

sgmagazine.com

SG
MAGAZINE

MEDIA KIT
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.

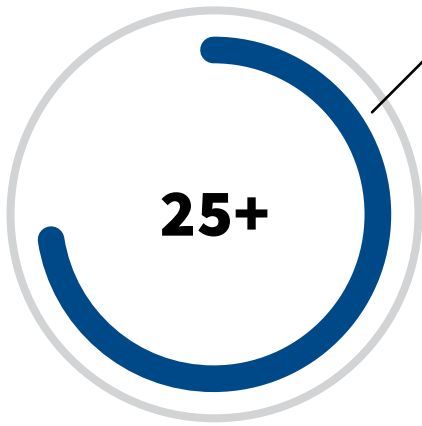


24 years of success, covering the local scene longer than anyone with the best and most up-to-date content.

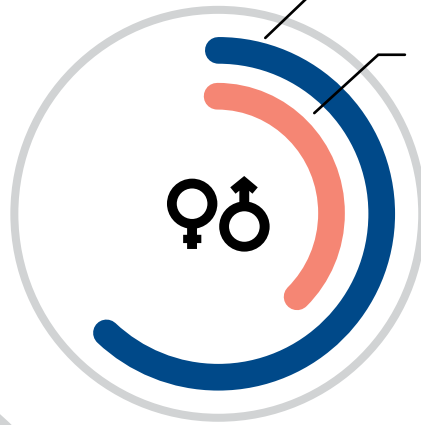


We have a team of lifestyle experts who can convey cutting-edge content for a digital-savvy audience.

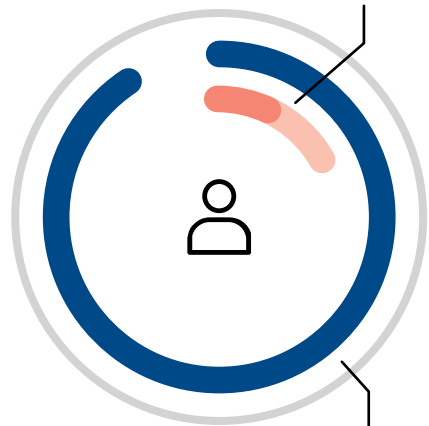




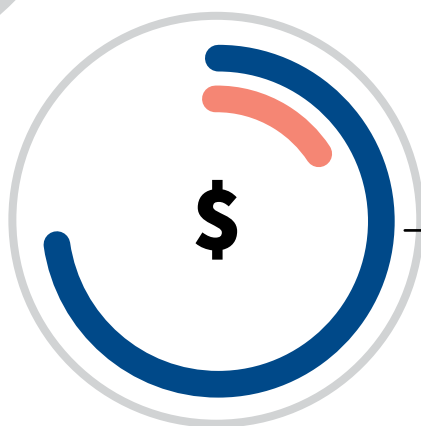
77%
are in the prime
25 - 44 age range



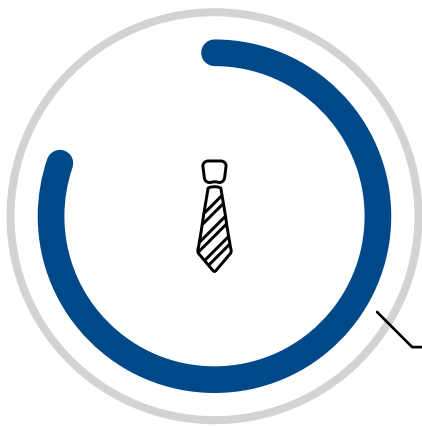
62%
are female
38%
are male



5%
are Expats
7%
are Permanent
Residents



87%
are Singaporeans



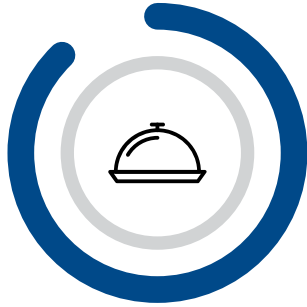
80%
are executives or higher
(managers, professionals
and business owners)

**OUR
AUDIENCE
DATA**
We speak directly to
the city's affluent
young professionals
who spend actively

over
72%
earn at least
\$60,000 per annum
with over
13%
earning over
\$200,000 per annum

85%

use SG Magazine when choosing restaurants and food services



88%

take 2 or more international trips per year



**OUR
AUDIENCE
TASTES &
HABITS**



91%

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

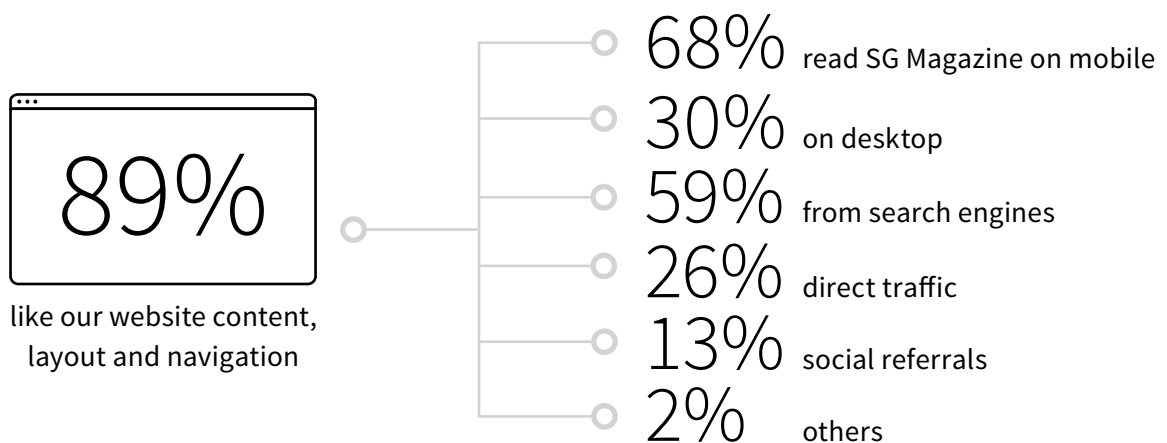


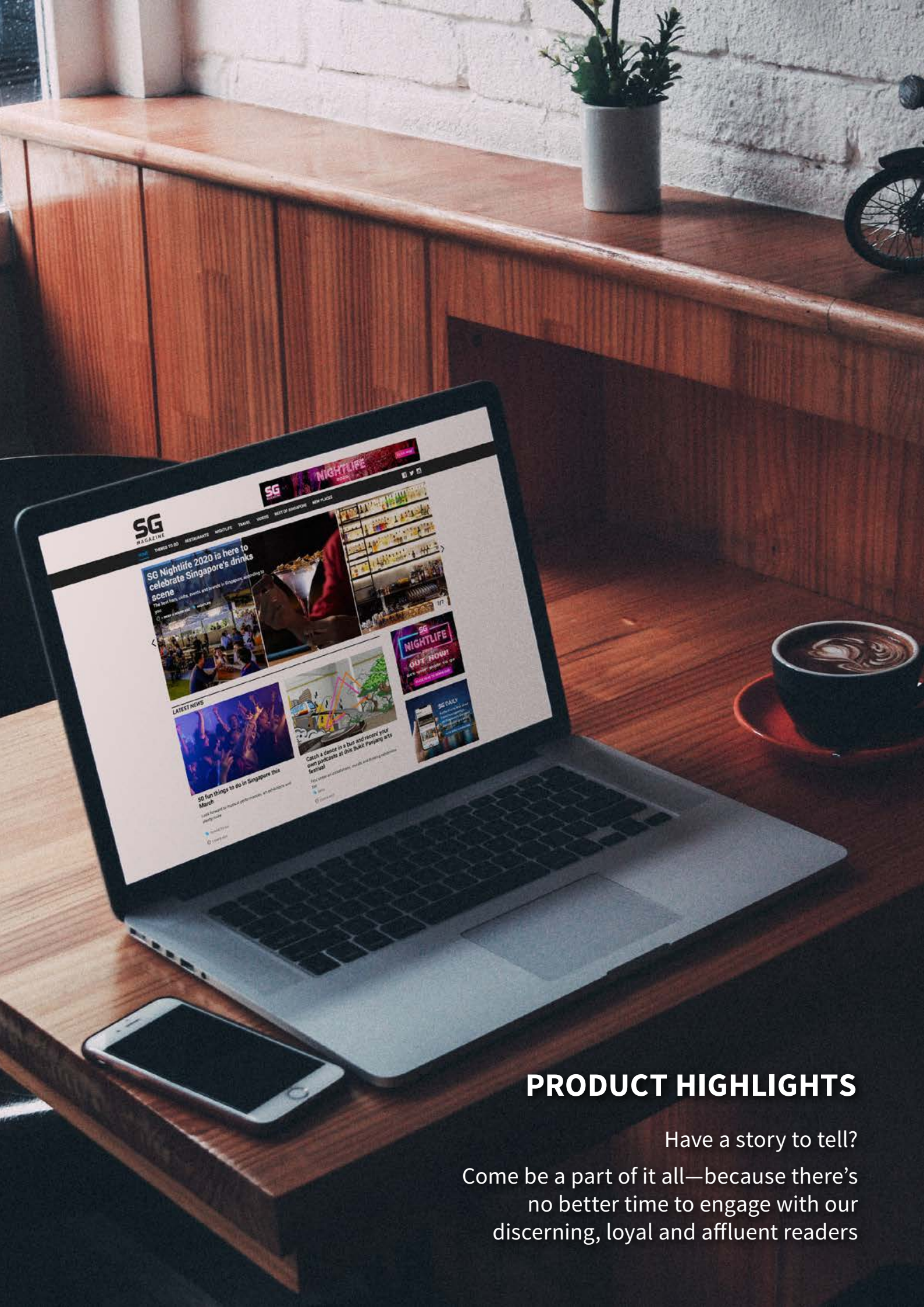
97%

Go to events regularly



DID YOU ALSO KNOW?

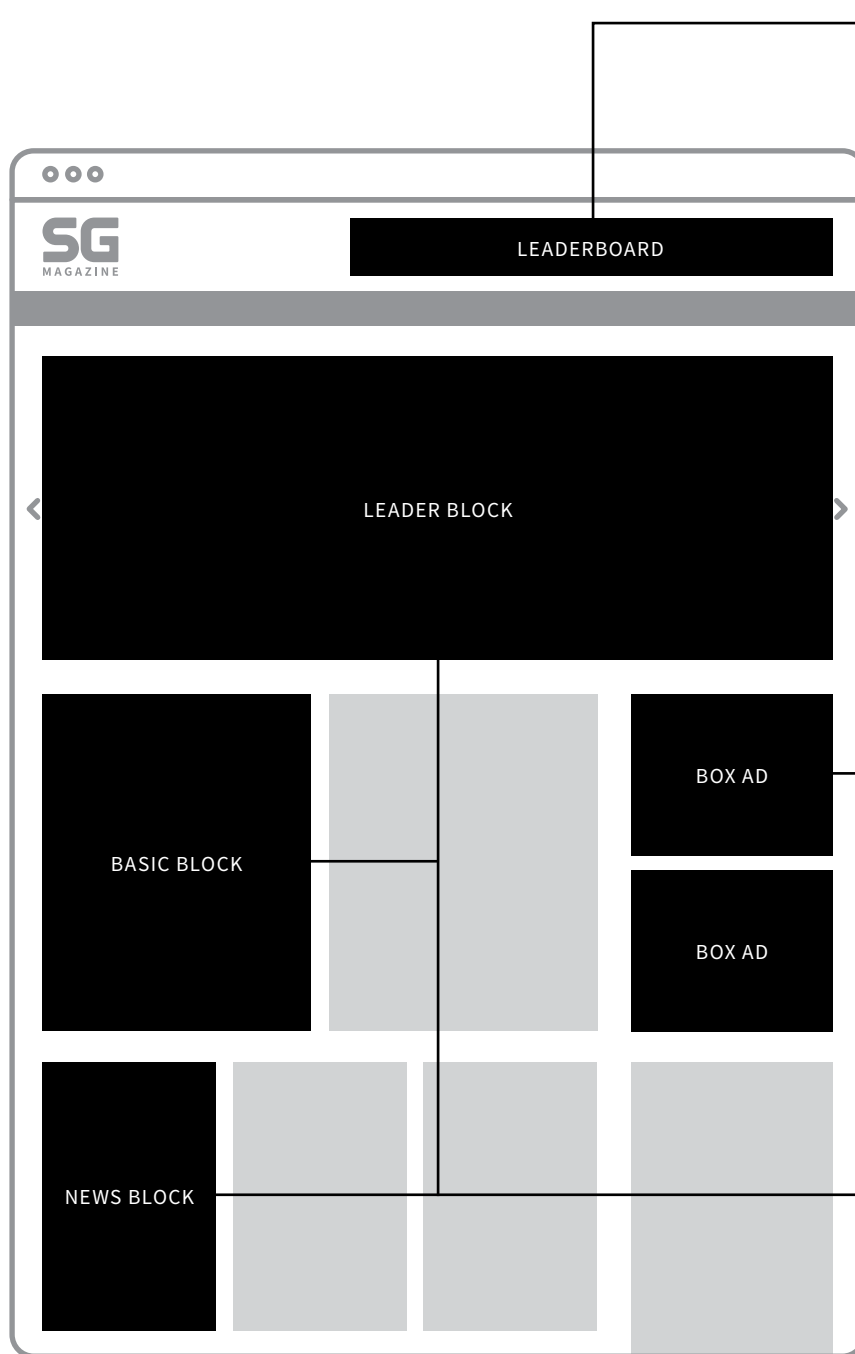




PRODUCT HIGHLIGHTS

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

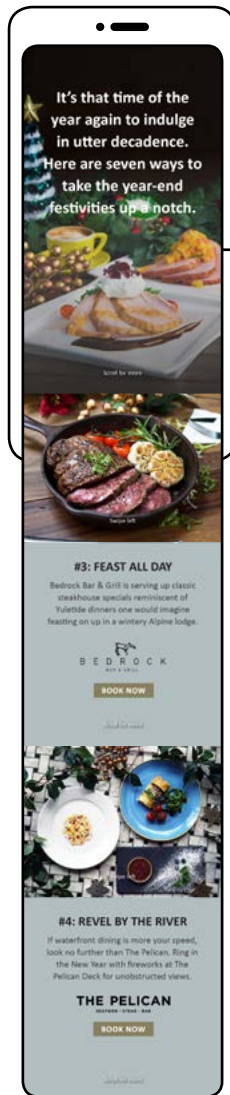
BOX AD BANNER

- 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

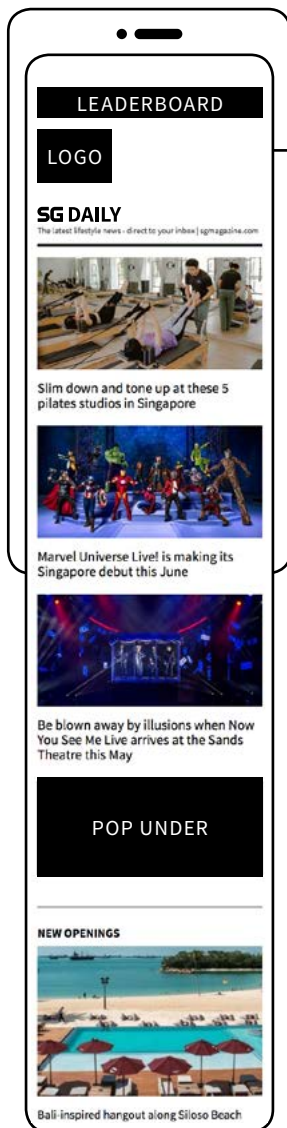
- A new post-click, full-screen, immersive mobile ad experience on Facebook that taps into the ever-growing trend of readers accessing content via mobile
- Strategically curated by our content team to provide a seamless reader journey with little or no drop-offs to drive traffic back to landing page(s)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

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 every year and through 2020



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

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.



CONTACTS

For general sales inquiries, please email
sales.sg@media-group.com.sg or call 6446 6888

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