

G A D G E T • G E A R • T E C H N O L O G Y

**Next**

2021 RATE CARD

GADGET • GEAR • TECHNOLOGY

# NXT

**NXT Magazine** is the leading lifestyle consumer electronic title for the Singapore market and will focus on how increasingly affluent consumers are changing their lifestyles with a greater affinity for the very best in consumer electronics, luxury tech products and emerging trends such as wearables.

Featuring entertaining articles for both male and female readers, **NXT Magazine** is about the user experience and understanding the technology behind the world's favourite gadgets.





### TARGET AUDIENCE:

The NXT Magazine reader wants to find out what's the best and latest in gadgets and gear, without wading through technical jargon. The NXT reader is between the age of 16 and 50 with approximately 50% and below female, affluent with a high disposable income. The core NXT reader is in their mid-20s to early-40s and discerning with his/her spending, conscious of brand identity and willing to spend more for premium build quality over processor performance, stylish design over complex technical features.

### CIRCULATION IN PRINT & DIGITAL:

- Total print circulation for Singapore: **12,000**
- Estimated readership: **23,500**
- Total active online users per month for Singapore: **10,000+** (*Organic numbers*)
- Digital edition is available at NXT mag mobile app or [magzter.com](http://magzter.com)

### PUBLICATION DETAILS:

- Monthly
- Total circulation: **12,000**
- Published by Kingsman Media Pte Ltd
- Printed by Sunrise Printing & Supplies Pte Ltd
- Distributed by Singapore Press Holding Ltd

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## PUBLICATION DETAILS



# READERSHIP PROFILE AGE GROUP

## READERSHIP PROFILE AGE GROUP FOR PRINT FROM NEWSSTANDS IN 2020

- Both Female and Male readers – 14% female and 86% male
- Main mass age group 18 to 55 years old
- 1<sup>st</sup> core age group 18 to 24 years old (stand 24%)
- 2<sup>nd</sup> core age group 25 to 35 years old (stand 22%)
- 3<sup>rd</sup> core age group 36 to 45 years old (stand 31%)
- 4<sup>th</sup> core age group 45 to 50 years old (stand 17%)
- 5<sup>th</sup> core age group 51 years old above (stand 6%)

## READERSHIP PROFILE AGE GROUP FOR ONLINE FROM GOOGLE ANALYTICS IN 2020

- Both Female and Male readers – 31.5% female and 68.5% male
- Main mass age group 18 to 65 years old
- 1<sup>st</sup> core age group 18 to 24 years old (stand 15.37%)
- 2<sup>nd</sup> core age group 25 to 34 years old (stand 33.12%)
- 3<sup>rd</sup> core age group 35 to 44 years old (stand 22.08%)
- 4<sup>th</sup> core age group 45 to 54 years old (stand 12.12%)
- 5<sup>th</sup> core age group 55 to 64 years old (stand 10.17%)
- 6<sup>th</sup> core age group 65 years old above (stand 7.14%)

## READER'S ESTIMATED ANNUAL INCOME GROUP

- Estimated Average Income group from 18 to 24 years old - \$24k and above per annual
- Estimated Average income group from 25 to 35 years old - \$36K and above per annual
- Estimated Average income group from 36 to 45 years old - \$48k and above per annual
- Estimated Average income group from 45 to 50 years old - \$60K and above per annual

# EDITORIAL

NXT NEWS

NXT GEAR

NXT CHOICE

NXT ICON

NXT ANGEL

NXT LUXURY

NXT APPS

NXT GAME

## NXT GEAR #3

# BMW BRINGS BACK THE CRUISER

BMW's R 18 is a heritage-inspired cruiser that calls back to the gorgeous 1936 BMW R5

**T**he road to creating a new cruiser motorcycle can take a while. In 2013, BMW Motorrad began contemplating a new cruiser design and subsequently introduced the Concept 19 cruiser. The Concept 19 debuted at EICMA 2014 in Milan, Italy. The Concept 19's design was heavily influenced by the development of the cruiser motorcycle form, and had the proportions of a 1930s-style BMW cruiser.

While the bike's design was solid, it still had some work to do. BMW's design team spent 18 months on the design. The bike's design was heavily influenced by the development of the cruiser motorcycle form, and had the proportions of a 1930s-style BMW cruiser.

The Concept 19 will set you back \$15,195, while the R 18 will set you back \$16,995. The R 18 is a heritage-inspired cruiser that calls back to the gorgeous 1936 BMW R5. The bike's design was heavily influenced by the development of the cruiser motorcycle form, and had the proportions of a 1930s-style BMW cruiser.

**From \$15,195 to \$16,995**  
[www.bmwusa.com](http://www.bmwusa.com)



# LATEST TECHNOLOGY NEWS

## GADGET • GEAR • TECHNOLOGY


# NXT

## BRINGING OUT HER A GAME WITH THE LENOVO THINKBOOK PLUS

Lenovo spent a day with Lenovo's latest ThinkBook

**Lenovo's new ThinkBook Plus is a game-changer for women. It's a laptop that can be used as a tablet, and it's designed specifically for women. The laptop is sleek, stylish, and has a long battery life. It's also a great value for the price.**

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## NXT CHOICE

# THE EVERYDAY SMARTWATCH

This is Huawei's first smartwatch with a rectangular face design

**T**he Huawei Watch GT 2 Pro is a smartwatch that is designed for everyday use. It has a rectangular face design, which is a departure from the traditional round smartwatch design. The watch is made of stainless steel and has a white leather strap. It has a 1.47-inch AMOLED display and a 120Hz refresh rate. The watch is water-resistant up to 50 meters and has a battery life of up to 14 days. It also has a heart rate monitor, a blood oxygen sensor, and a stress management tool.

**From \$319**  
[www.huawei.com](http://www.huawei.com)



## NXT IN GAMES

### MAFEL'S BORN AGAIN


**It's a new game that is designed for everyday use. It has a rectangular face design, which is a departure from the traditional round smartwatch design. The watch is made of stainless steel and has a white leather strap. It has a 1.47-inch AMOLED display and a 120Hz refresh rate. The watch is water-resistant up to 50 meters and has a battery life of up to 14 days. It also has a heart rate monitor, a blood oxygen sensor, and a stress management tool.**

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### FORCES HAD THE ORIGINAL

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## NXT LUXURY

# MUSEUM-GRADE VINYL PLAYER

Extremely premium sound equipment for audiophiles

**S**till, the world's most exclusive audiophile equipment. The turntable is made of aluminum and has a clear dust cover. The tonearm is made of aluminum and has a clear dust cover. The cartridge is made of aluminum and has a clear dust cover. The player is made of aluminum and has a clear dust cover. The player is made of aluminum and has a clear dust cover.

**From \$12,999**  
[www.bps.com](http://www.bps.com)





# ADVERTISING RATES



## PRINT

NUMBER OF INSERTIONS	1	3	6	6 & ABOVE
DPS (Inside Front Cover Spread)	\$10,000	\$9,000	\$8,500	\$8,000
Contents Page	\$6,000	\$5,400	\$5,100	\$4,800
Full Page (First 30 pages)	\$5,500	\$4,950	\$4,675	\$4,400
Full Page (ROP)	\$5,000	\$4,500	\$4,250	\$4,000
DPS (ROP)	\$8,000	\$7,200	\$6,800	\$6,400
Inside Back Cover	\$5,500	\$4,950	\$4,675	\$4,400
Outside Back Cover	\$8,500	\$7,650	\$7,225	\$6,800
Half Page Horizontal / Vertical	\$3,000	\$2,700	\$2,550	\$2,400

Advertorial Full Page Colour: \$6,000 including concept, editorial and design but excluding third party costs such as photography, models and styling

## CREATIVE BUYS

Cover Gate Fold, ROP Gate Fold, Tip in Art Card, loose insert booklet/catalogue, Sampling Tip-on and Polybagged.

## DIGITAL

STANDARD FORMAT DISPLAY	SITE SECTION	COST PER THOUSAND ADS
960 x 250 IMU - (Masthead)	ROS (add 15% for specific pages / sections)	S\$100
728 x 90 IMU - (Leaderboard)	ROS (add 15% for specific pages / sections)	S\$80
300 x 600 IMU - (Double MPU)	ROS (add 15% for specific pages / sections)	S\$120
300 x 250 - (MPU)	ROS (add 15% for specific pages / sections)	S\$60

## SPECIAL FORMATS

Page Takeover (Skin, MPU and Leader) Homepage (other site sections available) price on request

**Agency commission:** 15% of gross amount billed payable to advertising agency

**Special group discount:** 10% to all advertiser who use 8 or more pages in the publication within a year in Kingsman Media Pte Ltd

All rates quoted are subject to GST



# AD SPECS



## PRODUCTION SCHEDULE / TIMELINE 2021

MAIN ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Publication Date	04 Jan 2021	29 Jan 2021	02 Mar 2021	31 Mar 2021	30 Apr 2021	31 May 2021	20 Jun 2021	3 Aug 2021	31 Aug 2021	30 Sep 2021	02 Nov 2021	30 Nov 2021
Ad Material Deadline	17 Dec 2020	15 Jan 2021	15 Feb 2021	16 Mar 2021	16 Apr 2021	17 May 2021	17 Jun 2021	16 Jul 2021	17 Aug 2021	16 Sep 2021	15 Oct 2021	17 Nov 2021

## PRINT



### DPS

420mm (W) x 284mm (H)



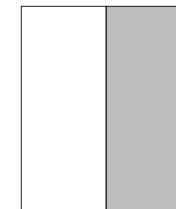
### Full Page

210mm (W) x 284mm (H)



### ½ Page Horizontal

210mm (W) x 140mm (H)



### ½ Page Vertical

105mm (W) x 284mm (H)

## PRODUCTION MATERIAL REQUIREMENTS

Final artwork files (300dpi in CMYK mode) should be submitted in PDF Fogra 39L with colour bar format with accompanying colour proofs. Artwork should include crop mark and 5mm bleed on all sides.

## COLOUR REPRODUCTION QUALITY CONTROL

Quality control will always be maintained to achieve the best colour reproduction quality possible. However, owing to certain conditions and limitations in printing, it is not always possible to achieve a 100% fidelity in colour reproduction.

## LINE SCREEN

Colour: 175

## DIGITAL

### LEADERBOARD

**Normal size:** 728px x 90px  
**Expanded size:** 728px x 350px  
**Max file size:** 39k

### MPU

**Size:** 300px x 250px  
**Expanded size:** 600px x 300px  
**Max file size:** 39k

### DOUBLE MPU / HALF PAGE AD

**Size:** 300px x 600px  
**Max file size:** 39k

### MASTHEAD

**Normal size:** 960px x 250px  
**Max file size:** 39k

### CREATIVES CAN BE SENT IN THE FOLLOWING FORMATS:

gif | jpeg | flash | 3rd party tags

### TIMELINE

**Standard campaigns :**  
 2 days' notice  
**Complex campaigns :**  
 5 days' notice  
**New creatives test :**  
 7 days' notice

### PLEASE NOTE

Automatic expansion is not permitted; creatives can be hosted by Kingsman Media or by a third party such as: doubleclick, mediamind, flashtalking, mediaplex and others; Kingsman Media's AD Server is DFP - Inred tags are preferred; Flash (swf) files must be supplied with a click tag and a back up gif; Video/Audio must be user initiated; Z-index should not be more than 9,000





## DIGITAL VIDEO SPECIFICATIONS

### Video Format: MP4

### Audio Codec: AAC-LC

- Channels: Stereo or Stereo + 5.1
- Sample rate 96khz or 48khz

### Video codec: H.264

- Progressive scan (no interlacing)
- High Profile
- 2 consecutive B frames
- Closed GOP. GOP of half the frame rate.
- CABAC
- Variable bitrate. No bitrate limit required, though we offer recommended bit rates below for reference
- Chroma subsampling: 4:2:0

### Frame rate

- Common frame rates include: 24, 25, 30, 48, 50, 60 frames per second (other frame rates are also acceptable).

### Bitrate

Recommended video bitrates for uploads

Type	Video bitrate, standard frame rate (24, 25, 30)
1080p	8 Mbps

Type	Video bitrate, standard frame rate (48, 50, 60)
1080p	12 Mbps

Recommended audio bitrates for uploads

Type	Audio Bitrate
Mono	128 kbps
Stereo	384 kbps
5.1	512 kbps

Resolution and aspect ratio

- 16:9 aspect ratio
- 1080p: 1920x1080



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## CONTACTS

**FOR MORE INFORMATION ON EDITORIAL AND ADVERTISING, CONTACT:**

**Email** [info.nxt@kingsmanmedia.com](mailto:info.nxt@kingsmanmedia.com) **Tel** (65) 6583 7241

**FOR BRANDED CONTENT ENQUIRIES AND MEDIA PARTNERSHIPS, CONTACT:**

**Publisher** [lawrence.leong@kingsmanmedia.com](mailto:lawrence.leong@kingsmanmedia.com)

**KINGSMAN MEDIA PTE LTD**

410 North Bridge Road , #04-01 SPACES City Hall , Singapore 188726

**Tel:** (65) 6583 7241 [www.kingsmanmedia.com](http://www.kingsmanmedia.com)