com.sg

Local (Singapore) Enquiries:
Charmaine Soh +65 6319 3024 csoh@sph.com.sg
Kaz Lim +65 6319 6278 kazlim@sph.com.sg

Advertisement Traffic Department

For materials submission, please contact
Wendy Ong +65 6319 6340 wenogs@sph.com.sg

Technical Specifications

SIZE	TRIMMED SIZE	BLEED SIZE	TEXT AREA
FULL PAGE	276 x 210 mm	282 x 216 mm	256 x 190 mm
DOUBLE PAGE SPREAD	276 x 420 mm	282 x 426 mm	256 x 400 mm
2/3 PAGE VERTICAL	276 x 140 mm	282 x 146 mm	256 x 120 mm
1/2 PAGE VERTICAL	276 x 105 mm	282 x 111 mm	256 x 85 mm

* Copy and illustration must be kept at least 5mm from spine and trim lines. For double page spread ads, a gutter allowance of 5mm per page is recommended.

Mandatory Material Requirements

FORMAT Print-optimised PDF files with embedded fonts. File should be compliant with the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1. It should be submitted via Quickcut or EADS electronic file transmission applications.

RESOLUTION & COLOUR All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS A colour digital proof with the Ugra/Fogra Media Wedge V3, complete with standard trim and bleed marks, should be supplied for colour guidance on press.

FOGRA STANDARD

All advertisement materials must adhere to the Fogra Standard, a PDF file with all details on File preparation and proofing guidelines can be downloaded from www.sphmagazines.com.sg/advertising-specs

For the latest specs, please call Ad Traffic at +65 6319 6340 or email: wenogs@sph.com.sg if you require more information on the preparation of PDF files.

fast facts

ENGLISH / CHINESE / JAPANESE EDITION

Monthly

POTENTIAL REACH

About 1.4 million passengers over 2,800 flights* per month

ADVERTISING RATES

PREMIUM POSITION, FULL COLOUR	SGD(\$)
Outside Back Cover	35,000
Inside Front Cover	30,000
Inside Back Cover	27,000
Inside Front Cover Spread	53,000
Page 1	29,000

R.O.B., FULL COLOUR	SGD(\$)
Double Page Spread	46,000
Full Page	23,000
2/3 Page Vertical	17,000
1/2 Page Vertical	15,000

LOADING FEE

First Contents	25%
Front Half	15%
Specified Position	15%
Advertorial	15%

FREQUENCY DISCOUNT (Within 12 months**)

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

* Figures based on FY 10/11

** Subject to a signed master contract

SILVERKRIS 
THE TRAVEL MAGAZINE OF SINGAPORE AIRLINES



2012/2013
RATE CARD

WINNER
Magnum Opus, APEX, MPAS, IFRA, ASEANTA,
Pearl Awards, Asia Travel & Tourism

SILVERKRIS IS ABOUT TRAVEL INSPIRATIONS AND ASPIRATIONS; IT IS ABOUT JOURNEYS, TRAVEL INSIGHTS, NEWS, STUNNING IMAGES AND MODERN DESIGN, ALL COMING TOGETHER TO CELEBRATE THE AMAZING WORLD WE LIVE IN.

SILVERKRIS IS ABOUT SATISFYING THE DEMANDS OF AN INCREASINGLY WELL-TRAVELLED GLOBAL READERSHIP.

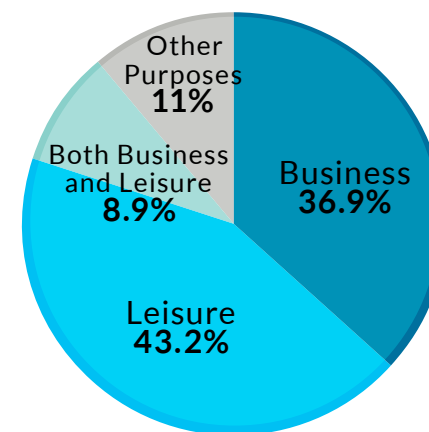


SILVERKRIS READERS

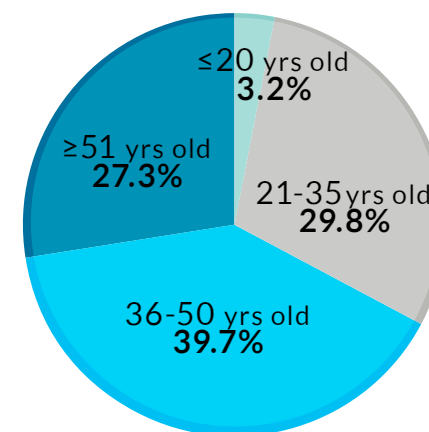
Travelling on the Singapore Airlines passenger network*, which covers 63 destinations in 34 countries, SILVERKRIS readers come from all over the world. Most of them are business travellers and decision-makers who travel frequently, while others travel for leisure. Whatever their purpose, they all demand the best in comfort, style and service. Which is why they choose to fly with one of the world's best airlines and read its award-winning travel magazine.

*Network information correct at time of printing.

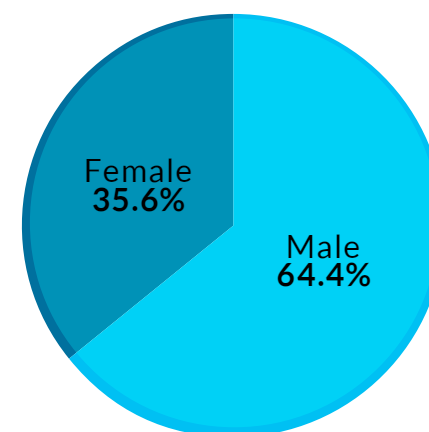
PURPOSE OF TRAVEL



AGE



GENDER



SILVERKRIS has won several international awards. The most recent ones include a Gold for Best Overall Editorial at the 2011 Magnum Opus Awards, Grand Award at the APEX Awards 2011, Best Contract Magazine of the Year in the MPAS

Magazine Awards 2010, Grand Award of Excellence for Design at the APEX Awards 2010, and Best Overall Design in the 2009 Pearl Awards. Previous wins include Best ASEAN Travel Article at the ASEANTA Awards for Excellence 2009.

PASSENGER PROFILE (BASED ON NATIONALITY)

SINGAPORE	15.3%
AUSTRALIA	14.7%
UNITED KINGDOM	7.6%
UNITED STATES	6.4%
JAPAN	6.4%
CHINA	5.9%
INDIA	5.5%
INDONESIA	4.3%
PHILIPPINES	3.6%
GERMANY	3.6%
NEW ZEALAND	3.4%
MALAYSIA	3.3%
FRANCE	2.0%
SWITZERLAND	1.6%
NETHERLANDS	1.5%
TAIWAN	1.5%
OTHERS	13.4%

Source: Singapore Airlines Service Performance Survey FY 10/11 and Singapore Airlines Annual Report FY 10/11