



SINGAPORE TATLER
**SINGAPORE'S
 BEST
 RESTAURANTS**



2013
 Since 1986

Are you often impressed by people who always know the very best places to wine and dine? Their secret is probably quite simple: a copy of the current edition of *Singapore's Best Restaurants Guide*.

For 27 years, *Singapore's Best Restaurants Guide*, published by Singapore Tatler, has been the definitive annual guide to fine dining in Singapore. Every year, our panel of food experts visits and reviews more than 200 restaurants. In addition, you'll find a rating system for food, wine, service and price, plus stories on food trends and culture, and easy-to-use maps to locate the fine dining establishments.

Singapore's Best Restaurants Guide will be available in good bookstores throughout the island and is an indispensable tool for all those who need to know about dining out in the republic — whether they be serious foodies, business people or tourists.

“Delivering the most useful and insightful information on food and beverage... to you on a platter!”

THE OPPORTUNITY TO ADVERTISE IN THE GUIDE COMES ONLY ONCE A YEAR. DON'T MISS IT!

HERE IS WHAT YOU WILL GET:

- Exposure to 33,000 affluent, discerning readers, who are actively seeking the best dining experiences the country has to offer
- A year's shelf life: the guide will be kept and referred to frequently

CIRCULATION

Major Newsstands 4,000

CONTROLLED FREE CIRCULATION

29,000

TOTAL

33,000 copies

READERS PROFILE

- 28-55 yrs old, male/female
- Corporate executives, businessmen
- Readers dine at restaurants an average of 5 times per week*
- Spend an average of \$293 per meal*
- Spend an average of \$1,057 per month on alcoholic beverages*

* Source: Singapore Tatler Reader Survey

ADVERTISING RATES

Inside front cover	\$S\$15,000
Outside back cover	\$S\$10,200
Inside back cover	\$S\$ 8,600
Double Page Spread	\$S\$ 7,600
Full Page Full Colour	\$S\$ 6,000
2x Colour Slides within Review	\$S\$ 1,600
1x Colour Slide within Review	\$S\$ 900

ADVERTISEMENT SIZE

TRIM SIZE	128mm (W) X 230mm (H)
TYPE AREA	108mm (W) x 210mm (H)
BLEED	Add 3mm all round

AD MATERIAL REQUIREMENT

FORMAT

High-resolution PDF file with crop marks in CD-ROM + colourproofs
 For review page (Slide): hi-res tiff, eps or jpeg format

MATERIALS & BOOKING DEADLINE

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