



MEDIA-KIT



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 project “UNIQUE SINGAPORE” – the name you can count on in the matters of talking to your target audience straight to their heart best if you

simply want to reach out Russian-speaking people 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 RUSSIAN SPEAKERS RESIDING IN OR VISITING SINGAPORE?

We buzz around the Russian-speaking community living or visiting to Singapore and SEA region as a whole. Our mantra for success is to be on the top of mind awareness for the Russian-speaking community 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.



Our expertise includes the following:

- > We offer the most convenient way of finding out all the information that the Russian speaking people require for planning a successful trip to Singapore and 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 people free for an easygoing, convenient and enjoyable tour or residing in SEA region.
- > We enjoy an unputdownable interpersonal relationship with every Russian-speaker here in SEA region by virtue of our wide acceptability and presence that makes us a unanimous choice in the matters of a well organized, user-friendly, high quality and trendy project.
- > We cater not only to Singapore, but also in the SEA region thereby maximize your reach among the Russian speaking community. In short we cover your target group better than everyone else.

UNIQUE SINGAPORE IS PROUD TO BE THE MOST INFORMATIVE AND COMPREHENSIVE SOURCE FOR RUSSIAN-SPEAKING AUDIENCE PROVIDING MATERIAL ON MEDICAL CARE, LEISURE, F&B, HOTELS AND ACCOMMODATION, BUSINESS AND TRAVEL BY HIGHLIGHTING VARIOUS ENTITIES AND SERVICES TAILORED TO SUIT OUR READERS' NEEDS AND, BASED ON CURRENT TRENDS AND DEMANDS.

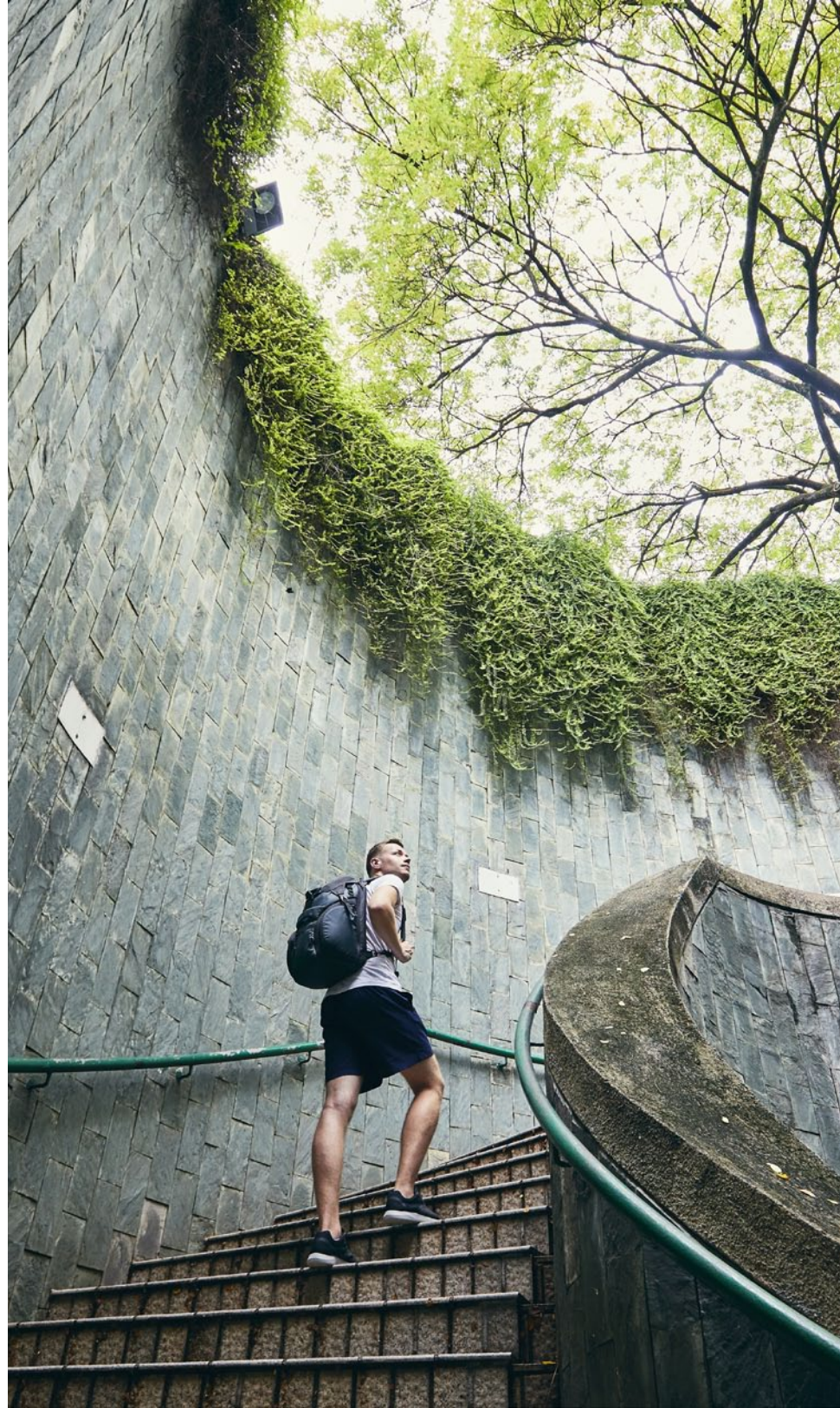
DEMOGRAPHIC PROFILE.

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
2019!

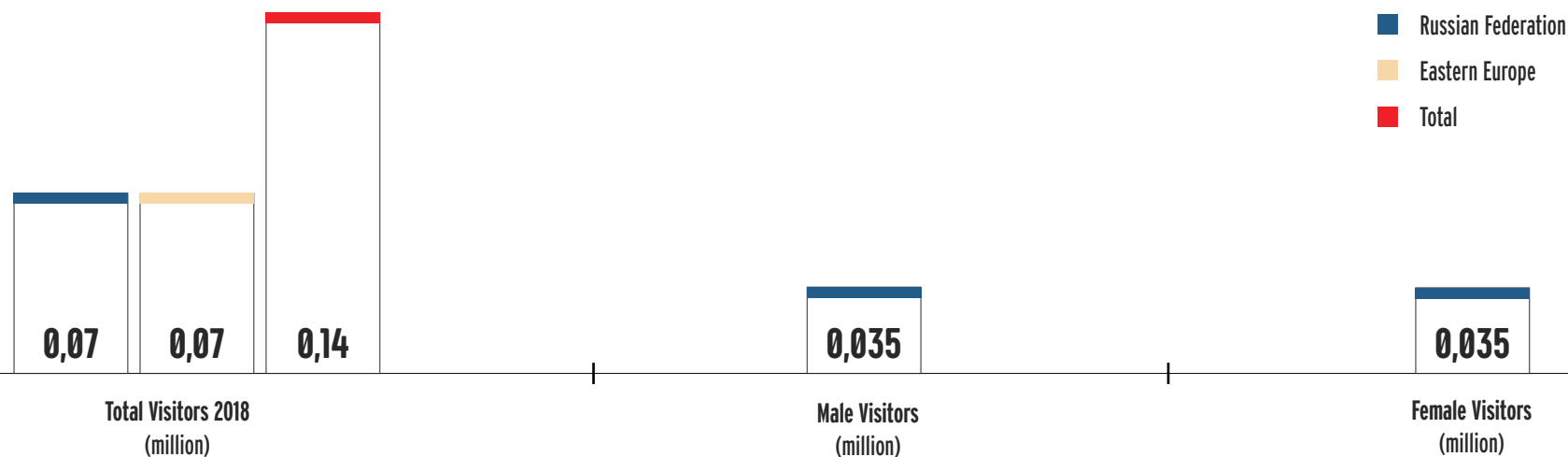
You have reasons to celebrate for being with us. Why? According to the embassy's statistics around 10,000 Russian-speaking people have already made Singapore their temporary abode while more and more Russians are making a beeline for working here in Singapore in the hottest sectors like IT-industry, start-ups, banking sector, expat services, shipping sector and establishing their own businesses here.

The majority of the Russian-speaking people settled here in Singapore are 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.



SINGAPORE TOURISM DATA FOR RUSSIAN SPEAKING PEOPLE IN 2019

Source: Annual report of Singapore tourism statistic 2019 (latest version)



The average age of the Russian speaking people visiting Singapore is 35 – 40 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 the Russian Federation, of which more than 38 000 are male and more than 34 000 are female. Here we want to highlight that by Russian-speaking we mean those people who are coming from Kazakhstan, Ukraine, Uzbekistan, Belarus etc.

We are active online 365 days a year through different channels:

- > Instagram - over 100K followers
- > Facebook - over 5.9K followers
- > Website - over 40K visitors monthly
- > E-book - over 1.4K downloads monthly
- > eDM-Blast - over 4.5K subscribers

We also publish over 10,000 printed copies of “UNIQUE SINGAPORE” annually and they circulate for FREE at all 5* hotels, tourist destinations, banks, healthcare centres and places of importance thereby making sure that you are visible everywhere frequented by your coveted target group.

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.



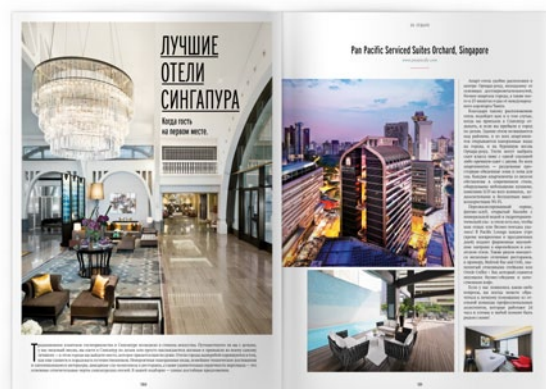
MEDICAL DIRECTORY

- › 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-speaking 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.



DIGITAL MEDIA.

We, at **UNIQUE SINGAPORE**, can also help you reach your target market through our digital platforms such as Instagram, Facebook, e-Newsletters and editorials on our beautiful website.

MAIN BANNER

› HOMEPAGE 1,300 SGD

The purpose of banner advertising is to promote a brand as well as to get noticed on the website and make the visitor click on it. The banner ad can take the visitor from the host website to the advertiser's website or a specific landing page/editorials.

Our in-house creative team will assist with the design of your banner free of charge.

Main Banner, Homepage

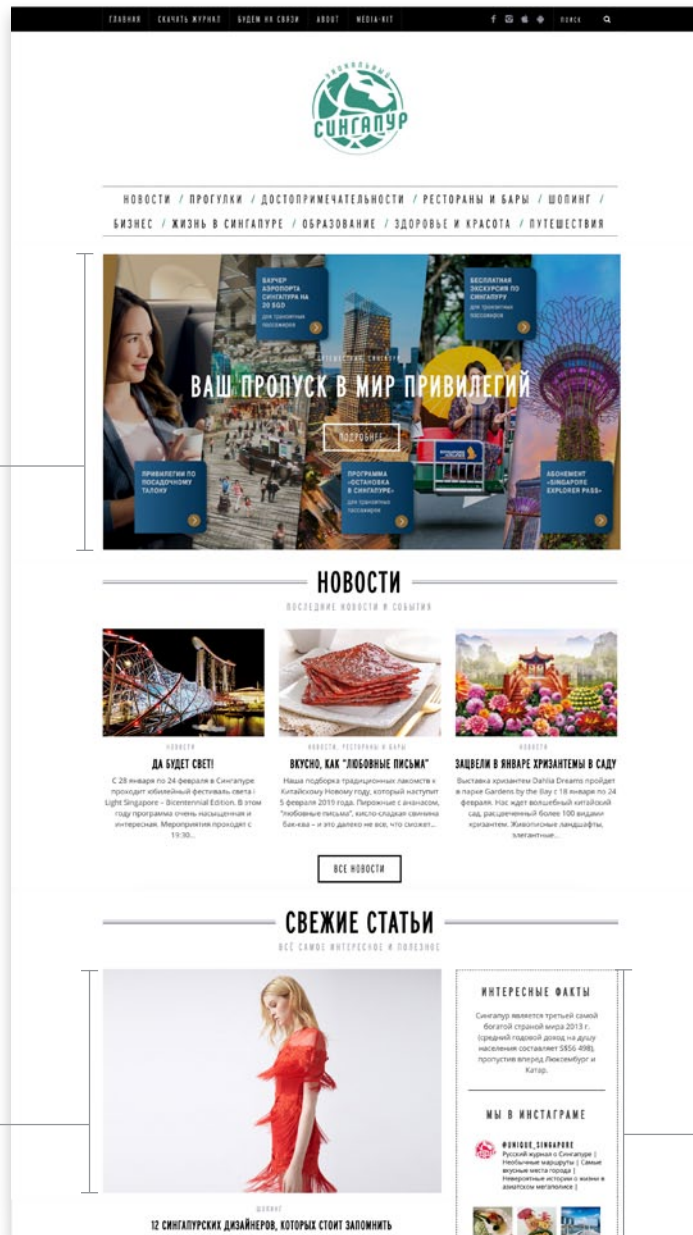
ONLINE CONTENT

› ADVERTORIAL 1,000 SGD

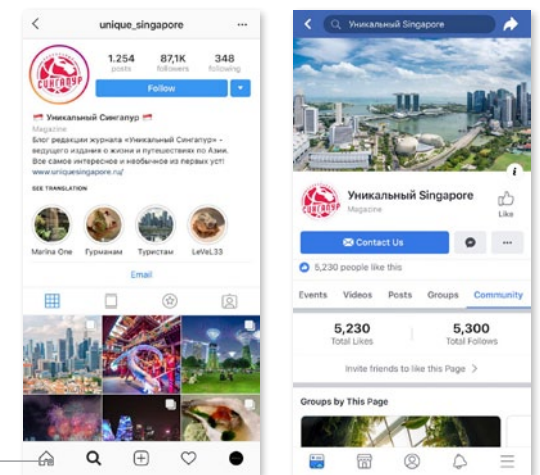
Content about the client in the form of an advertorial, that may be written by the client or by Unique Singapore team. All content is subject to copyediting to suit Unique Singapore's style. Up to 600 words; can include multiple images and URLs

Content promoted on the homepage for two weeks, then online for 12 months

Advertorial



WHICHEVER MODE YOU CHOOSE (AND WE CAN HELP YOU DECIDE), WE CAN BUILD A MARKETING PACKAGE TO ENSURE YOU REACH THE RIGHT TARGET AUDIENCE AND MAXIMISE YOUR AD SPEND.



› FACEBOOK & INSTAGRAM PROMOTION 600 SGD

Available as a top-up for existing advertisers. Unique Singapore team will post client advertorials and event listings on Facebook and boost it to ensure an approximate minimum reach of 5,000. We also create a post about the client for Instagram. Please note that we will copyediting the content to suit Unique Singapore Instagram's style.

* Rates indicated refer to cost per 6 months. Your advertising period could be fully customized and begin from any month of the year.

DIGITAL MEDIA.

CATEGORY BANNER

> 1,000 SGD

The banner advertising appears in respective categories. The banner gets very premium position on the top of the category. Our in-house creative team will assist with the design of your banner free of charge.

Category Banner

We, at UNIQUE SINGAPORE, can also help you reach your target market through our digital platforms such as Instagram, Facebook, e-Newsletters and editorials on our beautiful website.

WHICHEVER MODE YOU CHOOSE (AND WE CAN HELP YOU DECIDE), WE CAN BUILD A MARKETING PACKAGE TO ENSURE YOU REACH THE RIGHT TARGET MARKET AND MAXIMISE YOUR AD SPEND.



LIMITED NO. OF ADVERTISERS

To maximise visibility and individual share-of-voice (SOV), the number of advertisers in any single banner location on our homepage is strictly controlled to ensure a minimum 20% SOV for our clients. We also offer exclusive category-ownership campaigns for brands keen to have a longer presence on the website.

SIDEBAR BANNER

> 1,500 SGD

Client advertising will be promoted in the Sidebar for 12 months. This box appears in every article on the site. Only 3 clients a year will have this option due to limited space.

Sidebar Banner



ADVERTISING RATES.

The inevitable to be with us

Premium and special placement

FORMAT	PRICE, S\$
Gatefold Cover	4 500
Outside Back Cover	3 900
Inside Back Cover	2 500
Inside Front Cover (1 st Double-Page Spread only)	3 300
2 nd Double-page Spread	3 100
3 rd Double-page Spread	2 800
Full Page (premium positioning)	1 800
Bind-in Insert (Full Page only)	3 700
Bookmark with ribbon	4 000

Normal position

FORMAT	PRICE, S\$
Double-page Spread	2 400
Full Page	1 500
Half Page (Horizontal)	1 000
Listing	800

**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-speaking 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



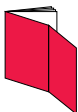
Full Page

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

OUR REACH.

We are the only magazine about Singapore in Russian language and reputable source of information for travellers, newcomers and expats.



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

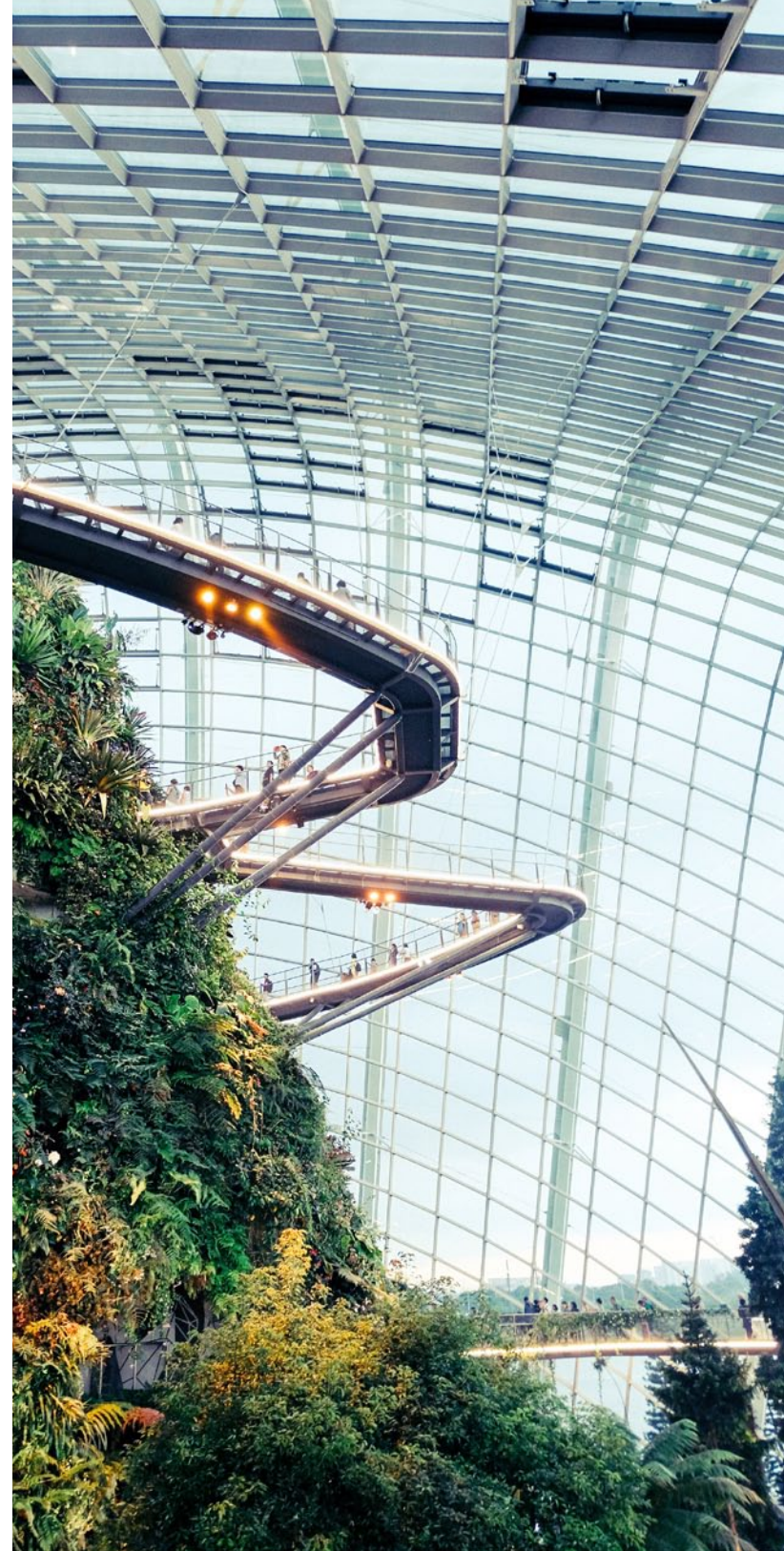
SOUTHEAST ASIA

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
- › 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 & CIS countries markets
- › Through medical agents
- › Spas and beauty salons
- › Property agents
- › Art studios & dance academies
- › Unique Singapore Magazine database
- › Unique Singapore Magazine events



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 MAGAZINE
CIRCULATION - 10,000



Advert in print version



Digital Edition



Digital Edition

**AVAILABLE AS A TOP-UP FOR
EXISTING ADVERTISERS.**

*Speak to your advertising
manager for more details*



Our popular website
Over 42,000 visitors per month
www.uniquesingapore.ru



Over 6,500 followers
www.facebook.com/russianguidesg



Over 100,000 followers
[@unique_singapore](https://www.instagram.com/unique_singapore)



Up to 15 client events a year,
including Newcomers, Networking,
Ladies, Family and other.
Face-to-face access to over 40
people per event