

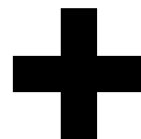


优1周

MEDIA KIT



焦点出版有限公司 Focus Publishing Ltd
(Member of Singapore Press Holdings)



News + Glam=Glamours News

At a young and vibrant age of only 10 years old (officially launched in May 2001), U-Weekly has drastically changed the local showbiz magazine scene by first incorporating the ever so popular Food Recipes and Current Society News, together with its strong foundation of not only Local, but Asian and International showbiz content

UW thrives not only on reporting the latest trends and showbiz happenings on the local scene, we also adhere closely to our young and vibrant heart, bringing our readers and advertisers right to the frontier of delicious dining, exciting lifestyle trends, latest entertainment buzz and core society heartbeat giving you the KEY to our city.



UW Readers

Sex

Female	75%	225,000
Male	25%	75,000

Age

15-19	14%	42,000
20-29	30%	90,000
30-39	32%	96,000
40-49	13%	39,000
Above 50	11%	33,000

Median Age 31

Occupation

PMEB	20%	60,000
White Collar	30%	90,000
Blue Collar	19%	57,000
Housewives	15%	45,000
Students	16%	48,000

Median Household Income: \$4205

Main Reason for Reading The Magazine

	UW	Next Competitor
Entertainment	51%	29%
Celebrity News	29%	13%
Health News	42%	2%
Food & Beverages	35%	29%
TV guide / synopses	28%	49%

Entertainment-Paparazzi

Latest Paparazzi and Photoshoot Pictures of Asian Celebs, direct from Hong Kong and Taiwan, the leading heartbeats of showbiz Paparazzi scene.

Gossip

Get The Latest News and Gossip right here with our mysterious and resourceful column writers who have their noses on diligently sniffing out the vibes of the showbiz vines....



Entertainment-Korea

UW is the first place to look for the latest news about your favorite K-stars!

UW is also the only local showbiz magazine with its own correspondent based in Seoul, the central hub of all the K-happenings!

If you want to read about our Exclusive interviews and admire our face to face photo shoots, do pick up a copy of UW if you wish to satisfy all your K-craves!



Entertainment-at your fingertips

TV, Movies, Music, Celeb tweets, columns and IT hookups, we strive our best to be your showbiz GURU!

本周看点 DVD

狗血义海 无线重头台庆剧《巾帼枭雄之义海豪情》这碟收档，可是剧情同样过于紧张刺激的。无法超越去年的《巾帼枭雄》，剧情却十分过瘾的！

好角出位 《义海》的一些角色亦受到观众好评。尤其是陈豪，无怪乎要成为这部剧的收视保证。陈豪饰演的李树培，不但演技出色，而且造型也相当抢眼。陈豪在《义海豪情》中饰演李树培，不但演技出色，而且造型也相当抢眼。陈豪在《义海豪情》中饰演李树培，不但演技出色，而且造型也相当抢眼。

NEW!

- 《The Invention of Soliloquy》**
- 《The Chosen Writer》**
- 《Sex and the City 3》**
- 《侠盗公主》**
- 《侠盗公主》**

国际星闻 CELEB IT

郭舒贤 Starbucks代言人

郭舒贤最近签约成为Starbucks的代言人。她以清新自然的形象，吸引了众多粉丝的关注。郭舒贤在广告中展现了她独特的魅力，成为品牌的新面孔。

徐濠莹 品味趣

徐濠莹最近推出了一本新书，探讨了时尚与生活的关系。她在书中分享了自己的心得，受到了读者的广泛好评。徐濠莹以其独特的品味和见解，成为时尚界的一股清流。

Adam Levine 毛腿狂魔

Adam Levine最近因为他的“毛腿”而成为了网络上的热门话题。他在社交媒体上发布的照片引发了网友的热烈讨论。Adam Levine以其独特的魅力和幽默感，吸引了大量粉丝的关注。

神保信 Be Happy!

神保信最近推出了一本新书，探讨了快乐与生活的关系。他在书中分享了自己的心得，受到了读者的广泛好评。神保信以其独特的见解和幽默感，成为网络上的热门人物。

J Rice 多才多艺

J Rice最近推出了一本新书，探讨了多才多艺与生活的关系。他在书中分享了自己的心得，受到了读者的广泛好评。J Rice以其独特的魅力和才华，成为网络上的热门人物。

《Angry Birds》 硬盘版

《Angry Birds》的硬盘版已经上市。这款游戏以其独特的玩法和可爱的角色，受到了玩家的广泛好评。硬盘版的推出，为喜欢收藏的玩家提供了新的选择。

Travel

From tranquil villages to bustling cities, discover the world by finding out the most exciting places on the planet.

UWomen

Hear voices of people from different walks of life, share recipes with friends and neighbours, and have a peek at unique and creative interior design solutions.

Health

Find useful and thoughtful information to help you and those you care to stay healthy.

北京漫步游园



北京的每个角落都藏着美丽的风景。无论是皇家园林还是胡同里的四合院，都散发着独特的魅力。漫步在北京的街头巷尾，你会发现这座城市的历史与文化底蕴。从古老的城墙到现代的摩天大楼，北京展现出了独特的城市风貌。



圆明园
历史古迹
这是中国最大的皇家园林，被誉为“万园之园”。它曾是清朝皇帝夏秋居住和处理政务的场所。1860年，圆明园被英法联军焚毁，成为世界文化遗产。如今，遗址公园已成为北京的一处重要景点。

南锣鼓巷
这里是北京最时尚、最文艺的街区之一。这里有古老的胡同，也有现代的咖啡馆和精品店。漫步在这里，你可以感受到北京独特的城市魅力。

后海
浪漫之夜
这里是北京最浪漫的地方之一。夜晚的后海，灯光闪烁，音乐悠扬，是人们休闲娱乐的好去处。

健康 BEAUTY

大小眼化妆术

化妆术是提升个人魅力的重要手段。对于大小眼的问题，可以通过巧妙的化妆技巧来修饰。本文将为您介绍几种实用的化妆方法，帮助您轻松解决大小眼的问题。

1. 使用眼线笔在较小的眼睛处画一条稍粗的眼线，以视觉上放大眼睛。
2. 在较大的眼睛处画一条稍细的眼线，以视觉上缩小眼睛。
3. 使用眼影在较小的眼睛处涂抹较深的颜色，增加层次感。
4. 在较大的眼睛处涂抹较浅的颜色，使眼睛看起来更柔和。
5. 最后，使用睫毛膏均匀地涂抹上下睫毛，使眼睛更有神采。

健康 Health | 健身教练 | www.uw.com.au

活动小腿肌肉，避免麻痹抽筋

小腿肌肉是人体重要的肌肉群之一，长期久坐不动容易导致肌肉僵硬、麻痹和抽筋。通过适当的拉伸运动，可以有效缓解这些问题，保持肌肉的弹性和活力。

双手在头顶
双脚并拢站立，双手举过头顶，掌心相对，保持身体直立，感受小腿肌肉的拉伸。

腿部伸展
坐在椅子上，将右腿伸直，左腿弯曲，脚掌贴地，身体前倾，感受右腿后侧肌肉的拉伸。

四头肌伸展
站立，将左脚向后迈一步，左脚脚尖朝前，右手抓住左脚脚踝，身体前倾，感受右腿前侧肌肉的拉伸。

Fashion & Food

Food Features

From hawker centres to posh dining outlets, the ultimate guide to eating in Singapore.

Fashion

Devoted in telling readers what to know in order to enjoy urban life to the fullest with the latest shopping trends, IT product information and more!



Makan Recipes

Delicious home cooked food in step-by-step easy instructions recipes for the cook know-hows and the novices! Everyone can be a Masterchef at HOME.



酸奶油鹰嘴豆汤

Chickpea Soup with Sour Cream

材料

- 500g 鹰嘴豆
- 1颗洋葱 (切丁)
- 1颗洋葱 (切丁)
- 1根萝卜 (切丁)
- 2茶匙鹰嘴豆粉
- 2茶匙橄榄油
- 1片月桂叶
- 2片月桂叶
- 2片月桂叶
- 2颗番茄 (切丁, 去皮)
- 10颗大蒜叶 (切碎)
- 2汤匙牛奶
- 2汤匙酸奶油
- 盐和胡椒粉少许

做法

1. 将2-3片洋葱、洋葱和萝卜放入锅中煮。
2. 将洋葱、洋葱、洋葱、萝卜、鹰嘴豆、鹰嘴豆、鸡汤、还有月桂叶放入解香剂的锅中。
3. 加入鹰嘴豆粉以大火炖煮20分钟，加入鹰嘴豆和月桂叶。
4. 加入鹰嘴豆粉，然后加入鹰嘴豆和鹰嘴豆。
5. 加入鹰嘴豆，然后加入鹰嘴豆。
6. 加入鹰嘴豆，然后加入鹰嘴豆。

烹饪小贴士

- 可用蔬菜汤和鸡汤代替，作为较健康的选项。

烟鸡肉毛豆意大利面

Smoked Chicken Pasta with Edamame Beans

材料

- 100g 意大利面 (切丁)
- 120g 烟熏心骨
- 250g 毛豆 (煮熟)
- 4片洋葱 (切丁)
- 洋葱油适量
- 半粒洋葱 (切丁)
- 2汤匙白酱
- 200毫升奶油
- 2茶匙橄榄油
- 盐和胡椒粉少许

做法

1. 将洋葱心骨、蒜、还有洋葱放入锅中，煮约5-10分钟。
2. 洋葱、洋葱和洋葱油炒至金黄色，之后加入烟熏心骨、洋葱、蒜，还有洋葱炒至金黄色。
3. 加入洋葱、洋葱和洋葱油，搅拌均匀。
4. 加入意大利面，搅拌均匀即可。

烹饪小贴士

- 可用毛豆代替毛豆，作为较健康的选项。

食谱 RECIPES test / 曾伟强 photo / 陈嘉慧

食谱提供 Recipes by Courtesy of:
The Square@Furama
地址: Furama Riverfront,
405 Havelock Road, Level 2
时间: (周一至周五)
(午餐) 中午12时至下午2时30分
(晚餐) 傍晚5时至晚上10时30分
电话: 6739 6488
电邮: fb.riverfront@furama.com

示范 Demo:
行政总监 陈嘉慧
Executive Chef
Derrick Ang

豆类食谱

Beans Recipes





Advertising Rates

Advertising Enquires, please contact

Terence Bu 巫杰伦

Mobile: 9386 7336

DID: 6319 6286 Email: bujlt@sph.com.sg

Richard Shum 岑健平

Mobile: 9146 5551

DID: 6319 1150 Email: shumkp@sph.com.sg

Full Col	Ad Hoc (\$ per ad)	3-5x 20% less	6-11x 30% less	12-18x 35% less	19-26x 40% less
Full Page	3900	3120	2730	2535	2340
Half Page	2300	1840	1610	1495	1380
One Third	1500	1200	1050	975	900
Banner	1200	960	840	780	720
Double Page	7000	5600	4900	4550	4200
Premium					
Inside Front	4500	3600	3150	2925	2700
Inside Back	4000	3200	2800	2600	2400
Outside Back	5000	4000	3500	3250	3000

*Additional \$300 for each page of advertorial



Our Revamped Size

With effect from 30th May 2011 issue

300mm (H) x 230mm (W)

NEW Ad Measurements

	ACTUAL SIZE (H x W) mm	TEXT AREA (H x W) mm	WITH BLEED (H x W) mm
Full page	300 x 230	270 x 205	310 x 240
Half Page Vertical	300 x 115	270 x 90	310 x 125
Half Page Horizontal	150 x 230	120 x 205	160 x 240
One Third Vertical	300 x 75	270 x 50	310 x 85
One Third Horizontal	100 x 230	80 x 205	110 x 240
Banner	55 x 230	35 x 205	65 x 240
Double Page	300 x 460	270 x 430	310 x 470
Box Ad (ROB)	70mm (H) x 64mm (W) with no bleeding		



Materials Requirements:

PDF files with digital Epson colour proof for color reference.

■ Requirements for Epson Colour Digital Proofs

- A copy of Epson colour digital proof is to be supplied for colour guidance on press, complete with standard trim and bleed marks. We will not be held responsible for any colour discrepancies or inconsistency if a colour digital proof is not supplied.
- For Ads on IFC, IBC & OBC, please supply the Epson Digital proofs under ISO 39L profile.
- For Ads on inside pages, please supply the Epson Digital proofs under ISO 45L profile.

■ Mandatory Requirements for PDF files

- Print-optimized with embedded fonts.
- All images must be converted to CMYK, uncompressed, with minimum 300 dpi.
- Total CMYK print density not to exceed 320%.
- Remove all profile when saving into a PDF format, e.g ICC profile

All materials should be in Mac format and delivered in CD-Roms or via email to:

Address: Ms Katherine Yun
Focus Publishing Ltd
1000 Toa Payoh North News Centre S(318994)
Email: katyun@sph.com.sg
Contact No: 6319 2417 Fax No: 6319 8124

Note: For ad vettings, kindly send to the above contact person also.

