

THE AUTHORITATIVE GUIDE

for Parents who only want the best for their children



WHY THE YOUNG PARENTS PRESCHOOL GUIDE

Since its inception in 2003, Young Parents Preschool Guide has been a hit with both readers and advertisers.

Created for parents of preschoolers, the preschool guide will have a most comprehensive listing of childcare centers (listed by MCYS) and kindergartens (listed by MOE) as well as enrichment centers and special education. In the upcoming edition, we will include a sports listing.

WHAT'S IN IT ?

Key topics in Preschool Guide includes:

- **Childcare and Kindergarten**

Topics include syllabus, importance of play and choosing the right center

- **Enrichment**

What to choose; parents who send their kids for courses and those who don't; second language, gyms and music

- **Social Development**

School problems, health and discipline

- **Lifestyle**

Raising confident and creative kids; edutainment; sports and craft ideas

- **Educator's Eye**

Special section where education professionals share their expertise

- **A Complete Listing**

All registered childcare and kindergartens, enrichment centers, products and services

FAST FACTS

Target Audience: All parents of children under 6 years

Readership Profile: 25-39 years

Reach: More than 50,000 parents with children below 6 years

Circulation: 30,000 copies

Distribution: 215 outlets
- Kinokuniya, MPH, Times, Popular
- BUZZ vendors

Frequency: Annual

Target Release Date: 3rd week December 2018

Retail Price: \$6.00

MEDIA RATES

AD PLACEMENT:

- | | |
|---|----------|
| Full Page ad | S\$3,000 |
| Includes | |
| - 1x column listing with logo | |
| - Button enhancement in e- magazine for photo gallery of 5 to 10 images | |

Additional branch listing	S\$100
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SPECIAL BUNDLES:

- | | |
|---|----------|
| 2PP (DPS) Bundle | S\$3,500 |
| 4PP Bundle | S\$4,800 |
| - Above bundle rates include only column listing + button enhancement in e-magazine | |

Premium Position Loading:	15%
Outside Back Cover	S\$4,500

TIMELINES:

Early bookings:	rate protected 1 Aug 2018
Ad bookings:	latest 11 Sep 2018
Ad files submission:	latest 15 Oct 2018

--Agency commission not applicable

Comprehensive Publicity worth over \$100,000

Above-the-line publicity

- Ads in Young Parents Magazine (Jan'19 – Jun'19 issues)
- Ads in Simply Her and Home&Décor Magazine
- Quarter Page & Column Ads on Straits Times, My Paper, New Paper, Berita Harian, Zao Bao and Tabla
- Outdoor Large LED TV Screens, SPH MBO

Online publicity

- YP Microsite on www.youngparents.com.sg/psg2018 (Dec'18 - Nov 2019)
- EDMs blasts to over 100,000 names [YP, Home&Décor, Simply Her, HerWorldPlus, databases] (3 blasts)
- Facebook posts in YP, Home&Décor and Simply Her Facebook Pages
- Banners in YP, Home&Décor and Her World Plus

Others (External Partners)

- Google & Facebook Ad Buys (Jan'19)
- Young Parents Events
- FB Blurbs & EDMS blast via external partners such as KKH, AsiaOne & ST701 & more
- Carrier Sheet

Publicity (For Reference)

Microsite



MBO Ads

YOUNG PARENTS preschool guide 2018

find the best school

Critical questions to ask before choosing a preschool

- **Pay attention!** An essential guide to help you pick the best school
- **5 mistakes** to avoid when choosing your child's school
- **Brain boosters** For activities that boost memory

Get your copy at
youngparents.com.sg/psg2016

Offer ends March 31, 2016. Only for print edition when purchased on our website.

SPHmagazines

Publicity (For Reference)

Ad in Magazines

Your Must-Have Preschool Guide!



● PRESCHOOL PREP

How to choose the right school for your child.

● PRESCHOOL LIFE

Expert help on common issues that preschoolers face.

● BEYOND PRESCHOOL

Enrichment advice and preparing for Primary 1.

● LISTINGS

Find childcare centres, kindergartens and enrichment providers near you.

Enjoy a waiver of registration fee, plus receive \$300 worth of credits at Maple Bear Singapore preschools!

(MORE DETAILS IN THE PRESCHOOL GUIDE)

GET
YOUR
COPY
NOW!

EARLY-BIRD SPECIAL AT ONLY \$4.80 (U.P. \$6)

Offer ends March 31, 2016. Only for print edition when purchased at www.youngparents.com.sg/psg2016.

Digital edition available at www.youngparents.com.sg/psg2016-digital

SPHmagazines

Press Ads

Your Must-Have Preschool Guide!



● PRESCHOOL PREP

Learn how to choose the right preschool.

● PRESCHOOL LIFE

Expert help on common issues that preschoolers face.

● BEYOND PRESCHOOL

Get advice on enrichment and preparing for Primary 1.

● LISTINGS

Find childcare, kindergartens and enrichment providers near you.

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SPHmagazines

Publicity (For Reference)

edm

Banner Ads



The banner ad features the cover of the 'Young Parents preschool guide 2018' on the left. The cover includes the title, a photo of a young girl in overalls, and several bullet points: 'Critical questions to ask before choosing a preschool', 'Pay attention! Ask these questions to be confident you've found the right preschool', '5 mistakes to avoid when choosing your preschool', and 'Brain boosters For activities that boost literacy'. Below the cover, a pink box shows 'digital \$2.50' and 'print \$4.80'. To the right, a yellow background contains the text 'YOUR MUST-HAVE PRESCHOOL GUIDE!' and a pink button that says 'GET YOUR COPY NOW!' with a right-pointing arrow.

Your Must-Have Preschool Guide!



- **PRESCHOOL PREP**
Learn how to choose the right preschool.
- **PRESCHOOL LIFE**
Expert help on common issues that preschoolers face.
- **BEYOND PRESCHOOL**
Get advice on enrichment and preparing for Primary 1.
- **LISTINGS**
Find childcare, kindergartens and enrichment providers near you.

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AT ONLY **\$4.80** (U.P. \$6)

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SPHmagazines