

# brilliant JEWELLERS

ADVERTISING RATES  
MEDIA INFORMATION

2009

# brilliant JEWELLERS

## AT A GLANCE

- Brilliant Jewellers is a focused and targeted marketing platform for Asia Pacific's jewellery retailers
- Brilliant Jewellers presents the style, vision and background of the people behind the store names in a shopping guide format
- Brilliant Jewellers will be jointly circulated throughout Asia Pacific with the December/January 2010 issue of Solitaire Magazine
- Brilliant Jewellers will be sold independently from January 2010 onwards, for a 6-months period
- Brilliant Jewellers is read, kept and collected by Solitaire Magazine's unique readership base – the region's wealthiest and most influential jewellery connoisseurs
- Brilliant Jewellers offers premium and high street jewellers a rare opportunity to stand out amongst competitors and alternate brands
- Brilliant Jewellers also serves as a trusted shopping guide on where to buy the latest jewellery styles in full confidence

## TARGET AUDIENCE

- Affluent professionals, business owners, senior management
- Expatriates in Asia Pacific
- Premier class business travelers in Asia Pacific
- Members of premier private clubs/ spas/ resorts/ marina
- International luxury shoppers and tourists
- Private customers of regional and international jewellery showcases/ events
- Jewellery lovers and collectors throughout Asia Pacific

## CONCEPT

- Shopping guidebook featuring leading jewellery retailers in the Asia Pacific region
- Jewellers are presented alphabetically from A-Z
- Company Profile consists of a write-up introducing the company, design elements and jewellery collection which is presented in a visually stylish listing layout of either one, two or four pages, accompanied by advertisement
- Company Profile is produced and edited accordingly to the Publisher's overall template and guideline
- Advertisers are to provide suitable images and information according to the guidelines
- No company logos in editorial layout; only possible via advertising

## CIRCULATION

- Brilliant Jewellers is circulated with Solitaire magazine, and distributed to regular Solitaire readers and subscribers in the Asia Pacific region
- Brilliant Jewellers will be circulated independently from January 2010 onwards
- Paid Circulation
  - Bookshops and news-stands
  - Worldwide by paid subscription
- Premier Circulation
  - Uplifted onto first-class and business-class compartments of selected premier airlines and national carriers flying Asia Pacific routes
  - First-class and business-class lounges at selected premier Asia Pacific airports
  - Suites and executive club rooms of exclusive Asia Pacific hotels and resorts
  - Members of selected social and loyalty clubs throughout Asia Pacific
  - Privileged clients of selected private banking and premier credit card organisations
- Event Circulation
  - Selected international and regional jewellery and watch events, high profile social gatherings, art exhibitions, etc.

# COMPANY PROFILE & ADVERTISING RATES

## (ALL RATES IN SINGAPORE DOLLARS)

### Company Profile Rates

NO. OF PAGES	NO. OF IMAGES	RATE
One Page	2 images + 1 shop front (optional)	SGD 2,500
Two Pages	4 images + 1 shop front (optional)	SGD 3,800
Four Pages	10 images + 1 shop front (optional)	SGD 4,900

### Advertising Rates

POSITION	RATE PER INSERTION
Outside Back Cover	SGD 11,600
Inside Front Cover Spread	SGD 10,600
Prime Double Page Spread	SGD 8,000
Inside Back Cover	SGD 5,000
Prime Single Full Page	SGD 3,800
Regular Single Full Page	SGD 3,000

## MATERIAL SUPPLY SPECIFICATIONS

- Advertisers are to provide product images, preferably in digital format and must be in high resolution of at least 300 dpi.
- Model images are optional according to guidelines and should also be in high resolution of at least 300 dpi.
- All information supplied for write-up must be verified by advertiser.
- Images and information must arrive at publisher's office by specified deadlines.

### 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 90 per hour
  - Mechanical artwork: between SGD 500 - SGD 800 per advertisement, depending on design
  - Colour separations with mechanical proof (if required by advertiser): between SGD 130 - SGD 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.

### Sample Spreads



Half Page



1 pp



2 pp



4 pp



## COMPANY PROFILE AND ADVERTISING DEADLINES

### COMPANY WRITE-UP

Placement Deadline	23 October
Material Deadline	06 November
Publication Date	01 December

#### Please Note:

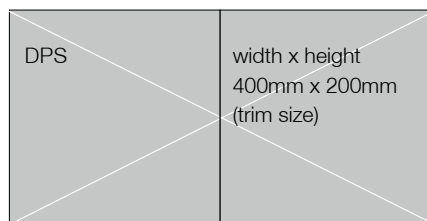
Material deadline is for printer-ready material (electronic files or films). If material is to be produced by the publisher, all text and images must arrive at publisher's office latest by booking deadline. The publisher reserves the right to refuse all ad material deemed unsuitable for the publication.

## TECHNICAL DATA

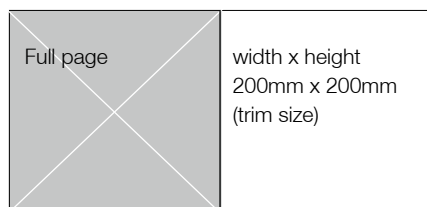
### Standard Ad Sizes

- 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: Colour Separations with proofs and Computer-to-Plate (CTP) process
- Finishing: Perfect binding, covers laminated
- Paper: Cover: 260gsm glossy art, Content: 128gsm glossy art
- Trim Size: 200mm width x 200mm height
- Type Size: 185mm width x 270mm height
- Film Size: 210mm width x 210vmm height (full page)

### Material Supply

- Electronic
  - 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 two 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](mailto:traffic@solitairemedia.com)
- Non-Electronic
  - If advertising material is supplied in film form, publisher requires un-retouched positives, right-reading, emulsion side down. Films must show registration marks, corner marks and colour indicators on each film, corresponding to the trim size of the publication.
  - At least two colour proofs plus one set of progressives must accompany films. 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 electronic and non-electronic reproduction material and proofs should be sent by air-courier to:

EDIPRESSE SOLITAIRE MEDIA PTE LTD  
101 Cecil Street #10-12  
Tong Eng Building, Singapore 069533  
Tel: +65 6835 9030 Fax: +65 6835 9520

### Contact Us

If you are interested in advertising in any of the above sections, please contact us:

**EDIPRESSE SOLITAIRE MEDIA PTE LTD**  
101 Cecil Street #10-12  
Tong Eng Building, Singapore 069533  
Tel: +65 6835 9030 Fax: +65 6835 9520

Please direct enquiries to the following email addresses:

Advertising: [results@solitairemedia.com](mailto:results@solitairemedia.com)  
Editorial: [editor@solitairemedia.com](mailto:editor@solitairemedia.com)  
General: [mail@solitairemedia.com](mailto:mail@solitairemedia.com)