

media
kit2021



Like the alphabets, **A** is followed by all others.

As the first, **A** is the one to lead, including in philanthropic and exemplary actions.

Type **A** personalities are driven, ambitious, strive for perfection and are successful.

A is for “autonomy”

— we are all individuals in our own right, making a unique statement and offering differing viewpoints.

A is for “anthology”

— encapsulating the luxury DNA and encompassing the breadth of intelligent reads we pursue.

A is the “authoritative” voice on the trends and issues that matter.

A is for “audience”

— the readers who will feel compelled by all that we offer.

we
are
A



INFORMATIVE,
THOUGHT-PROVOKING
READS THAT ARE INSPIRING
AND EMPOWERING; LUXURIOUS
YET HUMBLE.

DNA

A champion
for social
causes.

Imparting an educated appreciation
for the finer things in life.

“

“An authoritative voice in contemporary society, **A** combines passions and contributions, galvanising our audience around shared interests, an appreciation for elegant living and the important conversations of today.

Our readers are social elites, but beyond that, they are engaged members of society.”

LAUREN TAN
Editor-in-Chief

”

OMNI-CHANNEL REACH

A is a brand; not simply a magazine. We exist as an all encompassing brand universe that extends beyond print or digital over multiple-platforms and mediums and into real-life engagements.

A

// Magazine (Print and Digital)

// Website

// Facebook // Instagram

// eNewsletter // Events

// Creative Services

CONTENT

ELITE DEMOGRAPHIC

Like our target audience, featured subjects are leaders within their spheres, highly-educated, cosmopolitan, socially well-networked and affluent.

STRONG VOICE

Writerly, witty, informative, absolutely accurate, and with an underlying tone that is always genuine yet authoritative.

RELEVANT

Every article is packaged from the viewpoint of what does the audience want? What should they know? What will sustain their attention? This includes time-sensitive delivery, strong angles, and value-added reportage.

CREATIVE

A return to artisanship with a strong design language and inspired creativity.

CIVIC- MINDED

We share insights to the issues that matter; we salute and inspire individual and collective impact, as we all play a part as socially-engaged members of our communities.

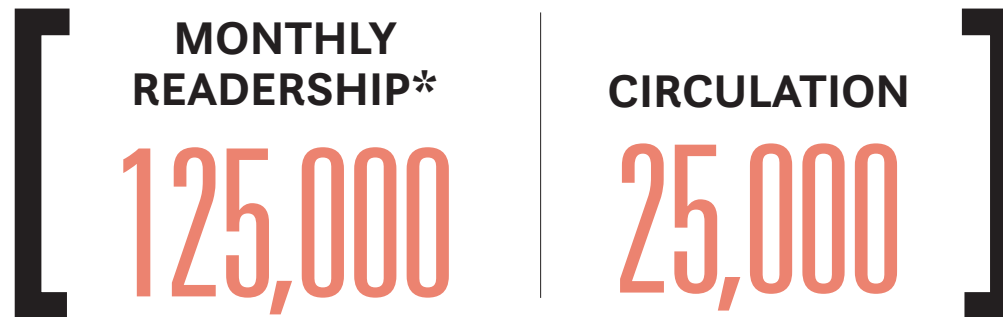
PILLARS



P R I N T

PRINT

CIRCULATION BREAKDOWN



**Average five readers-per-copy*

CONTROLLED MAILING COPIES



Mid 20s to 50s

HNWIs and UHNWIs in Singapore and the region.

Social elites, business and philanthropic leaders, the Who's Who, the next generation of rising stars and selected C-Suites.



Readers with intelligence, taste, refined appreciation, as well as the will to contribute to society with impact.

55% Female
45% Male

Leaders within their spheres, highly-educated, cosmopolitan, socially well-networked and affluent.

PRINT AUDIENCE

PRINT

RATE CARD



ADVERTISING RATES (SGD)

FOUR COLOUR	1X	5X	10X
FULL PAGE	10,000	9,200	8,000
DOUBLE PAGE SPREAD	20,000	18,400	16,000

COVER: 4C	1X	5X	10X
OBC	N.A.	N.A.	20,000
IFCS	N.A.	22,000	20,500
IBC	10,600	10,000	9,000

BOOKING AND MATERIAL DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY - FEBRUARY 2021	21 NOV 2020	27 NOV 2020
MARCH 2021	21 JAN 2021	28 JAN 2021
APRIL 2021	22 FEB 2021	01 MAR 2021
MAY 2021	22 MAR 2021	29 MAR 2021
JUNE - JULY 2021	22 APR 2021	30 APR 2021
AUGUST 2021	21 JUN 2021	28 JUN 2021
SEPTEMBER 2021	22 JUL 2021	30 JUL 2021
OCTOBER 2021	23 AUG 2021	30 AUG 2021
NOVEMBER 2021	21 SEPT 2021	28 SEPT 2021
DECEMBER 2021	21 OCT 2021	28 OCT 2021



D I G I T A L

DIGITAL PLATFORMS

The public face of the **A** universe, the website and social media are not secondary to print, but an evangelist of the **A** DNA - is relevant, creative, civic-minded, for the elite demographic and has a strong voice.

NEWSLETTER
DATABASE

15,000



DIGITAL AUDIENCE

20s to 40s

Business and Philanthropic Leaders

Society Elites

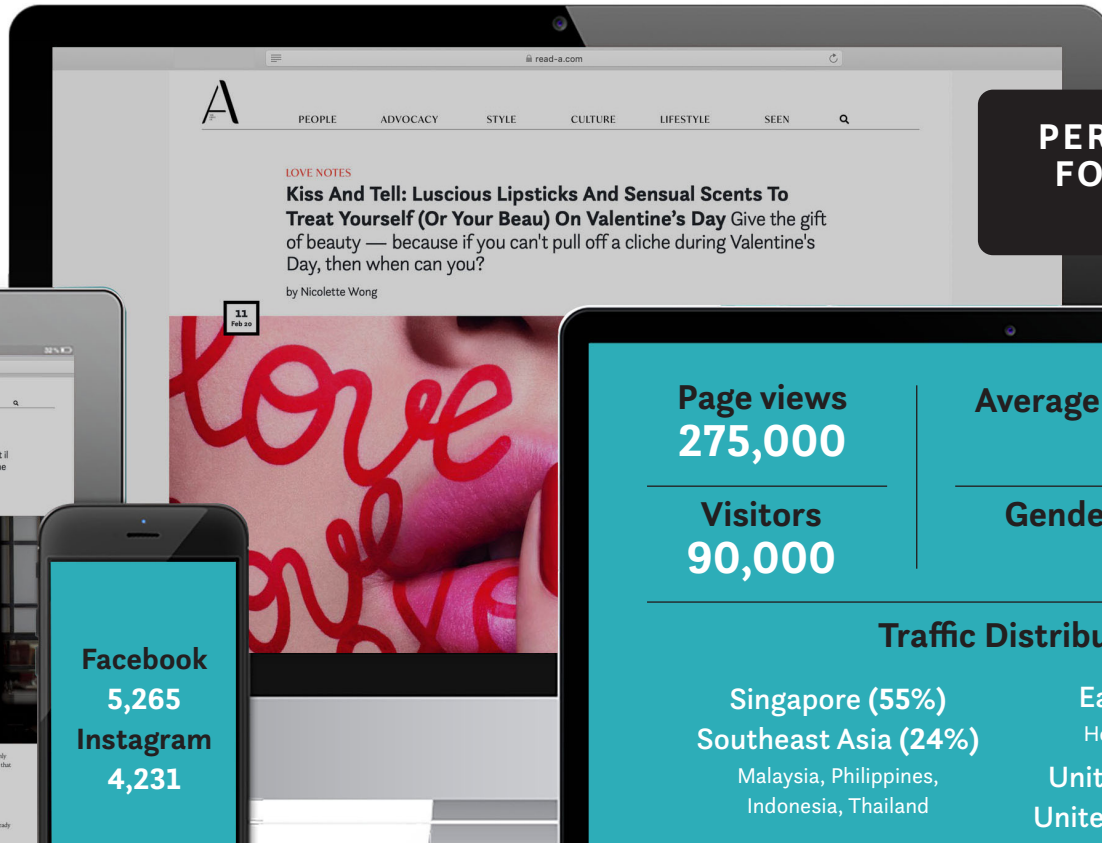
Next Generation of Rising Stars

Active on Social Media

Affluent with Strong Spending Power

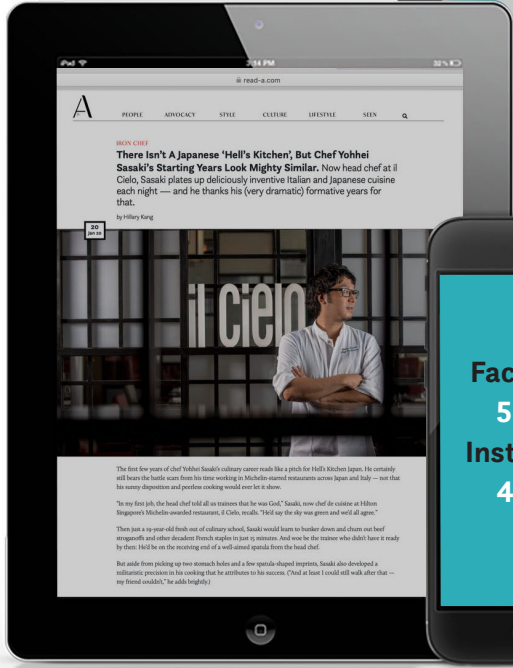
Early Trend Adopters

DIGITAL PLATFORMS



PERFORMANCE FOR WEBSITE
(MONTHLY)

Page views 275,000	Average Session Duration ~1m30s
Visitors 90,000	Gender 48% female 52% male
Traffic Distribution	
Singapore (55%)	East Asia (8%)
Southeast Asia (24%)	Hong Kong, Taiwan
Malaysia, Philippines, Indonesia, Thailand	United States (6%)
	United Kingdom (2%)



PERFORMANCE FOR SOCIAL MEDIA*
(Q4 2020)

Facebook
5,265
Instagram
4,231

*Estimated Numbers



DIGITAL

PLATFORMS



DESKTOP DISPLAY ADS

Ad Unit Options	Position/SOV	Rate (SGD)/CPM
Masthead		
Billboard		
Leaderboard	100% Page Presence, ROS, No SOV	100
Half Page		
MPU		
Interscroller	Within Article	250
Interstitial	Homepage or ROS	250

MOBILE DISPLAY ADS

Ad Unit Options	Position/SOV	Rate (SGD)/CPM
Masthead		
Billboard		
Leaderboard	100% Page Presence, ROS, No SOV	100
Half Page		
MPU		
Interscroller	Within Article	250
Interstitial	Homepage or ROS	250

DISPLAY ADS SPECIAL REQUESTS

		Rate (SGD)/CPM
Homepage	100%	150
	50%	125
	25%	112
Section Page	100%	120
	50%	110
	25%	105

DIGITAL PLATFORMS



OTHERS

Online Advertorial	Includes: - one FB post - one shoutout on e-newsletter	SGD6,000
Facebook Post	No photography, does not include boosting rates	SGD2,000
Instagram Post	No photography, does not include boosting rates	SGD2,000
eDM		SGD0.40
E-Newsletter Banner		SGD2,500
Look Book with photoshoot	Includes: - one model - Hair & Make-up - studio rental - 6 looks - interactive features with product pop-ups	SGD22,000
Look Book without photoshoot	Includes: - 6 photos - interactive features with product pop-ups	SGD12,000
Print Cover with Digital Extension	Includes: - 6 looks from print - interactive features with product pop-ups	POA
Digital Cover (Separate from print, features a different personality)	Includes: - 6 looks, cover story - Interview with digital cover person - interactive features with product pop-ups	POA
Video Production	Includes: - one FB post - one IG post - one shoutout on e-newsletter	From SGD15,000
Multimedia Story		From SGD25,000

*15% media agency comission is included in the above rates

**Local GST separately added on

TERMS & CONDITIONS

Accredited advertising agency is entitled to 15% of the gross rate on the insertion order issued to Apical Media Pte Ltd (“Apical” or “the Publisher”). 5% special discount is accorded to all advertisers who use 10 or more pages in our publication. Guaranteed positions are subject to 20% surcharge and upon availability of space. All rates quoted are subject to GST.

Materials

Materials for use are to be supplied according to specifications provided by the Publisher from advertisers or their agencies or agents. The Publisher will not rebate or compensate for advertisement for which materials have been supplied.

Agency Commission

15% of the gross rate is payable to accredited advertising agencies for advertisements successfully canvassed by them. The calculation is on the basis of rate applicable less any discount, nett fees payable and any rate adjustment.

Right of Publisher

The Publisher reserves the absolute right to decline any advertisement.

Cancellation

We do not accept any cancellation or postponement 12 weeks preceding the month of publication. Cancellation after that will be subjected to 30% of nett contract value. Strictly no cancellation after the material deadline and the advertiser shall be charged for the full contract amount even if the advertisement is not placed due to failure of advertiser meeting the material deadline.

Specified Advertisement Position

For specified positions, a loading fee starting from 20% above the published rate will apply.

Loss & Damage of Material

The Publisher accepts no liability for the loss or damage to design or

advertisement material supplied by advertiser and accredited agencies except in cases where such loss or damage is verified as negligence of the Publisher. The Publisher liability shall not exceed the original cost to the advertiser of the damaged or destroyed design or advertisement.

Limit on Liability

The Publisher bears no responsibility for errors or changes made after the closing dates as requested by advertisers or their representatives. In the event of error, the Publisher’s liability shall not exceed the charge for display of the advertisement. Additionally, the Publisher shall not be subject to any liability whatsoever for any failure to publish, circulate in any circumstances of strikes, accidents, fire, acts of God or any other circumstances not within our control.

Indemnity

The advertiser shall indemnify and save the Publisher from and against loss or expense resulting from claims or suits based upon the contents, images or subject matter of the advertisement placed by advertisers.

Production of Advertisement

The Publisher provides production of advertisement with a cost of SGD1,000, subject to maximum of two changes. Any additional changes will be charged SGD100 per change.

Invoicing & Payment

- (A) Cheques should be crossed and made payable to **APICAL MEDIA PTE LTD.**
- (B) The Publisher reserves the right to cancel any continuing contract in respect of which payment or part of it is overdue.
- (C) Payment is to be made within 14 days from the invoice date. An interest of 2% per calendar month shall accrue and continue to run, until the payment is settled.

CREATIVE SERVICES & PUBLISHING

BRANDING

**CONTENT
MARKETING**

**DIGITAL
SOLUTIONS**

**STRATEGIC
PLANNING**

EVENTS

DESIGN

**CUSTOM
PUBLISHING**

**VIDEO &
PHOTOGRAPHY**



APICALMEDIA

The publisher of luxury publication **A** and a multi-faceted creative agency, Apical Media is a storyteller that thrives on crafting highly original content with authenticity. Along with its audience-centric endeavours, Apical prides itself for harnessing the power of relationship-building to create value for its stakeholders, clients and the causes it champions.

Apical Media is helmed by experts and industry insiders with over 25 years of experience in legacy and new media. Armed with extensive experience and established relationship with HNWIs and UHNWIs, we are the bridge between your enterprise and brand, and our databases.

We are a one-stop agency for your external communication needs by developing mutually beneficial partnerships. Through creative engagement solutions, we aim to build long-standing business strategies for your brand.

A
THE
FIRST
OF.

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