

GENERAL CONDITIONS AND TERMS OF ACCEPTANCE

01. Requests for advertising space must be accompanied by a signed insertion order made out to Edipresse Singapore Pte Ltd, 211 Henderson Road, #07-04 Singapore 159552.

02. The Publisher reserves the right to edit, revise, reject or cancel any advertisement at any time.

03. The Publisher will not be liable for any errors or omissions resulting in consequential or other loss or damage of any kind whatsoever (whether anticipated or not) whether occasioned by (i) failure of any advertisement to appear on the specified date (or at all); (ii) errors in any advertisement published; (iii) errors in key numbers; (iv) changes made after closing date; (v) colour quality or errors appearing in advertisement which are placed after our published deadlines or due to late delivery of digital film from the advertiser or his designate; (vi) or for any other reason whatsoever.

04. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorised and is able to grant rights to publish the entire contents and subject matter thereof and that such publication will not violate any law or regulation or infringe upon any right including without limitation right of privacy, decency and intellectual property. If the agency is making an advertising related request on behalf of the advertiser, the agency confirms that it is authorized to bind the advertiser to any resulting commitment. In consideration of the Publisher's acceptance of advertisements for publication, the agency and/or advertiser will jointly and severally indemnify, defend and save the Publisher harmless against any and all loss or expense resulting from claims or suits or loss or damage based upon the contents or subject matter of such advertisements including, without limitation, claims or suits for libel, violation of right or privacy, plagiarism and copyright infringement.

05. Advertisements must be inserted within one year from date of first insertion to earn frequency discounts.

06. In the event of material insertion instructions not being received by the published deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the advertiser will be liable for full payment.

07. Cancellation of an advertisement order will be accepted only if it is received by the Publisher, in writing, not later than close of business six weeks prior to the first day of publication. Any cancellation made after this deadline will render the advertiser and/or agency liable to pay the contracted rate in full for the cancelled advertisement whether or not it is published.

08. If the advertiser or agent gives notice of cancellation or reduction of any part or portion of the work contracted for, then any preferential rates and/or position protection originally agreed shall cease to apply and the normal rates as set out herein shall apply instead. Likewise, on cancellation or curtailment by the advertiser or agent of a contract for a number of advertisements, any preferential rates and/or position protection shall cease and the normal rates as set out herein shall apply to advertisements or insertions already used up to the date of cancellation or curtailment.

09. The Publisher reserves the right to destroy all digital files, transparencies, photographs or other material after a period of six months. Such material will not be returned to an agency or advertiser unless requested in writing.

10. While every reasonable care is taken, neither the Publisher nor its agent is responsible nor liable for any loss or damage to digital files, transparencies, photographs and other material submitted to the Publisher. The agency and/or advertiser understands that materials submitted solely at its own risk.

11. Advertising schedules composed of mixed space units are entitled to normal discounts except that smaller units cannot be added to larger units to gain the larger space frequency discount.

12. Digital files supplied by the advertiser or agency must be to the correct specifications. The Publisher will not give any rebate or compensation for advertisements for which incorrect digital material has been supplied.

13. All advertising copy that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement", "advertorial" or "marketing feature".

14. The Publisher does not guarantee any given level of circulation or readership for an advertisement or insert.

15. Stipulations on advertising orders which differ from the above rates or conditions are not considered binding unless expressly acknowledged in writing by the Publisher.

16. It is understood that the advertiser and agency are jointly and severally liable for payment of invoices for advertising published hereunder.

17. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to *AsiaTatler.com* in any way except with the prior permission of the Publisher in each instance.

18. All complaints or claims regarding advertisements published must be made in writing within 15 days following the date of publication and be sent by registered post or recorded delivery to the Publisher. Complaints or claims received after this deadline will not be entertained.

19. Oral commitments on special positions, make good advertisements, compensation or any other matter will not be binding unless expressly acknowledged in writing by the Publisher.

20. The placing of an order for insertion of an advertisement shall amount to an acceptance of these terms and conditions and any terms inconsistent with these (including oral commitments, rates and rules) shall be void unless varied in writing and signed by the Publisher.

21. Incorrect rates or conditions on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at time of publication.

22. No waiver or indulgence by the Publisher shall be effective save in relation to the matter in respect of which it was specifically given in writing.

23. This agreement shall be construed under and be governed by the law of Singapore and the parties submit to the jurisdiction of the Singapore courts.

24. If a provision in these terms is determined to be void and unenforceable, in whole or in part, it shall be severable from and not be deemed to affect or impair the validity of any other provision.

Advertising Representatives

ASIA PACIFIC

Australia
Zorka Sipkova
Tel: + 61-2 8298 9318
Email: zorka.sipkova@publicitas.com

China, Beijing
Agatha Chan
Tel: + 86-10 5203 6778
Email: advertising@bjtatler.com

China, Shanghai
Margaret Chua-Piano
Tel: + 86-21 5258 7666
Email: margaret.piano@edipresse.com.cn

Hong Kong
Joyce Kwok
Tel: + 852 2547 7117
Email: joyce.kwok@edipresse.com.hk

India
Srinivas Iyer
Tel: + 91-22 2288 1401
Email: representations@media-scope.com

Indonesia
Millie Stephanie
Tel: + 62-21 3151 421
Email: millie@indonesiatatler.co.id

Japan
Hideo Nakayama
Tel: + 81-3 3479 6131
Email: nmi@tka.att.ne.jp

Korea
Joane Lee
Tel: + 82-2 3702 1740
Email: dbi@doobee.com

Malaysia
Florence Fang
Tel: + 60-3 2780 8833
Email: florence.fang@edipresse.com.my

Philippines
Lynne Palma
Tel: + 63-2 8140 771
Email: lynne@philtatler.com

Singapore
Gilbert Cheah
Tel: + 65-6323 1606
Email: gilbert.cheah@edipresse.com.sg

Taiwan
April Hsu
Tel: + 886-2 8771 1789
Email: april.hsu@edipresse.com.tw

Thailand
Nartnittha Jirarayapong
Tel: + 66-2635 5185
Email: noo@njintermedia.com

Edipresse Appetite
Phillip Hong
Tel: + 65-6323 1606
Email: phillip.hong@edipresse.com.sg

EUROPE
Belgium
Ingrid Bellis
Tel: + 32-2 6398 429
Email: ingrid.bellis@publicitas.com

France
Fabrice Vincent
Tel: + 33-1 5690 2929
Email: fvincent@agpp.com

Germany
Christoph Hoefler
Tel: + 49-89 9210 610
Email: christoph.hoefler@publicitas.com

Netherlands
Peter Landsheere
Tel: + 31-20 311 9710
Email: peter.landsheere@publicitas.com

Spain
Susana Ruano
Tel: + 34-91 3237 915
Email: sruano@publicitas.com

United Kingdom
Patricia Meier Woster
Tel: + 44-20 7592 8327
Email: patricia.meier@publicitas.com

NORTH AMERICA
U.S.A.
W. John Holmes
Tel: + 1-518 5234 794
Email: jholmes@accessriverside.com



Edipresse Singapore Pte Ltd 211 Henderson Road, #07-04 Singapore 159552
www.edipresseasia.com

EDIPRESSE ASIA GROUP

CHINA • BEIJING TATLER • SHANGHAI TATLER • BEST RESTAURANTS GUIDE • REVOLUTION • SOCIETY • YACHTSTYLE
HONG KONG • HONG KONG TATLER • BEST RESTAURANTS GUIDE • COUTURE • ELITE HOMES • ESSENTIALS • GMT XXL • HOME BUYERS GUIDE • HOME JOURNAL • HONG KONG BUSINESS • HONG KONG BUSINESS ANNUAL • LUXE LIVING
• REVOLUTION • SPARKLE • SOCIETY • YACHTSTYLE
INDONESIA • INDONESIA TATLER • BEST RESTAURANTS GUIDE • INDONESIA TATLER HOMES • SOCIETY
KOREA • KOREA TATLER
MACAU • MACAU TATLER • BEST RESTAURANTS GUIDE
MALAYSIA • MALAYSIA TATLER • BEST RESTAURANTS GUIDE • GMT XXL • MALAYSIA TATLER HOMES • SOCIETY
PHILIPPINES • PHILIPPINE TATLER • BEST RESTAURANTS GUIDE • INTERIORS • SOCIETY
SINGAPORE • SINGAPORE TATLER
• BEST RESTAURANTS GUIDE • GMT XXL • REGIONAL BEST RESTAURANTS GUIDE • SINGAPORE TATLER HOMES • SINGAPORE TATLER WEDDINGS • SOCIETY • THE BEST OF SINGAPORE
TAIWAN • TAIWAN TATLER • REVOLUTION • THAILAND
• THAILAND TATLER • BEST RESTAURANTS GUIDE • ESSENTIALS • ESSENTIAL GUIDE TO HOME & DECOR • EXPAT SOCIETY • PHUKET TATLER • SOCIETY • THAILAND TATLER SPAS
EDIPRESSE APPETITE • APPETITE
EDIPRESSE SOLITAIRE • SOLITAIRE • ABADI • BRILLIANT JEWELLERS • PRO JEWELLER • THOI QIAN

WEBSITES • ASIATATLER.COM • APPETITE-ASIA.COM • COUTURE.COM.HK • HKBUSINESS.COM.HK • HKHOME.JOURNAL.COM • REVOLUTION.COM.HK • SOLITAIREMEDIA.COM • SOLITAIRE.COM.SG • SOLITAIRE-PRO.COM • TAASTY.COM • THAILANDBESTSPAS.COM • WORLDTEMPUS.COM • YACHTSTYLEASIA.COM

SINGAPORE

ASTA

TATLER.COM

2011

The Spirit of High Society



ASIATATLER.COM

A whole new way to experience the Spirit of High Society. Asia Tatler has been the most influential and prominent society magazine in Asia for the last 33 years and has always been synonymous with the most influential personalities and the best that life has to offer.

ABOUT THE WEBSITE

In Jan 2011, we launched **ASIATATLER.COM – Singapore Edition** (www.asiatatler.com/hk), the online edition of *Singapore Tatler* magazine. The website offers all web-exclusive content, targeting a younger, web-savvy generation but still focused on the cream of Singapore society and the luxury lifestyle that surrounds them. Featuring the city's top and most exclusive events; insightful and entertaining feature articles and videos; blogs and travel diaries, ASIATATLER.COM offers a whole new way to reach Singapore's most influential personalities.

REASONS FOR ADVERTISING IN ASIATATLER.COM

For the last 29 years, no one has captured Singapore's high society better than *Singapore Tatler*. The magazine has long chronicled the lives of Singapore's most important people and their lifestyles, and in time, they became loyal and dedicated readers of the magazine.

These same people are also avid fans of ASIATATLER.COM, as the website continue to serve as the purveyor of luxury lifestyle, but also getting stories and messages across in a more timely and interactive manner. More importantly, ASIATATLER.COM strikes a chord with the younger generation of Singapore society who relate better to a digital platform.

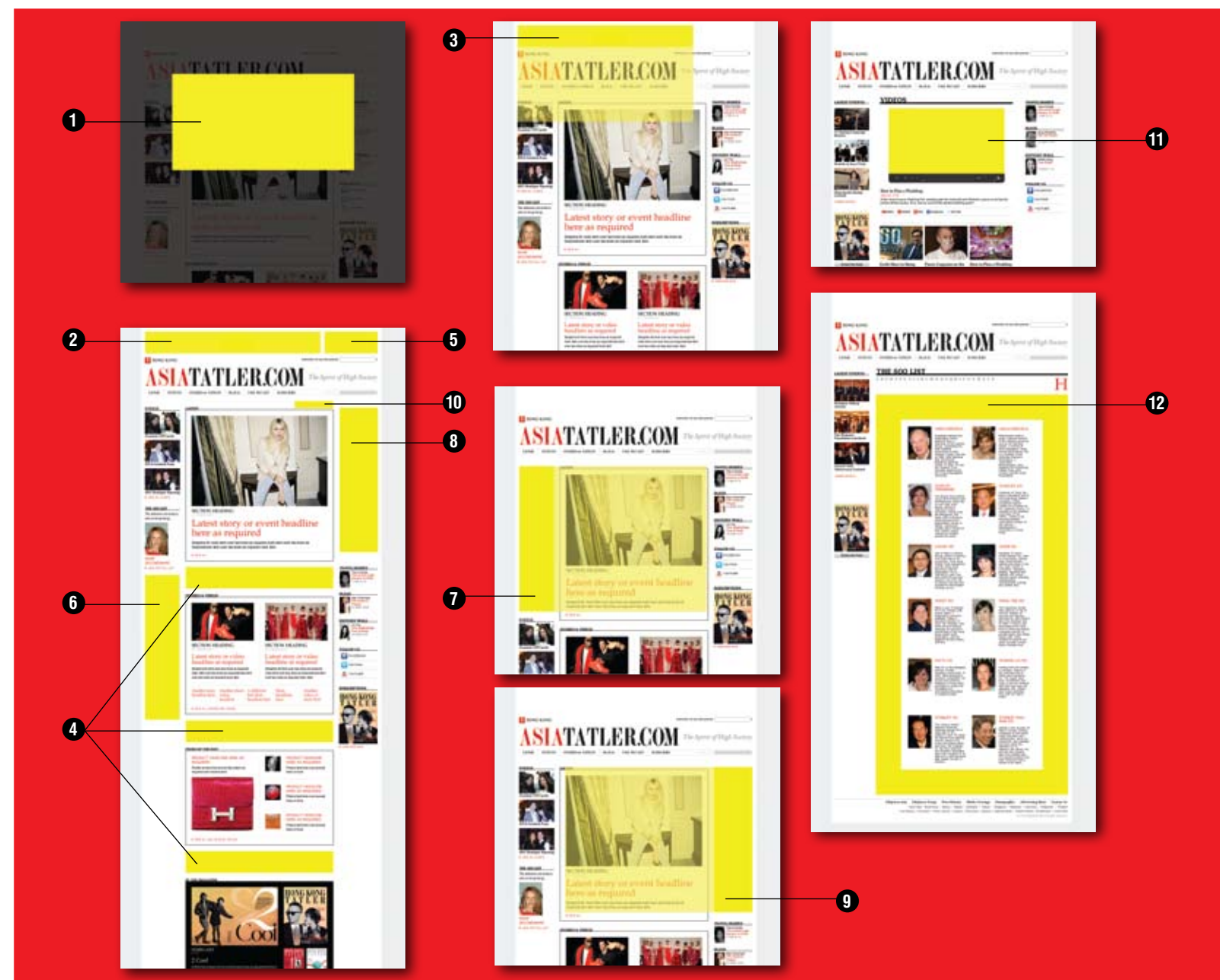
But besides these loyal supporters, ASIATATLER.COM is also drawing newcomers who strive for the hottest news about the extravagant lifestyle of the rich and famous and the best that life can offer.

Therefore, ASIATATLER.COM offers access to a wider breadth and depth of a top-quality demographic.

Below is the profile of our target readers:

Affluent urbanites aged between 25 to 50 and who have active social life and participate in cultural activities and events

- 80% Asian, 20% expatriates
- 50% female, 50% male
- Well-educated professionals whose average personal annual income is over S\$200K.
- Existing members of the yacht club, country club and various golf clubs
- Generous shoppers who spend on jewellery and watches, clothes, shoes / handbags / briefcases & leather goods in addition to cosmetics / skincare annually



BANNER AD ADVERTISING RATES (S\$)

| TYPE OF ADS AVAILABLE | POSITIONS | SIZE (W X H) IN PIXELS | HOMEPAGE | | WHOLE SITE | |
|--------------------------------|--------------------------|---|---|-----------|------------|-----------|
| | | | (2 WEEKS) | (MONTHLY) | (2 WEEKS) | (MONTHLY) |
| Banner | 1. Landing Page Banner | 755 (W) x 400 (H) pixels | \$8,000 | \$14,000 | N/A | N/A |
| | 2. Top banner | 728 (W) x 90 (H) pixels | \$5,000 | \$9,000 | \$14,000 | \$24,000 |
| | 3. Expandable Top Banner | 728 (W) x 90 (H) pixels (before expansion), 728 (W) x 400 (H) pixels (maximum size after expansion) | \$6,000 | \$11,000 | \$16,000 | \$28,000 |
| | 4. Middle Banner | 611 (W) x 90 (H) pixels | \$4,000 | \$7,000 | \$10,000 | \$18,000 |
| Button | 5. Top button | 220 (W) x 90 (H) pixels | \$4,000 | \$6,000 | \$10,000 | \$17,000 |
| | Skyscraper | 6. Left Skyscraper | 145 (W) x 600 (H) pixels | \$3,000 | \$6,000 | \$9,000 |
| 7. Expandable Left Skyscraper | | 145 (W) x 600 (H) pixels (before expansion), 755 (W) x 600 (H) pixels (maximum size after expansion) | \$4,000 | \$7,000 | \$10,000 | \$18,000 |
| 8. Right Skyscraper | | 160 (W) pixels x 600 (H) pixels | \$6,000 | \$10,000 | \$15,000 | \$26,000 |
| 9. Expandable Right Skyscraper | | 160 (W) x 600 (H) pixels (before expansion), 755 (W) x 600 (H) pixels (maximum size after expansion) | \$7,000 | \$12,000 | \$17,000 | \$30,000 |
| Others | | 10. Promo Box | 160 (W) x 30 (H) pixels | \$3,000 | \$5,000 | \$8,000 |
| | 11. Pre-roll Ad in Video | 480 (W) x 270 (H) pixels | \$5,000 | \$8,000 | \$12,000 | \$21,000 |
| | 12. Skinner | 105 (W) pixels, height varies depending on the length of each page on "THE 300 LIST" | Available on "THE 300 LIST" ONLY for \$11,000 for 2 weeks or \$20,000 monthly | | | |

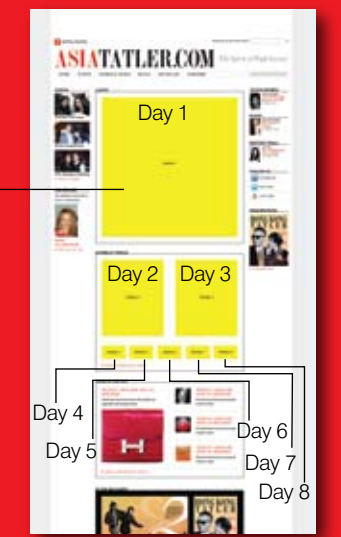
Remarks: MPU Ad is available on either banner, button, or skyscraper for additional S\$500 for 2 weeks or additional S\$800 monthly

BANNER AD SPECIFICATIONS:

- The maximum banner ad per position is up to 5 advertisers and each banner will appear after refreshing of the website
- Banner ad can be submitted in JPG/ GIF/ Flash SWF for still image and GIF/ Flash SWF for animated version

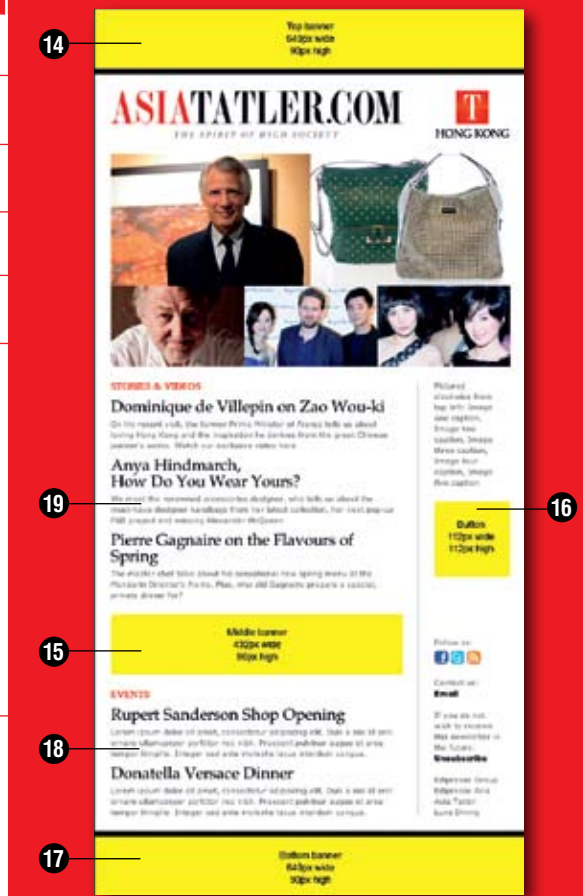
SPONSORED FEATURES RATES (S\$)

| TYPE OF ADS AVAILABLE | TYPE OF ADVERTORIAL | DETAILS | RATE |
|-----------------------|----------------------|--|----------|
| 13. Sponsored Feature | Write up Advertorial | Client to provide press release & high resolution images. Production of advertorial write up (500 words max) & layout (include link to client website) will be done by us. | \$12,000 |
| | Video Advertorial | Client to provide. | |



RATES FOR E-NEWSLETTER (S\$)

| TYPE OF ADS AVAILABLE | SIZE (W X H) IN PIXELS | RATE | DETAILS |
|--------------------------|--------------------------|----------|---|
| 14. Top Banner | 640 (W) x 90 (H) pixels | \$7,000 | ** Artwork to be provided by client & the ad will link directly to client website only |
| 15. Middle Banner | 432 (W) x 90 (H) pixels | \$6,000 | ** Artwork to be provided by client & the ad will link directly to client website only |
| 16. Button Banner | 112 (W) x 112 (H) pixels | \$5,000 | ** Artwork to be provided by client & the ad will link directly to client website only |
| 17. Bottom Banner | 640 (W) x 90 (H) pixels | \$5,000 | ** Artwork to be provided by client & the ad will link directly to client website only |
| 18. Listed under Events | n/a | \$7,000 | ** Client to send over high resolution images and press release about the event |
| 19. Write up Advertorial | n/a | \$13,000 | To appear in the content section of the E-newsletter and will link directly to asiatatler.com. Client to provide press release & high resolution images. Production of advertorial write up (500 words max) & layout (include link to client website) will be done by us. |
| | | | To appear in asiatatler.com: 1. Advertorial to be moved down from the top onto different parts on the HOMEPAGE for 8 days while also appearing on STORIES & VIDEOS page in addition to the page based on their corresponding category at the same time. 2. Advertorial to be archived for 6 months on website |
| 19. Video Advertorial | n/a | \$18,000 | To appear in the content section of the E-newsletter and will link directly to asiatatler.com. Client to provide. |
| | | | To appear in asiatatler.com: 1. Video to be moved down from the top onto different parts on the HOMEPAGE for 8 days while also appearing on STORIES & VIDEOS page in addition to the page based on their corresponding category at the same time. 2. Video to be archived for 6 months on website |



E-NEWSLETTER'S BANNER AD SPECIFICATION

Banner ads can be submitted in JPG/ GIF/ Flash SWF for still image and GIF/ Flash SWF for animated version

ADVERTISING RATES: Accredited Advertising Agency Commission: 15% of gross

PAYMENT: Payment is due upon receipt of invoice, which will be rendered in Singapore dollars and payments are to be made in this currency. In the event of dispute over amount due, advertiser/agency agrees to remit full amount due before resolving dispute.

OVERDUE BILLS: A delinquency charge of 1.25% interest will be made on any invoice outstanding for more than 30 days from the date of invoice. Publisher reserves the right to change payment terms to cash at any time and to refuse to publish further advertisements until full payment.