



NEW BI-MONTHLY ISSUE

SINGAPORE TATLER HOMES

THE INSIDER'S GUIDE TO LUXURIOUS LIVING

Singapore Tatler Homes is the premier luxury home magazine in the country. Launched in 2008, *Singapore Tatler Homes* rapidly became a leading title and source of inspiration for discerning homeowners. With overwhelming support from readers and advertisers, coupled by an explosive demand for luxurious properties within the region, the **BI-MONTHLY** publication is lauded as the definitive read for elite individuals.

An informative and enjoyable read, the strength of *Singapore Tatler Homes* lies in its ability to bridge target audience to relevant brands and purveyors of fine living. More importantly, it is intimately connected to the country's most prominent personalities in business and society- appreciators of the very best in furniture, interior décor, appliances and accessories.

Each edition includes a showcase of the most stylish homes from Singapore and around the globe, trends in international furniture design, as well as a veritable collection of iconic homeware and lifestyle products of refinement and unparalleled style.

Singapore Tatler Homes brings readers and advertisers together, for appreciating the best in home and luxury living. Its success has spawned a series of international editions within the region.

LIMITED SPECIAL PACKAGE!

| | | |
|-----------------------------|---|--|
| 1 Double Page Advertisement | } | ACTUAL RATE \$20,600 |
| 1 Double Page Advertorial | | Your Investment \$9,700 |

CIRCULATION

| | |
|------------------|---------------|
| TOTAL | 14,000 copies |
| Major Newsstands | 3,000 |

CONTROLLED FREE CIRCULATION

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|--|-------|
| 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 |

READERS PROFILE

- Luxury home owners, 28-55 yrs old with minimum annual income of S\$ 150,000 and above
- Professionals, middle to upper management executives or businessmen (PMEBs)
- 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 | \$S13,200 |
| Outside back cover | \$S12,100 |
| Inside back cover | \$S11,000 |
| Double Page Spread | \$S 8,800 |
| Full Page Full Colour | \$S 6,600 |
| Full Page Advertorial | \$S 7,700 |

ADVERTISEMENT SIZE

| | |
|------------------|-----------------------|
| TRIM SIZE | 228mm (W) X 305mm (H) |
| TYPE AREA | 200mm (W) x 273mm (H) |
| BLEED | Add 3mm all round |

AD MATERIAL REQUIREMENT

FORMAT

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

MATERIALS & BOOKING DEADLINE

End December / End February / End April
End June / End August / End October

2012 PUBLICATION DATES

February / April / June / August / October / December

CONTACT

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