

The Wedding & Lifestyle magazine is a comprehensive guide for Malay Muslim couples in preparing them for their big day and married life.

WEDDING & Lifestyle



readership of wedding & lifestyle magazine

Over 90 percent of the readers of **Wedding & Lifestyle** magazine are women between 21 to 35 years of age with at least a diploma and holding at least an executive position at work.

Single Malay Muslim women are a very interesting demographic. They are likely to be English educated and use the language frequently socially and at work and therefore prefer to read English magazines and watch English movies.

However, they are likely to be fairly traditional in their outlook; apart from being practising Muslims, they speak Malay when communicating to their families, elderly and even their closest friends. They are also likely to practise Malay customs such as henna nights and may even choose to cover their heads for their solemnisation ceremony. Twenty to 30 percent of the editorial address cultural and religious matters and therefore translated into Malay as the subject matter is better conveyed in that language.

While they may have more modern tastes and are likely to organise their own weddings than leaving it to their families, their choices are still very much influenced by their families. In a recent HDB survey, it was stated that up to 24 percent of Malay Muslim newlyweds prefer to live within a 2km radius of their parents.

Wedding & Lifestyle showcases practical ideas for Malay Muslim couples preparing for their nuptials and various products and services that can further enhance their special event such as catering, venues, florists and décor providers, makeup artists, bridal galleries and photographers, door gift suppliers, cake makers and honeymoon packages. *Wedding & Lifestyle* also caters to the aspirational lifestyle choices of our young, professional readers by featuring articles on everything from financial planning and property buying to health tips and interior design.



fast facts

Cover Price:	S\$ 6.50
Proposed Circulation:	10,000 Copies
Estimated Readership:	40,000
Target Readership:	400,000 (based on current statistics on target reader group)
Distribution:	Leading newsstands, bookstores, supermarkets, and department stores
Frequency:	Quarterly

advertisement specifications

SIZE (mm)	TRIM (mm)	BLEED (mm)	TYPE AREA (mm)
Full Page	210 x 297	216 x 303	190 x 277
Double Page Spread	420 x 297	426 x 303	400 x 277
Half Page	210 x 149	216 x 155	190 x 129
Quarter Page	105 x 149	111 x 155	85 x 129
One Third Page	70 x 297	76 x 303	50 x 277

REMARKS:

Bleed – The Publisher reserves the right to trim off each edge of the stated page dimension. Visual matter should be kept within these tolerances.

submission dates

2010		
ISSUE	MATERIAL DEADLINE	DISTRIBUTION
Quarter 3	3 October 2010	21 October 2011
Quarter 4	25 December 2010	13 January 2011
2011		
ISSUE	MATERIAL DEADLINE	DISTRIBUTION
Quarter 1	12 May 2011	29 May 2011



Wedding & Lifestyle also assists Malay Muslim couples in preparing for the practical aspects of their married life with frequent features on marital counsellors, real life married couples and even property and insurance agents who give advice on financing and purchasing their first homes, managing budgets, mortgages and renovation loans.

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