

Grab The Attention

Of The Crème De La Crème Of Society

SENSORY



You have a premium car to launch. You have a cozy penthouse suite with an incredible view that you wish to market to a proud owner. You have a legendary timepiece to sell to someone who will treasure it through the generations. You have a Grand Cru for a wine connoisseur.

SENSORY is the perfect medium for you to make your brand known to a niche targeted high-income group of doctors and dentists – members of the Singapore Medical Association and the Singapore Dental Association. We assure you that **SENSORY** will give you the visibility that you seek among doctors and dentists.

Advertisement Specifications for **SENSORY**:

Circulation : 7,000 copies
 Readership : 21,000
 Publication : Bi-monthly
 Upcoming Issues : Year 2008: Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec
 Booking Deadlines : Year 2008: 20 Dec 2007, 20 Feb, 20 Apr, 20 Jun, 20 Aug, 20 Oct
 Material Deadlines : Year 2008: 23 Dec 2007, 23 Feb, 23 Apr, 23 Jun, 23 Aug, 23 Oct

AD MATERIAL SPECIFICATIONS : File format in high-resolution PDF. All fonts must be embedded. CMYK colours. Minimum resolution for embedded images/logos is 300dpi.

AD FULL PAGE DIMENSIONS : Trimmed: 280mm H x 210mm W
 Bleed: 286mm H x 216mm W
 Screen lines: 150

SENSORY Advertisement Rates (Year 2008)

	1x	3x	6x
OUTSIDE BACK COVER	5,800	5,510	5,220
INSIDE FRONT COVER	4,800	4,560	4,320
DOUBLE PAGE SPREAD	4,500	4,275	4,050
INSIDE BACK COVER	2,700	2,565	2,430
FULL PAGE	2,300	2,185	2,070
HALF PAGE	1,200	1,140	1,080
QUARTER PAGE	700	665	630

All rates are quoted in Singapore Dollars.
 All prices exclude prevailing Goods & Services Tax (GST).
 Specified premium positions at 15% loading.

Advertisement bookings for **SENSORY**, please contact:

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