

SPORTS + TRAVEL

SINGAPORE



MEDIA KIT 2020

SPORTS + TRAVEL **MAGAZINE IS...**

Bi-monthly magazine for the active and adventurous

Distributed to over 1,000 locations in Singapore such as Airline Lounges, Commercial Gyms, Golf & Country Clubs, Luxury & Boutique Hotels, and more...

Circulated to 7 readers per copy

www.sportsandtravel.com.sg



SPORTS+TRAVEL

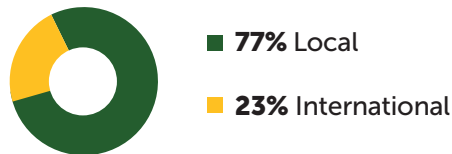
Sports+Travel Magazine (S+T) caters to individuals who seek adventure and outdoor sports when they travel throughout Asia Pacific and beyond. S+T is a free media that reaches out to thousands of readers who seek unique travel experiences that have a touch of adventure, thrill, and a bit of the unexpected.

OUR ARTICLES

At Sports + Travel, our stories are all real-life experiences from thrill-seekers, adventurers, hedonists and trekkers. We cover a wide array of adventure travel experiences from across the world. Our writers take part in the adventure and pen compelling stories bent on inspiring others.

READERSHIP PROFILE

Our readers are a mix of local and expatriates living in Singapore and who enjoy travelling, adventures, vacations, sports and outdoor activities. Our core readers are business executives and professionals working within the Central Business District.



51%
Men



46%
Women



93,000 - 120,000+
Readers

ISSUES/FREQUENCY

DEC 19 / JAN

FEB / MAR

APR / MAY

JUN / JUL

AUG / SEPT

OCT / NOV

MEDIA INFORMATION

Published bi-monthly since 2005
Circulated to 7 readers per copy
Distributed to over 1,000 locations nationwide
Reach of 110,000+ readers per issue

FOOTPRINT

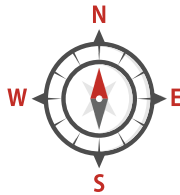
Sports + Travel is printed on environmentally-friendly 100% recyclable wood-free paper in a conscious effort to reduce the impact of carbon emissions.

INCREASING AWARENESS

Sports + Travel regularly partners with highly-targeted adventure-sports and adventure-travel related events.

1,000+ LOCATIONS

These are some of the places we can be found at. To access all locations, scan the QR Code beside. If you are a retailer and want to be part of our distribution network, email us NOW!



NORTH

Anytime Fitness (Ang Mo Kio)
Anytime Fitness (Greenwich)
Anytime Fitness (Punggol Oasis)
Anytime Fitness (Wisteria)
Anytime Fitness (Yishun Northpoint City)
Fitness First (AMK Hub)
Gearaholic
Marina Country Club
National Service Resort & Country Club (Kranji)
Orchid Country Club
SAFRA Yishun
Seager Inc
Seletar Country Club
Sembawang Country Club
Sync Cycle Indoor Cycling
TLM Medical Brace
Tresbella Asia Pte Ltd

WEST

Anytime Fitness (Bukit Panjang)
Anytime Fitness (Jurong Gateway)
Arena Country Club
Cali @Rochester
Fitness First (Connexis)
Fitness First (Mapletree Business City)
Fitness First (The Metropolis)
INSEAD
Ministry of Adventure
NUH Rehabilitation Centre
SAFRA Jurong Science Library
SAFRA Mt Faber
Singapore Yacht Club
Sony Electronics (Asia Pacific) Pte Ltd
The Lawn (Nanos)
UFIT (Galaxis Building)
UFIT Clinic (Galaxis Building)
University Scholars Club
Warren Golf & Country Club

CENTRAL / SOUTH

Adventure 21
American Club Library
Ann Siang House
Antoinette (Mandarin Gallery)
Anytime Fitness (Bukit Timah)
Anytime Fitness (Valley Point)
Boarding Gate (Paragon)
DBS Treasures Centre (MBFC)
DBS Treasures Centre (Raffles Place)
F45 Holland Village
F45 Orchard
F45 River Valley
Fitness First (One Raffles Quay)
Fitness First (SingPost Centre)
Huggs (AXA Building)
International Medical Clinic
James Cook University
Kith Cafe (Cairnhill)
Kith Cafe (Millennia Walk)
Kith Cafe (Watermark @ Robertson Quay)
Marriott Cafe
MDIS
Oakwood Premier OUE Singapore
Old Habits
ONE*15 Marina Sentosa Cove
One Farrer Hotel
Outdoor Life (Velocity @ Novena)
Outdoor Life (Plaza Singapura)
Pacific Healthcare Specialist Centre
Park Regis Singapore
Pure Fitness (Ngee Ann City Podium Block)
Pure Yoga (Ngee Ann City Towers)
Pure Yoga (Chevron House)
Pure Yoga (Asia Square Tower 2)
Raffles Towns Club
Serangoon Gardens Country Club
Sports Centre
Swiss Club Singapore
Tanglin Club
Temasek Club
The Loft Gym
The Moving Body (Robertson Walk)
The Moving Body (Guthrie House)
The Planet Traveller (Paragon)
The Planet Traveller (Marina Square)
The Singapore Island Country Club (Bukit)

The Singapore Island Country Club (Island)
UFIT Clinic (Raffles Quay)
UFIT Clinic (Orchard Central)
UFIT Crossfit (Hoe Chiang Road)
UFIT Crossfit (Turf Club Road)
UOB Privilege
WEBARRE Clarke Quay
WEBARRE Dhoby Ghaut
WEBARRE Tanjong Pagar

EAST

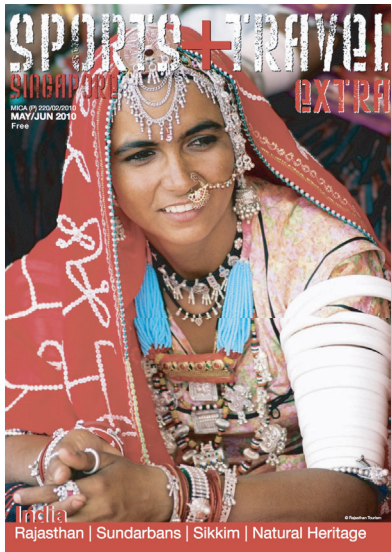
Anytime Fitness (Kallang Wave Mall)
Anytime Fitness (Marine Parade)
Anytime Fitness (Kinex)
Anytime Fitness (Tampines East)
Aranda Country Club
Art of Yoga
Athlete's Lab
Burp Kitchen & Bar (Bedok)
Burp Kitchen & Bar (Tanjong Katong)
BXG Boxing & Fitness
Changi Sailing Club
Chinese Swimming Club
Civil Service Club Changi
DBS Treasures Centre (Parkway Parade)
Fitness First (Tampines Central)
Fitness First (UE Biz Hub)
Kate Porter Yoga
Laguna National
Little Island Brewing Co
National Library Board
National Service Resort & Country Club (Changi) Oompf Fitness
Singapore Swimming Club
Singapore University of Technology and Design Tanah Merah Country Club Garden
Course Tanah Merah Country Club (Tampines)
The Coastal Settlement
Changi Airport Singapore
T1:
British Airways Lounge (Transit)
dnata Lounge (Transit)
Emirates Lounge (Transit)
Plaza Premium Lounge (Transit)
Qantas Singapore Lounge (Transit)
T2:
Ambassador Transit Lounge T2 (Transit)



SWITZERLAND SPECIAL (INSERT)

- Client:** Switzerland Tourism
- Goal:** Promote cycling tours in Switzerland
- Format:** 6-page, A4 insert
- When:** Sports + Travel issue 81 (May/June 2018)
- Where:** Singapore
- Extra:** Printed 500 extra copies

At SPORTS+TRAVEL, we love adventures and so do our readers. However, there will be times when you just can't get enough of a certain destination, activity or sport – this is where "supplements" for the magazine come into play. These customised periodicals usually feature special write-ups focusing on a specific theme, so our readers can zoom in to discover prime recommendations, detailed itineraries, insider tips and informative stories to gather some inspiration for their next grand adventure. We love working with like-minded adventurers to provide quality content for our readers. From taking a rail journey across Europe and island hopping in Seychelles, to going on self-drives in Australia and conquering bike races in Taiwan, you can count on our carefully curated supplements to ignite the adventurous spark in you.



INDIA SPECIAL (INSERT)

- Client:** Incredible India
- Goal:** Promote wildlife and culture in India
- Format:** 16-page, A4 insert
- When:** Sports + Travel issue 48 (Nov/Dec 2012)
- Where:** Singapore
- Extra:** 1,000 extra copies



SPORTS + TRAVEL FILMS

In addition to our bi-monthly magazine, Sports + Travel also produces commissioned destination videos and documentaries for our clients.



10 DAYS IN RWANDA

Client: Rwandan Government

Goal: Promote tourism to Rwanda

Format: 22-minute documentary

Feature: On regional TV, social media, etc.

When: 2015

Extra: Film-Student contest recruited 1,000+ videographers with the top 2 winning the commission to shoot the video



TRIBAL TOURISM IN TAIWAN

Client: Taiwan Tourism Bureau

Goal: Promote Taiwan's unique aboriginal tourism

Format: 1-minute commercial

Feature: On regional TV, social media, etc.

When: 2017



MACAO MARATHON

Client: Macao Government Tourism Office

Goal: Promote Macao Marathon + History/Culture

Format: 1-minute commercial

Feature: On regional TV, social media, etc.

When: 2016



ABOUT OUR FOLLOWERS

- Social Platforms include Facebook, Instagram and Blog



- Number of followers on Instagram and Facebook combined



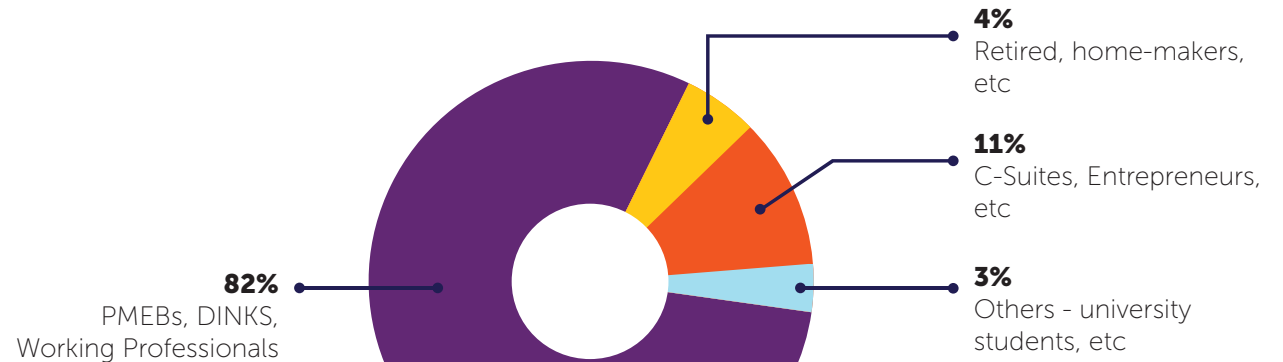
11,500+
FOLLOWERS

- Demographic Age 18 - 65, Expats, Middle-Class and Upper-Class, Sporty and Adventurous



WHO READS SPORTS+TRAVEL ONLINE?

- Unique visitor: Averages **39,000 - 42,500**/month
- Page views (avg.) per month: **128,000 - 140,000**
 - 82% are PMEBS, DINKS, Working Professionals
 - 11% are C-Suites, Entrepreneurs, etc.
 - 4% are retired, home-makers, etc.
 - 3% Others (eg. university students, etc.)
- Daily page views per visitor: 3.3/visitor
Average daily time on site: 3:15/visitor
- Bounce rate: <28%



Page views of Sports+Travel

SPORTS+TRAVEL**ADVERTISERS | CLIENT REFERENCE****RETAIL STORES**

World of Sports
The Planet Traveller
The Big Country
Outdoor Life
Lorna Jane
Lau (International) Distribution Pte Ltd
Gearaholic
Durasafe Store
Campers' Corner
Adventure Gear Post

TOURISM OFFICES

Brunei Tourism
Christmas Island Tourism
Flanders Tourism
India Tourism
Japan National Tourist Organisation
Kerala Tourism
KLM Royal Dutch Airlines
Macao Government Tourism Oce
National Tourist Oce in Spain
Niseko Tourism
Penang Tourism
Philippines Department Of Tourism
Qatar Tourism
Sabah Tourism
Sarawak Tourism Board
Seychelles Tourism
South Australian Tourism Commission
Switzerland Tourism
Taiwan Visitors Association
Tourism Australia
Tourism Malaysia
Tourism Thailand
Yemen Tourism
Tourism Indonesia

AIRLINES

Air Canada
Air France
Air Madagascar
Air Malta
Air Mauritius
Air Sahara
Air Timor
AirAsia
Bangkok Airways
Etihad Airways
Finnair
Garuda Indonesia
Japan Airlines

Jet Airways
Kenya Airways
Oman Air
Qatar Airways
SAS Airlines
Swiss Air
Vietnam Airlines

TRAVEL TRADE

Adventure 21
Adventure Quests
ANA Travel
ASA Holidays
Atrium Eco Travel Pte Ltd
Balzing Outdoor Adventures & Co
Cango Travel
Chan Brothers
Collyer's World Travel
Contiki Holidays
Deep Blue Scuba Pte Ltd
Dive Philippines
Divers Alert Network (DAN)
Dyansty Travel International Pte Ltd
Eco Adventures Pte Ltd
EU Holidays
Flight Centre
Gecko Canoeing
H.I.S Internationa Travel Pte Ltd
Hokkaido Access Network
Hokkaido Tracks
Ideal Pac
In Motion Asia
Interpidtravel.com
Island Explorer Holidays
Jacqtours
JR East Pass
JR Global Event Management
JR Kanto Area Pass
Lonely Planet
Malaysian Holidays
Memo Travel Pte Ltd
Moov Travel
Mountain Torq
Northern Tales
Octopus Travel
Paveway Explorer Holidays
Pentavel & Tours (Singapore) Pte Ltd
Prime Travel & Tour Pte Ltd
Pro Ski
Scenic Travel
Sepilok Tropical Wildlife Adventure
Sdn Bhd

Shangrila Adventure Pte Ltd
Ski Japan Holidays
Sky Service
South Pacific Travel
STA Travel
The New Zealand Travel Centre
Travel Ways Pte Ltd
Travel-Wish.Com
Viet Adventure
X-Trekkers
Zuji

HOTELS, RESORTS AND LODGES

Akazora
Belum - Temenggor Resort
Gayana Eco Resort
Hilton Niseko Village
Hotel Sedona Manado
HT Holidays
Ki Niseko
Kima Bajo Resort and Spa
Kiroro Resort
Koharu Resort Hotel & Suites
Lembah Hills Resort
M Hotel Niseko
Niseko Alpine Developments
Niseko Real Estate
Sedona Hotel
Shiki Niseko
The Niseko Company
The Vale Niseko

OTHERS

Angkor Wat Int'l Half Marathon
Da Nang Marathon
DBS
Hertz
Meta Sports
Mt. Kinabalu Intl Climbathon
Novena Square
Outdoor Channel
Preah Monivon Bokor Marathon
Rainforest World Music Festival
Safr Adventure Sports Centre
Safr Yishan Country Club
Sihanouk Ville Int'l Half Marathorn
World Games 2009 Taiwan
WWF

GEAR SUPPLIERS

Acr'teryx
Airbolt

Airwheel
Alico
American Tourister
Asics
AVEX
Bata
Black Diamond
BÜBI
Canon
Coghlan
Columbia
Duofold
Eagle Creek
ElliptiGO
Evernew
Evolve Skateboards
Exped
First Tactical
Fitbit
Fizan
Fjallraven
Fliker
Forcefield
Funfit
Garmin
Giroptic
Goal Zero
GU
Hanchor
Hi-Tec
Hoka One One
Hydrapak
Hydro Flask
Hyperlite Mountain Gear
Julbo
Katadyn
KeenFootwear
Kestrel
Klean Kanteen
KMX Kart
La Sportiva
Leki
LifeProof
Lifeventure
Lowa
Lowe Alpine
Luminoodle
Mammut
Marmot
Miniwell
Montane
Mountainsmith

MSR
Mystery Ranch
Myway
Nalgene
Natural Dynamix
Nikwax
No Rinse
Oakley
Onnight
Ortlieb
Osprey
Outdoor Research
Overboard
Overboard
Pacsafe
Panasonic
Phiten
Pipedream Cycles
Pipedream Cycles
Planet Scuba Pte Ltd
Platypus
Polaris
PowerTraveller
Quechua
Rangefinder
Rip Curl
Rockboard
Running Lab
S'well
Salomon
SealLine
Sony
Spy
Stanley
Sweat GUTR
Terra Nova
Teva
The North Face
Therm-a-rest
Think Tank
Thule
Tilley
Timberland
TOMTOM
Vasque
Vaude
Venturesafe
Victorinox
Wheelman
WrightSock
Yaktrax
YikeBike
Zoot

