



The **SimplyHer** reader is a PMEB in her 20s to 40s, highly educated, enjoys an above-average personal income and lives in an affluent household. Despite a hectic lifestyle revolving around family and work, she indulges in lots of shopping and good food. Discerning and practical, she's the key decision maker for her and her family's consumer choices.

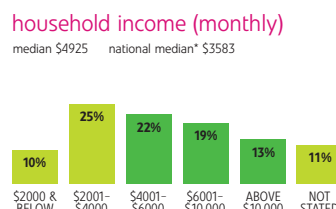
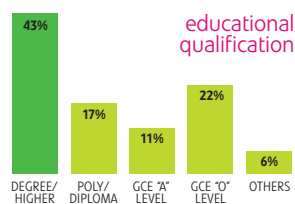
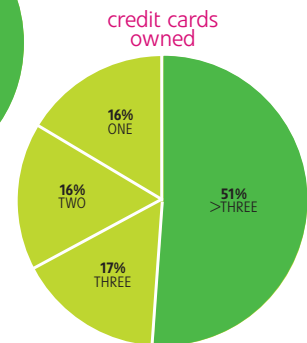
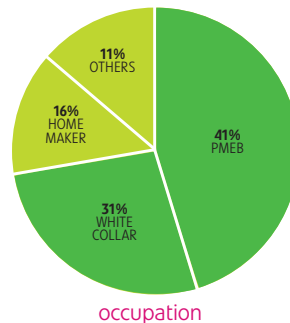
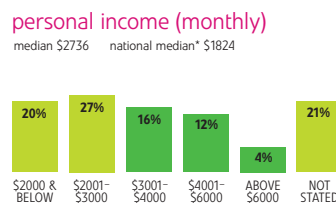
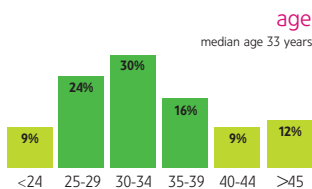
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HER PROFILE

Source: SPH MPD (Research) July 2006 & * ACNielsen Media Index 2005



From an in-magazine survey conducted in May 2006 of 440 readers, we found:

Her life centres around family and work, and although many feel that they have an almost balanced life, 91% wish they could have a more exciting, varied or interesting life at times, and 86% desire more time to themselves.

99% of *Simply Her* readers are women, with median age of 33 years. Most are PMEBs or hold white-collar jobs (74%), with a significant portion being degree holders (43%) enjoying a higher median monthly personal income than the typical Singaporean (\$2736 compared with the national median of \$1826). They also live in affluent households (median monthly household income of \$4925 compared with the national median of \$3584).

Her most popular leisure activity is shopping. At least once a week, 64% will shop at department stores and 74% will do grocery shopping. Besides shopping, more than half of the readers (53%) dine at restaurants at least once a week. She also takes off once a year to well-deserved vacations in Australia, Europe and Asia (74%).

Simply Her readers love all the editorial sections in the magazine, giving them above average ratings. The overall score is 4.17 out of a scale of 5, where 5 is very interesting and 1 boring.

FAST FACTS

Circulation 50,000
Readership 110,000
Frequency Monthly

ADVERTISING RATES (full colour) (\$S)
R.O.B Full Page 3,500
Outside Back Cover 4,370
Inside Front Cover 4,200
Inside Back Cover 4,020
DPS 6,500
2/3 Page Vertical 2,620
1/2 Page Vertical/Horizontal 2,100
1/3 Page Vertical/Horizontal 1,400

PREMIUM POSITION LOADING 10%
Front half, facing editorial, right-hand page, consecutive pages

FREQUENCY DISCOUNT (within 12 months) %
3 Insertions 5%
6 Insertions 10%
12 Insertions 15%
24 Insertions 20%
36 Insertions 25%

SIZE (in mm)	TRIMMED SIZE	BLEED SIZE	TEXT AREA
FULL PAGE	270 x 200	276 x 206	260 x 190
DPS	270 x 400	276 x 406	260 x 190*
2/3 Page (vertical)	270 x 132	276 x 138	260 x 122
1/3 Page (vertical)	270 x 66	276 x 72	260 x 56
1/2 Page (vertical)	270 x 100	276 x 106	260 x 90
1/2 Page (horizontal)	135 x 200	141 x 206	125 x 190

Mandatory Material Requirements To Supply PDF File

(minimum 300DPI) with colour digital or progressive proof * DPS should have gutter allowance of 10mm for both sides