

solitaire

ADVERTISING RATES
MEDIA INFORMATION

2009

SINGAPORE DOLLARS

solitaire

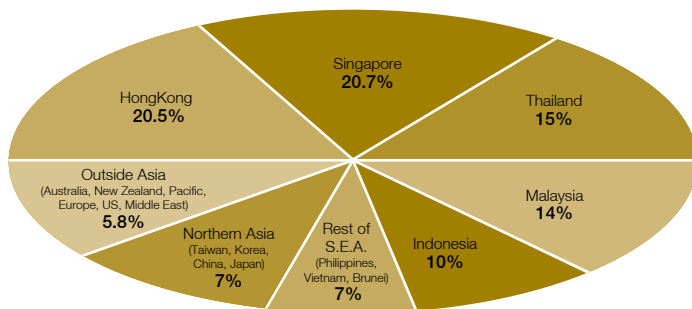
OUR READERSHIP PROFILE

Who Reads Solitaire?

- Asian Professionals and Affluent Consumers
 - Business Owners and Senior Management
 - Financially independent personalities
 - 80/20 female-to-male ratio
 - Fashion, trend and status-oriented individuals
 - Within the upper 20% of the income pyramid
- Expatriates in Asia Pacific
 - Senior Management and Professionals
 - 80/20 female-to-male ratio
 - Substantial disposable income
- Premier class business travellers in Asia Pacific
- Members of premier private clubs and loyalty programmes in Asia Pacific
- International luxury shoppers and tourists to or through Asia Pacific metropolitan areas
- Private customers of regional and international jewellery and watch private showcases, social gatherings and other exclusive events
- Jewellery and watch collectors and professionals throughout Asia Pacific

OUR CIRCULATION POLICY

Where Are Our Readers?



How Are We Distributed?

CIRCULATION BY CATEGORY

Paid Circulation: 49.9% Premier: 45.9% Events Circulation: 4.2%

- 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.

OUR STRENGTHS

Why Solitaire?

- Solitaire is the leading and only established jewellery and watch consumer magazine in the Asia Pacific region
- Solitaire is the proven choice for luxury branding and also significantly increasing sales. Our advertisers prove their satisfaction in working with Solitaire by working with us continuously over the years
- Our comprehensive circulation network connects you instantly to your potential customers in Asia Pacific

MAGAZINE PROFILE

About Us

- Category
 - Regional / international consumer publication, open circulation, English language (UK grammar and spelling rules)
- Editorial Coverage
 - Fine jewellery, branded and jewellery timepieces, diamonds, pearls, coloured stones, precious metals, auctions, luxury goods shopping, and antiques

Publisher:
EDIPRESSE SOLITAIRE MEDIA PTE LTD
101 Cecil Street #10-12
Tong Eng Building
Singapore 069533
T: +65 6835 9030
F: +65 6835 9520
www.solitairemedia.com

Please direct enquiries to the following email addresses:

Advertising: business@solitairemedia.com

Editorial: editor@solitairemedia.com

General: mail@solitairemedia.com

ADVERTISING RATES (ALL RATES IN SINGAPORE DOLLARS)

FULL PAGE POSITION	RATE PER INSERTION
Regular Position (second half of magazine)	SGD 6,800
Preferred Position (first half of magazine)	SGD 10,800
Prime Position (first 25% of magazine, guaranteed right hand, facing editorial pages)	SGD 12,600

DOUBLE PAGE SPREAD POSITION	RATE PER INSERTION
Preferred Double Page Spread Position (first half of magazine)	SGD 18,800
Prime Double Page Spread Position (first 25% of magazine)	SGD 21,800

HALF PAGE POSITION	RATE PER INSERTION
Market Place Position (horizontal, second half of magazine)	SGD 3,240

PREMIUM COVER POSITION	RATE PER INSERTION
Outside Gate Fold Spread (Z-Fold Double Page Only)	SGD 31,000
Inside Front Cover Spread (Double Page Spread Only)	SGD 27,000
Inside Back Cover	SGD 11,800
Outside Back Cover	SGD 23,800

Frequency Discounts

3 or more insertions	- 5% discount
6 insertions	- 15% discount

SPECIAL BUY	RATE
Available as Bound & Loose Inserts, Gate Folds, Belly Bands, Art Card, etc.	Please contact business@solitairemedia.com

WEBSITE E-BANNER	RATE PER YEAR
www.solitaire.com.sg (excludes main loading page)	SGD 1,980

Additional Discounts

Additional 3% Discount for six-month prepayment (3 issues)
Additional 8% Discount for twelve-month prepayment (6 issues)

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.

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ADVERTISEMENT SCHEDULE & AD SIZE SPECIFICATIONS

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
February / March	25 December	05 January	01 February
April / May	25 February	05 March	01 April
June / July	25 April	05 May	01 June
August / September	25 June	05 July	01 August
October / November	25 August	05 September	01 October
December / January	25 October	05 November	01 December

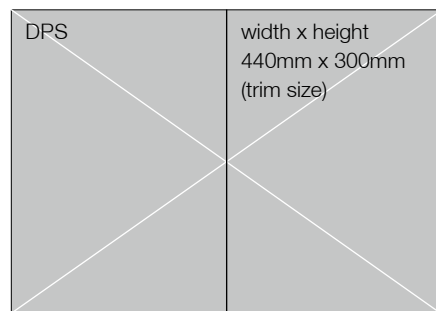
Please Note:

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, in particular advertisements showing retail prices, religious symbols and nudity.

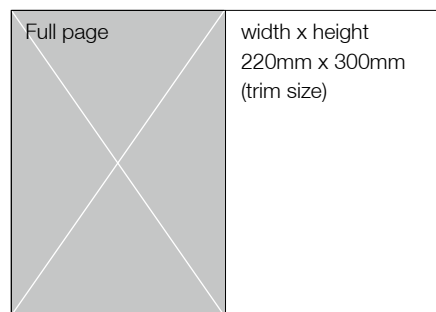
Standard Ad Sizes

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

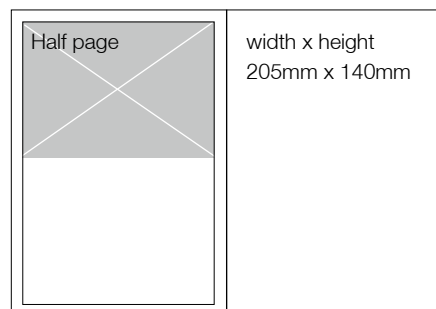
Double Page Spread Ads



Bleed Ads



Non-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: 115gsm glossy art
- Trim Size: 220mm width x 300mm height
- Type Size: 185mm width x 270mm height
- Film Size: 230mm width x 310mm 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
- 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:

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