

PETS

MAGAZINE

LOVE • PASSION • LIFESTYLE

Rate Card 2010





Celebrate and indulge in the **love, passion** and **lifestyle** of the modern and discerning pet lover.



PETS Magazine endears to the heart and soul of a true animal lover.

It encourages and helps pet owners to understand their pets better and foster the human-animal bonding.

Through articles that inspire, enlighten, educate and entertain, **PETS Magazine** creates and fulfils the interest and love of today's discerning pet owners.

With a sophisticated approach to lifestyle, **PETS Magazine** entices pet owners with ideas and inspiration that enhances their modern lifestyle interests.

READERSHIP PROFILE

Professionals and executives aged between 21 and 50 years old, with tertiary education and high disposable income.

CIRCULATION

PETS Magazine has a circulation of 8,000 copies. Copies are distributed via newsstands and controlled circulation to veterinary clinics, pet stores, grooming salons, animal shelters, country clubs, medical & dental clinics, spas, fitness clubs and cafés.

EDITORIAL PETS

- Dog, cat and small animal breed profiles
- Pet-related news and products
- Questions & answers by panel of experts
- Opinion and commentary on pet-related issues
- Pet care, training, health, grooming and social issues

PEOPLE

- Profile and interview of notable personality in society with his/her pet
- Profile of people within the pet industry and in-depth look into their trade
- Photo feature of people from selected vocations together with their pets
- Heart-warming stories of the ways pets affect peoples' lives

PASSION

- Enticing product spreads and shopping ideas
- Reviews of pet-related products and media recommendations
- Pet event highlights
- Features on pet-friendly places
- Travel and destination features incorporating stories on local pets and animals

Regulars

- Pet classifieds
- Pet-related superlatives
- Pet photo submission gallery
- Pet-related trivia

ADVERTISING RATES

Prime Positions

	Per Insertion
Outside Back Cover	S\$3,900
Inside Front Cover Spread	S\$5,800
Inside Front Cover	S\$3,200
Page One	S\$3,100
Inside Back Cover	S\$2,900
Facing Editor's Note	S\$2,700
Facing Contents Page	S\$2,600

Run-On-Page

	Per Insertion
Double Page Spread	S\$4,900
Advertorial	S\$3,000
Full Page	S\$2,500
Half Page (vert./hori.)	S\$1,500
Quarter Page	S\$900
Classifieds (base size)	S\$500

Volume Discounts

3 Insertions	5%
6 Insertions	10%
9 Insertions	15%
12 Insertions	20%

TECHNICAL INFORMATION

Bleed

- 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:
- PDF, Tiff or EPS files
- 300 dpi resolution for all images and files
- All images and files must be converted to CMYK
- All fonts for Illustrator, InDesign and Photoshop files to be converted to path
- Final colour proof for printer's reference

PRODUCTION SCHEDULE

ISSUE/MONTHS	BOOKING DEADLINE	MATERIAL DEADLINE
24 - February/March	21 December	4 January
25 - April/May	19 February	5 March
26 - June/July	23 April	5 May
27 - August/September	21 June	5 July
28 - October/November	23 August	3 September
29 - December/January	22 October	5 November

SPECIFICATIONS

	Advertisement Sizes
DOUBLE PAGE SPREAD	Trimmed : 275 mm (ht) x 420 mm (w)
	Bleed : 281 mm (ht) x 426 mm (w)
	Type area : 251 mm (ht) x 380 mm (w)
FULL PAGE	Trimmed : 275 mm (ht) x 210 mm (w)
	Bleed : 281 mm (ht) x 216 mm (w)
	Type area : 251 mm (ht) x 186 mm (w)
HALF PAGE VERTICAL	Trimmed : 275 mm (ht) x 102 mm (w)
	Bleed : 281 mm (ht) x 108 mm (w)
	Type area : 251 mm (ht) x 87 mm (w)
HALF PAGE HORIZONTAL	Trimmed : 137 mm (ht) x 210 mm (w)
	Bleed : 143 mm (ht) x 216 mm (w)
	Type area : 113 mm (ht) x 186 mm (w)
QUARTER PAGE HORIZONTAL	Trimmed : 68 mm (ht) x 210 mm (w)
	Bleed : 74 mm (ht) x 216 mm (w)
	Type area : 44 mm (ht) x 186 mm (w)
CLASSIFIEDS BASE SIZE	Trimmed : 78 mm (ht) x 58 mm (w)
	Bleed : 84 mm (ht) x 64 mm (w)
	Type area : 72 mm (ht) x 52 mm (w)

- 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.



GENERAL TERMS AND CONDITIONS

1. The publisher reserves the right to reject any advertisement.
 2. The publisher will not be liable for any loss or damage owing to the failure of publications of any advertisement from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor its failure to appear on a specified date.
 3. The publisher is not responsible for any error in key numbers.
 4. The agency and/or advertiser is responsible for the entire contents and subject matter of the advertisements published. The publisher accepts no responsibility whatsoever for the contents and subject matter of the advertisements. In view of the publisher's acceptance of such advertisements for publications, the agency and/or advertiser will indemnify the publisher without limitation against any claim or suit arising from the contents and subject matter of the advertisement. The publisher reserves the right to insert the word "advertisement" in advertising that simulates editorial format and style.
 5. To qualify for series discounts, all advertisements must appear within one year from the date of first insertion.
 6. If fresh copy instructions are not received by the copy deadline, the publisher reserves the right to repeat a previous advertisement or other discretionary copy of the same size, and the advertiser or agency will be liable for the space cost at the original contracted rates.
 7. For cancellations after booking deadlines, i.e. 6 weeks before publication date, the advertiser or advertising agency will be levied a 50% penalty on the nett value of advertisement booked.
 8. Cancellation by the advertiser or agent of any part of a contract nullifies all originally contracted series discount rates/position agreements and the advertiser or agency will be surcharged for the difference in series discounted rates.
 9. The publisher reserves the right to destroy all transparencies or other reproduction materials after a period of six months from date of issue. Such materials will not be returned to the agency or advertiser unless advised in writing before the expiry of the six months.
 10. While all reasonable care will be taken, neither the publisher or his printer can be held responsible for loss or damage to transparencies and other reproduction materials supplied by agencies or advertisers.
 11. Advertising schedules composed of mixed space units of different shapes and sizes are entitled to normal series discount except that smaller space units cannot claim for the large space frequency discounts by linking with the large units.
 12. Any new advertisement rates and circulation figures will be announced at least three months before the publication date for the first issue to be affected by the new rates. However, contracts placed before such announcements will be honored at the original rate for the duration of the contract, up to a maximum of 12 months from the date of first insertion.
 13. Advertising contracts are only valid if accepted and confirmed by publisher either in writing or by returning to the advertiser or agent, a signed copy of the space contract or insertion order. The publisher is not bound by verbal booking unless these are followed up and confirmed in writing within two weeks, from date of bookings.
 14. By placing an order to advertise with Magazines Integrated Pte Ltd and our overseas representatives, the advertiser or his agent agrees to accept the above conditions of business. Stipulations on advertising orders which differ from the above are not considered binding unless expressly acknowledged in writing by the publisher.
 15. All complaints or claims regarding advertisements published must be made in writing within 15 days following the date of publication.
 16. Advertising contracts should be made out to:
MAGAZINES INTEGRATED PTE LTD
16 Tannery Lane
#02-00 Crystal Time Building
Singapore 347778
Tel: (65) 6848 6884 Fax: (65) 6748 3453
- [A] **Advertising Agency Commission**
Accredited Advertising Agencies will be entitled to a 15% commission after series discount.
- [B] **Artwork Charges**
Design of one basic artwork and up to two pictures will be charged at S\$300 or US\$250 per set.
- [C] **Payment**
Due within 30 days from date of invoice. All payments are to be made in Singapore currency or equivalent US currency wherever it is applicable. Cheques should be crossed and made payable to MAGAZINES INTEGRATED PTE LTD.

A 2% discount on nett amount applies for payment within 10 days from date of invoice. Two voucher copies will be supplied with invoice.
- [D] **Late Payment**
A 2% late payment interest will be charged on all payment exceeding 30 days from date of invoice.

MAGAZINES INTEGRATED PTE LTD

16 Tannery Lane #02-00 Crystal Time Building
Singapore 347778

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