

SINGAPORE HARDWARE ZONE.com

SINGAPORE HWM

RATE CARD 2019

EMPOWERING TECH-SAVVY READERS
WITH THE POWER TO DECIDE

HardwareZone.com and HWM are read by savvy consumers who want to know the best of consumer technology and how it's shaping their world today. Covering breaking news, enlightening events, hottest reviews, exclusive features and detailed shootouts for the past 20 years, both platforms cover a wide breadth of topics to inform and intrigue readers on the latest trends for a reliable endorsement of tech.

www.HardwareZone.com

2.4 million
monthly
visitors

86,300 print
readership

Tablet edition
available on
Apple, Android
and Windows
devices.



AN SPH MAGAZINES PUBLICATION



Best Engagement Strategy
by Media owner



Consumer Review Media
of the Year



THE HWZ + HWM ADVANTAGE

- The tech scene is fast paced and constantly evolving. HardwareZone.com leverages on its strong online presence to quickly broadcast the latest happenings in easy to read news articles, event coverage, hands-on experiences and live coverage across its strong social channels. HardwareZone.com caters to readers who need to know what's happening now.
- HWM compliments HardwareZone.com as it offers readers a wide range of analysis and opinions through reliable tested reviews, depth of coverage, trendy features and comparative shootouts for them to make informed decisions prior to a purchase. In essence, HWM caters to readers who need to know the big picture.
- HardwareZone.com is also a one-stop tech portal where consumers are provided all the shopping resources to compare gadget prices across online and offline stores, a trading ground to exchange and sell gadgets, and the most vibrant forum that caters to discussions from all things tech to prominent lifestyle topics close to their interests.
- HardwareZone.com and HWM are available in independent portals and editions in four countries (Singapore, Malaysia, Philippines and Indonesia). Hardwarezone.com and HWM are headquartered in Singapore and are regional-based publications at heart.

MULTI-TOUCHPOINT ENGAGEMENT

PRINT



Builds brand awareness among HWM readers through advertisements, advertorials and creative buys.

SOCIAL MEDIA



Promote your event or brand via pithy, on-location news updates on the go.

WEBSITE



Engage intellectual consumers in the digital space with strategic presentation of advertising and creative content.

TABLET

Offers interactive features like videos, galleries, etc and access to a full library of back issues. Available as a digital magazine via App Store, Google Play and Magzter. The digital edition is available in both single and annual subscriptions.



TECH AWARDS & EVENTS



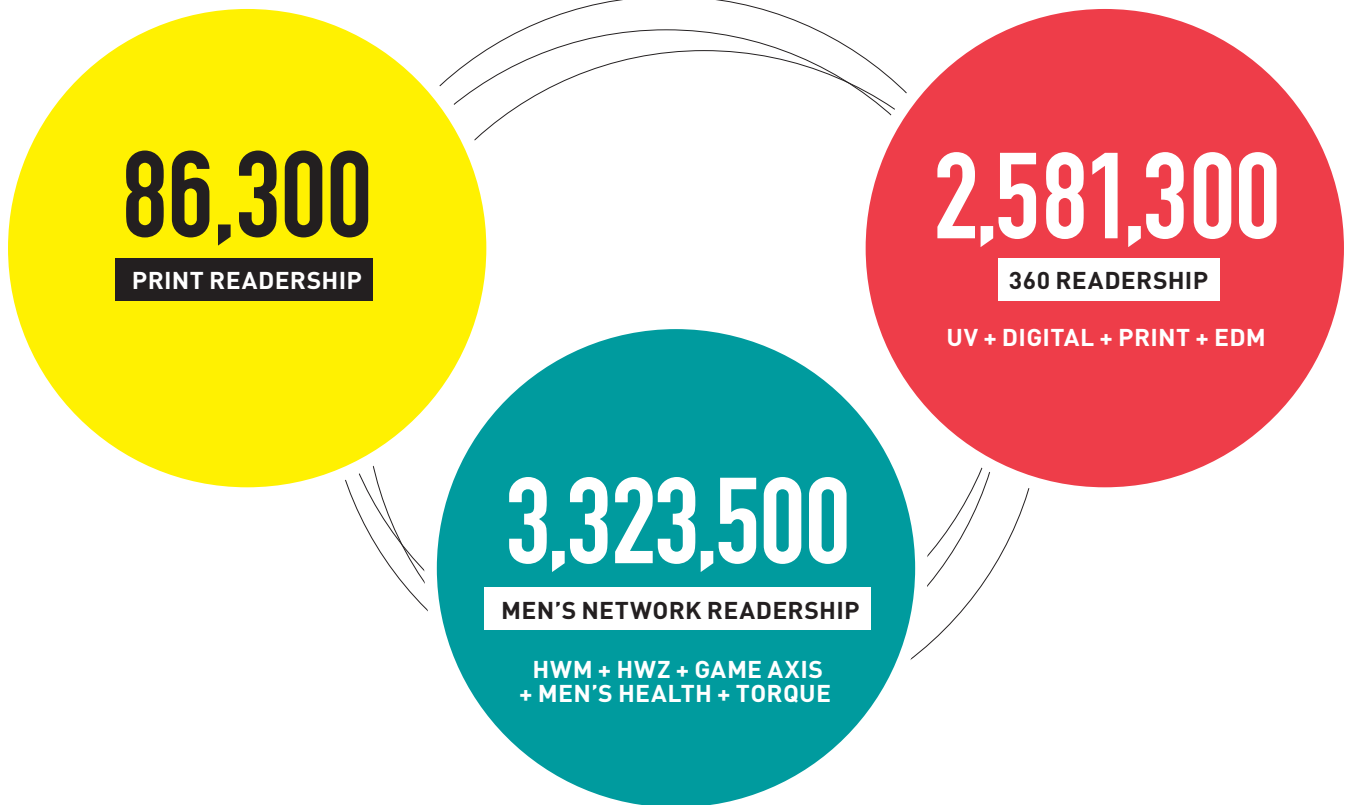
The annual HWM+HardwareZone.com Tech Awards honour all the outstanding tech brands and revolutionary tech products launched in the year. This yearly signature event highlights a wide variety of categories, from gadgets and services to communication and digital entertainment, to give props to the best in the industry, while communicating brands and products effectively via a 360 extensive on-site, in-magazine and online publicity initiatives and activities.

GAMEAXIS

As a key driver to advance the tech industry, the gaming sector is a core focus for both HardwareZone and its sister site, GameAxis. As the premier gaming website in the region, GameAxis is tuned to the needs of gamers with a localized point of view and covers gaming trends, reviews and previews extensively.



AUDIENCE



READERSHIP PROFILE

- Our readers are mostly male, aged from their 20s to 49, with majority in their late 20s and 30s.
- They are well educated and affluent, and known to be decision makers in IT purchases with a keen eye for technology developments and progress.
- Being well-informed or be as technologically advanced on the latest gadgets and trend, is their top priority.

QUALITY AUDIENCE

- **64%** have received University and/or postgraduate education.
- **43%** receive personal monthly incomes of over S\$5,000.
- **60%** are of professionals, managers, executives and business owners background.
- **67%** indulge in consumer electronics purchases at least once every six months.

*BASED ON A SURVEY CONDUCTED IN 2015



facebook.com/hardwarezone



youtube.com/hardwarezone



twitter.com/hardwarezone

RATES & SPECIFICATIONS

PRINT

HWM SINGAPORE

Frequency(ROB)

Full Page Full Colour(FPFC)
Double Page Spread(DPS)
Inside Front Cover(IFC)
Outside Back Cover(OBC)
Inside Back Cover(IBC)

Monthly
S\$4,800
S\$8,800
S\$5,760
S\$8,160
S\$5,280

Specified Position

Additional loading of 15% (subject to availability)

Technical Specifications FULL PAGE

Trimmed Size
Bleed Size
Text Size

(H x W in mm)

275 x 205
281 x 211
255 x 185

DOUBLE PAGE SPREAD

Trimmed Size
Bleed Size
Text Size

275 x 410
281 x 416
255 x 390

Mandatory 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 ISO15930-1. 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 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.

SPH MAGAZINES COLOUR 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 specifications or if you require information on the preparation of PDF Files, please call Ad Traffic at 6319-5157 or e-mail lisyong@sph.com.sg.

HWZ SINGAPORE WEBSITE

SECTIONS	UNIT	SOV	RATES / 2 WEEKS
Homepage	Roadblock	100%	S\$8,640*
	1 x Skinning		
	1 x Leaderboard 1 x Floating		
Homepage	1 x Skinning	50%	S\$8,140*
	1 x LeaderBoard		
Homepage	1 x Medium Rectangle	50%	S\$3,700*
SG Forum HomePage	Skyscraper	50%	S\$2,490*
SG Forum ROS	Forum Announcement	100%	S\$2,500*
SG Entire	Notification Alert	100%	S\$3,500*
SG Database	Tech Show Great Deals	100%	S\$800*/slot

* Rates does not include production.

• **Material Specifications:** <http://advertising.hardwarezone.com>

DIGITAL MAGAZINE (TABLET)

Unit

Interstitial
Dynamic Interstitial
Button Enhancement
Front Cover Video

Pagination

Regular Placement
Regular Placement
On Page Of Advert
Front Cover

Rates

S\$2,800 / insert
S\$3,800 / insert
S\$1,500 / button
S\$5,000 onwards

Gallery Specification

- 5 images (jpeg)
- Advertiser to indicate placement and chosen icon from <http://sphmnetwork.com/icons/html>

Video Specification

- File size maximum 5MB (video file only)
- Format MOV, MPEG-1,-2,-4, WMV, AVI, Quicktime, FLV
- Advertiser to indicate placement and chosen icon from <http://sphmnetwork.com/icons/html>

HTML Specification

- Sites should be HTML-based. Flash sites are not allowed, as Flash will not work on iPad.
- HTML sites must be designed to given specifications to fit 4:3 (iPad/other) and 16:9 (Android) tablets, as well as both landscape and portrait orientations.
- When designing HTML sites, ensure that they display correctly within tablet browser frames. Note that the site may look slightly different on different devices.
- HTML sites can be viewed without Internet connection, so ensure that it works offline (e.g. Javascript, Ajax, etc).
- For material submission, asset file is capped at 5MB (e.g. images, video, etc) excluding video and audio files. Each video is capped at 5MB (Max 6 clips).
- Lead time is 15-25 working days upon receipt of files.

MONTHLY INTEGRATED PACKAGES

Advertorial Package		
HWM / HWZ	Gross Value S\$30,000	Package Price S\$16,000
HWZ Presents Package		
HWM / HWZ	Gross Value S\$35,000	Package Price S\$28,000

GAMEAXIS.COM(GAX)

Ad unit	Placement	SOV	Duration	Cost(SGD)	CPM
LEADERBOARD/MPU	SG HOMEPAGE	50%	1 WEEK	S\$500	-
	SG FORUM HOMEPAGE	100%	1 WEEK	S\$1,000	-
	SG ROS	50%	1 WEEK	S\$500	-
	SG FORUM ROS	100%	1 WEEK	S\$1,000	-

- All rates quoted before 15% Agency Commission. (If applicable)
- Client must provide all materials in required specifications.
- Note - Inventories are subjected to space availability



FOR ENQUIRIES OR A CUSTOMISED CAMPAIGN, CONTACT US:
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