

# F R A S E R

C A C H E T



RATECARD 2019

# FRASER CACHET

Published by Frasers Hospitality, Fraser Cachet is a premium travel magazine targeted at guests to the global hospitality operator's range of upscale serviced residences. Catering to the lifestyle preferences of their discerning guests, the quarterly publication offers travel-centric style trends, interesting destination stories, food travel features, useful tips and insider recommendations, as well as updates on Fraser's assets worldwide. It is distributed to all Fraser's 140 properties over 77 gateway cities across the globe.



**AD SALES**  
CONTACT:  
**+65 6571-7143**  
**stangan@sph.com.sg**

**AD TRAFFIC**  
CONTACT:  
**+65 6319-6339**  
**rahmah@sph.com.sg**

**FAST FACTS**  
**Frequency**  
Quarterly  
(Mar, Jun, Sep, Dec)

**Readership**  
326,600

**READERSHIP PROFILE**  
**Gender**  
Male 78%  
Female 22%

**DISTRIBUTION**  
All luxury apartments  
Loyalty program members  
Cafes/ lounges  
Global Sales offices

**ANNUAL INCOME (US\$)**  
>\$1.5M 13%  
\$501K – \$1.5M 46%  
\$351K – \$500K 35%  
\$150K – \$350K 6%

**FOCUS PUBLISHING LIMITED**  
1000 Toa Payoh North,  
News Centre  
Podium Level 4,  
Singapore 318994.  
Co. Regn. No:  
198600587K

## ADVERTISING RATES

FULL PAGE ADVERTISEMENT (SG\$)	
Inside Front Cover	\$10,000
Double Page Spread	\$8,500
Outside Back Cover	\$7,500
Inside Back Cover	\$6,000
Full Page	\$5,000
Half Page	\$3,500

FREQUENCY DISCOUNT *	
2 Insertions	5%
3 Insertions	10%
4 Insertions	15%

\* Used within 12 months and subject to master contract signed

## TECHNICAL SPECIFICATIONS (HEIGHT X WIDTH in MM)

SIZE	TRIMMED	TEXT	BLEED
Double-Page Spread	275 X 430	255 X 410	281 X 436
Full Page	275 X 215	255 X 195	281 X 221

Screen line should be 175 dpi. The resolution of PDF file should be 300dpi or higher.  
Copy and illustrations must be kept at least 5 mm from spine and trim lines

## MANDATORY ADVERTISEMENT MATERIAL REQUIREMENTS

**FORMAT** Print-optimized PDF file 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, EADS or Adsend electronic file transmission applications.

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

**PROOFS** If a colour proof is supplied, it should contain Ugra / Fogra Media Wedge V3 complete with standard trim and bleed marks.

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