Esquire has always held a special place in the magazine landscape. It hosted the contributions of literary luminaries that included Ernest Hemingway, Tom Wolfe, Truman Capote and didn’t shy away from hot-button issues like the reportage of M company during the Vietnam War and “The Falling Man”, an account on one of the jumpers during September 11. The periodical also broke ground with “Frank Sinatra Has a Cold” by Gay Talese. This celebrity profile was one of the leading voice of New Journalism with Talese writing about the elusive Sinatra without ever interviewing him.

That’s what we wanted to emulate for our city-state: a magazine that carries the spirit of the original but be relevant to the Singaporean landscape. We are living in strange times, moments that challenge the magazine landscape and everyday living. Even as we continue with the majesties of the printed word, we continue to make headway in the still-uncharted terrain of the digital world.

Other than the written (and digitised) word, we also host events like Esquire Neighbourhood, which is a three-day occasion of activities and talks that bring people together and spark conversations. Last year, with the dark cloud of the pandemic over us, we relegated Esquire Neighbourhood to a digital landscape, where we engage viewers with pre-recorded talks to socially-distanced wine masterclasses.

Things are looking to be on the mend. While we can never really return to the old days before the pandemic, we stand before a blank canvas of the future. We invite you to come with us as we filled in the whites with our stories.

Wayne Cheong
Deputy Editor
Esquire Singapore
Esquire Singapore creates content that inspires men to lead a purpose-driven life. At its core, the title speaks to gentlemen—readers that have a head for success and a heart for community—that have a desire to add value to themselves, as well as the world around them.

Through thoughtfully curated stories across a suite of online and offline platforms, the award-winning team at Esquire Singapore have long been regarded as trusted advisors when it comes to men's fashion and luxury lifestyle. Whether it’s what to wear, watch, eat, drink, read, drive or listen to, Esquire Singapore has the inside word.

Stories. A space to dream. To spark conversation.

**Circulation**
25,000 copies a month

**Controlled circulation**
Esquire private men’s database, The Esky Club.
First and business class onboard Singapore Airlines.
<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Views</th>
<th>Unique Visitors/Page Views Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>19,300+</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>17,100+</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>26,600+</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>100,100+/highest: 157,300+</td>
<td></td>
</tr>
<tr>
<td></td>
<td>354,600+/highest: 716,800+</td>
<td></td>
</tr>
</tbody>
</table>
Wayne Cheong
Deputy Editor
Wayne Cheong has worked for Esquire Singapore since its 2012 inception. He has won awards and side-eyes for his writings and is best represented by this emoji 😎. Also, Cheong isn’t the sort who can talk at length about themselves without crumbling into a sobbing heap. That is why this was written in the third person.

Asri Jasman
Style Director
As an all-round fashion enthusiast, Asri is all about devouring the ins and outs of the fashion industry and then serving them up in palatable bites for the Esquire reader.

Joy Ling
Lifestyle Editor
Despite writing for a living, Joy realises that it can be quite a feat to compress an entire existence of principles, perceptions, and preferences into a measly two-sentence statement. She is still trying to this day.

Derrick Tan
Writer
Mainly pens tales for the pensive (and others). Also fuels on music and books over grub while focusing on being childlike and inquisitive but NEVER childish. Maintains a perennial pokerface that begs to be poked.

Celine Yap
Editor-at-Large (Watches & Jewellery)
Being a watch journalist means Celine definitely likes getting into the nuts and bolts of things. Sometimes she gets too obsessed and the best way to snap her out of it is to start talking about scuba diving and cheese.

Jerald Ang
Art Director
Having left Earth C-148 after a disastrous heist, the outlaw Jerald Ang of that dimension has found refuge as a seemingly quiet Art Director in this dimension. Here, interplanetary travel might not have been established yet but at least the coffee isn’t too bad.

Vanessa Caitlin
Group Digital Creative Producer
Vanessa has just one colour in her wardrobe: Black. The time she saves getting dressed is spent listening to Deep house and Detroit techno, photoshopping her colleagues’ passport snaps and occasionally producing creative digital content.

Daryl Lee
Contributing Motoring Editor
Daryl spends way too much time playing video games and going on long rants about why Christopher Nolan’s Batman trilogy is overrated. Oh, and he also loves things with four wheels that go really fast.
top 3 key developments

NEW COVERS
Original and unique content.
Full colour with special finishes.
Bold, modern design.

ESQUIRE HEALTH CLUB
Cross-platform vertical focused on health.
Monthly digital cover.
Quarterly print supplement.
Fortnightly EDM to dedicated database.

SOCIAL MEDIA STRATEGY
Stylised Instagram Stories.
Refined audience targeting approach.
Increased organic engagement rate by 40%+.
EDITORIAL HIGHLIGHTS

WATCH SUPPLEMENT

Exclusive and high-profile interviews.
Trend reports and stylised shoots.
Dedicated watch and jewellery editor.

RENEWED FOCUS ON ASIAN TALENT

Embodies our ethos of thinking internationally, acting locally.
Provides a platform for recognisable Asian talent.
Fostering local creative talent behind the camera.

ART & DESIGN SPECIAL

Exclusive and high-profile interviews.
Trend reports and stylised shoots.
Dedicated watch and jewellery editor.
**events & community initiatives**

**ESQUIRE NEIGHBOURHOOD**

- Four day digital and offline event series.
- Interactive microsite.
- 20+ speakers from 8 global cities.
- 1,600+ event registrations.
- 14,000+ visitors.

**BIG BLACK BOOK**

- Interactive microsite optimised for mobile use.
- Continues Esquire's lead in gamification.
- 467,000+ page views.

**THE ESKY CLUB**

- Curated database of local thought-leaders and tastemakers.
- Provider of in-depth market insights and content feedback.
- Invitees for co-branded and partner events.
# Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>February</strong></td>
<td>Coinciding with the Chinese New Year, we take cues from William Blake’s The Tyger, where we examine the start of the year with that tinder spark; that burns into something beautiful or rages into something terrible or a little of both.</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>We cast our eyes on life’s mysteries—Why is the sun hot? Where do we go when we sleep? What’s the difference between a normal stitch and a chainstitch? All the questions we ask, no matter how trivial or important they are, they are what keeps living fun.</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>We return to the days of play and how we need a little frivolity in our lives now and then. Therein the magazine is a treasure hunt, where we sprinkle a trail of breadcrumbs in the physical periodical and on our website. Try and see if you can tease out solution from the riddles to find the final easter egg.</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>Our creative issue, where we pay tribute to the thinkers and thinkers-out-of-the-box.</td>
</tr>
<tr>
<td><strong>June, July, August (Summer)</strong></td>
<td>Welcome to the dog days of summer. Be sure to apply sunscreen liberally.</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>Taking cues from the colour spectrum, we examine the things that add colour to our lives. From the fashion pages to the unbridled emotions of living, the whole of humanity is echoed in our pages.</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>Where do we fall when it comes to the physical and the immaterial? What do we do over the Internet to the rest of the time when we’re off it, we find a balance between the two.</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td>We devote an entire issue to our fascination with words and stories that shapes our world.</td>
</tr>
<tr>
<td><strong>December, January (Winter)</strong></td>
<td>As the year winds to a close, we take this time to ruminate the end.</td>
</tr>
</tbody>
</table>
Local goods

For all your essential travel needs, the Specter Collection from Singapore brand Faire Leather should be seriously considered.

When Faire Leather Co launched a Kickstarter campaign in November, over SGD40,000 of the SGD50,000 target was pledged in 36 hours. At press time, it’s now close to SGD300,000. The local startup didn’t stop at the Bond Collection—a card wallet, a padfolio and a briefcase—from their initial online offering; it has now grown to a discerning list of wallets and accessories.

In the latest Specter Collection, Faire Leather included the Travel Wallet and the Slim Bifold Wallet with Money Clip in their ever-expanding range of leather goods.

The brand got it right with the Specter Travel Wallet that features compartments for all your travel needs. Dividers for separate currencies, card slots, sleeves for the various SIM cards and even a back pocket that fits a smartphone, it also comes with the RFID Blocking technology to protect you against credit card fraud and identity theft.

The Specter Slim Bifold Wallet are for those who prefer to go light with six card slots, a built-in money clip and two L-slip slots. The wallet also comes with the RFID Blocking technology and is a nifty way to eliminate the unflattering bulges on your pocket. There’s a larger version, without the money clip, if you prefer the classic wallet size.

Faire Leather is growing into a respectable brand with a focus on quality and craftsmanship. By owning and running a factory, and a family history that has worked on leather goods over the past 30 years, the brand ensures that the savings on cost goes directly to the consumer while keeping the product quality strong. We’re all for that.

The Specter Travel Wallet and the Specter Slim Bifold Wallet with Money Clip are priced at SGD169 and SGD89 respectively. Both model comes in either the smooth vegetable tanned leather, with color options including tan, dark brown, navy or black, and the textured cross grain leather with colors burgundy, navy or black. Go to faireleather.co to purchase online.

Concept
A product or service focused advertorial written by Esquire Singapore that appears organically in the magazine or site’s content feed

Inclusions
• Not more than 3 images per story
• Up to 400 words of text
• 1 x social mention on Facebook and IG
• Inclusion within Esquire e-newsletter

*Final layout, copy and page design subject to editorial approval. This will be labelled as a promotion.
**Concept**
Opportunity to devise a bespoke advertising solution to cater to specific client objectives

**Inclusions**
• A fully tailored digital project to create a lasting impact
• Holistic campaign to include social media and offline activation
• 100% SOV media on page
• Leaderboard & Half page banner
• Inclusion in Esquiresg.com’s ‘Specials’ module

*Final layout, copy and page design subject to editorial approval. This will be labelled as a promotion.
## digital rate

<table>
<thead>
<tr>
<th></th>
<th>WEEKLY</th>
<th>FORTNIGHTLY</th>
<th>MONTHLY</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>100% SOV</td>
<td>100% SOV</td>
<td>100% SOV</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>$11,000</td>
<td>$20,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>SECTIONS</td>
<td>$9,000</td>
<td>$16,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>STANDARD ADVERTORIAL</td>
<td>$10,000</td>
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<td></td>
</tr>
<tr>
<td>SPECIAL PROJECTS</td>
<td>PRICE TO BE DISCUSSED</td>
<td></td>
<td></td>
</tr>
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</table>

All Rates are **NETT** and in **SGD**
# Print Rate

<table>
<thead>
<tr>
<th></th>
<th>Per Insertion</th>
<th>X 6 Insertions</th>
<th>X 12 Insertions</th>
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<tbody>
<tr>
<td><strong>Double Page Spread</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$19,500</td>
<td>$16,500</td>
<td>$15,500</td>
</tr>
<tr>
<td>ROP</td>
<td>$14,900</td>
<td>$13,900</td>
<td>$12,900</td>
</tr>
<tr>
<td><strong>Full Page Full Colour</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$15,500</td>
<td>$13,500</td>
<td>$12,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$10,500</td>
<td>$9,500</td>
<td>$8,500</td>
</tr>
<tr>
<td>ROP</td>
<td>$8,900</td>
<td>$8,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

All Rates are **NETT** and in **SGD**
# Booking & Material Deadline

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ON SALE DATE</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>1st week of the issue month</td>
<td>30 November 2020</td>
<td>7 December 2020</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>1st week of the issue month</td>
<td>31 December 2020</td>
<td>7 January 2021</td>
</tr>
<tr>
<td>MARCH</td>
<td>1st week of the issue month</td>
<td>29 January 2021</td>
<td>5 February 2021</td>
</tr>
<tr>
<td>APRIL</td>
<td>1st week of the issue month</td>
<td>26 February 2021</td>
<td>5 March 2021</td>
</tr>
<tr>
<td>MAY</td>
<td>1st week of the issue month</td>
<td>31 March 2021</td>
<td>7 April 2021</td>
</tr>
<tr>
<td>JUNE</td>
<td>15th June 2021</td>
<td>12 May 2021</td>
<td>21 May 2021</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>1st week of the issue month</td>
<td>28 July 2021</td>
<td>5 August 2021</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>1st week of the issue month</td>
<td>27 August 2021</td>
<td>3 September 2021</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>1st week of the issue month</td>
<td>30 September 2021</td>
<td>7 October 2021</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>1st week of the issue month</td>
<td>29 October 2021</td>
<td>5 November 2021</td>
</tr>
</tbody>
</table>

**Special Edition**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ON SALE DATE</th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY</td>
<td>1st week of the issue month</td>
<td>28 May 2021</td>
<td>4 June 2021</td>
</tr>
</tbody>
</table>
**digital ad dimensions & file size**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS (PIXELS, FIXED)</th>
<th>IMAGE AD FILE SIZE</th>
<th>IMAGE AD FILE FORMAT</th>
<th>RICH MEDIA AD FILE SIZE</th>
<th>RICH MEDIA AD FILE FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARDS</td>
<td>1120 x 90</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or a standalone HTML file</td>
</tr>
<tr>
<td>MOBILE LEADERBOARDS</td>
<td>320 x 100</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or a standalone HTML file</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300 x 600</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or a standalone HTML file</td>
</tr>
<tr>
<td>MOBILE MPU</td>
<td>300 x 250</td>
<td>Up to 1MB</td>
<td>GIF, JPG or PNG</td>
<td>Up to 1MB</td>
<td>HTML zip bundle or a standalone HTML file</td>
</tr>
</tbody>
</table>

**Image Ad Requirements**
- All creatives must be in RGB colour mode and at 72 dpi

**Rich Media Ad Requirements**
- All scripts (css, js) files must be embedded within the HTML and images should be hosted on a remote server
- HTML5 creatives must have at least one standard click tag
- HTML5 creatives can only have fixed dimensions, as per table above. Dynamic sizes are not supported
print ad dimensions

FULL PAGE FULL COLOUR
- Trim size - 210mm x 270mm
- Bleed size - 220mm x 280mm
- Text area - 196mm x 256mm

DOUBLE PAGE SPREAD
- Trim size - 420mm x 270mm
- Bleed size - 430mm x 280mm
- Text area - 196mm x 256mm

Colour Profile
Fogra 39L

Maximum Ink Density
280% - 300%

Colour Mode
strictly only CMYK

All text & fonts
—Create outline for all fonts used
—Use 100% black instead of 4 colour black

Submitted materials
High-Resolution (300DPI) PDF files are preferred
Weekend Plans
Partnership to include:
• ‘Presented by (brand name)’ with logo inclusion for 3 x weeks of our Friday IG Stories series ‘Weekend Plans’, as the namesake presenting partner
• Inclusion of news or product within each of the 3 x series, with swipe-up link to the partner website
• 1 x IG static post
• IG stories would be pinned for 4 weeks
• Recommend for F&B partners

The Week in Review
Partnership to include:
• ‘Presented by (brand name)’ with logo inclusion for 3 x weeks of our Friday IG Stories series ‘The Week In Review’, as the namesake presenting partner
• Inclusion of news or product within each of the 3 x series, with swipe-up link to the partner website
• 1 x IG static post
• IG stories would be pinned for 4 weeks
• Recommend for fashion and lifestyle partners

Keep Calm & Care
Partnership to include:
• Sponsorship of 1 x IG Stories series (comprising up to 5 slides) to focus on a grooming trend with up to 3 x products to be featured
• Link to article about the trend/brand/product on Esquiresg.com or to the brand’s own website
• 1 x IG static post
• IG stories would be pinned for 4 weeks
• Recommend for skincare and grooming partners
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