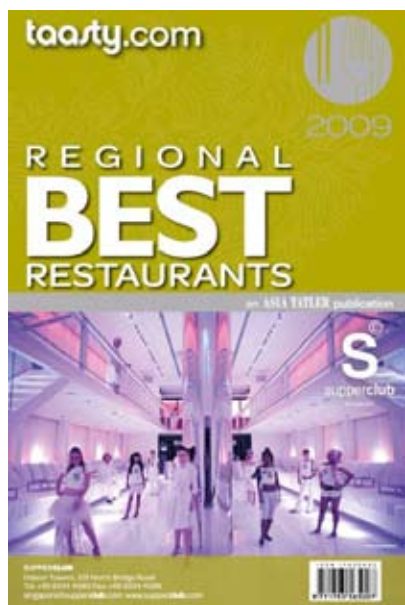


A S I A T A T L E R
R E G I O N A L
BEST
R E S T A U R A N T S



2010

Bringing you the Best Dining Experience in the region: Singapore, Malaysia, Hong Kong and Indonesia



Our Strategy

Singapore's Best Restaurants Guide, with its impeccable reputation as the ultimate guide to dining out in Singapore, needs no introduction. For 26 years, Singapore's Best Restaurants Guide has been published by Singapore Tatler. Not content with being the number one food guide in the country, and due to overwhelming demand, Best Restaurants Guide is now poised to conquer the region, with its third edition *Regional Best*

Restaurants Guide 2010. And the goal, no less, is making this annual a renowned and respected top-seller as well.

Editorial Content

Singapore Tatler's *Regional Best Restaurants Guide 2010* is strongly committed to offering honest reviews of restaurants at the pinnacle of their category and genre from the region's most exacting gourmants and foodies in not just Singapore, but Malaysia, Indonesia, and Hong Kong.

As always, our committee of food reviewers will lend their tastebuds, and, with their expertise, rate the top restaurants that each of these four countries is proud to offer. Only the top restaurants in each region will be included.

Target Audience

We are reaching 20,000 affluent, discerning readers who know and love food. *Regional Best Restaurants Guide 2010* is the perfect culinary reference for the jet-setter and business magnate who wines and dines on a regular basis. It's simply made for the travelling connoisseur of fine restaurants who knows just the place to dine when entertaining or doing business. So if you want to be part of this once-a-year opportunity contact us to find out more.

ADVERTISING RATES

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Inside Back Cover	US\$6,000
Full page Full Colour	US\$4,000
Colour Slide within Review	US\$700

INTRODUCTORY OFFER PACKAGE *

Full page + 2 Colour Slide within Review	US\$3,300
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* For restaurants only

PUBLICATION DATE

December 2009

CIRCULATION

	Controlled FREE Circulation	Newstands
Singapore	4,000	1,000
Malaysia	4,000	1,000
Indonesia	4,000	1,000
Hong Kong	4,000	1,000
Total	16,000 copies	4,000 copies

READER PROFILE

- 28-55 yrs old, male/female
- Corporate executives, businessmen & jet-setting socialites

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For review page (Slide): Picture in either hi-res tiff or jpeg format

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Nov 2009

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