Advertising with LARA

Harper's BAZAAR Singapore, Her World, F ZINE, The Singapore Women's Weekly

Singapore

Harper's BAZAAR Singapore, Her World and F ZINE print

Run-On Book and premium positions

All three list Full Page and Double Page Spread, Inside Front Cover Spread, Outside Back Cover, Inside Back Cover, Full Page Facing Contents, Full Page Facing Masthead or Editor's Note, and Double Page Spread Before Contents.

Print Advertorial

All three list copy and layout with client-supplied material, copy and layout with product photography, and copy and layout with a model or talent shoot.

Magazine Full Page and press-ready assets

For all three titles, full-page trim is 280 × 215 mm, type area 260 × 195 mm and bleed 286 × 221 mm (H × W). Use PDF/X-1a:2001 with the appropriate Fogra output profile, embedded fonts, a standard colour proof and at least 300 dpi for colour and greyscale imagery. For spreads the guide recommends 5 mm of gutter allowance per page, except for the front-cover reverse gatefold.

SPH Media digital takeovers, advertorials and email

Her World and Harper's BAZAAR Singapore Section Takeover

Runs for a week with 100% share of voice across the listed desktop and mobile ad positions. Placement options include homepage or title-specific sections and may include in-article video or a mobile scroller.

F ZINE and The Singapore Women's Weekly Site Takeover

Both titles list a weekly 100% share-of-voice takeover on desktop and mobile. Inventory includes large or leaderboard formats, IMU and half-page units, with some video and scroller formats optional. Sponsored pages, tag pages, topic pages and search are excluded.

Original or replicated content

The four-week page-view KPIs listed per piece are 4,500 for Her World, 3,000 for Harper's BAZAAR Singapore, 3,000 for F ZINE and 3,300 for The Singapore Women's Weekly. The tables list one sponsored e-newsletter and one Facebook article post as traffic drivers, subject to SPH's discretion.

EDM Buys

Single-title email blasts are listed for Her World and Harper's BAZAAR Singapore. The shared Lifestyle Media Women Network EDM covers these two titles, F ZINE, The Singapore Women's Weekly and other SPH brands.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

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