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| Background | Sponsorship opportunity for media visit for 3 x UK National Media titles focusing on Singapore as a City in Nature. |
| Objectives | <ul style="list-style-type: none"> • Provide new and refreshed knowledge about Singapore • Showcase Singapore as an exciting City in Nature • Showcase the new and unexplored sides of Singapore |
| Details | <ul style="list-style-type: none"> • Group size: 3 pax • Duration of stay: Arrival: 7 August 2024 Depart: 11 August 2024 (late check out required) |
| About the Media | <p>1. Homes & Gardens. Rachel Bull, Head of Gardens features Reach: MUU 4.3M Rachel will be writing a DPS travel feature focused on Singapore as a City in Nature & gardener’s paradise. Homes & Gardens is the embodiment of ‘good design, in practice’, bridging the gap between the consumer space and the professional interior and garden design communities. Accessible aspiration is at the heart of Homes & Gardens. With an over 100-year heritage, the title spans celebrity homes to practical gardenin g advice. The tite showcases the world of interior design and gardening to affluent homeowners, who are passionate about creating a beautiful home.</p> <p>2. Metro Online. Amanda Cable Metro.co.uk is the website of the Metro newspaper, aimed and UK and worldwide. Covers UK and world news, sport, entertainment, travel and lifestyle. Reach: MUU 16M / Print Circ: 951,036 Amanda will be writing a 1-page travel feature on Singapore focusing on SG as a City in Nature for both the print and online versions of Metro.</p> <p>3. Bauer Media Titles. Lucy Brown Lucy will be writing a DPS on Singapore as a travel destination for each of the titles below:</p> <ul style="list-style-type: none"> • Bella (Circ. 108,240), • Yours (Circ. 127,456) • Heat (Circ. 86,354) |
| Types of sponsorship | <p>In line with our objective to showcase Singapore as a City in Nature we are looking for the below types of sponsorships (include but not limited to):</p> <ul style="list-style-type: none"> • Accommodation with a strong biophilic and sustainable ethos • F&B experiences which showcase Singapore’s sustainable principles |
| For more information on the opportunity, please contact | <ul style="list-style-type: none"> • Melanie Jones, Principal Manager, Northern & Southwestern Europe. Melanie_jones@stb.gov.sg • Ernie Rosli, Market Operations. ernie_rosli_from.scientec@stb.gov.sg |