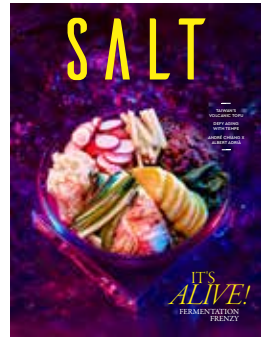
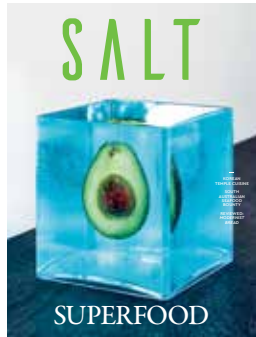


SALT



MEDIAKIT



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.

SALT



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



1. IG Chef Takeover 2. Hotel Feature 3. Coffee With 4. A Day With 5. Seven Dishes 6. Provenance 7. What's Your Spirit Drink
8. Food Spread 9. SALT Goes To

SALT



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.

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



• • • • 20MM SPACING FROM THE BORDER

FULL PAGE SAMPLE

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

**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 verticle banner ad

1160px (h) x 330px (w)





ADVERTISING RATES

Prime position (Full Page)	Per insertion
Outside back cover	\$6,800
Inside front cover	\$6,000
Inside back cover	\$5,600
Page 1	\$5,500
Facing editor's note	\$5,200
Facing contents page	\$5,200

Run-on-page	Per insertion
Double page spread	\$8,800
Full page	\$5,000
1/2 page (vertical/horizontal)	\$2,600
Advertorial	\$6,000

Online	Per insertion
Web video advertising	\$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



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