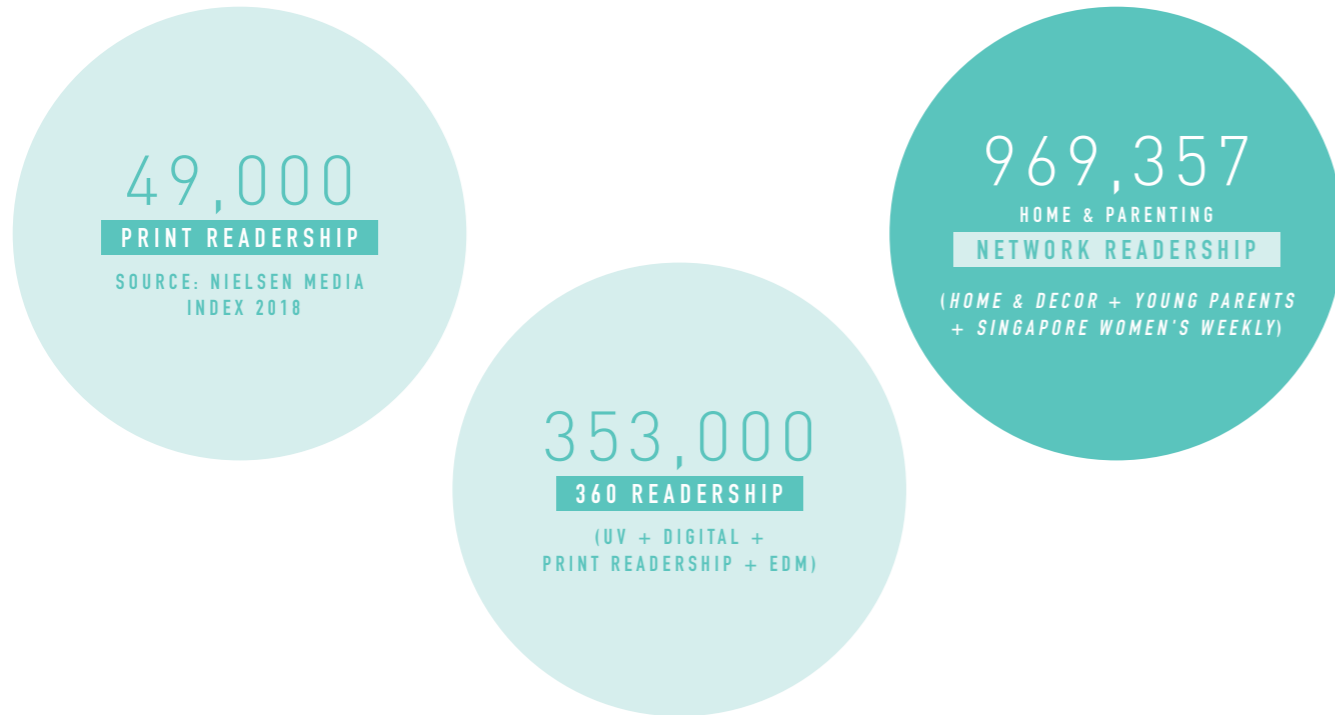


AUDIENCE

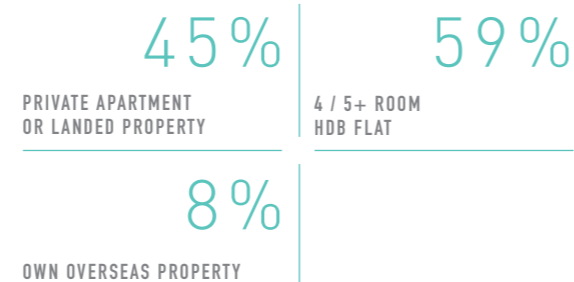


READERSHIP PROFILE

[Source: NMI 2018]

- The *Home & Decor* reader is a single professional or part of a double-income young professional couple, well-travelled, is practical and balances great looks with smart buys.
- Readers come from affluent households with a median income of \$7,566.
- 76% agree that ads are the main way to learn about new products.
- 88% will pay more for quality products.
- 39% put their trust in recommended products.

HOUSING TYPE



BRAND EXTENSION

DESIGNER SHOWCASE

Since its debut in 2003, *Designer Showcase* has been well received by both interior designers and homeowners. This annual guide helps homeowners find their perfect interior designer, and also provides design professionals with a platform to showcase their signature projects.

ADVERTORIALS	(\$S)
8pp advertorial	10,000
6pp advertorial	7,800
4pp advertorial	6,200

ADVERTISEMENTS	
Outside Back Cover (OBC)	3,300
Inside Front Cover (IFC)	3,000
Inside Back Cover (IBC)	2,800
ROB	2,500

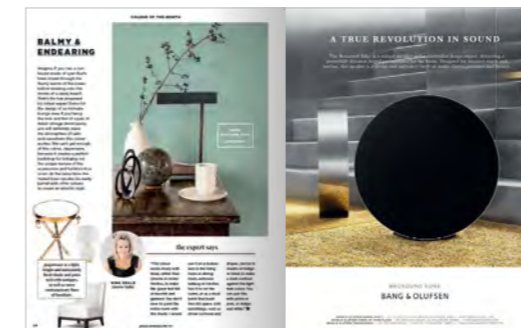


THE HOME & DECOR ADVANTAGE

- *Home & Decor* is Singapore's leading authority on design and decor trends. For over 30 years, the magazine has been the preferred choice for homeowners looking for information on design, interior decoration and home renovation.
- We are the No.1 interior design title in Singapore, according to the Nielsen Media Index 2018.
- We showcase the latest design trends, products, shopping sources and interior design ideas for our audience of design-conscious homeowners and design professionals.
- The digital and new media platforms of *Home & Decor* are engaging a large, and growing, audience on a daily basis.

MULTI-TOUCHPOINT ENGAGEMENT

PRINT



A vehicle for companies to create brand awareness through advertisements and advertorials, in an editorial environment which is both inspirational and aspirational for homeowners.

TABLET



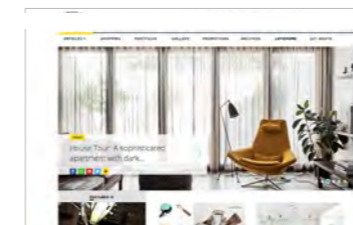
Our digital edition enhances the content of the print edition, with exclusive features, videos and photo galleries.

eNEWSLETTER



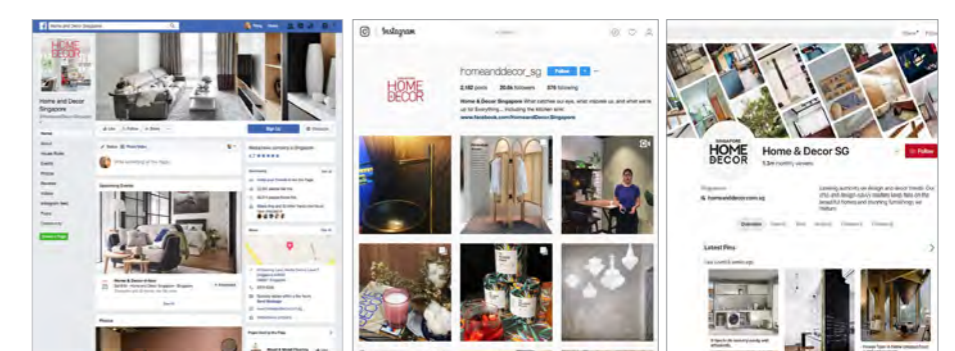
Offering additional coverage and exposure for our favourite brands in a weekly newsletter, delivered directly to all our subscribers.

WEBSITE



Serving up fresh content daily on home decor, renovation, maintenance tips and more, this is also where homeowners search for interior designers through our rich portfolio of local homes. The content on the website is searchable and perpetual.

SOCIAL MEDIA



Our Facebook, Instagram and Pinterest accounts are active platforms used for fast communication with readers, and a conduit for promoting the magazine and its content.

EVENTS



HOME & DECOR FAIR

The *Home & Decor* Fair, and shopping tour D-tour are annual events that let advertisers engage with a targeted group of homeowners actively seeking advice on home design and maintenance.



D-TOUR



www.facebook.com/HomeandDecor.Singapore



www.pinterest.com/HomeandDecor.sg



www.instagram.com/Homeanddecor_sg

RATES AND SPECIFICATIONS

PRINT

FULL COLOUR	(\$)
ROB Full Page	3,300
Outside Back Cover (OBC)	5,000
Inside Front Cover (IFC)	4,500
Inside Back Cover (IBC)	4,000

PREMIUM POSITIONING

Front half	15%
Facing editorial	15%
Right-hand page	15%
Front half right-hand, facing editorial	25%

FREQUENCY DISCOUNT

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

(Within 12 months, subject to a signed master contract)

TECHNICAL SPECIFICATIONS

SIZE (in mm)	TRIMMED SIZE	BLEED SIZE	TEXT SIZE
Full page	275 x 220	281 x 226	255 x 200
DPS (A gutter allowance of 5mm per page is recommended)	275 x 440	281 x 446	255 x 420

Copy and illustration must be kept at least 5mm from spine and trim lines.

MANDATORY MATERIAL REQUIREMENTS

FORMAT

Print-optimised 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 or EADS 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 6319-5795 or e-mail musmohd@sph.com.sg.

WEBSITE

ONLINE ADVERTORIAL PACKAGE	4 weeks	(\$)
Traffic Drivers include:		4,500
Advertorial production, Native inline, Notification alert, Sponsored newsletter, Social media post.		

VIDEO

HD TIP OFF VIDEO	4 weeks	(\$)
Production of a Templated 60-90 sec video to be hosted within a Home & Decor advertorial		8,800

Traffic Drivers include: Anchorblock, Native inline, Featured Video, Social Media post on HOME & DECOR Singapore (to direct to video article page), Video to be uploaded to Home & Decor Facebook.

CUSTOMISED VIDEO PACKAGE

Production of a customised video of up to 120 sec to be hosted within a Home & Decor advertorial	4 weeks	From 12,000
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Traffic Drivers include: Anchorblock, Native Inline, Featured Video, Social Media post on HOME & DECOR Singapore (to direct to video article page), Video to be uploaded to Home & Decor Facebook.

EDM

HOME & DECOR DATABASE (18,000 EMAILS)	1 blast	(\$)	3,600
SPH MAGAZINE DATABASE (31,000 EMAILS)	1 blast		4,000
HOME & DECOR NEWSLETTER (18,000 EMAILS)	1 slot /blast		1,800

TABLET (APP) PACKAGES

DIGITAL ENHANCEMENTS	1 ISSUE	(\$)	750
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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

DIGITAL INTERSTITIAL AD

- HTML page insert in HOME & DECOR digital magazine ROB position	1 ISSUE		1,500
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DIGITAL NEWSSTAND

Min 6pp required to be hosted on HOME & DECOR digital magazine newsstand	4 WEEKS		6,000
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GALLERY SPECIFICATIONS

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

VIDEO SPECIFICATIONS

- File size maximum of 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 SPECIFICATIONS

- Sites should be HTML-based. Flash sites are not allowed, as Flash will not work on iPads.
- 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 (for example, Javascript, Ajax, etc).
- For material submission, asset file is capped at 5MB (for example, images, video, etc) excluding video and audio files. Each video is capped at 5MB (maximum 6 clips).
- Lead time is 15 to 25 working days upon receipt of files.

INTEGRATED PACKAGES

HOME NETWORK (DIGITAL) PACKAGE	(\$)	6,000
Home & Decor		
Young Parents		
Singapore Women's Weekly		

Concept:

100,000 ad impressions to be served across these websites and digital magazines within 1 week

Ad Unit includes:

Dynamic skinning (Desktop and Mobile and Digital Interstitial)

MATERIAL SPECIFICATIONS

<http://advertising.homeanddecor.com.sg>

For Sales enquiries, email [maggie at magadpromo@sph.com.sg](mailto:maggie@magadpromo@sph.com.sg)

SPH MAGAZINES PTE LTD

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www.sphmagazines.com.sg

HOMEANDDECOR.COM.SG

HOME & DECOR SINGAPORE



RATECARD 2019

STYLISH LIVING MADE EASY

Singapore's No.1 interior design magazine
Nielsen Media Index 2018

AN SPH MAGAZINES PUBLICATION