

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

**NXT**

2021 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.





## PUBLICATION DETAILS

### 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.

### CIRCULATION IN PRINT & DIGITAL:

- Total print circulation for Singapore: **12,000**
- Estimated readership: **23,500**
- Total active online users per month for Singapore: **10,000+** (*Organic numbers*)
- Digital edition is available at NXT mag mobile app or [magzter.com](http://magzter.com)

### PUBLICATION DETAILS:

- Monthly
- Total circulation: **12,000**
- Published by Kingsman Media Pte Ltd
- Printed by Sunrise Printing & Supplies Pte Ltd
- Distributed by Singapore Press Holding Ltd



# READERSHIP PROFILE AGE GROUP

## READERSHIP PROFILE AGE GROUP FOR PRINT FROM NEWSSTANDS IN 2020

- Both Female and Male readers – 14% female and 86% male
- Main mass age group 18 to 55 years old
- 1<sup>st</sup> core age group 18 to 24 years old (stand 24%)
- 2<sup>nd</sup> core age group 25 to 35 years old (stand 22%)
- 3<sup>rd</sup> core age group 36 to 45 years old (stand 31%)
- 4<sup>th</sup> core age group 45 to 50 years old (stand 17%)
- 5<sup>th</sup> core age group 51 years old above (stand 6%)

## READERSHIP PROFILE AGE GROUP FOR ONLINE FROM GOOGLE ANALYTICS IN 2020

- Both Female and Male readers – 31.5% female and 68.5% male
- Main mass age group 18 to 65 years old
- 1<sup>st</sup> core age group 18 to 24 years old (stand 15.37%)
- 2<sup>nd</sup> core age group 25 to 34 years old (stand 33.12%)
- 3<sup>rd</sup> core age group 35 to 44 years old (stand 22.08%)
- 4<sup>th</sup> core age group 45 to 54 years old (stand 12,12%)
- 5<sup>th</sup> core age group 55 to 64 years old (stand 10.17%)
- 6<sup>th</sup> core age group 65 years old above (stand 7.14%)

## READER'S ESTIMATED ANNUAL INCOME GROUP

- Estimated Average Income group from 18 to 24 years old – \$24k and above per annual
- Estimated Average income group from 25 to 35 years old – \$36K and above per annual
- Estimated Average income group from 36 to 45 years old – \$48k and above per annual
- Estimated Average income group from 45 to 50 years old – \$60K and above per annual

**NXT** GAME

# LATEST TECHNOLOGY NEWS

[illegible]

NXT LUXURY

LUXURY NXT

# MUSEUM-GRADE VINYL PLAYER

*Extremely premium sound equipment for audiophiles*

A high-end, museum-grade vinyl player. It features a black marble base with a silver turntable and a silver tonearm. The player is shown from a side-on perspective, highlighting its elegant design and premium materials.

**S**pirit Cadenat Blue Dream is known for its outstanding quality, displaying everything from the finest of vinyl to the most delicate of tones. And now the luxury Cadenat House has teamed up with them to bring you a limited edition marble vinyl player.

Pierre Maréchal has been designing turntables for its discerning music-lover clientele since 1980, and is known for its premium sound equipment such as the Spirit Cadenat Blue Dream and the Spirit Cadenat House. The result is a turntable that is not only a masterpiece of design but also a masterpiece of sound, making for an incredibly premium piece of musical equipment.

The turntable is made exclusively of natural marble just like the original vinyl tables. Furthermore, this masterpiece shows that even a piece of technology can be made as a stunning piece of interior design, with its brushed bottom elegantly contrasting the natural marble base and arms.

**£27,000**

[www.pcl.com](http://www.pcl.com)

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74

75



# 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



## PRODUCTION SCHEDULE / TIMELINE 2021

| MAIN ISSUE           | JAN         | FEB         | MAR         | APR         | MAY         | JUN         | JUL         | AUG         | SEP         | OCT         | NOV         | DEC         |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Publication Date     | 04 Jan 2021 | 29 Jan 2021 | 02 Mar 2021 | 31 Mar 2021 | 30 Apr 2021 | 31 May 2021 | 20 Jun 2021 | 3 Aug 2021  | 31 Aug 2021 | 30 Sep 2021 | 02 Nov 2021 | 30 Nov 2021 |
| Ad Material Deadline | 17 Dec 2020 | 15 Jan 2021 | 15 Feb 2021 | 16 Mar 2021 | 16 Apr 2021 | 17 May 2021 | 17 Jun 2021 | 16 Jul 2021 | 17 Aug 2021 | 16 Sep 2021 | 15 Oct 2021 | 17 Nov 2021 |

## PRINT



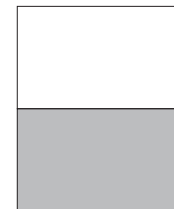
### DPS

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: 728px x 90px

Expanded size: 728px x 350px

Max file size: 39k

### MPU

Size: 300px x 250px

Expanded size: 600px x 300px

Max file size: 39k

### DOUBLE MPU / HALF PAGE AD

Size: 300px x 600px

Max file size: 39k

### MASTHEAD

Normal size: 960px x 250px

Max file size: 39k

### CREATIVES CAN BE SENT IN THE FOLLOWING FORMATS:

gif | 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





## 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



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## CONTACTS

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