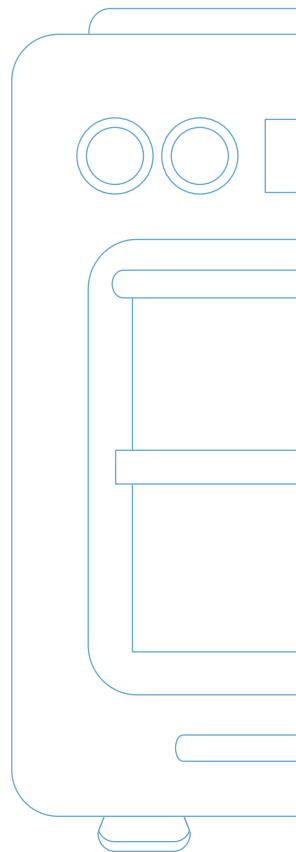
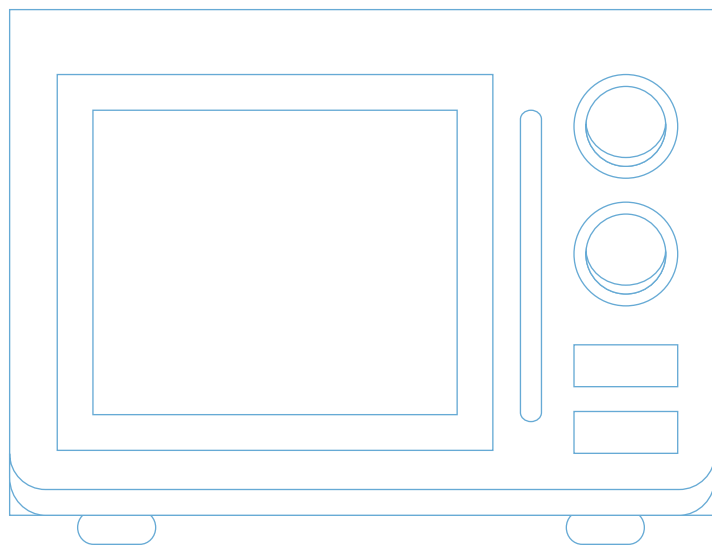
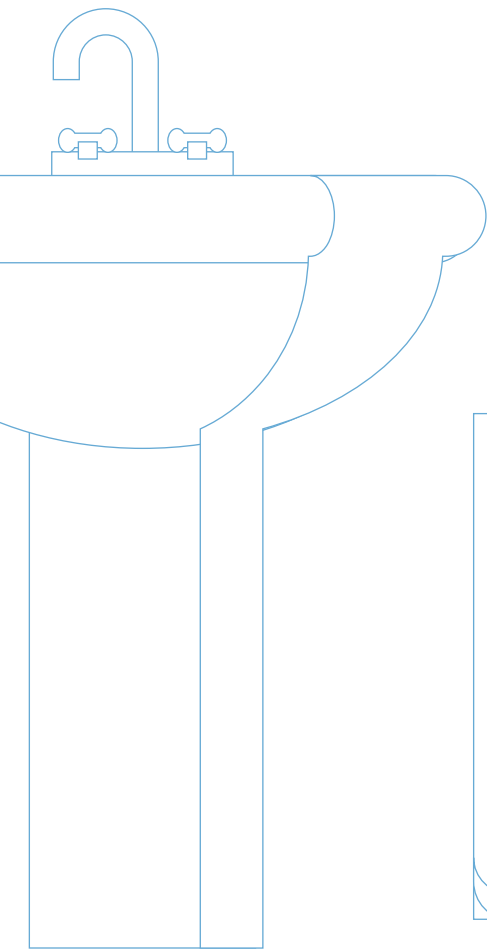


MEDIA KIT 2019

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

TRADECARDS GLOBAL

 Scan for contacts  News, Products, and Projects

 Organisational listing  Strategic Event Partnership



Scan here to TradeCards Global website

Available on [Google Play](#) & the [App Store](#)



DIGITAL

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

- [Website \(bkt.tradelinkmedia.biz\)](http://www.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.

RECOGNITION TO OUR PARTNERS

To recognise our industry partners who support Bathroom+Kitchen Today since 2001, we would like to show our appreciation by presenting the following partners status:



More than 10 consecutive years of partnership + minimum ad spend of S\$12,000 per year



Minimum ad spend of S\$12,000 per year



Minimum ad spend of S\$6,000 per year

Editorial Calendar 2019

- **48,000+** unique readership
- Published in English, quarter-monthly

	BATHROOM SPACES	KITCHEN SPACES	SURFACE SPACES	SPECIAL PRODUCTS	PROJECTS
1 JAN – MAR Editorial Deadline 10 November 2018 Advertisement Deadline 24 November 2018	Super Storage Bathrooms Think wall cabinets, sink skirts, storage towers and vanity niches – learn how to maximize your bathroom space in style.	Open Kitchen Concept You know this term by heart, but what does it entail in a HDB capacity? Here are some ideas on how to Singapore-proof an open concept kitchen.	A Splash of Colour A focus on how a simple dash of colour can liven up an otherwise dull home.	Dual Functionality Let your furniture work for you - highlight of products that serves more than one purpose, all in the name of making your life easier.	Designer Homes Residential projects/home makeovers
2 APR – JUN Editorial Deadline 14 February 2019 Advertisement Deadline 02 March 2019	Remodel and Renovate Want to add value to your home? Upgrade your bathroom. We explore practical ideas on how to enliven this limited space.	Dream Kitchens Suffering from kitchen envy after watching one too many Cooking Channel shows? Let us guide you through the elements of a dream kitchen.	Traditional Craftsmanship, Modern Technology Tiles that fuse traditional craftsmanship with technological processes in the manufacturing process.	High-Tech, High-Performance A look at mid-to-high tier products that uses technology to improve the performance of your bathroom and kitchen tasks.	Iconic Showcases Open-ended project segment e.g commercial/residential.
3 JUL – SEP Editorial Deadline 18 May 2019 Advertisement Deadline 01 June 2019	In the Mood to Modernise Number one issue with most local apartments? The bathroom is dated. It is time to give this space a modern facelift.	Small Kitchen, Big Efficiency Want an efficient workspace? Downsize your kitchen. A compact kitchen is usually more productive than a big one – let us show you how to unclutter.	Clash of the Colours From classic monochrome bathroom tiles to geometric patterns in the patio flooring.	A Spin on the Traditional Exploring traditional products that has been tweaked to for modern needs, including smart shower systems, app-controlled heating appliances.	Designer Homes Residential projects
4 OCT – DEC Editorial Deadline 17 August 2019 Advertisement Deadline 31 August 2019	Cue the Contemporary Today, in the longstanding battle between classic and contemporary, we side with the latter and dive into bold, contemporary ideas.	Integrated Dining Space Not new to space-strained countries like Hong Kong, an integrated dining space could soon be the next big thing in the kitchen stratosphere. Just look at this stunning examples.	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

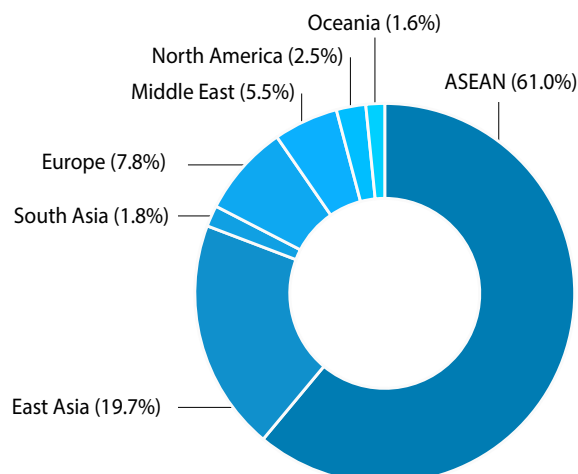
Architects	18.0%
Associations	1.0%
Bathroom / Kitchen Designers	7.0%
Contractors	4.0%
Developers	8.0%
Distributors / Importers / Re-sellers	7.0%
Engineers	2.0%
Facility Managers	1.0%
Government Building Authority / Agencies	2.5%
Interior Designers	12.5%
Project Managers	2.0%
Retailers / Hoteliers	7.0%
Suppliers / Manufacturers	27.0%
Others	1.0%

Platforms

Print	32.0%
Digital	43.0%
Print + Digital	23.0%
Social Media	2.0%

Unique Readership by Region

48,982



+10.2%
readership

*Increased 10.2% readership from 44,442 (2018)

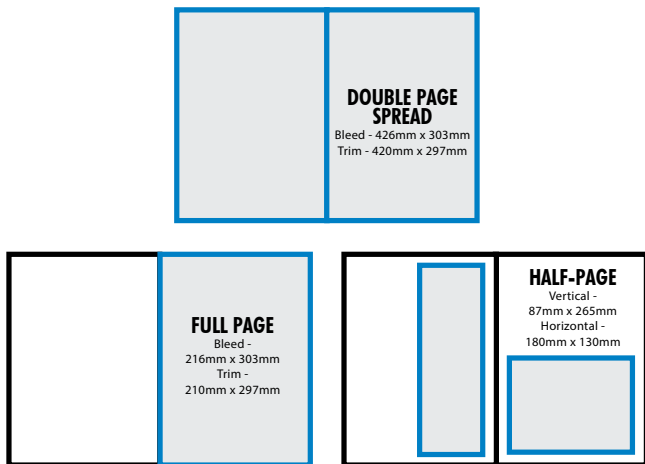
ASEAN	29,894
Brunei	68
Indo-China	928
Indonesia	1,606
Malaysia	11,782
Myanmar	424
Philippines	3,644
Singapore	9,270
Thailand	2,172

2019 EXHIBITION PARTICIPATION & DISTRIBUTION

*Awaiting show participation confirmation


ISSUE	EXHIBITION	VENUE	COUNTRY	DATE
JAN – MAR	Korea Build 2019	Seoul	South Korea	20 – 24 February
	Xiamen Stone Fair 2019	Xiamen	China	6 – 9 March
	*ISH Frankfurt 2019	Frankfurt	Germany	11 – 15 March
	Sydney Build 2019	Sydney	Australia	14 – 15 March
	Megabuild 2019	Jakarta	Indonesia	14 – 17 March
	Ecobuild 2019	Kuala Lumpur	Malaysia	19 – 21 March
	IoT Asia 2019	Singapore	Singapore	27 – 28 March
APR – JUN	Architect Expo 2019	Bangkok	Thailand	30 April – 5 May
	BMAM Expo Asia 2019	Bangkok	Thailand	27 – 29 June
	Archidex 2019	Kuala Lumpur	Malaysia	3 – 6 July
JUL – SEP	*BEX Asia 2019	Singapore	Singapore	4 – 6 September
	*Cambuild 2019	Phnom Penh	Cambodia	18 – 20 September
	*ArchXpo 2019	Singapore	Singapore	1 – 3 October
OCT – DEC	*Kitchen + Bathroom Indonesia 2019	Jakarta	Indonesia	9 – 12 October
	*Myanbuild 2019	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

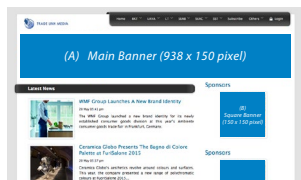
Bathroom + Kitchen Today provides online reach to professional readers on digital platform. We offer:

Site Analytics Source : Google Analytics (Aug 2018)

Monthly Traffic :

- Monthly Unique Traffic : 13,527
- Page Views : 88,172
- Average Time onsite : 4.02 mins
- Pages per visit : 4.53
- Registered readers : 26,106

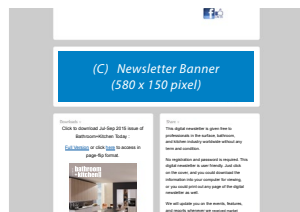
Web Banners



(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

TRADECARDS GLOBAL


Basic

 Organisation Listing
USD1,000 per year / SGD1,400 per year

Visit www.tradecardsglobal.com to create your listing online!


Add-Ons


 News Story
USD100 per post / SGD140 per post

 Product Story
USD200 per 10mb / SGD280 per 10mb

 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) to check on the latest prices or to enjoy any online promotion from time to time.

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

<p>PLATINUM PARTNER More than 10 consecutive years of partnership + minimum ad spend of S\$12,000 per year</p>	<p>GOLD PARTNER Minimum ad spend of S\$12,000 per year</p>	<p>SILVER PARTNER Minimum ad spend of S\$6,000 per year</p>
---	---	--

INTEGRATED Print + Digital + Mobile App	PRINT	DIGITAL	MOBILE APP	RATE
	FULL PAGE x 4 issues	FULL PAGE x 4 issues	ORGANISATION LISTING FOR 1 YEAR	<input type="checkbox"/> US\$10,000.00 <input type="checkbox"/> S\$12,000.00
	Includes <i>Main Banner</i> (938x150 px) on BKT's website + editorial support in selected issues.			
	HALF PAGE x 4 issues	HALF PAGE x 4 issues	ORGANISATION LISTING FOR 1 YEAR	<input type="checkbox"/> US\$7,000.00 <input type="checkbox"/> S\$9,200.00
Includes <i>Newsletter Banner</i> (580x150 px) on quarterly newsletter + editorial support in selected issues.				

PRINT	AD SIZE (4-COLOUR)	SINGLE INSERTION	HALF YEAR (2 issues)	Issues(s) for advertisement placement: '19 '20 <input type="checkbox"/> JAN-MAR <input type="checkbox"/> APR-JUNE <input type="checkbox"/> JUL-SEP <input type="checkbox"/> OCT-DEC
	<input type="checkbox"/> DOUBLE PAGE	<input type="checkbox"/> US\$6,000.00 <input type="checkbox"/> S\$8,400.00	<input type="checkbox"/> US\$5,000.00 x2 <input type="checkbox"/> S\$7,000.00 x2	
	<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> US\$3,000.00 <input type="checkbox"/> S\$4,000.00	<input type="checkbox"/> US\$2,500.00 x2 <input type="checkbox"/> S\$3,500.00 x2	
	<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> US\$2,000.00 <input type="checkbox"/> S\$2,800.00	<input type="checkbox"/> US\$1,800.00 x2 <input type="checkbox"/> S\$2,520.00 x2	
	<input type="checkbox"/> ADVERTORIAL PER PAGE	<input type="checkbox"/> US\$3,300.00 <input type="checkbox"/> S\$4,600.00	<input type="checkbox"/> US\$3,000.00 x2 <input type="checkbox"/> S\$4,000.00 x2	

DIGITAL	<input type="checkbox"/> NEWSLETTER BANNER (580 x 150 pixel)	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00 X _____ issue(s)	Preferred month(s): 2019 <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 2020 <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"/> MAIN BANNER (938 x 150 pixel)	<input type="checkbox"/> US\$1,000.00 <input type="checkbox"/> S\$1,400.00 X _____ mth(s)	
	<input type="checkbox"/> SQUARE BANNER (150 x 150 pixel)	<input type="checkbox"/> US\$500.00 <input type="checkbox"/> S\$700.00 X _____ mth(s)	

SOCIAL MEDIA (facebook)	<input type="checkbox"/> WEBTORIAL Editorial on website (500 - 1000 words + 1 image)	<input type="checkbox"/> US\$600.00 <input type="checkbox"/> S\$840.00 X _____ webtorial(s)	Preferred month(s): 2019 <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 2020 <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 Sharing of video	<input type="checkbox"/> US\$300.00 <input type="checkbox"/> S\$420.00 X _____ vidtorial(s)	

Organisation Listing (1 calendar year) at US\$1,000/S\$1,400 ! Visit www.tradecardsglobal.com to sign in and complete your order online.

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: _____

Name / Designation

Signature & Company Stamp / Date