



Time Out is the world's leading arts, entertainment and nightlife magazine and is published in 23 cities around the world including London, New York, Beijing, Mumbai, Shanghai, Sydney, Dubai, Delhi and Kuala Lumpur. Time Out Singapore launched in March 2007.

Time Out magazines are the only publications of their kind in which editors source, gather and edit listings and information without help from agencies or listings services. The magazines also operate without influence from advertisers and are 100% independent.

From features to consumer coverage and unique insider information, Time Out Singapore is essential reading for anyone living in Singapore.

For more information see www.TimeOut.com/sg/en/media

“Pernod Ricard felt that Time Out Singapore was one of the ideal media houses to communicate Martell's Rising Personalities Party. The advertisement, which was also on the weekly Time Out e-newsletter, created a large number of RSVPs for the event. Time Out is indeed our media choice to target PMEB Singaporean readership for our premium brands.”

Daren Ong, Martell Brand Manager, Pernod Ricard

100% INDEPENDENT. 110% SINGAPORE.





FREQUENCY: MONTHLY

READERSHIP

122,500

CIRCULATION

40,000

DISTRIBUTION

On sale in over 2,000 outlets including 7-Eleven, Cold Storage, Borders, MPH, Kinokuniya and news stands in Singapore (distributed through Singapore Press Holdings). Targeted complimentary copies are also available to tourists in their rooms at selected four-star, five-star and boutique hotels and through the Singapore Tourism Board. Browsing copies are available to Singaporeans through serviced apartments, Fitness First, Planet Fitness and California Fitness gyms, Raffles Medical Centres and country clubs.

DEMOGRAPHICS

AVERAGE AGE

29

SOCIOECONOMIC

81% PMEB's

65% Singaporean

35% PR and Expat

77% aged 15-44

61% aged 25-44

48% Male

52% Female



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Print & online combined campaigns

SERIOUSLY CREATIVE SOLUTIONS

Customised, cost-effective packages available on application

ONLINE

Premium format

- Leaderboard 728 x 90
- Expandable banner 468 x 500
- Expandable MPU 600 x 500
- Expandable skyscraper 500 x 600

Sponsored sections

- Banners, MPU and masthead
- Advertorial

Microsites

- Sponsored section – all banners & masthead
- Customised content

Online competitions

- Collect data on entrants and drive traffic to your site

Newsletters

- Sponsor our weekly newsletter to large double-opted in list

Partner with *Time Out*

- A permanent button or advertisement driving traffic to your site with commission to *Time Out* for each resulting sale

Online promotional vouchers

- Home-printed customised vouchers with data capture



PRINT

Reader events

- Organise reader-only events to showcase your product
- Online registration, data capture and ticketing

Partner events

- Make *Time Out* your official magazine or website for reduced price coverage

Reader promotions

- Give *Time Out* readers an offer that they cannot refuse
- Online registration and customized voucher available

Tip-on, inserts & bagged promotions

- Cover or inside page mounted or bagged available

Advertorials

- Articles or custom-designed brochures for your brand or event

Branded copies

- Custom printed copies with your brand featured on the cover – ideal gifts for clients

Merchant privileges solicitation

- For your loyalty scheme

Subscription offers

- Sponsor our monthly subscription card – perfect for below-the-line campaigns

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MECHANICAL SPECIFICATIONS

TIME OUT MAGAZINE

Double-Page Spread

Bleed: 283mm (H) x 420mm (W)

Trim: 273mm (H) x 410mm (W)

Text: 250mm (H) x 389mm (W)

Full Page

Bleed: 283mm (H) x 215mm (W)

Trim: 273mm (H) x 205mm (W)

Text: 250mm (H) x 185mm (W)

1/2 Page Horizontal

120mm (H) x 185mm (W)

1/2 Page Vertical

250mm (H) x 88mm (W)

1/4 Page

120mm (H) x 88mm (W)

1/8 Page

55mm (H) x 88mm (W)

1/16 Page

55mm (H) x 40mm (W)

TIME OUT MAGAZINE AND EVENTS MAP

- Digital file format;
- Advertisements to be supplied on CD or by email in high resolution PDF or JPG format. If sending via email, please use www.yousendit.com to upload the ad file and then confirm by email to Sally Shee, Production Manager Sally.Shee@ink-publishing.com
- Images must be CMYK and high resolution at minimum 300dpi;
- Screen size 150 colour;
- All fonts, images and logos must be embedded;
- Files must be supplied as single pages;
- Please add 3mm bleed all round for Full Page and Double-Page Spread advertisements;
- For Double-Page Spread advertisements, please add 5mm bleed into gutter as allowance for perfect binding;
- Crop marks must be outside the bleed area;
- Keep all text and logos at least 10mm away from all edges.

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Ink Publishing Singapore also produce Bangkok Airways' *Fah Thai*, Carlson Wagonlit Travel's *Connect*, Cebu Pacific's *Smile*, Jetstar, *Jetstar Asia*, Mandala Airlines' *Mandala*, Siem Reap Airways' *Sarika*, Tiger Airways' *Tiger Tales* and SpiceJet Airways' *Spice Route*

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