

# SilverKris

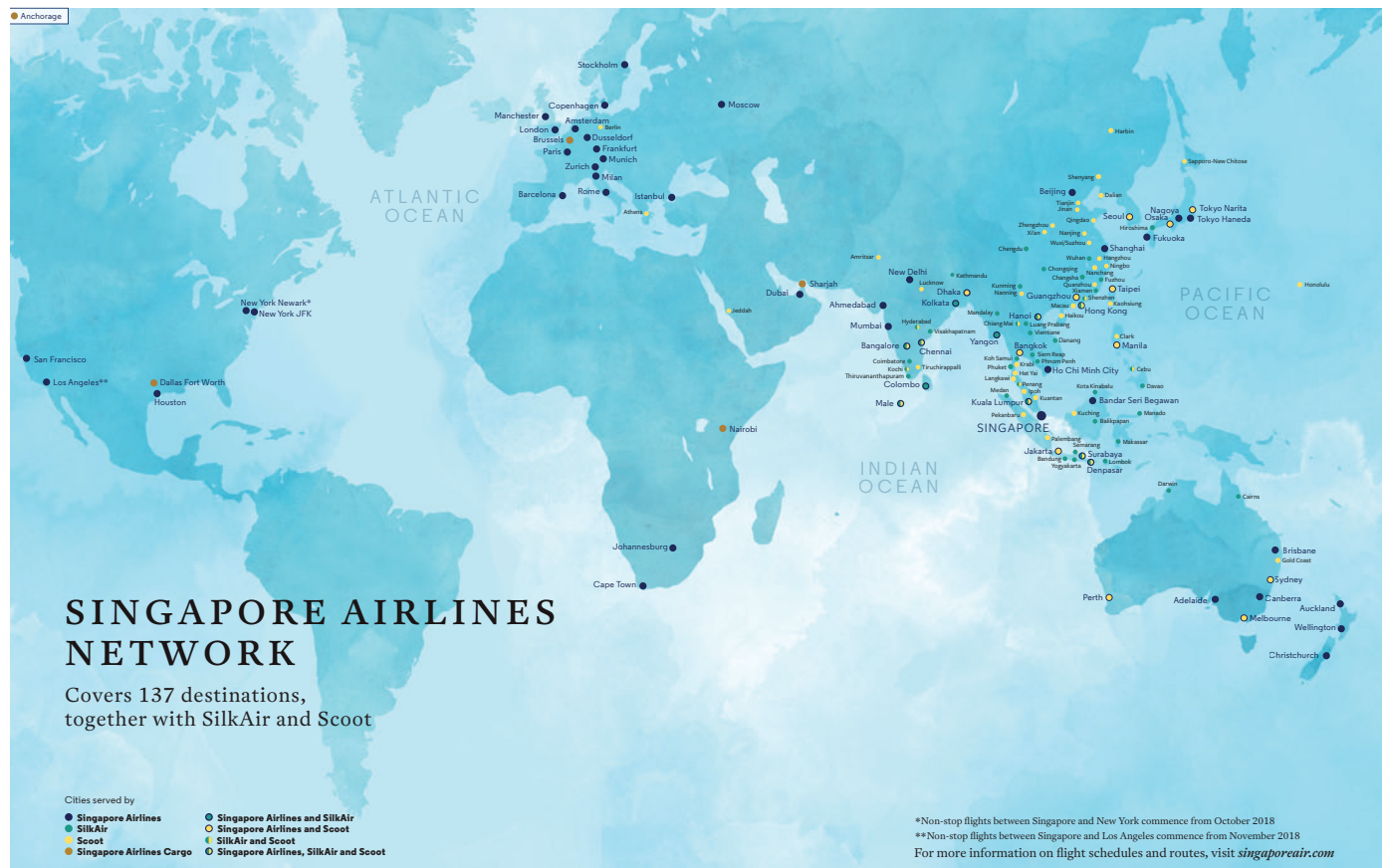
— 2018 | 2019 —

MEDIA  
KIT

# A COVETED PARTNERSHIP

The world's most awarded carrier, Singapore Airlines (SIA) flies 1.6 million travellers every single month, via 3,400 flights, and its expansive network includes 370 destinations in 86 countries.

In 2018, Skytrax named SIA the "World's Best Airline" in their annual World Airline Awards. In addition, SIA also received other awards including "Best Airline in Asia", "World's Best First Class" and "Best First Class Airline Seat".



**19.2** million annual passengers

**370\*** destinations

**3,400** monthly flights

**110** aircraft in fleet

# The impact of travel media

*Have your brand not only seen but remembered*



Travellers are 50% more engaged reading inflight than when on the ground

Inflight media is always inspiring and positive

Travel media reaches real people in a controlled environment

Travel media has the most affluent readership in the world

74% of passengers read inflight magazines

Passenger numbers will double in the next 20 years

Passenger numbers are growing 3-5% every year

Ink is the largest travel media company in the world with award-winning content

# An inflight magazine that does more

The reimagined *SilverKris* is a beautiful, world-class publication that truly reflects Singapore and Singapore Airlines' position as a global leader in the airline industry.

The title features an entirely bespoke front section called "The SQ", which provides readers with a curated briefing on the hottest happenings and must-know trends around the world.

One of the key elements of this section is "Curators", where an ace team of Singaporean experts delivers insights about their respective industries. Other highlights include new hotel openings across SQ's network, the "Stopover" – a three-day itinerary for exploring Singapore – and a neighbourhood spotlight with insider tips.

With the feature stories, readers can sit back, relax and luxuriate in longer pieces that meld lush photography, creative typography and engaging storytelling. These in-depth narratives help readers get under the skin of individual destinations.

Amazing photography, stylish design and outstanding lifestyle content all serve to showcase the stunning breadth and depth of the SQ network, providing discerning Singapore Airlines passengers with a wealth of inspiration to explore the globe.

## OVERVIEW

### The SQ section

- By the numbers
- Stopover
- Hotels
- City spotlight
- Curators
- Celebrity interview

### Feature section

- Fashion feature
- Destination features

### SIA section

- Destination feature
- Cabin crew / SIA staff profile
- KrisFlyer / Boarding pass
- Services
- Fleet
- Distances
- Airports
- Networks
- Insights

### Chinese section

- By the numbers
- Celebrity interview
- Destination feature



GLOBAL OUTLOOK



SMART BUSINESS INSIGHTS



EMERGING LIFESTYLE TRENDS



EXPERT CURATION





**38%**  
travel  
for business

**35%**  
travel  
for leisure

**33%**  
female

**67%**  
male

**45%**  
41–50 yrs

**28%**  
31–40 yrs

# IN-THE-KNOW READERS

Through *SilverKris*, you are reaching a targeted demographic of savvy global travellers.

Our 19.2 million annual international passengers fly often, for business and for pleasure, and have discerning knowledge of and appreciation for luxury products, stellar services and unique experiences.

**20%**  
21–30 yrs

**6%**  
under 21 yrs

**1%**  
51 and above

AN  
INTEGRATED  
WEBSITE

Leaderboard



Reach travellers in the planning stages of their journey via the daily-updated SilverKris.com – packed with fresh lifestyle content, thoughtful articles, destination guides, shareable videos and photos and plenty of inspiration.

Our advertising opportunities include leaderboards, rich media display roadblocks, sponsored specials and microsites.

Advertorial

Half-page



OVER  
**290K**  
MONTHLY PAGEVIEWS

MREC

Promotional Video



# ADVERTISING RATES



## SilverKris Magazine

Premium Positions	SGD/month
Outside back cover	\$40,000
Inside back cover	\$31,000
Inside front cover spread	\$69,000

Rest of Book	SGD/month
Double-page spread	\$53,000
Full page	\$26,500

Loading Fee	SGD/month
Front half	\$31,177
Specified position	\$31,177
Advertorial	\$31,177

## Technical Specifications

	Trimmed (mm)	Bleed (mm)	Type Area (mm)
ROP full page	190 (w) x 260 (h)	196 (h) x 266 (w)	170 (h) x 240 (w)
Double-page spread	380 (h) x 260 (w)	386 (h) x 266 (w)	360 (h) x 280 (w)

# ADVERTISING RATES



## SilverKris.com and e-Newsletter\*

1. Homepage*	Rate (SGD)	Desktop Size	File Format	File Size	Mobile Size	File Format
Leaderboard	\$8,000 for 2 weeks	728 x 90px	HTML5 Banner, JPG, GIF	200kb***	320 x 50	HTML5 Banner
Half-page	\$7,000 for 2 weeks	300 x 600	HTML5 Banner, JPG, GIF	200kb***		
MREC	\$5,000 for 2 weeks	300 x 250	HTML5 Banner, JPG, GIF	200kb***	300 x 250	HTML5 Banner
Advertorial	Upon request					
Promotional video	Upon request					

2. Run-on-site**	Rate (SGD)	Desktop Size	File Format	File Size	Mobile Size	File Format
Leaderboard	\$7,000 for 4 weeks	728 x 90px	HTML5 Banner, JPG, GIF	200kb***	320 x 50	HTML5 Banner
Half-page	\$6,000 for 4 weeks	300 x 600	HTML5 Banner, JPG, GIF	200kb***		
MREC	\$4,000 for 4 weeks	300 x 250	HTML5 Banner, JPG, GIF	200kb***	300 x 250	HTML5 Banner
Advertorial	Upon request					
Promotional video	Upon request					

### 3. Run-on-site (within article)

In read video ads, pre-roll video ads (30s skippable or unskippable)

Upon request



# PRODUCTION SCHEDULE



Issue	Booking Deadline	Copy/Artwork Deadline	Onboard Date
October 2018	September 4, 2018	September 6, 2018	October 1, 2018
November 2018	October 2, 2018	October 4, 2018	November 1, 2018
December 2018	November 1, 2018	November 5, 2018	December 1, 2018
January 2019	December 3, 2018	December 5, 2018	January 1, 2019
February 2019	January 2, 2019	January 4, 2019	February 1, 2019
March 2019	February 1, 2019	February 4, 2019	March 1, 2019
April 2019	March 1, 2019	March 4, 2019	April 1, 2019
May 2019	April 3, 2019	April 5, 2019	May 1, 2019

Get in touch — Denise Jaschke  
 Commercial Director  
[denise.jaschke@ink-global.com](mailto:denise.jaschke@ink-global.com)  
 +65 6302 2377