



ADVERTISING RATE CARD

HardwareMAG® (HWM) is Singapore's Leading Publication with franchises operational in Malaysia, Thailand, Philippines & Indonesia. Focusing on its 3C content - Computers, Consumer Electronics, Communication. HWM provides the must-have gadgets & gears available with in-depth product analysis as vital aspects of everyday life.

Monthly Circulation Breakdown

Singapore: 24,000 **Malaysia:** 24,000 **Thailand:** 80,000 **Philippines:** 50,000 **Indonesia:** 40,000

Readers Profile

- Majority Age between 20-39 Y.O.
- High Spending Power
- PMEBs, Decision-Makers
- Influencers & Opinion Leaders
- Want to fulfil a technology need
- Need to buy gadget or technology that will fulfil their wants.

Singapore

Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Full Page Full Colour	210 x 297mm (Trim)	SGD 3,800	SGD 3,648	SGD 3,496	SGD 3,230
	220 x 307mm (Bleed)				
Half Page	210 x 99mm (Trim)	SGD 2,400	SGD 2,304	SGD 2,208	SGD 2,040
	220 x 109mm (Bleed)				
1/3 Page Vertical	70 x 297mm (Trim)	SGD 1,900	SGD 1,824	SGD 1,748	SGD 1,615
	80 x 307mm (Bleed)				
Premium Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Inside Front Cover	210 x 297mm (Trim)	SGD 4,600	SGD 4,416	SGD 4,232	SGD 3,910
	220 x 307mm (Bleed)				
Inside Back Cover	210 x 297mm (Trim)	SGD 4,300	SGD 4,128	SGD 3,956	SGD 3,655
	220 x 307mm (Bleed)				
Outside Back Cover	210 x 297mm (Trim)	SGD 5,000	SGD 4,800	SGD 4,600	SGD 4,250
	220 x 307mm (Bleed)				
Double Page Spread	420 x 297mm (Trim)	SGD 7,000	SGD 6,720	SGD 6,440	SGD 5,950
	430 x 307mm (Bleed)				

Malaysia

Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Full Page Full Colour	215 x 279mm (Trim)	SGD 3,200	SGD 3,072	SGD 2,944	SGD 2,720
	225 x 289mm (Bleed)				
Half Page	205 x 137mm (Trim)	SGD 1,700	SGD 1,632	SGD 1,564	SGD 1,445
	215 x 147mm (Bleed)				
1/3 Page Vertical	80 x 279mm (Trim)	SGD 1,000	SGD 960	SGD 920	SGD 850
	90 x 289mm (Bleed)				
Premium Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Inside Front Cover	215 x 279mm (Trim)	SGD 3,700	SGD 3,552	SGD 3,404	SGD 3,145
	225 x 289mm (Bleed)				
Inside Back Cover	215 x 279mm (Trim)	SGD 3,400	SGD 3,264	SGD 3,128	SGD 2,890
	225 x 289mm (Bleed)				
Outside Back Cover	215 x 279mm (Trim)	SGD 4,000	SGD 3,840	SGD 3,680	SGD 3,400
	225 x 289mm (Bleed)				
Double Page Spread	430 x 279mm (Trim)	SGD 6,000	SGD 5,760	SGD 5,520	SGD 5,100
	440 x 289mm (Bleed)				

Thailand

Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Full Page Full Colour	210 x 297mm (Trim)	SGD 2,200	SGD 2,112	SGD 2,024	SGD 1,870
	220 x 307mm (Bleed)				
Half Page Horizontal	210 x 148mm (Trim)	SGD 1,200	SGD 1,152	SGD 1,104	SGD 1,020
	220 x 158mm (Bleed)				
1/3 Page Vertical	70 x 297mm (Trim)	SGD 800	SGD 768	SGD 736	SGD 680
	80 x 307mm (Bleed)				
Premium Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Inside Front Cover	210 x 297mm (Trim)	SGD 3,000	SGD 2,880	SGD 2,760	SGD 2,550
	220 x 307mm (Bleed)				
Inside Back Cover	210 x 297mm (Trim)	SGD 2,700	SGD 2,592	SGD 2,484	SGD 2,295
	220 x 307mm (Bleed)				
Outside Back Cover	210 x 297mm (Trim)	SGD 3,300	SGD 3,168	SGD 3,036	SGD 2,805
	220 x 307mm (Bleed)				
Double Page Spread	420 x 297mm (Trim)	SGD 4,000	SGD 3,840	SGD 3,680	SGD 3,400
	430 x 307mm (Bleed)				

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Philippines

Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Full Page Full Colour	210 x 297mm (Trim)	SGD 2,500	SGD 2,400	SGD 2,300	SGD 2,125
	220 x 307mm (Bleed)				
Half Page Horizontal	210 x 148mm (Trim)	SGD 1,400	SGD 1,344	SGD 1,288	SGD 1,190
	220 x 158mm (Bleed)				
1/3 Page Vertical	70 x 297mm (Trim)	SGD 900	SGD 864	SGD 828	SGD 765
	80 x 307mm (Bleed)				
Premium Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Inside Front Cover	210 x 297mm (Trim)	SGD 3,100	SGD 2,976	SGD 2,852	SGD 2,635
	220 x 307mm (Bleed)				
Inside Back Cover	210 x 297mm (Trim)	SGD 2,900	SGD 2,784	SGD 2,668	SGD 2,465
	220 x 307mm (Bleed)				
Outside Back Cover	210 x 297mm (Trim)	SGD 3,400	SGD 3,264	SGD 3,128	SGD 2,890
	220 x 307mm (Bleed)				
Double Page Spread	420 x 297mm (Trim)	SGD 4,200	SGD 4,032	SGD 3,864	SGD 3,570
	430 x 307mm (Bleed)				

Indonesia

Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Full Page Full Colour	210 x 297mm (Trim)	SGD 2,800	SGD 2,688	SGD 2,576	SGD 2,380
	220 x 307mm (Bleed)				
Half Page Horizontal	210 x 148mm (Trim)	SGD 1,700	SGD 1,632	SGD 1,564	SGD 1,445
	220 x 158mm (Bleed)				
1/3 Page Vertical	70 x 297mm (Trim)	SGD 1,100	SGD 1,056	SGD 1,012	SGD 935
	80 x 307mm (Bleed)				
Premium Position	Ad Specs	1 Ins.	3 Ins. (4% Savings)	6 Ins. (8% Savings)	12 Ins. (15% Savings)
Inside Front Cover	210 x 297mm (Trim)	SGD 3,500	SGD 3,360	SGD 3,220	SGD 2,975
	220 x 307mm (Bleed)				
Inside Back Cover	210 x 297mm (Trim)	SGD 3,200	SGD 3,072	SGD 2,944	SGD 2,720
	220 x 307mm (Bleed)				
Outside Back Cover	210 x 297mm (Trim)	SGD 3,900	SGD 3,744	SGD 3,588	SGD 3,315
	220 x 307mm (Bleed)				
Double Page Spread	420 x 297mm (Trim)	SGD 5,000	SGD 4,800	SGD 4,600	SGD 4,250
	430 x 307mm (Bleed)				

Ad Submission Details

- **Booking:** 7th of Preceding Month
- **Materials:** 14th of Preceding Month
- **Advertorials/Supplements:** Contact Respective Sales
- **Ad Format:**
 - a) Softcopy in CD/DVD/FTP
 - b) High-Res TIFF or PDF, at least 300dpi
 - c) A copy of colour digital proof to be supplied for colour guidance on press, complete with the standard trim and bleed marks

For more information, please contact us:

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