

# SilverKris

— 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



media

# 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.

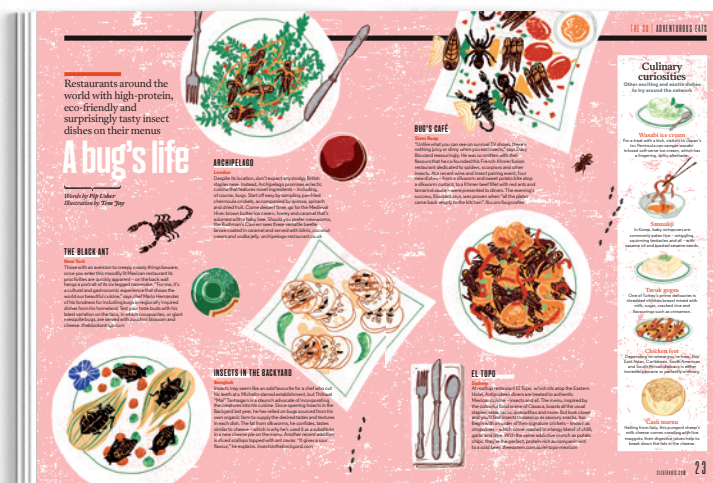
## OVERVIEW

### The SQ section

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

### Feature section

- Fashion feature
- Destination features



## EMERGING LIFESTYLE TRENDS



## THE LATEST OPENINGS



## FASHION & SHOPPING FOCUS



## SMART BUSINESS INSIGHTS

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.



media

**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

Leaderboard



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.

Advertorial

Half-page



MREC

Promotional Video



OVER  
**520K\***  
MONTHLY PAGEVIEWS

OVER  
**340K\***  
MONTHLY UNIQUE PAGEVIEWS



media

\* numbers as of November 2018

ADVERTISING  
RATES



*SilverKris Magazine*

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

Loading / Specific Positions	SGD/month
1st and 2nd DPS after IFC spread	\$64,400
1st RHP and any specific position	\$32,800
Full page advertorial	\$32,800
Double page advertorial	\$64,400

Rest of the book	SGD/month
Double page spread	\$56,000
Full page	\$28,000

*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					
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					

# PRODUCTION SCHEDULE



Issue	Booking Deadline	Copy/Artwork Deadline	Onboard Date
March 2020	January 31, 2020	February 4, 2020	March 1, 2020
April 2020	March 2, 2020	March 4, 2020	April 1, 2020
May 2020	April 2, 2020	April 3, 2020	May 1, 2020
June 2020	April 30, 2020	May 4, 2020	June 1, 2020
July 2020	June 2, 2020	June 4, 2020	July 1, 2020
August 2020	July 2, 2020	July 3, 2020	August 1, 2020
September 2020	July 30, 2020	August 3, 2020	September 1, 2020
October 2020	September 2, 2020	September 4, 2020	October 1, 2020
November 2020	September 30, 2020	October 2, 2020	November 1, 2020
December 2020	November 2, 2020	November 4, 2020	December 1, 2020
January 2021	December 2, 2020	December 4, 2020	January 1, 2021
February 2021	January 2, 2021	January 3, 2021	February 1, 2021



## **NKN Media Pvt Ltd**

Phone: +91 7550060460      Email: [info@nknmedia.in](mailto:info@nknmedia.in)

Website: <https://www.nknmedia.in>

**DUBAI   SINGAPORE   MALAYSIA   COLOMBO   INDIA**