

THE **HOMETEAMNS** MAGAZINE

# FRONTLINE



RATECARD 2019





**AD SALES**  
6571 7143

**AD TRAFFIC**  
6319 6339  
rahmah@sph.com.sg

**FAST FACTS**  
Estimated Readership 300,000

**FREQUENCY**  
BIMONTHLY  
(Jan, Mar, May, Jul, Sep, & Nov)

**DISTRIBUTION**  
Direct-mailed to the home of  
HomeTeamNS members

**READERSHIP PROFILE**

**GENDER**

|        |     |
|--------|-----|
| Male   | 99% |
| Female | 1%  |

**AGE**

|              |     |
|--------------|-----|
| 25 and below | 20% |
| 26-40        | 32% |
| 41 and above | 48% |

**TITLE BRIEF**

Specially planned and designed to engage the 200,000 members of HomeTeamNS – the club association exclusive to Singapore Police Force, Singapore Civil Defence Force and Ministry of Home Affairs servicemen – FRONTLINE is packed with a plethora of bite-sized lifestyle features and updates on happenings in the force. Now boasting a clean new look and handier size, it's perfect for the busy modern serviceman.

**READERSHIP PROFILE**

The men who keep our modern, cosmopolitan city safe are an energetic and dynamic demographic, with varied lifestyle interests and an appreciation for keeping things clear and simple – because time is paramount in many aspects of their work.

**IN EVERY ISSUE**

**Lifestyle Features:** Food Spy, Shape Up and On The Edge

**Member Profiles & Community Updates:** Close Up: SCDF, Close Up: SPF, In The Force and Club Buzz

**Club News & Member Privileges:** Amazing Treatz, Birthday Goodies, Membership, What's On and Courses

**MECHANICAL SPECIFICATIONS (height x width)**

| SIZE      | TRIMMED      | TYPE AREA    | BLEED        |
|-----------|--------------|--------------|--------------|
| Full Page | 247 x 168 mm | 227 x 148 mm | 253 x 174 mm |
| DPS       | 247 x 336 mm | 227 x 316 mm | 253 x 342 mm |

**ADVERTISING RATES (PRINT+TABLET)**

| FULL COLOUR        | RATES S\$ |
|--------------------|-----------|
| Full Page          | 3,000     |
| Outside Back Cover | 5,100     |
| Inside Front Cover | 4,200     |
| Inside Back Cover  | 3,600     |

- 3 insertions – 10% series discount
- 6 insertions – 15% series discount
- 15% loading fee applies for front half, specified positions, and advertorials

For ad booking assistance, please contact Ms Rahmah at **6319 6339 / rahmah@sph.com.sg**

**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.

**FOGRA STANDARD**

All advertisement materials must adhere to the Fogra Standard.

For the latest magazine specifications or if you require more information on the preparation of PDF files, please call Ad Traffic at **6319 6339** or email: **rahmah@sph.com.sg**