

**GO!**  
MAGAZINE  
GROUP

**SILVER WIN AT MPAS AWARDS 2018**  
**MEDIA OF THE YEAR ORIGINAL CONTENT**

**mpas** MEDIA  
PUBLISHERS  
ASSOCIATION  
SINGAPORE



# GO! SINGAPORE



## PRESENTATION

Go! Magazine Group are proud to announce that we are now launching the most successful international magazine concept in Singapore. We currently have editions in Scandinavia and Dubai and reach both visitors and natives in these places. The concept is to provide the market with a 100% positive reading experience with interesting content and high end advertisers attracting more business and customers to you. As an advertiser you will always be in a positive editorial environment that will boost your business and brand. This is our concept and we are convinced that it will be as successful in Singapore as in all the other places we operate. Welcome to a whole new experience with us at Go! Magazine Group.

## THE COMPETITIVE EDGE

Both regular ads and "Our favourite..." are cost effective ways to reach out to both visitors and natives that are looking for your specific business. "Our favourite..." are very popular and provides a short presentation of your unique business helping your potential customers to choose where to go for their next experience. And to get the most out of you marketing investment we strongly suggest to use both regular ads and "Our favourite" to maximize your brand visibility and attract customers.

## CONTENT OF GO! SINGAPORE

The content of Go! Singapore is focusing on only positive experiences like dining, shopping, where to go, what to experience, active lifestyle, health, interviews, culture, arts, music, heritage and so on. The content is written in a positive and exciting way to attract interest from both visitors and natives of Singapore.

## QUALITY OF GO! SINGAPORE

As advertiser you would only be interested in being associated with the highest quality when it comes to printing and layout. Go! Magazine Group only uses the best printing houses and the highest paper quality available to ensure that the magazine attracts the right high end clientele. Thick paper and a UV-coated front and back makes sure that the magazine looks fantastic and withstands the handling of a lot of readers which adds value to you as an advertiser.

**220 DISTRIBUTION POINTS**

**287,000 READERS**



# ADS PRINT



## BOOKING & TERMS OF PAYMENT

Booking of regular ads in Go! Singapore is done in single or multiple installments according to agreement. When a booking is made a confirmation is sent from Go! Magazine Group to the advertiser confirming publication date(s), size, cost and deadline for material. Immediately after confirmed booking Go! Magazine will send out an invoice to the client to be paid without delay after receiving the invoice.



## DELIVERY OF MATERIAL

The client is to deliver a "ready to print" PDF-ad by e-mail to Go! Magazine Group HQ no later than the stated deadline date. The ad must be made according to specifications stated. Any faults or missing content in the ad is not the responsibility nor liability of Go! Magazine Group.

**Please send your ad material to [sales@gomagazinegroup.com](mailto:sales@gomagazinegroup.com)**



## DISTRIBUTION

Go! Singapore is distributed for free to approximately 250 hotels and other visitor hubs all over Singapore. With a circulation of 300.000 copies in 2018 you're reach is over 1.260.000 readers who are actively looking for your business.

## PRINT SPECIFICATIONS

**CIRCULATION:** 70.000/issue

**FORMAT:** 210 x 270 mm

**PAPER:** cover 130 gr WFC, UV-coated, inlay 80 gr Star Silk

## SPECIFICATIONS AD-FILES:

Pressoptimised PDF file, incl fonts.

Color: 4 colors (CMYK). No pantone or decor colors.

Color profile: ISO coated v2 300% (ECI).

Pictures in ads: high resolution, 300 dpi.



## PUBLISHING

ISSUE	PUBLISHING DATE	DEADLINE MATERIAL
FEBRUARY/MARCH	I FEBRUARY	I JANUARY
APRIL/MAY	I APRIL	I MARCH
JUNE/JULY	I JUNE	I MAY
AUGUST/ SEPTEMBER	I AUGUST	I JULY
OCTOBER/NOVEMBER	I OCTOBER	I SEPTEMBER
DECEMBER/JANUARY	I DECEMBER	I NOVEMBER

# DISTRIBUTION & CIRCULATION



## FIRST POINT CONTACT

1

STB, CHANGI AIRPORT, FERRY TERMINALS AND CUSTOMS

## SECONDARY POINT CONTACT

2

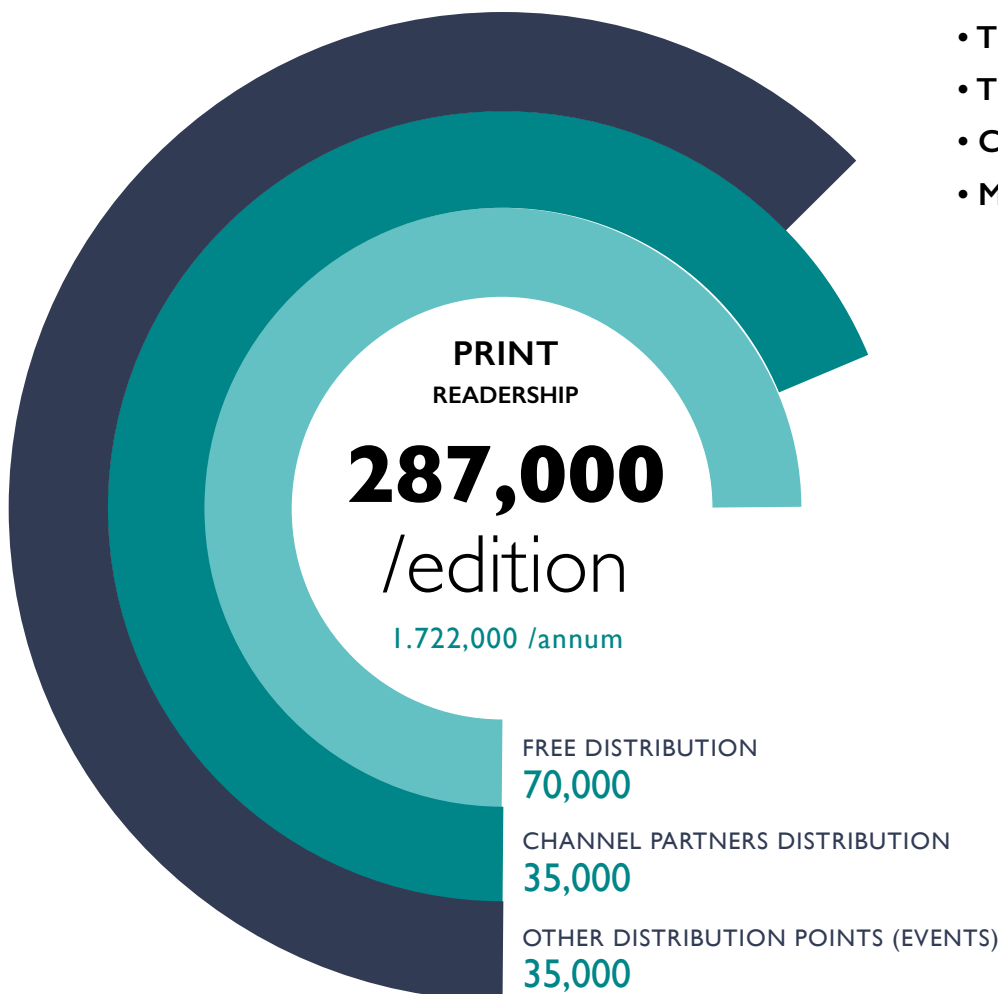
HOTELS, SHOPPING MALLS

## TERTIARY POINT CONTACT

3

ATTRACTIONS, RESORTS, SERVICED APPARTMENTS, PLACES OF INTEREST, CULTURAL LOCALITY

- Singapore Tourism Board
- Changi Airport
- Ferry Terminals
- Customs
- Hotels
- Resorts
- Serviced appartments
- Shopping Malls
- Attractions
- Restaurants
- Cultural Venues
- Tickets Offices
- Theatres
- Concert Halls
- Museum



# READERS SURVEY



## POPULATION ANALYTICS

- Relevant and timely messaging gives advertisers the opportunity to attract customer interest and action.
- Get your message to your audience at the right time and in the right place secures consumer interaction.

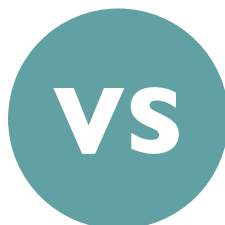
VISITORS **51%**



NATIVE **49%**

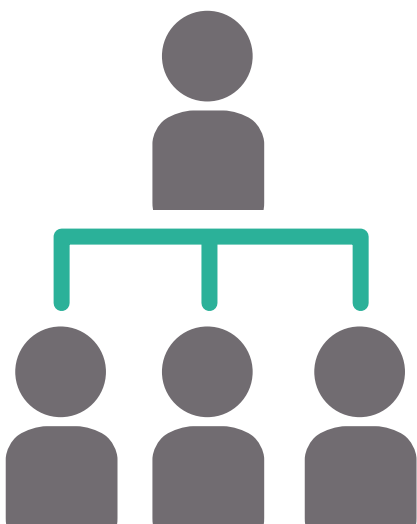
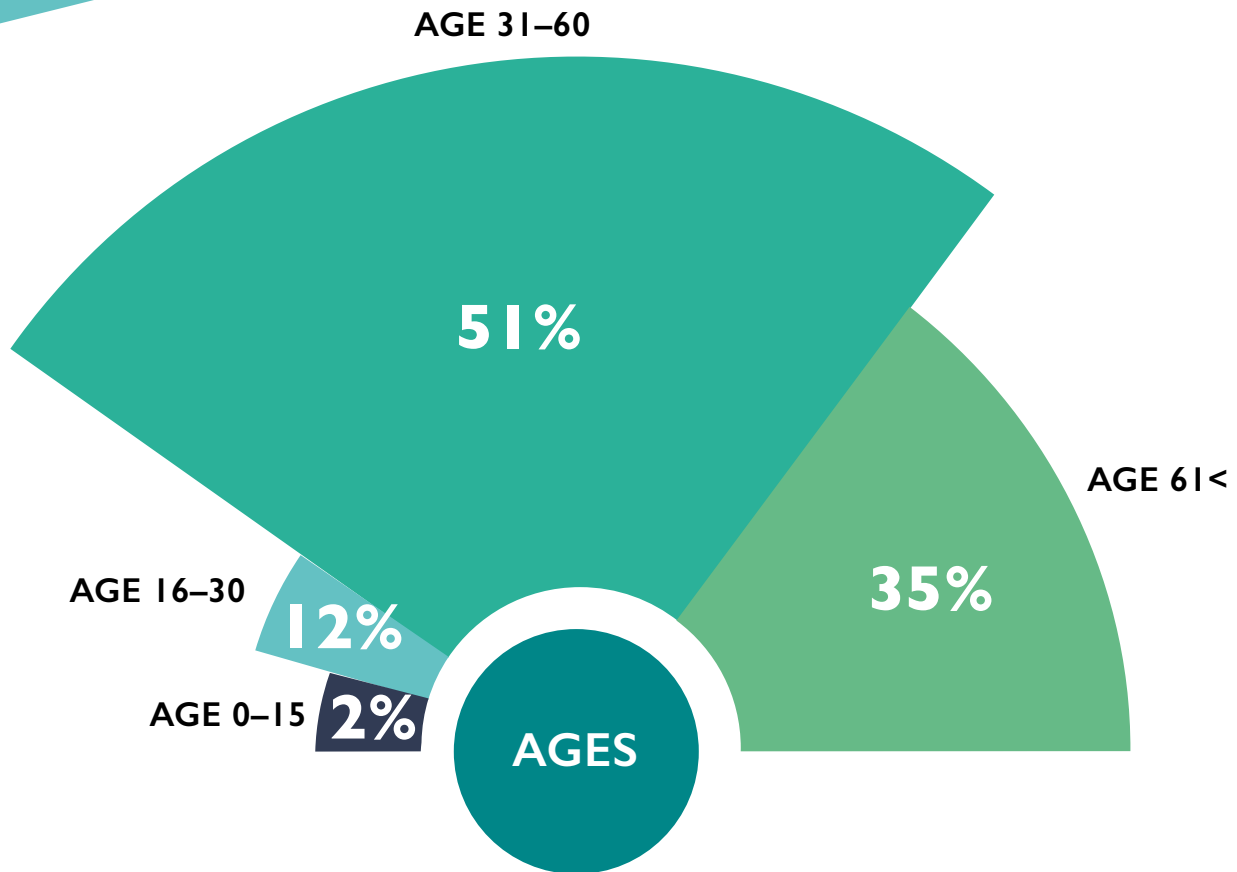


**47%**  
MEN



**53%**  
WOMEN

# OUR READERS



## OUR READERS DEMOGRAPHIC

- Highly affluent with large disposable incomes
- 55% of readers have a household income greater than \$200,000 44% of expat readers have more than \$10,000 in disposable monthly income
- 82% of respondents take more than three leisure trips a year 91% enjoy eating out regularly
- 63% go to the cinema, theatre or other live events once a month
- 86% keep the magazine or clip out pages for future reference
- 73% of readers have purchased a product/service based on recommendation

# ADS PRINT



## DOUBLE PAGE SPREAD

420 x 270 mm + 5 mm

Double page spread: SGD 24 995

Inside front

cover spread: SGD 27 995



## FULL PAGE

210 x 270 mm + 5 mm

Full page: SGD 13 995

Inside front cover: SGD 16 295

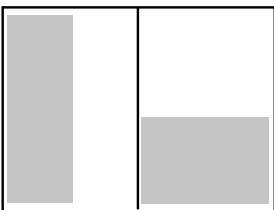
Inside back cover: SGD 16 295

Outside back cover: SGD 18 995

## NATIVE ADVERTISING

Native advertising is an editorial space, bought by the advertiser. The advertiser delivers a "ready to use" PDF-page by e-mail containing photos, text and other content. The content must be according to laws and regulations in Singapore and the quality standards of Go! Magazine Group. Go! Magazine Group have the possibility to reject any adverts that doesn't fall within the stated boundaries.

PRICE: ON DEMAND

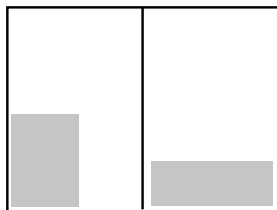


## HALF PAGE

Vertical 89 x 233 mm

Horizontal 182 x 114 mm

Half page: SGD 7 995



## QUARTER PAGE

Vertical 89 x 114 mm

Horizontal 182 x 63 mm

Quarter page: SGD 5 995

## INSERTS

Inserts is a free-standing, self-contained addition to the magazine. The advertiser delivers full material in a "ready to use" PDF-format. Page volume is starting at 8 pages and then in 4-pages intervals (12, 16, 20 pages and so on) Go! Magazine Group have the possibility to reject any inserts that doesn't fall within the stated boundaries.

PRICE: ON DEMAND

# OUR FAVOURITE...



## BOOKING & TERMS OF PAYMENT

“Our favourite...” is booked in either 3 issues or 6 issues stints. When a business books a 6 issue package the ad will be at the beginning of the unique segment followed by the 3 issue bookings. This gives an advantage over the short term advertisers.

Billing will be in advance for the whole period. Immediately after confirmed booking Go! Magazine will send out an invoice to the client to be paid without delay after receiving the invoice.

## DELIVERY OF MATERIAL

We need the material sent by e-mail to the address below. Written in English with a short and inspiring presentation of the business and what makes it unique. Full name of the venue, address, phone number, opening hours and a web address (optional). Max 100 words including numbers.

**Please send your ad material to [sales@gomagazinegroup.com](mailto:sales@gomagazinegroup.com)**

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**PAPER:** cover 130 gr WFC, UV-coated, inlay 80 gr Star Silk

## SPECIFICATIONS OUR FAVOURITE...

100 words/ad, in English  
Name, address etc and short presentation.



**PRICE: SGD 600**



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