

RATES & SPECIFICATIONS

PRINT

ICON SINGAPORE

Frequency	Monthly
Readership	46,538
ROB Full Page Full Color Advertisement	S\$4,500
ROB Double Page Spread Advertisement	S\$9,000
Prime upfront Advertisement Positions (Subjected to Availability)	
Inside Front Cover Spread	\$11,200
Outside Back Cover	\$6,400
Inside Back Cover	\$5,200
Double Page Spread before Contents pages	\$10,900

Frequency Discounts	
3 insertions in 1 Year	5%
6 insertions in 1 Year	10%
12 insertions in 1 Year	15%

ICON MOMENTS

Frequency	Annual
ROB Full Page Full Color Advertisement	\$4,000
ROB Double Page Spread Advertisement	\$7,000

Prime upfront Advertisement Positions (Subjected to Availability)

Inside Front Cover Spread	\$9,800
Outside Back Cover	\$7,800
Inside Back Cover	\$5,500

Specified Advertisement Position

Additional loading of 15% (Subjected to Availability)
Rates subjected to prevailing G.S.T

Technical Specifications

FULL PAGE	
Trimmed Size	297 x 220
Bleed Size	303 x 226
Text Size	277 x 200

DOUBLE PAGE SPREAD	
Trimmed Size	297 x 440
Bleed Size	303 x 446
Text Size	277 x 400

DIGITAL TABLET (IPAD & ANDROID)

Frequency	Monthly
Digital Enhancement (Applicable for print advertisers)	
Media Cost	S\$1,000
Production Cost	S\$3,000
A1 Insert	
Media Cost	S\$2,250
Production Cost	From S\$1,000 onwards
A1 Insert – 4 pages contest & Photo Gallery	
Media Cost	S\$2,250
Production Cost	From 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 max. 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 the iPad.
- HTML Sites must be designed to the given specifications in order to fit perfectly within 4:3 (iPad/other) & 16:9 (Android) tablets. It should be designed to fit both landscape and portrait orientation.
- When designing HTML Sites, do check and ensure that the site displays correctly within tablet browser frames. Do note that the look of your site might differ slightly on different devices.
- HTML sites can be viewed without Internet connection, so please ensure that it works offline (e.g. Javascript, Ajax, etc).
- For material submission, asset file is capped by 5MB (e.g. images, video, etc) excluding video & audio files. Each video is capped by 5MB (Max 6 Clips).
- Leadtime: 15-25 working days upon receiving client's files.

NEWSLETTER

Frequency	Bi-Monthly	
Item	SOV	Recommended Rates
Standard Banner Advertisement	100%	S\$2,500/Blast

RATES & SPECIFICATIONS

WEBSITE

Roadblock Packages

Display Roadblock	S\$20,000/4 weeks	
Desktop	Mobile	sov
Skinning	NA	100%
Super	Leaderboard (320x50)	Leaderboard 100%
Half Page (970x90)	Splash 100%	
Half Page (300x600)	(320x450)	
Medium Rectangle (300x250)	MREC (300x250)	100%

Native Roadblock (Homepage) S\$20,000/4 weeks

Native Content Box x 1
Sponsored Highlight x 1 (Only available with Luxury Insider)
Social Media Mention (Facebook) x 1
Coverage in eNewsletter x 1

Microsite Upon request/min 4 weeks

Hosting, Page Design & Production
Placement under PRESEN TS tab on Top Navigation Bar
Anchor Block (one slide) as per availability
Other Traffic Drivers as per availability

ROS Packages

Display ROS			
Desktop	Mobile	sov	Rate/Duration
Leaderboard (728x90)	Leaderboard (320x50)	50%	S\$8,000/4 weeks
Half Page (300x600)	NA	50%	S\$4,500/4 weeks
Medium Rectangle (300x250) (300x250)	MREC	50%	S\$3,000/4 weeks
Anchor Block (1000x430) per title	NA	1 slide	S\$8,000/4 weeks
Spotlight (302x187)	NA	1 slot	S\$2,000/4 weeks

- All bookings are on first-come first-served basis, subject to availability
- Client to submit all the ad materials as required in the Ad Spec
- Amount quoted is applicable for 15% agency commissionable and are subjected to prevailing GST.
- Amount excludes the ad production and material cost, if any
- Estimated Ad Impressions may vary based on website reach
- Campaign to launch only during weekday and not applicable during weekends and/or public holidays.
- Display Roadblock package includes the 100% SOV on Homepage and One Channel, subject to availability.

Rich Media

- Rich media ad options available with 20% loading
- Rich media ad units may include Expandable Super Leaderboard, Expandable Half page, Expandable Medium Rectangle.
- Only 1x rich media banner applicable for Display Roadblock package

Series Discount

- 10% for min. 8 weeks
- 20% for min. 12 weeks

tablet (APP) Packages

Digitaluxe Luxury Circle Network	S\$5,000/4 weeks
Desktop	Mobile
Display Ad Units*	Dynamic Interstitials

- Dynamic Interstitials to be served on Digital Magazine and Display Ad units on the website.
- The split of impressions between the respective sites will be at the discretion of SPH Magazines.
- * Run of Site Leaderboard, Half Page and/or Medium

Digital Enhancement S\$2,500/monthly

Applicable for print advertisers (Video, Gallery, URL)
• Client to provide the materials as per the spec

EDM Packages

Luxury Insider Database	S\$6,000/1 blast
20,000 emails	
ICON N & PEAK Database	S\$4,800/1 blast
16,000 emails	

- Filters not available and strictly 2 slots/week each title

Series Discount

- 5% for 3x blast
- 10% for 6x blast

Luxury Insider Database	S\$1,500/1 slot per blast
Sponsored Highlight Banner in eNewsletter	
20,000 emails	
• eNewsletter is sent out every FORTNIGHTLY	

ADVERTORIAL PACKAGE S\$5,000/per title/4 weeks

Package include content production and traffic drivers

- Article with more than 600 words and hosted in the website.
- Layout to adhere to House style and copy points to be provided by Advertiser
- Content to be written by editor and approved by advertiser
- Optional to include a video or photo gallery of up to 10 images

Traffic Drivers will be provided as below:

- One Traffic Driver/Anchor block (one slide) on available Channel x 4 weeks
- Coverage in eNewsletter x 1 time (upon available slots)
- Social Media (Facebook) Mention x 1 time during campaign period



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SINGAPORE

RATECARD 2019

THE PREMIER CHINESE LUXURY MAGAZINE FOR WOMEN

ICON is an award-winning luxury guide for today's affluent women. Featuring a mix of high fashion, beauty trends, essential reads, and profiles of the rich and famous, ICON is the epitome of sophistication. ICON is also published in Malaysia. ICON has established itself as the leading Chinese luxury title targeted at bilingual and affluent women. It sets itself apart with its unique coverage of luxurious lifestyles from an Asian perspective. ICON has won prestigious awards such as "Best cover design" for ICON and "Best use of design, layout & presentation" for ICON MOMENTS at Asian Publishing Awards 2014.

AUDIENCE

46,000
READERS

CIRCULATION
15,513

ABOVE AVERAGE INCOME
EARNERS EARNING
IN EXCESS OF
S\$300,000
PER ANNUM.

READERSHIP PROFILE

- Chinese-speaking expats in Singapore
- Bilingual Chinese Singaporean elites
- High-net-worth Chinese visitors in Singapore
- Strong spending power
- In their early 30s to early 50s
- Attuned to fashion and beauty trends
- Well-travelled, cosmopolitan, influential

- Owns an average of 2 luxury cars 64%
- Owns a watch valued above S\$15,000 70%
- Stay in bungalow, semi-detached compound 49%
- Prefers to read ICON as a source of information on luxury products and trends 78%

Source: The Nielsen Company April 2011 for the Project Luxurious ICON Magazine.



www.iconsingapore.com

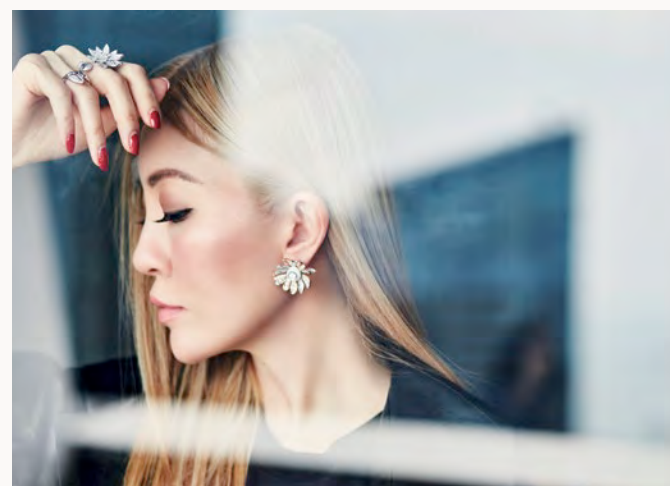
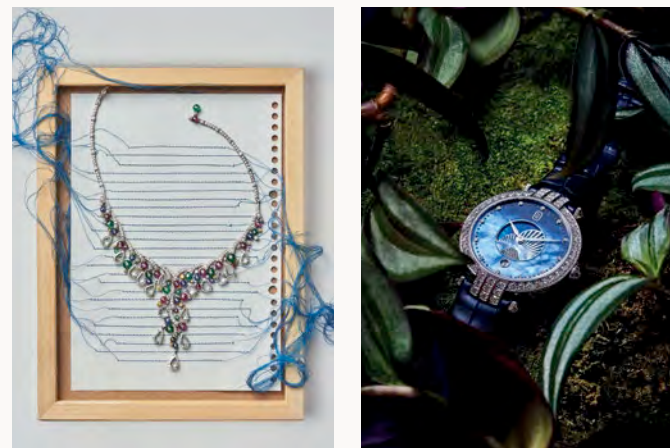


www.facebook.com/SingaporeICON



www.instagram.com/iconsingapore

BRAND EXTENSIONS



ICON MOMENTS

is the first Chinese publication dedicated to luxury watches and jewellery launched in 2006. It features the very best from pre-eminent manufacturers in the worlds of horology and fine jewels.



EXCELLENCE AWARD FOR BEST USE OF DESIGN, LAYOUT & PRESENTATION / ASIAN PUBLISHING AWARDS 2014

FREQUENCY
Annual, October

READERSHIP
60,000

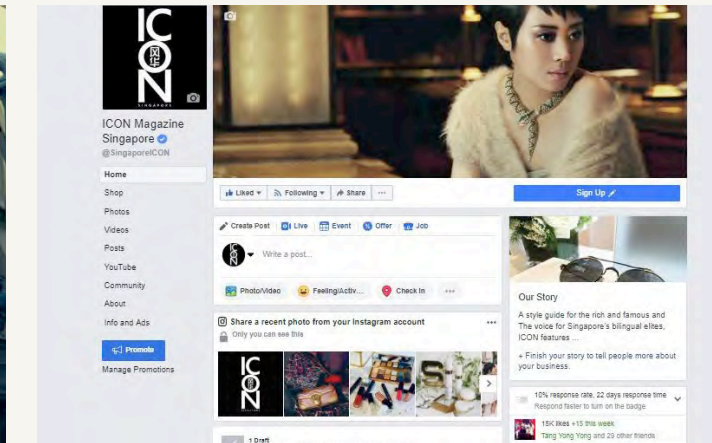
Distributed via ICON's exclusive readers database and sold through selected premium bookstores. Strategic circulation points also includes luxury hotels, first & business airline lounges, country clubs, serviced apartments, upscale F&B Establishments, etc

MULTI-TOUCHPOINT ENGAGEMENT



PRINT

Creative solutions involving advertorials and creative buys to build brand awareness and to engage ICON readers.



SOCIAL MEDIA

Engaging platform with updated bite-sized information on the latest trends and events happening in town.



ONLINE

Connect to the luxury market in the digital space with the right strategy. ICON can customise client's online campaigns with bespoke video & content.
ICON Unique Visitors: 55,000
Monthly Pageviews : 488,000

Figures updated as of 30 Nov 18

TABLET

A rich media tablet magazine offering interactive features like videos, galleries, etc., and access to a full library of back issues for ICON readers. ICON Digital readership at 7,000



EVENTS

Iconic, creative and engaging events to build intimate relationship with ICON ladies.

FOR ENQUIRIES, PLEASE CONTACT

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