

# RATES & SPECIFICATIONS

## PRINT

FULL COLOUR	MONTHLY
ROB Full Page	\$4,800
Double Page Spread (DPS)	\$8,800
Outside Back Cover (OBC)	\$8,160
Inside Back Cover (IBC)	\$5,280
Inside Front Cover (IFC) Spread	\$10,656

## 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 (all dimensions in mm)

FULL PAGE	
Trimmed Size	275 x 205
Bleed Size	281 x 211
Text Size	255 x 185

## DOUBLE PAGE SPREAD

Trimmed Size	275 x 410
Bleed Size	281 x 416
Text Size	255 x 390

(A gutter allowance of 5mm per page is recommended for DPS ads.)

## 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 ISO 15930-1. 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** 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>.

## WEBSITE

ONLINE ADVERTORIAL PACKAGE	\$4,500 onwards
MIDDLE MPU	\$1,500 onwards
OUT STREAM VIDEO	\$2,000 onwards
SPH MAGAZINES DEDICATED EDM (30,000 names)	\$3,000

## DIGITAL

UNIT	PRICE
Button Enhancement	\$600 / button link
A1 Insert	\$1,200/insert
Dynamic Interstitial	\$2,500 onwards
Front Cover Video	\$5,000 onwards

## Gallery Specification

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

## Video Specification

- File size maximum 5MB (video file only)
- Format MOV, MPE G-1,-2,-4, WMV, AVI, Quicktime, FLV
- A dvertiser 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 various devices.
- HTML sites can be viewed without Internet connection, so ensure that it works offline (for example, Javascript and Ajax).
- For material submission, asset file is capped at 5MB (for example, images, videos, and so forth), excluding video and audio files. Each video is capped at 5MB (max 6 clips).
- Lead time is 15 to 25 working days upon receipt of files.

## INTEGRATED PACKAGE

**3-in-1 ONLINE PRINT DIGITAL**  
with social media support/sponsored newsletter **\$8,000 onwards**

# torque

## RATECARD 2019

### THE AUTHORITY ON ALL THINGS AUTOMOTIVE IN SINGAPORE

The premier home-grown car magazine brand started its engines in 1990 and continues to occupy pole position in the country's motoring media circuit.

[www.torque.com.sg](http://www.torque.com.sg)

Singapore's No. 1 Monthly Car Magazine

\*Nielsen Media Index 2017

No. 2 Motor Vehicle Magazine of the Year

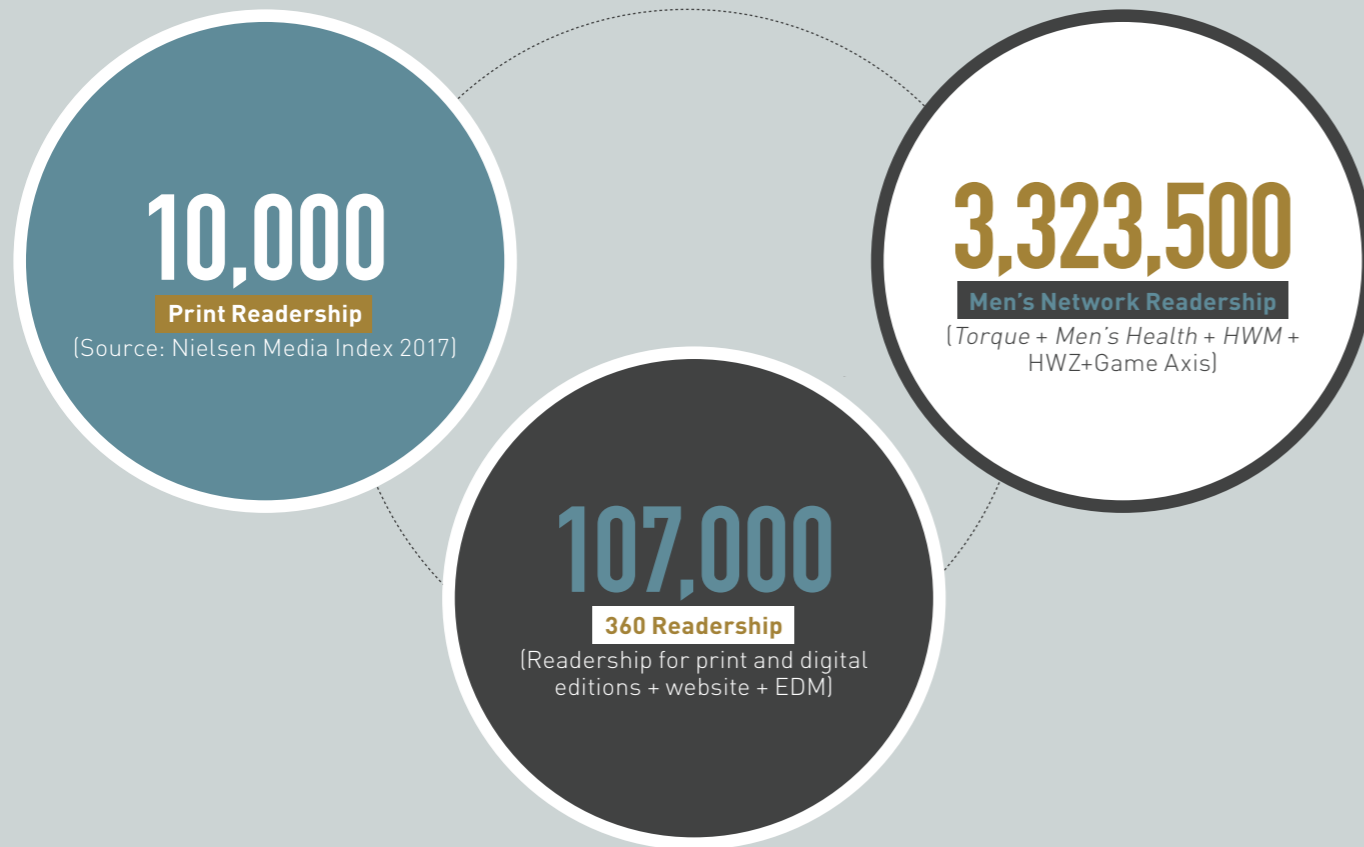
\*Magazine of the Year 2017 rankings, Marketing Research



**FOR ENQUIRIES OR CUSTOMISED CAMPAIGN, PLEASE CONTACT :**  
AD SALES (RANI) 6319-3022 (RAY) HP 9030 8651; RAYQUA@SPH.COM.SG  
AD TRAFFIC 63195803; MAGADPROMO@SPH.COM.SG

AN SPH MAGAZINES PUBLICATION  
[WWW.SPHMAGAZINES.COM.SG](http://WWW.SPHMAGAZINES.COM.SG)

## AUDIENCE



## READERSHIP PROFILE

- 4 in 5 are tertiary-educated and PME/BEs.
- 4 in 5 are married and most of them (70%) live in HDB 5 room or executive/HUDC flats.
- TQ readers are affluent with a median personal income of \$6607, well above the national median of \$2866.
- They are family-oriented, preferring to spend time with family.
- They are always on the look out for promotional ads but do not mind paying more for quality goods.
- They are car enthusiasts and interested in expressing their individuality through the cars they drive.
- They are tech-savvy keeping in touch with the latest trends and technologies in the market and feeling lost without gadgets with them.



www.torque.com.sg



www.fb.com/torque.singapore

## THE TORQUE ADVANTAGE

- Torque is powered by the most respected team of motoring journalists in Singapore, with over a century of collective editorial experience.
- Torque is the longest-running monthly motoring title in Singapore, and has always been topmost on the minds of readers, advertisers and motor traders.
- Torque is a supercharged combination of sleek design, easy readability, informative content, interesting insights and uniquely Singaporean flavour.

## MULTI-TOUCHPOINT ENGAGEMENT

### PRINT



Build your brand and promote your products/services through the glossy pages of *Torque* magazine – advertisements, advertorials, creative buys, supplements and sponsored editorial content.

### SOCIAL MEDIA



*Torque* interacts with "like"-minded gearheads on our Facebook page, which shares interesting posts and useful updates, and runs two of the most popular automotive contests in Singapore's social media network – "Guess The Car!" and "Caption The Photo!"

### WEBSITE



Updated daily, *Torque's* base in cyberspace is where we inform, educate and entertain our readers/surfers online, everywhere and all the time.

### TABLET



Our digital edition offers exciting extras such as digital exclusive stories, video clips and hyperlinks, putting even more *Torque*-powered automotive knowledge at the fingertips of our tech-savvy readers.

### SPECIAL EVENTS



**TORQUE ON THE MOVE**  
This is our annual automotive telematch that hits the road with participants who'll drive their cars on an islandwide motoring adventure. The competition format of *Torque Junctions* and *Bonus Challenges* provides our event partners with excellent sales opportunities and word-of-mouth marketing multipliers.



**BREAKFAST WITH TORQUE**  
Our signature event brings together readers and car companies over a good weekend breakfast, with the "buffet" including activities that achieve specific business objectives, such as test-drives and product presentations.



**TORQUE AFTER HOURS**  
The weekday dinner version of *Breakfast With Torque* is an enjoyable evening affair with a vehicular angle and the option of adding complementary lifestyle elements.