

SINGAPORE
MEDIA KIT 2025

PRINT

epicure

life's refinements



our readers

Epicure has 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.



editorial content

- Dining news and food trends
- Celebrity chef interviews and winemaker profiles
- Wine and beverage news and trends
- Future of food
- Stylish home entertaining
- Travel and lifestyle features
- Provenance
- 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

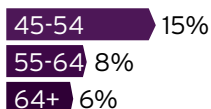
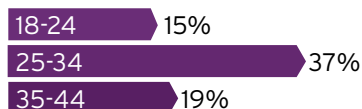
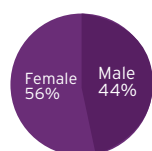
- Cooking classes with master chefs
- Special tastings (wines & beverages)
- Wine competitions
- Gourmet tours

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



website demographics



Ave. Monthly Page Views: 70.8K
Ave. Monthly Unique Page Views: 26K
Ave. Session Duration: 2min 37secs



PRINT ADVERTISING RATES & SPECIFICATIONS

ADVERTISING RATES

<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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)

PRODUCTION SCHEDULE

Issue/Month

February-April 2025
May-July 2025
August-October 2025
November 2025-
January 2026

Booking

2 December 2024
2 March 2025
2 June 2025
2 September 2025

Material Deadline

10 January 2025
10 April 2025
10 July 2025
10 October 2025

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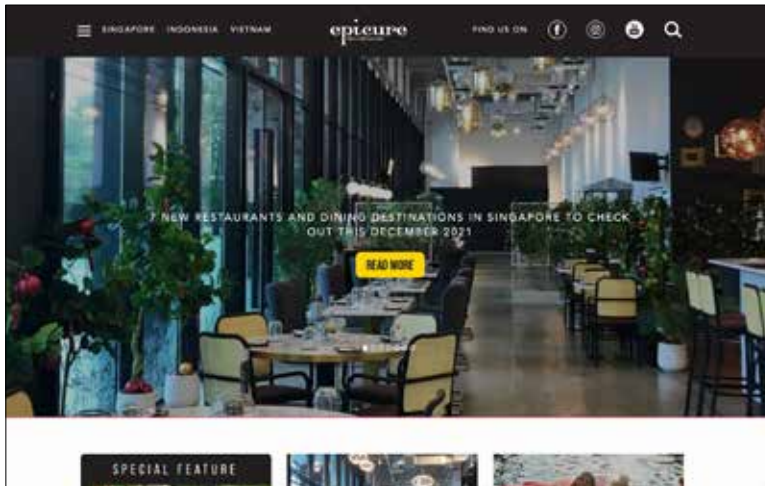
DIGITAL

epicure

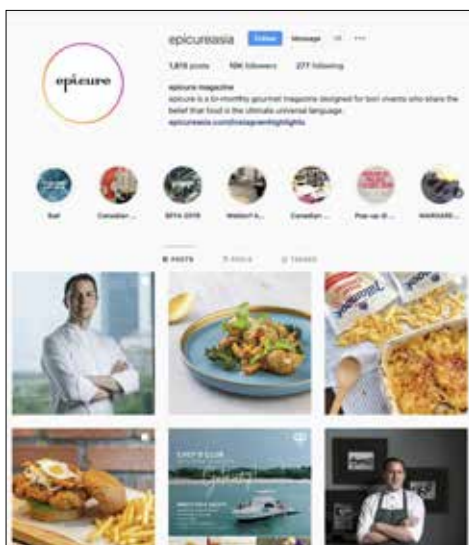
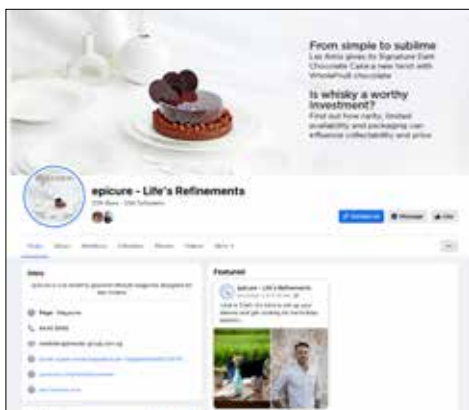
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DIGITAL ADVERTISING RATES & SPECIFICATIONS



Click here to check out *epicure* website.



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



web advertising

• Website

Leaderboard Banner

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

\$\$3,500

Side Banner

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

\$\$3,000

Campaign Box

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

\$\$2,500

Web Advertorial

Include 250-500 words article
with 3-5 images

\$\$4,500

Web Video Advertising
*70,000 monthly
impressions

Size: 300PX (W)
Jpeg or Png only

\$\$3,000

• E-newsletter

Leaderboard Banner

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

\$\$3,500

Video Campaign Spot

Size: 300px (W)
Jpeg or Png only

\$\$3,000

• Video Creation

From 60 seconds to 90 seconds

\$\$5,000

• Direct Mailing EDM

20,000 subscribers

\$\$7,000

• Facebook Facebook Post

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

\$\$500

• Instagram Instagram Post

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

\$\$500