

# MEDIA KIT

Introducing Singapore's first and most comprehensive Aesthetic Surgery and Beauty Therapy guide



**AESTHETICS**  
AND  
**BEAUTY GUIDE**

JUL - DEC 2010 | S\$8.00  
AESTHETICS & BEAUTY  
GUIDE SINGAPORE

**ABG**  
SINGAPORE

AESTHETIC SKIN TREATMENTS. AESTHETIC LIFESTYLE & WELLNESS.  
**Cosmetic Surgery.** COSMETIC DENTISTRY. LASIK SURGERY.  
FACE & BODY MASSAGE THERAPY. SLIMMING & WEIGHT MANAGEMENT.  
BODY CONTOURING. **Ask The Doc?** Hair Remedies.  
**AESTHETICS 101.** BEAUTY & PRODUCTS SECTION.  
Cosmeceuticals & Healthcare Guide. **ABG DIRECTORY**

Singapore's first and most comprehensive guide to Aesthetic Surgery and Beauty Therapy




# WHY THE NEED FOR SUCH A GUIDE?

**THE DEMAND** for aesthetic treatments and cosmetic surgery has surged to over \$200 million. From skin rejuvenation treatments to aesthetic surgery to cosmetic dentistry and lasik surgery, Singapore has become a veritable hub for aesthetic and therapeutic procedures. There is a critical mass of eager customers on the one hand and medically-qualified professionals on the other, offering state-of-the-art facilities and revolutionary beauty products.

However, there is still a considerable lack of knowledge on the part of the consumer who are searching for a "holistic" source of information about the Aesthetics industry such as what treatments are available, what they entail, their associated costs and equally importantly, who are the reputable service providers.

Here to bridge that information gap is Singapore's FIRST and MOST comprehensive Aesthetic Surgery and Beauty Therapy guide – "Aesthetics & Beauty Guide Singapore" or ABG for short. Published every six months in a sophisticated and trendy print guidebook format, it will be complemented with a powerful online platform for overseas customers seeking treatments in

Singapore.

Its main editorial objective is to excite and prime the socially-affluent, discerning individual who seek any type of aesthetic treatments or purchase related beauty products. 

## ABG SINGAPORE EDITORIAL CONTENT WILL INCLUDE:

- Aesthetic Skin Treatments
- Aesthetic Lifestyle and Wellness
- Anti Aging
- "Ask The Doc" Column
- Aesthetics 101
- Cosmetic Surgery
- Cosmetic Dentistry
- Face & Body Massage Therapy
- Lasik Surgery
- Body Contouring
- Hair Remedies
- Aesthetics For Males
- Slimming & Weight Management
- Advertorials from Service Providers
- The Beauty Products Section
- The Aesthetic Directory of Service Providers

## ONLINE EXPOSURE [www.theaestheticsguide.com](http://www.theaestheticsguide.com)

Updated regularly, the site is a powerful platform which will quickly become the premier source online on Information on the Aesthetic & Beauty Industry in Singapore and regionally. Currently we feature background information on aesthetics and cosmetic treatments, new product launches, selective listing of service providers and more.

## WHY SHOULD YOU ADVERTISE IN ABG?

**Create Visibility**, Capture Mindshare and Ensure your Services are being "eyeballed" by a CAPTIVE AUDIENCE of potential customers who are seeking their next Aesthetics treatment and beauty products purchase.

**Reach out simultaneously** to a global audience through our powerful online platform at [www.theaestheticsguide.com](http://www.theaestheticsguide.com) which will be a "one-stop" portal for customers seeking aesthetic treatments in Singapore.

**Maximize your Investment** on your marketing dollars in a targeted publication like ABG which offers you 6 months of shelf life in both online and print versions for the price equivalent of a Half Page ad in a Daily.

**Educate readers and potential customers** about your expertise, facilities, success stories and more through advertorials written and designed by our team.

**As advertisers of ABG**, you can use our books for direct marketing and corporate gifting to promote client retention and reinforce your brand as amongst the foremost in your field.



### AUDIENCE: Affluent Individuals

across a cross-section of society including expatriates, high net worth individuals and incoming medical tourists. Reach and connect with an Internet audience searching for aesthetic treatments in Singapore.

### CIRCULATION: 15,000 copies.

*Estimated Print Readership:* A captive audience of 120,000 – 200,000 readers each edition, excluding online exposure.

**DISTRIBUTION:** ABG uses a proven 4 tier strategy to ensure our books reach your targeted audience.

**1 Free Controlled Distribution** to places frequented the most by the affluent and discerning.

**2 Corporate Distribution** via copies given to advertisers and partners for their own database.

**3 Retail Distribution** at all leading bookshops.

**4 Online Exposure** through [www.theaestheticsguide.com](http://www.theaestheticsguide.com)

# RATE CARD

Discount Frequency	1X	2X	3X	4X
<b>Full Page Ad</b>	\$3,950	\$3,565	\$3,173	\$2,888
<b>DPS AD</b>	\$5,800	\$5,580	\$5,270	\$4,650
<b>Directory Listing</b>	\$1,200	\$1,080	\$1,020	\$800
<b>Products Listing</b>	\$850	\$750	\$640	\$500
<b>Advertorial 2 pp</b>	\$6,750	\$6,450	\$5,950	\$5,500
<b>Advertorial 4pp</b>	\$9,250	\$8,900	\$8,350	\$7,750
<b>Premium Positions*</b>				
<b>Inside Front Cover Spread</b>	\$12,800	\$11,550	\$10,575	\$9,800
<b>Outside Back Cover</b>	\$13,500	\$12,450	\$12,000	\$11,500
<b>Exclusive Bookmark</b>	\$12,500	\$11,200	\$10,600	\$9,500
<b>Online Exposure</b>				
Leaderboard, Skyscraper and other banner ads are available on the ABG website. Price on request.				

## PAYMENT TERMS:

50% upon signing of contract and remaining 50% upon publication of the relevant edition. Rates are based on per insertion and are in SGD.

## SPECIAL OFFERS:

Clients who book any of our premium positions will enjoy an **FOC Package worth S\$11,860.00. This includes DPS Advertorial + free online exposure + 20 complimentary copies of the book.**

Clients who spend more than \$6000 per issue will enjoy free online exposure + directory listing + 10 complimentary copies of the book.

## CREATIVE BUYS:

### Advertorial:

This is an advertising feature written in an editorial format. Costs include writing, design and layout, maximum of 300 words, using your high res images, logos and contact details. You decide on the focus of the feature and we do the rest.

## Products & Services:

In every issue of ABG, we feature a special section for new skincare and cosmetic products and services. Feature your products along with 30 words. You supply us with the image as well as a copy outline.

### Directory Listing:

Maximum of 6 lines: Name of Clinic, Address, Telephone & Fax no, Email Address and Website.

## REMARKS:

### Advertisement Materials:

All Materials for advertisements are to be provided by clients. Mapletree Media can provide designing services from about S\$600 onwards, depending on the scope and complexity of work.

### Photography:

Ureka Marketing, the in house ad agency of Mapletree Media can provide services for a minimum of a 2-hour shoot at \$350 per hour.

## Deadlines:

### Booking Deadlines

→ 30th April 2010;

### Material Deadline for Ads

→ 5th May 2010.

### Publishing Dates:

**Twice Each year**

in July and January.

### Digital Specifications:

→ **Actual Page/Full Page Full Colour** 245(h)mm x 170(w)mm;

### → Double Page Full Colour

245(h)mm x 340(w)mm with at least 3mm bleed plus crop marks.

In pdf format, fonts must be embedded and images are 300dpi and cmyk format. For working file made in Adobe Illustrator or any other similar software, fonts used for the artwork must be supplied separately.

For the separate image file, it must be 300dpi resolution and in CMYK Format.

## CANCELLATION TERMS:

If an advertiser decides to cancel its booking, it will have to serve notice of cancellation in writing to the publisher two months before publishing date. Otherwise, a 50% cancellation charge will apply. Cancellation notices served one month or less before publishing will not be accepted and the publisher will charge the full amount based on contract value. Any cancellation of advanced insertions will incur a cancellation charge where the cost of insertion(s) completed will be charged based on the number of insertions completed on the rate card.

## CONTACT US

To find out how to be part of the next edition of ABG, contact either **Amit on 96276717** or **Shan on 96925861** or via email on **amit@mapletreemedia.com** **shan@mapletreemedia.com**

**Mapletree Media** is one of the regions's leading publishers of luxury and high end publications targeting the socially affluent and discerning individuals. Mapletree Media is one of the regions' leading publishers of luxury and high end publications targeting the socially affluent and discerning. Through titles such as "Best of Singapore", which is now in its 4th year, their current portfolio of clients are over 120 of Singapore's biggest brands including various government bodies and multinationals.



**DISCLAIMER:** Every care and effort has been taken to ensure the accuracy of the information in Aesthetics & Beauty Guide Singapore (ABG Singapore). The publishers of ABG Singapore take no responsibility for any errors, omissions or misrepresentations, and for any situation that may arise out of any errors, omissions or misrepresentations. All information in ABG Singapore that is written in consultation with medical experts should in no way be construed or regarded as medical advice. **NOTE TO READERS:** Please consult with your doctor before undergoing any medical aesthetic procedure.