

epicure

life's refinements



definition

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



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.

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



COOKBOOK CRITIQUE

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.



MASTERCLASS

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, food and drinks promotions/dining perks
- new restaurants and pubs/wine bars
- luxury product previews
- hospitality appointments
- product videos
- **epicure** magazine app



PRINT ADVERTISING RATES & SPECIFICATIONS

ADVERTISING RATES

• Prime position (Full Page)

Outside Back Cover
Inside Front Cover
Inside Back Cover
Page 1
Facing Editor's Note
Facing Contents Page

Per insertion

\$\$6,900
\$\$6,000
\$\$5,800
\$\$5,700
\$\$5,300
\$\$5,100

• Run-on-page

Double Page Spread
Full Page
½ Page (Vertical/Horizontal)
Advertorial

Per insertion

\$\$8,600
\$\$5,000
\$\$2,600
\$\$6,000

• Online

Web Advertorial
Web Video advertising
Web Top Banner
Web Side Banner
e-Newsletter Banner ad
Mobile iPhone/iPad Splash ad
Mobile iPhone/iPad Bottom ad

Per insertion

\$\$4,500
\$\$3,000
\$\$3,500
\$\$3,000
\$\$2,500
\$\$2,000
\$\$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



NEW DINING TRENDS

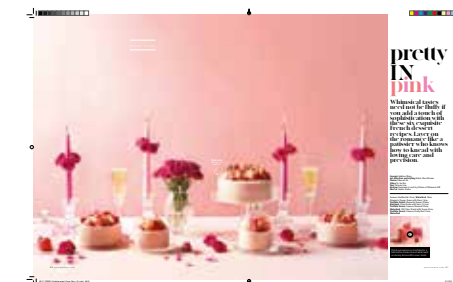


LOOKBOOK



VINE FEATURES

• Double Page Spread



• Full Page



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 2021	1 December 2020	10 December 2020
February	2 January	10 January
March	3 February	10 February
April	2 March	10 March
May	1 April	13 April
June	30 April	11 May
July	1 June	10 June
August	1 July	10 July
October	1 September	10 September
December	30 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.

MEDIA GROUP
SUBSIDIARY OF KHL PRINTING

Co Reg: 200205728C

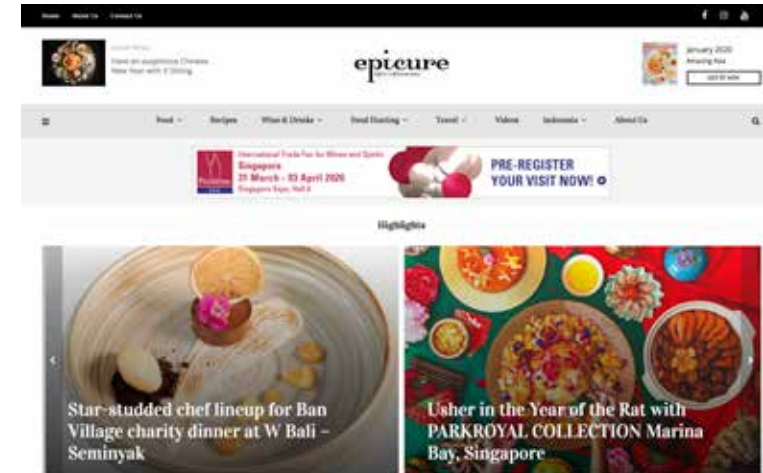
20 Bedok South Road, S469277
T: +65 6446 6888 E: epicure.advertise@magsint.com
www.epicureasia.com www.magsint.com

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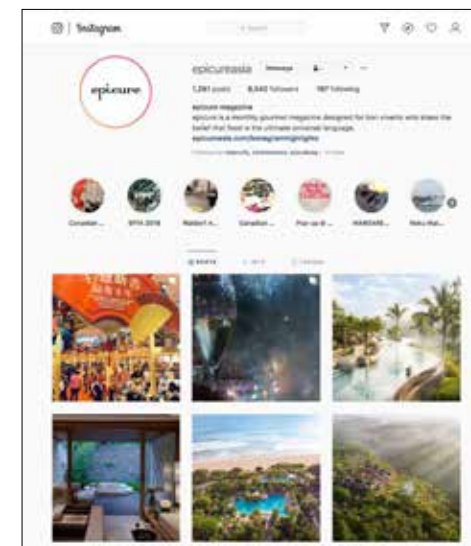
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DIGITAL ADVERTISING RATES & SPECIFICATIONS



[www.epicure.com.sg](#) Click here to check out *epicure* website.



[f](#) [i](#) [v](#) Click on the icons to check out *epicure* online.



WEB ADVERTISING

- **Website**
 - Leaderboard Banner
 - Side Banner
 - Campaign Box
 - Web Advertorial
 - Web Video Advertising

- **E-newsletter**
 - Leaderboard Banner
 - Video Campaign Spot

• Video Creation

- **Direct Mailing EDM**

- **Facebook**
 - Facebook Post

- **Instagram**
 - Instagram Post

SPECS

- Size: 728px (W) X 90px (H)
Jpeg or Png only
- Size: 300PX (W) X 250PX (H)
Jpeg or Png only
- Size: 300PX (W) X 112PX (H)
Jpeg or Png only
- Include 250-500 words article with 3-5 images
- Size: 300PX (W)
Jpeg or Png only

- Size: 768px (W) X 90px (H)
Jpeg or Png only
- Size: 300px (W)
Jpeg or Png only

From 60 seconds to 90 seconds

20,000 subscribers

Size: 470px (W) X 470px (H)
Jpeg or Png only

Size: 1080px (W) X 1080px (H)
Jpeg or Png only

PRICE

\$S3,500

\$S3,000

\$S2,500

\$S4,500

\$S3,000

\$S3,500

\$S3,000

\$S5,000

\$S7,000

\$S350

\$S350