



**quaiff**  
MEDIA KIT 2010





# THE MAGAZINE

## THE MAGAZINE

### WHO WE ARE

Quaff is a liquor lifestyle magazine by independent publisher Pundits At Work, a team of design aficionados. We are not externally financed, and enjoy the luxury of exploring quirky and artistic print and production methods because Quaff is all ours.

The team behind Quaff is dedicated, passionate and just a bunch of great people who believe that they can deliver a kick-a\*\* publication that is both smart and exciting.

We run around the liquor, nightlife and lifestyle industries, sometimes with champagne in hand, and take down mental notes of the things we see and the people we meet to give you a great publication.

Oh, and we've got a card too. For you. That gives you VIP deals and special privileges at participating nightlife, music and fashion outlets.

Cheers to a new cocktail culture.

The logo for Quaff, featuring the word "quaff" in a bold, lowercase, blue sans-serif font. The letter 'q' has a long, vertical tail that extends downwards.

## THE MAGAZINE

### WE ARE DIFFERENT

The word 'different' is used so loosely, but we truly think we are.

Quaff untangles itself from the shackles of conventional magazine layouts and designs, marrying drinks, fashion, art, lifestyle and editorial in a publication that is all at one refreshingly clean and impactful.

## THE MAGAZINE

### TARGET GROUP

The primary target group is male or female, 25 to 50 years old, financially independent and enjoys a good night out, he is someone who appreciates the cocktail culture (or not; we can change that), has a palate for new and innovative ideas, loves the high street fashion brands and are opinion formers.

Our initial print run of 3000 copies will reach urban fashionistas and cocktail connoisseurs at prime locations around Singapore through an aggressive series of parties and events in our first year of publication.

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THE PAGES

# THE PAGES

## COVER

Shown here is a sample of our cover.



# THE PAGES

## SPREAD

Shown here is a sample of one of the spreads.



## THE PAGES

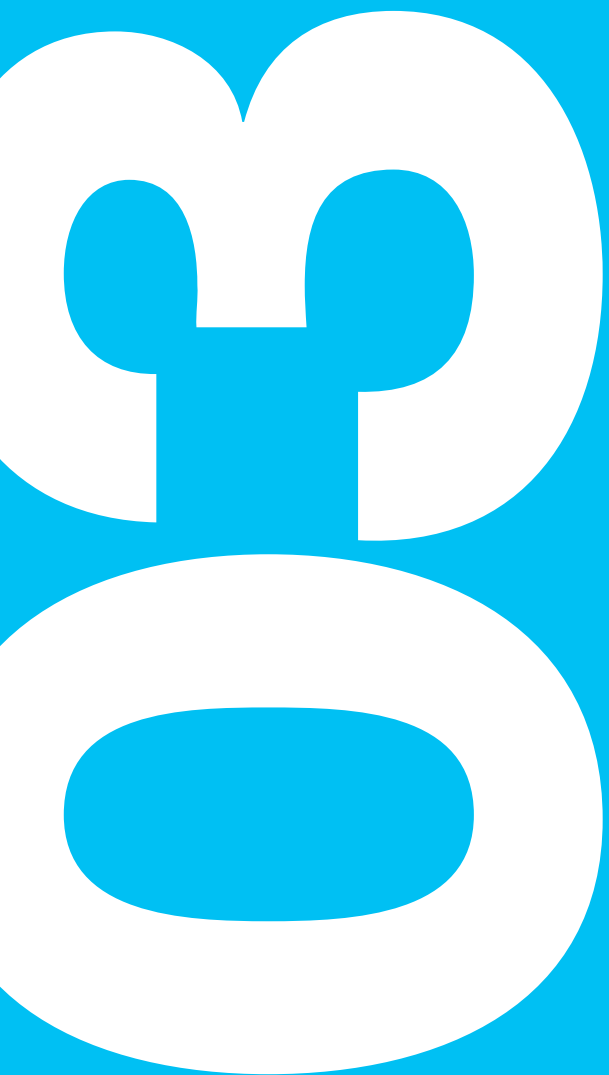
### CONTENTS

The contents of Quaff are engaging, never excessively cerebral, sometimes funny, but always intelligent and witty.

Needless to say, we search for the most decadent and indulgent cocktails for you, give you tips on the latest in bartending and update you on what's going on in the liquor world.

We interview only the brightest stars in the industry, and feature the only coolest trendiest bars in town. We wouldn't take you somewhere we wouldn't go ourselves.

We trudge around Singapore with our notebooks, digital cameras and hip flasks to bring you the newest in bartending tools, furniture to build a home bar that is novel and comfortable, and that will make your boss go green with envy when you invite him over for a house party. After we show you how to throw a fabulous one of course.



## THE CARD

## THE CARD

### DESIGN

Shown here is a visualisation of what the Quaff Membership Card will look like.

The Quaff Membership Card is available with every subscription to Quaff, and will give you discounts, VIP deals and access, and other privileges at participating nightlife, music and fashion outlets and brands.





## THE OFFER



## THE OFFER

### OUR DEAL

As a fresh and independent magazine, we do our best to offer you our attentive service, creative solutions and innovative branding ideas for your brand; well beyond the normal magazine.

Think of us not as your media partner, but as an extension of your brand that connects you to the media.

We don't believe in tying your ankles down with contract templates, yes we have a rate card but we're very flexible, your contract with us will be drafted according to what you need and how we can help your brand with our publication.

If you're launching a new brand or product, we'll pick the right bar and mix up the right drinks and invite the right people, if you're bringing in a music act, we'll market the artiste to the right crowd, select the right venue with excellent acoustics and the perfect ambience, if you want to bring in a new product to Singapore, we can help you with PR and hooking you up with the right distribution channels; it can all be tailor made to your needs.

## THE OFFER

### ADVERTISING SPACE

Decide where you'd like to place your brand.

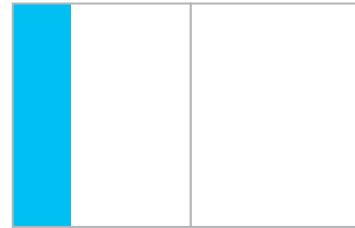
Full page ad

1/2 page ad

Column ad

Advertorial (2 full pages)

#### COLUMN AD



#### 2 FULL PAGE AD



#### HALF PAGE AD



#### FULL PAGE AD





THE END

## THE END

### CALL US

If you like what you see, or if you don't and just want to scream at us for being tacky, call us or even send an e-card.

#### Quaff

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