

Уникальный
Singapore

MEDIA-KIT 2017



ABOUT

Gone are those days when a jack of all used to be high in demand. We now live in an era of niches, personalization and customization where a jack of all but the master of none is no longer appreciated. It's an era of core competence.



We, at “UNIQUE SINGAPORE” have understood this for the good. During the course of our journey we have tweaked our learnings to the fact that you must speak your customer’s language so as to reach them better alongside taking care of their interest best. This helps you to create emotional bonding with clear apprehension and loyalty.

We have incorporated our learnings into our print publication “UNIQUE SINGAPORE” – the name you can count on in the matters of talking to your

TG straight to their heart best if you represent a company of Russian origin or simply want to reach out Russians residing in Singapore or coming to Singapore on tour. The USP (Unique Selling Proposition) of choosing to be with us is that you essentially reach out to the Russian-speaking community living in or traveling through Singapore. By touching them at different levels of their lives, like business, leisure, healthcare, entertainment and more; and this namely in Singapore and South East Asian (SEA) countries.

HOW WE CONNECT WITH THE RUSSIANS RESIDING IN SEA OR VISITING TO SINGAPORE?

We buzz around the Russians living or visiting to Singapore and SEA region as a whole. Our mantra for success is to be on the top of mind awareness (TOMA) for the Russians here in Singapore and the SEA region.

We connect with them through:



› **Emotional bonding:** A trivial example can help us realize this better. Think about a product or service you like most and then begin to analyze why you like it. You will see yourself for sure that you have developed somewhat affinity towards the product or service over and above the use and utility of the same. That's called emotional bonding. You as an individual won't move away from that product or service easily for sure!

› **Clear apprehension & loyalty:** Mother tongue has a definite edge over any other language. In consequence you can by default get to see that people from different parts of the world talk in their mother tongue at home or when meeting a fellow countrymen.

WHAT IS UNIQUE SINGAPORE?

The most relevant question that may be popping up in your mind here is that what UNIQUE SINGAPORE is all about then? Let us explain you.



UNIQUE SINGAPORE IS A PRINT PUBLICATION PUBLISHED IN RUSSIAN LANGUAGE. OUR CORE COMPETENCE LIES IN IDENTIFYING AND ENLISTING THINGS OF INTEREST THAT THE RUSSIANS LOVE AND PLAY AROUND WHILE THEY ARE IN SINGAPORE AND SEA COUNTRIES FOR THE PURPOSE OF RESIDING HERE OR FOR TOURING.

Our expertise precisely lies on the following.

- › We offer the most convenient way of finding out all the informations that the Russians require for planning a successful trip to Singapore and in the nearby countries such as Thailand, Malaysia, Indonesia, Vietnam and beyond according to their personal itinerary.
- › We provide a turnkey solution and a single source of accurate and current information that sets the Russian-speaking free for an easy going, convenient and enjoyable tour or residing in SEA region.
- › We enjoy an unputdownable inter personal relationship with every Russian here in SEA region by virtue of our wide acceptability and presence that make us a unanimous choice in the matters of a well organized, user friendly, high quality and glossy publication.
- › We cater to not only Singapore, but also in the SEA region thereby maximize your reach among the Russian speaking community. In short *we cover your TG better than everyone else.*

DO YOU KNOW SINGAPORE TOURISM IS THE HOTSPOT DESTINATION

for Russian speaking people?

IF YOU
AREN'T STILL
CONVINCED
ABOUT THE
MARKET SIZE

—
we have the
pleasure to table
the information for
your knowledge
and reference for
the year 2016!



The average age of the Russian speaking people visiting Singapore is **35 – 36 years** and their average stay in Singapore is 4 days.

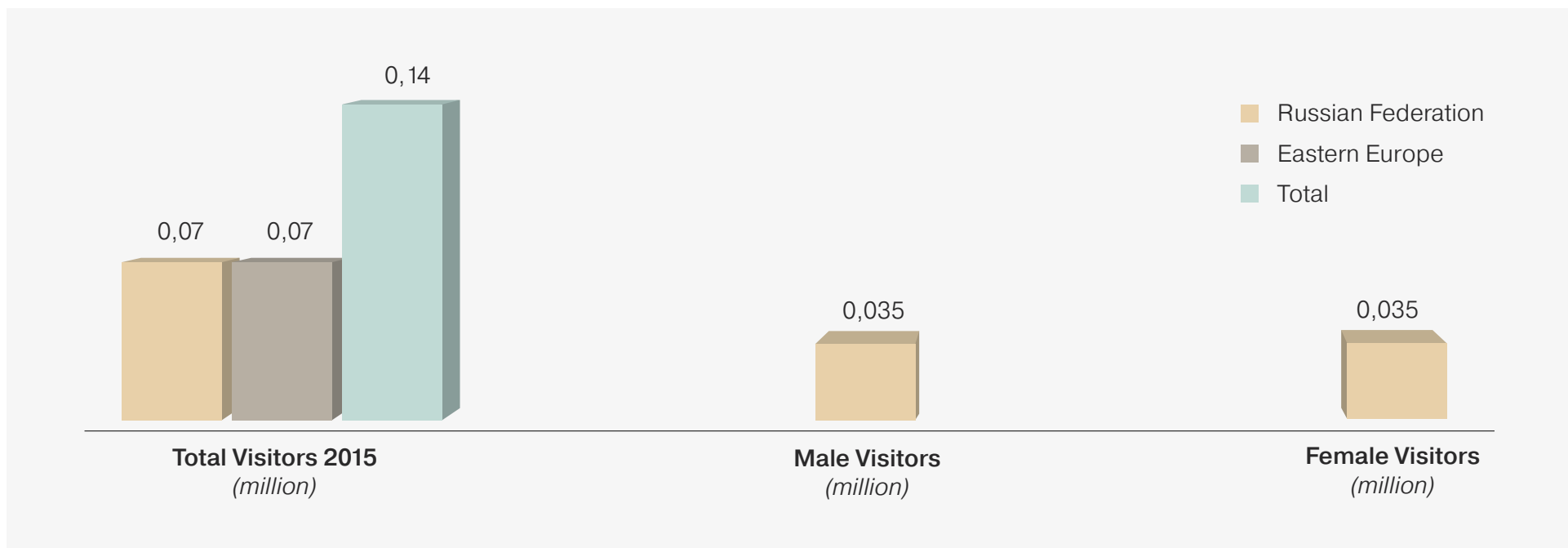
From the over **140 000 Russian-speaking** people coming through Singapore, **over 72 000** are from Russian Federation, of which more than **38 000 are male** and more than **34 000 are fe-**

male. Giving you a wide range of target to touch.

We publish over 10,000 printed copies of “**UNIQUE SINGAPORE**” annually and they circulate for FREE on all 5star hotels, tourist destinations, banks, healthcare centers and places of importance thereby make sure that you are visible everywhere frequented by your coveted TG.

SINGAPORE TOURISM DATA FOR RUSSIAN SPEAKING PEOPLE IN 2016

Source: Annual report of Singapore tourism statistic 2016 (latest version)



SINGAPORE TOUR BY RUSSIAN SPEAKING PEOPLE IS ON THE RISE

You have reasons to celebrate for being with us. Why? According to the embassy's statistics around 7,000 Russians have already made Singapore their temporary abode while more and more Russians are making a beeline for working here in Singapore in the hottest sectors like IT-industry, banking sector, expat services, marine sector. Interestingly some Russians are here to explore proprietary business interests. In

short Singapore is likely to become the second home for every Russian of your country.

The best part here is that Russians settled here in Singapore are mostly having families with kids. They are professionals with average high level of education and salary and generally regarded as the well selected community people as per our embassy reports.

WHAT WE DO – THE INSIDE STORY!!!

We feel it is the opportune moment for taking you through a brief journey on what we in reality do in the name of “UNIQUE SINGAPORE”. Here is a glimpse of our work in the attachment that contains the directory of 250 pages.



A glimpse on how we take our readers through “UNIQUE SINGAPORE”:

GETTING STARTED

- ▶ If you've just landed in Singapore – your new country of residence, it's tempting to start exploring. Our print publication guides newcomers through the local rules and regulations: opening a bank account, finding an apartment, setting up home, deciding on transport options and more.

EDUCATION

- ▶ Finding out the best education center for your children can become a difficult task in Singapore; through our print publication we layout the different options available – local and international schools, kindergartens, play gyms, art and music studios for your children and the education system in Singapore.





MEDICAL DIRECTORY

- › We provide information about local health system, offering selection of healthcare providers, such as clinics, hospitals and healthcare centers. Our publication guides people in the medical world of Singapore, featuring interesting and educational topics, latest technologies alongside introducing specialists with strongest background and experience.

BUSINESS & BANKING

- › We target Russian entrepreneurs here who are exploring business incorporation or relocation to Singapore. The directory includes private banking, incorporation companies, translation companies and other relevant services. On the flip side we also feature Asian businessmen who want to explore the Russian market and introduce their services to the Russian-speaking in Singapore and the SEA community.

HEALTH & BEAUTY

- › Singapore offers plenty of options to de-stress, invigorate and keep the body in shape. Spas, gyms, fitness clubs, yoga and beauty centers, all are featured in this section.

DINING

- › From the deli sandwiches to the best steakhouses, we provide a comprehensive dining guide on restaurants for all budgets with our reviews and input.



SIGHTSEEING & ENTERTAINMENT

- › The exciting island state of Singapore packs a big punch for such a small place, with an abundance of fun activities and entertainment venues to visit. There is something for the whole family, with sporting activities, exciting events, amusement parks and a great nightlife scene. Our sightseeing listings guide visitors through the most iconic and famous tours and attractions, as well as unique and under-the-radar outings and destinations.

CULTURE

- › All the biggest exhibitions, concert halls, festivals, family events, and more are gathered in one place with dates, detailed summaries and ticket information.

SHOPPING

- › Our shopping listing features stores and fabulous finds that are uniquely Singapore including a variety of shopping categories and places to browse from shopping emporiums to tucked away small businesses.

TRAVELLING AROUND SINGAPORE

- › We cover neighboring countries to make sure we also reach out to those traveling and recommend on how to spend time there, what you need to see and what you need to try alongside featured unique hotels and resorts.

OUR REACH

We are the unique Russian print magazine in Singapore and enjoy a unique leadership while communicating to your TG on one to one basis in a clutter free environment.

RUSSIA

- › Embassy of the Republic of Singapore in the Russian Federation
- › Singapore Tourism Board office in Moscow
- › Singapore Airlines Network
- › IE Singapore office in Moscow
- › Travel agencies (Moscow, Far East)
- › Skolkovo Innovation City
- › Domodedovo airport business lounge
- › Direct mailing

SOUTHEAST ASIA

Trusted Partners in:

- Thailand (Phuket, Krabi, Bangkok)
- China (Beijing)
- Indonesia (Bali)
- Malaysia (Kuala Lumpur, Langkawi)
- Hong Kong



SINGAPORE

- › Major Singapore attractions
- › Russian Club in Singapore (selective delivery to members)
- › Russian Club events
- › Embassy of the Russian Federation in the Republic of Singapore
- › Embassy of Ukraine in the Republic of Singapore
- › Embassy of the Republic of Kazakhstan
- › Complimentary delivery to Kalinka's customers (online Russian food shop)
- › Russian companies based in Singapore (Gazprom, VTB Bank etc.)
- › Changi airport business lounges
- › STB network
- › IE Singapore network
- › 5* Hotel Distribution
- › Targeted retail establishments
- › Banks and financial institutions
- › Medical clinics and hospitals
- › Fine restaurants
- › Travel agencies specialized in Russian market
- › Through medical agents
- › Spas and beauty salons
- › Property agents
- › Art studios & dance academies
- › Unique Singapore Magazine database



ADVERTISING RATES

The inevitable to be with us

Premium and special placement

FORMAT PRICE, S\$

Gatefold Cover	4 300
Outside Back Cover	3 700
Inside Back Cover	2 300
Inside Front Cover (1 st Double-Page Spread only)	3 100
2 nd Double-page Spread	2 900
3 rd Double-page Spread	2 600
Full Page (premium positioning)	1 600
Bind-in Insert (Full Page only)	3 500
Bookmark with ribbon	3 800

Normal position

FORMAT PRICE, S\$

Double-page Spread	2 200
Full Page	1 300
Half Page (Horizontal)	800
Listing	600

**Rates indicated are in Singapore dollars*

**Requested Placement Add 20%*

**Rates are subject to change*




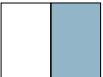
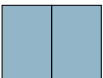


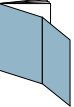

OUR USP

(Unique Selling Proposition)

- › We have I-ASIA (the travel agency that embarks on Russia/CIS countries) as our exclusive distribution partner in tourism.
- › We enjoy the strongest relationship with Russian expats living in Singapore.
- › We are the ONLY Russian language magazine in Singapore.
- › We participate in all events involving Russian speaking people.

TECHNICAL SPECIFICATION

SIZE

	Outside Back Cover	170 x 225 mm
	Inside Back Cover	170 x 225mm
	Double-page Spread	340 x 225 mm
	Full Page	170 x 225 mm
	Half Page (Horizontal)	160 x 105 mm
	Gatefold Cover	343 x 225 mm
	Bookmark with ribbon	50 x 200 mm



GENERAL GUIDELINES

- › Images of 300 dpi or more at 100% final placement size
- › All spot/special colors to four-color process
- › CMYK (Cyan-Magenta-Yellow-Black) files and images only
- › Press optimized PDF, EPS or TIFF format electronic files
- › 3 mm all-round bleed (for spreads only)
- › 3 mm all-round bleed except the spine (for full-page ad)
- › No bleed for half page, ads with exact dimensions
- › All fonts converted to outlines for avoiding font conflicts

WHAT WE COVER

*What are you waiting for? They say action speaks louder than words.
Be with us and feel the difference for life!*

Unique Singapore Annual Guide
Circulation - 10,000



Advert in print version



Digital Edition



Digital Edition

Available as a top-up for
existing advertisers.



Social Presence
Over 56,000 followers
[@unique_singapore](https://www.instagram.com/unique_singapore)



Social Presence
Over 4,800 followers
www.facebook.com/russianguidesg



Our popular website
Over 30,000 visitors per month
www.uniquesingapore.ru



Up to 10 client events a year, including Newcomers, Networking, Ladies, Family and other.
Face-to-face access to over 40 people per event

Speak to your advertising manager for more details