



SINGAPORE
expat **LIVING**
MEDIA KIT 2015



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Expat Living Publications is the leading way to reach expats in Singapore. Through our print magazines, events, website and newsletters we reach one in four expats*. Our well-established brand means we understand the expat market and the expat journey. We have been in Singapore for over 13 years, proving that *Expat Living* is a trusted brand amongst both expats and Singaporeans.

Our established voice ensures that we are the leading source of home, style, travel, kids, beauty, things to do, and wine & dine information all with a local flavour. Enter the actual homes of expats in Singapore and hear real stories and real endorsements from real people.

We can offer advertisers a print and digital strategy that meets your objectives and combines editorial, advertorial and branded content supported by display, interactive and push advertising.

Our experienced team will work closely with you to provide a print and digital advertising strategy that meets your needs and objectives.

* (Source MOM & *Expat Living* subscriber figures)

Disclaimer:

Expat Living Publications Pte. Ltd. has taken every reasonable care to ensure the accuracy and objectivity of the information contained in this Media Kit. All information including rates, special packages, editorial themes, reader demographics and traffic figures are accurate as of June 2015.

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Welcome to the world of Expat Living!

By incorporating various themes and types of editorial, we give you, the advertiser, multiple exposure opportunities including allowing your customers to give their personal endorsements of your product or service.

We target newcomers who spend a large portion of their income setting up home here, especially in the first two years of their stay. We are also a favourite with long-timers, PRs and locals who are constantly on the lookout for recommendations in other areas such as travel destinations, wine and dine outlets, education, entertainment, home décor, beauty and health care.

Set up by expats who understand the needs of people who are away from home and their need for recommendations from peers, *Expat Living* has become a bible to many. It's the only referral guide that takes the reader into the actual homes of expats in Singapore, letting others share their experiences of living here.

Our readers use our editorial articles – be they reviews, interviews, expert opinions or comments – as reference sources when choosing products and services. The print copies are collected and used for years. Our digital version is an instant source of information via mobile, tablet or desktop.

Our print magazine is monthly, accompanied by our regular fashion & beauty supplement *LIV*. We also publish specialised guides (City, Body & Mind and Kids' guides). The monthly magazine, *LIV* and our guides are available through subscription and retail at major bookstores, supermarkets, petrol stations and newsstands. Browsing copies of our publication can also be found at clubs and associations, hotels and serviced apartments, moving and relocation companies, cafés and restaurants, airline lounges, international schools and the waiting lounges at many spas, beauty salons, medical and dental clinics, and hospitals. We are everywhere! Most importantly, *Expat Living* in Singapore has been certified by the Audit Bureau of Circulations for a total average net circulation of 18,454 copies per month.

We can also help you reach your target market through our digital platforms such as e-newsletters, direct mailers, display advertising and editorials on our fabulous website expatliving.sg.

Personal interaction through events such as coffee mornings and wine nights, Facebook and blogs is an important element of our role in the community.

Whichever mode you choose (and we can help you decide) we can build a marketing package to ensure you reach the right target market and maximise your ad spend.



Rebecca

Rebecca Bisset
Editor-in-Chief

Reader Profile



AUDIENCE / READERSHIP PROFILE

- Highly affluent expatriates with large disposable incomes
- Aged between 24 and 44 years
- **69%** expats and **31%** local
- **71%** have an average household income greater than S\$240,000
- **62%** have children
- **79%** take more than three leisure trips a year
- **91%** eat out more than twice a week
- **59%** go to the cinema, theatre or another live events once a month
- **47%** spend between one and two hours reading the magazine
- **63%** either subscribe or purchase the magazine from a store
- **53%** read 8-12 issues per year
- **76%** female readers and **24%** male readers
- **91%** keep the magazine or clip out pages for future reference

ONLINE READERS

82% of our online audience is based in Singapore and 18% view the website from overseas. The typical online reader is British, Australian or Singaporean and female. She is aged between 24 and 44 and has two children or less. She uses the website to find things to do, research recommendations on shopping, restaurants and bars or for holidays. She shops online. She also engages with us through our newsletter and accesses our website from her mobile phone when she is out and about.

The typical overseas reader is researching a move to Singapore and spends most time in the Singapore Guide and Kids sections, but will also browse through recommended articles.



PRINT READERS

The typical *Expat Living* reader is an expat married mother, aged between 35 and 44. She has lived in Singapore between four and five years, has a Dependant's Pass and does not work. Her husband works in Finance or IT on a local package and they have a monthly allowance of \$20,000 to \$25,000.

She has two young children who go to an international school. The family plans on being here for the foreseeable future.

She lives in a contemporary-style 1,000-to-2,000-square-foot condo with a monthly rental of more than \$6,000. She has a live-in foreign domestic worker.

Eating out takes place up to three times a week in casual restaurants, cafés or hawker centres but the rest of the time the family has home-cooked meals.

The family takes between three to four holidays a year, booked on the internet directly with the airline or hotel.

She prefers the print format of *Expat Living* and reads every edition, taking between one and two hours to read it. Her husband and sometimes other female friends will read it. She keeps it for future reference or cuts out useful information. She thinks positively of the magazine and enjoys the home showcases and travel stories. She visits expatliving.sg regularly and is interested in finding information on holidays or activities with kids.

Beyond the Pages of the Magazine



Specialised Guides
City Guide, Kids' Guide,
Body & Mind Guide and NEW
Home & Property Guide



Facebook, Twitter &
Instagram



Events
Up to 20 client events a year



Digital Mail
E-newsletter, Dedicated EDM



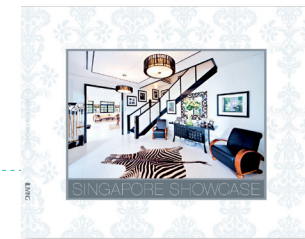
Digital Editions

Expat Living
Monthly average net circulation of
18,454 copies*

*certified by the Audit Bureau of Circulation



expatliving.sg
Our popular website



Expat Living Branded Books
Coffee-table book



LIV
Monthly fashion and beauty
supplement, circulated with
Expat Living

Editorial Calendar 2015

ISSUE / THEMES & FEATURES	HOME		LIFE & FAMILY		HEALTH & FITNESS
	Happy Client	Centrespread	Happy Client	Centrespread	
JANUARY	Dining Tables	Dining Rooms	Children's Enrichment	New Baby Preparations, Baby Showers, Baby Clothes	New Year, New You Health Checks & Fitness
FEBRUARY	Children's Furniture	Children's Rooms	Social Clubs Insurance	The First Year	Complementary Health ² Veins
MARCH	Beds	Bedrooms	Children's Parties Home Services	Children's Parties	Fertility, Pregnancy & Childbirth
APRIL	Serviced Apartments	Kitchens & Bathrooms	Preschools	Art / Craft, Stationary, Gifts for Desks Toddler Clothes	Nutrition
MAY	Movers & Removalists	Sideboards, Benches & Consoles	Holiday Camps The Great Outdoors	The Great Outdoors Children's Fashion (5-8 years)	Bones & Joints ³
JUNE	Outdoor Furniture & Accessories ¹	Outdoor Furniture & Accessories ¹	Schools	Learning Play	Counselling
JULY	Sofas	Living Room Furniture Soft Furnishings	Adult Enrichment Finance	Out & About Fashion for Tweens	Teeth & Oral Care
AUGUST	Home Offices	Home Offices	Higher Education Motoring	Back to School	Eye Care
SEPTEMBER	Antiques	Antiques	Performing Arts Preschool Outings	Teen Fashion	Ear, Nose & Throat (ENT)
OCTOBER	Art	Art Lamps & Lights	Photographers	Safe Kids	Child & Family Health
NOVEMBER	Interior Design	Storage	School Trips Pets	Maternity Fashion	Surgery & Critical Health Conditions ⁴
DECEMBER	Carpets	Chairs	Legal & Corporate Advice	Xmas Gifts	Yoga & Pilates

Notes: **1** Includes barbecue equipment, tools, IT, electronic gadgets, etc **2** Includes TCM, Ayurveda, homeopathy, holistic medicine, etc **3** Includes orthopedics, spinal specialists, physiotherapists, chiropractors, podiatrists **4** Includes oncologists, cardiologists etc

Editorial Calendar 2015

ISSUE / THEMES & FEATURES	TRAVEL	WINE & DINE	<i>liv</i> HAIR & BEAUTY	<i>liv</i> FASHION
JANUARY	Europe Driving Holidays	Japanese Dining by Destination: Dempsey & Duxton Hill Greek	Makeovers New Hairstyles Mani Pedis	Officewear Makeovers
FEBRUARY	Malaysia Family-friendly	Restaurants & Venues for Occasions	Slimming & Shaping Body Treatments	Fashion for your Figure Lingerie Jewellery & Designers
MARCH	New Zealand Food & Wine	Mexican & Tex-Mex Helpers Cooking Classes	Annual Spa Roundup	Local & International Fashion Trends
APRIL	China, Hong Kong & Taiwan Adventure Holidays	Champagne Brunches Thai	Clinical Facial Treatments Skincare	Accessories & Jewellery Fragrances Timepieces
MAY	Japan & Korea Beach Breaks & Airlines	Australian Meals under \$20 & Delivery	Self Tanning Hair Removal Summer Beauty Guide	Beach & Resort Wear
JUNE	Vietnam & Laos Weddings / Romance	Girls Night Out Family Brunches	New Beauty Treatments Special Offers	GSS Focus
JULY	India, Sri Lanka & The Maldives Skiing	Chinese Vegetarian & Organic Restaurants	Bridal Beauty & Makeup	Bridal Style Guest Fashion
AUGUST	Australia & The Middle East Short Breaks	Italian Hawker	Tried & Tested Special	Casual Fashion
SEPTEMBER	Indonesia & Bali Shopping	Afternoon Tea Asian Catch-all	Salon Facials	Local & International Fashion Trends
OCTOBER	Cambodia & Burma Spas & Golf Breaks	Middle Eastern Steakhouses & Butchers	Hair Care & Hair Loss Prevention ⁵	Accessories & Jewellery Fragrances Timepieces
NOVEMBER	Thailand Sailing & Boating Travel Planners	Indian Cooking Classes	Aesthetic & Cosmetic Treatments Glam Makeup Looks	Party Dresses & Accessories
DECEMBER	The Americas Cultural & Historical / Overseas Property	Christmas	Anti-ageing	Style for all Ages

Notes: ⁵ Includes topical products, massages, laser stimulations, transplants, etc. *LIV* is the monthly fashion & beauty supplement that accompanies copies of *Expat Living*.

Advertising Rates - Print

MAIN MAGAZINE

PLACEMENT	SIZE (mm) H x W	FOUR COLOUR		
		1 insertion*	6 insertions*	12 insertions*
Outside Back Cover	275 x 210	\$5,200	\$4,680	\$4,420
Inside Front Cover	275 x 210	\$3,250	\$2,925	\$2,762
Inside Back Cover	275 x 210	\$3,120	\$2,808	\$2,652
Double-page Spread	275 x 420	\$4,680	\$4,212	\$3,978
Full Page	275 x 210	\$2,600	\$2,340	\$2,210
Half Page (Vertical) Half Page (Horizontal)	260 x 85 125 x 180	\$1,560	\$1,404	\$1,326
Quarter Page	125 x 85	\$880	\$792	\$748
Semi-display Page	60 x 85*	\$480	\$432	\$408

Premium Positioning: Loading charges are an additional 20%
Editorial: Allocation availability is dependant on package.

Rates indicated are per insertion.
 *Rates are exclusive of GST.

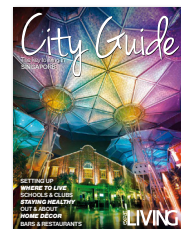
MAIN MAGAZINE DEADLINE

Booking & Artwork Deadline

1st of month, one month prior to publication.

Editorial Deadline

1st of month, two months prior to publication.



CITY, BODY & MIND, HOME & PROPERTY* AND KIDS' GUIDES RATES

PLACEMENT	SIZE (mm) H x W	FOUR COLOUR
		1 insertion**
Outside Back Cover	225 x 170	\$5,200
Inside Front Cover	225 x 170	\$3,250
Inside Back Cover	225 x 170	\$3,120
Double-page Spread	225 x 340	\$4,680
Full Page	225 x 170	\$2,600
Half Page (Vertical) Half Page (Horizontal)	213 x 70 105 x 150	\$1,560
Quarter Page	105 x 70	\$880

*Home & Property Guide rates and ad sizes are available upon request
 ** Rates are exclusive of GST.

CITY, BODY & MIND, HOME & PROPERTY AND KIDS' GUIDES DEADLINES

GUIDES	BOOKING DEADLINE	PUBLISHED
City Guide	1 May	July
Kids' Guide	1 September	November
Home & Property Guide 2016	1 November	January 2016
Body & Mind Guide 2016	1 February 2016	April 2016

Artwork Specifications - Print

AD PLACEMENT	SIZE (mm) H x W		MATERIAL REQUIREMENTS
	Main magazine	Guides	
Double-page Spread	275 x 420	225 x 340	Full bleed 10mm throughout with crop markings Centre portion of DPS artwork, allow working area 10mm inwards
Full Page	275 x 210	225 x 170	Full bleed 10mm throughout with crop markings Working area: 10mm in left and right; portrait / landscape layout
Half Page (Horizontal)	125 x 180	105 x 150	Landscape layout – no bleed required
Half Page (Vertical)	260 x 85	213 x 70	Portrait layout – no bleed required
Quarter Page	125 x 85	105 x 70	Portrait layout – no bleed required
Semi-Display Page	60 x 85	NA	Landscape layout – no bleed required

GENERAL REQUIREMENTS

- Artwork is subject to proofreading. In the event of error, the client will be requested to re-submit artwork.
- Images must be 300dpi or above
- Acceptable file formats – JPEG, TIFF, PDF
- Colour: CMYK
- Solid black preferred (instead of 100K)

Please note:

Ad placement in *Expat Living* consistently follows a standard order, beginning with full pages. Half pages, quarter pages and semi-display ads are placed at the end of the relevant section, in a directory format, facing each other as double-page spreads. All ads will be rotated every issue within their size-group. Should you wish to secure a particular position within the magazine (e.g. a certain section or RHS placement), this will entail a 20% loading fee. Terms and conditions apply.

DELIVERY INSTRUCTIONS

Leanda Rathmell | Liana Talib

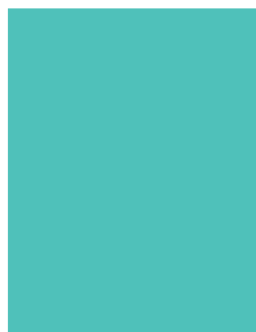
Client Services & Production Manager

T +65 6812 1787 | **E** production@expatliving.sg

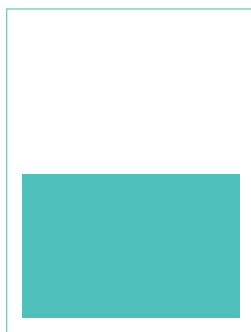
FREELANCE GRAPHIC DESIGNERS

Please contact Leanda Rathmell for freelancer contact details.

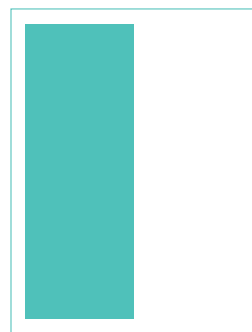
T +65 6812 1786 | **E** production@expatliving.sg



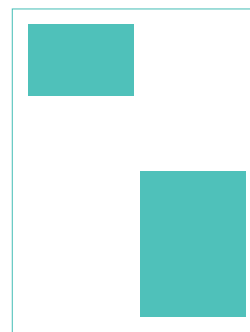
Full page 275 x 210



Half page horiz. 125 x 180



Half page vertical 260 x 85



Semi display 60 x 85
Quarter page 125 x 85

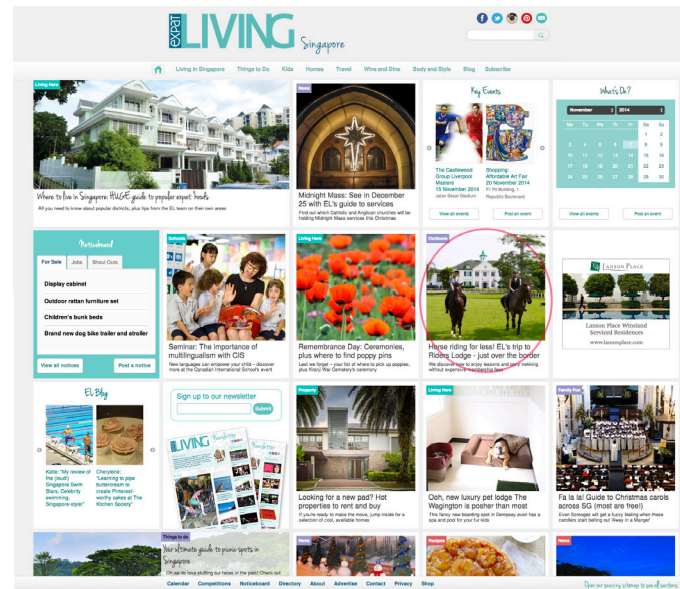
Digital Advertising

Online: Display Advertising

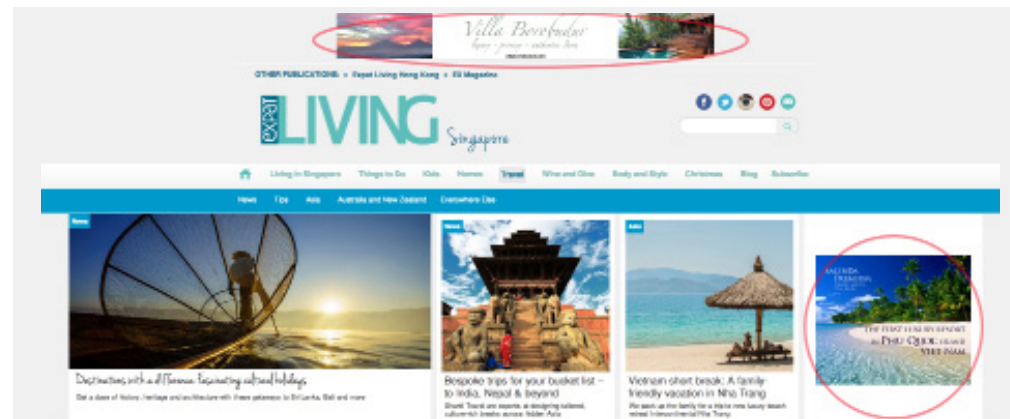
- Industry standard leaderboards and MPUs
- Standard banner or rich media formats supported

GENERAL GUIDELINES AND REQUIREMENTS

- All expandable ads must have a close button with clearly defined copy – “Close X”.
- All sound in ads must be click initiated
- All expandable and responsive ads must be third party served
- All locally served ads require a SWF, FLA, GIF/JPG and click-through URL. Refer to Display Advertising Specifications for details
- For tablet and mobile device, flash will not render properly. All units will need to be programmed in HTML5. JPG or GIF files are accepted
- Click-through URL must be supplied with all files
- Artwork to be submitted as SWF and FLA files. If modifications to the FLA are necessary, we request submission of the required fonts in Windows TrueType or Type 1 format and details on necessary changes to be made
- Flash version must be version 10.1 or lower



Advertorial on Homepage



Leaderboard & MPU

DISPLAY ADVERTISING SPECIFICATIONS

SPACE	SIZE (px) W x H	RACK RATE	
		Homepage & Living in Singapore*	R.O.S
LEADERBOARD		\$1,500	\$900
Desktop	728 x 90		
Tablet	468 x 60		
Mobile	320 x 50		
MPU	300 x 250	\$1,200	\$500

* Rates indicated refer to cost per month.

Notes:

- Leaderboard and MPU advertising rotates at a 15s interval throughout the site, refreshing every time the browser moves to a new page
- Each banner has a share of voice of up to 25% (up to four advertisers per banner)
- Run of site (R.O.S) refers to Homes, Kids, Travel, Wine & Dine, Style, Health and Things To Do.
- Frequency packages may apply to certain pages or positions

Material deadline: One week prior to go live

IMAGE ADS

- File types accepted: .jpg, .gif, .png
- Max animation: Up to 15 seconds
- Max number of loops: 3
- Max file size: 100kb

FLASH ADS

- File types accepted: .swf
- Max animation: Up to 15 seconds
- Max number of loops: 3
- Max file size: 100kb
- Frames per second: 18-24
- Audio: Must be user initiated with a click and include a mute/stop button. Please provide a backup image file for each swf
- A default gif or backup image must be submitted for visitors without Flash or JavaScript

CLICK THROUGH COMMAND

Must be coded with the appropriate clickTAG on a button layer.

This is mandatory in order to track clicks. The command must look exactly like this:

```
on (release) { getURL(_level0.clickTag, "_blank"); }
```

- Example for Actionscript 1.0 & 2.0:


```
myButton.onRelease = function() {
    getURL(clicktag, "_blank");
}
```
- Example code for Actionscript 3.0:


```
myButton.addEventListener(MouseEvent.CLICK,
handleClick);
function handleClick(e:MouseEvent):void {
var req:URLRequest = new URLRequest(root.loaderInfo.
parameters.clicktag);
navigateToURL(req, "_blank");
}
```

For detailed instructions on preparing Flash Files, please refer to the ff links:

- <https://doubleclick-support.appspot.com/repository>
- http://www.adobe.com/resources/richmedia/tracking/designers_guide/#clicktag

THIRD PARTY HOSTED SPECIFICATIONS

- Complete redirect tags must be provided
- Max animation: 15 seconds
- Max number of loops: 3
- Max file size: 100k
- Frames per second: 18-24
- Audio: Must be user initiated with a click and include a mute/stop button.
- Vendors that are certified for third-party ads: https://support.google.com/dfp_sb/answer/94149

MOBILE SPECIFICATIONS

- No flash or rich media, must be a simple image file (jpg, gif)
- Max file size: 15k
- Ad cannot be served through javascript or iframes; if hosted by a third party, the ad must be served through a simple <http://redirect>
- Image files only (gif, jpg) – no flash, no rich media, no video

HTML FORMATTING

- Code should be submitted without HTML, TITLE, HEAD or BODY tags
- All HTML attributes must be properly double-quoted
- All tags should be correctly nested
- Nested tables should be no more than four levels deep
- All form METHOD attributes must be set to “GET”, not “POST”
- There is no capability to track clicks through forms



MPU



Leaderboard

EXPANDING UNITS

AD TYPE	DIMENSIONS	FILE SIZE	FRAMES	ANIMATION	SERVING OPTIONS	NOTES
Leaderboard	728 x 90 expandable downward to 728 x 310	40K initial 100k polite	18 to 24 per seconds	Up to 30 seconds	Approved Third Party	roll over to expand; roll off to collapse. Must include “Close X” control.
MPU	300 x 250 Expandable up to 600 x 250 Must expand to the left. Can be either click to expand and click to close or roll-over to expand roll-off to collapse	40K initial 100K polite	18 to 24 per seconds	Up to 30 seconds	Approved Third Party	roll over to expand; roll off to collapse. Must include “Close X” control.

Advertising Rates & Specifications - Digital

Online: Digital Mail

e-Newsletter & Dedicated EDM

e-Newsletter Editorial Slot	\$500
Dedicated EDM	35¢ per member

Package Options:

- e-Newsletter member numbers – 24,500
- EDM Members – 19,000

Note:

- e-Newsletter blast: first and third week of the month
- All dates are subject to availability

Requirements:

EDM

- Artwork in JPEG / PDF / TIFF format with 300dpi resolution, or HTML file with link to all necessary image files

Material deadline: Two weeks prior to go live

e-Newsletter

- Approximately 20 words of text, image in JPEG / PDF / TIFF format with 300dpi resolution and a HTML link to a landing page on client's website
- Limited to nine spots per e-Newsletter
- Content must be upcoming, current and deemed to be of interest by *Expat Living* readers. *Expat Living* reserves the right to reject content that is not deemed suitable.

Material Deadline: Four weeks prior to go live

Malaysia Property Show 2015
Strategies to uncover new opportunities
 Level 3, Begonia Ballroom, Marina Bay Sands Convention Centre | 13-14 June 2015 | 11am - 7pm

Selected investment opportunities in Malaysian property
 Cooling measures have significantly affected the prospects for attractive investment in Singapore property. Coupled with a favourable exchange rate and the upcoming Singapore-Kuala Lumpur High Speed Rail, investors still consider properties across the causeway to be highly popular.

Why Malaysia Properties?
 ✓ Cost of Singapore residential property is getting increasingly expensive due to additional 7% ABSD for Singaporeans and 15% for foreigners on 2nd property
 ✓ High capital appreciation potential
 ✓ Low capital gains tax on properties sold after 5 years of purchase
 ✓ Favourable currency exchange rate
 ✓ Close culture and business ties
 ✓ With the impending Rapid Transit System that links Woodlands to Johor Bahru, and High Speed Rail that connects Singapore to Kuala Lumpur, inter-city travelling time and cross-border investment will improve

Speakers
 The following industry experts will be sharing their insights on the latest market trends, tips on buying and investing in Malaysia properties, as well as what you should know about taxation and regulations:
 Chris Tan, Managing Partner, Char Associates "Art of Mer for Property Investment"
 Richard Ong, National Tax Director, Ty To International "GST and Property Investments: Navigating Both Uncertain Waters"

Why Visit Malaysia Property Show?

Example EDM

expat LIVING Newsletter

Editor's letter
 It's that time of year when we don't just want you, we need you. Yes, it's Reader Survey time, so click through the banner on the right for a chance to win a holiday for four in Koh Samui, Thailand. Talking about research, we've already done some for you, on one of the most important things... where to get a good colour and cut in Singapore. Read on for more!

Win
 A LUXURY HOLIDAY TO KOH SAMUI
 Fill in our short survey to be in with a chance of winning this fabulous holiday for four people. PLUS, every respondent will receive a fantastic subscription offer!
[CLICK HERE](#)

Our faves
 The results are here: We asked for your choice of favourite expat hair salons, and here's what you told us

Mixed last month's special on black-and-white homes in Singapore? Look inside one here and read Mei's story. Eight-and-a-half years after arriving in Singapore, Mei moves in to her fifth home!

Singapore Botanic Gardens shows: Opera in the Park 6 June

Holiday Programs at Little Artists Art Studio 6 June

Cooking class: Sindh Cuisine with Little Green Kitchen 7 June

Check out these gorgeous swimsuits to ensure you look poolside pretty on your next holiday escape

Curious about holistic health treatments? Find out more from Lisa McConnell of Balanced Living

Unsure of where to bring Dad this Father's Day? These 10 restaurants in Singapore will help you express your love

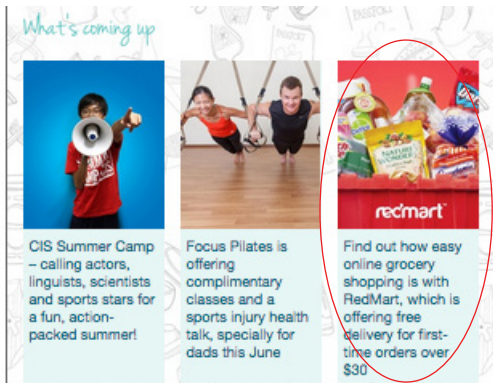
e-Newsletter



Advertorial on e-Newsletter



Skyscraper On e-Newsletter



Editorial on e-Newsletter



Events Listing on e-Newsletter

e-Newsletter Banners

SPACE (px) W x H

Top Skyscraper 195 x 670	\$1,500
Bottom Skyscraper 195 x 670	\$800

Material deadline: Two weeks prior to go live

Requirements:

- All artwork to be submitted two weeks prior to month of blast
- Format: GIF, PNG or JPG in RGB, including URL
- Frequency discounts may apply to certain packages

DELIVERY INSTRUCTIONS

Leanda Rathmell | Liana Talib

Client Services & Production Manager

T +65 6812 1786 | E production@expatliving.sg

Online: Sponsored Content

Sponsored Content / Third-party Sponsor | \$1,000

An objective feature or article on a topic or product, written by an *Expat Living* writer in our style, that the client may wish to be associated with.

- Sponsorship tagline 'Brought to you by' at the top/bottom of article page
- Contact information with logo and click through to final destination URL

Advertorial | \$1,300

Content about the client in the form of an advertorial, that may be written by the client or by *Expat Living*. All content is subjected to relevant copy-editing to suit *Expat Living's* style.

- Up to 1,000 words, can include multiple images and URLs
- Content promoted on the homepage for one week and a section page for one month (one month in total. The month on the category and homepage overlap)
- Includes free calendar or directory listing

Advertorial Feature in e-Newsletter | \$800 - \$1,000

A bolt-on to ensure the above advertorial is featured in *Expat Living's* popular newsletter.

Price varies based on the position within the newsletter.

Special Events | \$600

200-word editorial with images.

- Event listed in the calendar
- Promoted in the 'Key Events' section on the homepage for two weeks
- Listed under 'Top 5 events' section in the e-Newsletter

Bespoke & Custom Solutions | POA

Micro sites, sponsored category sections, pop ups.

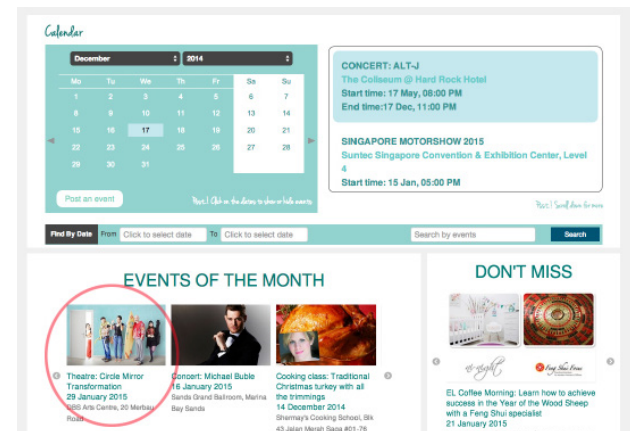
Competition Sponsorship

Min value of \$350.

Feature on the basic competitions page.



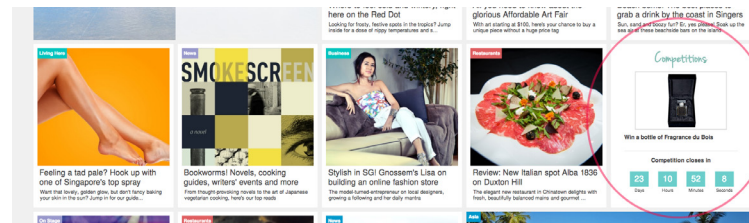
Advertorial



Special Events Package



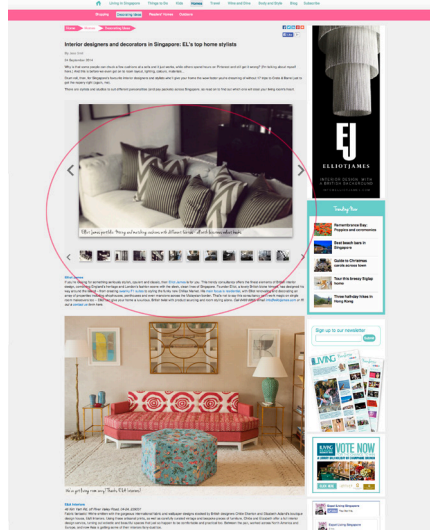
Trending Now Slot



Competition



Bespoke Super Skyscraper



Top Placement on RoundUp

Top Placement & Picture on a Round Up | From \$800

200 words and a picture included at the top of a new round up.

Bespoke Super Skyscraper | From \$500

To feature alongside your advertorial or a single relevant round up.

Banner Creation | \$150

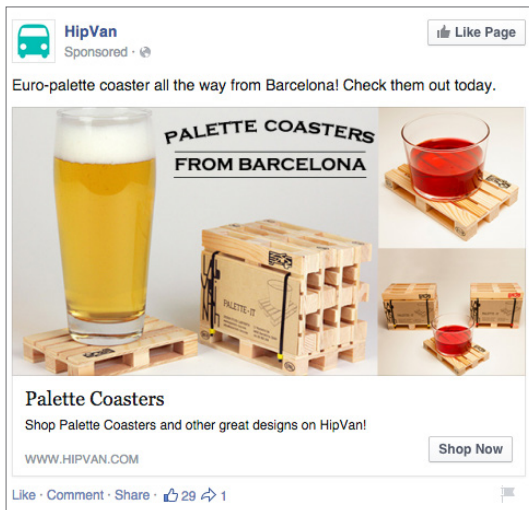
Our in-house creative team will assist with the design of your banner requirements.

Facebook Promotion | \$500

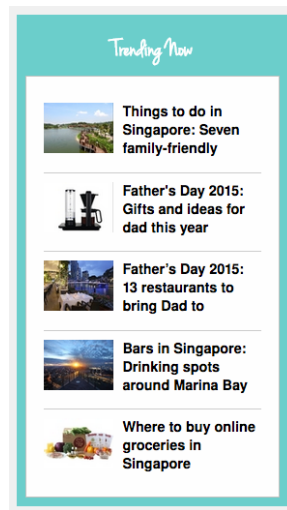
Available as a top up for advertorials. *Expat Living* will post client advertorial on Facebook. *Expat Living* can also boost post to selected groups for additional cost, POA.

Trending Now Promotion | \$500

Available as a Top Up for advertorial. Client advertorial will be promoted in the Trending Now box for one week. This box appears in every article on the site. Only one client a week will have this option (limited space).



Facebook Promotion



Trending Now Promotion

Premium Directory Listing

CATEGORISED BUSINESS DIRECTORY	12 MONTHS
Basic Listing Name, website, contact number and address (if no website available)	FOC
Premium Listing Name, website, contact number, address, email, fax, logo	\$800

Material deadline: Two weeks prior to go live

DELIVERY INSTRUCTIONS

Leanda Rathmell | Liana Talib

Client Services & Production Manager

T +65 6812 1786 | E production@expatliving.sg

Magazine Sections

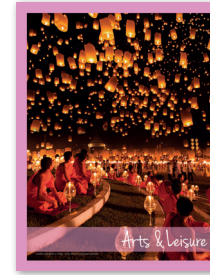
HOME



PROPERTY



ARTS & LEISURE



WINE & DINE



LIFE & FAMILY



HEALTH & FITNESS



TRAVEL



Terms & Conditions

GENERAL TERMS & CONDITIONS

1. Commission to Act

A signed order confirms the Advertiser's agreement and commitment to the delivery of design and payment of advertising space booked upon the terms and conditions stipulated below. Orders must be received by the 1st of the month prior to publication (for monthly publication), 1 April (City Guide), 1 September (Kids' Guide), 1 November (Home & Property Guide) and 1 February (Body & Mind Guide) and the publisher will not be held liable for non-receipt of said contract.

2. The Artwork

The Advertiser agrees to submit new artwork to specifications provided. Revised artwork for repeat bookings must be submitted by the 1st day of the month prior to month of distribution (for monthly publication), 30 April (City Guide), 30 September (Kids' Guide), 1 December (Home & Property Guide) and 1 March 2016 (Body & Mind Guide), failing which, Expat Living Publications Pte Ltd (hereinafter referred to as 'EL') reserves the right to consider the artwork as unchanged and proceed to publish existing artwork.

3. Proofing (In the event that EL is commissioned to produce artwork)

EL will provide two proofs per advertisement for new submissions or revised artwork. These proofs will serve as visual representations of the said advertisement and any amendments or corrections desired by the Advertiser must be made on these. All proofs must be faxed or handed to EL within two working days after the Advertiser receives the artwork, failing which EL will consider the said artwork as finalised and proceed with the publication. In such an instance, the Advertiser and EL will consider the advertisement as published.

4. Payment

Payment is due within 14 days of the invoice date. Invoice is per unit cost or as otherwise agreed. Invoices shall be dated and sent out upon publication of the magazine.

- Non-receipt of payment

EL may suspend ads or editorials if payments are three months' in arrears. Should the duration of arrears exceed six months, EL reserves the right to cancel the contract and proceed with the charges as stipulated in clause six.

- (Special Semi Display Package)

Immediate prepayment to be paid by credit card, or upon receipt of invoice. Invoices shall be dated and sent out upon contract received. Non-receipt of payment by the due date will result in void of contract.

5. Late Payment Fee

Advertising and/or amounts due not received by EL by due date above, are subject to late payment fee of five per cent of the amounts outstanding. A further five per cent is payable per month's delay in payment.

6. Cancellation of Advertisements

All advertisement spaces booked are subject to a cancellation fee of 50 per cent of the cost of the advertisement cancelled (this excludes special semi display package ads). Cancellations will only take effect upon EL's receipt of completed amendment form and full payment of the full cancellation fee. Advertisement space for which first proof has been given, or for which an amendment form has been received after the booking deadline are subject to a 100 percent cancellation fee.

7. Postponement of Advertisements

An advertisement, which is appearing for the first time, can be postponed for a period of no longer than 6 months since contract date, provided an amendment form has been received by the booking deadline. Should the postponement period exceed 6 months, the full contract will be subject to cancellation charges as stipulated in clause 6.

If the advertisement space in question is part of a series booking which has commenced, all bookings to be fulfilled by the client within the following terms, unless specified and agreed otherwise.

- a. 12 months from the start of the first placement, for a 6-series booking
- b. 18 months from the start of the first placement, for a 12-series booking

Should the series not be fulfilled by the client within the above time frames, the remaining contract will be subject to cancellation charges as stipulated in clause 6.

8. Amendments to Advertisement Space Booking

The Advertiser submitting a new order form can only effect amendments to the order. The existing order will then be deemed cancelled. The publisher will not be held liable for amendments made until they have signed the new contract as confirmation of receipt.

9. Schedule

EL reserves the right to change the schedule without notice, and in such an instance, will post a copy of the revised launch dates to the Advertiser.

10. Late Submission

EL reserves the right to reject late submissions and/or late responses with regards to proofing. In such an instance, where no artwork exists, EL reserves the right to fill the advertisement space in question without prejudicing its right to claim full payment from the party in default for the advertisement space booked.

11. Cancellation Without Notice

In the event an advertiser cannot be contacted for instructions on advertisement space booked and/or to settle arrears, and so remains unreachable for a period of 30 days from the publication of their advertisement, EL reserves the right to cancel all outstanding advertisement spaces booked by the said Advertiser and to commence legal proceedings to recover total contracted advertising costs, cancellation fees due, late payment fees and legal costs.

12. Disclosure

EL reserves the right to reject any advertisement which may be deemed offensive, obscene, immoral, unethical or on any other grounds EL may deem inappropriate.

13. Hold Harmless

EL shall not be responsible for verbal representations made by employees or anyone else that are contrary to these policies.

EDITORIAL TERMS & CONDITIONS

14. Editorial Submission

The Advertiser agrees to respond by deadlines stipulated on email reminders to submit editorial material as and when required as part of the Advertiser's editorial entitlement, failing which the Advertiser will forfeit such editorial entitlements.

15. Content

Inclusion in an editorial piece as part of an advertising package does not permit the client to decide on issues of content and style. EL reserves the right to choose the editorial approach for each piece. Pieces may be written either through collaboration with the client or through independent editorial research incorporating client coverage.

- Inclusion does not equate to exclusivity: information about other clients may appear within the same piece.
- Size and length (eg, word count, number of pages) cannot be guaranteed.
- Note: News items must be deemed newsworthy by the magazine in order to be included. Any discount offered on products or services must be significant (e.g. at least 20 percent off the normal price/rate).

16. Schedule (Placement, Cancellation and Rescheduling)

While clients' preferred months will be taken into account, final scheduling will be decided upon by the editorial staff in line with the overall editorial calendar and agenda.

17. Cancellation and Forfeiting Without Notice

Clients who forfeit editorial for a scheduled month will not be guaranteed coverage at a later date. Lack of response by a specified deadline is considered forfeiture. EL reserves the right to reject any submitted material that it deems inappropriate for any reason.

18. Copy Editing

EL reserves the right to edit, shorten or otherwise change submitted material at the magazine's discretion.

19. Use of Images

While clients are invited to supply high-resolution, high-quality images, final layout will be decided upon by the magazine, and submitted images may or may not be used. EL reserves the right to use images from other sources. EL refrains from using logos in editorial layouts.

20. Reviewing Edited Articles

When deemed necessary, EL may e-mail a client with material for fact-checking. Only errors of fact will be changed. Style and content are at the magazine's discretion.

21. Layout and Design

Design is at the magazine's discretion and layouts will not be sent to clients prior to publication.



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