Singapore
Esquire

Media Kit
2019
To work in publishing is to love telling stories. Whether that story is told visually through bold and compelling imagery, or artfully communicated through words that question and captivate, it’s all about painting a picture, revealing a truth untold, and sparking conversation through insightful journalism. And at Esquire Singapore, we pick up this mantle of meaningful storytelling—seasoned with wit and good humour (why, of course)—but proposed, executed and delivered with a spirit of innovation. Disruptive yet intelligent. Weird yet wonderful. In short, we exist to inspire men to live better lives, but we’re going to have a whole lot of fun in the process.

Adopting a ‘digital first’ mindset, our stories will be strategically disseminated through five channels: an interactive and cutting-edge online platform, entertaining podcasts, responsive social media channels, aspirational and beautifully produced print publications, as well as immersive event experiences. That’s right, we are going to be everywhere at once—meeting our discerning readers where they are, and catering to how they like to consume content—so we can speak directly into lives of men in Singapore and beyond. It’s going to be an awesome adventure. Join us for the journey. The best is yet to come!

Norman Tan
Editor-in-chief
Esquire Singapore
Esquire Singapore leads without fear or favour. Our mission is clear: how do we steward men to be their best? How do we inspire men to build a life that matters?

Through thoughtfully curated content across our suite of online and offline platforms, we stand as Singapore’s trusted advisors when it comes to men’s fashion and luxury lifestyle. Whether it’s what to wear, watch, eat, drink, read, drive or listen to, the team at Esquire Singapore has the inside word.

Stories. A space to dream. To spark conversation. Esquire Singapore is the beacon for intelligent men that shape and influence the world around them.

**Circulation**
25,000 copies a month

**Controlled circulation**
Esquire private men’s database, The Esky Club.
First and business class onboard Singapore Airlines.
digital

Facebook
17,000+
followers

Instagram
12,300+
followers

Twitter
28,200+
followers

Website
100,000+
unique visitors

Youtube
590,730+
views
editorial team

Norman Tan
Editor-in-chief
As Esquire’s editor-in-chief, Norman brings a discerning eye for covetable trends, an astute appreciation for luxury, and an insatiable thirst for Americans. Extra hot, no sugar thanks.

Asri Jasman
Senior Fashion Writer & Stylist
As an all-round fashion enthusiast, Asri is all about devouring the ins and outs of the fashion industry and then serving them up in palatable bites for the Esquire reader.

Wayne Cheong
Features Editor
Cheong sometimes manages the features for the magazine and sometimes writes as well. He is, however, not good at writing his own bio. Now that he thinks about it, he’s not very good at writing at all.

Eugene Lim
Associate Fashion Editor
Ardent lover of Kanye West and will insist that football is called “soccer”. Philistine. Also wears sweatpants and sneakers.

Celine Yap
Editor-at-Large (Watches & Jewellery)
Being a watch journalist means Celine definitely likes getting into the nuts and bolts of things. Sometimes she gets too obsessed and the best way to snap her out of it is to start talking about scuba diving and cheese.

Joy Ling
Writer and Meme Girl
Joy writes for Esquire, lives for unexpected irony, thirsts for new experiences, and hates referring to herself in third person.

Derrick Tan
Junior Writer
The bespectacled junior writer of Esquire Singapore upholds the motto: ‘Manners maketh man’. Has a thing for alliteration and scoffs at tragic tackiness.

Vanessa Caitlin
Group Digital Creative Producer
Vanessa has just one colour in her wardrobe: Black. The time she saves getting dressed is spent listening to Deep house and Detroit techno, photoshopping her colleagues’ passport snaps and occasionally producing creative digital content.
editorial calendar

**LESS IS MORE ISSUE**
January
Decluttering, editing, and hitting refresh.

**SLEEP ISSUE**
February
Looking into the science, culture and stories of sleep.

**COLLABORATION ISSUE**
March
When the sum is greater than its parts.

**AI AVATAR ISSUE**
April
Split issue: Half edited by an ‘AI Avatar Editor’, the other by the human editorial team.

**THE PORN ISSUE**
May
Looking at all different types of ‘porn’: sex, food, sound, and other fetishes.

**FREAKS & GEEKS ISSUE**
June/July
The innovators, geniuses and outliers of our time.
editorial calendar

VIOLENCE ISSUE
August
Why do men engage in violent acts and rituals to find their identity?

CULT ISSUE
September
Exploring obsession, fanaticism and hype (both in and out of fashion).

MENTAL HEALTH ISSUE
October
Demystifying and educating on the relationship between men and mental health.

THE FAITH ISSUE
November
Bringing together religious leaders to discuss perspectives on social morals, values and faith.

YOUTH ISSUE
December
Examining our culture’s obsession with youth contrasted with the wisdom of age.
Local goods

For all your essential travel needs, the Specter Collection from Singapore brand Faire Leather should be seriously considered.

When Faire Leather Co launched a Kickstarter campaign in November, over SGD40,000 of the SGD50,000 target was pledged in 36 hours. At press time, it's now close to SGD300,000. The local startup didn't stop at the Bond Collection—a card wallet, a padfolio and a briefcase—from their initial online offering; it has now grown to a discerning list of wallets and accessories.

In the latest Specter Collection, Faire Leather included the Travel Wallet and the Slim Bifold Wallet with Money Clip in their ever-expanding range of leather goods.

The brand got it right with the Specter Travel Wallet that features compartments for all your travel needs. Dividers for separate currencies, card slots, sleeves for the various SIM cards and even a back pocket that fits a smartphone, it also comes with the RFID Blocking technology to protect you against credit card fraud and identity theft.

The Specter Slim Bifold Wallet are for those who prefer to go light with six card slots, a built-in money clip and two L-slip slots. The wallet also comes with the RFID Blocking technology and is a nifty way to eliminate the unflattering bulges on your pocket. There's a larger version, without the money clip, if you prefer the classic wallet size.

Faire Leather is growing into a respectable brand with a focus on quality and craftsmanship. By owning and running a factory, and a family history that has worked on leather goods over the past 30 years, the brand ensures that the savings on cost goes directly to the consumer while keeping the product quality strong. We're all for that.

The Specter Travel Wallet and the Specter Slim Bifold Wallet with Money Clip are priced at SGD169 and SGD89 respectively. Both model comes in either the smooth vegetable tanned leather, with color options including tan, dark brown, navy or black, and the textured cross grain leather with colors burgundy, navy or black. Go to faireleather.co to purchase online.

Concept

A product or service focused advertorial written by Esquire Singapore that appears organically in the magazine or site's content feed

Inclusions

• Not more than 3 images per story
• Up to 400 words of text
• 100% SOV media on page
• Leaderboard & Half page banner
• 1 x social mention
• Inclusion in Esquiresg.com’s ‘Specials’ module

*Final layout, copy and page design subject to editorial approval. This will be labelled as a promotion.
special projects

Concept
Opportunity to devise a bespoke advertising solution to cater to specific client objectives

Inclusions
• A fully tailored digital project to create a lasting impact
• Holistic campaign to include social media and offline activation
• 100% SOV media on page
• Leaderboard & Half page banner
• Inclusion in Esquiresg.com’s ‘Specials’ module

*Final layout, copy and page design subject to editorial approval. This will be labelled as a promotion.
The Esky Club brings together Singaporeans that have a head for success and a heart for community. It is a special gathering of men (and women) from diverse backgrounds — from pinstriped business leaders and policy makers to T-shirt wearing consultants and creatives — that exists to challenge and break down mediocrity (and that carcinogenic notion of ‘good enough’) in order to stir up and encourage purpose-driven action on social issues at home and abroad. It’s iron sharpens iron kind of stuff. Sure, there might be cuts and bruises (to your ego) but it will be soothed with generous lashings of whisky, thought-provoking debates, and soul-building conversation on matters that, well, matter. Want to join? You need an invite. Best way to secure an invitation? You do you, and the rest will follow.

Esky Club VIP
Welcome to the inner sanctum. Esky Club VIP is reserved for that upper echelon of thought leaders that have been hand-selected by Esquire Singapore as pioneers of positive change. Influential? Naturally, and not just on social media. These are the fire starters, people ablaze with passion, that are actively shaping the nation of Singapore with their infectious zeal and vision.
### digital rate card

<table>
<thead>
<tr>
<th></th>
<th>WEEK</th>
<th>FORTNIGHTLY</th>
<th>MONTHLY</th>
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<tbody>
<tr>
<td></td>
<td>50%</td>
<td>100%</td>
<td>50%</td>
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<tr>
<td>HOMEPAGE</td>
<td>$6,000</td>
<td>$11,000</td>
<td>$11,000</td>
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<tr>
<td>SECTIONS</td>
<td>$5,000</td>
<td>$9,000</td>
<td>$9,000</td>
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</tbody>
</table>

|                  |          |             |            |
| STANDARD ADVERTORIAL | $10,000 |             |            |
| SPECIAL PROJECTS   | PRICE TO BE DISCUSSED |            |            |

All Rates are **NETT** and in **SGD**
# print rate card

## Double Page Spread

<table>
<thead>
<tr>
<th></th>
<th>Per Insertion</th>
<th>X 6 Insertions</th>
<th>X 12 Insertions</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$19,500</td>
<td>$16,500</td>
<td>$15,500</td>
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<tr>
<td>ROP</td>
<td>$14,900</td>
<td>$13,900</td>
<td>$12,900</td>
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</table>

## Full Page Full Colour

<table>
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<th>Per Insertion</th>
<th>X 6 Insertions</th>
<th>X 12 Insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$15,500</td>
<td>$13,500</td>
<td>$12,500</td>
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<tr>
<td>Inside Back Cover</td>
<td>$10,500</td>
<td>$9,500</td>
<td>$8,500</td>
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<tr>
<td>ROP</td>
<td>$8,900</td>
<td>$8,000</td>
<td>$7,500</td>
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All Rates are **NETT** and in **SGD**
# Digital Ad Dimensions & File Size

<table>
<thead>
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<tbody>
<tr>
<td>Leaderboards</td>
<td>1120 x 90</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or standalone HTML file</td>
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<tr>
<td>Mobile Leaderboards</td>
<td>320 x 100</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or standalone HTML file</td>
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<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or standalone HTML file</td>
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<tr>
<td>Mobile MPU</td>
<td>300 x 250</td>
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<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or standalone HTML file</td>
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**Image Ad Requirements**
- All creatives must be in RGB colour mode and at 72 dpi

**Rich Media Ad Requirements**
- All scripts (css, js) files must be embedded within the HTML and images should be hosted on a remote server
- HTML5 creatives must have at least one standard click tag
- HTML5 creatives can only have fixed dimensions, as per table above. Dynamic sizes are not supported
print ad dimensions

FULL PAGE FULL COLOUR
- Trim size - 210mm x 270mm
- Bleed size - 220mm x 280mm
- Text area - 196mm x 256mm

DOUBLE PAGE SPREAD
- Trim size - 420mm x 270mm
- Bleed size - 430mm x 280mm
- Text area - 196mm x 256mm

Colour Profile
Fogra 39L

Maximum Ink Density
280% - 300%

Colour Mode
strictly only CMYK

All text & fonts
— Create outline for all fonts used
— Use 100% black instead of 4 colour black

Submitted materials
High-Resolution (300DPI) PDF files are preferred
contacts

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