



优1周 UW Media Kit



焦点出版有限公司 Focus Publishing Ltd
(A subsidiary of Singapore Press Holdings)

《优1周》 UW (U-Weekly) is Singapore's first hybrid entertainment, lifestyle and social news magazine. The bilingual-friendly magazine dishes out the most exclusive and in-depth entertainment gossips from the Asian region and beyond.

Korea, Japan, Hong Kong, Taiwan, China, Hollywood trends and happenings are given an entertaining twist for an easy read for the readers.

UW also features the latest lifestyle trends, from recipes, F&B recommendations, smart travel guides to locations around the world and health tips for the young and old. UW is a weekly must-read for the entire family.

UW is not just a print magazine. We provide an integrated, cross-platform reading experience for our readers. Our digital magazine provides the convenience of reading on the go via mobile devices, and our digital website, uweekly.sg, keeps you up-to-date with daily entertainment news and bite-sized lifestyle tips to spice up your day.



Magazine Profile

Target readers aged between 25 and 45

Circulation: 120,000 copies

Estimated Reach: 360,000 readers

Digital Profile (uweekly.sg)

Target users aged between 25 and 35

Unique Visitors: 80,000 per month

Estimated 1.2 million page views per year

Social Strength: > 30,000 following across Facebook, Twitter, Instagram

Print Advertising Rates

Full Col	Ad Hoc (\$ per ad)	3-5x 20% less	6-11x 30% less	12-18x 35% less	19-26x 40% less
Full Page	3900	3120	2730	2535	2340
Half Page	2300	1840	1610	1495	1380
One Third	1500	1200	1050	975	900
Banner	1200	960	840	780	720
Double Page	7000	5600	4900	4550	4200

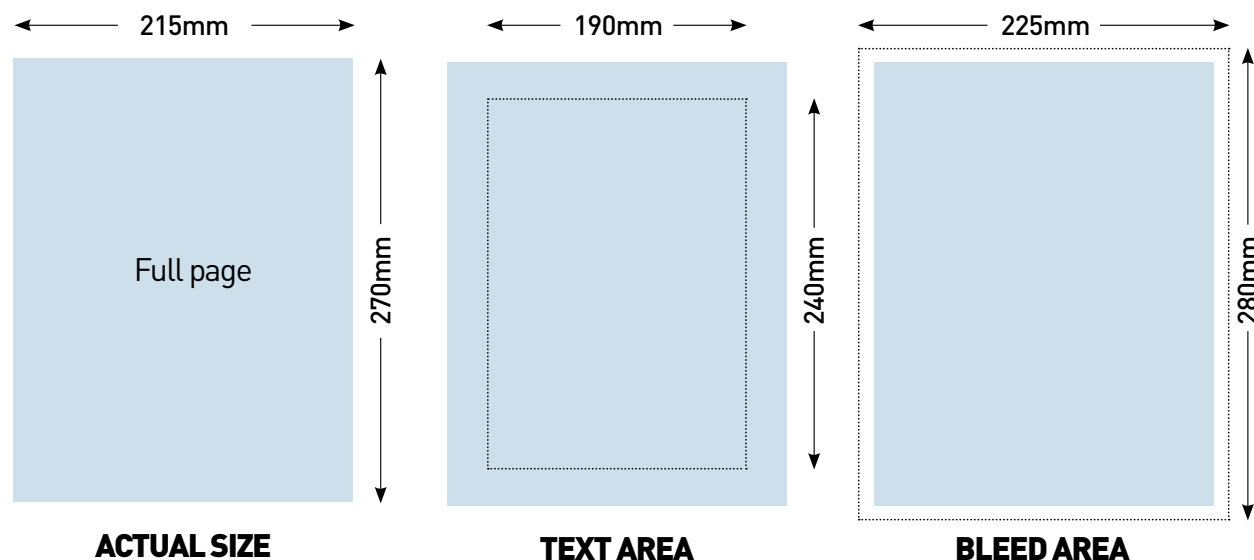
Full Col	Ad Hoc (\$ per ad)	3-5x 20% less	6-11x 30% less	12-18x 35% less	19-26x 40% less
Premium					
Inside Front	4500	3600	3150	2925	2700
Inside Back	4000	3200	2800	2600	2400
Outside Back	5000	4000	3500	3250	3000

Digital Advertising Rates

Ad Unit	Duration	Page Impressions	Cost (SGD)	Desktop View	Mobile View	Dimensions (WxH) in Pixels	Max. File Size	File Type
Leaderboard (Homepage)	1 week (7 days)	Fixed	\$600/week	●	●	720 x 150	50KB	GIF/JPG/PNG
Leaderboard (Listing page) (Article page)	1 week (7 days)	Fixed	\$500/week	●	●	720 x 150	50KB	GIF/JPG/PNG
IMU	1 week (7 days)	Fixed	\$500/week	●		250 x 250	50KB	GIF/JPG/PNG
Side banner	1 week (7 days)	Fixed	\$250/week	●		250 x 100	50KB	GIF/JPG/PNG
Splash	1 week (7 days)	100% SOV	\$800/week		●	640 x 880	100KB	GIF/JPG/PNG
Splash	1 week (7 days)	50% SOV	\$600/week		●	640 x 880	100KB	GIF/JPG/PNG
TVC spot with skinning (Homepage)	1 week (7 days)	Fixed	\$1,500/week	●	●	800 x 450 (Desktop) 640 x 880 (Mobile)	TVC - 30-60sec Skin -100KB	TVC - mp4 Skin - JPG/PNG
Theme (includes tower ads)	1 week (7 days)	Fixed	\$2,500/week	●	●			JPG/PNG

Our Magazine Size: 270mm (H) x 215mm (W)

ADS SIZE	ACTUAL SIZE (H x W) mm	TEXT AREA (H x W) mm	WITH BLEED (H x W) mm
Full page	270 x 215	240 x 190	280 x 225
Half Page Vertical	270 x 105	240 x 80	280 x 115
Half Page Horizontal	135 x 215	105 x 190	145 x 225
One Third Vertical	270 x 70	240 x 45	280 x 80
One Third Horizontal	90 x 215	60 x 190	100 x 225
Banner	45 x 215	35 x 190	55 x 225
Banner Vertical (cover only)	270 x 50	240 x 40	280 x 60
Double Page	270 x 430	240 x 400	280 x 440
Box Ad/ Quarter (ROB)	115 x 92 (No Bleeding Require)		



Materials Requirements:

PDF files with digital Epson colour proof for color reference.

■ Requirements for Epson Colour Digital Proofs

- A copy of Epson colour digital proof is to be supplied for colour guidance on press, complete with standard trim and bleed marks. We will not be held responsible for any colour discrepancies or inconsistency if a colour digital proof is not supplied.
- For Ads on IFC, IBC & OBC, please supply the Epson Digital proofs under ISO 39L profile.
- For Ads on inside pages, please supply the Epson Digital proofs under ISO 45L profile.

■ Mandatory Requirements for PDF files

- Print-optimized with embedded fonts.
- All images must be converted to CMYK, uncompressed, with minimum 300 dpi.
- Total CMYK print density not to exceed 320%.
- Remove all profile when saving into a PDF format, e.g ICC profile

All materials should be in Mac format and delivered in CD-Roms or via email to:

Address: Ms Katherine Yun
 Focus Publishing Ltd
 1000 Toa Payoh North News Centre S(318994)
 Email: katyun@sph.com.sg
 Contact No: 6319 2417 Fax No: 6319 8124

Note: For ad vettings, kindly send to the above contact person also.

To advertise across our various platform offerings, kindly contact the following:

Margaret Tan

Email: margtan@sph.com.sg
DID: 6319 4007

Terence Bu

Email: bujlt@sph.com.sg
DID: 6319 6286
Mobile: 9386 7336

Richard Shum

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