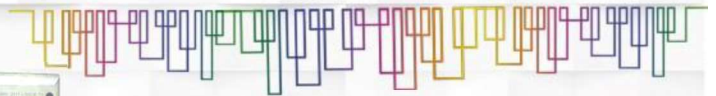




## Print Media



Entrepreneurs' Digest, a publication by ASME, is proud to be featured as one of the top 3 magazines in Marketing Interactive's

**"Local Business Magazine of the Year 2016".**



## Entrepreneurs' Digest

**Circulated Bi-Monthly**

The Entrepreneurs' Digest is the first SME - centric publication in Singapore which provides comprehensive information for the development of SMEs. Launched in 2004, this newly revamped bi-monthly magazine enraptured readers with informative, analytical and up to date business articles. Coupled with lifestyle topics and adverts, readers will find wide range of information to suit their needs.

### Top 5 reasons readers want to continue their subscriptions:

- 1) Quality and effective information to equip readers to face and overcome challenges of the economy
- 2) Editorial style of featured articles is easily digestible
- 3) Accurate reporting of on-the-ground happenings concerning SMEs
- 4) Want to continue being exposed to innovative and cost-saving business solutions
- 5) Likes the overall design and layout of the magazine



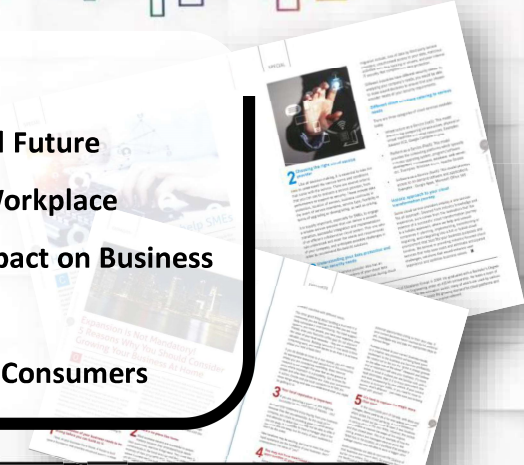
### Retailing at:

- Major Retail Bookstores (Kinokuniya, MPH)
- Government statutory boards, education and financial institution

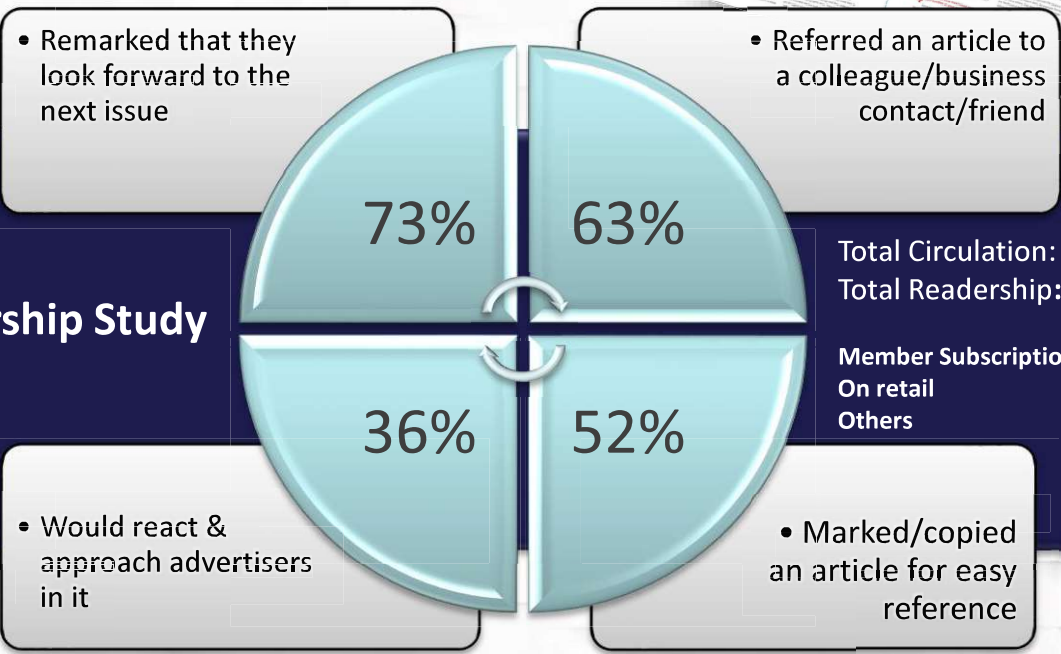
# Print Media

## Editorial Calendar 2018

- Jan/Feb [Issue 77]: **Doing Good by Going Green**
- Mar/Apr [Issue 78]: **Embracing Transformation for a Digital Future**
- May/June [Issue 79]: **Transforming the Workforce and the Workplace**
- Jul/Aug [Issue 80]: **Understanding Cyber Security & Its impact on Business**
- Sep/Oct [Issue 81]: **Going Global, Securing Growth**
- Nov/Dec [Issue 82]: **Build your Brand and Connect to your Consumers**



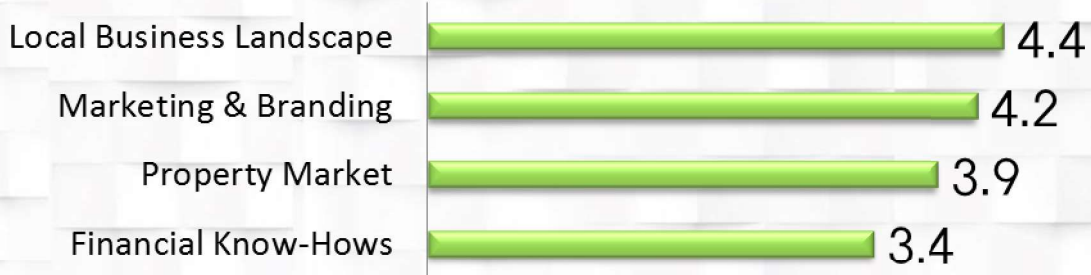
### Readership Study



Total Circulation: **8,000 copies**  
 Total Readership: **63,300**

Member Subscriptions 85%  
 On retail 10%  
 Others 5%

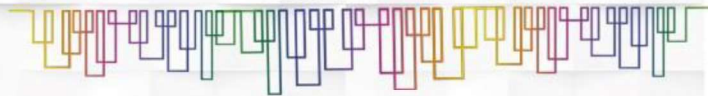
On a scale of 0 to 5, they rated their degree of satisfaction with the **Entrepreneurs' Digest** treatment in each of these perspectives:







## Print Media



## Entrepreneurs' Digest Rates

<u>Prime Positions</u>	<u>Per Insert.</u>
Inside Front Cover	\$4,000
Inside Back Cover	\$3,500
Outside Back Cover	\$4,500

<u>Run of Publication</u>	
Double Page Spread	\$4,500
Full Page Full Color	\$2,500

<u>Loading</u>	
Front Half	15%
Right Hand Page	15%
Facing Editorial	15%

## Entrepreneurs' Digest Specification

### Format:

CMYK  
Hi-Res PDF ( 300 DPI )

### Ad Sizes

Full Page Full Colour

### (HxW)mm

Trim: 280 x 210  
Bleed: 290 x 220

Double Page Spread

Trim: 280 x 420  
Bleed: 290 x 430



**Booking Deadline:**  
3rd Friday of every Odd Month.  
Eg. Mar/Apr Issue: Book by 15th Jan

**Material Submission Deadline:**  
2nd Friday of every Even month.  
Eg. Mar/Apr Issue: Submit by 12th Feb

**Publication Date:**  
Within 2nd week of every odd month.  
2nd week of March for Mar/Apr issue



# Print Media



**Get your stories covered in *Entrepreneurs' Digest***

In this new series of advertising packages, we want to hear even more from you! You'll be able to highlight your top products in our **Sponsored Section** under our all new lifestyle and technology segment.

In the spirit of acknowledging our business leaders, this **Spotlight Feature** invites C-level executives, Top managerial personnel, and key decision-makers to inspire emerging talents through their hits and misses. We'll be getting down to the ground on the hard but enriching truth behind what it takes to manage.

Our **Special Feature** section targets soft-skill approaches adapted by our leaders. What makes a leader successful in managing and connecting with his/her team? We take a deeper look into an individual's leadership and managerial soft-skill approach to problem solving and to work with others.

## Sponsored Section Package

In this Sponsored Section, you'll get to showcase your products and services in a two-page write-up under our **Lifestyle and Technology Sections**. This section includes a compilation of other products in this category.

**Product image** ←

**Product Write-up** ←

- Double Page Spread Product Feature (penned by advertiser)
  - Double Page Spread Print Ad
- Complimentary:  
2 X Classified Listing in Subsequent Issues (worth S\$600)

Value Price: SGD \$12,225  
**Special Package Price: SGD \$4,500**

# Print Media

## Spotlight Feature Package

Are you in a senior managerial position or a key decision-maker in your company? In this Q&A format, this Spotlight Feature brings to light your role and contributions. You will be able to share your goals, your vision and future plans for the company.



- Double Page Spread Write up
- 1 X Full Page Spread (FPFC) Print Ad

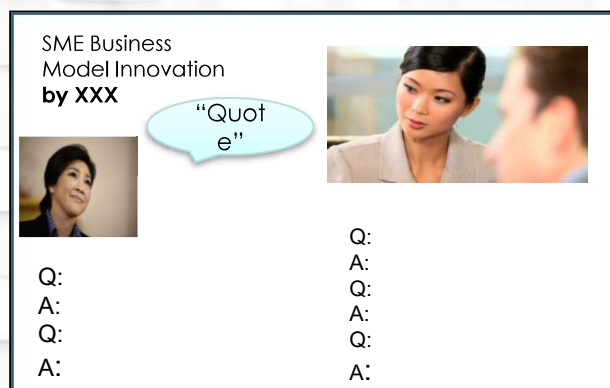
**Complimentary:**  
1 X Classified Listing (worth \$300)

Value Price: SGD \$9,500

**Special Package Price: SGD \$4,000**

## Special Feature Package

What makes a leader successful? To effectively manage, business leaders and project managers alike appropriately use their soft skill approach to connect with their team. In this section, we look at the different managerial & leadership styles and soft-skill approaches at problem-solving. This is definitely a section for other leaders to also better understand their own personal approaches.



- Double Page Spread Editorial Feature – (penned by Advertiser)
- 2 X Full Page Spread (FPFC) Print Ad

**Complimentary:**  
3 x Classified Listing in Subsequent Issues (worth \$900)

Value Price: SGD \$12,000

**Special Package Price: SGD \$5,000**

### Terms and Conditions:

- Subject to 7% GST
- Pre-payment for whole package is applicable (30 days upon receipt of invoice)