

# SPARKLE

IGNITING YOUR PASSION FOR LIFE & TRAVEL



RATECARD 2011

## introducing SPARKLE

www.parkhotelgroup.com

Ignite your passion for life and travel with Sparkle.

Sparkle is the in-room magazine of Park Hotel Group, one of Asia-Pacific's fastest expanding hospitality groups. The bilingual title features luxury travel and lifestyle-related editorials that appeal to the key demographics of Park Hotel Group's guests, namely business travellers, corporate road warriors and well-heeled leisure travellers.



Sparkle is published quarterly and is read by the guests of Park-branded Hotels located in six Asian cities – totalling 2,500 rooms.

### ADVERTISING RATES

ROP POSITIONS	(SG\$)
HALF PAGE HORIZONTAL	2,800
FULL PAGE	3,500
DOUBLE PAGE SPREAD	6,400
PREMIUM POSITIONS	
INSIDE BACK COVER	4,200
INSIDE FRONT COVER	5,600
OUTSIDE BACK COVER	5,900
INSIDE FRONT COVER SPREAD	7,700

### LOADING FEES

INSERTION	LOADING
FACING 1ST EDITORIAL	15%
FACING 2ND EDITORIAL	15%

### FREQUENCY DISCOUNTS

INSERTION	DISCOUNT
2	5%
4	10%

### TECHNICAL SPECIFICATIONS (HEIGHT X WIDTH, MM)

SIZE	TRIMMED	TEXT	BLEED
DOUBLE-PAGE SPREAD	265 X 400	245 X 380	275 X 410
FULL PAGE	265 X 200	245 X 180	275 X 210
HALF PAGE HORIZONTAL	132.5 X 200	112.5 X 180	142.5 X 210

SCREEN LINE SHOULD BE 175 DPI. THE RESOLUTION OF PDF FILE SHOULD BE 300DPI OR HIGHER.  
COPY AND ILLUSTRATIONS MUST BE KEPT AT LEAST 5 MM FROM SPINE AND TRIM LINES

AD SALES TEL 6319 3022 EMAIL jrani@sph.com.sg  
AD TRAFFIC TEL 6319 6343 EMAIL ramosp@sph.com.sg

### FAST FACTS

CIRCULATION	14,000
READERSHIP	70,000
FREQUENCY	Quarterly (Jan, Apr, Jul, Oct)
RECIPIENTS	Hotel guests of various Park Hotels in:
	<b>Singapore – Grand Park Orchard, Grand Park City Hall &amp; Park Hotel Clarke Quay (7,000 copies)</b>
	<b>China – Grand Park Kunming (1,900 copies), Grand Park Wuxi (1,500 copies) and Grand Park Xian (1,200 copies)</b>
	<b>Japan – Grand Park Otaru (1,200 copies)</b>
	<b>Hong Kong – Park Hotel Hong Kong (1,200 copies)</b>

The title is further distributed\* in Singapore, Hong Kong and China to:

- Leading Airport Lounges
- Top Recreation Clubs
- Renowned Golf Associations
- Prominent Embassies

\*A detailed list is available upon request.

### HOTEL POSITIONING

**Grand Park** is a luxury brand that offers the sophisticated traveller premium accommodation, extreme comfort and outstanding service. They are located in major urban centres and gateway cities.

**Park Hotel**, located in prime city centres, is a dynamic upscale brand that delights discerning travellers with its contemporary design, convenience and high levels of comfort and style.

### READERS' DEMOGRAPHICS OVERVIEW

Singapore, Hong Kong and China: 70% business travellers and 30% leisure travellers.

Japan: over 60% regional and domestic travellers.

### MANDATORY ADVERTISEMENT MATERIAL REQUIREMENTS

**FORMAT** | Print-optimized PDF file with embedded fonts. File should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1. It should be submitted via Quickcut or EADS electronic file transmission applications. **RESOLUTION & COLOUR** | All images must be converted to CMYK, uncompressed, with minimum 300dpi. **PROOFS** | A colour digital proof with the SPHM colour control bar, complete with standard trim and bleed marks, should be supplied for colour guidance on press. **SPH MAGAZINES COLOUR STANDARD** | All advertisement materials must adhere to the SPH Magazines Colour Standard, which can be downloaded from <http://www.sphmagazines.com.sg/advertising-specs>.