

epicure

life's refinements

our readers

They are a sophisticated and discerning audience who have a refined taste for food and wine, and enjoy the good things in life.

our epicurean passion

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 inspire the food and wine community with the latest dining trends while sniffing out remarkable wine vintages and uncovering the secrets of the local and international culinary scenes.

why we stand out

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 reports, **epicure's** articles are informative and inspiring reads.
- **Design direction:** **epicure** features arresting visuals that capture the essence of each story, and compelling food photography that will whet readers' appetites
- **Interactive element:** **epicure** builds a close knit community of fans via our website (www.epicureasia.com), Facebook (@epicureasia) and Instagram (@epicureasia).
- **Digital presence:** More frequent digital-only stories and daily updates allow for more opportunities for advertisers to expand their reach.

RECIPES

CULINARY INSIGHTS

TRAVEL & HOSPITALITY

ENTERTAINING

editorial content

- Restaurant reviews
- Recipes for stylish entertaining and table decoration tips
- Cookbook critiques
- Celebrity chef interviews and winemaker profiles
- Wine and beverage news
- Travel features
- Food hunting

circulation: 15,000

target audience

- Affluent professionals
- Driven foodies and aspiring cooks looking to advance their culinary knowledge
- Avid travellers and wine enthusiasts
- Chefs and restaurateurs

epicure events

- Cooking classes with master chefs
- Special tastings (wines & beverages)
- Wine competitions
- Gourmet tours

interactive & integrated media platforms

- Social media platforms Facebook and Instagram
- **epicure's** interactive website
- **epicure's** e-newsletter with food and drink promotions, and dining perks




PRINT 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)	S\$2,600
Advertorial	S\$6,000
• Online	Per insertion
Web Advertorial	S\$4,500
Web Video advertising	S\$3,000
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



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:

- 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



DESTINATION DINING



ARCHITECTURE
& DESIGN



TOP CHEF

• Double Page Spread



• Full Page



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)

PRODUCTION SCHEDULE

Issue/Month	Booking	Material Deadline
December / January 2022	01 November 2021	10 November 2021
February / March	03 January	10 January
April / May	02 March	10 March
June / July	29 April	09 May
August / September	01 July	11 July
October / November	01 September	08 September
December / January 2023	01 November	10 November

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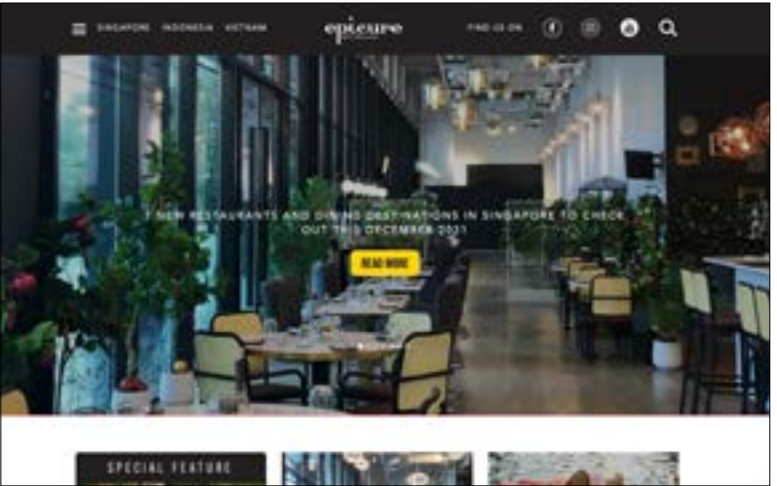
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DIGITAL ADVERTISING RATES & SPECIFICATIONS



Click here to check out *epicure* website.



Click on the icons to check out *epicure* online.



web advertising	specs	price
• Website		
Leaderboard Banner	Size: 728px (W) X 90px (H) Jpeg or Png only	S\$3,500
Side Banner	Size: 300PX (W) X 250PX (H) Jpeg or Png only	S\$3,000
Campaign Box	Size: 300PX (W) X 112PX (H) Jpeg or Png only	S\$2,500
Web Advertorial	Include 250-500 words article with 3-5 images	S\$4,500
Web Video Advertising	Size: 300PX (W) Jpeg or Png only	S\$3,000
• E-newsletter		
Leaderboard Banner	Size: 768px (W) X 90px (H) Jpeg or Png only	S\$3,500
Video Campaign Spot	Size: 300px (W) Jpeg or Png only	S\$3,000
• Video Creation	From 60 seconds to 90 seconds	S\$5,000
• Direct Mailing EDM	20,000 subscribers	S\$7,000
• Facebook Facebook Post	Size: 470px (W) X 470px (H) Jpeg or Png only	S\$350
• Instagram Instagram Post	Size: 1080px (W) X 1080px (H) Jpeg or Png only	S\$350