SALT

MEDIA KIT
As an essential ingredient in cooking, salt brings together, accentuates, and enhances flavours. In the same way, SALT magazine aims to bring out the best in food journalism with culinary prose, evocative photo-essays, and inspiring reads chronicling the way the world eats and drinks. On our bi-monthly print publication, we embrace tantalising long-form writing, while up-to-minute dining news will be served hot on the website. We hope to create a discerning community that appreciates the provenance, the artistry and the conviviality of dining.
**UNIQUE SELLING POINTS:**

- **Editorial integrity:** SALT offers experiential storytelling and first-hand accounts plus insider perspectives from industry columnists.

- **Design direction:** SALT’s stylish and minimalist aesthetic offers a modern look. Photo-essays and stunning food spreads work in tandem with our focus on long-form writing on print.

- **Interactive elements:** Video content on the website complements stories in the print magazine. Stories on print are also optimised for a digital audience.

- **Events:** Wine tastings and dining sessions known as SALT Sessions will be held bi-monthly.

- **Social media engagement:** In addition to the print magazine and website, SALT maintains a strong presence on a variety of platforms like Facebook and Instagram.

**TARGET AUDIENCE:**

- affluent and sophisticated professionals
- the curious and open-minded food obsessives
- chefs, restaurateurs, and hoteliers

**EDITORIAL CONTENT:**

- the magazine is divided into two sections: Lightly Salted briefs and long-form features
- farm-to-table features
- chef and winemaker are profiled in an engaging way. I.E My Career in Seven Dishes, What’s Your Spirit Drink, and A Day With.
- interviews with local heritage food purveyors
- tried-and-tested cookbook reviews
- insider discussions on the latest food and beverage issues
- beautifully styled food spreads with recipes found online

**WEBSITE CONTENT:**

- the latest restaurant news served hot 24/7
- hashtag stories for each day of the week. I.E. #PickmeupMonday, #TakeMeAwayTuesday
- Emoji wine reviews
- interactive videos showing kitchen hacks and chef discussions
- industry columnists give behind the scenes coverage
- travel features
TV host-turned restauranteur/chef Angela May took the reins of our Instagram account for a look into a day at her restaurant, Angela May Food Chapters. For more, please visit our Instagram page @saltmagazine.asia

The Le Cordon Bleu, Sydney-trained May sources, produce and curates the menu at the restaurant. Her favourite dish? The spiced kale tofu and sugarsnap pea salad.

The team testing pandan cake recipes for their National Day dessert.

A sample of red-veined sorrel sent over by Packet Greens, another local farm.

You'll find plenty of vibrant, vegetable-focused dishes at May's restaurant, thanks to a pledge to use produce from local farms. This reduces their carbon foodprint and ensures the delivery of fresh ingredients.
PLEASE PROVIDE CREATIVE IN SOFT COPY. DIGITAL SPECIFICATIONS AS FOLLOWS:

• Mac formatted disks & flash drives and cd-roms
• PDF, TIFF or EPS
• 300 dpi @ 270 mm (h) x 205 mm (w)
• All images/files must be converted to CMYK
• All fonts to be converted to outlines
• Final colour proof for printer’s reference
• For all partial size advertisement, keep all type matters and illustrative material at least 5mm away from trimmed dimensions.
• There is a 10% surcharge for all partial size bleed advertisement.

TECHNICAL DATA
Magazine size
Specs: 270 mm (h) x 205 mm (w)
Cover: Matt Finishing
Text: Matt Finishing
Font: Contemporary

Bleed
• For full page and double page spread bleed advertisements, please add 3mm to all 4 sides.
• Due to mechanical tolerances, type matter on double page spreads must be kept 10mm away from the centrefold on each page.
• The publisher reserves the right to trim 3mm of each edge of the trimmed page dimensions. Type matter or illustrated material not intended to bleed must be kept to this tolerance.
• There is no extra charge for full page bleed advertisement.
SPECIFICATIONS
ADVERTISEMENT SIZES

Full page
Trimmed: 270 mm (h) x 205 mm (w)
Bleed: 276mm (h) x 211 mm (w)
Text Area: 230mm (h) x 165 mm (w)

Double page spread
Trimmed: 270 mm (h) x 410 mm (w)
Bleed: 276mm (h) x 416 mm (w)
Text Area: 230 mm (h) x 370 mm (w)

1/2 page vertical
Trimmed: 102.5 mm (h) x 270 mm (w)
Bleed: 108.5 mm (h) x 276 mm (w)
Text Area: 62.5 mm (h) x 230 mm (w)

1/2 page horizontal
Trimmed: 135 mm (h) x 205 mm (w)
Bleed: 141 mm (h) x 211 mm (w)
Text Area: 95 mm (h) x 165 mm (w)

Premium top banner:
129px (h) x 957px (w)

Premium side banner
428px (h) x 428px (w)

2nd fold horizontal banner:
129px (h) x 957px (w)

Side banner
330px (h) x 330px (w)

Wine & Travel vertical banner ad
1160px (h) x 330px (w)
ADVERTISING RATES
Prime position (Full Page) Per insertion $6,800
Outside back cover $6,000
Inside front cover $5,600
Inside back cover $5,500
Page 1 $5,200
Facing editor’s note $5,200
Facing contents page
Run-on-page
Double page spread Per insertion $8,800
Full page $5,000
1/2 page (vertical/horizontal) $2,600
Advertorial $6,000
Online
Web video advertising Per insertion $5,000
Web top banner $3,500
Web side banner $2,500
e-newsletter banner ad $2,500
EDM/25,000 database $3,500

PRODUCTION SCHEDULE 2018
Issue/month Booking Material Deadline
Mar-Apr 2 Feb 9 Feb
May-Jun 2 Apr 18 Apr
Jul-Aug 2 Jun 17 Jun
Sep-Oct 2 Aug 17 Aug
Nov-Dec 2 Oct 18 Oct

CIRCULATION- 15,000

CL MEDIA PTE LTD
UEN:201703491C
26 Sin Ming Lane #02-118
Midview City Singapore 573971
Tel: (65) 6570 0202
Email: saltmagazine@clmedia.com.sg
www.saltmagazine.com.sg