



## The #1 Authority on New Places in Singapore

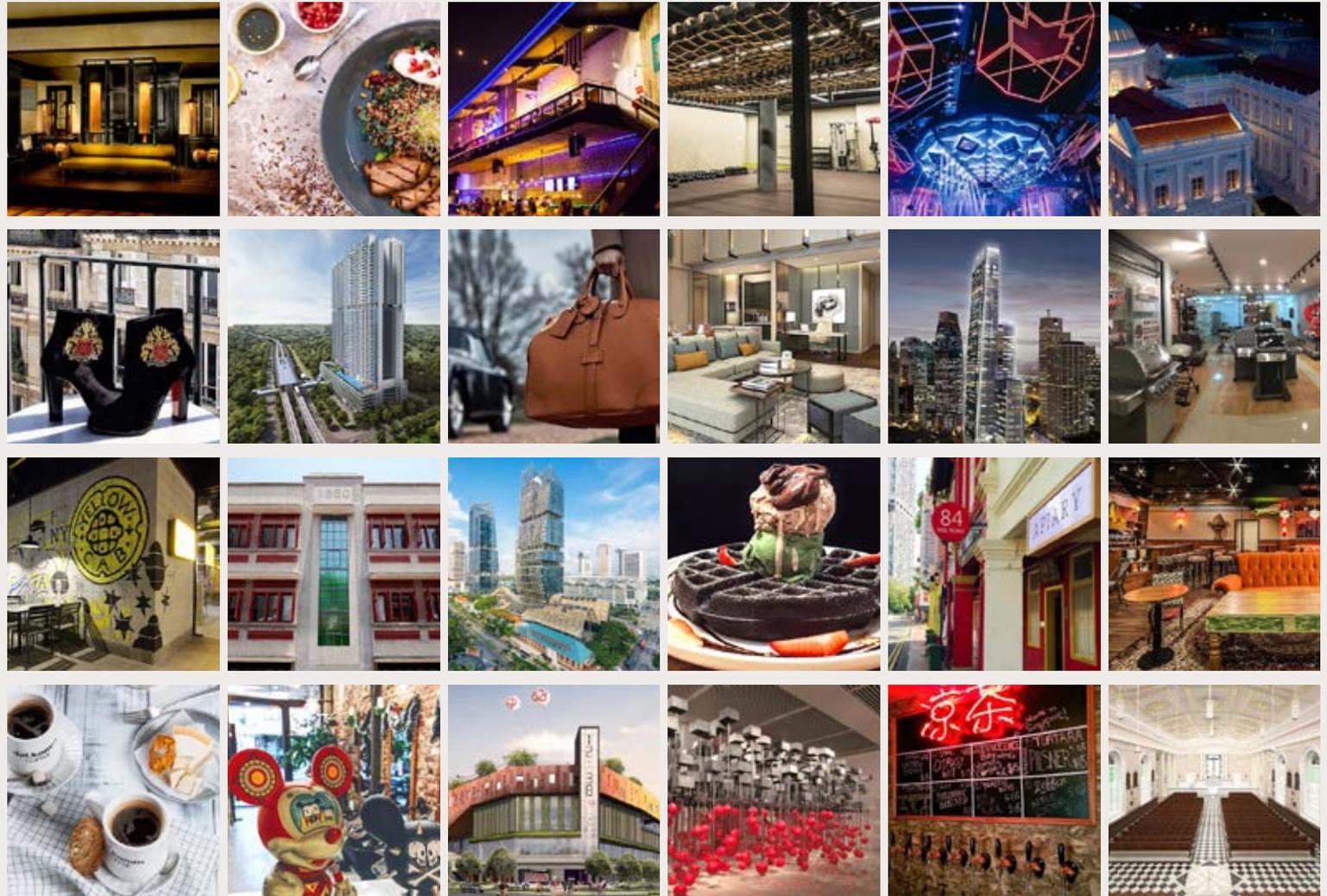
www.GreatNewPlaces.com is the most relevant and effective channel for communicating with brand savvy, opinion formers and leaders who strive to keep ahead of the curve and set the trend

# SINGAPORE'S 1<sup>ST</sup> DEDICATED PORTAL FOR EXCLUSIVELY FEATURING BRAND NEW PLACES

Founded in Singapore in 2010, GreatNewPlaces.com celebrates the fast paced metropolis city that we live in and all of its modern manifestations. It is the definitive site for residents to keep up with the ever-changing landscape of our surroundings.

We are the leading authority on all places new, things creative and an exciting hub for what's cool, innovative, original and new on the scene. We value the work brands, governments and people put into creating a City that is truly vibrant, always on the move and in a constant and valuable process of metamorphosis; channelling our discoveries to a very targeted local audience.

Our readers represent the emerging new breed of opinion formers. Inquisitive and acquisitive combined, they actively hunt down the latest new places to be the 1<sup>st</sup> to know and to set the trend!



# EXCLUSIVE CONTENT. 1ST TO MARKET. EXCLUSIVE EDITORIAL. TOP QUALITY PRODUCTION

The most trusted online reference point for finding GREAT NEW PLACES in Singapore

## Content Philosophy

GreatNewPlaces.com stays relevant and fresh because we showcase content that is always the very “1st off the press”. We insist that PR Agencies & Managers send us their press releases for NEW PLACES first, before they send these out to other publications.

We feature only the very newest places to open each day (and news of places that are going to open soon) and if they have already been splashed across the popular media we will not feature it.

## Areas of Coverage

GreatNewPlaces.com features new places across the following categories: Architecture, Arts & Culture, Attractions, Culinary, Fashion, Green, Health & Beauty, Kids, Nightlife, Property, Sports & Recreation, Stores & Travel. Our content is refreshed daily and every 2 weeks we send out a comprehensive overview of our favourite Great New Places to our 75,000 member base.



## Extensive Online Media Expertise | Access to Singapore’s Most Affluent Event Goers:

Reach out to the most highly engaged and active member base of Expats, Socialites and High Affluence Event Goers in Singapore. The founders of GreatNewPlaces.com also own the F1 Podium Lounge and operate The Singapore International Jazz Festival & The Late Show 2017 providing year-round access to Singapore’s most influential event goers with the highest disposable income.

- [www.PodiumLounge.com](http://www.PodiumLounge.com)

The Podium Lounge is the ultimate A-list party for the racing community and Singapore’s party elite. Attended by F1 drivers, celebrities, musicians, Royalty, models, ambassadors and the ultra jet-set crowd since 2009, the party is the most sought after and glamorous annual nightlife experience over the Singapore Grand Prix Weekend. With tickets at \$218 and VIP tables up to \$28,888 The Podium Lounge has built up an extraordinarily powerful database of high & ultra high net worth individuals in Singapore; welcoming a record 9,000 guests to the Grand Ballroom of The Ritz-Carlton, Millenia over 3 nights in September 2016.

- [www.Sing-Jazz.com](http://www.Sing-Jazz.com)

The Singapore International Jazz Festival & The Late Show takes place annually at the magical Marina Bay Sands, Singapore! Heading into its 4th year in 2017, the Festival will feature superstars Hitman David Foster & Friends, Corinne Bailey Rae, Rudimental, Basement Jaxx, Incognito, Earth, Wind & Fire Experience, Youssou Ndour, Nik West, Raul Midon, and many more! SING JAZZ 2017 will welcome 24,500 ‘mature’ guests over 2 stages (The Event Plaza & Sands Expo & Convention Centre) and 3 days & nights.



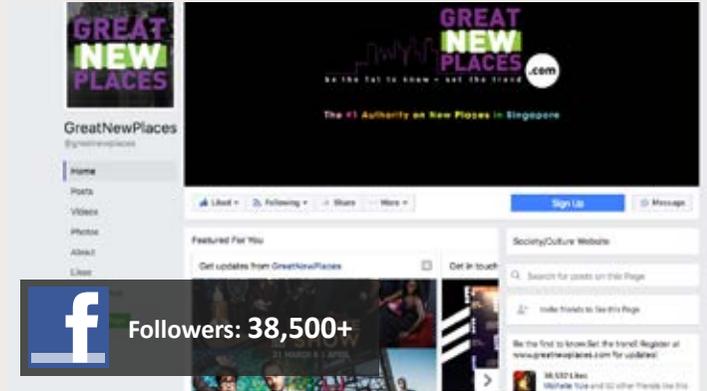
# READERSHIP INFORMATION

## Profile

GreatNewPlaces.com boasts one of the strongest luxury lifestyle databases in Singapore. With 75,000 highly engaged members, including everyone who has attended The Podium Lounge at The Ritz-Carlton, Millenia since 2009, we offer unrivalled access into the the daily lives of Singapore's wealthy jet-set, opinion leaders and highly connected professionals.

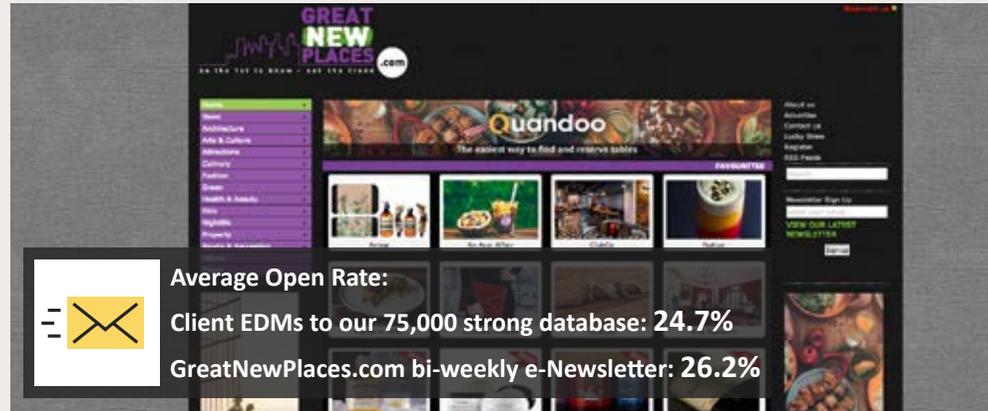


Grammy Award-Winner Estelle Performing on Race Night at The Podium Lounge Singapore 2016.

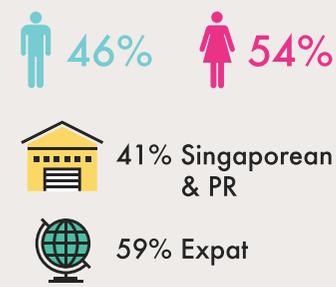
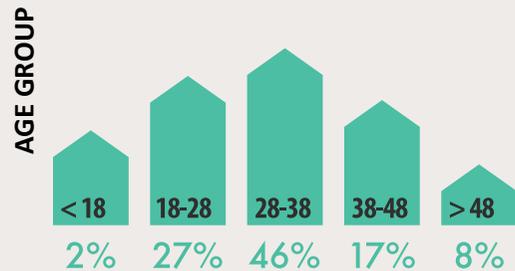
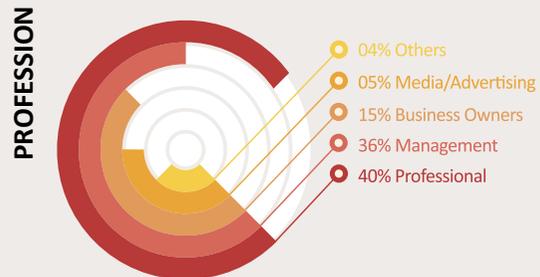
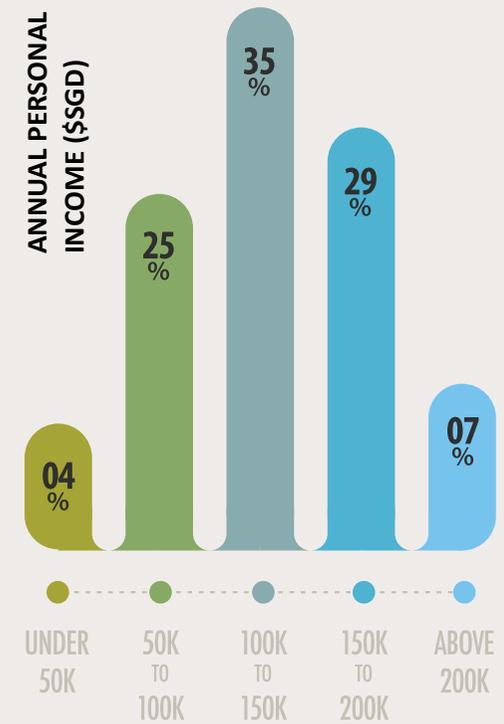


Followers: 38,500+

GreatNewPlaces.com is partnered with both The Podium Lounge at The Ritz-Carlton, Millenia Singapore and The Singapore International Jazz Festival & The Late Show at Marina Bay Sands, organizers of large scale luxury events and music festivals appealing to the movers and shakers of Singapore's party elite, including VIP clubbers, business owners, celebrities, fashionistas and HNWIs.



Average Open Rate:  
 Client EDMs to our 75,000 strong database: 24.7%  
 GreatNewPlaces.com bi-weekly e-Newsletter: 26.2%



# NO. 1 ONLINE ENVIRONMENT FOR NEW PLACES, NEW HAPPENINGS & TREND SPOTTING

## HOW WE ATTRACT OUR READERS

### Search Engine Optimization

With 1st-to-market and exclusive content, our proprietary SEO methodology ensures that GreatNewPlaces.com dominates the search engines' organic making sure the new places that we feature mainly appear on the 1st page.

### Direct Marketing to Partner Databases

Our partnership with The Podium Lounge F1 Event Series and The Singapore International Jazz Festival allows us to reach out directly to their combined databases of high net worth socialites, expats, media and business owners that we have engaged with across 10 years of organizing A-list events in Singapore. The core demographic of our readers comprise the Socio-Economic Group A-B members, PMEBS and brand conscious opinion formers with high disposable income.

### Advertisements

We advertise in leading publications and websites targeting the affluent segment, upwardly mobile lifestyle enthusiasts and those who are constantly on the pulse, seeking out the latest trends and newest openings.

### PR

We actively promote all of our new venue features and eDM campaign clients by keeping our portal at the forefront of the popular press. We have over 1,500 Media Representatives on our database who receive all of our mailers. This resounding list of press includes editors, writers, journalists, bloggers & publishers in the luxury lifestyle space who actively use GreatNewPlaces.com as a discovery tool for finding out about new places in Singapore.

### Social Media

We publish all of our new features to both our Facebook and Twitter pages allowing our users to enjoy our content through their favourite social network.

**WE HAVE OVER  
38,500 FANS  
ON FACEBOOK**



### WHY WORK WITH US?

#### TRUSTED BY INDUSTRY LEADERS

Our client list comprises 100's of Singapore's most prominent lifestyle & luxury brands. The majority of our advertisers book multi-month ad packages with us to obtain bulk discounts & maintain an ongoing conversation with our members and over 90% of our advertising clients are repeat customers.

#### LIMITED NO. OF ADVERTISERS

To maximise visibility and share-of-voice (SOV), the number of advertisers in any single position on our homepage is strictly controlled. We send no more than 3 emailers to our members each week and guarantee banner advertisers a minimum of 20% SOV. We also offer exclusive category-ownership campaigns for brands keen to have a longer presence on the site.

#### ENHANCED BRANDING EXPERIENCE

Video and animated ads can be delivered on our site, enabling a far richer and more engaging experience for your campaign and ultimately better results.

#### A HOLISTIC MARKETING APPROACH

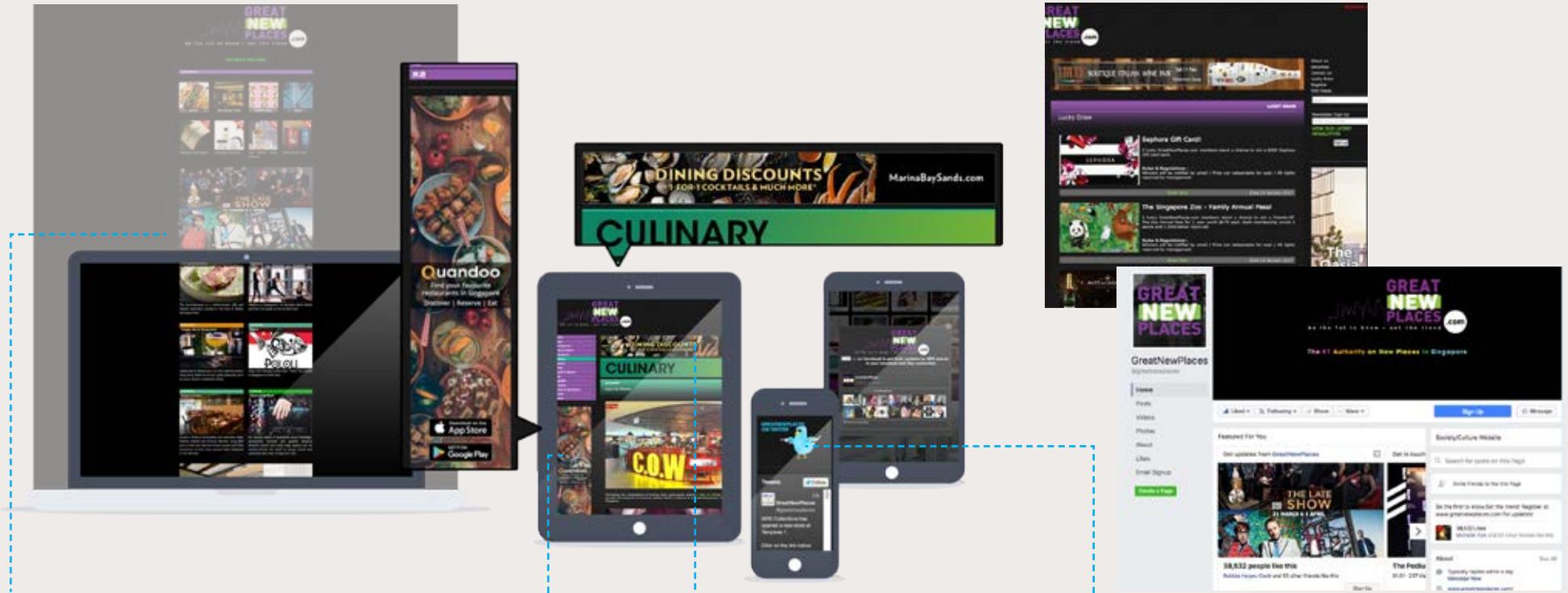
Combining display advertising, direct email marketing and social media promotion, we deliver successful campaigns that harness the fullest capability of digital marketing and the interaction of social media.

#### DYNAMIC CUSTOMER BASE

Given the wide breadth of content featured on GreatNewPlaces.com, from Culinary to Property and Fashion to Culture, we boast a very dynamic customer base allowing you to shape your campaign accordingly.

# COMPLETE MARKETING OPTIONS

A brand new approach to keeping your brand at the forefront of what's cool, hip and trendy in Singapore



## DIRECT EMAIL MARKETING

Convey your message directly to our qualified and active 75,000 strong database via our Dedicated Direct Mailer (EDM) campaigns.

This is ideal for high impact, tactical and short term promotions with only a 48 hour lead-time required. Our client EDM open rates are consistently above 24%!

## DISPLAY ADVERTISING / SPONSORED CONTENT

Promote your brand via the only definitive portal that features all things new, cool & trendy and connect with brand savvy opinion formers in Singapore.

Harness the internet's full potential for interactivity and enable us to push your campaign viral.

## DIRECT SALES PROMOTION

Promote a specific product directly to readers already in a purchase/discovery inclined mindset.

Drive traffic to your physical store, event, venue or website and watch your sales activity increase.

\*WE ARE FULLY COMPLIANT WITH THE PERSONAL DATA PROTECTION AT 2014 (SINGAPORE)

# MEDIA INVENTORY I

## Leaderboard Banner

728(w) x 90(h)

## Favourite's Box\*

166(w) x 128(h)

\* This will be featured on both the Homepage and the bi-weekly E-Newsletter

## Skyscraper

160(w) x 600(h)

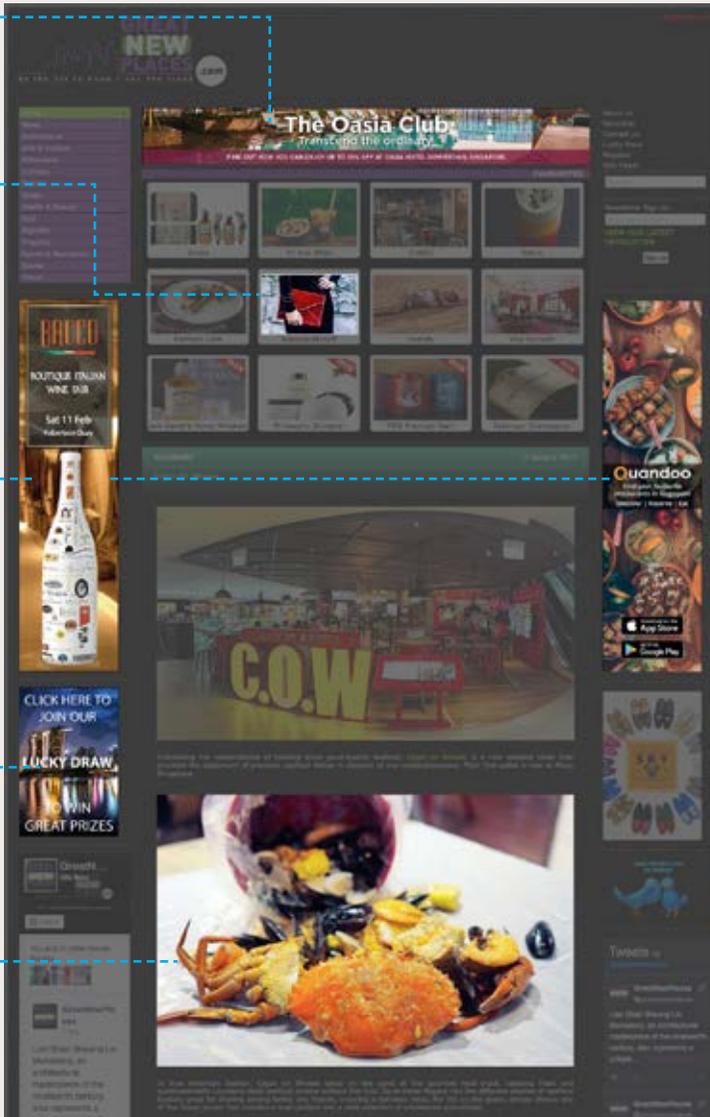
## Box Banner

160(w) x 240(h)

## Listing a New Place

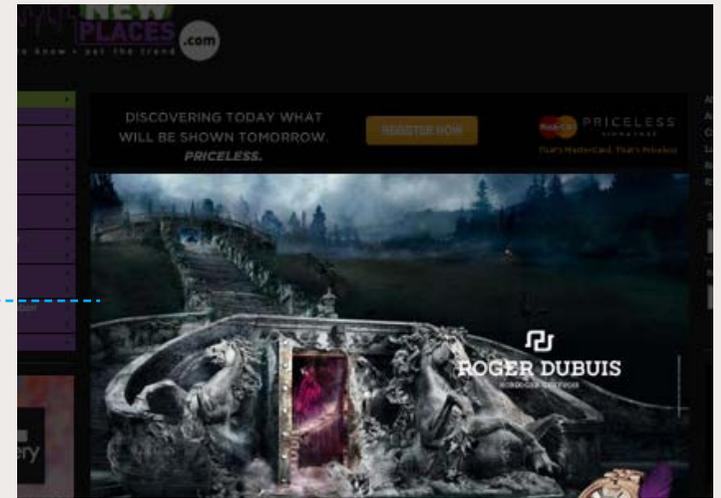
with the following requirements:

- > Press Release
- > 5 Images
- > Logo
- > Address
- > Contact Details
- > Weblink or FB Page



## Homepage Feature

680(w) x 350(h)



## NOTE:

- All sizes are in pixels (72dpi).
- Artwork format submission has to be in .JPG/.GIF/.PNG only.

## Inventory

## Duration

## Price\*\*

Leaderboard (728w x 90h)	1 month	S\$ 1,500
Skyscraper (160w x 600h)	1 month	S\$ 1,000
Favourite's Box (166w x 128h)	2 weeks	S\$ 1,000
Homepage Feature (Pop-up)	1 week	S\$ 1,000
Box Banner (160w x 240h)	1 month	S\$ 500
Feature of a New Place	Permanent	S\$ 1,000

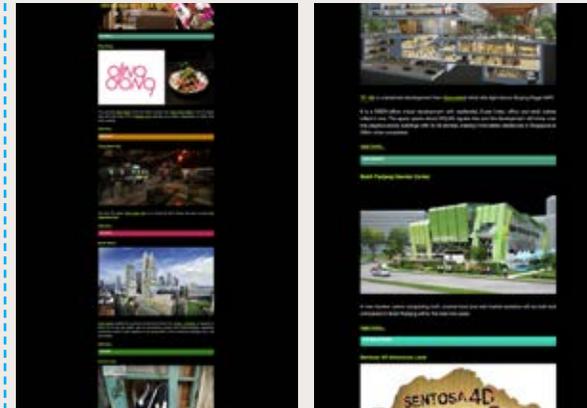
\*\* Bundled Inventory Discounts and Category Exclusive Packages are available for 3 Month Campaigns or Longer.

# MEDIA INVENTORY II



**E-Newsletter Head Banner**

554(w) x 335(h)



**E-Newsletter Feature**

554(w) x 335(h)



**Dedicated Direct Mailer (EDM)**

590 (max. width) x 800 (avg. height)

- with the following requirements:
- > Flyer / Creative
  - > Subject Title
  - > Weblink
  - > 2 Paragraphs of Descriptive Text

Inventory	Duration	Price
Dedicated EDM to 75,000 Members	per EDM	S\$ 4,000
E-Newsletter Head Banner 554(w) x 335(h)	per E-Newsletter	S\$ 2,000
Newsletter Feature New Places Only	per E-Newsletter	S\$ 1,000

**NOTE:**

- All sizes are in pixels (72dpi).
- Artwork format submission has to be in .JPG/.GIF/.PNG only.



## GREAT NEW PLACES IS A TREND-SPOTTER, TREND-WATCHER AND TREND PREDICTOR

We select and celebrate what is awe-inspiring, in vogue and enduring from all that is sought after in lifestyle, retail, travel, property, architecture, health & beauty, nightlife, kids, culinary, attractions and all things green! We remain relevant by the very nature of a city's growth - sometimes fickle sometimes refreshing but always thrilling with the ongoing change in tastes, style and the consumers' reaction to a brilliant new experience. GreatNewPlaces.com delves deep, finding tomorrow's icons and the Great New establishments that may define an upcoming generation's cityscape.

We are the reference point for all those who want to *"Be In The Know & Set The New Trend"*.

FOR ADVERTISING ENQUIRIES, PLEASE CONTACT:

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