

MEDIA KIT 2023

GREAT NEW PLACES .com



Be the first to know • Set the trend

THE #1 AUTHORITY ON NEW PLACES IN SINGAPORE

GreatNewPlaces.com launched in Singapore in 2010 and has firmly established itself as the leading authority on New Places. With a captive audience of brand conscious opinion leaders who are cash rich and time poor, GreatNewPlaces.com is a powerful and effective channel for engaging with a higher affluence segment in Singapore; serving as a rich and informative guide for what's hip, new and trendy on the scene.



Dear Advertisers,

Thank you for exploring GreatNewPlaces.com to connect with your target audience. GreatNewPlaces.com launched in 2010 and is firmly established as the leading authority for New Places in Singapore.

We celebrate the fast-paced metropolis city we live in and our cultural acceptance for change. As the leading media for trend-spotting and keeping one's finger on the pulse of Singapore's ever-changing cityscape, our main focus is on providing an abundance of the latest content, ensuring that our readers are always the very first to know about everything new in town. If it has just opened, it is cool and in vogue, we'll be sure to feature it, as we expand both our coverage and reach in covering all things that innovate, excite and are new on the scene.

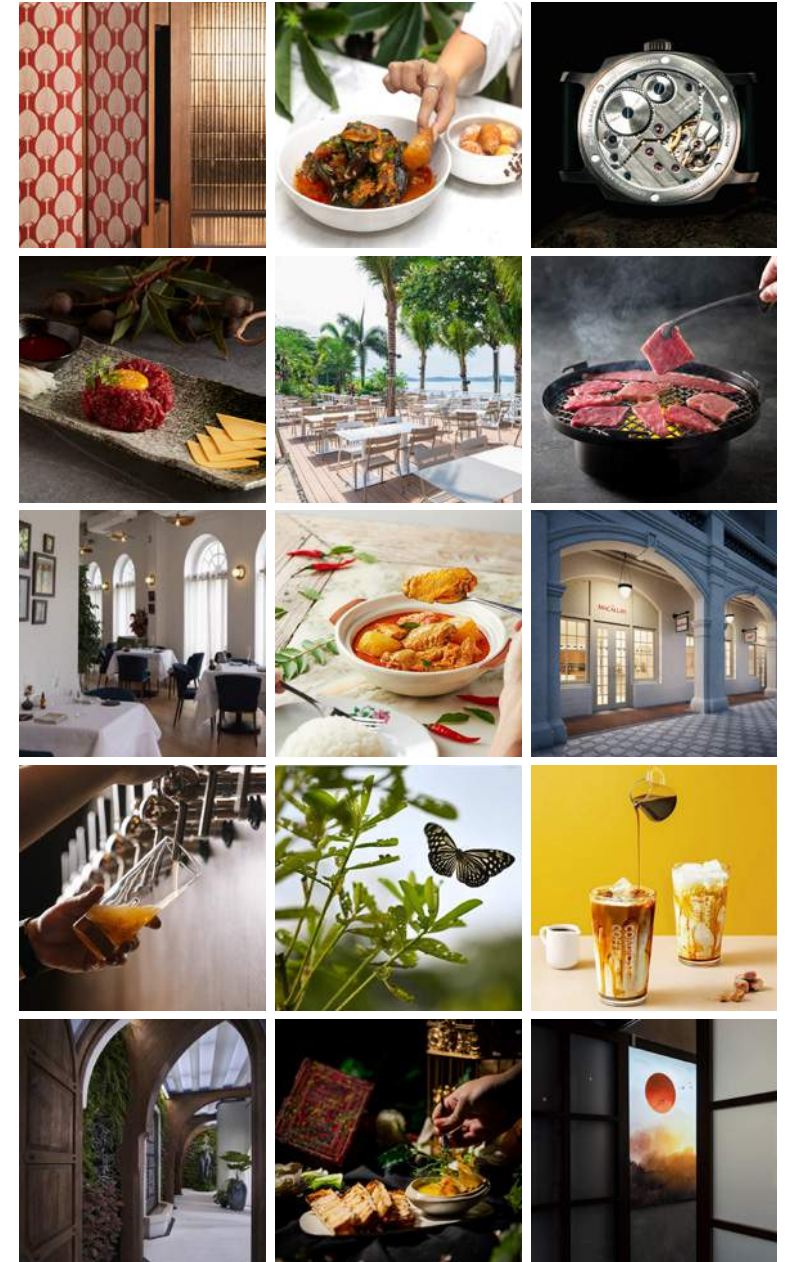
Singapore is a truly vibrant city, always on the move and in a constant and valuable process of change. We channel our daily discoveries to a very targeted and premium local audience. With over 4,000 daily unique visitors and a captive member base of 75,000 of Singapore's business elite, expats, movers and shakers; these opinion formers possess considerable spending power, and are always on the hunt to be the first to check out the greatest new places to throw open their doors.

We share a passion with our readers for being the first to know and setting the trend!

Please enjoy your discoveries and experience with us,

Robbie Hoyes-Cock
CEO & Founder

robbie@greatnewplaces.com



COMPLETE MARKETING OPTIONS

A STRIKING NEW APPROACH TO KEEPING YOUR BRAND AT THE FOREFRONT OF WHAT'S IN VOGUE IN SINGAPORE



DIRECT EMAIL MARKETING

Promote your brand message directly into the inbox of our qualified, active and engaged 75,000 member base in Singapore with a dedicated Electronic Direct Mailer (EDM) campaign. Ideal for high impact, tactical and short lead-time promotions. We consistently deliver open rates of over 25% for our EDM clients.

DISPLAY ADVERTISING / SPONSORED CONTENT

Promote your advertising campaign via GreatNewPlaces.com to connect with brand savvy opinion formers and leaders in Singapore. Harness digital and social media amplification as we actively roll out your campaign across multiple channels.

DIRECT SALES PROMOTION

Promote a specific product or sell directly to our readers who are already in a discovery mindset. Drive a substantial increase in targeted traffic to your physical store, event, venue or website and measure your increase in sales activity as a direct result of a high impact campaign with us.

**GREATNEWPLACES.COM IS FULLY COMPLIANT WITH THE PERSONAL DATA PROTECTION ACT 2014 (SINGAPORE).*



READERSHIP INFORMATION

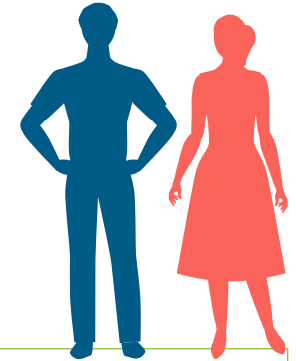
Advertising with GreatNewPlaces.com allows brands to communicate directly with the elite Podium Lounge database as well as attendees of The Singapore International Jazz Festival! Unrivalled access is offered into the daily lives of Singapore's top C-suite executives, expats and high net worth event goers. GreatNewPlaces.com's partnership with two of Singapore's largest event organizers ensures that your ad campaign is front and centre with Singapore's opinion leaders.



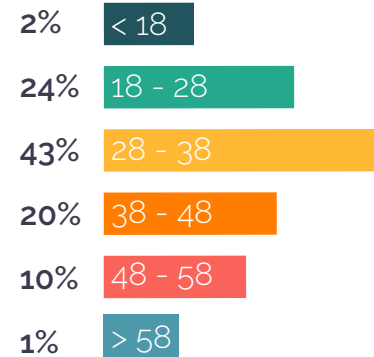
The Podium Lounge, Celebrity-Driven Formula 1 After-Party at The Ritz-Carlton, Millenia Singapore

PROFILE

MALE 47% ●
FEMALE 53% ●



AGE GROUP

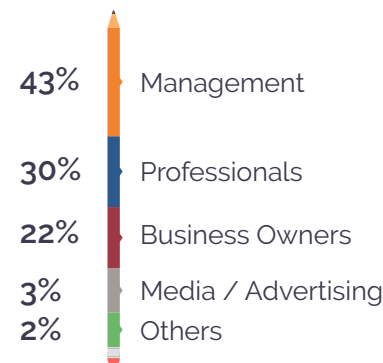


Singaporean & PR 58%



Expatriate 42%

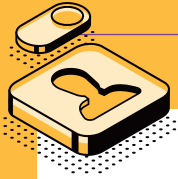
PROFESSION



ANNUAL PERSONAL INCOME (\$ SGD)



HOW WE ATTRACT OUR READERS



SEARCH ENGINE OPTIMIZATION

With first-to-market and exclusive content, our proprietary SEO methodology ensures GreatNewPlaces.com dominates Google Search results ensuring the new places that we feature appear on the 1st Page.



ADVERTISEMENTS

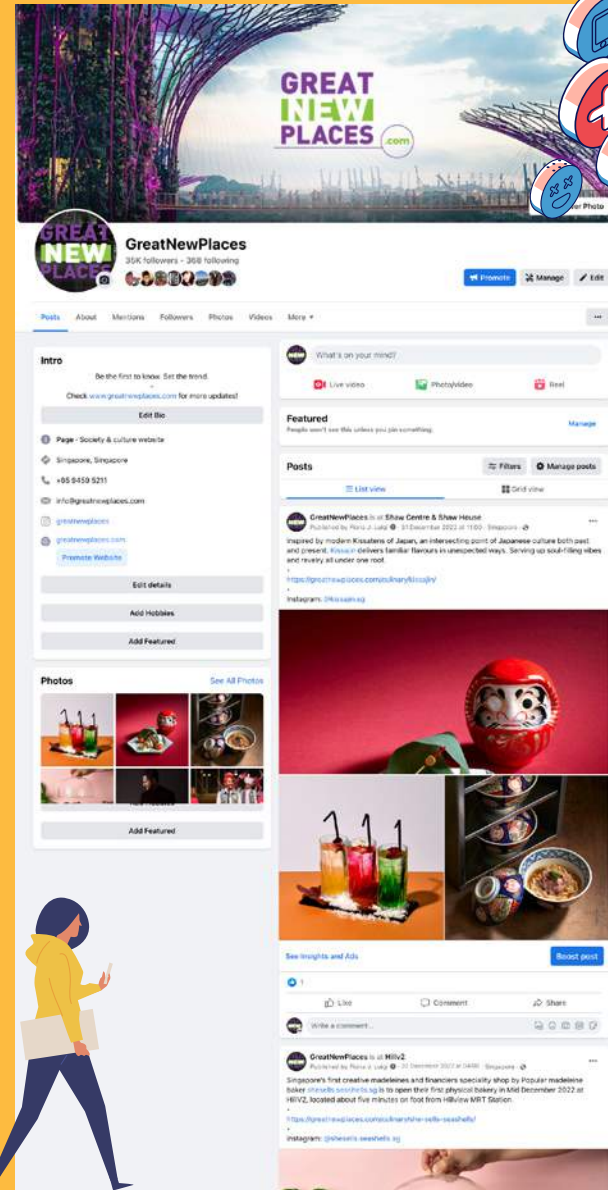
We advertise across leading print publications and popular local portals that cater for the high affluence segment in Singapore. We target upwardly mobile lifestyle enthusiasts who use our daily refreshed content to inform their choices on where best to go to check out the latest opening across town.



SOCIAL MEDIA

All new features and client ad campaigns are published to our Facebook, Instagram, Twitter & Pinterest pages allowing our readers to enjoy their favourite content through their preferred social network.

**GREAT
NEW
PLACES**



WE HAVE
OVER
35,000+
FOLLOWERS
ON
FACEBOOK



DIRECT MARKETING TO PARTNER DATABASES



Our partnership with The F1 Podium Lounge and The Singapore International Jazz Festival enables our advertisers and partners to reach out directly to Singapore's high net worth socialites, expats, media and business owners that we have engaged with, in over 15 years of organizing A-list music events and festivals in Singapore. Our core demographic of readers comprises socio-economic groups A-B, PMEBS and brand conscious decision makers with high disposable income.



LEWIS HAMILTON - 5 TIME WORLD CHAMPION
CELEBRATING AT THE PODIUM LOUNGE
SINGAPORE WITH PODIUM LOUNGE CEO



PR OVER 1,800 MEDIA REPS ARE SUBSCRIBED TO OUR DATABASE,



which ensures our ad campaigns help to generate extensive media and editorial coverage for our clients. Our dedicated client mailers (EDMs) and bi-weekly Newsletters hit the inboxes of over 1,800 editors, writers, journalists, bloggers, influencers & publishers in the luxury lifestyle space. GreatNewPlaces.com is a discovery tool for the media, which help amplifies our clients' media campaigns. With GreatNewPlaces.com at the forefront of the media in Singapore, we ensure our advertisers are always front and center.



AVERAGE OPEN RATES

Client EDMs to our 75,000 database: **38%**

our bi-weekly e-Newsletter: **41%**



MEDIA INVENTORY

| | |
|--|--------------------|
| Email to 75,000 Members: | Price (SGD) |
| Dedicated Direct Mailer (EDM) : 530(w) x unlimited | \$4,000 |
| E-Newsletter Head Banner : 530(w) x 335(h) | \$2,500 |
| E-Newsletter Editorial : 260(w) x 182(h) | \$1,000 |

| | | |
|---|-----------------|----------------------------|
| Banners: | Duration | Price (SGD) |
| Homepage + All Feature Pages (Desktop) : 1900(w) x 175(h) (Mobile) : 800(w) x 260(h) | 1 month | \$2,500 |
| MPU (All Things New Page) 800(w) x 450(h) | 1 month | \$3,000: All 12 Categories |

| | | |
|--|-----------------------------------|---------|
| Editorial: | | |
| Top of Homepage 1900(w) x 850(h) | 1 month + permanently archived | \$3,000 |
| Venue Feature 1500(w) x 750(h) | permanent | \$1,000 |

NOTE:
All sizes are in **pixels** (72dpi).
Artwork format submission:
.JPG / .GIF / .PNG



MEDIA INVENTORY

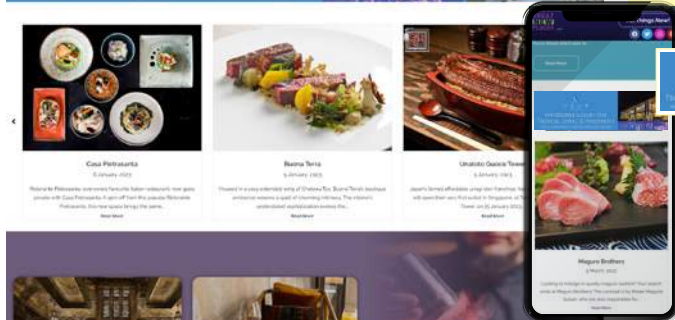


Top of Homepage Editorial

Homepage Banner

• Desktop:

• Mobile:



MPU Banner



Venue Feature



Shang Palace

Shang Palace showcases authentic Cantonese cuisine, provincial



Suhaime's @ Geylang Bahru

Inhabitants of Geylang Lorong 1 meet rebus, located at Geylang Bahru Market and Food Centre. A family run business which...



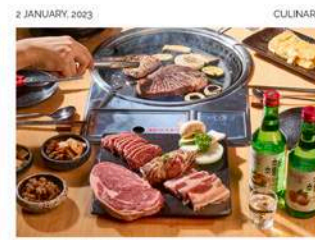
Onitsuka Tiger @ Raffles City

Discover the silhouettes, monochrome, and details of the collection in a luxurious in-store experience. In 1949, Kihachiro Onitsuka created the...



Emart24 Jurong Point

Emart24 is Korea's fastest growing lifestyle retail brand that is part of the Shinsegae Group, and we are finally in...



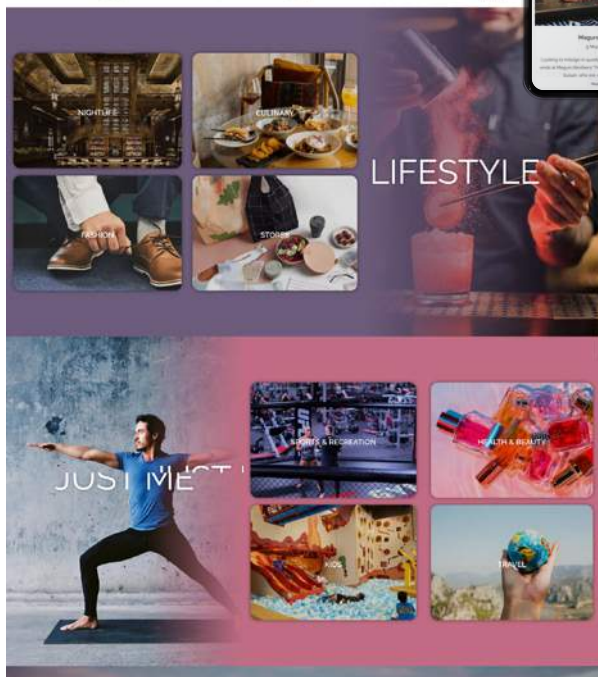
Nami Korean Grill House

Nami Korean Grill House by Hanjoo brings an extensive range of aged Australian Wagyu, USDA Prime Beef, and Kurobuta Berkshire...



Shang Palace

Shang Palace showcases authentic Cantonese cuisine, provincial specialties and Chinese tea culture in a setting inspired by the rich heritage...



LIFESTYLE

MEDIA INVENTORY

GREAT NEW PLACES .com

click here to view online

EFFORTLESS BEAUTY, PROVEN RESULTS

HELLO. CONFIDENCE!

Discover Our Services:

Plastic Surgery

- Liposuction
- Breast Augmentation
- Hair Transplant
- Face & Fat Removal
- Eyelid and Eye Bag Surgery
- Lumps and Cysts Removal
- Hair & Female Root Reduction

Aesthetic Surgery

- Fillers
- Botox
- Laser Treatments
- HIFU
- Skin Boosters
- Skin Regeneration
- Non-Surgical
- Eye Bag Treatment

Create a visage that's uniquely yours with our assembly of plastic surgery and non-invasive aesthetic procedures.

Visit Us

GREAT NEW PLACES .com

Sign Up | Send to a Friend | About Us

©2023 GreatNewPlaces.com | GreatNewPlaces | Singapore

Dedicated Direct Mailer (EDM)

GREAT NEW PLACES .com

ALBA WHITE TRUFFLE
BENEFIT DINNER & CHARITY AUCTION

ART BY DANIELE SPERINZIO
Nobu Hotel, Singapore
11 Robinson Road, Singapore 068917

SUNDAY, 12 NOVEMBER 2023 | 4-4:45 PM

For one night only, Art by Daniele Sperinzio and Alba White Truffle World Auction jointly present the annual tradition of Alba White Truffle Benefit Dinner in Singapore. The event brings together the best of Italian gastronomy, exquisite fine wines, and the spirit of charity from all around the globe.

Fine Italian Gastronomy

Chief Officer Daniele Sperinzio presents an innovative 8-course degustation menu that celebrates the pure indulgence of Alba White Truffle in its pairs with every course. The dinner will be paired with exceptional wines from Piedmont.

WHITE TRUFFLE DEGUSTATION DINNER WITH EXQUISITE FINE WINES FROM PIEDMONT

\$687* for individual seats, min. 2 persons
\$637 per person for tables of 5 or more
*Price includes 10% GST

This year marks the 19th consecutive year one Michelin-starred Art by Daniele Sperinzio will be representing Singapore in this highly-anticipated event. During the evening, guests in attendance can look forward to participating in a silent auction for prestigious truffle specimens of the season carefully selected by experts in Alba.

100% of the proceeds from the silent auction and 40% of the dinner sales will be donated to our beneficiary partner Singapore Children's Society.

Art by Daniele Sperinzio

GREAT NEW PLACES .com

OUR PICK OF THE BEST NEW PLACES IN SINGAPORE

Apéro
At Apéro, every hour is aperitivo hour. The French wine bistro is set in a shophouse, offering a quiet amidst the bustle of Circular Road.

Ajoomma Korean Charcoal BBQ
Sizzling up a sleek and stylish new Korean barbecue experience along the charming Geylang Lane is Ajoomma Korean Charcoal BBQ. Designed to immerse diners in a new-age Korean barbecue setting.

Richard Mille Orchard
Swiss watchmaker Richard Mille has a new home in Singapore. The brand, known for its large shaped watches, opened the doors to its flagship boutique at 1 St Martin Drive in the Orchard Road.

Draft Land
Draft Land, the renowned cocktail bar from Taiwan, will officially open its doors to the public this month, at 24 Purvis Street. Get ready to experience their irresistible cocktail lifestyle that goes beyond just drinks.

Nong Geng Ji
Be amongst the first in Singapore to explore Nong Geng Ji (农耕记), a renowned Hunan restaurant chain that has over 100 stores in China! Known for its repertoire of authentic and tasty Hunan dishes.

20TH ANNIVERSARY GALA
15 NOV: DINNER BUFFET

TELUNAS RESORTS

JUST 50KM SOUTH OF SINGAPORE!

Get 2 Free 60-Minute Massages!

Use Promo Code: GNP2023

BOOK NOW!

E-Newsletter Head Banner

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E-Newsletter Editorial

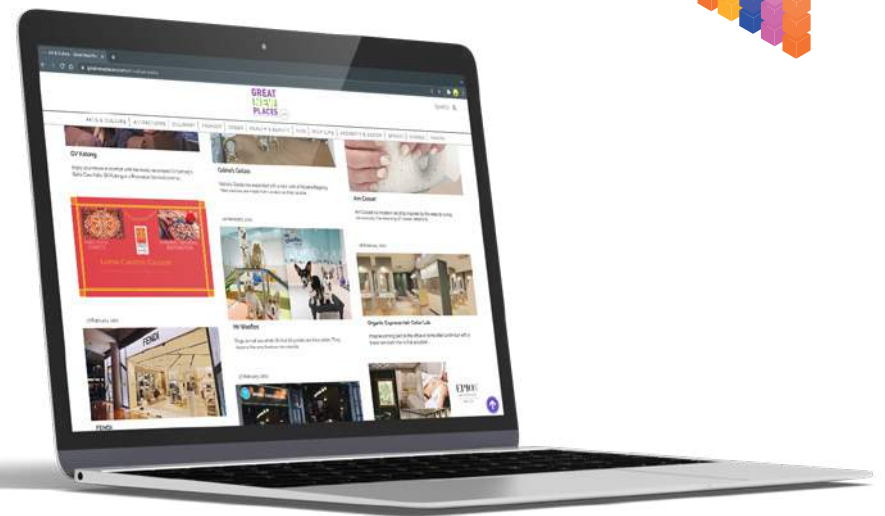
THE TRUSTED ONLINE REFERENCE FOR NEW PLACES IN SINGAPORE

- ARTS & CULTURE
- GREEN
- SPORTS
- ATTRACTIONS
- HEALTH & BEAUTY
- STORES
- CULINARY
- KIDS
- TRAVEL
- FASHION
- NIGHTLIFE
- PROPERTY & DESIGN



CONTENT PHILOSOPHY

GreatNewPlaces.com is the first to share stories about new places opening in Singapore. Being successfully plugged into every major PR agency in Singapore ensures we maintain our reputation for publishing brand new openings on a daily basis. We only feature the very newest places to open, including news of great places that are soon to open on our shores. With fresh content hot off the press, exceptional visual features and detailed venue highlights we ensure quality and substantial coverage, all year round.



DISCOVER ALL

7 JANUARY, 2023

CULINARY, STORES



33 Club

Club + Watches + Boutique Spa Time is Luxury Asia's only private members club dedicated to bringing together a community...

6 JANUARY, 2023

PROPERTY & DESIGN



Sceneca Residence

Sceneca Residence is everything you want in a luxury mixed-use development and more. It is a 99-year leasehold residential development...

6 JANUARY, 2023

CULINARY



Casa Pietrasanta

Ristorante Pietrasanta, everyone's favourite Italian restaurant, now goes private with Casa Pietrasanta. A spin-off from the popular Ristorante Pietrasanta, this...



4 JANUARY, 2023

CULINARY



Suhaime's @ Geylang Bahru

Inheritors of Geylang Lorong 1 mee rebus, located at Geylang Bahru Market and Food Centre. A family run business which...

5 JANUARY, 2023

CULINARY



Buona Terra

Housed in a cosy extended wing of Chateau Tcc, Buona Terra's boutique ambience weaves a spell of charming intimacy. The...

5 JANUARY, 2023

CULINARY NEWS



Unatoto Guoco Tower

Japan's famed affordable unagi don franchise, has announced that they will open their very first outlet in Singapore, at Tanjong...

4 JANUARY, 2023

FASHION, STORES

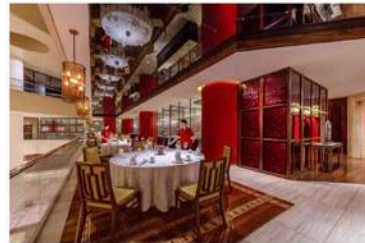


Onitsuka Tiger @ Raffles City

Discover the silhouettes, monochrome, and details of the collection

3 JANUARY, 2023

CULINARY

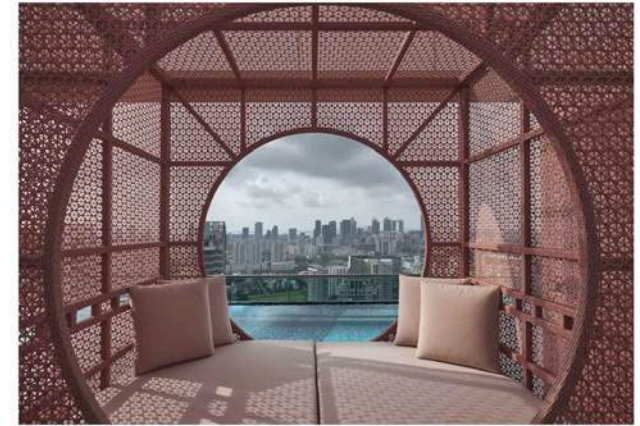


Hai Tien Lo

Featuring traditional Cantonese dining with a contemporary twist, Hai

23 DECEMBER, 2022

CULINARY



Las Palmas

A glamorous escape to the joyful 1960s. A Palm Springs-inspired rooftop bar, Las Palmas located at Level 33 of Courtyard...

EXTENSIVE COVERAGE

Our content is refreshed daily and every other Monday we send out our very best picks of new places to open directly into the inboxes of our entire 75,000 member base via our hugely popular e-Newsletter (Average Open Rate: over 26%).

EXCLUSIVE CONTENT | 1ST TO MARKET | WORLD CLASS EDITORIAL & PRODUCTION

LOYAL FAN BASE | ACCESS TO SINGAPORE'S MOST AFFLUENT EVENT GOERS:

Connect with our highly engaged and active member base of Local Socialites, Expats and High Affluence Segment Event Goers in Singapore. The founders of GreatNewPlaces.com also own the F1 Podium Lounge at The Ritz-Carlton, Millenia Singapore and run The Singapore International Jazz Festival at Marina Bay Sands providing our advertisers with year-round access to Singapore's most influential event goers.



The Podium Lounge is the ultimate A-list party for Singapore's party elite. Attended by F1 drivers, celebrities, musicians, Royalty and Singapore's ultra jet-set crowd, the annual trackside event is the most sought after and glamorous nightlife experience over the Singapore Grand Prix. With tickets from \$218 per person and VIP tables up to \$58,888, The Podium Lounge has built up an extraordinarily powerful database of high & ultra high net worth individuals in Singapore since 2009; welcoming over 10,000 high profile guests over 3 nights to the Grand Ballroom of The Ritz-Carlton, Millenia each year.



The Singapore International Jazz Festival takes place annually at the iconic Marina Bay Sands. The world-renowned music festival welcomes over 18,000 premium guests annually across multiple stages and over 30 Grammy Award winners and nominees have performed live on the waterfront at MBS since 2014. Star performers over the years include Lauryn Hill, Rudimental, Estelle, Natalie Cole, David Foster, Earth, Wind & Fire, Corinne Bailey Rae, Jamie Cullum, Buona Vista Social Club, Gipsy Kings, Joss Stone, Jessie J, Esperanza Spalding, Basement Jaxx and James Morrison.

NO.1 ONLINE ENVIRONMENT FOR NEW PLACES & TREND SPOTTING IN SINGAPORE

WHY WORK WITH US?

TRUSTED BY INDUSTRY LEADERS

Our client list comprises Singapore and Asia's most recognizable luxury & lifestyle brands. Our great value multi-month ad packages allow brands to maintain a powerful, ongoing conversation with our readership & member base. Over 95% of our advertising clients have become repeat customers.

LIMITED NO. OF ADVERTISERS

To maximise visibility and share-of-voice (SOV), the number of advertisers in any single banner location on our homepage is strictly controlled to ensure a minimum 10% SOV. We restrict our popular email communications to no more than 3 per week and offer exclusive category-ownership campaigns for brands seeking to maintain a presence of at least 3 months on the site.

ENHANCED BRANDING EXPERIENCE

Video and animated ads including homepage pop-ups can be delivered enabling a rich and engaging activation of your campaign and offering dynamic interaction with our visitors.

HOLISTIC MARKETING APPROACH

Combining display advertising, direct email marketing and social media promotion, we deliver successful campaigns with strong ROIs that harness the full capability of digital, social and PR.

DYNAMIC CUSTOMER BASE

By featuring a wide range of new places from restaurants to hotels, clubs and retail stores to properties and everything in between, we boast a very broad readership base of influencers in Singapore, allowing you to curate and target your campaign to suit a particular theme, interest or type of engagement.

The image shows a vertical advertisement for 'SOS' hydration powder. At the top, it features the 'GREAT NEW PLACES' logo and a 'Click here to view article' link. Below this is a headline: 'Let us let you in on a little secret...'. The main content area is titled 'Hydration As Effective as an IV Drip Has landed in Singapore.' and includes an image of the SOS product packaging. Below the headline, there is a paragraph of text: 'SOS hydration has just landed in Singapore and we suggest you stock up on this electrolyte drink mix immediately to use you through the festive season in great shape!'. Another paragraph follows: 'SOS hydration was formulated by a doctor and two former athletes to combat mild to moderate dehydration. It is high in electrolytes and low in sugar, natural and is as effective as an IV drip when it comes to rehydrating.' A third paragraph states: 'Whether your next few weeks consist of weekends, office parties, travel or just surviving the humidity, SOS will ensure you never fade.' Below this, it lists 'Comes in three great flavours: Lemon Lime, Watermelon and Berry, plus there's a kid's version too.' There are two call-to-action buttons: 'To purchase visit your local Guardian' and 'Or shop online with us'. Below these are logos for 'Shopee' and 'Lazada'. The bottom section of the ad features the 'SOS Has landed in Singapore.' headline again, followed by icons for 'Travel and life', 'Dairy', 'Hydrate 3x Faster', 'Exercise Energy', 'On The Go', and 'Night Out'. It also includes the 'GREAT NEW PLACES' logo and social media icons for Facebook, Twitter, Pinterest, and Instagram. At the very bottom, there is a 'Sign Up | Search a Place | About Us' link and a footer with '© 2021 GreatNewPlaces.com | GreatNewPlaces.com | Singapore'.

WE SPOT TRENDS & KEEP OUR READERS' FINGERS ON THE PULSE



BY ENGAGING OUR 4,000+ DAILY UNIQUE VISITORS, AND MAINTAINING AN ONGOING CONVERSATION WITH OUR 75,000 MEMBER BASE AND 1,800+ MEDIA SUBSCRIBERS, WE ENSURE OUR READERS PRIDE THEMSELVES ON BEING THE 1ST TO KNOW ABOUT NEW PLACES IN SINGAPORE.

We delve deep into every neighbourhood, hunting down those new and hidden gems that we believe will define our collective experiences.

FOR ADVERTISING ENQUIRIES

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