



Singapore's Best-Selling Chinese Health Magazine

Brings to you
“Wellness No.1”
 your health guide in English



Managing good health is more important than accumulating personal wealth for most Singaporean and Asia-Pacific high income households, according to a survey released on April 2009.

Launched in Feb 2011, “Wellness No.1” combines the best of the best from Singapore’s top-selling Chinese health magazine “Health No.1” with new original articles.

“Wellness No.1” boasts a panel of more than 50 experts, including Western doctors, Chinese physicians, nutritionists, pharmacists and other health & wellness experts.

This Mook (magazine/book hybrid) is a must-have for the English-speaking readers who want the best of both the Western and Chinese health-related knowledge and information.

The mook is similar in size to Health No. 1, but comes in an even better packaging with a thicker cover and a new layout.

ADVERTISING RATES FULL COLOUR	
ROB Full page _____	\$2,800
Width 195mm X Height 285mm	
Half page(Horizontal) _____	\$1,600
Width 195mm X Height 145mm	
Half page(Vertical) _____	\$1,600
Width 98mm X Height 285mm	

Presentership Package _____	\$17,500
4 x FPFC ads, logo on cover, 250 copies	

Target : age 35 and above, hungry for useful health advice and relevant products	
Cover Price : \$8	
Circulation : 40,000 copies	
Readership : 80,000	
Distribution : Island wide	
Frequency : Yearly	

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