



**GREAT
NEW
PLACES**

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](https://www.greatnewplaces.com) to connect with your target audience.

[GreatNewPlaces.com](https://www.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 trend-spotting platform we keep our readers' fingers on the pulse of Singapore's ever-changing cityscape with daily updated content, ensuring that our readers are always the very first to know about newly opened places across town.

We are continually expanding our coverage and reach, 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.

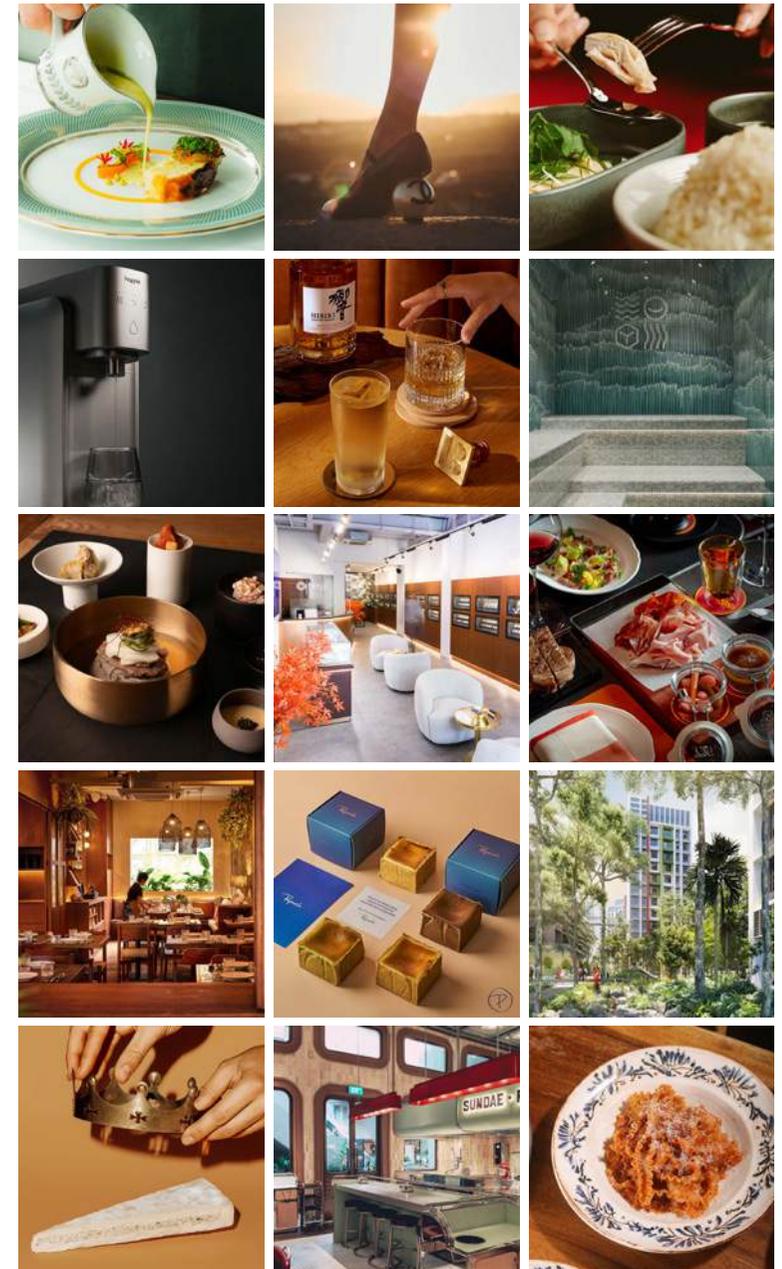
Our 4,275+ daily unique visitors, generate over 1.95 million page impressions across the site per month and our 75,000 strong, captive member base of Singapore's business elite including expats and the high affluence segment; possess considerable spending power.

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

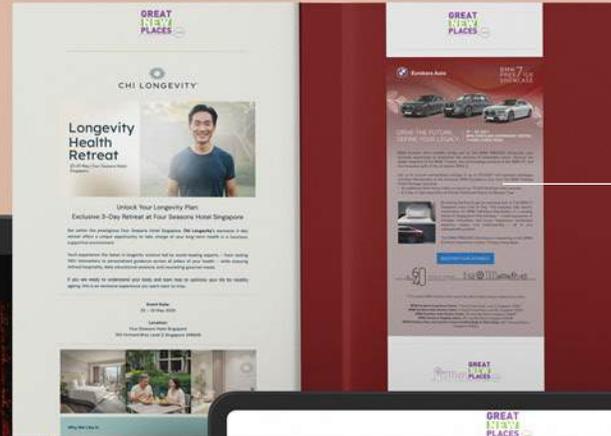
robbie@greatnewplaces.com



COMPLETE MARKETING OPTIONS

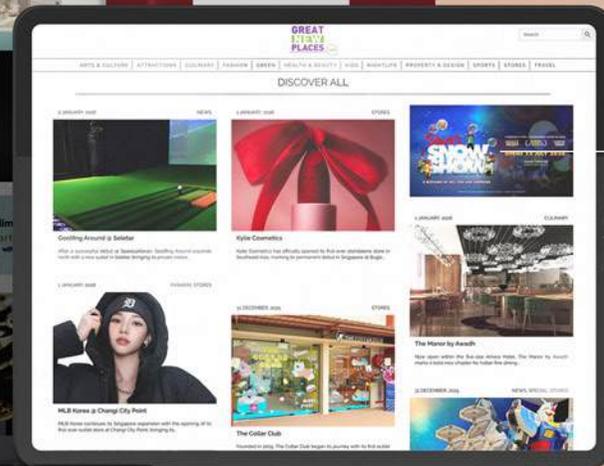
A STRIKING NEW APPROACH TO KEEPING YOUR BRAND AT THE FOREFRONT OF WHAT'S IN VOGUE IN SINGAPORE

2



1

3



1. 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 41.9% for our EDM clients.

2. 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.

3. 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!

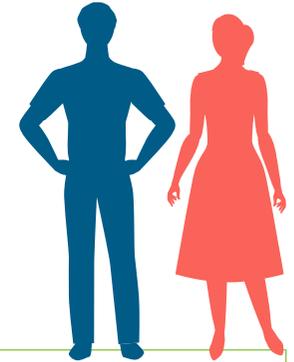
Unrivalled access is offered into the daily lives of Singapore's top C-suite executives, investors, expats and high net worth event goers. GreatNewPlaces.com's partnership with two of Singapore's largest event organizers ensures that your ad campaign is front and centre with Singapore's wealthy opinion leaders.



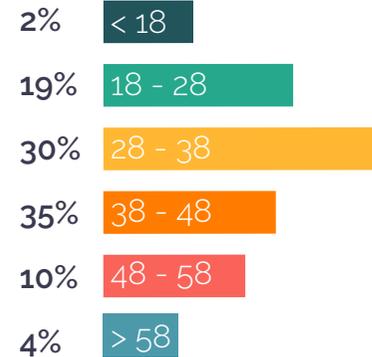
The Podium Lounge, Celebrity-Driven Formula 1 After-Party at The Ritz-Carlton, Millenia Singapore

PROFILE

MALE 52% ●
FEMALE 48% ●

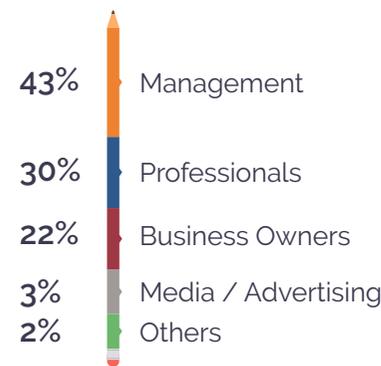


AGE GROUP

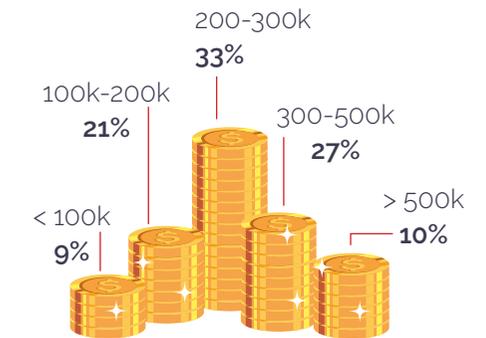


Singaporean & PR 59%
Expatriate 41%

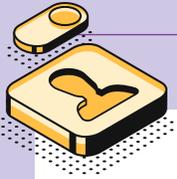
PROFESSION



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.



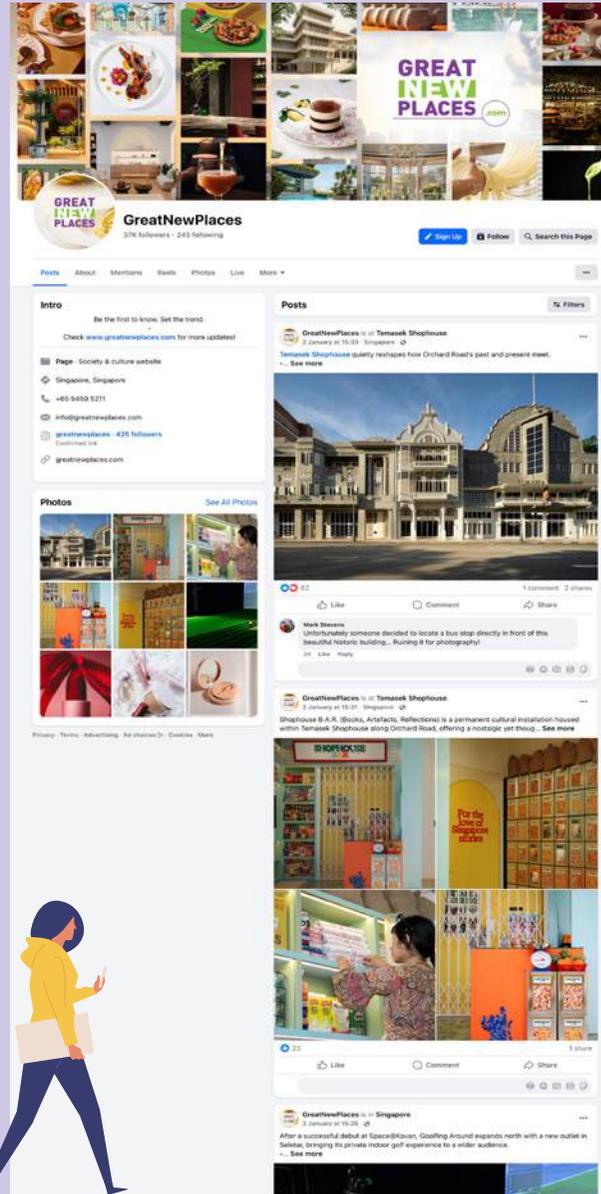
ADVERTISEMENTS

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.



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.



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



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) : 800(w) x unlimited	\$5,000
E-Newsletter Head Banner : 800(w) x 450(h)	\$3,000
E-Newsletter Editorial : 600(w) x 300(h)	\$1,000

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

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

MEDIA INVENTORY

Top of Homepage Editorial

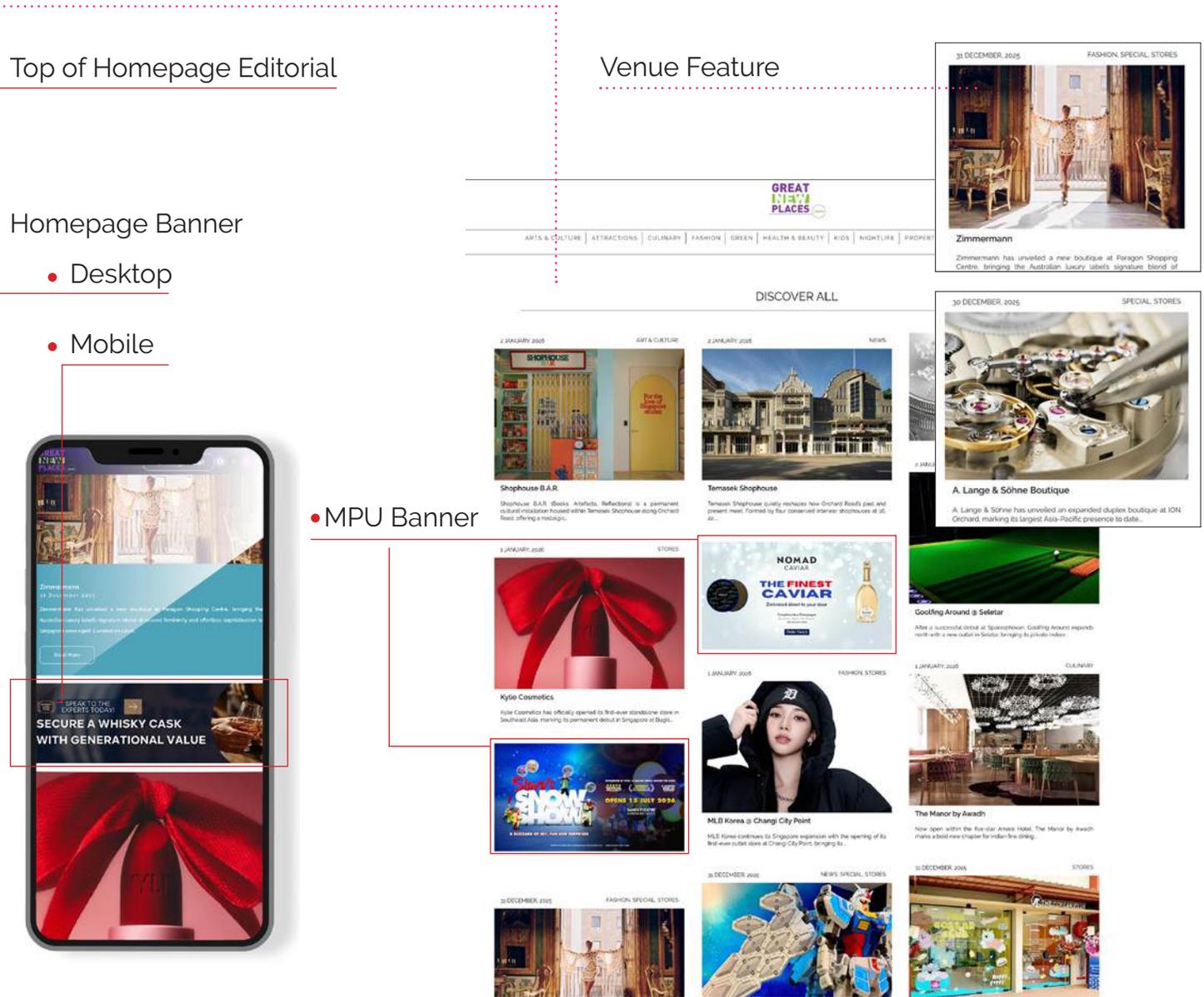
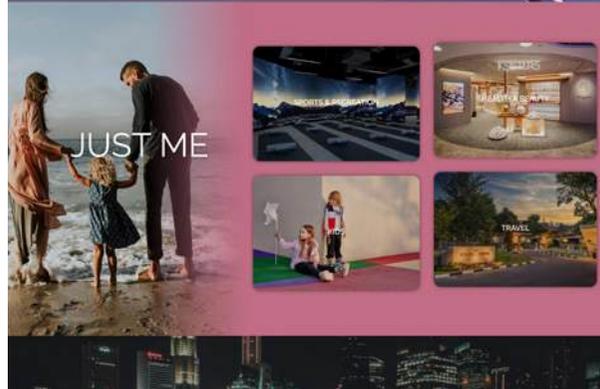
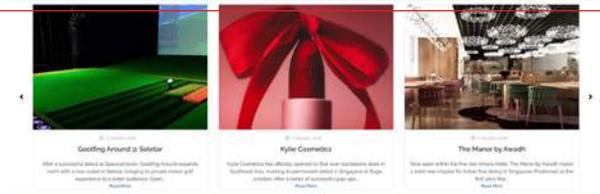
Homepage Banner

- Desktop

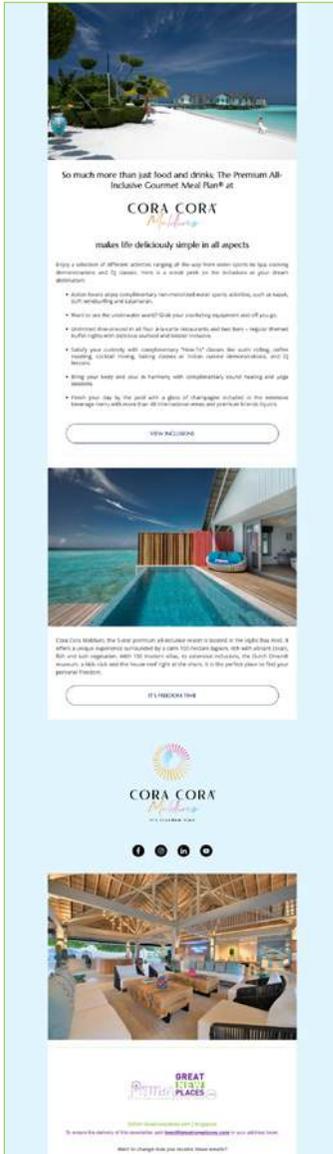
- Mobile

• MPU Banner

Venue Feature



MEDIA INVENTORY



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

CORA CORA
Resort & Spa

makes life deliciously simple in all aspects

Enjoy a delicious afternoon ranging all the way from ocean sports to spa, dining, entertainment and shopping.

- Enjoy access to complimentary non-motorized sports activities, such as beach, surf, windsurfing and water skiing.
- There is no extra charge for your parking treatment and if you go.
- Unlimited complimentary access to all four à la carte restaurants and two bars - regular dinner and breakfast with complimentary House of Siam, the daily coffee, coffee lounge, cocktail lounge, lounge corner or Italian casual restaurant, and 24 hours.
- Bring your kids and stay in harmony with complimentary sound healing and spa benefits.
- Enjoy the view by the pool with a glass of champagne included in the evening. House of Siam, spa and 24-hour access and premium brand liquor.

VIEW INCLUDES

CORA CORA, the largest premium all-inclusive resort in the region, has a new & unique experience with a 1000+ gourmet dishes, 24-hour coffee shop, bar and lounge, 24-hour spa, 24-hour fitness, 24-hour entertainment, 24-hour shopping, 24-hour access to all four à la carte restaurants and two bars, 24-hour access to all four à la carte restaurants and two bars, 24-hour access to all four à la carte restaurants and two bars.

IT'S BEHIND THE

CORA CORA
Resort & Spa

Facebook, Instagram, Twitter, LinkedIn

GREAT NEW PLACES

Join our media partners at Singapore

To receive the details of this promotion, visit www.coracora.com.sg or call 65 6333 3333.

Need to change the page details, please contact?

Dedicated Electronic Direct Mailer (EDM)



GREAT NEW PLACES

Beacon House has been selected as the first hotel in Singapore to bring 15 years of luxury to the heart of the city for a dining and social experience. The new restaurant, Spanish Fusion, is a contemporary fusion.

These tables feature a vibrant regional theme, each creation reflects Chef de Cuisine's unique regional focus and global reach. Join us for a night of food, drink, and social experience as we celebrate the true spirit of fusion. Celebrate the season with a festive night in a formal celebration.

Tapas Tasting Weekend Menu

The weekend brings a new twist to Beacon House's Tapas Tasting Menu - a weekly journey through Spain's diverse regions for just \$88. A selection of 12 tapas dishes, each with a unique regional focus, is served over the course of the evening. The menu is designed to be shared and enjoyed with friends and family. The menu is designed to be shared and enjoyed with friends and family.

Executive Set Lunch for Weekdays

For those busy days, Beacon House offers an executive set lunch for just \$28. The menu is designed to be shared and enjoyed with friends and family. The menu is designed to be shared and enjoyed with friends and family.

Mother's Day Menu

This Mother's Day, celebrate the most important woman in your life with our Mother's Day Menu. The menu is designed to be shared and enjoyed with friends and family. The menu is designed to be shared and enjoyed with friends and family.

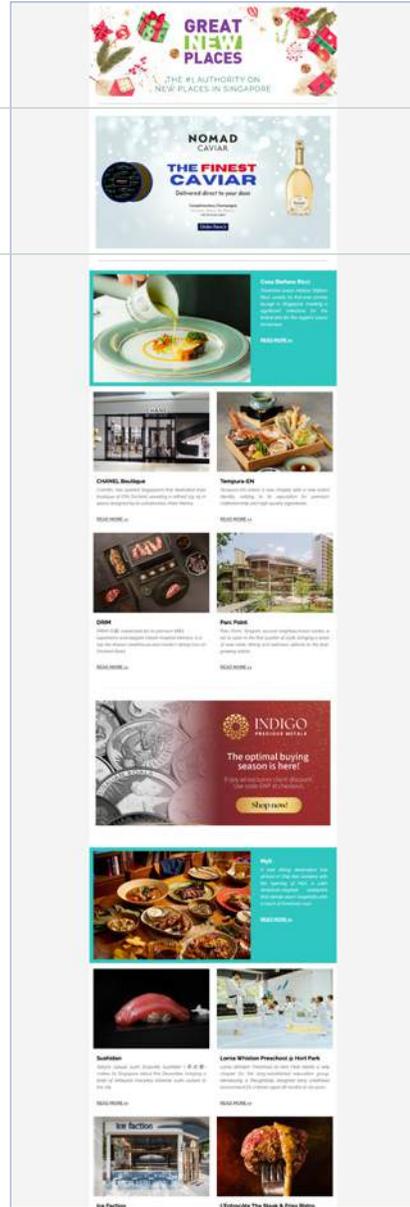
IT'S BEHIND THE

GREAT NEW PLACES

Join our media partners at Singapore

To receive the details of this promotion, visit www.greatnewplaces.com.sg or call 65 6333 3333.

Need to change the page details, please contact?



GREAT NEW PLACES

THE #1 AUTHORITY ON NEW PLACES IN SINGAPORE

NOMAD CAVIAR

THE FINEST CAVIAR

Delivered direct to your door

Chan Chan House

Chan Chan House is a new addition to the Great New Places family. It is a contemporary fusion of Chinese and Western cuisine. The menu is designed to be shared and enjoyed with friends and family. The menu is designed to be shared and enjoyed with friends and family.

CHANEL Boutique

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Tempura OH

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DIOR

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Pink Patis

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INDIGO

The optimal buying season is here!

Indigo

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Barl Barl Steak

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RUKU

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Chick-It-A Singapore

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Tutto

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Salsidan

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Luna Whiskin Freshfood at Hill Park

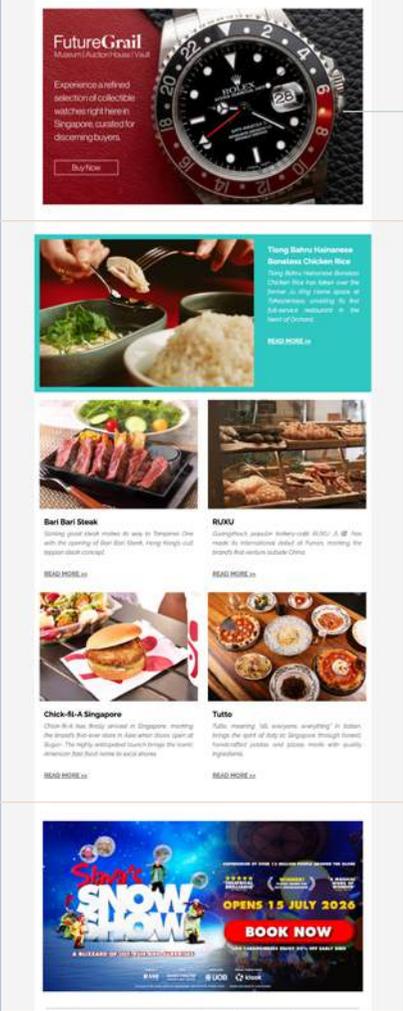
Luna Whiskin Freshfood at Hill Park is a new addition to the Great New Places family. It is a contemporary fusion of Chinese and Western cuisine. The menu is designed to be shared and enjoyed with friends and family. The menu is designed to be shared and enjoyed with friends and family.

Ice Factory

Ice Factory is a new addition to the Great New Places family. It is a contemporary fusion of Chinese and Western cuisine. The menu is designed to be shared and enjoyed with friends and family. The menu is designed to be shared and enjoyed with friends and family.

Estimote, The Book & Free Wine

E-Newsletter Head Banner



FutureGrail

Experience a refined selection of collectible watches right here in Singapore, curated for discerning buyers.

Tang Banna Indonesian Business Chicken Rice

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Tutto

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SNOW SHOW

OPENS 15 JULY 2026

BOOK NOW

A BILLBOARD OF THE FUTURE

E-Newsletter Editorial

THE TRUSTED ONLINE REFERENCE FOR NEW PLACES IN SINGAPORE

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

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.



BB Recreation Club Cafe

Fashion and food continue to blur along Orchard Road, and BB Recreation Club Cafe (BBRC) is Benjamin Barker's latest expression...

24 DECEMBER, 2025

SPORT & RECREATION



Play! Pickle @ Serangoon

Singapore's pickleball moment continues with Play! Pickle Serangoon, a refreshingly playful take on the sport tucked inside Upper Serangoon Shopping...

23 DECEMBER, 2025

CULINARY STORES



Crumb & Go

Crumb & Go marks Tiong Bahru Bakery's first-ever brand extension, debuting quietly just behind its refreshed Eng Hoon flagship. Designed...

22 DECEMBER, 2025

CULINARY



Frikin Guds

Furnishing a home today is as much about self-expression as it is about function, and for those who enjoy collecting...

24 DECEMBER, 2025

CULINARY, NIGHTLIFE



La Luna

Perched atop 1-Alfaro, La Luna is the semi-outdoor rooftop bar extension of La Torre, offering sweeping views of the harbour...

23 DECEMBER, 2025

NIGHTLIFE



Pop City x Pony

Tucked away in a discreet Cecil Street back alley, Pop City X Pony is a Japanese city pop-inspired cocktail hideout...

22 DECEMBER, 2025

CULINARY



The Ice Bath Club @ Duxton

If hot soaks aren't your idea of relief in Singapore's heat, this new wellness spot offers a refreshing alternative. The...

24 DECEMBER, 2025

NEWS, STORES



The Auld Alliance

The Auld Alliance marks its 15th anniversary this year, celebrating a journey that began in 2010 with its first whisky...

23 DECEMBER, 2025

STORES



Lotte Mart Express @ JEM

Lotte Mart Express continues its expansion in Singapore with the opening of its second outlet at JEM following the debut...

22 DECEMBER, 2025

CULINARY



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, Buena 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 15% 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

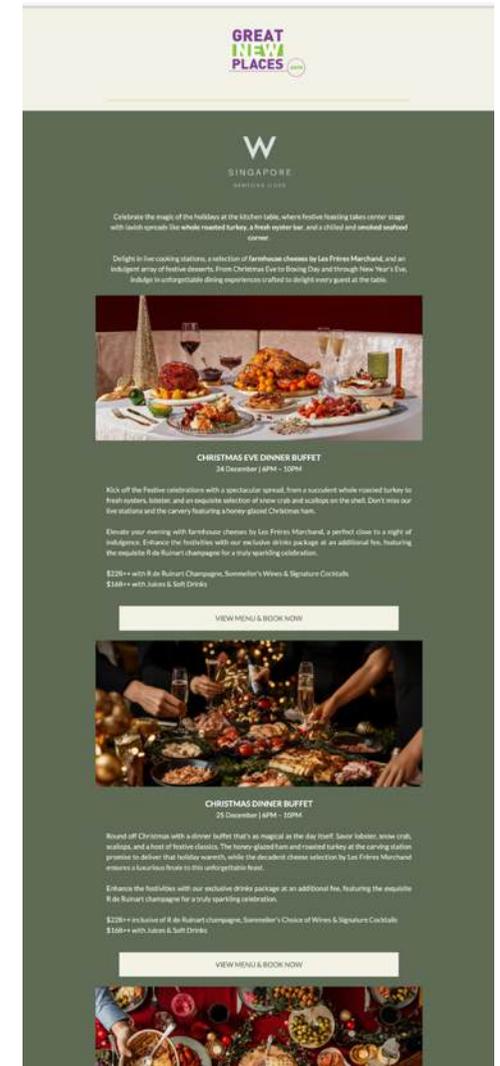
Video and animated ads including homepage pop-ups can be delivered enabling a rich and engaging activation of your campaign and offering dynamic interaction with our visitors.

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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