

# epicure

life's refinements



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## definition

A person who cultivates a refined taste and enjoys the good things in life, especially in food and wine.



ENTERTAINING



CHEF'S TRAVELOGUE

## mission statement

**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 seek out the latest dining trends, sniff out remarkable wine vintages and uncover the inside secrets of the local and international culinary scene.



FOODHUNTING

## unique selling points

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 edge against other lifestyle publications in the market.
- **Editorial quality:** More than just straight reports, **epicure's** articles are an informative and inspiring read.
- **Design direction:** **epicure** features arresting visuals that are works of art in their own right.
- **Interactive element:** Apart from reaching out to our readers via print, **epicure** builds a close knit community of online fans with our interactive website ([www.epicureasia.com](http://www.epicureasia.com)) thus providing more opportunities for advertisers to expand their market.



RECIPES

## editorial contents

- local and global restaurant reviews
- recipes for stylish entertaining and table decoration tips
- cookbook critique and ingredient analysis
- star chef interviews and winemaker profiles
- wine and beverage news
- travel features
- food hunting



COOKBOOK CRITIC

## target audience

- affluent professionals
- driven foodies and aspiring cooks looking to advance their culinary knowledge
- avid travellers and wine enthusiasts
- chefs and restaurateurs



MASTERCLASS



VINE EXPECTATION

## epicure events

- master cooking classes
- baking contests
- special tastings (wines & beverages)
- wine competitions
- gourmet tours
- **epicure** week (food fiesta)



LOOKBOOK

## interactive & integrated media platforms

- social networking sites such as Facebook & Twitter
- **epicure's** interactive website
- recipe cards, food and drinks promotions/dining perks
- new restaurants & pubs/wine bars openings
- luxury products previews
- hospitality appointments
- product videos
- **epicure** merchandise



FEATURE

# advertising rates & specifications

## ADVERTISING RATES

<b>• Prime position (Full Page)</b>	<b>Per insertion</b>
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
<b>• Run-on-page</b>	<b>Per insertion</b>
Double Page Spread	S\$8,600
Full Page	S\$5,000
1/2 Page (Vertical/Horizontal)	S\$2,600
Advertorial	S\$6,000
<b>• Online</b>	<b>Per insertion</b>
Video advertising	S\$4,500
Top Banner	S\$3,500
Side Banner	S\$3,000



## 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)
- **1/2 Page Vertical**  
Trimmed: 280 mm (ht) x 115mm (w)  
Bleed: 286 mm (ht) x 121 mm (w)  
Text area: 250 mm (ht) x 95 mm (w)
- **1/2 Page Horizontal**  
Trimmed: 140 mm (ht) x 230 mm (w)  
Bleed: 143 mm (ht) x 236 mm (w)  
Text area: 117 mm (ht) x 200 mm (w)

## 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:

- Mac formatted disks, Zip100, CD-Rom
- 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

## PRODUCTION SCHEDULE

Issue/Month	Booking	Material Deadline
January	01 December	13 December
February	02 January	12 January
March	01 February	14 February
April	01 March	11 March
May	01 April	11 April
June	03 May	13 May
July	01 June	10 June
August	01 July	12 July
September	01 August	12 August
October	01 September	09 September
November	03 October	14 October
December	28 November	09 December

- For all partial size advertisements, keep all type matters and illustrative material at least 5mm away from trimmed dimension.
- There is a 10% surcharge for all partial size bleed advertisements.

**m(int.)**  
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