

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 authorised 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 are submitted solely at their 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 *Singapore Tatler* 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 the 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

China

April Hsu

Tel: + 86-21 5258 7666
Email: april.hsu@edipresse.com.cn

Hong Kong

Jennifer Siu

Tel: + 852 2547 7117
Email: jennifer.siu@edipresse.com.hk

India

Marzban Patel

Tel: + 22 2288 1401
Email: srinivas.iyer@publicitas.com

Indonesia

Millie Stephanie

Tel: + 6221 3190 6838
Email: millie@indonesiatatler.co.id

Japan

Hiroko Minato

Tel: + 81-3 3547 6333
Email: hiroko@kahosha.co.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 Local 107
Email: lynne@philtatler.com

Singapore

Gilbert Cheah

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

Taiwan

Jenny Chen

Tel: + 886-2 8770 1028
Email: jenny.chen@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

Edipresse Solitaire

Debbie Ong

Tel: + 852 2547 7117
Email: debbie.ong@edipresse.com.hk

UNITED ARAB EMIRATES

Dubai/Qatar/Doha

Sunil Kanchan

Tel: + 97150 634 9261
Email: sunil@iasmedia.com

EUROPE

France

Marie Armande de Sparre

Tel: + 33-1 4284 3380
Email: madesparre@cortado.eu

Germany

Olaf Keller

Tel: + 49-69 7191 4929
Email: olaf.keller@publicitas.com

Italy

Christian Buroni

Tel: + 39-02 2906 1094
Email: christian.buroni@kmedianet.com

Spain

Bibiana Mojarro

Tel: + 34-91 3237 913
Email: bibiana.mojarro@publicitas.com

Luxembourg

Francesco Sutton

Tel: + 41-22 7791 289
Email: francesco.sutton@mps-adv.com

United Kingdom

Patricia Meier Woster

Tel: + 44-20 7592 8327
Email: patricia.meier@publicitas.com

NORTH AMERICA

U.S.A.

Olivier Berton

Tel: + 1-212 330 0732
Email: olivier.berton@publicitas.com

For International Advertising Enquiries:
Tamara de Guzman Tel: +41 21 349 45 81 (Switzerland)
Email: tamara.deguzman@edipresseasia.com



Edipresse Singapore Pte Ltd 211 Henderson Road, #07-04, Singapore 159552
T +65 6323 1606 F +65 6323 1692
www.edipresseasia.com

EDIPRESSE ASIA GROUP

CHINA • SHANGLIU TATLER • BEST RESTAURANTS GUIDE • BOAT INTERNATIONAL • SOCIETY
HONG KONG • HONG KONG TATLER • BEST RESTAURANTS GUIDE • HOME BUYERS GUIDE • HOME JOURNAL • HONG KONG TATLER HOMES • HONG KONG TATLER WEDDINGS • LUKE LIVING • REVOLUTION • SOCIETY • SOLITAIRE
INDONESIA • INDONESIA TATLER • BEST RESTAURANTS GUIDE • INDONESIA TATLER HOMES • SOCIETY MACAU • MACAU TATLER • BEST RESTAURANTS GUIDE
MALAYSIA • MALAYSIA TATLER • BEST RESTAURANTS GUIDE • MALAYSIA TATLER HOMES • SOCIETY PHILIPPINES • PHILIPPINE TATLER • BEST RESTAURANTS GUIDE • PHILIPPINES TATLER HOMES • SOCIETY
SINGAPORE • SINGAPORE TATLER • BEST RESTAURANTS GUIDE • REGIONAL BEST REST AURANTS GUIDE • SINGAPORE TATLER HOMES • SINGAPORE TATLER WEDDINGS • THE BEST OF SINGAPORE
TAIWAN • TAIWAN TATLER • TAIWAN TATLER HOMES • TAIWAN TATLER WEDDINGS • REVOLUTION
THAILAND • THAILAND TATLER • BEST RESTAURANTS GUIDE • ESSENTIAL GUIDE TO HOME & DECOR • EXPAT SOCIETY • PHUKET TATLER • SOCIETY • THAILAND TATLER SPAS
EDIPRESSE APPETITE • APPETITE • THOI GIAN • SOLITAIRE JEWEL GALA
WEBSITES • ASIATATLER.COM • ASIATATLERDINING.COM • HKHOMEJOURNAL.COM • JEWELGALA.COM • SOLITAIREMEDIA.COM • THAILANDBESTSPAS.COM • WORLDTEMPUS.COM • YACHTSTYLEASIA.COM



SINGAPORE TATLER

The Spirit of High Society



CONTENTS

Publisher's letter / editor's note

An introduction to the month's theme and contents

Contributors

Short profiles of the international talent in the magazine

Title Tattle

News items about people and culture. Also includes an events calendar, city gossip and international diary

FACES

The Parties, The Gossip, The Movers and Shakers

Soiree

The most exclusive events, covered only by *Singapore Tatler*

IT Girl

The evolution of style of a famous, gorgeous socialite

People

Profiles of the most fascinating personalities from Singapore and around the world

Leading Ladies

Three trendsetting socialites show off the look of the month

Jetset

A spotlight on international celebrities and royalty

Jetset Event

Exclusive brand parties from around the world, attended by the world's most beautiful stars

Onlooker

Coverage of local parties and events

LIFE

Luxury Experiences to Savour

Concierge

Five pages that showcase the best of high-end services, from bespoke tailoring to spa treatments, from travel to dining. Includes Editors' Picks – The Best of Asia

Social Bites

Discover the best restaurants with Singapore's elite

Hot Spot

Go behind the velvet rope of the city's hottest clubs, lounges and nightspots

Wine

Experts introduce the best vintages and the top winemakers of the world

Art

Artist profiles and hot topics for the collector

Auctions

A look at the biggest, most exciting international auctions of the month

Gallery

Stunning photographic essays

Homes

The grandest of private residences in Singapore and around the world

Property

The region's best properties to invest in

By Design

The latest gadgets and technology

Wealth

Expert advice on how best to save and invest

Business

Interviews with leaders from finance to art and other luxury businesses

Motoring

Test drives of the newest luxury cars

Travel

The hottest destinations, the most exclusive experiences

FEATURES

In-depth and original local and international articles, from lifestyle trends to celebrity interviews to brand stories, each complemented by stunning photography and illustrations. Also includes hot fashion stories from the most talented photographers and stylists, both local and international

STYLE

Beautiful things to have and hold

Accessories

New trends and products, presented in creative ways

Beauty

How to look and feel your best

Style File

A well-known and stylish socialite showcases his or her favourite items

Highbrowse

A review of the latest products

Style Focus

An interview with the designer or CEO of a luxury brand

Watches

The latest haute horology and bejewelled timepieces

Horoscopes

The month ahead, as told by a respected astrologer

Objet Grande

Our signature final page. Each month, we present one amazing object from the most luxurious brands in the world

CIRCULATION 2012

Qualified Vip Subscribers	6,000
Top Luxury Condos & Service Apartments	2,500
Hotels, Town & Country Clubs	4,000
First & Business Class Lounges & Pte Jets	1,000
Private Bank Lounges	500
News Trade & Single Copy Sales	800
Special Events & Galas	600
Promotional Copies (Advertisers & Agencies)	600

DISTRIBUTION

SINGAPORE TATLER is distributed in the passenger lounges and inflight cabins of these major airlines.

AIRLINES

- British Airways
- Cathay Pacific Airways
- Emirates Airlines
- Jet Quay
- Lufthansa
- My Jet Asia
- Northwest Airlines
- Pacific Flight Services
- Qantas Airways
- Rainforest Lounge
- SIA Customer Service Desks
- Silver Kris Lounge and Silver Kris Gold Lounge
- Singapore Airlines
- Thai Airways
- Universal Singapore Airport Services

PRIVATE BANKS

SINGAPORE TATLER is distributed in the VIP lounges of these leading private banks.

- ABN-Amro
- ANZ
- BNP Paribas
- Bank of Singapore
- Citi Bank
- Credit Agricole
- Credit Suisse
- DBS
- Deutsche
- EFG Bank
- Falcon
- HSBC
- JP Morgan
- Julius Baer
- LGT
- Merrill Lynch

- Pictet & Cie
- RBS Coutts
- Rothschild
- Sarasin-Rabo
- Societe Generale
- Standard Chartered
- UBS
- UOB
- VP

HOTEL DISTRIBUTION

SINGAPORE TATLER is distributed in the executive lounges, business centres, suites, and VIP/deluxe rooms of these leading hotels.

- Amara Sanctuary Resort Sentosa
- Capella Singapore
- Conrad International Centennial
- Crockfords Tower Hotel, Resorts World Sentosa
- Fairmont Hotel
- Four Seasons Hotel
- Fullerton Bay Hotel
- Fullerton Hotel
- Goodwood Park Hotel
- Grand Copthorne Waterfront Hotel
- Grand Hyatt Singapore
- Hilton International
- Hotel Intercontinental
- Hotel Michael, Resorts World Sentosa
- M Hotel
- Mandarin Oriental Hotel
- Marina Bay Sands
- Marina Mandarin
- Marriott Hotel
- Meritus Mandarin
- New Majestic Hotel
- Orchard Hotel
- Pan Pacific Hotel
- Pan Pacific Orchard
- Raffles Hotel
- Regent Singapore
- Ritz Carlton Millenia
- Royal Plaza On Scotts
- Sentosa Resort & Spa
- Shangri-la Hotel
- Shangri-la's Rasa Sentosa Resort
- Sheraton Towers
- St Regis Hotel
- Swissotel Stamford
- The Scarlet
- Wangz Hotel

EDITORIAL CONTENT

THE essential guide to the very best in life, *Singapore Tatler* runs the gamut of high-end living, from smart parties to fine dining, from international fashion to luxury travel. *Singapore Tatler* has unparalleled access to the world's most glamorous people, the exotic places they frequent and the desirable objects they own. The magazine showcases all this via exclusive features that are insightful, entertaining and presented with style.

Distinguished by wit and savoir faire, *Singapore Tatler* has been an indispensable part of life for the city's sophisticates for over 29 years. Our well-heeled readership shape opinions and trends in Singapore and across the region. This affluent and influential group is almost impossible to reach – except through the pages of *Singapore Tatler*.

Find out about what is in each new issue by clicking on www.asiatatler.com.

DISTRIBUTION: *Singapore Tatler* is available through subscription. It is also available at Singapore's best bookstores, specially selected newsstands and convenience stores. In addition, copies are placed in hotel rooms, airline lounges and the first/business class sections of most airlines serving Singapore.

MATERIAL SPECIFICATIONS

CTP Process: Supply material in one of the below formats only:

- PDF file in high resolution (with fonts and images embedded)
- InDesign CS2 file (with fonts in Mac format and images embedded)
- Illustrator CS2 file (with fonts outlined)
- Photoshop file (with fonts rasterized)

Note: Films will not be accepted

Remarks:

1. All picture resolutions not less than 300 dpi.
2. Files to be saved as CMYK where possible.
3. Colour proof in the form of a low resolution JPEG file MUST be provided to ensure colour quality.

BLEED SIZE (H: 315MM X W: 238MM)

TRIMMED SIZE (H: 305MM X W: 228MM):

The Publisher reserves the right to trim 10mm off each edge to the trimmed page dimension. Type matter and illustrated material not intended to bleed must be kept to this tolerance.

