



# INTRODUCTION

SINGAPORE'S **BEST-SELLING** CHINESE HEALTH MAGAZINE

A QUALITY PUBLICATION BY **sph** CHINESE MEDIA GROUP



50位医生专家大集合

创刊号

新加坡 大坡 大坡 大坡

## MAGAZINE PROFILE

- Target readers : Aged 35 & above
- Circulation : 80,000 (Estimated Reach over 320,000 readers)
- Distribution : Islandwide, sold at major bookstores, news stands, buzz pods. Sampling copies at major hospitals.
- Frequency : Quarterly (Mar, Jun, Sep, Dec)
- Cover Price : \$5 per copy

## THE MOST RELEVANT & INFORMATIVE HEALTH CONTENT

- Offering the best of **WESTERN MEDICINE** and **TRADITIONAL CHINESE MEDICINE**.
- Brings together a panel of more than **50 EXPERTS**, including western doctors, TCM physicians, pharmacists, nutritionists and other health experts to share their knowledge and information with readers.
- Health and wellness articles written by journalists from the three Newspapers under **SPH Chinese Media Group** – Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News.



健康1  
Health No.1

### 中西医解答

有病要看医生，没病要多了解。  
本栏找来中、西医为你解答各式医药问题。

文：山秀慧、李佩琪、陈丽全、陈怡新、林国雄

# ADVERTISING RATES



## ADVERTISING OPTIONS

TYPE	SIZE (WIDTH X HEIGHT)	COST PER ISSUE	4 ISSUE PACKAGE RATE (10% DISCOUNT)
Full Page Full Colour	195mm x 285mm	\$2,800	\$2,520
Half Page Full Colour (Horizontal)	195mm X 145mm	\$1,650	\$1,485
Half Page Full Colour (Vertical)	98mm x 285mm	\$1,650	\$1,485

## PREMIUM PLACEMENT

Outside Back Cover	195mm x 285mm	\$5,000	\$4,500
Inside Front Cover	195mm x 285mm	\$4,000	\$3,600
Inside Back Cover	195mm x 285mm	\$4,000	\$3,600

## PRESENTER PACKAGE

<ul style="list-style-type: none"><li>• 4 x FPFC Ads</li><li>• Logo on Cover</li><li>• 250 complimentary copies</li></ul>	\$15,000	\$13,500
---	----------	----------

# BOOKING TIMELINE

## MAR 2017 ISSUE

Ad booking	: 20 February 2017
Ad copy vetting	: 27 February 2017
High Res PDF + color proof	: 06 March 2017
Market Release	: End March 2017

## JUN 2017 ISSUE

Ad booking	: 02 May 2017
Ad copy vetting	: 08 May 2017
High Res PDF + color proof	: 15 May 2017
Market Release	: June 2017

## SEP 2017 ISSUE

Ad booking	: 31 July 2017
Ad copy vetting	: 07 August 2017
High Res PDF + color proof	: 14 August 2017
Market Release	: September 2017

## DEC 2017 ISSUE

Ad booking	: 30 October 2017
Ad copy vetting	: 06 November 2017
High Res PDF + color proof	: 13 November 2017
Market Release	: December 2017







**Focus Publishing Ltd**

1000 Toa Payoh North News Centre  
Singapore 318994

Tel: (65) 6319 6319

Fax: (65) 6319 8124

Facebook: [www.facebook.com/healthnumber1](http://www.facebook.com/healthnumber1)

For advertising, please contact:

Margaret Tan, HP: 9299 1749, [margtan@sph.com.sg](mailto:margtan@sph.com.sg)

Richard Shum, HP: 9146 5551, [shumkp@sph.com.sg](mailto:shumkp@sph.com.sg)

# THANK YOU!