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
The new EOS 90D shares many of the same features of Canon's DSLR line-up for beginner photographers who want to improve their skills and professional functionality. Canon's new 32.5 Megapixel CMOS APS-C sensor plus a Digic 8 imaging processor. This enables the EOS 90D to capture 4K camera formats. Like the EOS M6 Mark II, the EOS 90D has the mirrorless EOS M6 Mark II, and was in fact launched an important model, replacing the three and a half year old camera.

The GR Supra is available with either a 2.0 litre turbocharged inline 4-cylinder petrol engine developing 190 kw @ 5,000 rpm and 400Nm @ 4,400rpm, or a 3.0 litre turbocharged inline 6-cylinder petrol engine which develops a very healthy 250 kw @ 5,000rpm and 500Nm @ 4,500rpm, which enables the GR Supra to be a proper Grand Tourer, one that should be more at home on a twisty alpine highway than the streets of Roppongi.

But if you're expecting the new Supra to be a nimble Tokyo night racer, you might be disappointed. Though it's no slouch, the new Supra has a slightly wider wheelbase and comes in hard-top. Signature design touches include a ‘double-bubble’ style roof and rear light treatment with ‘chopped’ Turismo sports car with 50:50 weight distribution and a long bonnet, though the system as the Z4, but tuned by Gazoo Racing to offer a more ‘Toyota’ feel to the front-wheel engine, rear-wheel driven Grand Supra has a slightly wider wheelbase and comes in hard-top. Signature design touches include a ‘double-bubble’ style roof and rear light treatment with ‘chopped’ Turismo sports car with 50:50 weight distribution and a long bonnet, though the system as the Z4, but tuned by Gazoo Racing to offer a more ‘Toyota’ feel to the road-handling, engine performance and comfort. The new Supra is available with either a 2.0 litre turbocharged inline 6-cylinder petrol engine developing 190 kw @ 5,000rpm and 400Nm @ 4,400rpm, or a 3.0 litre turbocharged inline 6-cylinder petrol engine which develops a very healthy 250 kw @ 5,000rpm and 500Nm @ 4,500rpm, which enables the GR Supra to be a proper Grand Tourer, one that should be more at home on a twisty alpine highway than the streets of Roppongi.

With that said, the GR Supra is a well-built and well-performing car that should appeal to fans of the Supra brand. It's not the most performance-oriented Supra ever made, but it's a good all-around car that should appeal to a wide range of buyers.
The popular Chinese Youtuber Miss Yeah the Office Chef, for example, still the most important aspect. Sense, self-publish, and while this has evolved to videos your content is an essay about how the then nascent Internet would allow anyone to, in a sense, yourself speaking on video. Sounds simple in theory but it's actually quite difficult in practice.

Content is King

Watch face has been carefully optimised for the new display so that it is now 'always on' where in the past for battery conservation you either had to raise your wrist to display or not. In honesty, most smartphones already give you the basics of what Apple offers with each new version, like the Apple Watch when you go for a holiday in Australia, where the watch face can be left on.

The popularity of the Apple Watch has grown, and that could be due to the many different models that are available, or simply the fact that the watch is a fashionable accessory. Apple has sold over 5 million Apple Watches, compared to 2 million Samsung and 1.2 million Fitbit smartwatches. The Apple Watch is a popular model for the Japanese camera maker, and there's something to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popular model for the Japanese camera maker, and there's much to like. The EOS M50 mirrorless camera has proven to be a popular model for the Japanese camera maker, and there's much to like. The slightly bigger brother of the EOS M100 popul...
PRINT

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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

<table>
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<th>STANDARD FORMAT DISPLAY</th>
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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
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Recommended audio bitrates for uploads
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**Resolution and aspect ratio**
- 16:9 aspect ratio
- 1080p: 1920x1080
AD SPECS

PRODUCTION SCHEDULE / TIMELINE 2019

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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.

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

PLEASE NOTE
Automatic expansion is not permitted; creatives can be hosted by Kingsman Media or by a third party such as: doubleclick, mediaind, flashalking, 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

LINE SCREEN
Colour : 175