



**HER WORLD**

**HAW**

Useful  
Inspiring  
Empowering

**The No.1 Women's  
Magazine in Singapore**

RATECARD 2019

# HER WORLD & HW Online

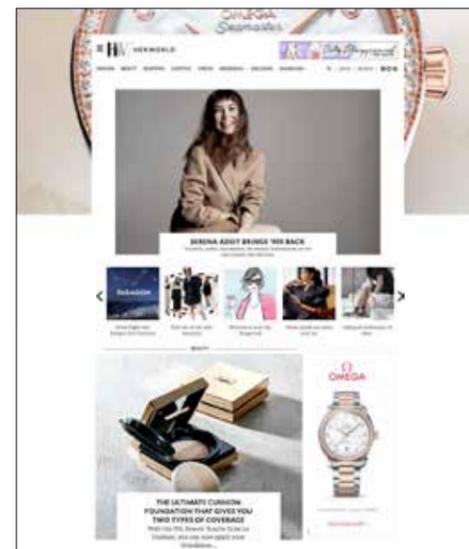
Launched in 1960, *Her World* is Singapore's most established monthly women's magazine, consistently commanding the highest readership figures among women's titles here.

*Her World* knows the Singapore woman better than anyone else. Our award-winning content and design make us the publication that readers trust, to find out what's trending and what matters.

Our online portal

www.herworld.com is the authoritative voice on shopping, fashion, beauty and news for women PMEBS and achievers. Stories are updated daily, with real-time information. Our content is fully integrated with social media, and we offer new developments to engage readers on a variety of social fronts.

*Her World* has editions in Malaysia, Indonesia, Thailand and Vietnam.



**Awards**  
MPAS Awards  
2018 Women's  
Media of the Year  
(Gold)  
Marketing Magazine  
Women's Magazine  
of the Year 2015,  
2016, 2017.

## Multi-Touchpoint Engagement Total Reach

# 1,199,600

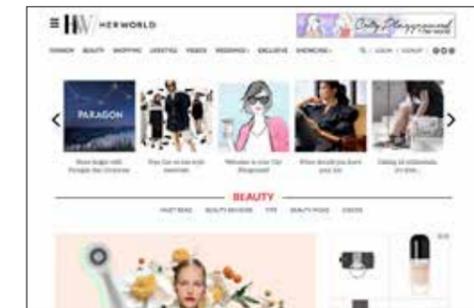
Sources: Nielsen Media Index 2018, online analytics and publisher's estimates.

*Her World* offers advertisers a 360-degree marketing platform for unparalleled exposure to, and precise targeting of, the desired customer base.

Print Readership  
**110,000**



Website - Unique Visitors  
**830,000**



Digital Tablet Readership  
**52,000**



EDM Database  
**30,000**



Facebook  
**76,200**



Instagram  
**41,200**



Twitter  
**60,200**



# Print

Her World equips today's stylish achiever with information on shopping, fashion, beauty, topical women's issues, relevant social trends, career matters, health, relationships and lifestyle pursuits. It connects with readers through engaging stories about inspiring women and current international trends,

and covers issues with depth, breadth and sophistication. Her World prides itself on having its finger on the pulse of Singapore's best, and in bringing the most interesting and exciting features to its go-getting, career-focused readers. Its mass-tigue appeal makes it a must-read for modern women from an extensive demographic.

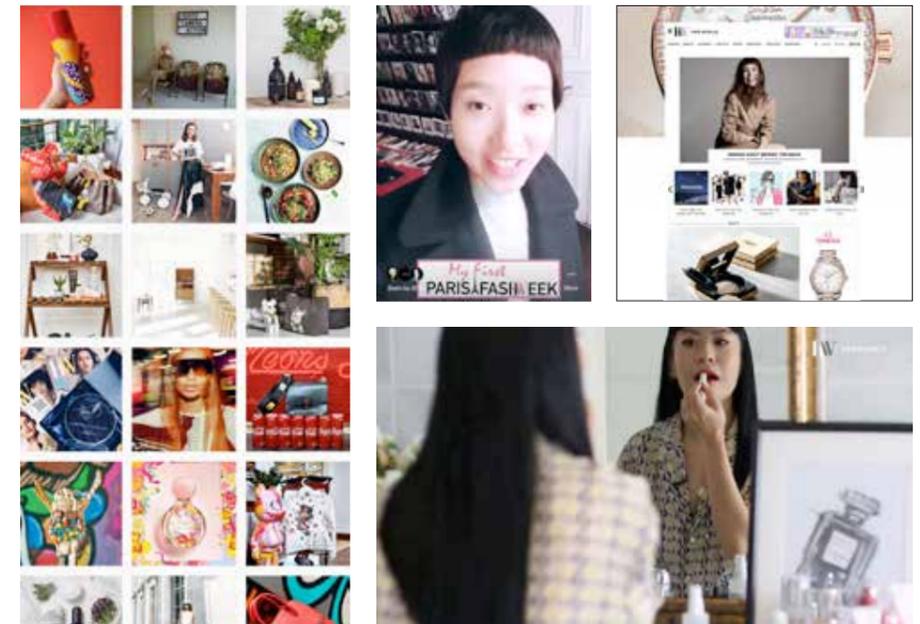


# Online

Herworld.com is Singapore's top, award-winning fashion & beauty website that is the achieving woman's essential online read.

Mobile-optimised and updated daily, it offers useful, current and engaging stories in the form of beauty tutorials and reviews, shopping guides and style tips, and helpful life guides spanning topics such as work, money, health, dating, sex and relationships.

We engage our readers dynamically via videos, interactive visuals and polls. Our 360-degree approach of community building also extends to our social platforms, where we continue to engage our fashion-forward readers, helping them to live, play, love and work better and smarter.



# Readership Profile

Source: Nielsen Media Index 2018

**97%** women, with one in three within the 25-39 age range

**68%** will pay more for quality goods

**99%** have used the Internet in the past week

**78%** PMEBs or white-collar professionals, with 50% earning \$3,000 and above (national median personal income: \$2,898)

**32%** enjoy a household income of above \$10,000 (national median household income: \$5,259)

**77%** agree that advertisements are the main channel through which they learn about new products

**1 in 3** keeps up with the latest fashions and spends on beauty products

# Events & Online Campaigns

## Her World Woman of the Year

This established and prestigious award celebrates outstanding women in Singapore whose achievements have a broad impact on society. The winners represent and project the best of Singapore, at home or abroad, and are inspirations and role models to others. The first Woman of the Year award was given in 1991. In 1999, a second award, the *Her World Young Woman Achiever*, was introduced to honour women aged 35 and below, who are also inspirations and role models to society.

## Her World Young Woman Achiever Forum

Inaugurated on March 8, 2014, International Women's Day, this forum functions as a platform for young, successful women to share the secrets of their success, with the aim of inspiring other young women to pursue what they are truly passionate about.

## Her World Beauty Awards

Created in 2001, this annual event honours outstanding players in the beauty industry. Every year, the *Her World* beauty team – along with a panel of industry experts such as dermatologists,

hairstylists, makeup artists, perfume noses and beauty bloggers – tests a slew of the latest products, spanning skincare, makeup, body care, perfumes and gadgets. Editors, readers and bloggers vote for their favourite products, which go on to bag the Editors' Choice and Readers' Choice titles respectively. Avid support from both readers and advertisers has established the *Her World Beauty Awards* as the most important beauty event in Singapore.

## Her World Hair Awards

Introduced in 2017, this celebrates exceptional hair products, services and styling gadgets that were launched over the past year. These are tested by *Her World* editors, making the awards Singapore's most credible authority in the hair industry.

## Her World Spa Awards

This started in 2013 to highlight the best and most innovative new salon services for face and body. Categories cover a wide range of treatments, from brightening, firming and purifying facials to massages, eye care and body slimming. Winners are determined by an editorial panel, as well as through online voting by readers.

## Her World Style Awards

As a fashion authority in Singapore, we are always on the lookout for individuals who are the undiscovered style mavens of our time. Strongly driven by social media, this yearly awards recognises those with a strong sense of identity in the way they dress.

## Her World Beauty Club

This members-only community offers readers a chance to become beauty insiders and reviewers, giving them access to the latest beauty products, special buys, events and more.

## Her World Day Out

Specially for *Her World* readers, the event offers a day of exclusive treats and shopping deals from participating merchants, as well as fabulous prizes for lucky readers.



Her World Woman of the Year



Her World Style Awards



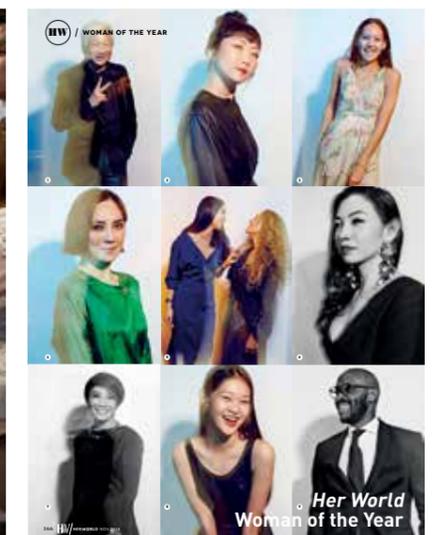
Her World x Sulwhasoo event



Her World x G2000 in-store shopping event



Her World x Calvin Klein Jeans event



Her World Woman of the Year

# Rates & Specifications

## Print

(Frequency Monthly)

ROB Full-page ad	\$4,633
Premium positions>Loading	
Outside Back Cover	\$6,955
Inside Front Cover (IFC)	\$6,491
Inside Back Cover (IBC)	\$6,026
Additional requests	30%
1st to 8th DPS after IFCS	30%
9th DPS onwards	20%
Specific position	20%
Front half	15%
Right-hand page	15%

## Frequency Discounts

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

## Technical Specifications

### Full Page

Trimmed size	275 x 205 mm
Text size	255 x 185 mm
Bleed size	281 x 211 mm

### DPS

Trimmed size	275 x 410 mm
Text size	255 x 390 mm
Bleed size	281 x 416 mm

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

## Website

Home page roadblock (20% loading applies to March, April, September and October)	\$7,500 per week
Beauty roadblock	\$7,000 per week
Fashion roadblock (20% loading applies to March, April, September and October)	\$6,500 per week
Shopping roadblock	\$6,000 per week
Watch & Jewellery roadblock	\$5,000 per week
Beauty/Fashion/Shopping/Lifestyle/Watch & Jewellery Outstream Video	(From) \$2,000 per week per section
HW Online Showcase Package	\$8,000 per 4 weeks
HW Online Advertorial Package	\$6,500 per 4 weeks
HW Online Video Package	(From) \$15,000 per 4 weeks
HW Online Video Package	(From) \$15,000 per 4 weeks
HW Online + SPH Magazines Database	\$8,000 per EDM blast
HW Online E-newsletter (Weekly) Sponsored Highlight	\$1,500 per week

## Digital/Tablet

(Premium/Add-on Opportunities)

Advertisers can enhance their existing ads in the digital copy by embedding video content and/or a gallery

### Digital Enhancement

(applicable for print advertisers)

1st enhancement on ad	\$1,500
Additional enhancement onwards	\$800 each

### Interstitial Ad

(Ad will appear in digital copy only)

Media cost	\$2,000
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Production cost to be quoted separately, subject to creative execution

## Monthly Integrated Ad Packages

(Print, Website & Tablet)

### Integrated Package 1 Cost

FPFC Advertisement	\$4,633
1 week roadblock in Shopping section	\$6,000
Total investment	\$10,633
Special bundle package	\$9,500

### Integrated Package 2 Cost

Full-page Advertorial	\$5,633
4 Weeks Online Replicated Advertorial	\$5,500
Total investment	\$11,133
Special bundle package	\$10,000

## Terms

- Rates quoted are before prevailing GST
- Agency commission is applicable on media only
- Online advertorial: Replicated content from print advertorial into single page article
- Online ad unit (Interstitial Ad) to be utilised within two months of production

## For Advertising Guidelines & Specifications:

PRINT: <http://sphmagazines.com.sg/advertising-specs>

WEBSITE & DIGITAL: <http://advertising.herworldplus.com/tools-specs>

For enquiries, please contact:

**Ad Sales Hotline: 6319-6281**

**Ad Traffic: 6319-6341**

**E-mail: [magherworld@sph.com.sg](mailto:magherworld@sph.com.sg)**

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