

THE LIFESTYLE MAGAZINE FOR SAFRA MEMBERS

NSMAN

WWW.SAFRA.SG

BUILD BONDS, CREATE MEMORIES



RATECARD 2019



NSMAN

The Lifestyle Magazine for SAFRA members. Live Life, Build Bonds, Create Memories.

This bimonthly publication gives SAFRA members the latest lifestyle news and information on the hottest deals. It reaches both single and married men who know what they want out of life. Young enough to try new products and old enough to afford them, our readers have all the buying power your products and services need. Sections, which cover food, fashion, entertainment, technology, travel and fitness, are tailored to meet the needs of the well-educated, forward-thinking male with an active lifestyle and a zest for life.

INSIDE NSMAN

TRAVEL: Exciting travel ideas and destinations that satisfy your wanderlust.

FOOD: Uncovering the best eats in the food paradise that is Singapore.

FITNESS & NUTRITION: Workout and exercise advice for your active lifestyle, and nutrition tips to help keep your body well-balanced.

SAVVY: Lifestyle enhancement tips for your social, professional and recreational needs.

DIGITAL: Gadgets, games, apps and digital trends on the cutting edge.

MUSIC: Featuring local DJ personalities and fun insights into the music scene.

ON SCREEN: The latest movies that everybody's talking about.

FEATURE: Inspirational people talk about overcoming challenges and giving back to society.

INSIDER/DEALS: Keeping readers up to date on the latest SAFRA activities and member-only privileges and promotions.

THE LAST PAGE: A humour column about human foibles and how "life's like that" sometimes.

ADVERTISING RATES (PRINT + TABLET)

FULL COLOUR

	RATES S\$
Full Page	4,500
Outside Back Cover	7,150
Inside Front Cover	5,650
Inside Back Cover	4,950
1/2 Page Vertical	3,550
1/2 Page Horizontal	3,050

• 3 insertions - 10% series discount • 6 insertions - 15% series discount

TECHNICAL SPECIFICATIONS (HEIGHT X WIDTH)

SIZE	TRIMMED	TYPE AREA	BLEED
Full Page	248 x 168 mm	228 x 148 mm	254 x 174 mm
Half-page (Vertical)	248 x 79 mm	233 x 65 mm	254 x 85 mm
Half-page (Horizontal)	121 x 168 mm	107 x 153 mm	127 x 174 mm

COPY AND ILLUSTRATIONS MUST BE KEPT AT LEAST 5MM FROM SPINE AND TRIM LINES

MANDATORY ADVERTISEMENT 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 ISO 15930-1. It should be submitted via Quiccutt, 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; a PDF file with all details on file preparation and proofing guidelines can be downloaded from <http://www.sphmagazines.com.sg/advertising-specs>.

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 e-mail: rahmah@sph.com.sg

AD SALES

6571-7143

AD TRAFFIC

6319-6339

FAST FACTS

ESTIMATED READERSHIP 500,000

(Source: SAFRA)

BIMONTHLY

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

READERSHIP PROFILE

GENDER	%
MALE	80
FEMALE	20

AGE

20-29	22
30-39	28
40-49	21
50 & ABOVE	29

EDUCATION

COMPLETE ITE/ITC/NTC	12
GCE N/O/A LEVEL	22
POLYTECHNIC	18
UNIVERSITY/POSTGRADUATE	43

CURRENT OCCUPATION

PMEB	49
WHITE COLLAR	14
NATIONAL SERVICEMAN	5
STUDENT	4

MONTHLY PERSONAL INCOME

UP TO S\$2,000	18
S\$2,001-4,000	28
S\$4,001-6,000	15
S\$6,001-10,000	13
S\$10,001 and above	8

MONTHLY HOUSEHOLD INCOME

S\$2,001-4,000	13
S\$4,001-6,000	25
S\$6,001-10,000	23
S\$10,001 and above	37

DWELLING TYPE

BUNGALOW/TERRACE/SEMI-D	12
CONDO/PTE APT	11
HDB 4 ROOMS	35
HDB 5+ ROOMS	27
EXECUTIVE/HUDD	5

MARITAL STATUS

SINGLE	29
MARRIED	70
DIVORCED/SEPARATED/WIDOWED	1

* SOURCE: NIELSEN MEDIA INDEX 2017