

ASIA TATLER
REGIONAL
BEST
RESTAURANTS



2011

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



Our Strategy

Singapore's Best Restaurants Guide, with its impeccable reputation as the ultimate guide to dining out in Singapore, needs no introduction. For 28 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*

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* 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

Front Cover	US\$18,000
Outside Back Cover	US\$9,000
Inside Front Cover Spread	US\$14,000
Inside Back Cover	US\$8,000
Double Page Spread	US\$7,000
Full page Full Colour	US\$5,500
2x Colour Slides within Review	US\$1,400
1x Colour Slide within Review	US\$900

PACKAGE OFFER*

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

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

PUBLICATION DATE

December 2010

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
Thailand	4,000	1,000
Total	20,000 copies	5,000 copies

READER PROFILE

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

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

15 OCTOBER 2010

CONTACT Phillip Hong at 6323 1606 or email to phillip.hong@edipresse.com.sg to book your space now!