



# SINGAPORE TATLER HOMES

Living . Luxurious

**S**ingapore Tatler Homes is the premier luxury home magazine in the country. Launched in 2008, *Singapore Tatler Homes* rapidly became a leading title and source of inspiration for discerning homeowners. With overwhelming support from readers and advertisers, coupled by an explosive demand for luxurious properties within the region, the **BI-MONTHLY** publication is lauded as the definitive read for elite individuals.

An informative and enjoyable read, the strength of *Singapore Tatler Homes* lies in its ability to bridge target audience to relevant brands and purveyors of fine living. More importantly, it is intimately connected to the country's most prominent personalities in business and society- appreciators of the very best in furniture, interior décor, appliances and accessories.

Each edition includes a showcase of the most stylish homes from Singapore and around the globe, trends in international furniture design, as well as a veritable collection of iconic homeware and lifestyle products of refinement and unparalleled style.

*Singapore Tatler Homes* brings readers and advertisers together, for appreciating the best in home and luxury living. Its success has spawned a series of international editions within the region.

## CIRCULATION

<b>TOTAL</b>	14,000 copies
Major Newsstands	3,000 copies

## CONTROLLED FREE CIRCULATION

Singapore Tatler database	5,000
Indonesian Readers in Singapore	2,000
Professionals database (Architects, Designers, Lawyers, Engineers, Doctors, etc.)	3,000
New Home Owners (Condos, Apartments, Houses in prime districts)	1,000

## READERS PROFILE

- Luxury home owners, 28-55 years old with minimum annual income of S\$ 150,000
  - Professionals, middle to upper management executives or businessmen (PMEBs)
  - Readership: 70,000 potential readers \*\*
- \*\* Figures based on a Singapore Tatler readership survey with an estimated pass-on rate of 1 to 5 other readers per copy

## CONTACT

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## ADVERTISING RATES

Inside front cover	S\$19,800
Outside back cover	S\$10,600
Inside back cover	S\$ 7,900
Double Page Spread	S\$13,200
Full Page Full Colour	S\$ 6,600
Full Page Advertorial	S\$ 7,700

## ADVERTISEMENT SIZE

<b>TRIM SIZE</b>	228mm (W) X 305mm (H)
<b>TYPE AREA</b>	200mm (W) x 273mm (H)
<b>BLEED</b>	Add 3mm all round

## AD MATERIAL REQUIREMENT

### FORMAT

High-resolution PDF file with crop marks + colourproofs

## MATERIALS & BOOKING DEADLINE

8 weeks prior to the month of publication

## 2017 PUBLICATION DATES

February / April / June / August / October / December

