

2010

S I N G A P O R E T A T L E R

HOMES

THE INSIDER'S GUIDE TO LUXURIOUS LIVING

With the overwhelming support of readers and advertisers coupled by the explosive demand for luxurious properties, *Singapore Tatler Homes* is now a quarterly publication of *Singapore Tatler*. It has established itself as the definitive read for elite and discerning individuals. More importantly, it is intimately connected to the country's most prominent personalities in business and society, who can afford the very best in furniture, décor, appliances and accessories.

Each edition promises the latest trends in international furniture design, and the most luxurious and iconic products to fill up the glamorous spaces in these coveted homes in Singapore and the world.

Readers will enjoy the coverage of the latest design news from the Milan Furniture Fair, and how the fashion runways have influenced home décor and interiors. There are also informative articles on practical ways to: design a professional-quality kitchen, build a state-of-the-art home theatre, and to select and purchase art with a professional eye.

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2010 PUBLICATION DATES

March / June / September / December

CIRCULATION

Newsstands	3,000
Controlled FREE Circulation	11,000
• Singapore Tatler database	5,000
• Indonesian Readers in Singapore	2,000
• Professionals database (Architects, Designers, Lawyers, Engineers, Doctor etc...)	3,000
• New Home Owners – Condos, Apartments, Houses in prime districts	1,000
Total	14,000 copies

READER PROFILE

- Luxury home owners
- 28-55 yrs old
- Professionals, middle to upper management executives or businessmen (PMEBs)
- Minimum annual income of S\$ 150,000 and above

READERSHIP : - 70,000 potential readers **

** Figures based on a Singapore Tatler readership survey with an estimated pass on rate of 1 to 5 other readers per copy

ADVERTISING RATES

Inside front cover	S\$13,200
Outside back cover	S\$12,100
Inside back cover	S\$11,000
Double Page Spread	S\$ 8,800
Full Page Full Colour	S\$ 6,600
Full Page Advertorial	S\$ 7,700

MATERIALS & BOOKING DEADLINE

End January / End April / End July / End October