

G A D G E T • G E A R • T E C H N O L O G Y

NXT

2019 RATE CARD

GADGET • GEAR • TECHNOLOGY

NXT

NXT Magazine is the leading lifestyle consumer electronic title for the Singapore market and will focus on how increasingly affluent consumers are changing their lifestyles with a greater affinity for the very best in consumer electronics, luxury tech products and emerging trends such as wearables.

Featuring entertaining articles for both male and female readers, **NXT Magazine** is about the user experience and understanding the technology behind the world's favourite gadgets.





TARGET AUDIENCE:

The NXT Magazine reader wants to find out what's the best and latest in gadgets and gear, without wading through technical jargon.

The NXT reader is between the age of 16 and 50 with approximately 50% and below female, affluent with a high disposable income. The core NXT reader is in their mid-20s to early-40s and discerning with his/her spending, conscious of brand identity and willing to spend more for premium build quality over processor performance, stylish design over complex technical features.

- Both Male and Female – 60% male to 40% female
- Mass age group from 16 to late 50s
- Main core age group mid 20s to late 40s
- Average income group 36K to 120K

CIRCULATION IN PRINT & DIGITAL:

Total print run for Singapore 15,000

Estimated readership 23,500

Digital will be available at magzter.com

PUBLICATION DETAILS

- Monthly
- Total print run 15,000
- Published by Kingsman Media Pte Ltd
- Printed by image Printers Pte Ltd
- Distributed by Singapore Press Holding Ltd

PUBLICATION DETAILS

NXT GAME

[illegible]

ADVERTISING RATES



PRINT

NUMBER OF INSERTIONS	1	3	6	6 & ABOVE
DPS (Inside Front Cover Spread)	\$10,000	\$9,000	\$8,500	\$8,000
Contents Page	\$6,000	\$5,400	\$5,100	\$4,800
Full Page (First 30 pages)	\$5,500	\$4,950	\$4,675	\$4,400
Full Page (ROP)	\$5,000	\$4,500	\$4,250	\$4,000
DPS (ROP)	\$8,000	\$7,200	\$6,800	\$6,400
Inside Back Cover	\$5,500	\$4,950	\$4,675	\$4,400
Outside Back Cover	\$8,500	\$7,650	\$7,225	\$6,800
Half Page Horizontal / Vertical	\$3,000	\$2,700	\$2,550	\$2,400

Advertorial Full Page Colour: \$6,000 including concept, editorial and design but excluding third party costs such as photography, models and styling

CREATIVE BUYS

Cover Gate Fold, ROP Gate Fold, Tip in Art Card, loose insert booklet/catalogue, Sampling Tip-on and Polybagged.

DIGITAL

STANDARD FORMAT DISPLAY	SITE SECTION	COST PER THOUSAND ADS
960 x 250 IMU - (Masthead)	ROS (add 15% for specific pages / sections)	S\$100
728 x 90 IMU - (Leaderboard)	ROS (add 15% for specific pages / sections)	S\$80
300 x 600 IMU - (Double MPU)	ROS (add 15% for specific pages / sections)	S\$120
300 x 250 - (MPU)	ROS (add 15% for specific pages / sections)	S\$60

SPECIAL FORMATS

Page Takeover (Skin, MPU and Leader) Homepage (other site sections available) price on request

Agency commission: 15% of gross amount billed payable to advertising agency

Special group discount: 10% to all advertiser who use 8 or more pages in the publication within a year in Kingsman Media Pte Ltd

All rates quoted are subject to GST



AD SPECS

DIGITAL VIDEO SPECIFICATIONS

Video Format: MP4

Audio Codec: AAC-LC

- Channels: Stereo or Stereo + 5.1
- Sample rate 96khz or 48khz

Video codec: H.264

- Progressive scan (no interlacing)
- High Profile
- 2 consecutive B frames
- Closed GOP. GOP of half the frame rate.
- CABAC
- Variable bitrate. No bitrate limit required, though we offer recommended bit rates below for reference
- Chroma subsampling: 4:2:0

Frame rate

- Common frame rates include: 24, 25, 30, 48, 50, 60 frames per second (other frame rates are also acceptable).

Bitrate

Recommended video bitrates for uploads

Type	Video bitrate, standard frame rate (24, 25, 30)
1080p	8 Mbps

Type	Video bitrate, standard frame rate (48, 50, 60)
1080p	12 Mbps

Recommended audio bitrates for uploads

Type	Audio Bitrate
Mono	128 kbps
Stereo	384 kbps
5.1	512 kbps

Resolution and aspect ratio

- 16:9 aspect ratio
- 1080p: 1920x1080

AD SPECS



PRODUCTION SCHEDULE / TIMELINE 2019

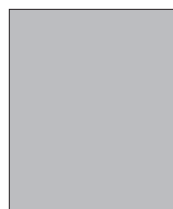
MAIN ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Publication Date	28 Jan 2019	30 Jan 2019	28 Feb 2019	28 Mar 2019	29 Apr 2019	29 May 2019	27 Jun 2019	29 Jul 2019	29 Aug 2019	27 Sep 2019	29 Oct 2019	22 Nov 2019
Ad Material Deadline	11 Dec 2018	10 Jan 2019	08 Feb 2019	11 Mar 2019	11 Apr 2019	12 May 2019	10 Jun 2019	10 Jul 2019	08 Aug 2019	09 Sep 2019	10 Oct 2019	05 Nov 2019

PRINT



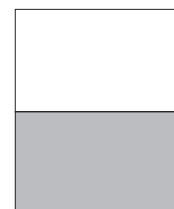
DPS

420mm (W) x 284mm (H)



Full Page

210mm (W) x 284mm (H)



½ Page Horizontal

210mm (W) x 140mm (H)



½ Page Vertical

105mm (W) x 284mm (H)

PRODUCTION MATERIAL REQUIREMENTS

Final artwork files (300dpi in CMYK mode) should be submitted in PDF Fogra 39L with colour bar format with accompanying colour proofs. Artwork should include crop mark and 5mm bleed on all sides.

COLOUR REPRODUCTION QUALITY CONTROL

Quality control will always be maintained to achieve the best colour reproduction quality possible. However, owing to certain conditions and limitations in printing, it is not always possible to achieve a 100% fidelity in colour reproduction.

LINE SCREEN

Colour : 175

DIGITAL

LEADERBOARD

Normal size : 728 x 90px

Expanded size : 728 x 350px

Max file size : 39k

MPU

Size : 300 x 250px

Expanded size : 600 x 300px

Max file size : 39k

DOUBLE MPU / HALF PAGE AD

Size : 300 x 600px

Max file size : 39k

MASTHEAD

Normal size : 960 x 250px

Max file size : 39k

CREATIVES CAN BE SENT IN THE FOLLOWING FORMATS:

gif or Jpeg // flash // 3rd party tags

TIMELINE

Standard campaigns :

2 days' notice

Complex campaigns :

5 days' notice

New creatives test :

7 days' notice

PLEASE NOTE

Automatic expansion is not permitted; creatives can be hosted by Kingsman Media or by a third party such as: doubleclick, mediamind, flashtalking, mediaplex and others; Kingsman Media's AD Server is DFP - Inred tags are preferred; Flash (swf) files must be supplied with a click tag and a back up gif; Video/Audio must be user initiated; Z-index should not be more than 9,000



CONTACTS

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