



BUILD BONDS, CREATE MEMORIES

Nsman

NSMAN.SAFRA.SG

MEDIA KIT 2024



nsmn.safra.sg



[SAFRAsg](https://www.facebook.com/SAFRAsg)



[@safrasg](https://www.instagram.com/safrasg)



t.me/safrasg



[linkedin.com/company/safra-national-service-association](https://www.linkedin.com/company/safra-national-service-association)

NSMAN.SAFRA.SG

THE GO-TO MICROSITE FOR SAFRA MEMBERS, NSMEN & THEIR FAMILIES

NSMan.safra.sg brings SAFRA members and NSmen the latest lifestyle news and information relevant to their needs, as well as the hottest SAFRA deals. This audience possesses the buying power to readily purchase your products and take up your services.

The mobile-friendly microsite covers a rich spectrum of content spanning Fitness and Food to Travel, Entertainment and Wellness, curated by our experienced content creators. Our original stories and videos help keep readers at the forefront of the latest lifestyle trends and happenings.

Extend your reach with our all-new microsite at nsmn.safra.sg



KEY CONTENT SECTIONS

TRAVEL



8 Travel Tips To Save Money On Holiday

Spend less without sacrificing a good time, thanks to these smart ideas.

FOOD



6 Heritage Singaporean Dishes & Their International Versions

These modern dishes offer a refreshing take on our beloved local food.

FITNESS



How To Get Fit And Stay In Shape This New Year

Expert advice for kicking off your fitness routine.

WELLNESS



How To Minimise Your Risk Of Heart Disease And Keep Your Heart Healthy

With men more likely than women to develop heart disease, here's how to minimise your risk, as well as identify the problem and take steps to manage it.

ASK THE EXPERTS



Why You Should Embrace the Electric Vehicle (EV) Lifestyle

Electric vehicles are all the rage. Here's what you should know about them, including the benefits of owning one, how to charge it, and more.

VIDEOS



Game, Set & Chill @ SAFRA Jurong

Escape to a virtual gaming world, pick up a cue, then end the day with some drinks with good friends.

MONTHLY WEB TRAFFIC

Views
64,000

New users
41,000

READERS PROFILE/ DEMOGRAPHICS

60%
Male

40%
Female

Age

18 - 24	2%
25 - 34	28%
35 - 44	38%
45 - 54	22%
55 and above	10%

DIGITAL & SOCIAL MEDIA REACH



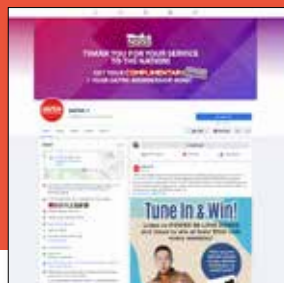
eNSman EDM database

> **191,000**



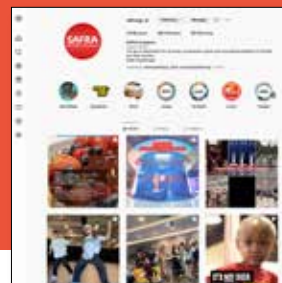
SAFRA Facebook Page

121,000



SAFRA Instagram Page

14,400



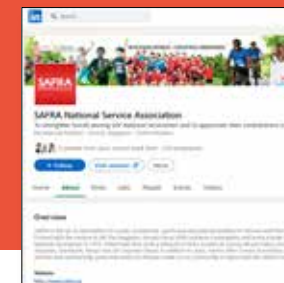
Telegram database

> **7,300**



LinkedIn database

> **10,000**



CONTENT LINE-UP 2024

Themes for the year include:

- Children's education and enrichment
- Go Green and Sustainability
- Getting Fit
- Wellness for the Family
- All Things Singapore
- Foodie Paradise
- Movie Mania
- Festive Celebrations and more.



Call us today if any of these themes align with your product messaging. We've got great ideas to share!

DIGITAL ADVERTISING RATES

<http://nsman.safra.sg>

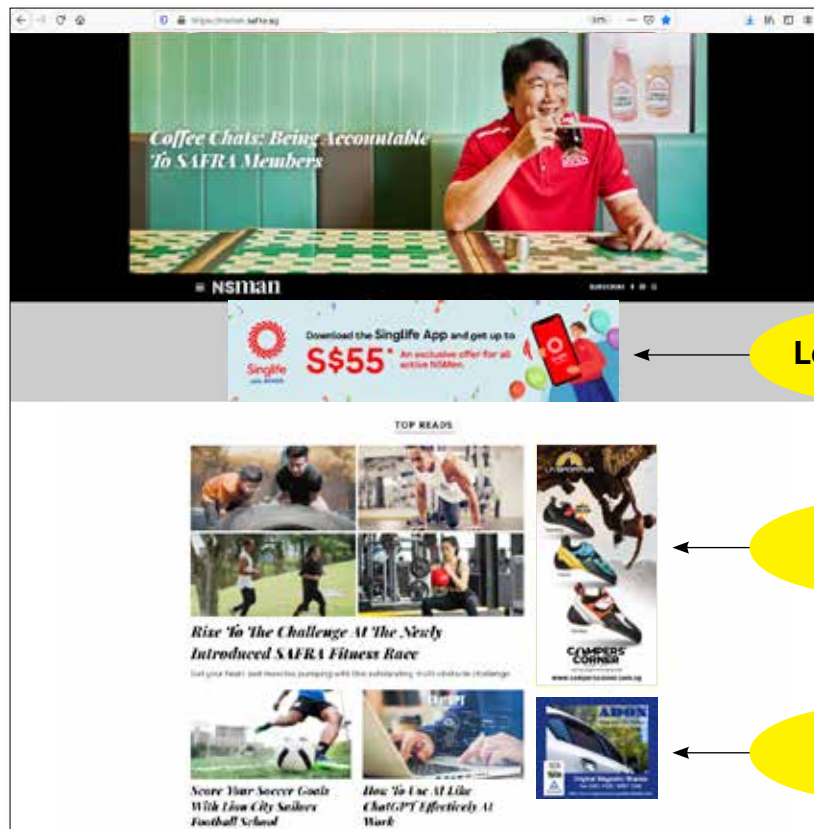


Extend your reach with our all-new microsite at nsman.safra.sg

A DISPLAY AD BANNERS

AD UNIT	DIGITAL RATES (2-WEEK EXPOSURE)		SOV	DESKTOP SIZE (PIXELS)	MOBILE SIZE (PIXELS)	FILE TYPE	MAX. FILE SIZE
	HOMEPAGE	RUN-OF-SITE					
Leaderboard	\$1,200	\$1,200	25%	970 x 250	320 x 100	GIF/JPG/PNG	100KB
Half Page	\$1,000	\$1,000	25%	300 x 600		GIF/JPG/PNG	100KB
IMU	\$800	\$800	25%	300 x 250		GIF/JPG/PNG	100KB
Pop-Up (Static)	\$2,000	NA	50%	720 x 1280		GIF/JPG/PNG	100KB
Pop-Up (Video + Skinning)	\$3,500	NA	100%	Video: 1280 x 720 Skinning: 720 x 1280		MP4 + GIF/JPG/PNG	2MB + 100KB
Floating Ad	NA	\$1,200	25%	400 x 400	200 x 200	GIF/PNG	100KB
In-Article Scroller Ad (Static)	NA	\$1,000	25%	720 x 1280		GIF/JPG	100KB
In-Article Scroller Ad (Video + Skinning)	NA	\$1,000	25%	Video: 1280 x 720 Skinning: 720 x 1280		GIF/JPG	2MB + 100KB

Material submission lead-time: 3 working days before implementation.



Pop-Up (Static Ad)

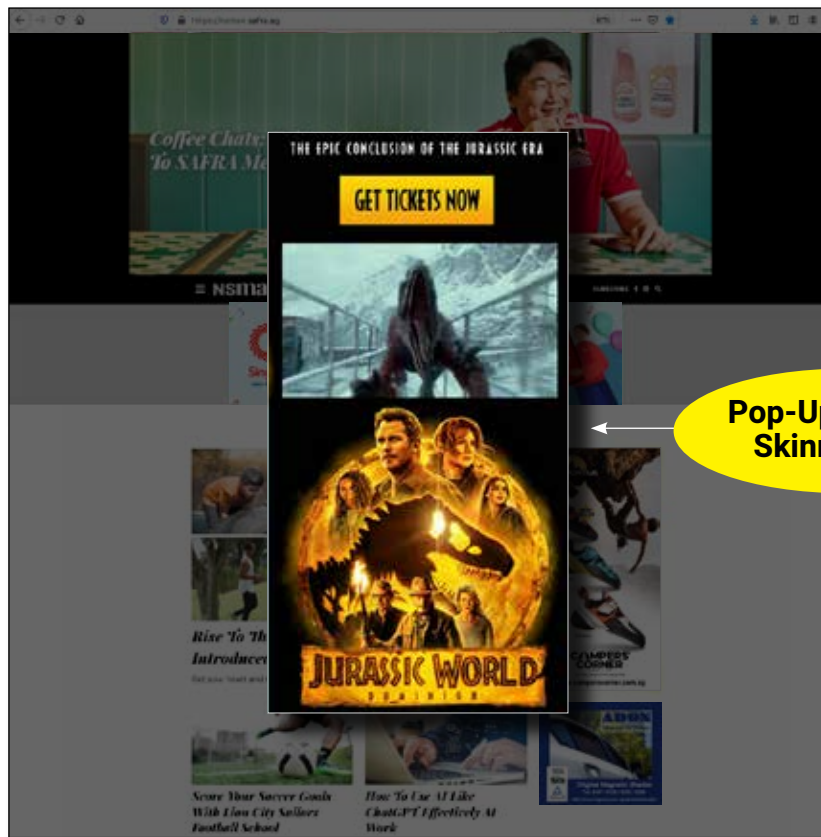
Leaderboard

Half Page

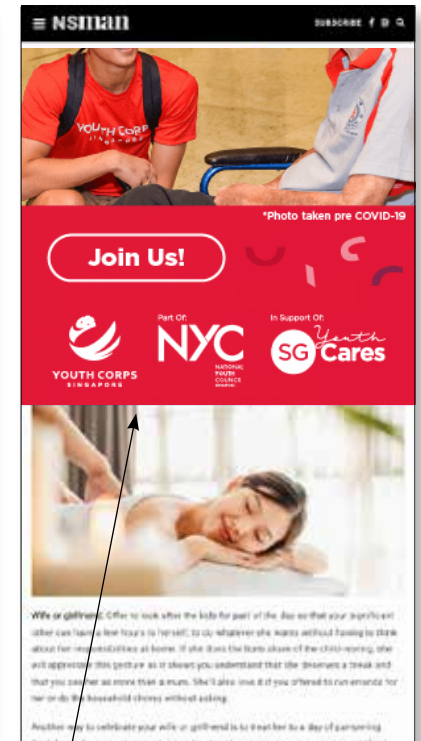
IMU



AN EXAMPLE OF THE DIGITAL AD'S PLACEMENT



Pop-Up (Video + Skinning Ad)



In-Article Scroller (Static Ad)

AN EXAMPLE OF THE DIGITAL AD'S PLACEMENT



**In-Article Scroller
(Video + Skinning Ad)**



Floating Ad

AN EXAMPLE OF THE DIGITAL AD'S PLACEMENT

B DEALS REDEMPTION PACKAGE

Publicity Entitlements:

- 1 x Half Page Ad / IMU Ad for 2 week
- 1 x eNSman Newsletter Bottom Banner on one FRIDAY of the month (within digital ad space duration)

Package Rate: \$2,000

C DIGITAL ADVERTORIAL SPONSORSHIP

Publicity Entitlements:

- 1 x Display Ad for 4 weeks
- 1 x eNSman newsletter banner: (within ad space duration)
- 1 x Facebook boosted post to feature exclusive offer/ promo for SAFRA members, on SAFRA Facebook page.
- 1 x Facebook boosted post on SAFRA Facebook page to reshare sponsored advertorial.
- Advertorial may be feature on the splash hero carousel on eNSman's homepage, at SAFRA's discretion.
- Complimentary Instagram story, LinkedIn post & Telegram post. Terms and conditions apply.

Special Package Rate: \$4,000

OPTIONAL ADD-ON: TOP 2 PREMIUM POSITIONS ON DEALS PAGE

Publicity Entitlements:

- Top 2 premium positions on deals page
- URL: <https://nsman.Safra.Sg/deals/>
- Landing page which safra members will view when they connect to safra wifi network at the club houses.

Add-on Rate: \$800

OPTIONAL ADD-ON: FOR SOCIAL CHANNELS*

Facebook: \$1,000
Instagram: \$800
Telegram: \$200

**At SAFRA's discretion. Includes boosting for Facebook and Instagram.*

FOR ADVERTISING QUERIES, PLEASE CONTACT:

Margaret Tan

6319-1575/ 9299-1749

margtan@sph.com.sg

