



NÜYOU TIME READER

- Both men and women who are interested in fashion and technical watches
- Professionals, entrepreneurs, socialites
- Budding watch enthusiasts
- Bilingual watch collectors and watch enthusiasts who are passionate about watches

SPHmagazines

SPH Magazines, the region's publisher of choice, stands for journalistic integrity, influential reporting and superior design.

FAST FACTS

Issue	August 2009/2010
Circulation	20,000
Frequency	Annual
Booking Deadline	July 11, 2009
Material Deadline	July 25, 2009

ADVERTISING RATES & SIZES

FULL COLOUR (S\$)

Inside Front Cover Spread	7,360
Outside Back Cover	5,440
Inside Back Cover	3,840
Full Page ROB	3,200
Double-Page Spread ROB	6,200

TRIMMED SIZE (in mm)

Full Page	275 X 205
Double-Page Spread	275 X 410

BLEED SIZE (in mm)

Full Page	281 X 211
Double-Page Spread	281 X 416

TEXT AREA (in mm)

Full Page	255 X 185
Double-Page Spread	255 X 390

Copy and illustration must be kept at least 5mm from spine and trim lines

For DPS ad, a gutter allowance of 5mm per page is recommended.

MANDATORY MATERIAL REQUIREMENTS

FORMAT

Print-optimised with font embedded PDF files. File should be compliant with the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1. Material is preferred to be delivered via Quickcut, or otherwise in soft copy on a CD-ROM.

RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS

A copy of colour digital proof with SPHM colour control bar to be supplied for colour guidance on press, complete with standard trim and bleed marks.

• For the latest specs, please call Ad Traffic at 6319-5285 if you require more information on the preparation of PDF files.

• All advertisement materials must adhere to the SPH Magazines Colour Standard which can be downloaded from our corporate website at <http://www.sphmagazines.com.sg/advertise-here>.

AD SALES HOTLINE	6319-6281
AD TRAFFIC	6319-5285

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www.nuyou.com.sg

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TIME

FIRST CHINESE WATCH ANNUAL IN SINGAPORE AND MALAYSIA

NÜYOU TIME is about the innovation and creativity of watches. It inspires readers to appreciate the heritage, technology and craftsmanship of premium watches. NÜYOU TIME is an excellent guide for fashionable watch enthusiasts.



AN SPH MAGAZINES PUBLICATION

ENGAGING THE GROWING NUMBER OF FASHIONABLE WATCH COLLECTORS

NÜYOU TIME is a comprehensive watch annual that offers enlightening reads to the watch enthusiast. It is about brands, trends, people, shopping, opinions and know-how.



NÜYOU TIME ADVANTAGE

NÜYOU TIME has distinguished itself as a watch magazine that offers the latest information on timepieces and its connoisseurs.

NÜYOU TIME has gained recognition in the watch industry and is proud to have respected horological correspondents as its contributors.

NÜYOU TIME is written in an engaging manner that makes the technicalities of watch craftsmanship easy to appreciate.

Reading *NÜYOU TIME* is an easy and fun way to learn more about watches.

This watch annual reaches out to budding and sophisticated watch collectors alike, and contains articles and reports that are informative and educational. The coverage is balanced, with equal emphasis on fashion and technical watches.

It is an appropriate platform for advertisers to reach out to both veteran and budding watch enthusiasts.



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