

[sgmagazine.com](http://sgmagazine.com)



# **MEDIA KIT 2021**





## HEY IT'S US!



SG Magazine is a leading lifestyle authority on city-based news, events, dining, arts and culture, home living, and wellness.



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 well-loved originality.



25 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 digitally savvy audience.

SILVER  
**BEST SOCIAL MEDIA  
STRATEGY OF THE YEAR**  
2018 MPAS AWARDS

BRONZE  
**VIDEOGRAPHY  
OF THE YEAR**  
2018 MPAS AWARDS

WINNER  
**WEBSITE OF THE YEAR**  
2016 MPAS AWARDS

WINNER  
**WEBSITE OF THE YEAR**  
2015 MPAS AWARDS

WINNER  
**APP OF THE YEAR**  
2014 MPAS AWARDS

WINNER  
**EDITOR OF THE YEAR**  
2013 MPAS AWARDS



# WE HAVE THE **PULSE** OF THE CITY

## THINGS TO DO

The latest happenings in town

## ARTS

The must-see exhibitions, concerts and shows

## HOME LIVING

Home decor tips for a stylish upgrade

## WELLNESS

Fitness and healthy living stories

## FOOD & DRINK

Exciting new restaurants, bars and menus

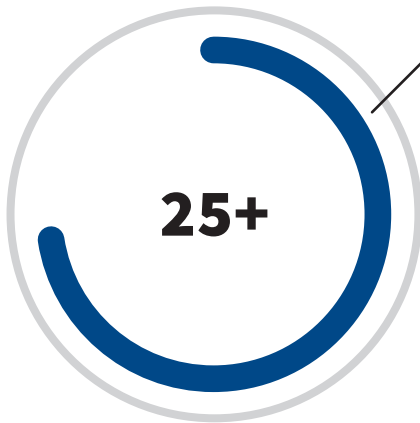
## LIFESTYLE

Shopping, city life and more

## BEST OF SINGAPORE

All you need to know about the city





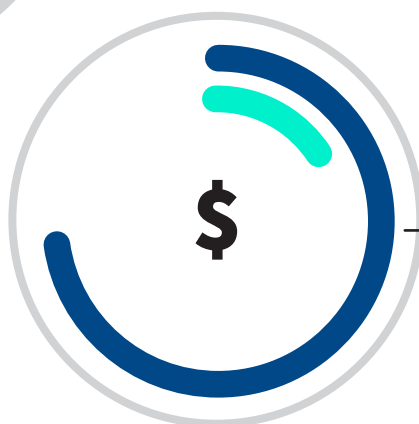
77%  
are in the prime  
25 - 44 age range



60%  
are female  
40%  
are male



4%  
are Expats  
7%  
are Permanent  
Residents



88%  
are Singaporeans



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

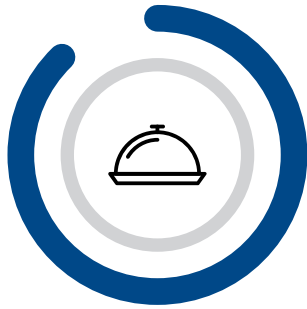
over  
73%  
earn at least \$60,000  
per annum  
with over  
16%  
earning over \$200,000  
per annum

## OUR AUDIENCE DATA

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

85%

use SG 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

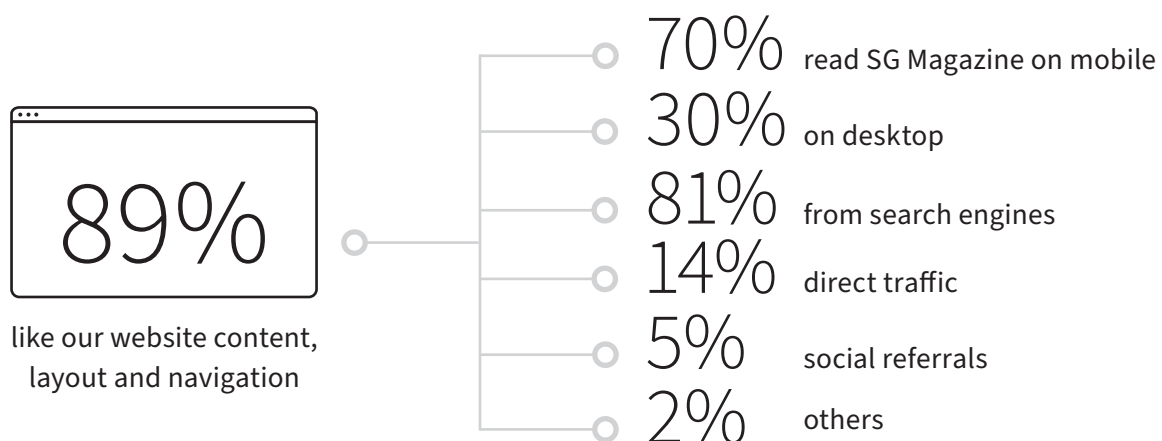


97%

Go to events regularly



## DID YOU ALSO KNOW?

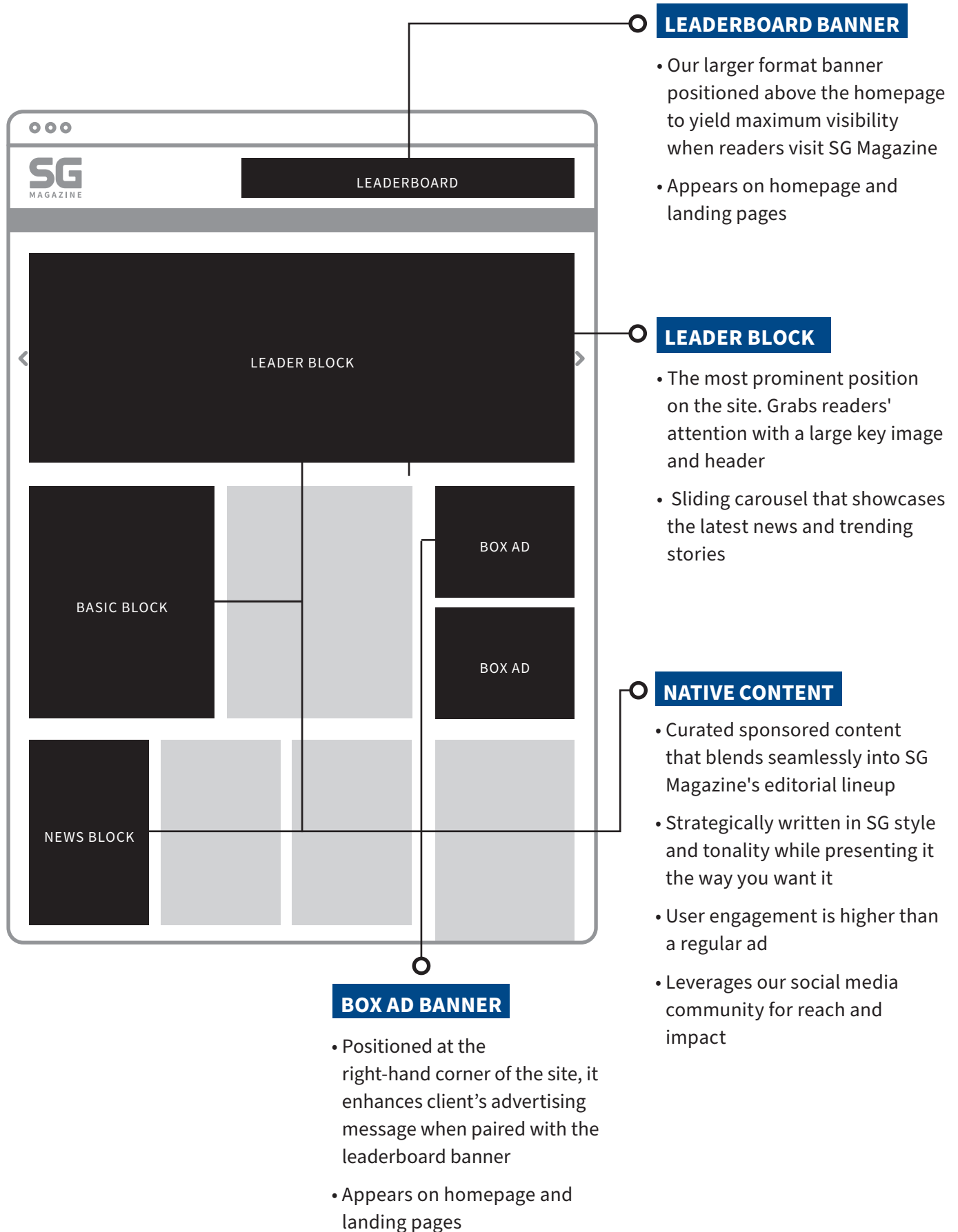




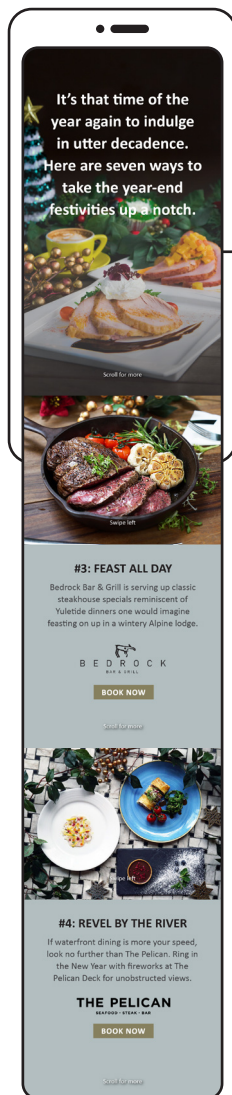
## PRODUCT HIGHLIGHTS

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

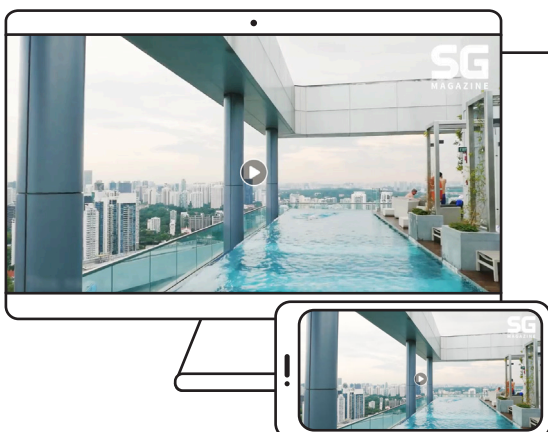


# DIGITAL & SOCIAL



## CANVAS

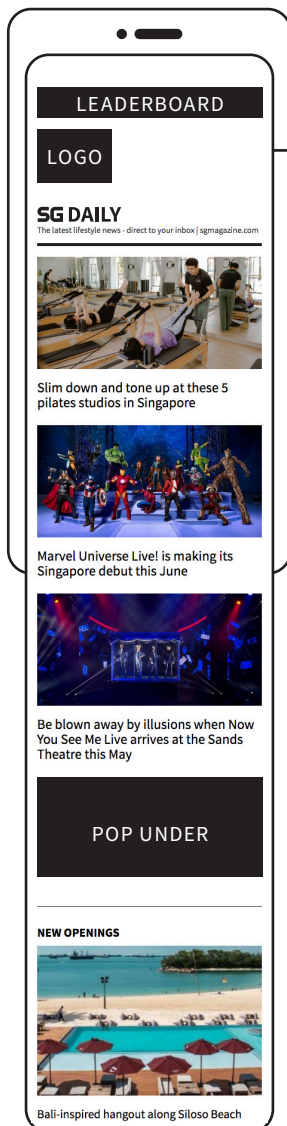
- A new post-click, full-screen, immersive mobile ad experience on Facebook that taps into the ever-growing trend of readers accessing content via mobile
- Strategically curated by our content team to provide a seamless reader journey with little or no drop-offs to drive traffic back to landing page(s)
- 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
- \$8,000



## 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
- \$8,000 - \$10,000 (check our rate card on pg. 11 for more info)

# 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
- \$13,000/month



## 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
- \$2,800/blast

# 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 multimedia 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



# DIGITAL RATE CARD

All rates are in Singapore dollars.

## WEBSITE

NATIVE CONTENT	PER STORY
Native Posts: homepage feed + native article + facebook post; style and content meet SG standards	\$4,800
Add on:	
Leaderblock	\$1,800
Basic Block	\$600
Advertorial Posts: homepage + advertorial article; clients have full control over style and content	\$2,800
Advertorial with Basic Block	\$3,800
Inclusion in evergreen SG Best Of	\$2,800
Inclusion in regular monthly round-up (events, food, travel, shopping)	\$1,800

FULL SITE RUN	SIZE (WxH)	PER WEEK
Leaderboard	728px X 90px (Desktop) 500px X 125px (Mobile)	\$2,200
Box Ad	300px X 250px	\$1,100
Pop-up Ad (exclusive)	500px X 380px	\$5,000

## SG DAILY (NEWSLETTER)

	SIZE (WxH)	PER MONTH
Sponsorship (Logo + Leaderboard + Pop-Under Banner) Closing: 3 working days before blast date. Materials: 2 working days before blast date	728px X 90px (Leaderboard) 720px X 300px (Pop-Under Banner)	\$13,000
Featured Spot in SG Daily Add-on for Native Buy		\$1,500

## SG PRIVILEGES (PROMOTIONAL EDM)

	SIZE (WxH)	PER EDM
SG Privileges Closing: 3 working days before blast date. materials: 2 working days before blast date	728px X 1200px* *EDMs can be any height but no higher than 1200px	\$2,800

## SOCIAL MEDIA

	SIZE (WxH)	PER POST
Facebook Post	851px x 315px	\$2,000
Instagram Post	1080px by 1350px (vertical) 1080px by 566px (horizontal)	\$1,000
Telegram Post		\$2,000

# SOCIAL SUITE RATE CARD

All rates are in Singapore dollars.

## VIDEOS

	DURATION	LEAD TIME	RATE	ADDITIONAL
<strong>FEATURE VIDEO</strong>				
<ul style="list-style-type: none"><li>• Single or multiple (up to 3) locations</li><li>• 2-3 person sound &amp; video team</li><li>• Up to 4hrs shoot</li><li>• Comes with 2 cuts/revisions for post-production</li><li>• Comes with a 50 – 100 word native article on <a href="http://www.sgmagazine.com">www.sgmagazine.com</a></li><li>• Guaranteed 50,000 reach and 30,000 video views</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack</li><li>• Includes 1 free adaptation up to 30 secs</li></ul>	Up to 1.5 mins	10 working days	\$8,000	<ul style="list-style-type: none"><li>• \$250/hr after first 4hrs of shoot</li><li>• \$250/hr after first 2 cuts</li><li>• \$800 per additional location after 3 locations</li><li>• With talent: Ask for quotation</li><li>• With voiceover: Ask for quotation</li></ul>
<strong>WHITE-LABEL VIDEO (S)</strong>				
<ul style="list-style-type: none"><li>• Up to 3 locations</li><li>• 2-3 person sound &amp; video team</li><li>• Up to 4hrs shoot</li><li>• Comes with 2 cuts/revisions for post-production</li><li>• Up to 2 talents</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack</li></ul>	Up to 1.5 mins	10 working days	\$8,000	<ul style="list-style-type: none"><li>• \$250/hr after first 4hrs of shoot</li><li>• \$250/hr after first 2 cuts</li><li>• \$800 per additional location after 3 locations (procurement included)</li><li>• Additional talent: Ask for quotation</li><li>• With voiceover: Ask for quotation</li></ul>
<strong>WHITE-LABEL VIDEO (M)</strong>				
<ul style="list-style-type: none"><li>• Up to 4 locations</li><li>• 2-3 person sound &amp; video team</li><li>• Up to 6hrs shoot</li><li>• Comes with 2 cuts/revisions for post-production</li><li>• Up to 2 talents</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack</li></ul>	Up to 2.5 mins	10 working days	\$10,000	<ul style="list-style-type: none"><li>• \$250/hr after first 6hrs of shoot</li><li>• \$250/hr after first 2 cuts</li><li>• \$800 per additional location after 4 locations (procurement included)</li><li>• Additional talent: Ask for quotation</li><li>• With voiceover: Ask for quotation</li></ul>
<strong>VIDEO ADAPTATIONS (S)</strong>				
<ul style="list-style-type: none"><li>• Client to provide raw files of video, brand guidelines and typeface</li><li>• Comes with 4 cuts/revisions for post-production</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack</li></ul>	Up to 30 secs	7 working days	\$3,000	<ul style="list-style-type: none"><li>• \$250 per revision after first 4 cuts</li><li>• With voiceover: Ask for quotation</li></ul>
<strong>VIDEO ADAPTATIONS (M)</strong>				
<ul style="list-style-type: none"><li>• Client to provide raw files of video, brand guidelines and typeface</li><li>• Comes with 4 cuts/revisions for post-production</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Basic animation / motion graphic</li><li>• Soundtrack</li></ul>	Up to 45 secs	7 working days	\$4,000	<ul style="list-style-type: none"><li>• \$250 per revision after first 4 cuts</li><li>• With voiceover: Ask for quotation</li></ul>

# SOCIAL SUITE RATE CARD

All rates are in Singapore dollars.

## SOCIAL SUITE

	DURATION	LEAD TIME	RATE	ADDITIONAL
<b>SOCIAL CAROUSEL - NON TRIPTYCH</b>				
<ul style="list-style-type: none"><li>• Client to provide raw files of video, brand guidelines and typeface</li><li>• Comes with 4 cuts/revisions for post-production</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack</li></ul>	Up to 30 secs (4 carousel frames)	5 working days	\$3,000	<ul style="list-style-type: none"><li>• \$250 per revision after first 4 revisions</li><li>• With voiceover: Ask for quotation</li></ul>
<b>SOCIAL CAROUSEL - TRIPTYCH</b>				
<ul style="list-style-type: none"><li>• Client to provide raw files of video, brand guidelines and typeface</li><li>• Comes with 4 cuts/revisions for post-production</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack</li></ul>	Up to 30 secs (4 carousel frames)	8 working days	\$4,000	<ul style="list-style-type: none"><li>• \$250 per revision after first 4 revisions</li><li>• With voiceover: Ask for quotation</li></ul>
<b>SOCIAL CANVAS</b>				
<ul style="list-style-type: none"><li>• Client to provide raw files of videos and image library, brand guidelines and typeface</li><li>• Comes with 4 cuts/revisions for post-production</li><li>• Storyboarding</li><li>• Copywriting</li><li>• Soundtrack for video</li></ul>	Up to 9 frames	8 working days	\$4,000	<ul style="list-style-type: none"><li>• \$250 per revision after first 4 revisions</li><li>• \$250 per additional frame</li></ul>

## **CONTACTS**

For general sales inquiries, please email  
sales.sg@media-group.com.sg or call 6247 6247

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