

her world



SINGAPORE'S

**NO.1
MAGAZINE**

FOR THE STYLISH
ACHIEVER

RATECARD 2007

Sharp Sophisticated Glamorous
Empowering Provocative

Her World is read by the stylish woman who is on top of her game. It is Singapore's authority on fashion and beauty, lifestyle trends and social issues, covered with depth, breadth and sophistication.

Her World is the best-loved women's magazine in Singapore.



Inside every issue

- Beauty and fashion trend reports and the latest buys
- Lifestyle, relationships, health, entertainment and current social issues, all provocatively covered
- Columns on love, sex, career, money, fitness, motoring, travel, home and gadgets, including entertainment and decor
- Special events include: Her World Woman of the Year, Her World Beauty Awards, Her World Golf Challenge Asian Series

Her World is the first and last word in fashion and beauty for the style-conscious Singapore woman. We also empower women in all aspects of their lives because we know: It's not enough to be just a pretty face.



The Her World woman?

- She's stylish, opinionated and confident, a go-getter and a discerning decision-maker.
- Her World knows the Singapore woman inside out.
- Her World is the smart read for the stylish achiever.
- Her World is the voice of the Singapore woman.

ADVERTISING RATES

FULL COLOUR (\$\$)

ROB Full Page	4,290
Outside Back Cover (OBC)	6,440
Inside Front Cover (IFC)	6,010
Inside Back Cover (IBC)	5,580
2/3 Page Vertical	3,440
1/3 Page Vertical	2,580
1/2 Page Vertical	3,200
1/2 Page Horizontal	3,010

PREMIUM POSITION LOADING

Front half	15%
Facing editorial	15%
Right-hand page	15%
Front half right-hand, facing editorial	25%

FREQUENCY DISCOUNT

(Within 12 months)*	
3 Insertions	5%
6 insertions	10%
12 or more insertions	15%

*Subject to a signed master contract

SPHmagazines

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SPH Magazines, publisher of Singapore's most-read magazines, stands for journalistic integrity, influential reporting and superior design.

Ad Sales Hotline 6319-6281
Ad Traffic 6319-6341

FAST FACTS

Circulation	62,530
<small>(Audited by Audit Bureau of Circulations Singapore)</small>	
Readership	200,000
<small>(Source: Nielsen Media Index 2006)</small>	
Frequency	Monthly

READERSHIP PROFILE

	('000)	(%)
Read Past Month	200	100

SEX

Male	25	12.5
Female	175	87.5

AGE

15-19	10	5.0
20-24	24	12.0
25-29	32	16.0
30-39	69	34.5
40-49	41	20.5
Above 50	24	12.0
Median age 34		

EDUCATION

Secondary & below	12	6.0
GCE 'O' or 'N' Level	56	28.0
GCE 'A' Level	16	8.0
Polytechnic	44	22.0
University	73	36.5

CURRENT OCCUPATION

PMEB	83	41.5
White Collar	57	28.5
Blue Collar	4	2.0
National Service	0	0.0
F/T Housewife	32	16.0
Students	14	7.0

PERSONAL MONTHLY INCOME

Up to \$1,000	5	2.5
\$1,001-\$2,000	38	19.0
\$2,001-\$3,000	32	16.0
Above \$3,001	59	29.5
Median \$2,776		

HOUSEHOLD INCOME

Up to \$2,000	11	5.5
\$2,001-\$4,000	34	17.0
\$4,001-\$6,000	32	16.0
Above \$6,001	122	61.0
Median \$7,003		

DWELLING TYPE

Bungalow/Compound/Semi-D	27	13.5
Condo/Pte Apt	61	30.5
HDB 1-2 Rooms	1	0.5
HDB 3 Rooms	17	8.5
HDB 4 Rooms	36	18.0
HDB 5+ Rooms	42	21.0
Executive/HUDC	17	8.5

National Median Personal Monthly Income: \$1,955
National Median Household Income: \$3,833
(Source: Nielsen Media Index 2006)

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