

2012



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Food • Wine • Luxury

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TARGETED READERS PROFILE

- Audience – Tertiary educated professionals aged between 27 and 45 years old.
- Affluent readers with household income \$60k - \$100k, and who dine out at least twice a week.
- Travels overseas at least three times a year and has a cosmopolitan taste in the finer things in life.

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

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ADVERTISING RATES

PRIME POSITION - FULL PAGE	PER INSERTION
Outside Back Cover	S\$7,000
Inside Front Cover Spread	S\$13,000
Inside Back Cover	S\$6,000

RUN-ON-PAGE	PER INSERTION
Double Page Spread	S\$8,600
Full Page	S\$5,000
1/2 Page (Vertical)	S\$2,600
Advertorial	S\$6,000

VOLUME DISCOUNT	
3 Insertions – 5%	9 Insertions – 15%
6 Insertions – 10%	12 Insertions – 20%

AD MATERIAL REQUIREMENT

FORMAT • High-resolution PDF file with crop marks in CD-ROM + colourproofs

AD MATERIAL+BOOKING DEADLINE • ONE MONTH BEFORE PUBLICATION DATE

SPECIFICATIONS	ADVERTISEMENT SIZES
DOUBLE PAGE SPREAD	TRIMMED : 305 MM (HT) X 456 MM (W)
	BLEED : 311 MM (HT) X 462 MM (W)
	TYPE AREA : 285 MM (HT) X 436 MM (W)
FULL PAGE	TRIMMED : 305 MM (HT) X 228 MM (W)
	BLEED : 311 MM (HT) X 234 MM (W)
	TYPE AREA : 285 MM (HT) X 208 MM (W)
1/2 PAGE VERTICAL	TRIMMED : 305 MM (HT) X 114 MM (W)
	BLEED : 311 MM (HT) X 120 MM (W)
	TYPE AREA : 295 MM (HT) X 104 MM (W)

a new generation of gourmets is emerging in Asia: foodies with cosmopolitan outlooks, broad horizons, insatiable appetites for gastronomic adventures, and a thirst for the most up-to-date information in food, wine and luxury. appetite was created in 2006 to satisfy the needs of this growing group of readers.

We offer a fresh, bold approach to the lifestyle of the modern foodie. From our no-holds-barred incognito restaurant reviews, delicious recipes and in-depth coverage of the latest food and wine trends, to our beautiful photography spreads introducing luxury indulgences, appetite is designed to tantalise.



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