

I-S

150,000
READERS
WEEKLY

2009
media kit

There's only one I-S.

ABOUT I-S MAGAZINE

Singapore's City Living Authority

For 14 years, *I-S Magazine* has been the trusted source of news and information on city lifestyle, arts and entertainment and what's going on around town. With fresh, intelligent and provocative reports and unbiased reviews of local venues and events, *I-S Magazine* is Singapore's recognized city living authority.

I-S Magazine reaches 150,000 readers each week and is available free every Friday at over 400 leading cafés, restaurants, bars and clubs, entertainment and arts venues and shopping centers in Singapore. Readers are active, involved and outgoing; they follow local news and events, enjoy dining out, nightlife, traveling and always find the best deals in town. According to the *I-S Magazine* Reader Survey readers use *I-S Magazine* as their primary source of information about city living, entertainment and events in Singapore. In short, when they think of city living, they think of *I-S Magazine*.



Real Numbers. Real Readers. Real Results.

I-S Magazine's weekly circulation is and has always been audited.

That means our advertisers get what they pay for.

We reach the right readers. 79% of our readers are PMEBS, a significantly higher percentage than daily newspapers' and other lifestyle magazines' readers. These targeted readers have high spending power and are opinion leaders and trend-setters.

We have a quality product. Readers keep reading *I-S* because they trust our honest opinions, our fresh approach, and our comprehensive and reliable information. For the past 14 years, we've been an indispensable, one-stop source for info on entertainment, lifestyle and leisure.

We've become more necessary. People are busier today and have more choices than ever. As the lifestyle guide to Singapore, *I-S* gives you the latest goings-on, and does this better than many of our competitors because we are weekly. For our readers, we are a must-have every Friday.

We are effective for advertisers. No publication survives in the competitive media environment unless it works. *I-S* has a proven track record as a successful marketing tool for advertisers from categories as diverse as technology, mobile phones, cars, alcohol, airlines, credit cards, banks, soft drinks, F&B, telecommunications, fashion, retail, events and nightlife.

Our reader survey numbers (see "Readership" section) show *I-S* is well-read, well-respected, and well-followed by a 150,000 readership. But if you're already an *I-S* advertiser, you know what we're talking about.

If you're not, there's never been a better time to put the magazine to work for your product, brand, or service. Call us today at 6323-2512 or email is-sales@asia-city.com.sg.



I-S ADVERTISING RATE

Valid until 31 Dec 2009. All rates are in Singapore dollars
For more details, contact our advertising department
at (65) 6323 2512 or
E-mail is-sales@asia-city.com.sg

Size /Frequency	1x	3x	6x	9x	12x	18x	24x	50X
Full Page	3250	3080	2930	2760	2600	2430	2280	2120
Mini Page	2600	2470	2340	2210	2080	1950	1820	1700
Half Page	1950	1850	1760	1660	1560	1470	1360	1270
1/4 Page (square)	1300	1240	1170	1100	1040	980	910	845
1/8 Page	680	650	620	580	550	510	480	442
1/16 Page	450	430	405	385	360	340	315	295

Size /Frequency	1x	3x	6x	9x	12x	18x	24x	50x
Back Cover	6030	5730	5430	5130	4830	4530	4230	3920
Inside Front	5400	5130	4860	4590	4320	4050	3780	3510
Inside Back	4770	4530	4290	4060	3820	3580	3340	3100
Double Page Spread	5850	5560	5270	4980	4680	4390	4090	3800
Front Cover banner	5760	5480	5190	4900	4610	4320	4030	3750

Guaranteed Positions	+35%
Special Size	+35%
Advertorial Rate	+50%

Advertorials are non-agency commissionable and are not inclusive of third party costs

Inserts (prices include letter shopping costs):	
5,000-9,999	0.26 per piece
10,000-19,999	0.22 per piece
20,000-29,999	0.18 per piece
30,000-39,999	0.14 per piece
40,000 and above	0.10 per piece

Issues Schedule	I-S magazine is published every Friday
Ad Closing	5pm Monday, 11 days before publication
Materials Deadline	5pm Thursday, 8 days before publication

Discounts are for scheduled insertions. All bookings subject to Publisher's Terms & Conditions. Where space is limited, requested sections are available on first-come-first-serve basis.

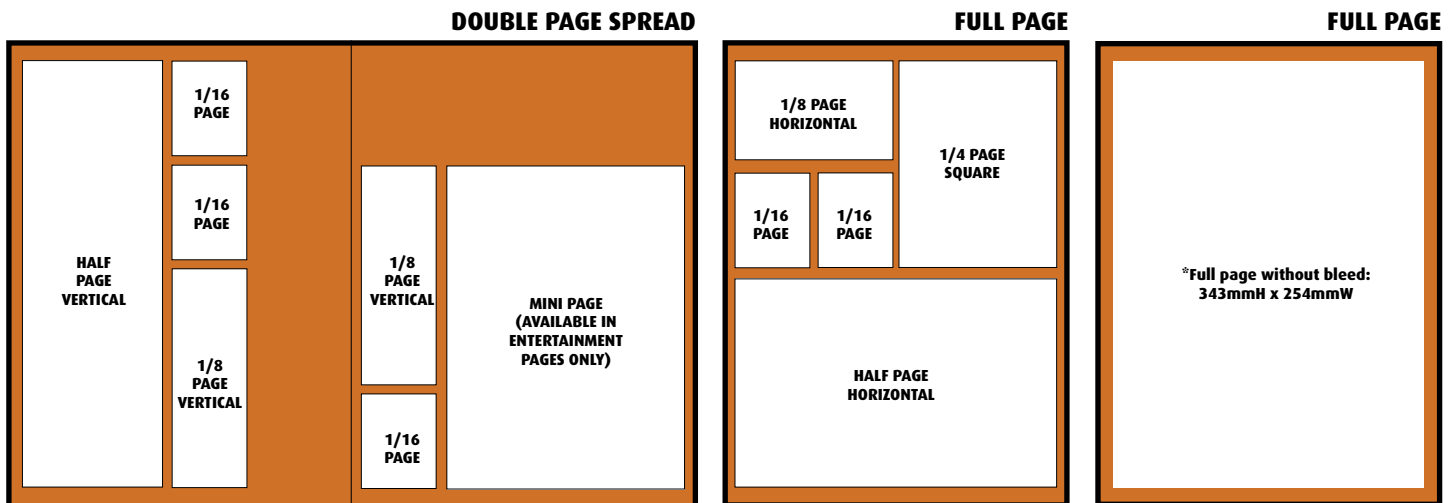
Agency commission: 15% to accredited advertising agencies only.



I-S MECHANICAL SPECIFICATIONS

UNIT	TRIM SIZE (HxW)	BLEED SIZE
Full Page	375 x 265 mm	add 5 mm on all sides
Mini Page	269 x 190 mm	N/A
Half Page Horizontal	170 x 254 mm	N/A
Half Page Vertical	343 x 125 mm	N/A
1/4 Square	170 x 125 mm	N/A
1/8 Horizontal	82 x 125 mm	N/A
1/8 Vertical	170 x 60 mm	N/A
1/16 Page	82 x 60 mm	N/A
Double Page Spread	375 x 530 mm	add 5 mm on all sides

*Magazine Size: 375 x 265 mm (HxW)



PRINTING SPECIFICATIONS:

I-S Magazine is printed on 65gsm LWC paper, using a 4C commercial web press. No fifth or special colors (metallic or Pantone) accepted.

DIGITAL REQUIREMENTS:

- Final completed artwork must be converted to PDF file at 150-line screen, 300dpi in CMYK format.
- Electronic Ads can be created on PC or Macintosh computers using one of the following software programs:
 - Adobe Indesign CS2 or CS1 (CS3 is not supported)
 - Adobe Illustrator CS2, CS1 or earlier
 - Adobe Photoshop CS2, CS1 or earlier
 - Macromedia Freehand MX (Version 11) or earlier
- Files created on Macs MUST include file extensions.
 - For Adobe Indesign files, the file extension is '.indd'.
 - (Example: youadfile.indd)
 - For Adobe Illustrator files, the file extension is '.ai'.
 - (Example: youradfile.ai)

- For Adobe Photoshop files, the file extension is '.psd'.
- (Example: youradfile.psd)
- For PDF files, the file extension is '.pdf'.
- (Example: youradfile.pdf)
- For Macromedia Freehand files, the file extension is '.fhx'.
- (Example: youradfile.fhx)
- (Where 'x' is the version of the Freehand software used)
- Files must be self-extracting archives if compression is used.
- Minimize the number of steps used to create a graduation or blend.
- Convert type to outlines when using Adobe Indesign, Illustrator or Freehand.
- Include all screen and printer fonts. (Fonts will be deleted after use.)
- Ads must be submitted on CDs and must be accompanied by proof on the correct paper (proofs should indicate the final artwork to be published).
- Proofs created using XEROX, EPSON, BUBBLE-JET and other digital print copies cannot be matched to exact requirements.
- Bromide, artwork and laser prints are not acceptable.
- The Publisher is not responsible for the accuracy or reproduction quality of non-camera-ready artwork, materials supplied without proofs, or materials which do not meet these specifications.

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