



GREAT NEW PLACES

MEDIA KIT 2025

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 trending 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 a highly-regarded platform for trend-spotting and keeping one's finger on the pulse of Singapore's ever-changing cityscape, our main editorial focus is on providing an abundance of the very latest content, ensuring that our readers are always the very first to know about everything new in town.

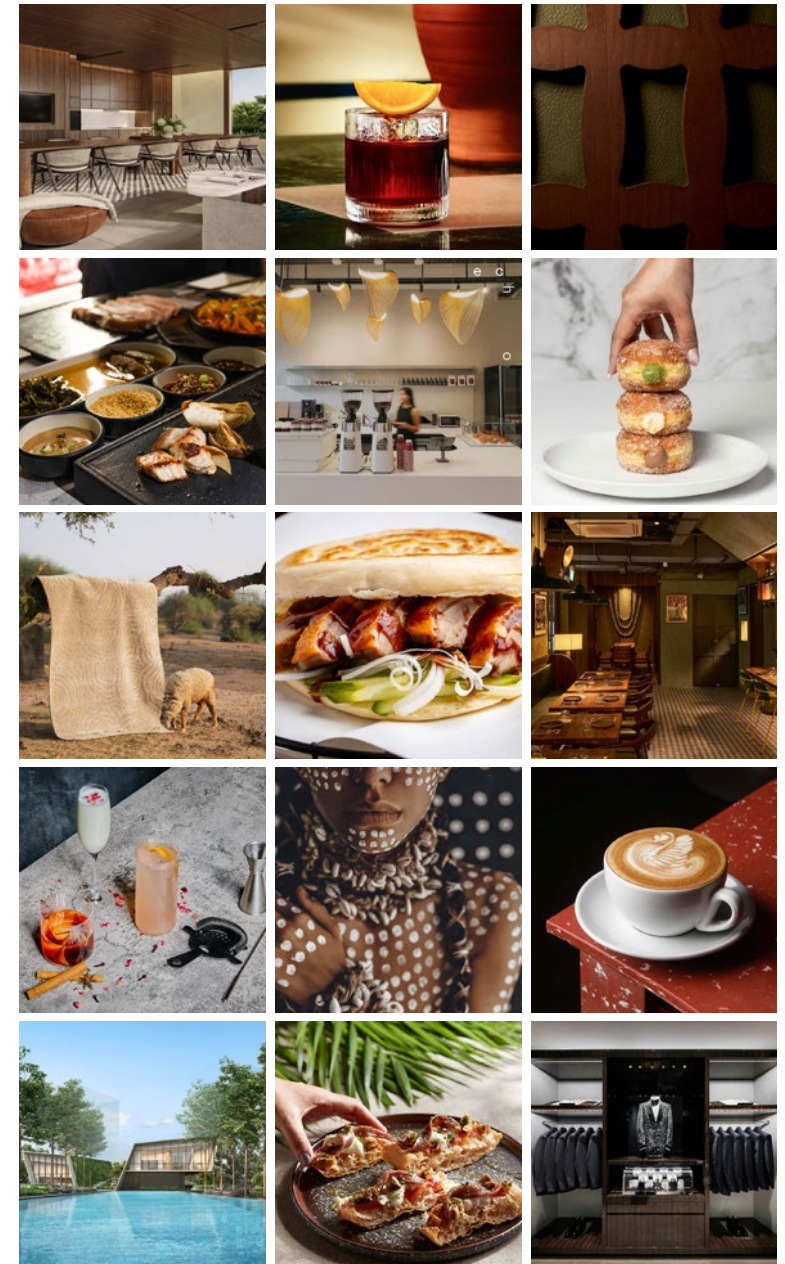
If it has just opened, is high-end and in vogue, we'll be sure to feature it, as we expand both our coverage and reach in promoting all things that innovate, excite and are fresh on the scene. Singapore is an exceptionally vibrant city, always on the move and in a constant and valuable process of change. We channel our daily discoveries to a very targeted and premium local audience.

Our 4,000+ daily unique visitors and captive member base of 75,000 of Singapore's business elite, expats and high society; possess considerable spending power, and are constantly looking for new places to entertain themselves as well as their family, friends, colleagues and clients. We share a passion with our opinion leading readers for being the first to know and always setting the trend.

Please enjoy your discoveries and experiences 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 promotional campaigns. We consistently deliver open rates in excess of 40% 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.

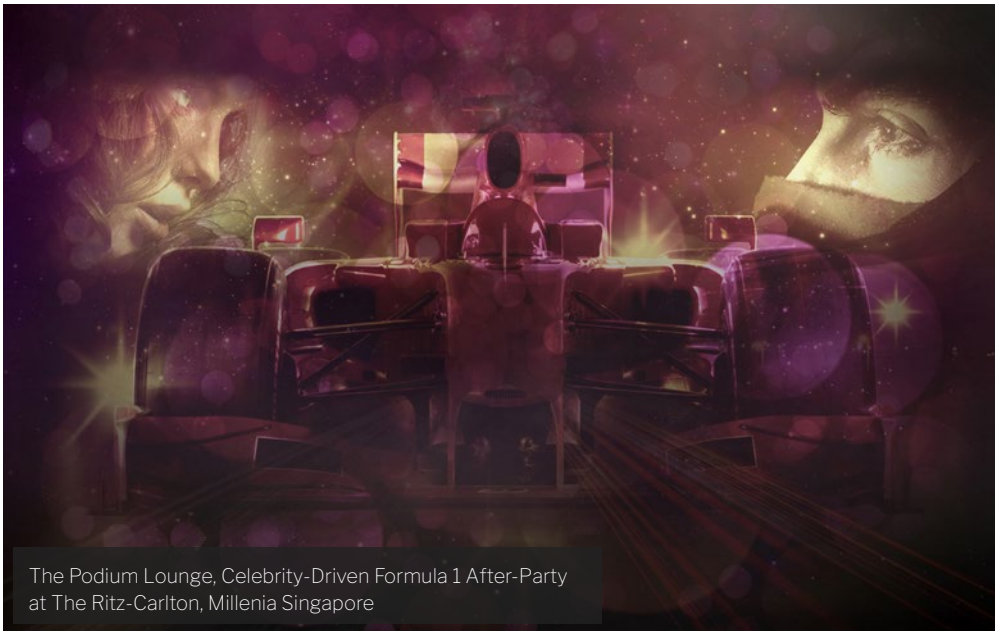
DIRECT SALES PROMOTION

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

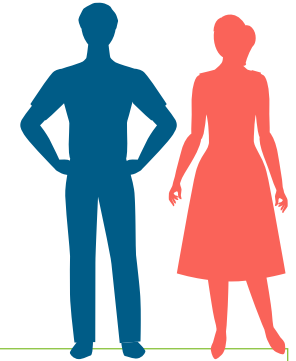
Advertising with GreatNewPlaces.com allows brands to communicate directly with the elite Podium Lounge database as well as attendees of The Singapore International Jazz Festival! Unrivalled access is offered into the daily lives of Singapore's top C-suite executives, expats and high net worth event goers.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



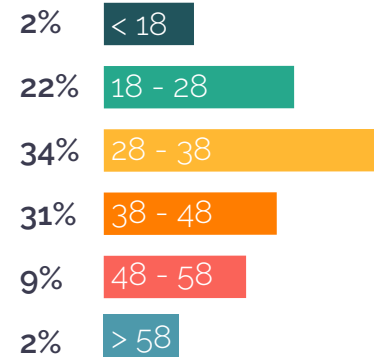
The Podium Lounge, Celebrity-Driven Formula 1 After-Party at The Ritz-Carlton, Millenia Singapore

PROFILE

MALE 46% ●
FEMALE 54% ●



AGE GROUP

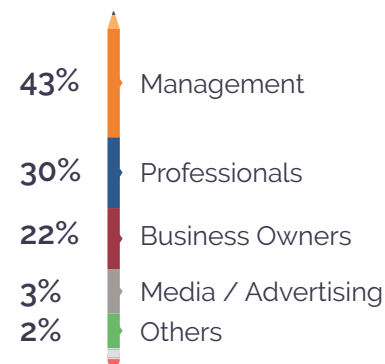


Singaporean & PR 58%



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 our editorial features of new places rank on the 1st Google search page.



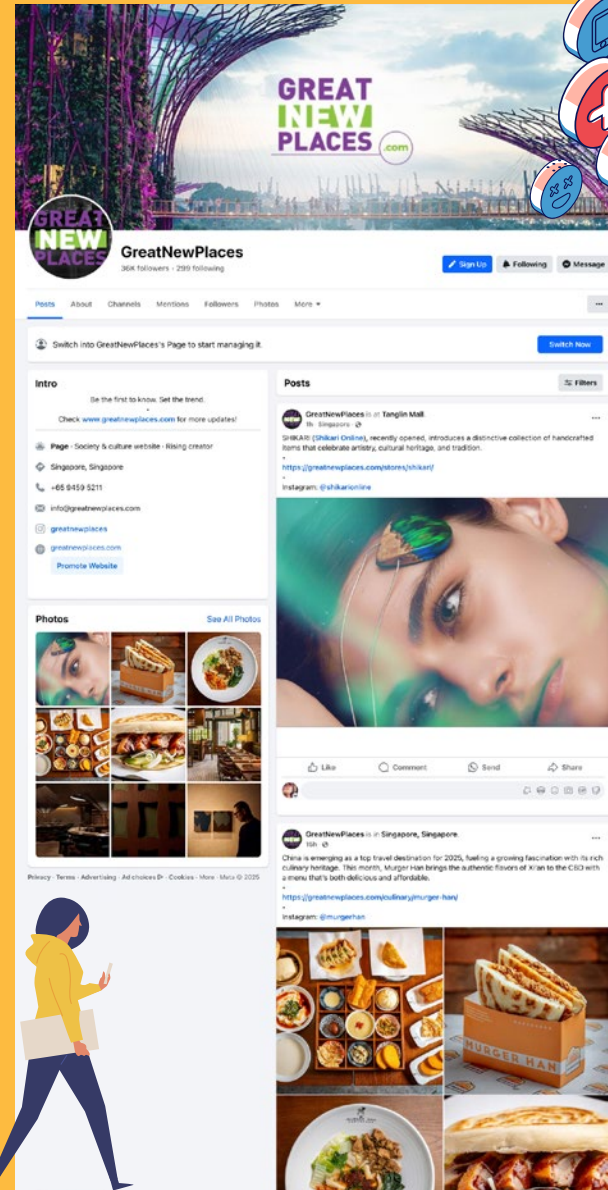
ADVERTISEMENTS

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

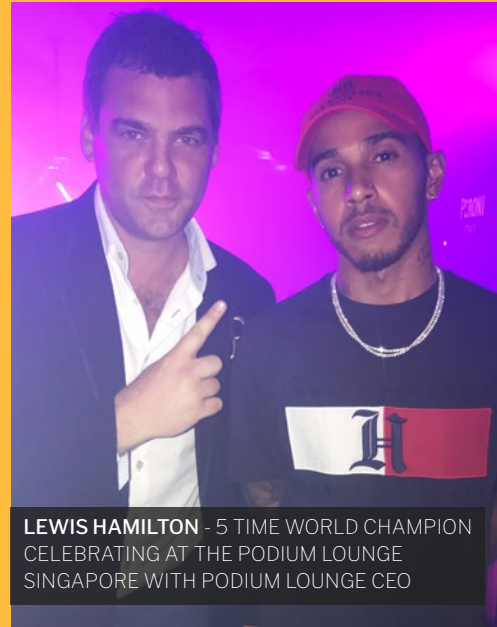
All new features and client ad campaigns are published to our Facebook, Instagram, X & Pinterest pages allowing our readers to enjoy their favourite content through their preferred social network.



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,



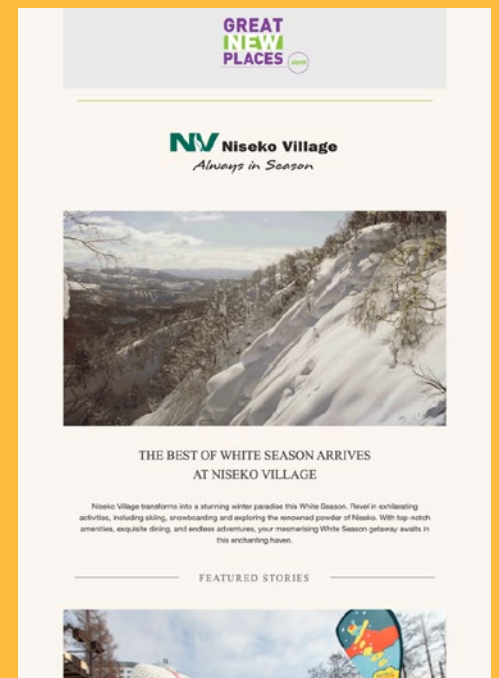
which ensures our advertising campaigns generate extensive additional media and editorial coverage for our clients. Our dedicated client mailers (EDMs) and bi-weekly Newsletters reach over 1,800 editors, writers, journalists, bloggers, influencers & publishers in the luxury lifestyle space. GreatNewPlaces.com is a discovery tool for the media, ensuring measurable amplification of our advertising clients' campaigns. With GreatNewPlaces.com at the very forefront of the media in Singapore, we ensure that our advertisers are always front and centre.



AVERAGE OPEN RATES

Client EDMs to our 75,000 database: **42%**

Bi-Weekly e-Newsletter to our 75,000 database: **44%**



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

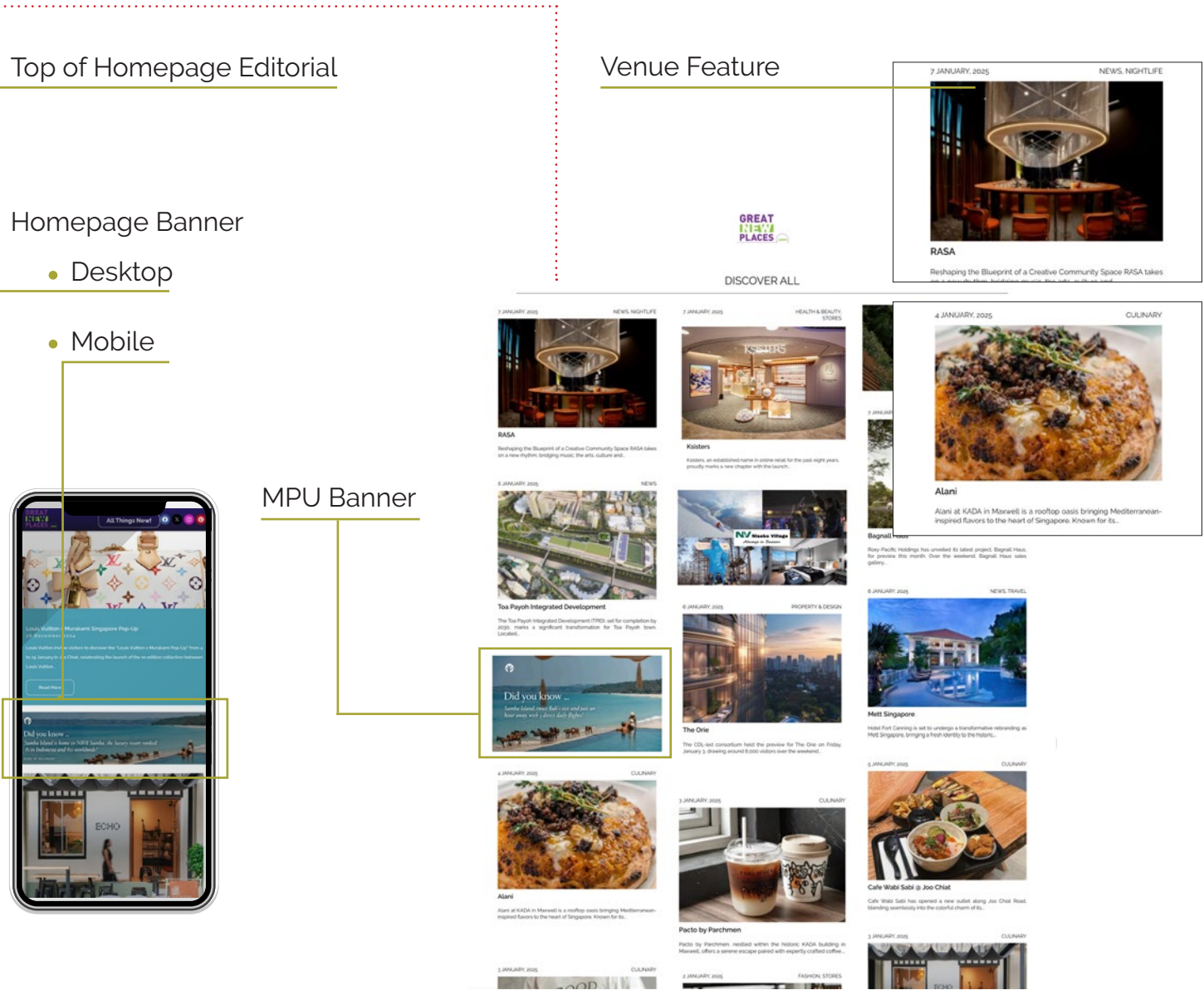
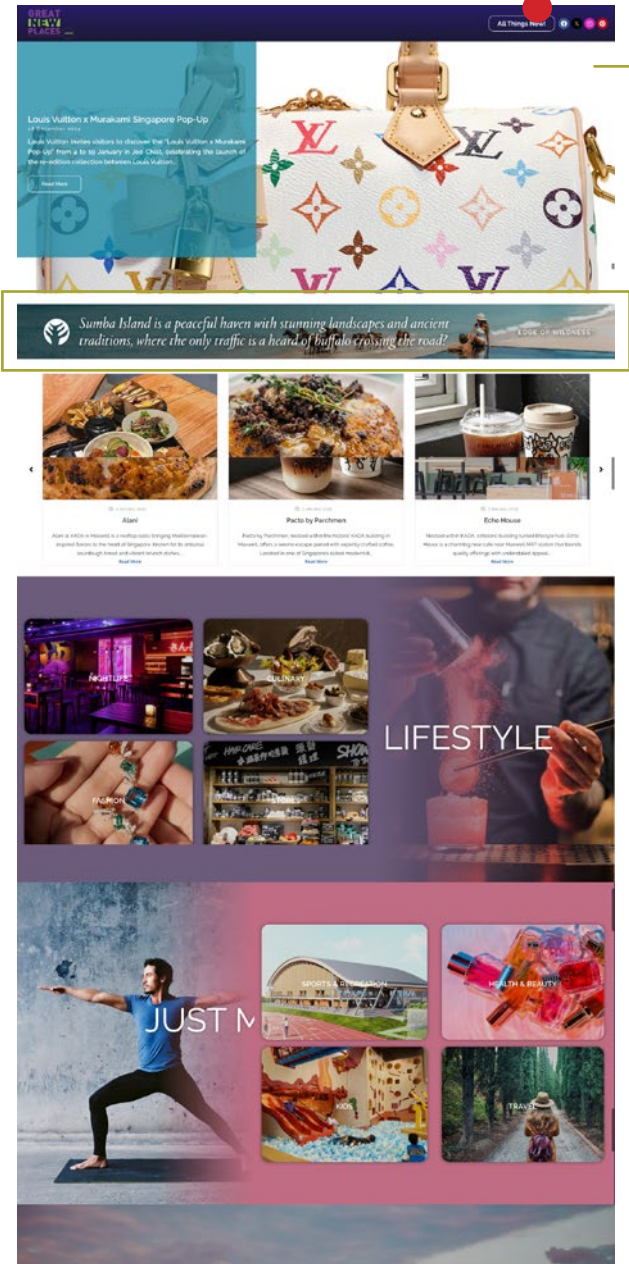
Top of Homepage Editorial

Homepage Banner

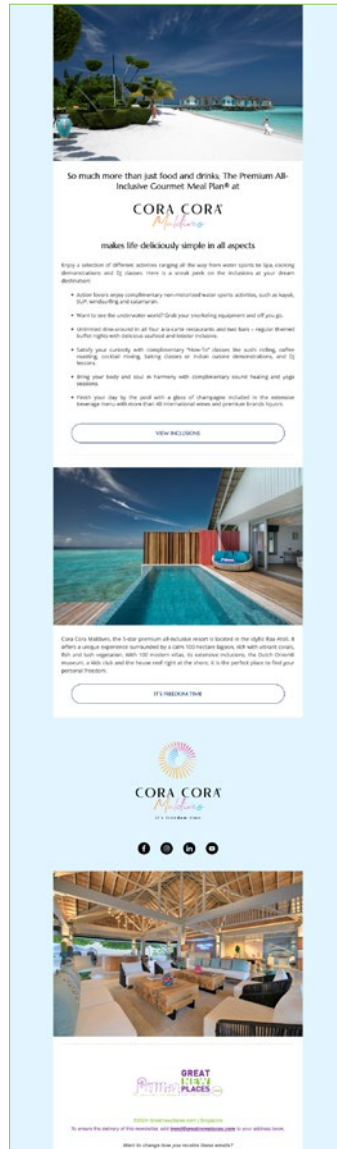
- Desktop
- Mobile

MPU Banner

Venue Feature



MEDIA INVENTORY



So much more than just food and drink, the Premium All-Inclusive Gourmet Meal Plan* at


CORA CORA Marketing

makes life deliciously simple in all aspects

Enjoy a selection of different activities ranging all the way from water sports to spa, cooking demonstrations and DJ classes, there is a whole park on the occasion at your dream destination.

- Add-on luxury complimentary semi-private water sports activities, such as kayak, SUP, windsurfing and water skiing.
- Want to see the underwater world? Grab your snorkeling equipment and off you go.
- Unlimited complimentary breakfast at all four in-house restaurants and bar/bev - regular dinner buffet nights with zero cost seafood and lobster options.
- Enjoy your holiday with complimentary Niha Niha classes for both adults, couples, family, social, fitness, boxing classes or Italian cuisine demonstrations, and DJ nights.
- Bring your baby and soul in harmony with complimentary sound healing and yoga sessions.
- Enjoy your day to the fullest with a glass of champagne included in the extensive beverage menu, with more than 100 complimentary wines and premium brandy bottles.

NEW INCLUDES



IT'S BEHIND YOU

CORA CORA Marketing

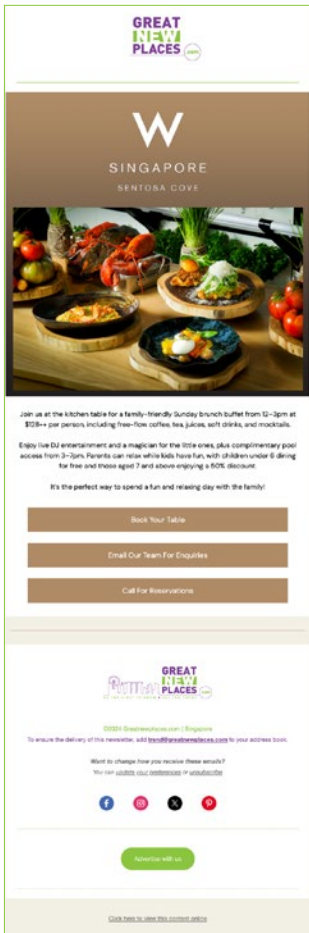
Call For Reservations

GREAT NEW PLACES

Click here to view this content online


Want to change how you receive these emails?

Dedicated Electronic Direct Mailer (EDM)



GREAT NEW PLACES

W SINGAPORE SENTOSA COVE



Join us at the kitchen table for a family-friendly Sunday brunch buffet from 12-3pm at \$28++ per person including free-flow coffee, tea, juices, soft drinks, and mocktails.

Enjoy live DJ entertainment and a magician for the little ones, plus complimentary pool access from 3-7pm. Parents can relax while kids have fun, with children under 6 dining for free and those aged 7 and above enjoying a 10% discount.

It's the perfect way to spend a fun and relaxing day with the family!

Book Your Table

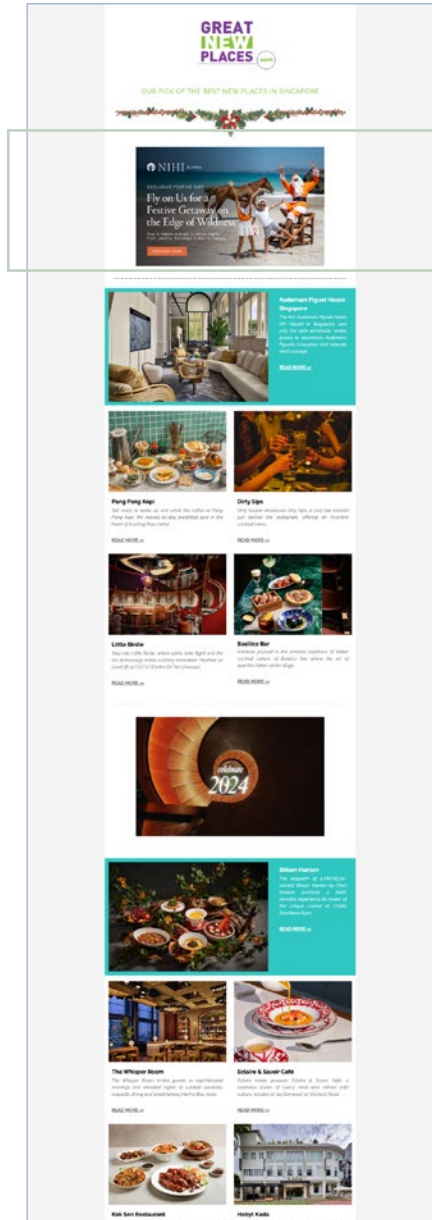
Email Our Team For Enquiries

Call For Reservations

GREAT NEW PLACES

Click here to view this content online

Want to change how you receive these emails?



GREAT NEW PLACES

OUR PICK OF THE BEST NEW PLACES IN SINGAPORE

Niha Niha

Ely on Us for a Festive Getaway on the Edge of Wilkes

Hudson River House Singapore

Pang Pang Ngi!

Dirty Lips

Little Blue

Basilio Bar

2024

Shore Kitchen

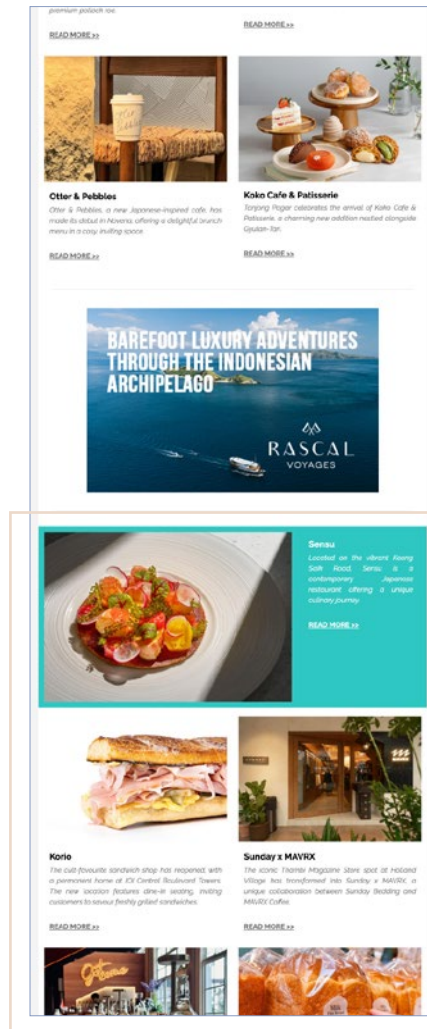
The Whisper Room

Estimote & Savor Cafe

Kok San Restaurant

Holly's Kafe

E-Newsletter Head Banner



READ MORE

Otter & Pebbles

Otter & Pebbles, a new Japanese-inspired cafe, has made its debut in Novena, offering a delightful brunch menu in a cozy, inviting space.

READ MORE

Koko Cafe & Patisserie

Kokong Pagar celebrates the arrival of Koko Cafe & Patisserie, a charming new addition nestled alongside its sibling, Koko.

READ MORE

BAREFOOT LUXURY ADVENTURES THROUGH THE INDOONESIAN ARCHIPELAGO

RASCAL VOYAGES

Seraku

Located on the vibrant, rising East Coast, Seraku is a contemporary restaurant offering a unique culinary journey.

READ MORE

Korio

The cult favourite sandwich shop has rejoined with a permanent home at 250 Orchard Boulevard Towers. The new location promises dine-in seating, inviting customers to savor freshly grilled sandwiches.

READ MORE

Sunday x MAVRX

The iconic, former Singapore Stone spot at Holland Village has transformed into Sunday x MAVRX, a unique collaboration between Sunday Braking and MAVRX Coffee.

READ MORE

E-Newsletter Editorial



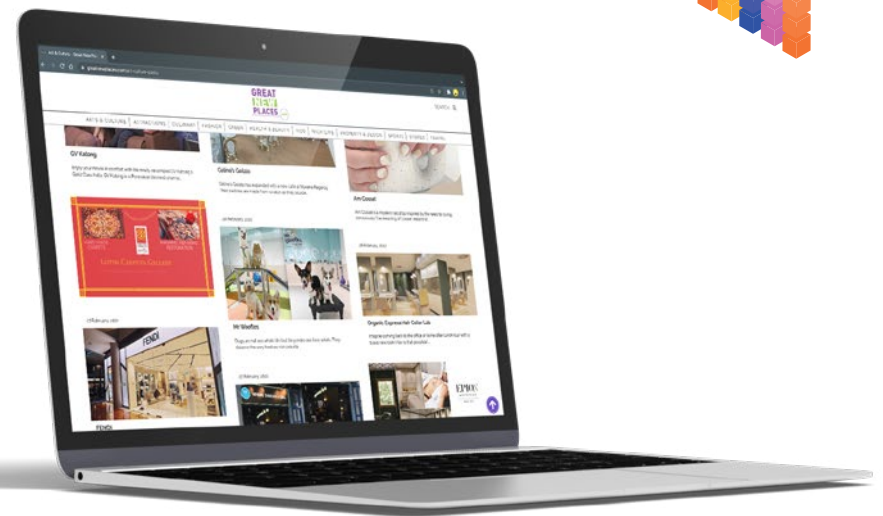
THE TRUSTED ONLINE REFERENCE FOR NEW PLACES IN SINGAPORE

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



CONTENT PHILOSOPHY

GreatNewPlaces.com prides itself in being 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 commitment to 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. With unique and fresh content that is always 'hot off the press', exceptional visual features and comprehensive venue highlights, we ensure substantial, quality coverage, 365 days a year.



6 JANUARY, 2025 NEWS



Toa Payoh Integrated Development

The Toa Payoh Integrated Development (TPID), set for completion by 2030, marks a significant transformation for Toa Payoh town. Located...



6 JANUARY, 2025 PROPERTY & DESIGN



The Orie

The CDL-led consortium held the preview for The Orie on Friday, January 3, drawing around 8,000 visitors over the weekend...



Bagnall Haus

Roxy-Pacific Holdings has unveiled its latest project, Bagnall Haus, for preview this month. Over the weekend, Bagnall Haus sales gallery...

6 JANUARY, 2025 NEWS, TRAVEL



Mett Singapore

Hotel Fort Canning is set to undergo a transformative rebranding as Mett Singapore, bringing a fresh identity to the historic...



4 JANUARY, 2025 CULINARY



Alani

Alani at KADA in Maxwell is a rooftop oasis bringing Mediterranean-inspired flavors to the heart of Singapore. Known for its...

3 JANUARY, 2025 CULINARY



Pacto by Parchmen

Pacto by Parchmen, nestled within the historic KADA building in Maxwell, offers a serene escape paired with expertly crafted coffee...

5 JANUARY, 2025 CULINARY



Cafe Wabi Sabi @ Joo Chiat

Cafe Wabi Sabi has opened a new outlet along Joo Chiat Road, blending seamlessly into the colorful charm of its...

3 JANUARY, 2025 CULINARY



2 JANUARY, 2025 FASHION, STORES



3 JANUARY, 2025 CULINARY



Echo House

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 44%).

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 since 2009, 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 are 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 20% 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 our site.

ENHANCED BRANDING EXPERIENCE

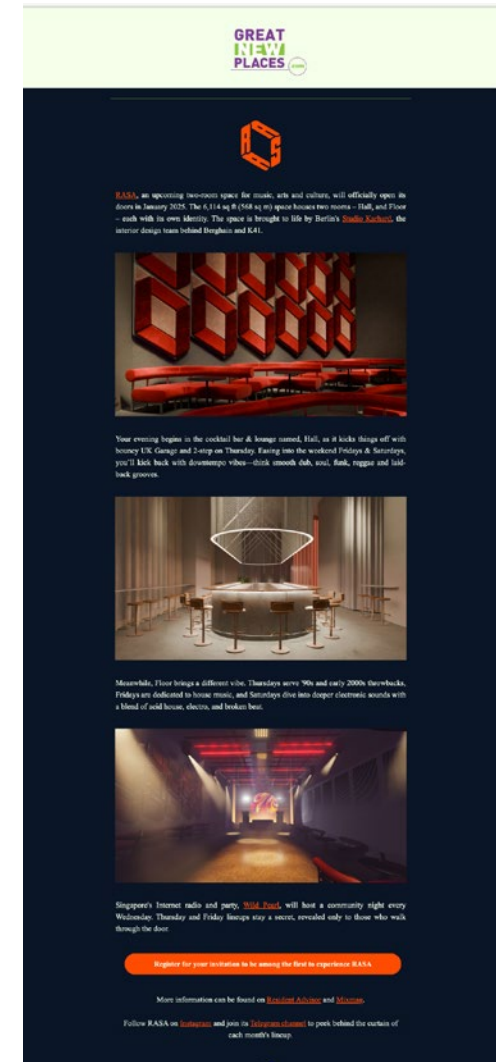
Video and animated ads including homepage pop-ups can be delivered enabling a rich and engaging activation of your campaign and offering dynamic interaction with our visitors.

HOLISTIC MARKETING APPROACH

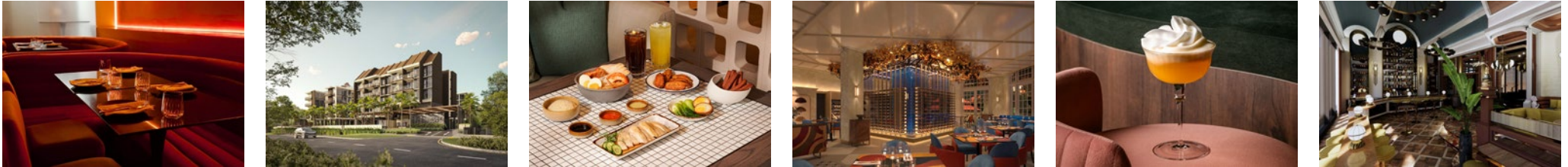
Combining display advertising, direct email marketing and social media promotion, we deliver successful campaigns with strong ROIs that harness the full capability of digital, social and PR.

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.



WE SPOT TRENDS, KEEPING OUR FULLY ENGAGED READERS' FINGERS ON THE PULSE



BY ENGAGING OUR 4,000+ DAILY UNIQUE VISITORS, AND MAINTAINING A REGULAR CONVERSATION WITH OUR 75,000 MEMBER BASE AND 1,800+ MEDIA SUBSCRIBERS, WE ENSURE OUR READERS ARE ALWAYS THE 1ST TO KNOW ABOUT NEW PLACES IN SINGAPORE & THOROUGHLY ENGAGED WITH OUR ADVERTISING CLIENTS' CAMPAIGNS.

FOR ADVERTISING ENQUIRIES & BESPOKE AD CAMPAIGNS:

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