GADGET • GEAR • TECHNOLOGY

NXT

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.

GADGET • GEAR • TECHNOLOGY

NXT

WWW.NXTMAG.TECH

OCTOBER 2019

TRIPLE THREAT
APPLE IPHONE 11 PRO

STUDY GEAR

Gear to take back to School

TEST
Samsung Galaxy Note10+
Lenovo Legion Y7000 SE
Dyson Pure Cool Me

GURU
Be a Vlogger

GROUP TEST
Google Pixel 3a
Huawei Nova 5T
Oppo Reno
Samsung Galaxy A80

GEAR
Huawei Mate 30 Pro
Sony A100 Walkman

Lotus Evija
MB&F T-REX

OCTOBER 2019 $7.00

KINGSMAN MEDIA

8 886737 511271

TARGET AUDIENCE:

The NXT Magazine reader wants to find out whats 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

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GEAR #2

SUPRA IS FINALLY HERE

Toyota unleashes the new German-built GR Supra in Singapore

From S$205,000 (without COE)
www.toyota.com.sg

LATEST
TECHNOLOGY
NEWS

NXT ANGEL · ANGEL NXT

GRACE
LISTENS IN TO THE
SENNHEISER MOMENTUM 3 WIRELESS

SENNHEISER MOMENTUM 3 WIRELESS

The third generation of Sennheiser's highly acclaimed Momentum headphone series offers superior sound fidelity in a modern design with cutting edge technology and a touch of handcrafted indulgence. The new headphones are now fully compatible with Siri and Google Assistant, though Amazon Alexa will be available in a later firmware update. For pairing, NFC and an auto-pairing mode makes initial setup simple and quick, while Bluetooth 5 and support for multiple codecs like aptX, AAC, SBC, AptX Low Latency ensures that the Momentum 3 Wireless is compatible with a host of smartphones, tablets and PC notebooks. For use during long distance travel the Momentum 3 Wireless has a 17-hour battery life and three ANC modes to match any noisy environment.

S$599
singapore.sennheiser.com

NXT **CHOICE**

SEMI-PRO DSLR SHOOTER

Canon finally revitalises its mid-range APS-C DSLR with the EOS 90D

S$1,779 (Body only)
sg.canon

NEWS NXT

BELKIN BOOST UP WIRELESS CHARGING DOCK FOR IPHONE + APPLE WATCH

Module powers up your Apple Watch. The dock supports the Apple Watch's Nightstand mode and there's an additional USB-A port to charge other devices such as true wireless earphones.

S$239
www.belkin.com/sg

GARMIN VENU

S$599
www.garmin.com.sg

NXT COVER STORY · COVER STORY NXT

BACK-TO-SCHOOL IN STYLE

Trendy kit to see around school

NXT

NXT GURU

DO YOU HAVE A STORY TO TELL?

Why the best vloggers last longest

Content is King

Your initial Vlogging Setup

Apple iPhone 11 Pro

From S$1,649
www.apple.com/sg

DJI Osmo Mobile 3

S$149
singshobby.com

NXT COVER STORY

ENTRY-LEVEL MIRRORLESS

Planning your first steps into digital photography with an interchangeable lens camera? For the last couple of years the barriers to picking up digital photography has gone down as camera makers include touch interfaces and simple menu systems that today's smartphone users will be most familiar with.

SONY A6400

From $1,299
www.sony.com.sg

WATCH NXT

APPLE'S WATCH SERIES 5 IS HERE

The fifth generation Apple Watch gets an always on display

from S$599 Apple Watch Series 5 (GPS)
from S$749 Apple Watch Series 5 (GPS + Cellular)
www.apple.com/sg

MUSIC NXT

NXT IN MUSIC

JESUS IS BORN
Kanye West
25 December

LP1
Liam Payne
6 December

FINE LINE
Harry Styles
13 December

THE LATER YEARS 1987 - 2019
Pink Floyd
13 December

NXT COVER STORY

FUJIFILM X-A5

Recommended for: entry level users
For Beginner vlogging, selfies, travel, street, portraits, family
Sensor: 24MP APS-C CMOS
Weight: 361g

S$999 (with lens kit)
www.fujifilm.com.sg

PANASONIC LUMIX GX9

Recommended for: entry level to mid-range users
For Beginner vlogging, selfies, travel, street, portraits, family
Sensor: 20.3MP Four Thirds Live MOS
Weight: 407g

S$1,299
www.panasonic.com/sg

CANON EOS M50

Recommended for: entry level to mid-range users
For Beginner vlogging, selfies, travel, street, portraits, family
Sensor: 24MP APS-C CMOS
Weight: 390g

S$999 (Body only)
sg.canon

OLYMPUS PEN-F

Recommended for: Stylish entry level users
For: events, selfies, travel, street, portraits, family
Sensor: 16MP Four Thirds Live MOS
Weight: 380g

From S$998
www.olympusimage.com.sg

ADVERTISING RATES

GADGET • GEAR • TECHNOLOGY

NXT

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

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	03 Jan 2020	31 Jan 2020	28 Feb 2020	31 Mar 2020	28 Apr 2020	29 May 2020	30 Jun 2020	31 Jul 2020	28 Aug 2020	29 Sep 2020	30 Oct 2020	27 Nov 2020
Ad Material Deadline	16 Dec 2019	17 Jan 2020	14 Feb 2020	17 Mar 2020	16 Apr 2020	18 May 2020	17 Jun 2020	16 Jul 2020	17 Aug 2020	16 Sep 2020	18 Oct 2020	17 Nov 2020

PRINT

DPS
420mm (W) x 284mm (H)
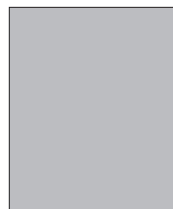
Full Page
210mm (W) x 284mm (H)
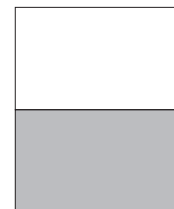
½ Page Horizontal
210mm (W) x 140mm (H)

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

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CONTACTS

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