When I was first approached about helming Esquire, I was incredibly excited by the opportunity to join a global title that has for nearly 90 years told important, sometimes irreverent stories, and engaged and activated its audience. This is the magazine, after all, that has published the early works of Ernest Hemingway and F. Scott Fitzgerald, authors whose writing I have devoured and admired since I was a teenager. It’s also a magazine that has throughout its history served not just as record of our times, but been central to the conversation.

Of course, our times are different. Now, we don’t just service our reader in print, but also through video, digital, social media and offline events. Now, we don’t merely replicate what our peers in the United States are producing, but instead talk directly to our local audience, seeking out content that speaks to them. But at the core of what we do, just as it was nearly 90 years, is to tell stories. We entertain, inspire, inform and influence.

Mitchell Oakley Smith
Editor-in-chief
Esquire Singapore
about

Esquire Singapore creates content that inspires men to lead a purpose-driven life. At its core, the title speaks to gentlemen—readers that have a head for success and a heart for community—that have a desire to add value to themselves, as well as the world around them.

Through thoughtfully curated stories across a suite of online and offline platforms, the award-winning team at Esquire Singapore have long been regarded as 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, Esquire Singapore has the inside word.

Stories. A space to dream. To spark conversation.

**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
16,300+ followers

Twitter
27,400+ followers

Website
104,000+
unique visitors per month

434,000+
page views per month

Youtube
683,500+ views
Asri Jasman
Associate Fashion Editor
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.

Mitchell Oakley Smith
Editor-in-chief
Esquire’s editor-in-chief Mitchell has spent his career in publishing, having written nine books. He’s all about storytelling in the most engaging way possible.

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.

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.

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

Jerald Ang
Art Director
Having left Earth C-148 after a disastrous heist, the outlaw Jerald Ang of that dimension has found refuge as a seemingly quiet Art Director in this dimension. Here, interplanetary travel might not have been established yet but at least the coffee isn’t too bad.

Daryl Lee
Contributing Motoring Editor
Daryl spends way too much time playing video games and going on long rants about why Christopher Nolan’s Batman trilogy is overrated. Oh, and he also loves things with four wheels that go really fast.

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.
**top 3 key developments**

**NEW COVERS**
- Original and unique content.
- Full colour with special finishes.
- Bold, modern design.

**ESQUIRE HEALTH CLUB**
- Cross-platform vertical focused on health.
- Monthly digital cover.
- Quarterly print supplement.
- Fortnightly EDM to dedicated database.

**SOCIAL MEDIA STRATEGY**
- Stylised Instagram Stories.
- Refined audience targeting approach.
- Increased organic engagement rate by 40%+.
editorial highlights

WATCH SUPPLEMENT

Exclusive and high-profile interviews.
Trend reports and stylised shoots.
Dedicated watch and jewellery editor.

RENEWED FOCUS ON ASIAN TALENT

Embodies our ethos of thinking internationally, acting locally.
Provides a platform for recognisable Asian talent.
Fostering local creative talent behind the camera.

ART & DESIGN SPECIAL

Exclusive and high-profile interviews.
Trend reports and stylised shoots.
Dedicated watch and jewellery editor.
events & community initiatives

**ESQUIRE NEIGHBOURHOOD**

- Four day digital and offline event series.
- Interactive microsite.
- 20+ speakers from 8 global cities.
- 1,600+ event registrations.
- 14,000+ visitors.

**BIG BLACK BOOK**

- Interactive microsite optimised for mobile use.
- Continues Esquire's lead in gamification.
- 467,000+ page views.

**THE ESKY CLUB**

- Curated database of local thought-leaders and tastemakers.
- Provider of in-depth market insights and content feedback.
- Invitees for co-branded and partner events.
january
Theme: New Beginnings | Supplement: Esquire Health Club

february
Theme: Homegrown | Supplement: Fiction Special

march
Theme: The Future of Fashion | Supplement: Big Black Book (digital)

april
Theme: Otherworldly & Alternative | Supplement: Esquire Health Club

may
Theme: Esquire Singapore's Blockbuster 100th Issue

june
Theme: Sustainability | Supplement: Art & Design

july
Special Edition: Singapore Restaurant, Bar & Hotel Guide

august
Theme: Games & Alternate Reality

september
Theme: Fall/Winter Fashion Special | Supplement: Watches & Jewellery

tonober
Theme: Travel | Supplement: Esquire Health Club

november
Theme: Originators & Innovators | Supplement: Fiction Special

december
Theme: Family & Community | Supplement: Gift Giving
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 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 come 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
- 1 x social mention on Facebook and IG
- Inclusion within Esquire e-newsletter

*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.
### Digital Rate

<table>
<thead>
<tr>
<th></th>
<th>Weekly</th>
<th>Fortnightly</th>
<th>Monthly</th>
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<tbody>
<tr>
<td><strong>100% SOV</strong></td>
<td></td>
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</tr>
<tr>
<td>Homepage</td>
<td>$11,000</td>
<td>$20,000</td>
<td>$30,000</td>
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<tr>
<td>Sections</td>
<td>$9,000</td>
<td>$16,000</td>
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<tr>
<td><strong>Standard Advertorial</strong></td>
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<tr>
<td><strong>Special Projects</strong></td>
<td>Price to be discussed</td>
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All Rates are **NETT** and in **SGD**
# Print Rate

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

<table>
<thead>
<tr>
<th></th>
<th>Full Page Full Colour</th>
<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>
<td></td>
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<tr>
<td>Inside Back Cover</td>
<td>$10,500</td>
<td>$9,500</td>
<td>$8,500</td>
<td></td>
</tr>
<tr>
<td>ROP</td>
<td>$8,900</td>
<td>$8,000</td>
<td>$7,500</td>
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<tr>
<td><strong>Total</strong></td>
<td>$15,500</td>
<td>$13,500</td>
<td>$12,500</td>
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</table>

All Rates are **NETT** and in **SGD**
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ON SALE DATE</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>1st week of the issue month</td>
<td>30 November 2020</td>
<td>7 December 2020</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>1st week of the issue month</td>
<td>31 December 2020</td>
<td>7 January 2021</td>
</tr>
<tr>
<td>MARCH</td>
<td>1st week of the issue month</td>
<td>29 January 2021</td>
<td>5 February 2021</td>
</tr>
<tr>
<td>APRIL</td>
<td>1st week of the issue month</td>
<td>26 February 2021</td>
<td>5 March 2021</td>
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<tr>
<td>MAY</td>
<td>1st week of the issue month</td>
<td>31 March 2021</td>
<td>7 April 2021</td>
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<tr>
<td>JUNE</td>
<td>1st week of the issue month</td>
<td>30 April 2021</td>
<td>7 May 2021</td>
</tr>
<tr>
<td>AUGUST</td>
<td>1st week of the issue month</td>
<td>30 June 2021</td>
<td>7 July 2021</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>1st week of the issue month</td>
<td>30 July 2021</td>
<td>6 August 2021</td>
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<tr>
<td>OCTOBER</td>
<td>1st week of the issue month</td>
<td>27 August 2021</td>
<td>3 September 2021</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>1st week of the issue month</td>
<td>30 September 2021</td>
<td>7 October 2021</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>1st week of the issue month</td>
<td>29 October 2021</td>
<td>5 November 2021</td>
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</tbody>
</table>

**Special Edition**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ON SALE DATE</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY</td>
<td>1st week of the issue month</td>
<td>28 May 2021</td>
<td>4 June 2021</td>
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### Digital Ad Dimensions & File

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<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 a standalone HTML file</td>
</tr>
<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 a standalone HTML file</td>
</tr>
<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 a standalone HTML file</td>
</tr>
<tr>
<td>MOBILE MPU</td>
<td>300 x 250</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or a standalone HTML file</td>
</tr>
</tbody>
</table>

**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 intstead of 4 colour black

Submitted materials
- High-Resolution (300DPI) PDF files are preferred
Weekend Plans
Partnership to include:
• ‘Presented by (brand name)’ with logo inclusion for 3 x weeks of our Friday IG Stories series ‘Weekend Plans’, as the namesake presenting partner
• Inclusion of news or product within each of the 3 x series, with swipe-up link to the partner website
• 1 x IG static post
• IG stories would be pinned for 4 weeks
• Recommend for F&B partners

The Week in Review
Partnership to include:
• ‘Presented by (brand name)’ with logo inclusion for 3 x weeks of our Friday IG Stories series ‘The Week In Review’, as the namesake presenting partner
• Inclusion of news or product within each of the 3 x series, with swipe-up link to the partner website
• 1 x IG static post
• IG stories would be pinned for 4 weeks
• Recommend for fashion and lifestyle partners

Keep Calm & Care
Partnership to include:
• Sponsorship of 1 x IG Stories series (comprising up to 5 slides) to focus on a grooming trend with up to 3 x products to be featured
• Link to article about the trend/brand/product on Esquiresg.com or to the brand’s own website
• 1 x IG static post
• IG stories would be pinned for 4 weeks
• Recommend for skincare and grooming partners
contacts

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