

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
 - ½ Page (Vertical/Horizontal) Adverorial S\$2,600
- **Online** **Per insertion**
 - Web Video advertising S\$4,500
 - 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



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)

 **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:

- Mac formatted disks, Zip100, CD-Rom
- 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

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.

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epicure

life's refinements



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



CHEF'S TRAVELOGUE

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.



FOOD HUNTING

unique selling points

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

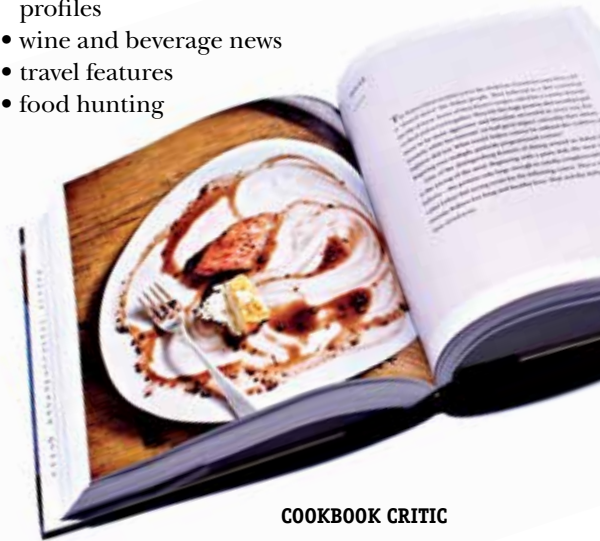
- **Size:** Measuring 280mm by 230mm, **epicure** is larger and wider in format, giving it a competitive visual edge against other lifestyle publications in the market.
- **Editorial quality:** More than just straight reports, **epicure's** articles are an informative and inspiring read.
- **Design direction:** **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.



RECIPES

editorial contents

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



COOKBOOK CRITIC

target audience

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



MASTERCLASS



VINE EXPECTATIONS

epicure events

- master cooking classes
- baking contests
- special tastings (wines & beverages)
- wine competitions
- gourmet tours
- **epicure** week (food fiesta)



EPICURE LOOKBOOK

interactive & integrated media platforms

- social networking sites such as Facebook
- **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 app



FEATURE