

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

**NXT**

2022 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 28 and 50 with approximately 50% and below female, affluent with a high disposable income. The core NXT reader is in their late-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 [Magzter.com](http://Magzter.com) or download Magzter app from Apple store or Google Play*

### PUBLICATION DETAILS

- Monthly
- Total circulation: **12,000**
- Published by Kingsman Media Pte Ltd
- Printed by Applied Colours Pte Ltd
- Distributed by Singapore Press Holdings Media Ltd



---

# READERSHIP PROFILE AGE GROUP

## **READERSHIPS PROFILE AGE GROUP FOR PRINT FROM NEWSSTANDS IN 2021**

- Both Female and Male readers – 14% female and 86% male
- Main mass age group 28 to 55 years old
- 1<sup>st</sup> core age group 28 to 35 years old (stand 46%)
- 2<sup>nd</sup> core age group 36 to 45 years old (stand 28%)
- 3<sup>rd</sup> core age group 45 to 50 years old (stand 31%)
- 4<sup>th</sup> core age group 50 years old above (stand 17%)

## **READERSHIPS PROFILE AGE GROUP FOR ONLINE FROM GOOGLE ANALYTICS IN 2021**

- 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 17.37%)
- 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 5.14%)

**NXT** GAME

# LATEST TECHNOLOGY NEWS

NEXT ISSUE

NEXT ISSUE

# THERAGUN MINI, BUT IT PACKS A PUNCH!

Clarissa takes the Theragun Mini for some massage treatment on the go

As someone who does non-regular but vigorous exercises because of my tight schedule, every week or so with my gym machine isn't particularly a variety of different exercises, so I was pleasantly surprised when I had the opportunity to test out the new Theragun Mini, as a massage gun was just what I needed.

## Treatment anytime, anywhere

The main perk of the Theragun mini is that it is small and portable. As it is lightweight, I carry it along with me

daily to and from work or school easily in its soft case. The Mini extended Theragun's more proprietary bubble-massage to be the most compact design ever, and while it's not as powerful as the full-size version, it still provides the same before-sweat balance between power and ease, making it a convenient option for getting Theragun quality relief while on-the-go.

Due to long hours spent on the computer, I suffer from bouts of lower back pain which really reduces the quality of my work. Using the Mini, though it is small, it is strong

enough to relieve all the tension built up on my back. It is also great for after a muscle training/gym session to soothe my sore muscles. It is an indispensable device to be able to relieve the pain I just slip my Mini into a jacket pocket or shoe in my bag for easy access and a quick call or shoul-der slump.

## Guarantee Technology

Subtly shipping out a Massage gun with a quality of a study room or the school campus is not common practice. However, thanks to this Guarantee technology, I don't have to be embarrassed about the fact that I used a massage gun problem and enjoy my massage in peace. With this technology I experienced diverse, near-ideal operation.

## Extended Battery Life and Ergonomics grip

The Mini features a 1400mAh battery life, which is more than enough for the Mini to last up to 2 or 3 days, depending on use. I usually charge it the night before and work

the next day, it is ready to go! The Theragun Mini feels smooth and easy to hold. It does not hurt my hands or wrists even when I hold it for prolonged durations. It also has 3 different speeds for different intensities. The Mini also comes with the standard ball attachment, where it specifically targets large and small muscle groups. The impact level of this standard ball attachment is 3.5, as stated in their website.

## Theragun App

I find this application very useful as I'm a beginner at using massage guns. The app gives me step-by-step guidance, and which are the problem areas I should target to be the most relief. They were categorized it into specific categories. Examples include glutes, legs, lower back, and calves. With prolonged use of the app, users can personalize their routine. The application will deliver and suggest routines based on users' behaviors and preferences, to help reduce discomfort, stress, and tension.

Overall, the experience that the Theragun provided was one of the best. If not the best experience I had with a massage gun. Given its very intuitive controls and high-quality materials, it is no doubt that the brand is well-known in the market.

2019

www.nextmag

28

29

CAMBIO

NXT IN GAMES

GODFALL

by Jeff Labrecque

Godfall isn't your average first-person shooter. The developer, one of the few indie studios that actually has a studio, has a lot of ideas. And it's not just about the game itself. "We're not really a game studio," says lead designer and co-founder John Hight. "We're a studio that makes games." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging.

NADES

by Jeff Labrecque

In the action game Nades of Godfall, you play as a character who is a member of a secret society. The game is set in a world where the rules of physics are different. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging.

THE FALZOWAN: WARRIOR OPTION

by Jeff Labrecque

The Falzowan is a game that is both fun and challenging. It is a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging.

GHOST OF THUNDERBOLT DIRECTOR'S CUT

by Jeff Labrecque

Ghost of Thunderbolt is a game that is both fun and challenging. It is a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging. "We want to make a game that is both fun and challenging," says Hight. "We want to make a game that is both fun and challenging." The studio's focus is on creating a game that is both fun and challenging.

NADES

THE FALZOWAN: WARRIOR OPTION

GHOST OF THUNDERBOLT DIRECTOR'S CUT

THE FALZOWAN: WARRIOR OPTION

GHOST OF THUNDERBOLT DIRECTOR'S CUT

THE FALZOWAN: WARRIOR OPTION

GHOST OF THUNDERBOLT DIRECTOR'S CUT

THE FALZOWAN: WARRIOR OPTION

PHOTOGRAPH BY JEFF LABRECQUE

[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   |

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 2022

| MAIN ISSUE           | JAN         | FEB         | MAR         | APR         | MAY         | JUN         | JUL         | AUG         | SEP         | OCT         | NOV         | DEC         |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Publication Date     | 27 Dec 2021 | 25 Jan 2022 | 25 Feb 2022 | 29 Mar 2022 | 26 Apr 2022 | 27 May 2022 | 28 Jun 2022 | 26 Jul 2022 | 26 Aug 2022 | 27 Sep 2022 | 28 Oct 2022 | 25 Nov 2022 |
| Ad Material Deadline | 14 Dec 2021 | 15 Jan 2022 | 15 Feb 2022 | 16 Mar 2022 | 16 Apr 2022 | 17 May 2022 | 17 Jun 2022 | 16 Jul 2022 | 17 Aug 2022 | 16 Sep 2022 | 16 Oct 2022 | 17 Nov 2022 |

## PRINT



### DPS

420mm (W) x 284mm (H)



### Full Page

210mm (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

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





## 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



---

## CONTACTS

**FOR MORE INFORMATION ON EDITORIAL AND ADVERTISING, CONTACT:**

**Email** [info.nxt@kingsmanmedia.com](mailto:info.nxt@kingsmanmedia.com) **Tel** (65) 6583 7241

**FOR BRANDED CONTENT ENQUIRIES AND MEDIA PARTNERSHIPS, CONTACT:**

**Publisher** [lawrence.leong@kingsmanmedia.com](mailto:lawrence.leong@kingsmanmedia.com)

**KINGSMAN MEDIA PTE LTD**

410 North Bridge Road , #01-01 SPACES City Hall , Singapore 188726

**Tel:** (65) 6583 7241 [www.kingsmanmedia.com](http://www.kingsmanmedia.com)