

SINGAPORE  
MEDIA KIT 2023

PRINT

# 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](http://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.



## 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

## TRAVEL & HOSPITALITY



## 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

<ul style="list-style-type: none"> <li><b>Prime position (Full Page)</b></li> </ul>	<b>Per insertion</b>
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
<ul style="list-style-type: none"> <li><b>Run-on-page</b></li> </ul>	<b>Per insertion</b>
Double Page Spread	S\$8,600
Full Page	S\$5,000
½ Page (Vertical/Horizontal)	S\$2,600
Advertorial	S\$6,000
<ul style="list-style-type: none"> <li><b>Online</b></li> </ul>	<b>Per insertion</b>
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:

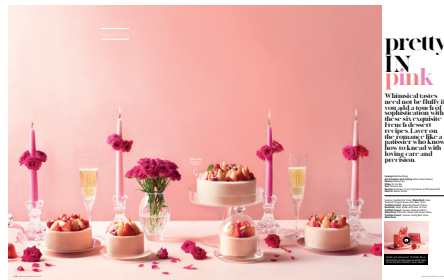
- PDF, Tiff or EPS Files
- 300 dpi for all images/files
- All images/files must be converted to CMYK
- All fonts for Illustrator and Freehand files to be converted to path
- Final colour proof for printer's reference





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

September 2023

February 2024

Booking

01 July 2023

03 January 2024

Material Deadline

1 July 2023

10 January 2024

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DIGITAL

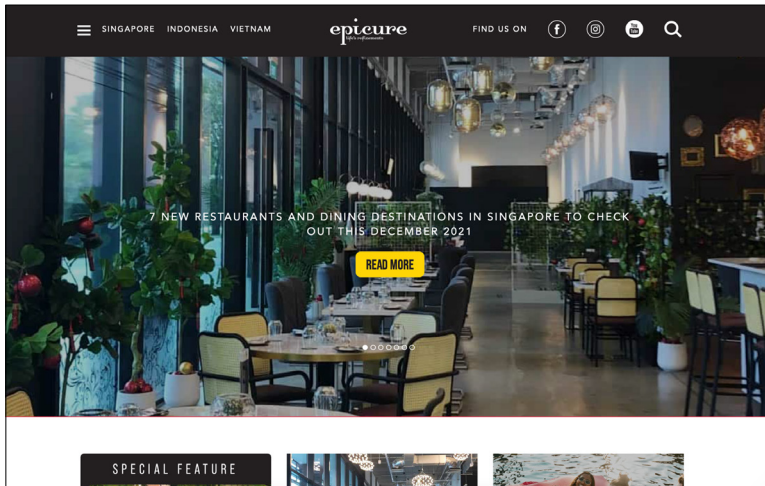
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life's refinements

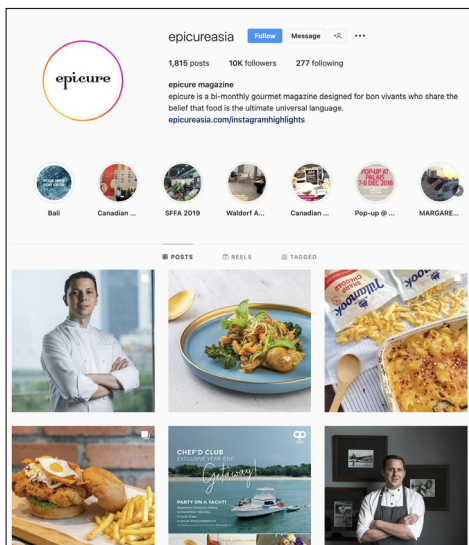
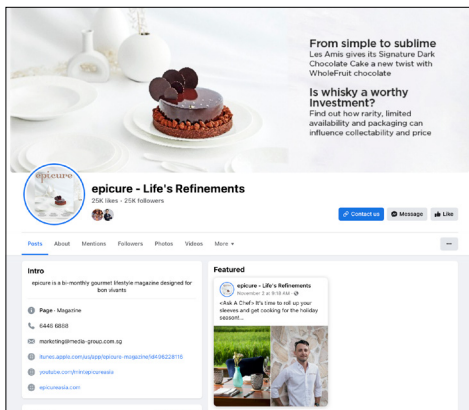




# DIGITAL ADVERTISING RATES & SPECIFICATIONS



Click here to check out *epicure* website.



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



## web advertising

### • Website

Leaderboard Banner

Side Banner

Campaign Box

Web Advertorial

Web Video Advertising

### • E-newsletter

Leaderboard Banner

Video Campaign Spot

### • Video Creation

### • Direct Mailing EDM

### • Facebook Facebook Post

### • Instagram Instagram Post

## specs

Size: 728px (W) X 90px (H)  
Jpeg or Png only

Size: 300PX (W) X 250PX (H)  
Jpeg or Png only

Size: 300PX (W) X 112PX (H)  
Jpeg or Png only

Include 250-500 words article  
with 3-5 images

Size: 300PX (W)  
Jpeg or Png only

Size: 768px (W) X 90px (H)  
Jpeg or Png only

Size: 300px (W)  
Jpeg or Png only

From 60 seconds to 90 seconds

20,000 subscribers

Size: 470px (W) X 470px (H)  
Jpeg or Png only

Size: 1080px (W) X 1080px (H)  
Jpeg or Png only

## price

\$\$\$3,500

\$\$\$3,000

\$\$\$2,500

\$\$\$4,500

\$\$\$3,000

\$\$\$3,500

\$\$\$3,000

\$\$\$5,000

\$\$\$7,000

\$\$\$500

\$\$\$500