



# LEXEAN

## who reads us

Our reader is a man who is confident of who he is and pays attention to the way he lives and looks. He belongs to a class of sharp, successful men aged between 35 and 59 years old, and earns in excess of S\$60,000 per annum. He is a leader, a CEO, a mentor.

He is discerning. He is demanding. He is who others aspire to be.

In essence, a man who is fluent in the ways of the world, affluent in the way that he lives, and influential in ways other men can only imagine.

A thinking man.

## what we are about

A bi-monthly news analysis and lifestyle magazine that is insightful, intriguing and inspirational.

The magazine has a readership base of 100,000 and is widely distributed to its subscriber base and to an exclusive group of male professionals, government officials, society's elite, airport lounges and hotels.

LEXEAN is distributed in Singapore, Malaysia, Hong Kong, Brunei and other countries internationally.

We take a complete approach to providing a satisfying read for the successful man, enriching his mind, his body, his soul.

## advertising rates

POSITION	1X	3X	6X	12X
Full Page (ROP)	\$ 6,500	\$ 6,175	\$ 5,850	\$ 5,525
Full Page (Prime)	\$ 7,150	\$ 6,793	\$ 6,435	\$ 6,078
Double Page Spread	\$ 11,050	\$ 10,498	\$ 9,945	\$ 9,393
Inside Front Cover	\$ 8,450	\$ 8,028	\$ 7,605	\$ 7,183
Inside Front Cover Spread	\$ 12,350	\$ 11,733	\$ 11,115	\$ 10,498
Page 1	\$ 8,150	\$ 7,743	\$ 7,335	\$ 6,928
Facing Section Cover (MIND/SOUL/BODY)	\$ 7,500	\$ 7,125	\$ 6,750	\$ 6,375
Section Inside Front Cover	\$ 7,800	\$ 7,410	\$ 7,020	\$ 6,630
Section Inside Front Cover Spread	\$ 11,700	\$ 11,115	\$ 10,530	\$ 9,945
Section Page 1	\$ 7,480	\$ 7,106	\$ 6,732	\$ 6,358
Inside Back Cover	\$ 7,700	\$ 7,315	\$ 6,930	\$ 6,545
Outside Back Cover	\$ 9,500	\$ 9,025	\$ 8,550	\$ 8,075

All prices quoted in Singapore dollars.  
Goods and services taxes apply.

## sponsorship & product placement rates

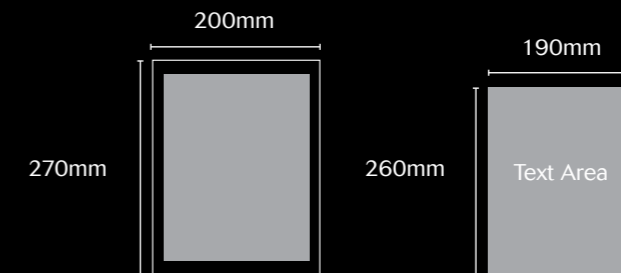
SECTION	SUBJECT	PRICE
Regular	Editor's Note	\$ 3,500
	Egos	\$ 3,500
	Talent	\$ 3,500
	The Lexean Reader (page 1)	\$ 3,500
	The Lexean Reader (page 2)	\$ 3,500
Entire Regular Section		\$15,750
Mind or Soul	Agenda	\$ 3,500
	Inside	\$ 3,000
	Article Head (each)	\$ 2,500
Entire Mind or Soul Section	Minimum of 10 logos mention	\$25,000
Body	Agenda	\$ 3,500
	Inside	\$ 3,000
Product Placement		\$ 2,500



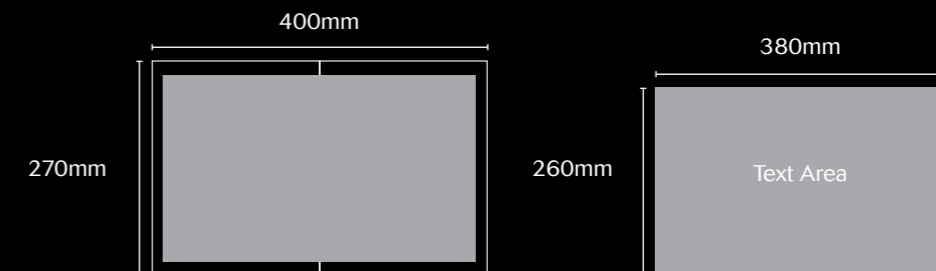
## material specifications

SIZES (Height x Width)	BLEED SIZE(MM)	TRIM SIZE(MM)	TEXT AREA(MM)
Full Page	276 x 206	270 x 200	260 x 190
Double Page Spread	276 x 406	270 x 400	260 x 380

### FULL PAGE TRIM SIZE:



### DOUBLE PAGE SPREAD TRIM SIZE:



## advertising information

### agency commission

15% of gross amount billed payable to accredited advertising agencies

### circulation

100,000 readership to newsstands/VIPS/select locations

### booking deadline

6 weeks prior to publication

### material deadline

3 weeks prior to publication

### material requirements

PDF Files and Colour Proofs for reference

Final completed artwork must be converted to PDF file at 300dpi in CMYK format accompanied with an accurate color digital proof. Please call the Traffic Department at 6838 1235 for more information on materials specification and deadline or email [advertising@viscion.com](mailto:advertising@viscion.com). The Publisher is NOT responsible for materials supplied without proofs, or materials which do not meet our specifications.

# VISCION

VISCION MEDIA GROUP PTE LTD 70 Emerald Hill Road Singapore 229346  
T +65 6838 1235 | F +65 6838 1236 | [www.viscion.com](http://www.viscion.com)