



世科教育
WS education

Singapore's 1st education magazine in English and Chinese

An Insight into Education in Singapore



Target Audience

- Educators – from teachers of all levels, to heads-of-departments and principals
- Parents and parents-to-be
- Pre-university and tertiary students
- Anyone interested in education in Singapore

Content Highlights

- Interviews with policy makers and current and former educators
- Featured schools
- Commentaries by experts from various fields related to education
- Articles by students and writing competitions
- Book reviews
- Helpful tips and ideas for parents, students, and educators

Company Profile

WS Education Pte Ltd (WSE), established in June 2012, is a subsidiary company of World Scientific Publishing Co, founded by Prof KK Phua (Chairman of World Scientific Publishing Co) and Poon Sing Wah (former Senior Correspondent of Lianhe Zaobao). Its mission is to offer quality publications and services that facilitate learning and the sharing of ideas in education.

An Insight into Education in Singapore

EduNation is Singapore's first bilingual (English-Chinese) education magazine. It enables readers to gain an insight into education in Singapore. In order to raise awareness on issues and achievements in the sphere of education, the magazine welcomes feedback from everyone with an interest in education to share their opinions and analyses.

EduNation Will

- Provide a platform for policy makers, educators, parents, and students to interact, communicate, and share their ideas and experience about the education system.
- Be a valuable source of information on all aspects of education.

EduNation Rate Card 2013

Display Ads	S\$ (Per Issue)
Full Page Full Colour	\$2,500
½ Page Horizontal	\$1,500
⅓ Page Vertical	\$1,200
Business Listing (per unit)	\$500

Advertorial	S\$ (Per Issue)
Double Page Spread (2 pages)	3,500

Prime Positions	S\$ (Per Issue)
Inside Front Cover	3,100
Facing Inside Front Cover	2,900
⅓ Page Vertical (Content Page)	1,800
Back Cover	4,000
Inside Back Cover	3,000
Facing Inside Back Cover	2,800

Discounts	
3 issue's Insertions	10% off
6 issue's Insertions	20% off
12 issue's Insertions	30% off

*Feel free to contact our editors for customised requests.

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	Trim Size (mm)	Bleed Size (mm)	Text Area (mm)
Full Page	279 x 216	285 x 222	259 x 196
Double Page Spread	279 x 432	285 x 438	259 x 412
½ Page Horizontal	137 x 216	143 x 222	127 x 196
⅓ Page Vertical	279 x 71	285 x 77	259 x 62

Copy and illustration must be kept at least 5mm from spine and trim lines. For double page spreads, a gutter allowance of 5mm per page is recommended.

Artwork Requirements

Format:

Print-optimised PDF file with embedded fonts in outline.

File should be compliant with the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1.

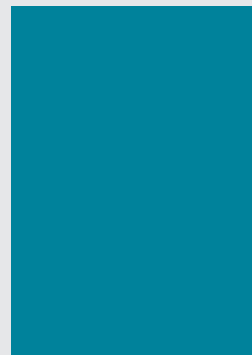
Resolution & Colour:

All images must be converted to CMYK, uncompressed, with minimum 300dpi.

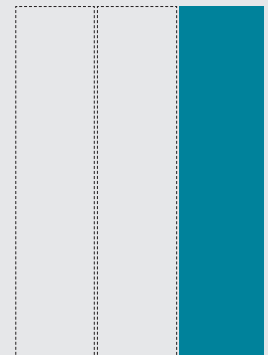
Proofs:

A colour proof with colour control bar, complete with standard trim and bleed marks, should be supplied for colour guidance on press.

Display Ads Dimension and Sample



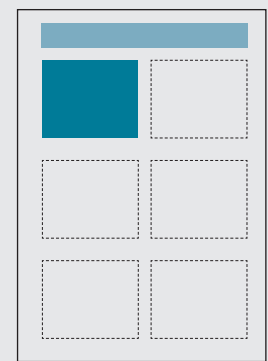
Full Page
279 x 216 (Trim size)
285 x 222 (Bleed size)
259 x 196 (Text area)



⅓ Page Vertical
279 x 71 (Trim size)
285 x 77 (Bleed size)
259 x 62 (Text area)



½ Page Horizontal
137 x 216 (Trim size)
143 x 222 (Bleed size)
127 x 196 (Text area)



Business Listing (in units)
73 x 90 (Trim size)

Display Ads Specifications

Key Figures at a Glance

	Issue 1	Issue 2	Issue 3
Publication date	January 2013	March 2013	May 2013
Page count	172	168	168
Print run	4,000 copies	12,000 copies	8,000 copies
Featured	SSP, SST	NUS, NTU, SMU, SUTD, SIT, UniSIM, DPM Tharman	SJI, ACS International, HCIS, Dulwich College (Singapore), EtonHouse International School, ISS, UWCSEA, SAS
Available at	Newsstands, Major Bookstores, Esso Petrol Kiosks, NTUC and Cheers Outlets		
Overseas Distribution	China, Hong Kong, Taiwan, Malaysia		
Online branding	Website, Facebook, Twitter, Weibo		
Other formats	Flipbook in flash, HTML on website, iPad app		
Circulation points	<p>*All full page advertisements will receive complimentary web banners on our website which receives substantial traffic.</p> <ul style="list-style-type: none"> ▶ Government Bodies <ul style="list-style-type: none"> ▪ Ministry of Education (MOE) ▪ Members of Parliament (MPs) ▪ Foreign Embassies ▶ Universities <ul style="list-style-type: none"> ▪ National University of Singapore (NUS) ▪ Nanyang Technological University (NTU) ▪ Singapore Management University (SMU) ▪ Singapore University of Design and Technology (SUTD) ▪ Singapore Institute of Technology (SIT) ▪ SIM University (UniSIM) ▶ Pre-University Institutions <ul style="list-style-type: none"> ▪ School of the Arts ▪ Singapore Sports School ▪ NUS High School ▪ Anglo-Chinese School (Independent) ▪ Dunman High School ▪ River Valley High School ▪ Millennia Institute ▪ Anderson Junior College ▪ Anglo-Chinese Junior College ▪ Catholic Junior College ▪ Hwa Chong Institution ▪ Innova Junior College ▪ Jurong Junior College ▪ Meridian Junior College ▪ Nanyang Junior College ▪ National Junior College ▪ Pioneer Junior College ▪ Raffles Institution ▪ Serangoon Junior College ▪ St Andrew's Junior College ▪ Tampines Junior College ▪ Tamasek Junior College ▪ Victoria Junior College ▪ Yishun Junior College 		