

SINGAPORE TATLER
SINGAPORE'S
BEST
RESTAURANTS



EDITORIAL SYNOPSIS



Are you often impressed by people who always know the very best places to wine and dine? Their secret is probably quite simple: a copy of the current edition of *Singapore's Best Restaurants Guide*.

For 26 years, *Singapore's Best Restaurants Guide*, published by Singapore Tatler, has been the definitive annual guide to fine dining in Singapore. Every year, our panel of food experts visits and reviews more than 200 restaurants. In addition, you'll find a rating

system for food, wine, service and price, plus stories on food trends and culture, and easy-to-use maps to locate the fine dining establishments.

Singapore's Best Restaurants Guide will be available in good bookstores throughout the island and is an indispensable tool for all those who need to know about dining out in the republic — whether they be serious foodies, business people or tourists.

“Delivering the most useful and insightful information on food and beverage... to you on a platter!”

The opportunity to advertise in the guide comes only once a year. Don't miss it!

Here is what you will get:

- Exposure to 33,000 affluent, discerning readers, who are actively seeking the best dining experiences the country has to offer
- A year's shelf life: the guide will be kept and referred to frequently

ADVERTISING RATES

Front Cover	\$18,000
Outside Back Cover	\$ 8,200
Inside Front Cover	\$15,000
Inside Back Cover	\$ 6,600
Full page Full Colour	\$ 6,000
Facing Content	\$ 6,400
Facing Intro/Lead-In Section	\$ 6,300
Colour Slide within Review	\$ 1,600

PUBLICATION DATE

December 2009

CIRCULATION

Newsstands	4,000
Controlled FREE Circulation	29,000
Total	33,000 copies

READERS' PROFILE

- 28-55 yrs old, male/female
- Corporate executives, businessmen
- Readers dine at restaurants an average of 5 times per week*
- Spend an average of \$293 per meal*
- Spend an average of \$1,057 per month on alcoholic beverages*

ADVERTISEMENT

Trim Size	140mm (W) x 210mm (H)
Type Area	114mm (W) x 184mm (H)
Bleed	Add 3mm all round
Slide Size	66mm (W) x 35mm (H) 39mm (W) x 35mm (H)

AD MATERIAL REQUIREMENT

Format: High-resolution PDF file with crop marks in CD-ROM + colourproofs
For review page (Slide): Picture in either hi-res tiff or jpeg format

MATERIALS & BOOKING DEADLINE

Nov 2009

CONTACT Phillip Hong at 6323 1606 or email to general@singaporetatler.com to book your space now!

* Source: Singapore Tatler Reader Survey