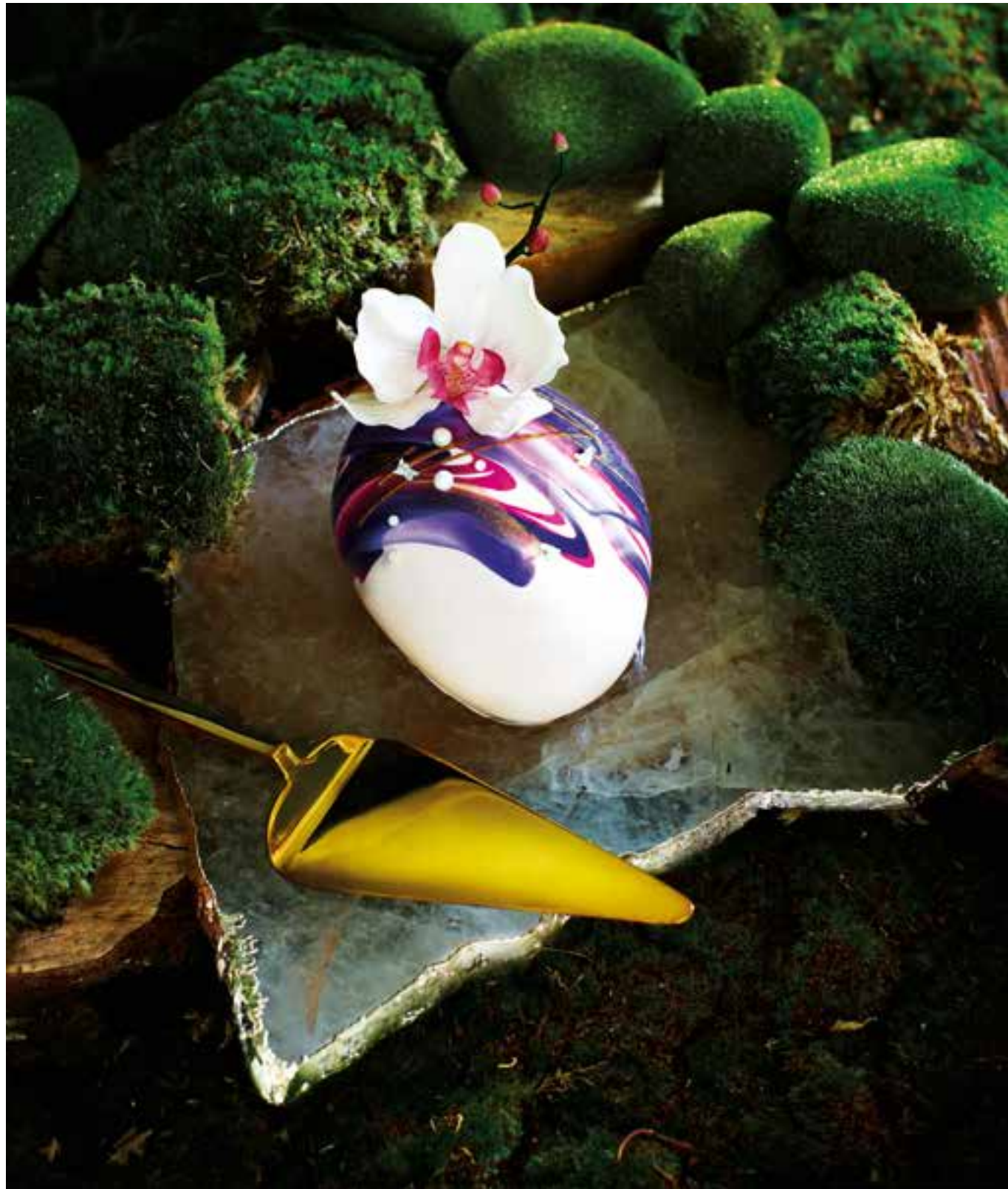


epicure

life's refinements



definition

A person who cultivates a refined taste and enjoys the good things in life, especially in food and wine.



TRAVEL FEATURE

editorial content

- restaurant reviews
- recipes for stylish entertaining and table decoration tips
- cookbook critiques
- star chef interviews and winemaker profiles
- wine and beverage news
- travel features
- food hunting



ENTERTAINING



mission statement

epicure is a gourmet lifestyle magazine designed for bon vivants who share the belief that food is the ultimate universal language. The magazine is on an enthusiastic quest to seek out the latest dining trends, sniff out remarkable wine vintages and uncover the inside secrets of the local and international culinary scene.

target audience

- affluent professionals
- driven foodies and aspiring cooks looking to advance their culinary knowledge
- avid travellers and wine enthusiasts
- chefs and restaurateurs

unique selling points

How **epicure** differentiates itself from other local food and wine titles:

- **Size:** Measuring 280mm by 230mm, **epicure** is larger and wider in format, giving it a competitive visual edge against other lifestyle publications in the market.
- **Editorial quality:** More than just straight reports, **epicure's** articles are an informative and inspiring read.
- **Design direction:** **epicure** features arresting visuals that are works of art in their own right.
- **Interactive element:** Apart from reaching out to our readers via print, **epicure** builds a close knit community of online fans with our interactive website (www.epicureasia.com) and Facebook, thus providing more opportunities for advertisers to expand their market.



HOMETOWN HEIRLOOMS

epicure events

- cooking classes with master chefs
- special tastings (wines & beverages)
- wine competitions
- gourmet tours

interactive & integrated media platforms


- social networking sites such as Facebook and Instagram
- **epicure's** interactive website
- **epicure** e-newsletter, recipe e-newsletter, recipe cards, food and drinks promotions/dining perks
- new restaurants and pubs/wine bars
- luxury product previews
- hospitality appointments
- product videos
- **epicure** magazine & Food Hunting app



print advertising rates & specifications

ADVERTISING RATES

Prime position (Full Page)	Per insertion
Outside Back Cover	S\$6,900
Inside Front Cover	S\$6,000
Inside Back Cover	S\$5,800
Page 1	S\$5,700
Facing Editor's Note	S\$5,300
Facing Contents Page	S\$5,100
Run-on-page	Per insertion
Double Page Spread	S\$8,600
Full Page	S\$5,000
✦ Page (Vertical/Horizontal) Adveritorial	S\$2,600
	S\$6,000
Online	Per insertion
Web Adveritorial	S\$4,500
Web Video advertising	S\$3,000
Web Top Banner	S\$3,500
Web Side Banner	S\$3,000
e-Newsletter Banner ad	S\$2,500
Mobile iPhone/iPad Splash ad	S\$2,000
Mobile iPhone/iPad Bottom ad	S\$1,000
*Rates for EDM available upon request	

 **epicure** magazine is a publication audited by The Audit Bureau of Circulations (Singapore).

TECHNICAL DATA

Magazine size

- **Specs:** 280mm x 230mm
- **Cover:** Matt finishing
- **Text:** Matt finishing
- **Font type:** Contemporary

Bleed

- For full page and double page spread bleed advertisements, please add 3mm to all 4 sides.
- Due to mechanical tolerances, type matter on double page spreads must be kept 10mm away from the centrefold on each page.
- The publisher reserves the right to trim 3mm off each edge of the trimmed page dimension. Type matter or illustrated material not intended to bleed must be kept to this tolerance.
- There is no extra charge for full page bleed advertisements.

Printing

- Web Printing + Perfect Bound
- Screenlines : 175 lines screen

PLEASE PROVIDE CREATIVE IN SOFT COPY.

DIGITAL SPECIFICATIONS AS FOLLOWS:

- PDF, Tiff or EPS Files
- 300 dpi for all images/files
- All images/files must be converted to CMYK
- All fonts for Illustrator and Freehand files to be converted to path
- Final colour proof for printer's reference



SPECIFICATIONS ADVERTISEMENT SIZES

- **Double Page Spread**
Trimmed: 280 mm (ht) x 460 mm (w)
Bleed: 286 mm (ht) x 466 mm (w)
Text area: 250 mm (ht) x 430 mm (w)
- **Full Page**
Trimmed: 280 mm (ht) x 230 mm (w)
Bleed: 286 mm (ht) x 236 mm (w)
Text area: 250 mm (ht) x 200 mm (w)
- **1/2 Page Vertical**
Trimmed: 280 mm (ht) x 115mm (w)
Bleed: 286 mm (ht) x 121 mm (w)
Text area: 250 mm (ht) x 95 mm (w)
- **1/2 Page Horizontal**
Trimmed: 140 mm (ht) x 230 mm (w)
Bleed: 143 mm (ht) x 236 mm (w)
Text area: 117 mm (ht) x 200 mm (w)

PRODUCTION SCHEDULE

Issue/Month	Booking	Material Deadline
January	02 December	13 December
February	02 January	10 January
March	03 February	12 February
April	03 March	11 March
May	01 April	11 April
June	02 May	12 May
July	02 June	10 June
August	01 July	11 July
September	01 August	12 August
October	01 September	09 September
November	02 October	14 October
December	31 October	10 November

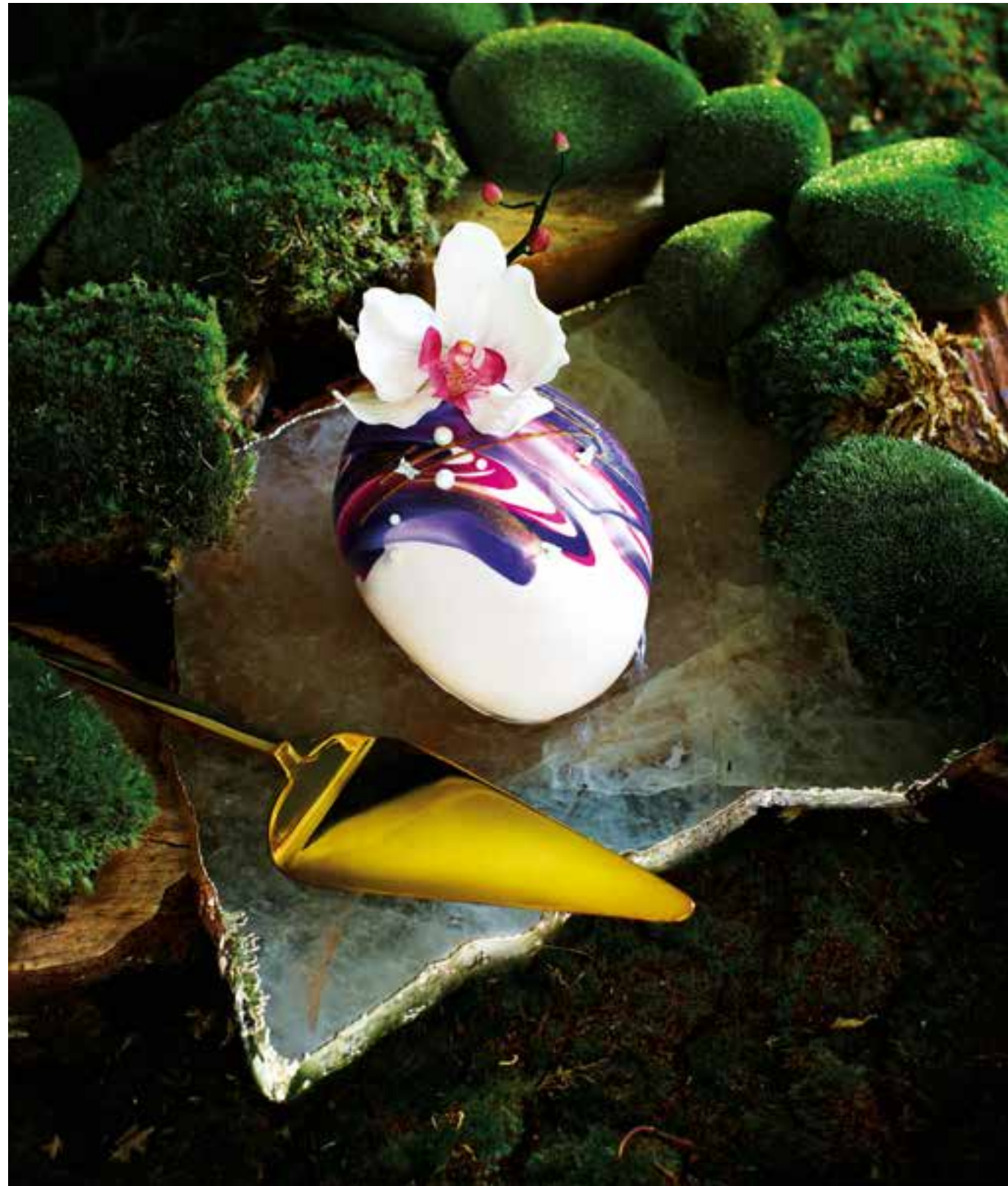
- For all partial size advertisements, keep all type matters and illustrative material at least 5mm away from trimmed dimension.
- There is a 10% surcharge for all partial size bleed advertisements.

m(int.)
magazines integrated pte ltd
Co Reg: 200918015G

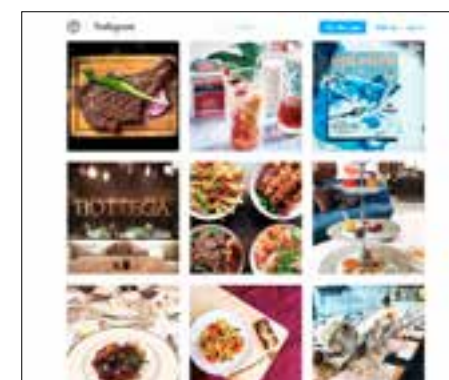
20 Bedok South Road, S469277
T: +65 6446 6868 E: epicure.advertise@magsint.com
www.epicureasia.com www.magsint.com

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[Click here to check out epicure website.](#)



Click on the icons to check out epicure online.



digital advertising rates & specifications

WEB ADVERTISING	SPECS	PRICE
<ul style="list-style-type: none"> Website 		
Leaderboard Banner	Size: 728px (W) X 90px (H) Jpeg or Png only	\$3,500
Side Banner	Size: 300PX (W) X 250PX (H) Jpeg or Png only	\$3,000
Campaign Box	Size: 300PX (W) X 112PX (H) Jpeg or Png only	\$2,500
Web Advertorial	Include 250-500 words article with 3-5 images	\$4,500
Web Video Advertising	Size: 300PX (W) Jpeg or Png only	\$3,000
<ul style="list-style-type: none"> E-newsletter 		
Leaderboard Banner	Size: 768px (W) X 90px (H) Jpeg or Png only	\$3,500
Video Campaign Spot	Size: 300px (W) Jpeg or Png only	\$3,000
<ul style="list-style-type: none"> Recipe E-newsletter 		
Leaderboard Banner	Size: 768px (W) X 90px (H) Jpeg or Png only	\$3,500
E-newsletter Side Banner	Size: 300px (W) X 250px (H) Jpeg or Png only	\$2,000
<ul style="list-style-type: none"> Direct Mailing 		
EDM	20,000 subscribers	\$7,000
<ul style="list-style-type: none"> E-newsletter 		
Leaderboard Banner	Size: 768px (W) X 90px (H) Jpeg or Png only	\$3,500
Video Campaign Spot	Size: 300PX (W) Jpeg or Png only	\$3,000
<ul style="list-style-type: none"> Food Hunting 		
Tablet Splash		\$4,000
ipad Pro	Size: 2048px (W) X 2732px (H)	
ipad Air	Size: 1536 (W) X 2048px (H) Jpeg or Png only	
+		
Mobile Phone Splash		
Samsung Galaxy S7	Size: 1440px (W) X 2560px (H)	
iphone 6/6s/7	Size: 750px (W) X 1334px (H)	
iphone 6 plus/6s plus/7 plus	Size: 1080px (W) X 1920px (H) Jpeg or Png only	
<ul style="list-style-type: none"> Tablet Bottom 		\$2,000
ipad Pro	Size: 2048px (W) X 227px (H)	
ipad Air	Size: 1536 (W) X 170px (H) Jpeg or Png only	
+		
Mobile Phone Bottom		
Samsung Galaxy S7	Size: 1440px (W) X 213px (H)	
iphone 6/6s/7	Size: 750px (W) X 111px (H)	
iphone 6 plus/6s plus/7 plus	Size: 1080px (W) X 160px (H) Jpeg or Png only	
<ul style="list-style-type: none"> Facebook 		
Facebook Post	Size: 470px (W) X 470px (H) Jpeg or Png only	\$350
<ul style="list-style-type: none"> Instagram 		
Instagram Post	Size: 1080px (W) X 1080px (H) Jpeg or Png only	\$350