

sgmagazine.com

**SG**  
MAGAZINE

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**MEDIA KIT**  
2019/2020





## HEY IT'S US!



SG Magazine is the leading lifestyle authority in city-based news, trends, events, dining, nightlife, arts & culture and travel.



A digital content house that is geared to inform and engage its affluent and active community of plugged-in readers and beyond with its offbeat magazine personality and originality that is well-loved.

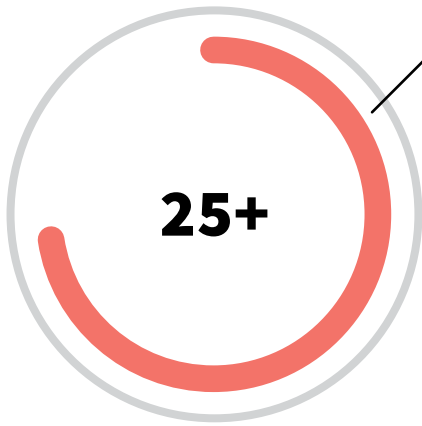


24 years of success, covering the local scene longer than anyone with the best and most up-to-date content.

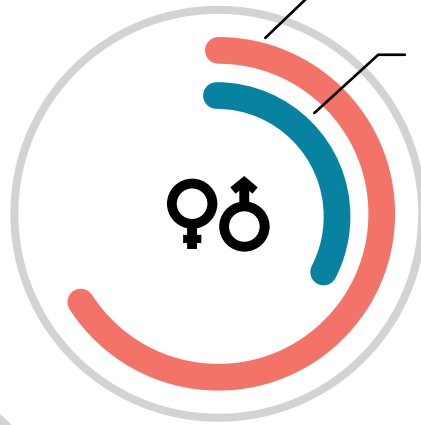


We have a team of lifestyle experts who can convey cutting-edge content for a digital-savvy audience.

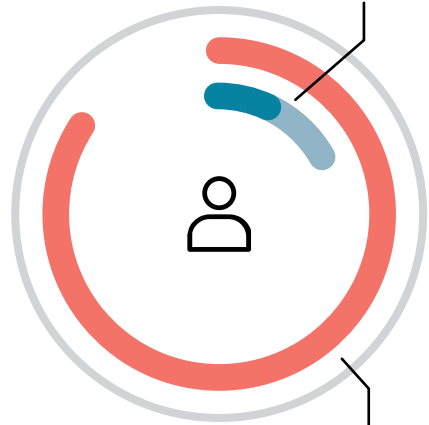




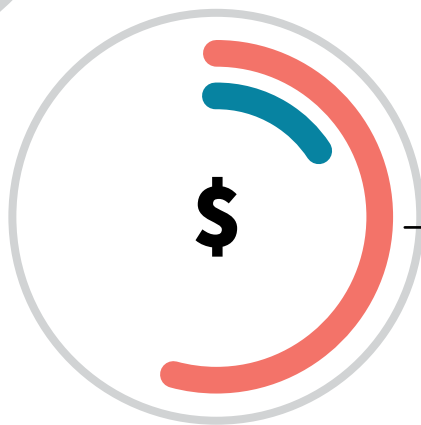
74%  
are in the prime  
25 - 44 age range



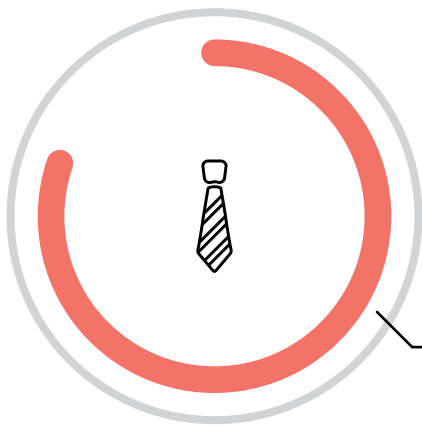
66%  
are female  
34%  
are male



9%  
are Expats  
8%  
are Permanent  
Residents



83%  
are Singaporeans



80%  
are executives or higher  
(managers, professionals  
and business owners)

over  
50%  
earn at least  
\$60,000 per annum  
with over  
16%  
earning over  
\$200,000 per annum

## OUR AUDIENCE DATA

We speak directly to the city's affluent young professionals who spend actively



85%

use SG when choosing restaurants and food services



88%

take 2 or more international trips per year



91%

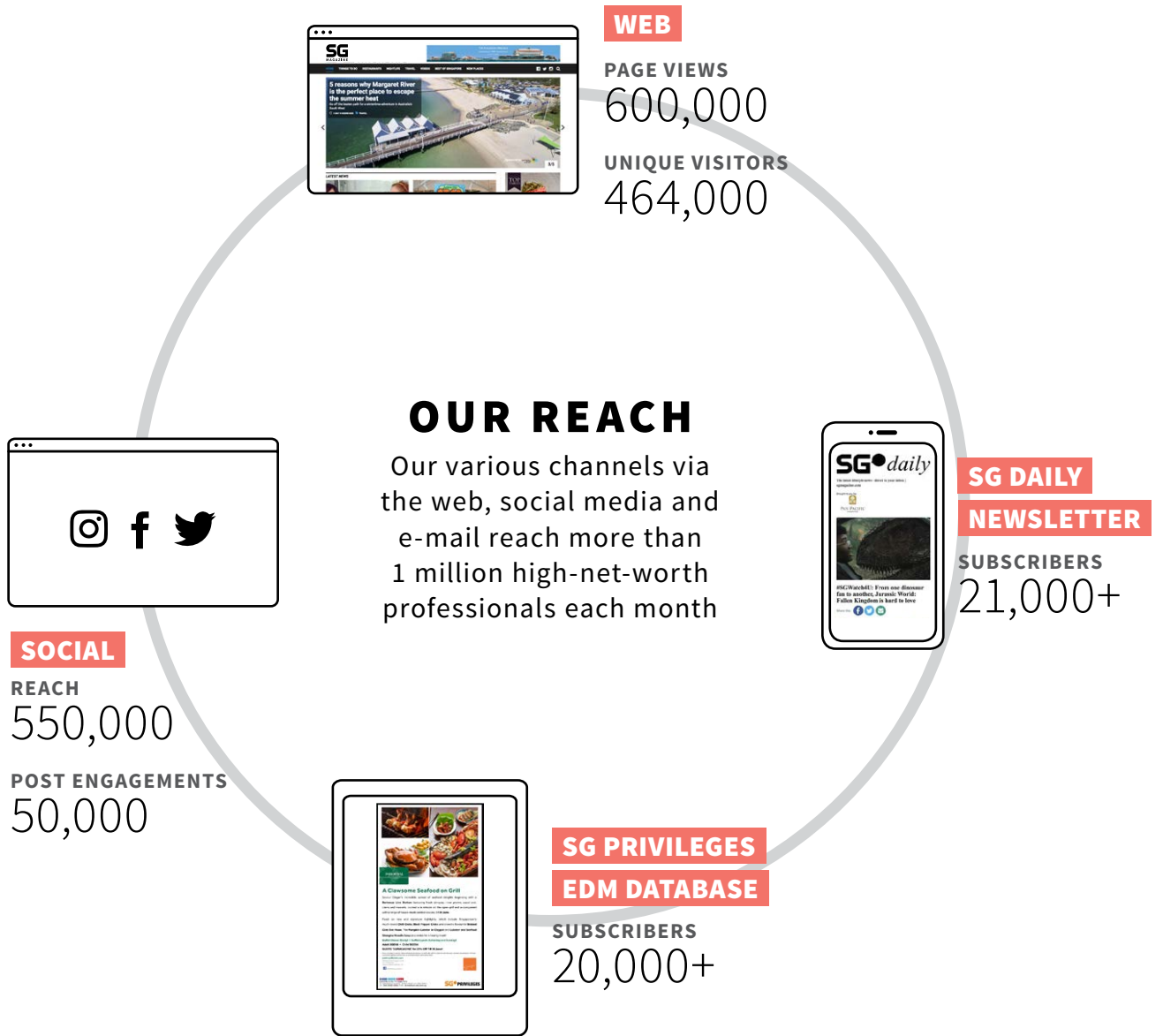
have made lifestyle purchases or choices based on SG's recommendations



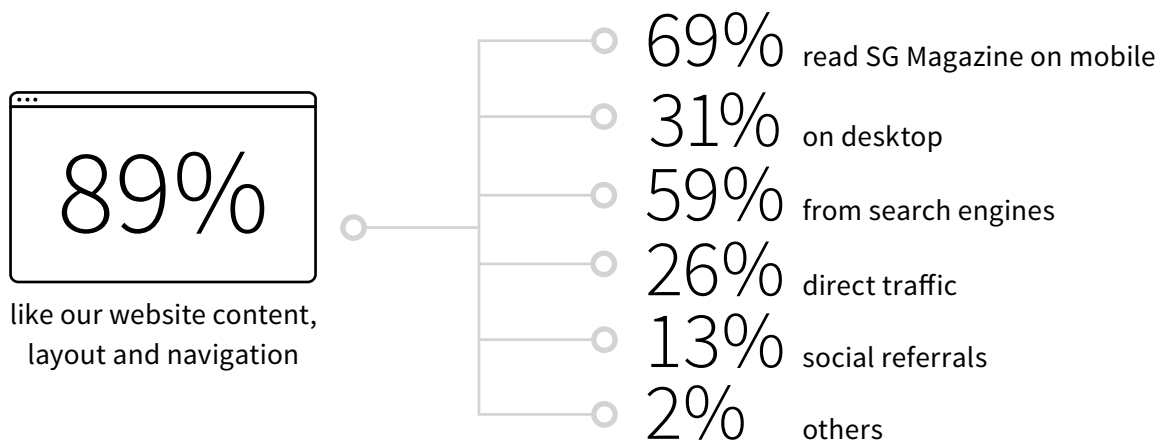
97%

Go to events regularly

**OUR  
AUDIENCE  
TASTES &  
HABITS**



**DID YOU ALSO KNOW?**





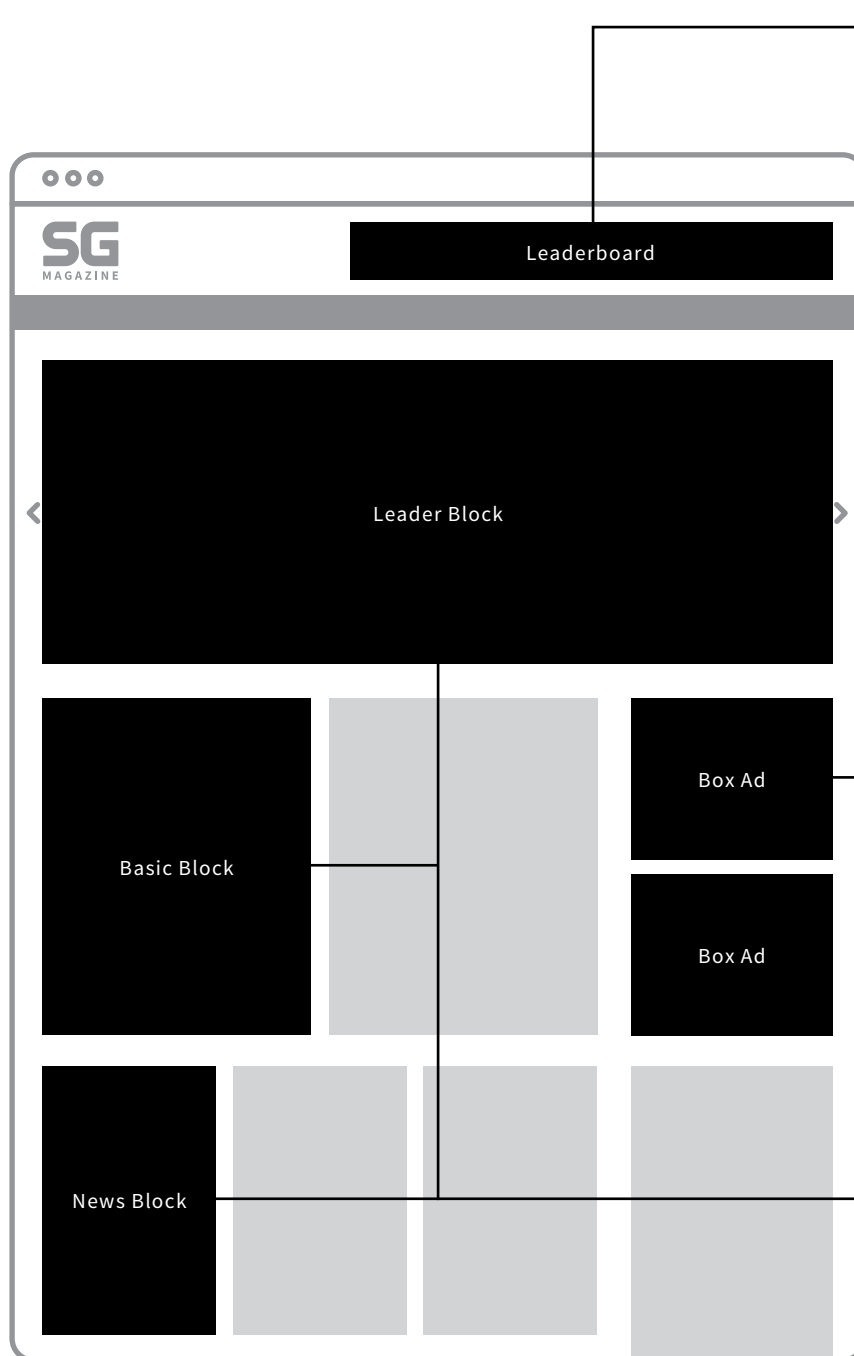
## PRODUCT HIGHLIGHTS

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Have a story to tell?

Come be a part of it all—because there's no better time to engage with our discerning, loyal and affluent readers

# WEBSITE



## LEADERBOARD BANNER

- Our larger format banner positioned above the homepage to yield maximum visibility when readers visit SG Magazine
- Appears on homepage and landing pages

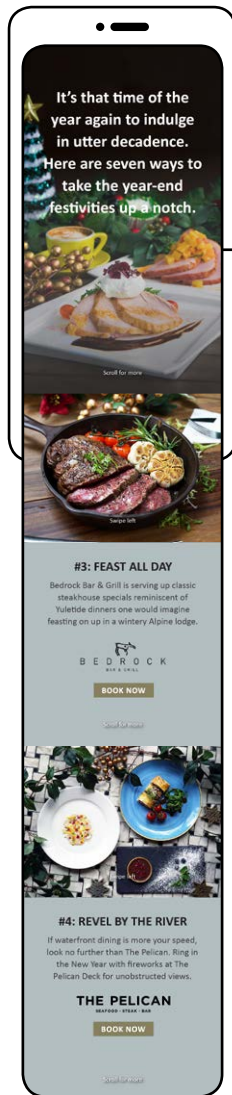
## BOX AD BANNER

- Positioned at the righthand corner of the site, it enhances client's advertising message when paired with the leaderboard banner
- Appears on homepage and landing pages

## NATIVE CONTENT

- Curated sponsored content that blends seamlessly into SG Magazine's editorial lineup
- Strategically written in SG style and tonality while presenting it the way you want it
- User engagement is higher than a regular ad
- Leverages our social media community for reach and impact

# DIGITAL & SOCIAL



## CANVAS

- A new post-click, full-screen, immersive mobile ad experience on Facebook that taps into the ever-growing trend of readers accessing content via mobile
- Strategically curated by our content team to provide a seamless reader journey with little or no drop-offs to drive traffic back to landing page(s)
- Content can include the use of various social snacks including still, gifs, 180/360-degree images and videos, to further amplify the experience
- Guaranteed reach of 50,000 users



## VIDEOS

- Tell your brand stories and engage with our audience through fun bespoke video content with compelling editorial story angles
- Guaranteed 50,000 views or more
- Advanced analytics

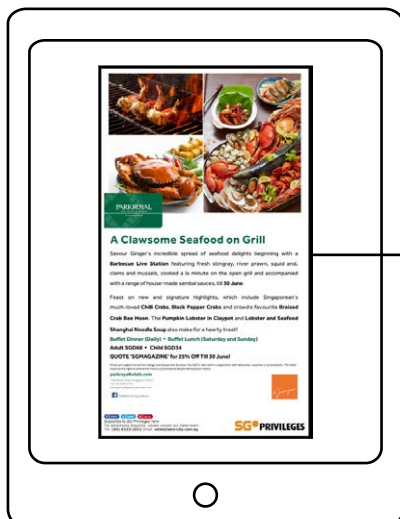


# EMAIL MARKETING



## SG DAILY

- Let your voice be heard in an uncluttered & exclusive channel that targets our loyal subscribers from Monday to Friday before 9am
- Highlights all that's hot and happening in Singapore and beyond, from new openings and interesting events to best-of-lists and trends
- Dedicated leaderboard and ad banners throughout the month with the freedom to decide your choice of artwork and brand message
- “Brought to you by” brand association with SG Daily
- Fully booked through 2016, 2017 and 2018



## SG PRIVILEGES

- Immediate call-to-action promotions in a cost-efficient platform
- A dedicated email platform where our readers receive precisely crafted promotions such as concert packages, dining discounts, party exclusives and priority booking
- Freedom to decide your choice of artwork and brand message

# BESPOKE SOLUTIONS

Have a bigger plan in mind? Trust our expert team of creatives to get your message across in a way that will boost your reach locally and regionally.

Our team is on hand to create bespoke solutions to fit your specific needs, covering microsites, maps, guide books, coffee table books, and cross-platform multi-media packages. Tell us your story and let us find the right way to get your message across



## CHANNEL SPONSORSHIPS

- Dedicated landing page exclusively on SG Magazine's website
- Check with our sales team for your preferred custom content and rates



## CUSTOM PRINT AND DIGITAL GUIDES

- Custom guides targeting specific interest groups from foodies to fashionistas to travellers and first-time property buyers
- Branded or co-branded, we deliver these guides into the hands of readers who keep them for an average of 6-12 months, helping to boost your sales throughout the year
- Check with our sales team for your preferred custom content and rates

## OUR PARTNERS



# CUSTOM BRANDED OR CO-BRANDED EVENT SOLUTIONS



- Experienced in delivering high quality event planning services to help strengthen and enhance your brands
- Event management services include consultancy, conceptualising, planning, production, operations and on-site coordination to suit your event needs.



# OUR ADVERTISERS

THE **Lo&Behold** GROUP



MARINA BAY **Sands**  
SINGAPORE

  
**PAN PACIFIC**  
HOTELS AND RESORTS

 **clarke quay**  
wine • dine • good times

 **UOB**

THE  
**ARTS**  
HOUSE



REFINERY CONCEPTS

**SOFITEL**  
HOTELS & RESORTS



  
NATIONAL ARTS COUNCIL  
SINGAPORE

**sam**  
singaporeartmuseum

*Virgin*  
active

**ION**  
ORCHARD

**PARKROYAL**  
HOTELS & RESORTS



  
THE FULLERTON HOTEL  
SINGAPORE

  
esplanade  
theatres on the bay  
singapore

 **THAI**

  
**KLM**

## MEDIA AGENCIES



## **CONTACTS**

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