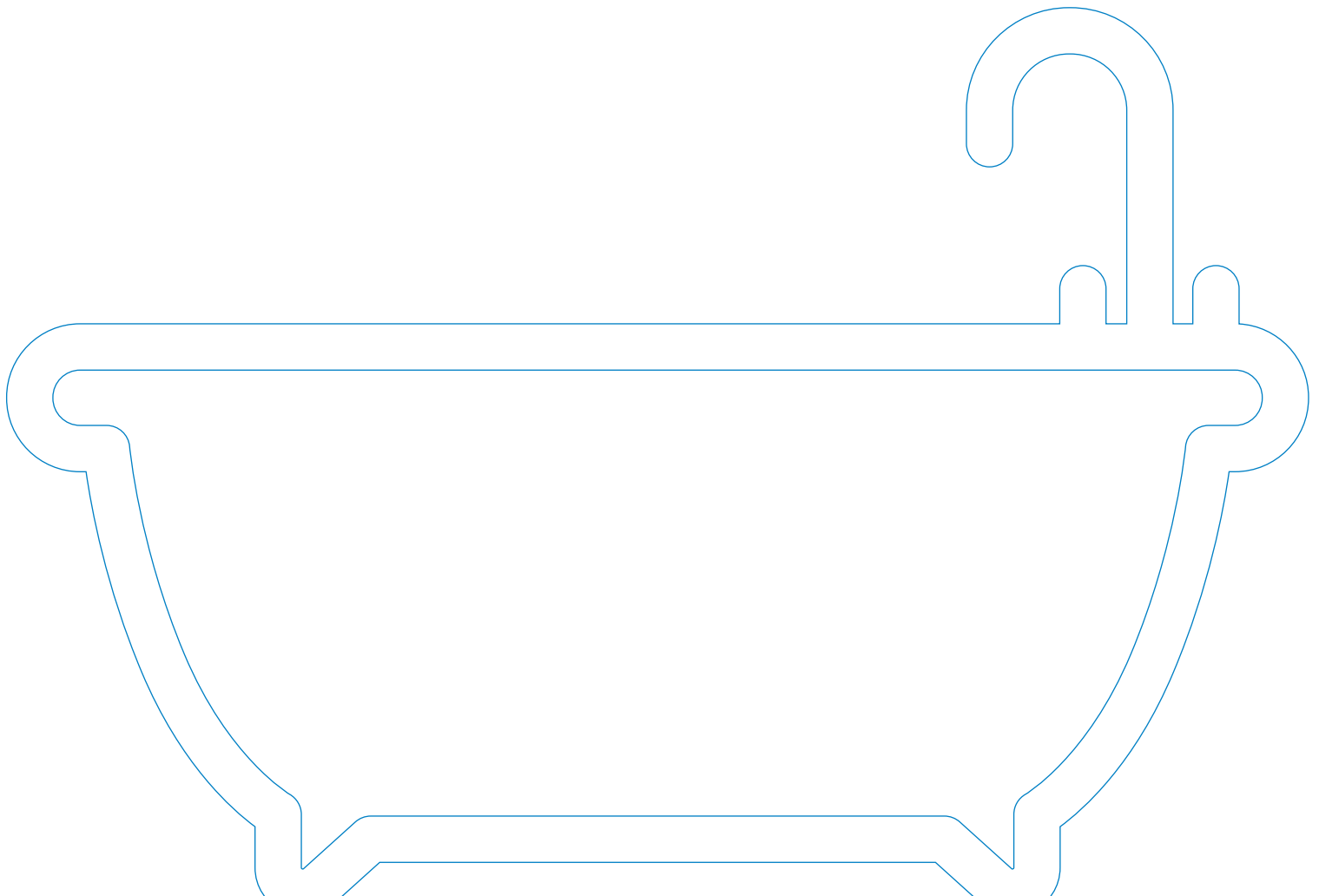


# MEDIA KIT 2018

— *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

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## DIGITAL

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

- [Website \(bkt.tradelinkmedia.biz\)](http://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 \(www.facebook.com/bathroomkitchentoday\)](https://www.facebook.com/bathroomkitchentoday)  
Currently we have 1,300+ likes and the number is growing.

# Editorial Calendar 2018

- 44,000+ readership
- Published in English, quarter-monthly

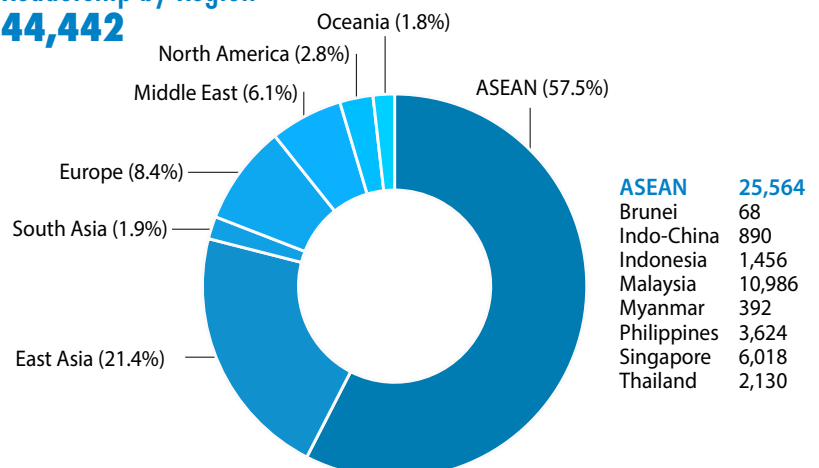
	BATHROOM SPACES	KITCHEN SPACES	SURFACE SPACES	SPECIAL PRODUCTS	PROJECTS
<b>1</b> <b>JAN – MAR</b> Editorial Deadline 10 November 2017 Advertisement Deadline 24 November 2017	<b>Come to the Dark Side</b> A showcase on the different moods (such as luxurious coziness) that a dark flooring can bring into your bathroom.	<b>Heart of the Home</b> A showcase of homes that places top importance on the kitchen. Styles varying in traditional, modern, creative and abstract.	<b>A Splash of Colour</b> A focus on how a simple dash of colour can liven up an otherwise dull home.	<b>Dual Functionality</b> Let your furniture work for you - highlight of products that serves more than one purpose, all in the name of making your life easier.	<b>Designer Homes</b> Residential projects/home makeovers
<b>2</b> <b>APR – JUN</b> Editorial Deadline 14 February 2018 Advertisement Deadline 02 March 2018	<b>Singing in the Shower</b> Elevating your bathroom experience with a combination of media and music - a showcase of electronics are changing the entertainment landscape in the bathroom.	<b>Come to the Dark Side</b> A showcase on the different moods (such as luxurious coziness) that a dark flooring can bring into your kitchen.	<b>Traditional Craftsmanship, Modern Technology</b> Tiles that fuse traditional craftsmanship with technological processes in the manufacturing process.	<b>High-Tech, High-Performance</b> A look at mid-to-high tier products that uses technology to improve the performance of your bathroom and kitchen tasks.	<b>Iconic Showcases</b> Open-ended project segment e.g commercial/residential.
<b>3</b> <b>JUL – SEP</b> Editorial Deadline 18 May 2018 Advertisement Deadline 01 June 2018	<b>Smart Storage Solutions</b> Take advantage of your vertical space! Build cabinetry up the wall, spring for open shelving or try a floating sink - we showcase smart storage solutions for the bathroom.	<b>Bring on the Rustic</b> We explore modern alternatives for the classic rustic kitchen and the versatility of reclaimed wood, such as polished teak and pecky cypress.	<b>Clash of the Colours</b> From classic monochrome bathroom tiles to geometric patterns in the patio flooring.	<b>A Spin on the Traditional</b> Exploring traditional products that has been tweaked to for modern needs, including smart shower systems, app-controlled heating appliances.	<b>Designer Homes</b> Residential projects
<b>4</b> <b>OCT – DEC</b> Editorial Deadline 17 August 2018 Advertisement Deadline 31 August 2018	<b>Deluxe Treatment in the Bathroom</b> Bold lights for your vanity mirror? Radiant flooring and electric mats? A steam enclosed shower that breaks the bank but soothes the soul? We showcase the top deluxe bathroom products of 2018.	<b>Black is the new Sleek</b> Kitchen appliance giants are now seeing the virtue of black - this rich color proves to be a strong anchor in the kitchen. We showcase hyper-stylish black tones in the kitchen.	<b>Affordable Arrangements</b> Tiles, carpeting and flooring that are priced affordably.	<b>Bathroom Innovations and Kitchen Solutions</b> Such as energy and water saving products, storage solutions, floor drain etc.	<b>Iconic Showcases</b> Open-ended project segment e.g commercial/residential.

## Readership by Job Function

Architects	20.0%
Associations	1.0%
Bathroom / Kitchen Designers	6.0%
Contractors	4.0%
Developers	9.0%
Distributors / Importers / Re-sellers	5.0%
Engineers	2.0%
Facility Managers	1.0%
Government Building Authority / Agencies	2.5%
Interior Designers	12.5%
Project Managers	2.0%
Retailers / Hoteliers	7.0%
Suppliers / Manufacturers	27.0%
Others	1.0%

## Readership by Region

**44,442**

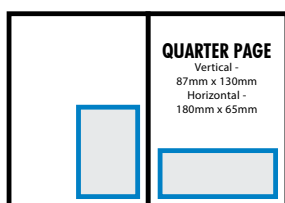
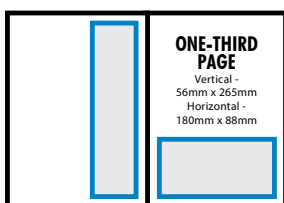
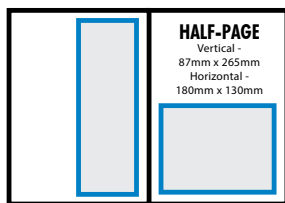
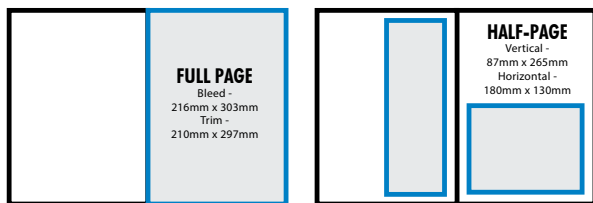
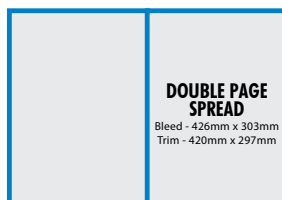


# 2018 EXHIBITION PARTICIPATION & DISTRIBUTION

\*Awaiting show participation confirmation

ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN – MAR	Worldbex 2018	Manila	Philippines	14 – 18 March
	Megabuild 2018	Jakarta	Indonesia	15 – 18 March
	Ecobuild 2018	Kuala Lumpur	Malaysia	27 – 29 March
APR – JUN	Architect Expo 2018	Bangkok	Thailand	2 – 7 May
	Build4Asia 2018	Hong Kong	China	9 – 11 May
	LaoBuild 2018	Vientiane	Laos	7 – 9 June
JUL – SEP	Archidex 2018	Kuala Lumpur	Malaysia	4 – 7 July
	ASEAN M&E Show 2018	Kuala Lumpur	Malaysia	17 – 19 July
	LankaBuild 2018	Colombo	Sri Lanka	9 – 11 August
	*BEX / MCE Asia 2018	Singapore	Singapore	5 – 7 September
	Cambuild 2018	Phnom Penh	Cambodia	12 – 14 September
OCT – DEC	*ArchXpo 2018	Singapore	Singapore	2 – 4 October
	MyanBuild 2018	Yangon	Myanmar	16 – 18 November

## PRINT ADVERTISING



## 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.

USD600 / SGD840 per post



**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.

USD300 / SGD420 per post

## DIGITAL ADVERTISING

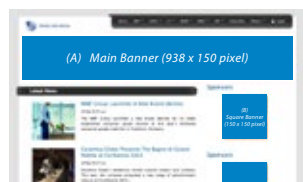
Bathroom + Kitchen Today provides online reach to professional readers on digital platform. We offer:

**Site Analytics** Source : Google Analytics (Jan 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 quarter-monthly basis (upon the publication of each issue online)

USD1,000 per issue /  
SGD1,500 per issue



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Project Story  
USD100 per post / SGD140 per post



Event Listing  
USD215 per listing / SGD300 per listing



Leader Banner (938 x 150 pixel)  
USD1,500 per month / SGD2,000 per month



Web Banner (938 x 150 pixel)  
USD720 per month / SGD1,000 per month

\*Prices reflected are net prices and subject to change. Please log in to TradeCards Global ([www.tradecardsglobal.com](http://www.tradecardsglobal.com)) to check on the latest prices or to enjoy any online promotion from time to time.

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MEDIA	AD SIZE	FREQUENCY & RATES				
<b>PRINT</b>	4-COLOUR	SINGLE INSERTION		FULL YEAR <small>(4 issues)</small>		<i>Issues(s) for advertisement placement:</i> '18 '19 <input type="checkbox"/> <input type="checkbox"/> JAN-MAR <input type="checkbox"/> <input type="checkbox"/> APR-JUNE <input type="checkbox"/> <input type="checkbox"/> JUL-SEP <input type="checkbox"/> <input type="checkbox"/> OCT-DEC <hr/> <i>Issues(s) for newsletter placement:</i> '18 '19 <input type="checkbox"/> <input type="checkbox"/> JAN-MAR <input type="checkbox"/> <input type="checkbox"/> APR-JUNE <input type="checkbox"/> <input type="checkbox"/> JUL-SEP <input type="checkbox"/> <input type="checkbox"/> OCT-DEC
	<input type="checkbox"/> <b>DOUBLE PAGE</b>	<input type="checkbox"/> US\$6,000.00	<input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x4	<input type="checkbox"/> S\$7,000.00 x4	
	<input type="checkbox"/> <b>FULL PAGE</b>	<input type="checkbox"/> US\$3,000.00	<input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,500.00 x4	<input type="checkbox"/> S\$3,500.00 x4	
	<input type="checkbox"/> <b>TWO THIRD PAGE</b>	<input type="checkbox"/> US\$2,300.00	<input type="checkbox"/> S\$3,220.00	<input type="checkbox"/> US\$2,000.00 x4	<input type="checkbox"/> S\$2,800.00 x4	
	<input type="checkbox"/> <b>HALF PAGE</b>	<input type="checkbox"/> US\$2,000.00	<input type="checkbox"/> S\$2,800.00	<input type="checkbox"/> US\$1,800.00 x4	<input type="checkbox"/> S\$2,520.00 x4	
	<input type="checkbox"/> <b>ONE THIRD PAGE</b>	<input type="checkbox"/> US\$1,600.00	<input type="checkbox"/> S\$2,240.00	<input type="checkbox"/> US\$1,500.00 x4	<input type="checkbox"/> S\$2,100.00 x4	
	<input type="checkbox"/> <b>QUARTER PAGE</b>	<input type="checkbox"/> US\$1,300.00	<input type="checkbox"/> S\$1,820.00	<input type="checkbox"/> US\$1,000.00 x4	<input type="checkbox"/> S\$1,400.00 x4	
<input type="checkbox"/> <b>ADVERTORIAL</b>	<input type="checkbox"/> <b>1 PAGE</b> <input type="checkbox"/> US\$3,500.00 <input type="checkbox"/> S\$4,900.00		<input type="checkbox"/> <b>2 PAGES</b> <input type="checkbox"/> US\$3,300.00 x2 <input type="checkbox"/> S\$4,620.00 x2		<input type="checkbox"/> <b>3 PAGES</b> <input type="checkbox"/> US\$3,100.00 x3 <input type="checkbox"/> S\$4,340.00 x3	<input type="checkbox"/> <b>4 PAGES &amp; ABOVE</b> <input type="checkbox"/> US\$3,000.00 x4 <input type="checkbox"/> S\$4,200.00 x4
<b>DIGITAL</b>	<input type="checkbox"/> <b>NEWSLETTER BANNER</b> <small>(580 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,500.00		X _____ issue(s)		<i>Preferred month(s):</i> <b>2018</b> <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 <b>2019</b> <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"/> <b>MAIN BANNER</b> <small>(938 x 150 pixel)</small>	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00		X _____ mth(s)		
	<input type="checkbox"/> <b>SQUARE BANNER</b> <small>(150 x 150 pixel)</small>	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00		X _____ mth(s)		
<b>SOCIAL MEDIA</b> <small>(facebook)</small>	<input type="checkbox"/> <b>WEBTORIAL</b> <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> <b>2018</b> <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 <b>2019</b> <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"/> <b>VIDTORIAL</b> <small>Video on YouTube (with captions)</small>	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00		X _____ vidtorial(s)		



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