

SilverKris

— 2019 | 2020 —

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 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

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

In 2018, *SilverKris* won five awards in the Media Publishers Association of Singapore's annual awards including Gold for "Travel Media of the Year", "In-flight Media of the Year" and "Feature Article of the Year". In addition, *SilverKris* also received other awards such as "Photography of the Year" and "Illustration of the Year".

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.

OVERVIEW

The SQ section

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

Feature section

- Fashion feature
- Destination features



EMERGING LIFESTYLE TRENDS



SMART BUSINESS INSIGHTS



THE LATEST OPENINGS



FASHION & SHOPPING FOCUS

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

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



RICH, IMMERSIVE STORIES FEATURING BESPOKE PHOTOGRAPHY



EXPERT CURATION



INSIDER TIPS



EXCLUSIVE CHINESE DESTINATION FEATURES



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.

38%
travel
for business

35%
travel
for leisure

33%
female

67%
male

45%
41–50 yrs

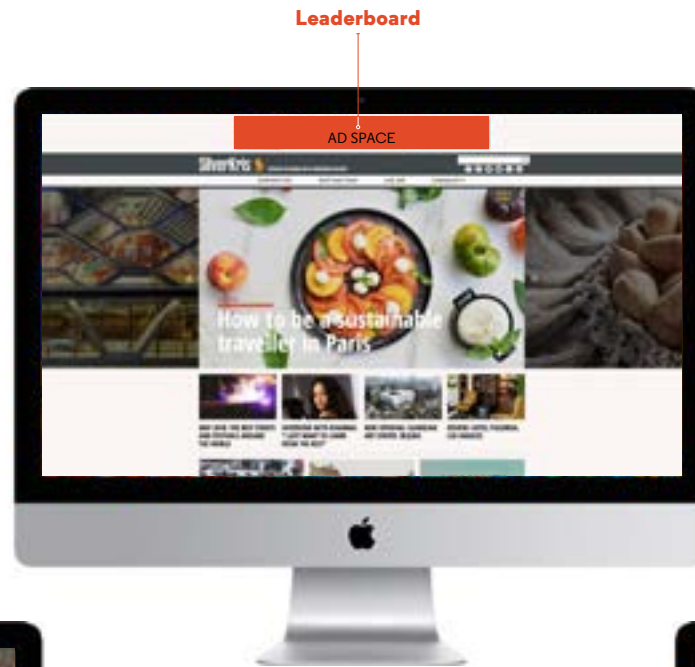
28%
31–40 yrs

20%
21–30 yrs

6%
under 21 yrs

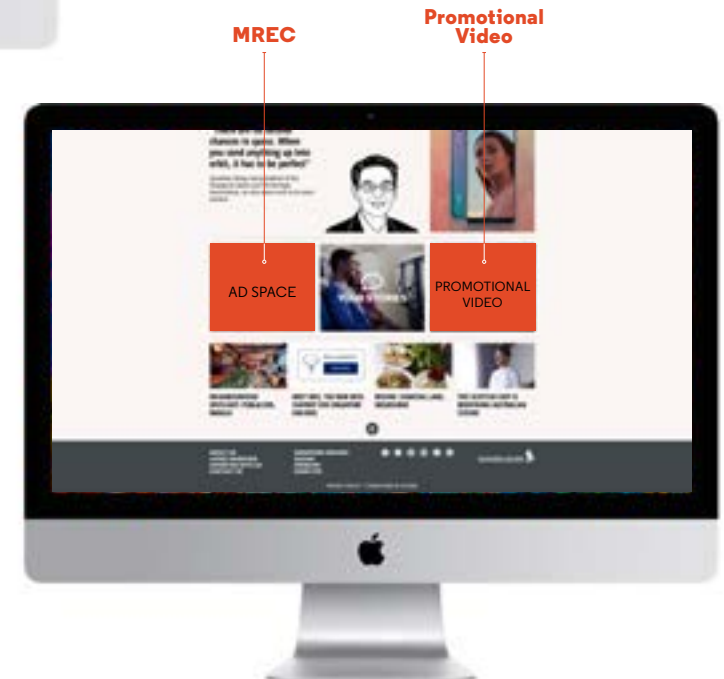
1%
51 and above

AN INTEGRATED WEBSITE



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.

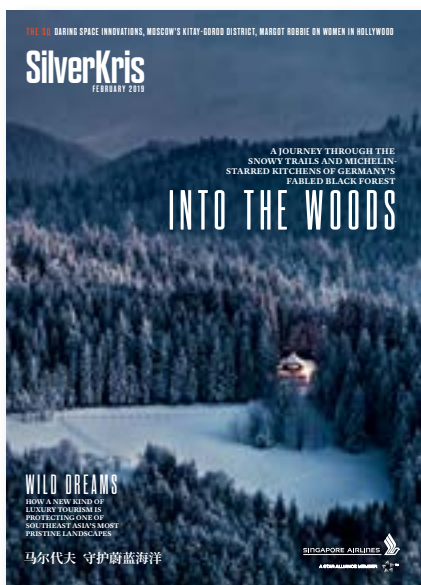
Our advertising opportunities include leaderboards, rich media display roadblocks, sponsored specials and microsites.



OVER
520K*
MONTHLY PAGEVIEWS

OVER
340K*
MONTHLY UNIQUE PAGEVIEWS

ADVERTISING RATES



SilverKris Magazine

Premium Positions	SGD/month
Outside back cover	\$48,000
Inside back cover	\$32,800
Inside front cover spread	\$72,000

Rest of Book	SGD/month
Double-page spread	\$56,000
Full page	\$28,000

Loading Fee	SGD/month
Front half	\$32,800
Specified position	\$32,800
Advertorial	\$32,800

Technical Specifications

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

ADVERTISING RATES



SilverKris.com and e-Newsletter*

1. Homepage	Rate (SGD) / Month	Desktop Size	File Format	File Size	Mobile Size	File Format
Leaderboard	\$16,000	728 x 90px	HTML5 Banner, JPG, GIF	200kb***	320 x 50	HTML5 Banner
Half-page	\$14,000	300 x 600	HTML5 Banner, JPG, GIF	200kb***		
MREC	\$10,000	300 x 250	HTML5 Banner, JPG, GIF	200kb***	300 x 250	HTML5 Banner
Advertorial	\$15,000					
Promotional video	Upon request					

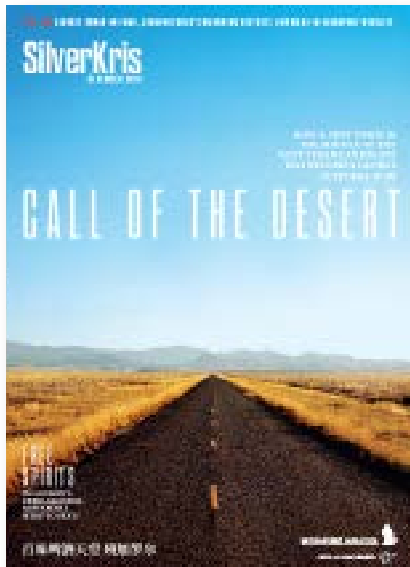
2. Run-on-site*	Rate (SGD) / Month	Desktop Size	File Format	File Size	Mobile Size	File Format
Leaderboard	\$7,000	728 x 90px	HTML5 Banner, JPG, GIF	200kb**	320 x 50	HTML5 Banner
Half-page	\$6,000	300 x 600	HTML5 Banner, JPG, GIF	200kb**		
MREC	\$4,000	300 x 250	HTML5 Banner, JPG, GIF	200kb**	300 x 250	HTML5 Banner
Advertorial	\$10,000					

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
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 4, 2019	May 1, 2019
June 2019	May 1, 2019	May 3, 2019	June 1, 2019
July 2019	June 3, 2019	June 5, 2019	July 1, 2019
August 2019	July 1, 2019	July 4, 2019	August 1, 2019
September 2019	August 1, 2019	August 5, 2019	September 1, 2019
October 2019	September 2, 2019	September 4, 2019	October 1, 2019
November 2019	October 1, 2019	October 4, 2019	November 1, 2019
December 2019	November 1, 2019	November 4, 2019	December 1, 2019

ADVERTORIAL TIMELINE



Issue	Booking Deadline	Material Deadline	Onboard Date
March 2019	January 14, 2019	January 21, 2019	March 1, 2019
April 2019	February 13, 2019	February 18, 2019	April 1, 2019
May 2019	March 13, 2019	March 18, 2019	May 1, 2019
June 2019	April 12, 2019	April 18, 2019	June 1, 2019
July 2019	May 13, 2019	May 20, 2019	July 1, 2019
August 2019	June 12, 2019	June 17, 2019	August 1, 2019
September 2019	July 12, 2019	July 17, 2019	September 1, 2019
October 2019	August 14, 2019	August 19, 2019	October 1, 2019
November 2019	September 13, 2019	September 20, 2019	November 1, 2019
December 2019	October 14, 2019	October 21, 2019	December 1, 2019

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