

CLEO

Media Kit 2019



We're Influencing The Influential

Millennials are a unique and incredibly valuable audience. This is the generation who created influencers – and each of them are influencers in their own right. Aged 20 – 29, the CLEO girl is smart, savvy, stylish and on the cutting edge of trends. She has a unique Singaporean mindset, but she is also a global citizen. In the midst of figuring out her unique personal brand, she's willing to try new things in all areas of her life, but is also beginning to create brand alliances that stay with her for decades to come.

High Disposable Income

Most CLEO audience are in their second or third white-collar job and they live at home – leaving them with a high disposable income. They are savvy shoppers; while they love on-trend fast fashion, they are also happy to buy at a high price point... as long as the item has value.

Tech Natives

Quick to adopt new platforms and devices and always switched on, the CLEO girl's phone goes everywhere with her. She has no problem multi-tasking across multiple screens.

Social On and Off-line

CLEO's audience places high value on relationships both in real life and online. In the media, they seek authentic connections with brands and individuals; and they're discerning about true recommendations versus ads.

Experience-orientated

Millennials firmly believe life should be fun. They constantly seek the best experiences, whether it's travel adventures, amazing food or gorgeous fashion and beauty products.



CLEO

IS EVERYWHERE

More than just a glossy magazine, CLEO creates content that inspires, entertains and informs across all platforms.

Total Reach: 850,000+

PRINT & TABLET



An inspiring space where you can fully immerse yourself, with long-form content, beautiful photography and layers and depth in the design.

SOCIAL MEDIA

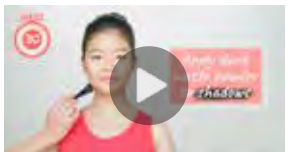


Each platform serves a specific purpose in our audiences' lives. We create unique, entertaining content optimised to each platform.

VIDEO



Whether it's a how-to beauty trick or light entertainment for your MRT ride, you will never regret pressing play.



WEBSITE

Like a great conversation, this on-the-pulse website covers all topics relevant to 20-somethings.

CLEO SOCIETY



A hand-picked community of CLEO girls.

EDM



All the week's best news, right to your inbox.

EVENTS



CLEO regularly comes to life at events that offer personal contact with the readers.



CLEO MOST ELIGIBLE BACHELORS

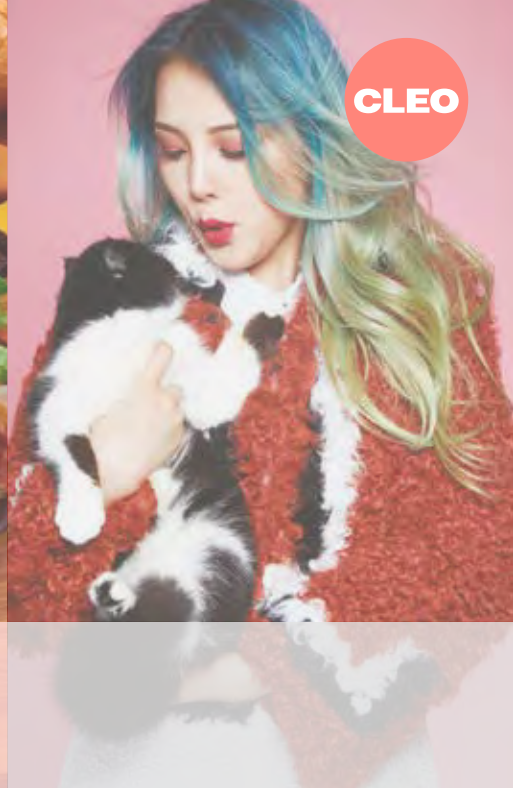
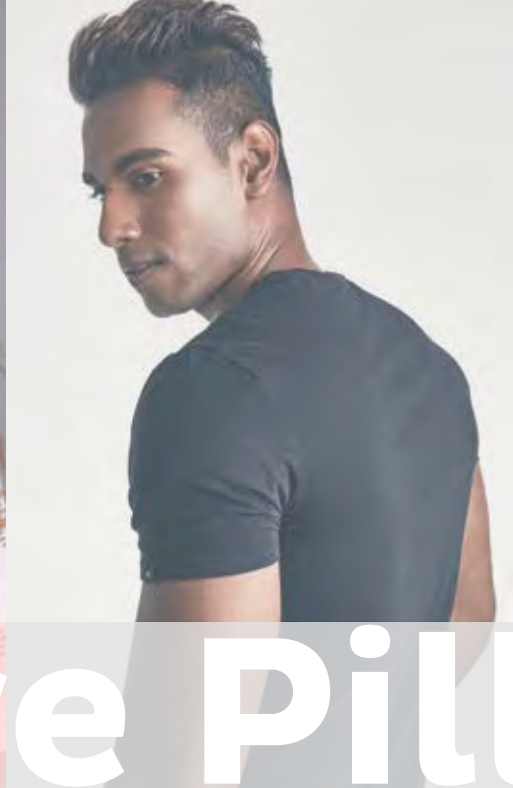


Now in its 23rd year, CLEO Eligible Bachelors is one of Singapore's most renowned campaigns.

CLEO Change Makers



This annual campaign celebrates women who embody CLEO's Your Life, Your Rules ethic.



Core Pillars

Fashion

We believe fashion should be fun, but also know the CLEO audience is now willing to invest in stylish staples that make them feel like a million dollars. We inspire with beautiful imagery, give style advice on how to wear trends, and hand-pick the best shoppable pieces – all delivered in our unique tone of voice.

Beauty

Beauty is one of our most popular pillars. Our experienced beauty team knows that the right beauty products and tips can help you feel like your most amazing self! We cover everything from skincare to celeb trends' with information that will the audience (who range from newbies to gurus) to customise their routine.

Guys

CLEO is the go-to for all things related to dating, relationships and sex. This is an incredibly important way to reach millennial women, because when you're in your 20s, there's always some new problem that can arise, in or out of the bedroom. Dating now is different. We also celebrate the "best of the boys" with CLEO's Eligible Bachelors.

Entertainment

Our entertainment beat covers everything that's trending – cool cafes to try in Singapore, parties to attend, the latest trend sweeping the internet, plus up-to-the-minute celebrity gossip. We also collaborate with influencers to create special custom content that generates buzz, likes and positive engagement.

Life

Sure being in your 20s is inspiring... but it's not always easy. Our team know this because they're living it. This is why our "Life" content is so important. We focus on thoughtful pieces that inspire the CLEO audience to truly live by our motto Your Life, Your Rules and everything is covered with sensitivity and humour.

DIGITAL ADVERTISING RATES



SECTION	AD UITS (MOBILE)	AD UITS (MOBILE)	SOV/MP	DURATION	RATES	DURATION	RATES	REMARKS
PAGE TAKEOVER PACKAGES								
HOMEPAGE 1 HOMEPAGE 2 Win & Events: section landing + Article pagee 3 Misc Pages (Login, Register, Subscribe & FAQ (there is no MPU served in this section) 4 "Life": Applicable on all section landing and article pages	Skinning, 2x Leaderboard (top & bottom), Half-page Unit/Medium Rectangle (MPU), Medium Rectangle (MPU2) or Skinning + Super Leaderboard (top), Half page/ Medium Rectangle (MPU), Medium Rectangle (MPU2)	Splash, 2x Mobile Leaderboard (Top & Bottom) 2x Medium Rectangle (MPU 1 & 2)	100%	4 weeks	\$10,000.00	2 weeks	\$6,750.00	1 Rates do not include production cost. 3 Full AC applicable. GST applicable on production only. 3 Campaign starts from 1st or 3rd Monday of the month, and ends on a Sunday. 4 Mobile Splash unit replaces the Desktop Skin unit. Please submit a mobile splash ad for the mobile ad unit. 1 UV every 6 hours. 5 Rich media ad options available with 20% loading per unit. • Rich media ad units available: Expandable Leaderboard/billboard, Expandable Medium Rectangle/Half-Page, Videos on ad unit • Only 1x rich media banner applicable for each campaign 6 Billboard/Half-Page Ad Unit: • Option to upgrade Desktop Leaderboard to a Billboard OR MPU to a HPU with a 10% loading of skin campaign cost per unit • Leaderboard to a billboard • MPU with a Half-page unit 7 Rates do not include production cost of ad material. 8 Frequency discount - 15% (of 4 weeks rate x 2) for consecutive 8 weeks.
FASHION Applicable on section landing and article pages			100%	4 weeks	\$8,000.00	2 weeks	\$5,400.00	
BEAUTY SKIN Applicable on section landing and article pages			100%	4 weeks	\$8,000.00	2 weeks	\$5,400.00	
GUYS SKIN Applicable on section landing and article pages			100%	4 weeks	\$6,500.00	2 weeks	\$4,200.00	
ENTERTAINMENT Applicable on section landing and article pages			100%	4 weeks	\$8,000.00	2 weeks	\$5,400.00	
CLEO ELIGIBLE BACHELORS OR CLEO CHANGEMAKERS Applicable on all section landing and article pages: CLEO ELIGIBLE BACHELORS or CLEO CHANGEMAKERS			100%	4 weeks	\$6,000.00	2 weeks	\$3,800.00	

DIGITAL ADVERTISING RATES



SECTION	DURATION	RATES	REMARKS
CONTENT PACKAGES			
<p>ADVERTORIAL (Replicated content from print advertorial)</p> <p>Traffic Drivers Include:</p> <ul style="list-style-type: none"> • Native Inline on Homepage & Relevant Section Homepage x 3 days • Sponsored Highlights' on Homepage x 1 week • Sponsored Highlights' on Relevant Section x 4 weeks • Facebook post (1x) to article* 	4 weeks	<p>\$2,900</p> <p>Media: \$1,000</p> <p>Production: \$1,900</p>	<ul style="list-style-type: none"> • AC applicable on \$1,000 (media). • GST applicable on production only. • *does not apply for awards/templated print advertorials • \$500 Loading for additional pictures/gallery (up to 15 images) • Embed Video On Post (provided by client) at \$500
<p>ADVERTORIAL (NEW)</p> <p>Original article (max 400 words) by CLEO editorial team,</p> <p>Traffic Drivers Include:</p> <ul style="list-style-type: none"> • Native Inline on Homepage & Relevant Section Homepage x 3 days • Sponsored Highlights on Homepage x 1 week • Sponsored Highlights on Relevant Section x 4 weeks • Digital Interstitial ad in CLEO Digital Magazine • Facebook post (1x) to article 	4 weeks	<p>\$3,900</p> <p>Media: \$1,900</p> <p>Production: \$2,000</p>	<ul style="list-style-type: none"> • Content to be produced by CLEO - AC applicable on \$1,900 (media) • \$500 Loading for additional pictures/gallery (up to 15 images) • Embed Video On Post (provided by client) at \$500
<p>VIDEO ADVERTORIAL (NEW)</p> <p>Video content produced by CLEO - subjected to additional video production costs</p> <p>Traffic Drivers include:</p> <ul style="list-style-type: none"> • 1x Website Article Post with Video embed • 1x Website Video Post with Video embed • Video showcase on 'Featured Video' Sidebar player sidewise x 5 days • Sponsored Highlights on Homepage x 1 week • Sponsored Highlights on Relevant Section x 4 weeks • Digital Interstitial ad in CLEO Digital Magazine • Facebook post (2x) (1 for video, 1 for advertorial) • Instagram post (X1) • Upload Video on CLEO's Facebook • Upload Video on CLEO's Youtube • Upload of video in CLEO's Instagram 	4 weeks	From \$12,000	<p>AC applicable on \$1,900 (media).</p> <ul style="list-style-type: none"> • \$500 Loading for additional pictures/gallery (up to 15 images)

DIGITAL ADVERTISING RATES



SECTION	AD UITS (MOBILE)	AD UITS (MOBILE)	SOV/MP	DURATION	RATES	REMARKS
TABLET (APP) PACKAGES						
DIGITAL ENHANCEMENTS <ul style="list-style-type: none"> • Gallery or Video button on replicated print ad • For Gallery: up to 10 images, total file size of 5mb • For Video: video file of max 5 mb 				1 issue	\$1,500.00	<ul style="list-style-type: none"> • Full AC applicable
DIGITAL INTERSTITIAL AD <ul style="list-style-type: none"> • HTML page insert in CLEO digital magazine. • ROB position 				1 issue	\$1,900.00	<ul style="list-style-type: none"> • Position:ROS - premium positions subjected to availability and 10% or 20% Position loading • Full AC applicable
DIGITAL NEWSSTAND <ul style="list-style-type: none"> • Min 6pp required to be hosted on CLEO digital magazine newsstand 				4 weeks	\$7,600.00	<ul style="list-style-type: none"> • Min. of 6pp content • Conversion fee \$1,000 applies if booklet is not bundled with CLEO print magazine • Full AC applicable
BEAUTY PACK - HER WORLD, SINGAPORE WOMEN'S WEEKLY, CLEO, SHAPE, NUYOU						
DISPLAY PACK <ul style="list-style-type: none"> • Display ads (Leaderboard + Half Page, Medium Rectangle) • Dynamic Interstitials on Digital Magazines 			150,000 impressions	4 weeks	\$4,500.00	<ul style="list-style-type: none"> • Full AC applicable • Materials to be submitted by Advertiser
VIDEO DISPLAY PACK <ul style="list-style-type: none"> • Outstream Video + Dynamic Video Interstitials 			125,000 impressions	4 weeks	\$5,000.00	
OTHER SPONSORSHIP PACKAGES						
		Outstream Video + Dynamic Video Interstitial	50,000	4 weeks	\$2,500.00	<ul style="list-style-type: none"> • Full AC applicable. • Materials to be submitted by Advertiser
ROS		Native Sponsorship	100%	4 weeks	\$12,000.00	<ul style="list-style-type: none"> • Based on Templated layout. Copy to be produced by Editorial. • Full AC applicable

DIGITAL ADS



DIGITAL ADS DELIVERY SYSTEM

To provide a better service to advertisers, SPH Magazines Pte Ltd uses a digital advertisement delivery system that takes advantage of the latest computer-to-plate technology. The Quickcut and EADS process we use delivers problem-free, press-ready files – at SPH Magazines Pte Ltd it's proven to be the most efficient method of receiving and tracking digital advertisements.

Here's important information you need to know about this process:

SPH Magazines Pte Ltd can only accept digital advertisement via the Quickcut and EADS Pre-Press Network.

Quickcut and EADS software checks digital files for errors before they are transmitted electronically to SPH Magazines Pte Ltd – this ensures you do not submit files with errors that will not print correctly.

**Digital files will not be accepted on disc or via e-mail.
SPH Magazines Pte Ltd does not repair digital files – advertisements containing errors are returned to advertisers.**

Advantages of this system include accuracy of file structure and page size, reliability, speed, an audit trail, shorter production time, increased prevision and accuracy of printing plates.

**FOR MORE INFORMATION
ABOUT QUICKCUT AND EADS,
PLEASE CONTACT:**

SINGAPORE
AdstreamAsia
Telephone: +65 9170 1712
Email: gilbert.chee@adstream-sg.com

MALAYSIA
EADSWorld
Telephone: +65 9060 7208
Email: junelee@datamation.com.sg

www.adstreamasia.com

www.eadsworld.com

- SPH Magazines Pte Ltd can only take responsibility for accurate colour reproduction if a digital proof of the supplied digital file is produced using SPH Magazines Pte Ltd's ISO colour reference profile. Quickcut and EADS ISO software allows distribution of SPH Magazines Pte Ltd's Fogra 39L separation profile to Production Houses, Agencies and Advertisers. This assists in accurate ISO proofs being printed to most digital proofing devices.
- If you wish to send a digital advertisement or supply a digital proof and do not have Quickcut or EADS software (or a suitable proofing system) installed, please contact SPH Magazines Pte Ltd for a list of local colour separators that can provide this service for you.
- SPH Magazines Pte Ltd will retain digital advertisements for 6 months from the last insertion date.
- After this time, digital files and proofs will need to be resubmitted via Quickcut or EADS network.
- Accurate copy instructions must be entered within the Quickcut or EADS software.
- Copy instructions allow us to identify your advertisement. It is particularly important to enter the publication/run date, which is the cover date of the title (not on-sale date).
- Digital files must be prepared to the correct size. All elements must be CMYK.
- SPH Magazines Pte Ltd requires a minimum of 3mm bleed on all sides of the advertisement. Please ensure all elements you wish to print are kept within the type area as indicated in the specifications.