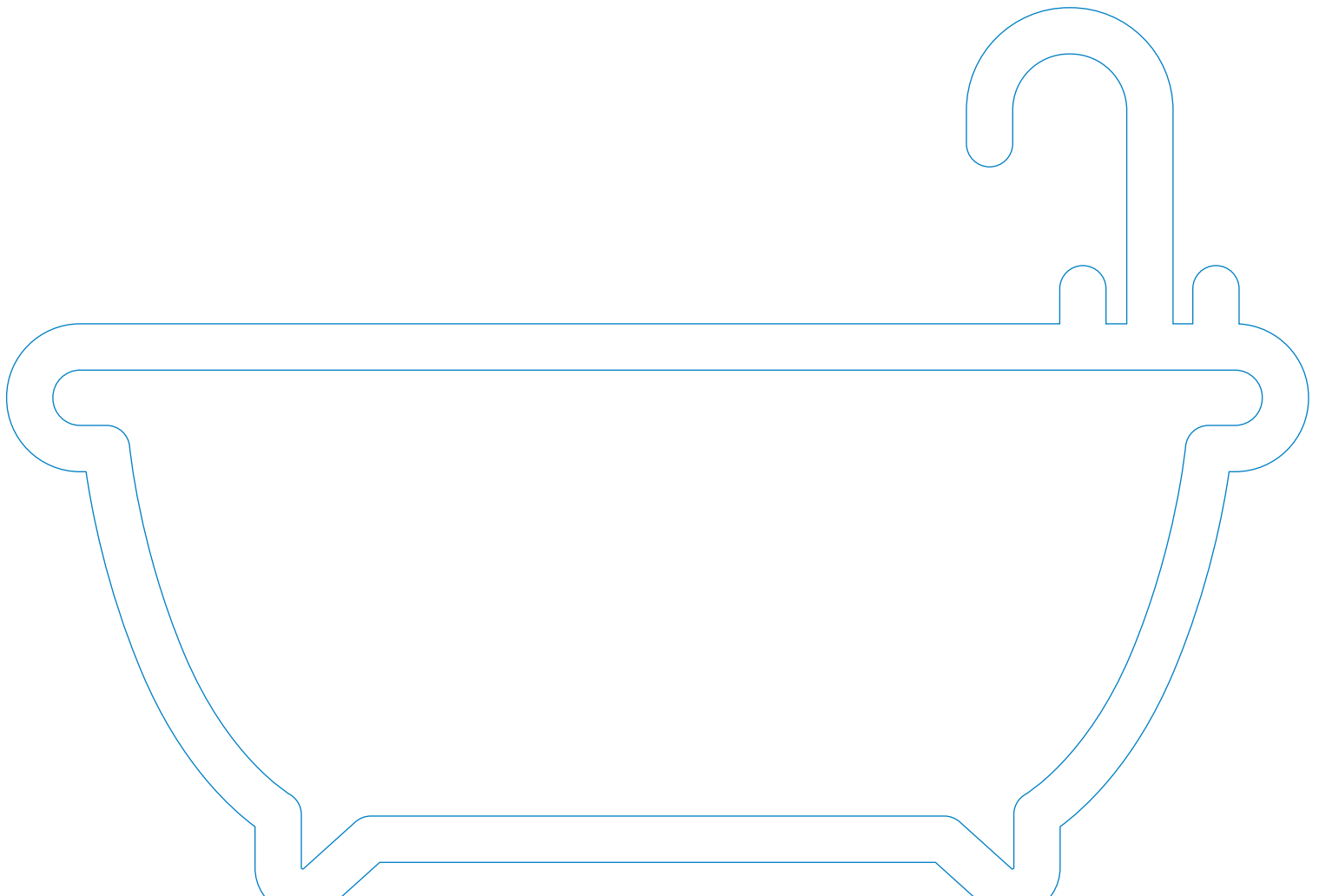


MEDIA KIT 2017

— *for* —

**bathroom
+ kitchen** today



EDITORIAL MISSION

Launched in 2001, Bathroom + Kitchen Today (BKT) is a Singapore-based trade magazine focused on presenting the latest cutting-edge technologies and luxury comforts the surface, bathroom and kitchen industries have to offer. The quarterly trade magazine's coverage includes up-to-date product portfolios, noteworthy concepts, groundbreaking industry news and extensive show reviews.

The regional magazine features exclusive interviews and projects from influential industry heavyweights. Bathroom + Kitchen Today is also a participant in major building, bathroom, kitchen and design trade shows worldwide. Our luxury minded readers comprise of affluent homeowners and industry trade professionals. Additionally, our comprehensive presence extends to Print, Digital, Social Media platforms as well as major Exhibitions.



PRINT

The print edition of Bathroom + Kitchen Today has become one of the leading content providers in the region specialising in the surface, bathroom and kitchen sectors. A two-time winner of the Ceramics of Italy Journalism award, each issue of the design-driven and award-winning publication covers a diverse editorial scope that covers unbiased and thought-provoking editorial content. Our readers use that information to make informed business decisions and lead their companies to success. The editorial content is divided into five sections:

- Surface Spaces
- Bathroom Spaces
- Kitchen Spaces
- Interviews
- Show Preview & Show Review



DIGITAL

Bathroom + Kitchen Today is also available on the digital platform so that our readers are always within reach.

- **Website** (bkt.tradelinkmedia.biz)
We offer square banners on Bathroom + Kitchen Today's website.
- Quarter-monthly Newsletter to be sent to our online subscribers to inform of the latest available issue to download



SOCIAL MEDIA

Bathroom + Kitchen Today is on Facebook! Thanks to our social media presence, we can now engage with our fans and followers and provide them the latest news, projects and events from the surface, bathroom, and kitchen industry.

- **Facebook** (www.facebook.com/bathroomkitchentoday)
Currently we have 1,300+ likes and the number is growing.



EXHIBITIONS / EVENTS

Bathroom + Kitchen Today is represented at many exhibitions and events around the world. It is also distributed at leading industry events and conferences worldwide. These are true indicators of the wide reach of the magazine.

Editorial Calendar 2017

• 40,000+ readership
• Published in English, quarter-monthly

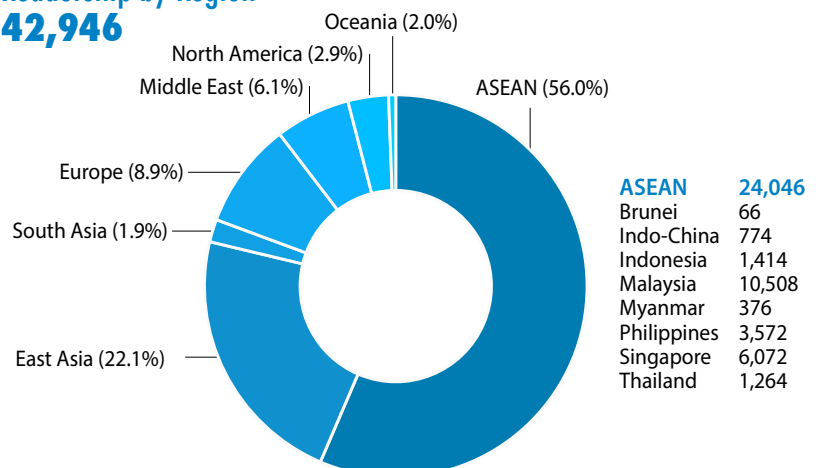
	BATHROOM SPACES	KITCHEN SPACES	SURFACE SPACES	SPECIAL PRODUCTS	PROJECTS
1 JAN – MAR Editorial Deadline 07 November 2016 Advertisement Deadline 21 November 2016	Contemporary vs Classic A sweeping look at designs from both sides; one that transcends time into classics and one that chases the newest trend.	The Art of Setting the Right Tone The choice of colors determines whether a room is perceived as inviting, elegant or cozy. The different materials and door panels used in a kitchen creating the desired harmony require not only a highly sensitive use of colors but also a well-conceived concept.	A Splash of Color A focus on how a simple dash of color can liven up an otherwise dull home.	Organising Everything in Your Bathroom and Kitchen With the correct bathroom / kitchen accessories you can get everything under control.	Designer Homes Residential projects/home makeovers
2 APR – JUN Editorial Deadline 06 February 2017 Advertisement Deadline 20 February 2017	Compact and Concise A look at small bathrooms and how to effectively use space. Features dual use furniture and wall fixtures.	The Kitchen Islands You'll Never Stop Dreaming Of Islands for the kitchen have been around for several years but they're more popular than ever. Islands look great in almost any kitchen, adding decorative style and beauty. They can also serve several practical purposes or even open up a dialogue between the kitchen and the living room, the cook and the guests.	Clash of the Colors From classic black and white washroom tiles to red and orange bedroom carpeting.	The Essential Role Play in the Bathroom and Kitchen Design The character of the bathroom and kitchen can be emphasised or contrasted through the selection of the countertop and niche material in whether homey or practical, or impressive or functional.	Iconic Showcases Open-ended project segment e.g commercial/residential.
3 JUL – SEP Editorial Deadline 08 May 2017 Advertisement Deadline 22 May 2017	Elevating the Bathroom A look at some of the most luxurious bathrooms and how a simple upgrade of an element (bathtubs, cupboards) can change the room entirely.	The Sophisticated Way to Modernise Your Kitchen Transform your entire space with a simple swap such as a move to open shelving can improve both the look and the functionality of your dining space, rethink the storage solution, embrace the curve or make space for technology.	Traditional Craftsmanship, Modern Technology Tiles that fuse traditional craftsmanship with technological processes in the manufacturing process.	The High-Tech Equipments that Transports Your Room Into The Future Considering that the most of the real estate buyers are Millennials, it's no surprise that technology is one of the most desired qualities in a new home especially when come to bathroom and kitchen products.	Designer Homes Residential projects
4 OCT – DEC Editorial Deadline 07 August 2017 Advertisement Deadline 21 August 2017	The Best Bathroom Designs of 2017 Award-winning bathroom designs. Product highlights may include collections or individual pieces.	Industrialise Your Kitchen If there is one style that celebrates humility, practicality and affordability, then it is surely the industrial style. Let's talk about how to blend in these elements into home use.	Affordable Arrangements Tiles, carpeting and flooring that are priced affordably.	Bathroom Innovations and Kitchen Solutions Such as energy and water saving products, storage solutions, floor drain etc.	Iconic Showcases Open-ended project segment e.g commercial/residential.

Readership by Job Function

Architects	21.0%
Associations	1.0%
Bathroom / Kitchen Designers	5.0%
Contractors	4.0%
Developers	10.0%
Distributors / Importers / Re-sellers	4.0%
Engineers	2.0%
Facility Managers	1.0%
Government Building Authority / Agencies	2.5%
Interior Designers	12.5%
Project Managers	2.0%
Retailers / Hoteliers	5.0%
Suppliers / Manufacturers	29.0%
Others	1.0%

Readership by Region

42,946



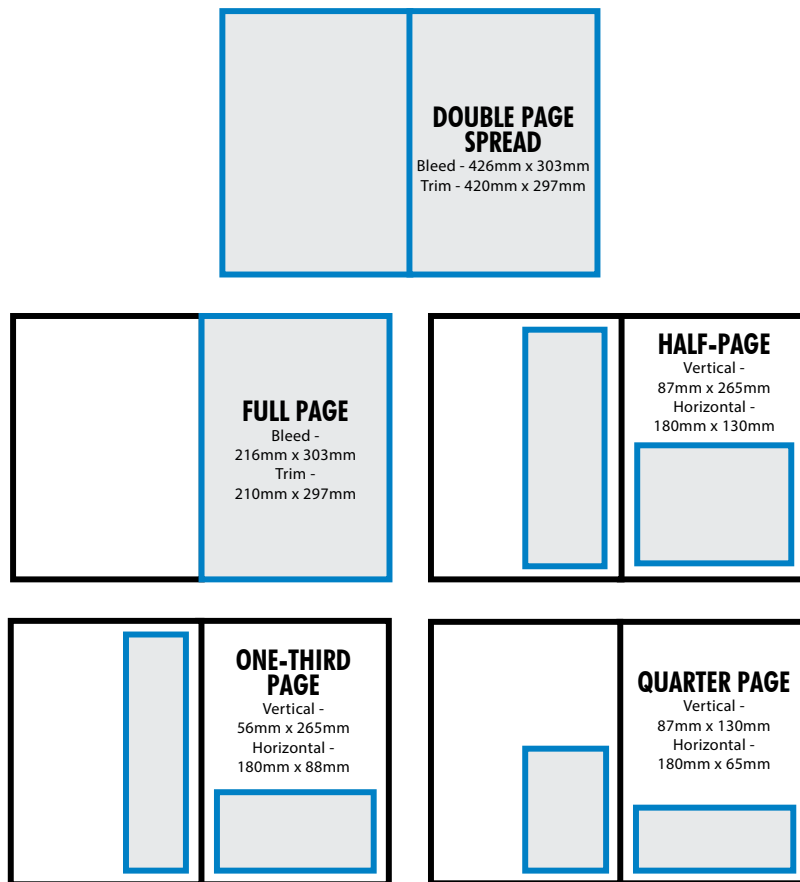
2017 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN – MAR	Xiamen Stone Fair 2017	Xiamen	China	6 – 9 March
	Worldbex 2017	Manila	Philippines	15 – 19 March
	Megabuild 2017	Jakarta	Indonesia	16 – 19 March
	Guangzhou Int'l Sanitary Ware Fair 2017	Guangzhou	China	12 – 14 May
APR – JUN	SMAHome 2017	Taipei	Taiwan	12 – 14 April
	Piscine Asia 2017	Singapore	Singapore	5 – 6 April
	Ecobuild Southeast Asia 2017	Kuala Lumpur	Malaysia	12 – 14 April
	Architect Expo 2017	Bangkok	Thailand	2 – 7 May
JUL – SEP	Cambodia Architect & Décor 2017	Phnom Penh	Cambodia	8 – 10 June
	LaoBuild 2017	Vietiane	Laos	15 – 17 June
	Archidex 2017	Kuala Lumpur	Malaysia	19 – 22 July
	Facilities Management Solutions Expo 2017	Singapore	Singapore	20 – 21 July
	LankaBuild 2017	Colombo	Sri Lanka	10 – 12 August
	Cambuild 2017	Phnom Penh	Cambodia	7 – 9 September
	MCE Asia 2017	Singapore	Singapore	12 – 14 September
	Kitchen + Bathroom Indonesia 2017	Jakarta	Indonesia	27 – 30 September
OCT – DEC	Myanmar Build + Décor 2017	Yangon	Myanmar	5 – 7 October
	BuildTech Asia 2017	Singapore	Singapore	24 – 26 October
	OneBuild 2017	Kuala Lumpur	Malaysia	2 – 4 November
	Myanbuild 2017	Yangon	Myanmar	1 – 3 December



PRINT ADVERTISING



Terms & Conditions

- Booking of premium positions are based on the available of space upon the confirmation of insertion order.
- All advertising materials are subject to the approval of the publisher, who reserves the right to decline the insertion of any material.
- Presented rates do not include advertising agency commission.
- Postponement of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 50% surcharge of the contracted rate will be imposed.
- Cancellation of advertisement must be done in writing one (1) month / 4 weeks prior the advertisement material deadline, failing which a 100% surcharge of the contracted rate will be imposed.
- If the advertiser is unable to submit the artwork by the stipulated deadline, the Publisher reserves the right to insert the previously used artwork or publish a blank ad space entitled "Reserved for Advertiser" notice. The advertiser is still liable for the full cost of the reserved advertisement space.
- We accept advertisement artwork in PDF, TIFF, JPEG and EPS formats. The artwork must have a minimum resolution of 300 dpi in CMYK mode. Advertiser must notify us should the artwork is designed in special / pantone colours. There will be additional charge for special / pantone colour printing by our Printer.
- The Publisher owns the copyright of the artwork should the advertiser seeks the provision of graphic layout service from the Publisher. No reproduction of the same artwork should be made on another media without the written permission from the Publisher.
- Singapore registered companies may apply for Double Tax Deduction (DTD) for advertising on Bathroom + Kitchen Today. Do visit IE Singapore (www.iesingapore.gov.sg) for more information.
- The terms and conditions apply to respective permitted successors of both parties.
- Any legal dispute in relation to this contract shall be settled in accordance to the laws of the Republic of Singapore.



DIGITAL ADVERTISING

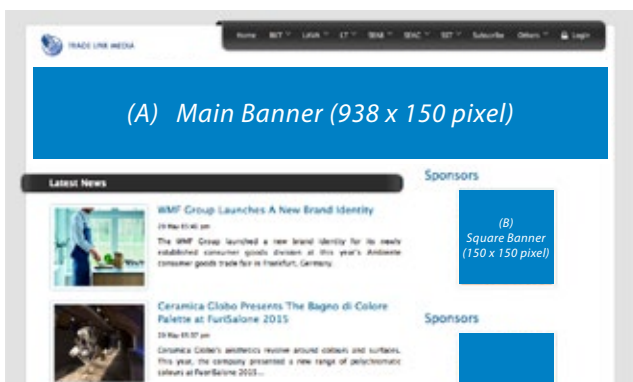
Bathroom + Kitchen Today provides online reach to professional readers on digital platform. We offer :

Site Analytics *Source : Google Analytics (January 2017)*

Monthly Traffic :

- Monthly Unique Traffic : 12,052
- Page Views : 85,560
- Average Time onsite : 3.54 mins
- Pages per visit : 5.12
- Registered readers : 22,403

Web Banners



- (A) Main Banner (938 x 150 pixel)
USD1,000 per month / SGD1,400 per month
- (B) Square Banner (150 x 150 pixel)
USD500 per month / SGD700 per month

Newsletter Banner



- (C) Newsletter Banner (580 x 150 pixel)
 - Banner will be sent out to online subscribers on bimonthly basis (upon the publication of each issue online)
- USD1,000 per issue / SGD1,500 per issue



SOCIAL MEDIA

1,300+ **LIKES**



Webtorial: We are pleased to offer webtorial (editorials on our website) for advertisers to submit 500 – 1000 words of product description with one (1) image in jpg format with minimum of 100 dpi resolution. The webtorial will be posted on our website (bkt.tradelinkmedia.biz) and will be shared on Bathroom + Kitchen Today's facebook. Please refer to rates on the last page.



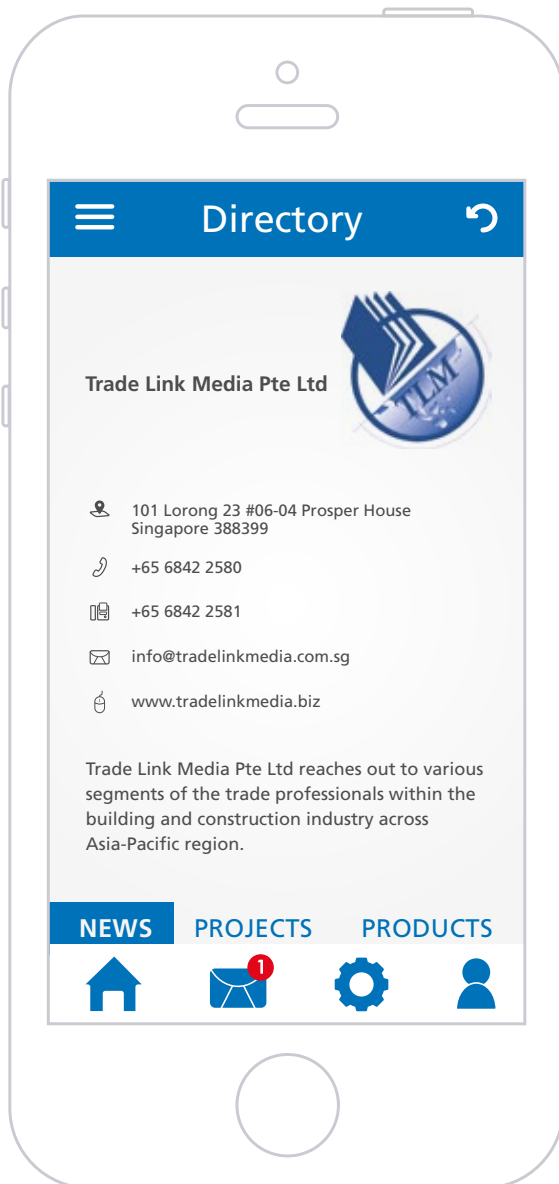
Vidtorial: Advertisers are welcome to share video demonstration on product and projects on YouTube with caption on Bathroom + Kitchen Today's facebook or to our online subscribers. Please refer to rates on the last page.



MOBILE APPLICATION

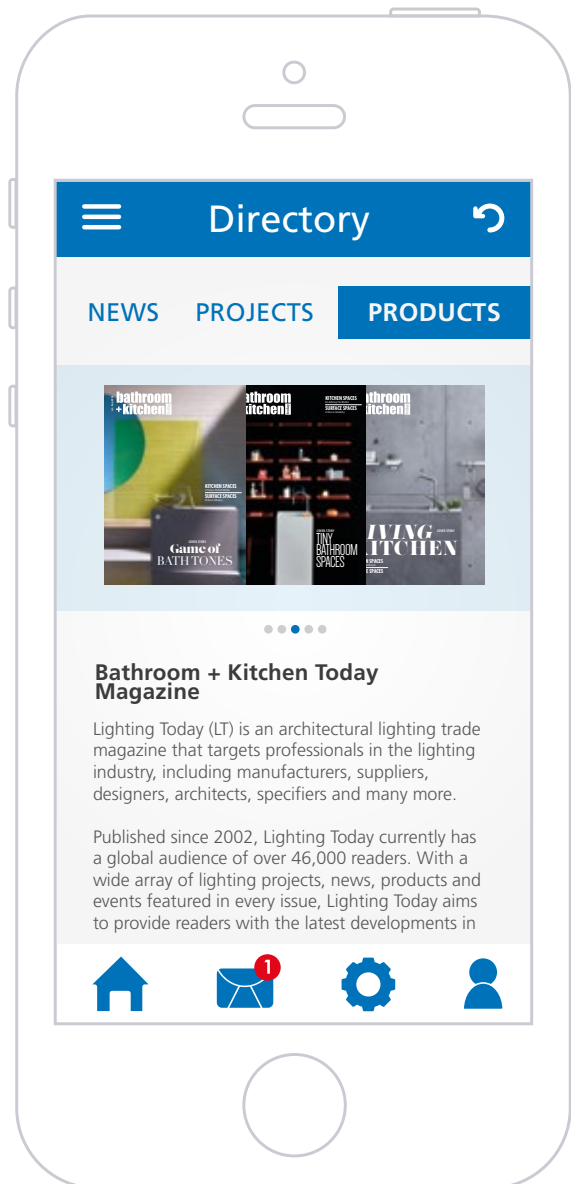
Bathroom + Kitchen Today also provides online reach to professional readers on mobile platform. We offer:

Organisation Listing



(A) 1-Year Organisation Listing
USD2,000 per year / SGD3,000 per year

Organisation + Product Listing



(A) 1-Year Organisation + Product Listing
USD4,000 per year / SGD6,000 per year

* Disclaimer: Actual layout may change to phone type and future improvements to the application capability.

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

ASK US FOR A FREE QUOTE!

To get a competitive quote for a Customised Package that meets your needs, contact us at advertising@tradelinkmedia.com.sg or call +65 6842 2580

MEDIA	AD SIZE	FREQUENCY & RATES		
PRINT	4-COLOUR	SINGLE INSERTION	FULL YEAR <small>(4 issues)</small>	<i>Issues(s) for advertisement placement:</i> '17 '18 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUN <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC <hr/> <i>Issues(s) for newsletter placement:</i> '17 '18 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUN <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00 <input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,400.00 x 4 <input type="checkbox"/> S\$3,200.00 x 4	
	<input type="checkbox"/> TWO THIRD PAGE	<input type="checkbox"/> US\$2,300.00 <input type="checkbox"/> S\$3,000.00	<input type="checkbox"/> US\$2,070.00 x 4 <input type="checkbox"/> S\$2,600.00 x 4	
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00 <input type="checkbox"/> S\$2,600.00	<input type="checkbox"/> US\$1,600.00 x 4 <input type="checkbox"/> S\$2,080.00 x 4	
	<input type="checkbox"/> ONE THIRD PAGE	<input type="checkbox"/> US\$1,600.00 <input type="checkbox"/> S\$2,080.00	<input type="checkbox"/> US\$1,280.00 x 4 <input type="checkbox"/> S\$1,664.00 x 4	
	<input type="checkbox"/> QUARTER PAGE	<input type="checkbox"/> US\$1,300.00 <input type="checkbox"/> S\$1,700.00	<input type="checkbox"/> US\$1,040.00 x 4 <input type="checkbox"/> S\$1,224.00 x 4	
DIGITAL	<input type="checkbox"/> NEWSLETTER BANNER <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00	X _____ issue(s)	
	<input type="checkbox"/> MAIN BANNER <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00	X _____ mth(s)	<i>Preferred month(s):</i> 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC 2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> SQUARE BANNER <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00	X _____ mth(s)	
SOCIAL MEDIA <small>(facebook)</small>	<input type="checkbox"/> WEBTORIAL <small>Editorial on website (500 - 1000 words + 1 image)</small>	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00	X _____ webtorial(s)	<i>Preferred month(s):</i> 2017 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC 2018 <input type="checkbox"/> JAN <input type="checkbox"/> JUL <input type="checkbox"/> FEB <input type="checkbox"/> AUG <input type="checkbox"/> MAR <input type="checkbox"/> SEPT <input type="checkbox"/> APR <input type="checkbox"/> OCT <input type="checkbox"/> MAY <input type="checkbox"/> NOV <input type="checkbox"/> JUNE <input type="checkbox"/> DEC
	<input type="checkbox"/> VIDTORIAL <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00	X _____ vidtorial(s)	

SPECIAL INSTRUCTIONS:

NEW!

MOBILE APP PLATFORM 2017 OFFER

	NET RATE
<input type="checkbox"/> 1-Year Organisation Listing	<input type="checkbox"/> US\$2,000 per year / S\$3,000 per year Promo Rate for 2017: US\$1,000 per year / S\$1,500 per year
<input type="checkbox"/> 1-Year Organisation Listing + 1-Year Product Listing	<input type="checkbox"/> US\$4,000 per year / S\$6,000 per year Promo Rate for 2017: US\$2,000 per year / S\$3,000 per year

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

ORDER FORM

Please tick your choice below. US\$ - US Dollars, S\$ - Singapore Dollars

Please fax to (+65) 6842 2581 / 6745 9517 or email us at advertising@tradelinkmedia.com.sg

**bathroom
+kitchen**
today

NEW!

2017 INTEGRATED PACKAGES OFFER

			NET RATE
<input type="checkbox"/> Package A1 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (4x) Full Page, 4-C advertisements • 1 Year (4x) Newsletter Banner 	<ul style="list-style-type: none"> • 1 Year Random Main Banner • 3 x Webtorials to be shared on social media (facebook) 	<input type="checkbox"/> US\$20,000.00 <input type="checkbox"/> S\$28,888.00*
<input type="checkbox"/> Package A2 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 2x Full Page, 4-C advertisements • 2x Newsletter Banner 	<ul style="list-style-type: none"> • 6 months Random Main Banner • 1 x Webtorial to be shared on social media (facebook) 	<input type="checkbox"/> US\$15,000.00 <input type="checkbox"/> S\$22,000.00*
<input type="checkbox"/> Package A3 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 1 Year (4x) Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 1 Year (4x) Newsletter Banner • 1 Year Random Main Banner 	<input type="checkbox"/> US\$13,000.00 <input type="checkbox"/> S\$19,000.00*
<input type="checkbox"/> Package A4 (Mobile + Print + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing • 2x Half Page, 4-C advertisements 	<ul style="list-style-type: none"> • 2x Newsletter Banner • 6 months Random Main Banner 	<input type="checkbox"/> US\$10,000.00 <input type="checkbox"/> S\$15,000.00*
<input type="checkbox"/> Package B (Mobile + Digital)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (4x) Newsletter Banner • 1 Year Random Main Banner 	<input type="checkbox"/> US\$12,000.00 <input type="checkbox"/> S\$18,000.00*
<input type="checkbox"/> Package C1 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (4x) Full Page, 4-C advertisements 	<input type="checkbox"/> US\$8,500.00 <input type="checkbox"/> S\$12,000.00*
<input type="checkbox"/> Package C2 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 1 Year (4x) Half Page, 4-C advertisements 	<input type="checkbox"/> US\$7,500.00 <input type="checkbox"/> S\$11,000.00*
<input type="checkbox"/> Package C3 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 2x Full Page, 4-C advertisements 	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$9,000.00*
<input type="checkbox"/> Package C4 (Mobile + Print)	<ul style="list-style-type: none"> • 1 Year Organisation Listing • 1 Year Product Category Listing 	<ul style="list-style-type: none"> • 2x Half Page, 4-C advertisements 	<input type="checkbox"/> US\$5,000.00 <input type="checkbox"/> S\$7,500.00*

*Net rates presented are exclusive of 7% GST for Singapore-registered companies

MORE SAVINGS

Singapore-Registered Companies who advertise in Bathroom + Kitchen Today might be pleased to know your advertising investment is eligible for Double Tax Deduction (DTD) as Bathroom + Kitchen Today is designated as a DTD publication. **Visit IE Singapore website: www.iesingapore.gov.sg for more information.** 7% GST will be imposed on Singapore-Registered Companies.

We hereby confirm the above order for **BATHROOM + KITCHEN TODAY**. Please bill us according to our particulars as below:

Name of Company: _____

Address: _____

Country: _____

Postal Code: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

I have read the advertising contract and agree to the terms and conditions set forth on Page 5, and on this order form.

Name / Designation

Signature & Company Stamp / Date