

abadi

ADVERTISING RATES
MEDIA INFORMATION

2009



abadi

ABADI AT A GLANCE

- ABADI is an all-new, focussed and targeted market entry platform to Indonesia for the watch trade.
- ABADI offers a unique opportunity to make a statement amongst competitors and establish a branding platform in a rapidly expanding market.
- ABADI showcases your company's background, its unique style and the products; all in the very same glamorous and up-market format Solitaire magazine is reputed for.
- ABADI is compiled and edited once a year in Singapore by Solitaire Media, then translated into Bahasa Indonesia, printed in Indonesia and mass-circulated throughout Indonesia's major population centres.
- ABADI is sold over a six-month period at all major news vendors in Indonesia.
- ABADI is subsequently given away in substantial quantities at premier airline lounges, five-star hotels, golf clubs, marina clubs, spas and beauty salons throughout Indonesia's major population centres.
- ABADI is poised to become an object of desire for an increasing number of Indonesians hungry for a better lifestyle.
- ABADI - Indonesia's one-stop keepsake guide to the world's leading watch brands. Don't miss it.

TARGET AUDIENCE

- Affluent young professionals, business owners and senior management
- Expatriates in the country
- Premier class business travellers
- Members of premier private clubs and loyalty programs
- Luxury shoppers and tourists
- Watch collectors and watch enthusiasts

ABADI CONCEPT AND CIRCULATION

- Yearbook-style reference book, featuring 100 world leading famous brands
- Brands are listed alphabetically from A-Z
- Brand listing are interspersed with educational and other related editorial content, covering watch-making history, technical terms, trend pieces etc
- No company logos in editorial text, only possible via advertising
- High-end finishing, A4 size, glossy art paper, covers laminated
- Bahasa Indonesia language throughout, except names of individual brands in chapter headlines
- Distributed in major cities in Java - Jakarta, Surabaya, Yogyakarta, Semarang, Bandung; Sumatra - Medan, Padang; Sulawesi - Manado, Makasar as well as Bali
- Circulation of 25,000; printed in Indonesia
- Approximately 70% given away free over a six-month period at premier circulation points, such as spas, beauty salons, upmarket coffee shops, selected nightclub lounges, country clubs, golf clubs, hotels, airline lounges etc
- Approximately 30% sold on news-stands, news vendors etc, over a six-month period

ADVERTISING RATES (ALL RATES IN SINGAPORE DOLLARS)

POSITION	RATE PER INSERTION (SGD)
Front Cover Picture (editorial-style image only)	15,000
Outside Back Cover	11,500
Inside Front Cover Spread	10,000
Prime Double Page Spread	8,500
Inside Back Cover Spread	5,500
Prime Page	4,500
Run of Page	3,000

BRAND LISTING

RATES	RATE PER INSERTION (SGD)
Half Page	Free-Of-Charge
Upgrade to one page	1,590
Upgrade to two pages	2,900
Upgrade to four pages	5,500

BRAND LISTING COVERAGE SPECIFICATIONS

HALF PAGE (FREE-OF-CHARGE)

- Brand name as headline
- Basic write-up by publication (approximately **150** words)
- One current product image

ONE PAGE (SGD 1,590)

- Brand name as headline
- Short write-up by publication (approximately **300** words)
- Three current product images
- Website address

TWO PAGES (SGD 2,900)

- Brand name as headline
- Medium write-up by publication (approximately **400-450** words)
- Six current product images
- One model shot
- Website address
- Email contact

FOUR PAGES (SGD 5,500)

- Brand name as headline
- Full-length write-up by publication (approximately **600-650** words)
- Company timeline
- Fifteen product images (current and historical)
- Five model and/or factory shots
- Full contact details (website, email, address, phone, fax)
- Detailed listing of all distributors and/or boutiques in Asia

One page brand listing



Two pages brand listing



Four pages brand listing



ADDITIONAL CHARGES

- Rates quoted are for presswork only. Not included are artwork modifications, colour separations, stripping or other production work.
- If the publisher is required to handle this work, the advertiser will be charged at cost. Approximate charges for this additional work are:
 - Layout modifications on electronic files: SGD 100 per change
 - Mechanical artwork: between SGD 150 - 500 per advertisement, depending on design
 - Colour separation with mechanical proof (if required by advertiser): between SGD 120 and 200 per set, depending on size
- Notice of cancellation must be given at least 6 weeks before material deadline. A levy of 30% of contracted rate will be imposed per cancellation. If cancellation is made later than 6 weeks before material deadline, the full contract price is chargeable.

BRAND LISTING AND ADVERTISING DEADLINES

BRAND LISTING		ADVERTISING	
Placement Deadline	18 June 2009	Placement Deadline	18 August 2009
Material Deadline	08 July 2009	Material Deadline	08 September 2009
Publication Date	October 2009	Publication Date	October 2009

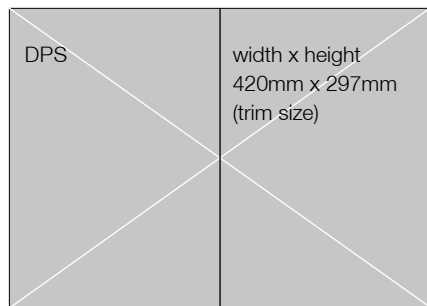
Please Note:

Material deadline is for printer-ready material (electronic files or films). If material is to be produced by the publisher, all text and images must arrive at publisher's office latest by booking deadline. The publisher reserves the right to refuse all ad material deemed unsuitable for the publication.

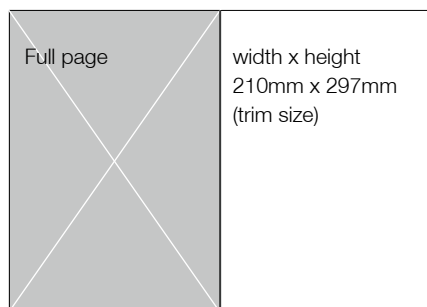
Standard Ad Sizes

- Maximum print area in mm, width x height. Please refer to chart below:

Double Page Spread Ads



Bleed Ads



- Bleed ads are allowed at no extra cost to the advertiser, but for full-page and double-page spread ads only.
- An extra 3mm must be allowed for cross-gutter ads. Publisher reserves the right to trim up to 5mm off each edge of the trimmed page dimensions. Type matter and illustrative material must therefore be kept within these tolerances.

Technical Specifications

- Printing: Sheet-fed offset at 175 lines per inch
- Pre-Press: Computer-to-Plate (CTP) process
- Finishing: Perfect binding, covers laminated
- Paper: Cover 350gsm glossy art, Content 120gsm glossy art
- Trim Size: 210mm width x 297mm height
- Type Size: 180mm width x 260mm height

Material Supply

- If material is supplied in electronic form, publisher requires PDF or TIFF format with crop marks all around according to our trim size.
- Electronic material supplied in zip or CD should preferably be in PC format. These must have colour proofs for checking purposes. Publisher will match colours on best-effort basis.
- If you are sending electronic material via email, its file size must be less than 8MB. Please email it to: traffic@solitairemedia.com
- At least two colour proofs to be provided by advertiser. Without complete colour proofs, the publisher declines responsibility for colour accuracy. Publisher reserves the right to match spot or second colours with process colours on a best-effort basis.

Please Note:

All reproduction material and proofs should be sent by air-courier to:

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Contact Us

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