



CHANGI
RECOMMENDS

DIGITAL SALES
MEDIA KIT

ABOUT CHANGI RECOMMENDS

A homegrown brand established in 2012, Changi Recommends (a subsidiary of Changi Airport Group) is a one-stop travel concierge which aims to enhance the travel experiences of inbound and outbound travellers of Singapore.

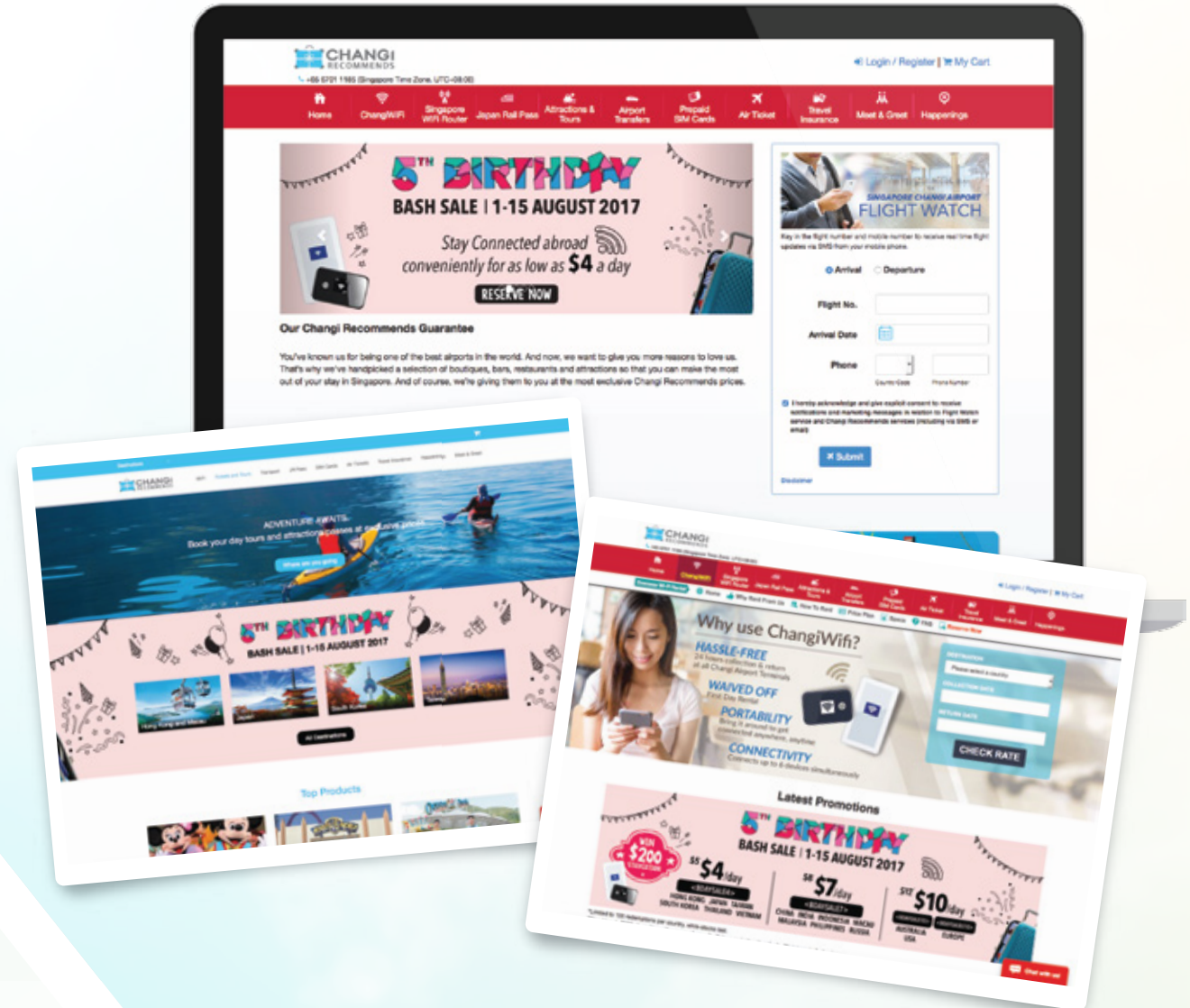
Changi Recommends has an extensive menu of travel products and services that are specially curated for the modern traveller, be it for business or leisure. Our products include Wi-Fi router rental services, airport transfers, land tours, and attraction tickets, all of which can be booked online and collected at Changi Airport before departure. In short, it's everything you need, just a click away. Extending our services beyond the airport, Changi Recommends makes sure every holiday is one to remember.



changirecommends.com

Average pageviews (since 2015) ---- per month

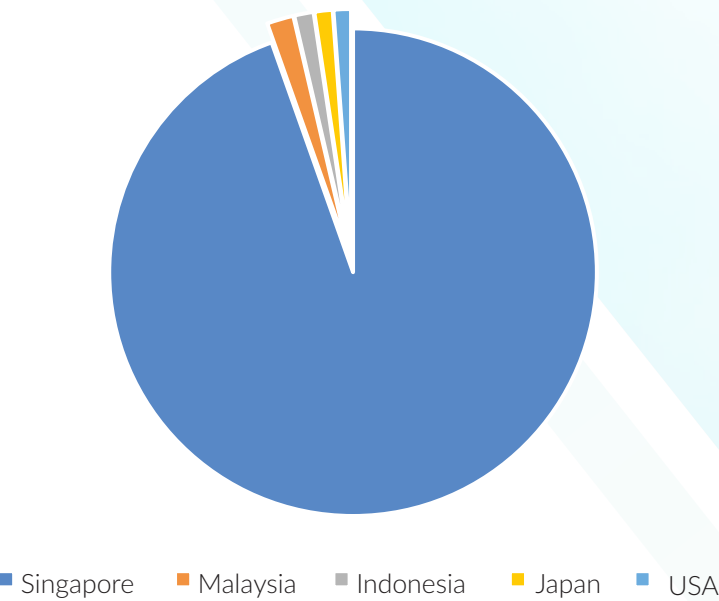
We understand that with travel planning, convenience is key. That is why all our offerings can be found on our website, www.changirecommends.com. Ranging from Wi-Fi router rentals, attraction tickets, transport passes, and other white-glove services, our menu is catered to tourists both visiting and departing from Singapore.



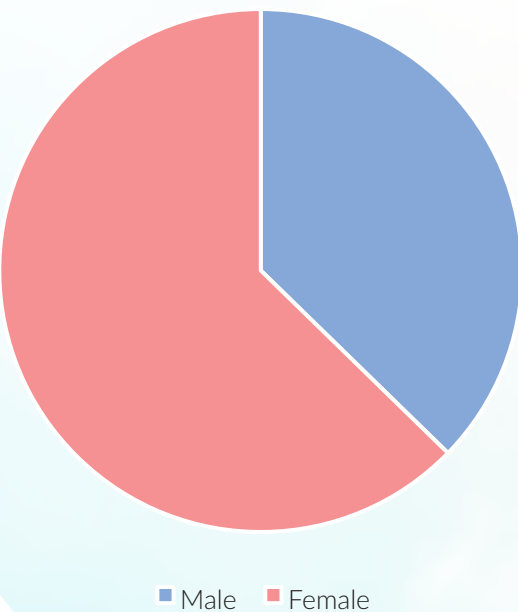
CHANGI RECOMMENDS - Site Demographics

Average pageviews (since 2015)
 ---- per month

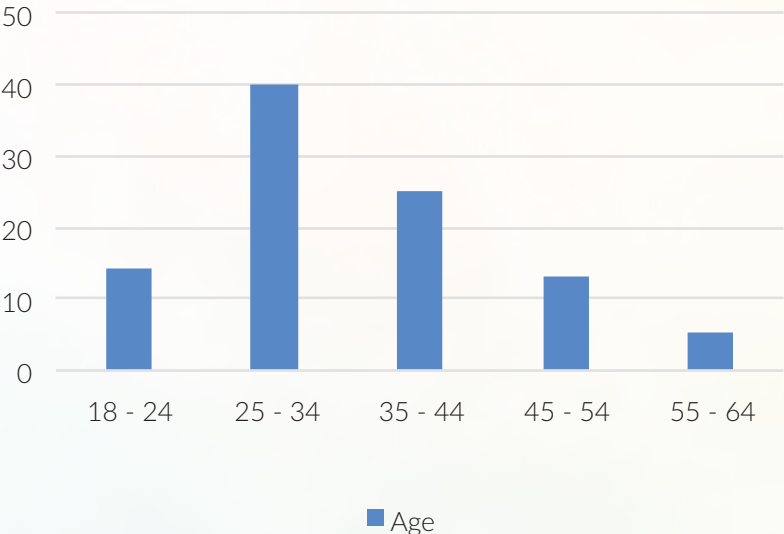
Audience Demographic by Country



Demographic by Gender



Age



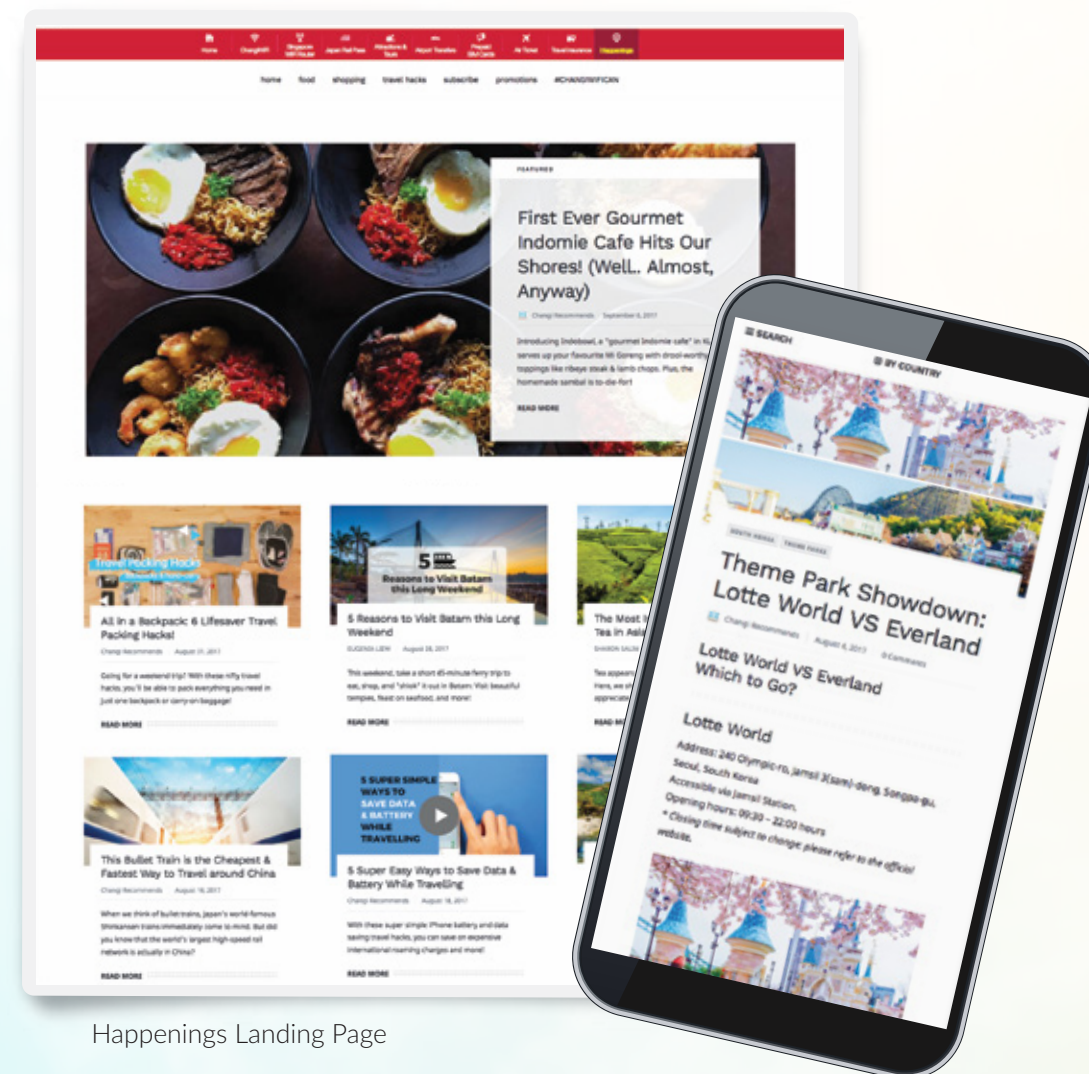
HAPPENINGS PAGE - Advertorial

A travel content site which covers the hippest happenings from all over the world, the Happenings blog is where our readers fuel their wanderlust and get inspired. Here, they can get the latest scoop on seasonal festival & events, read about must-go food & shopping spots, and even pick up some insider travel tips!

Copywriting	600 – 800 words, includes two revisions
Creative	2 to 4 artworks, one revision
Rates	---

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Hyperlink to site will be assessed and determined by Changi Recommends, to prevent conflict of interest directly to both parties.



Happenings Landing Page

Subpage for Attractions

HAPPENINGS PAGE - Promotional Listing

Copywriting Up to 200 words, includes two revisions

Creative 1 artwork, one revision

Rates

Campaign period	Creative Support	No creative support
2 weeks	\$---	\$---
1 month	\$---	\$---

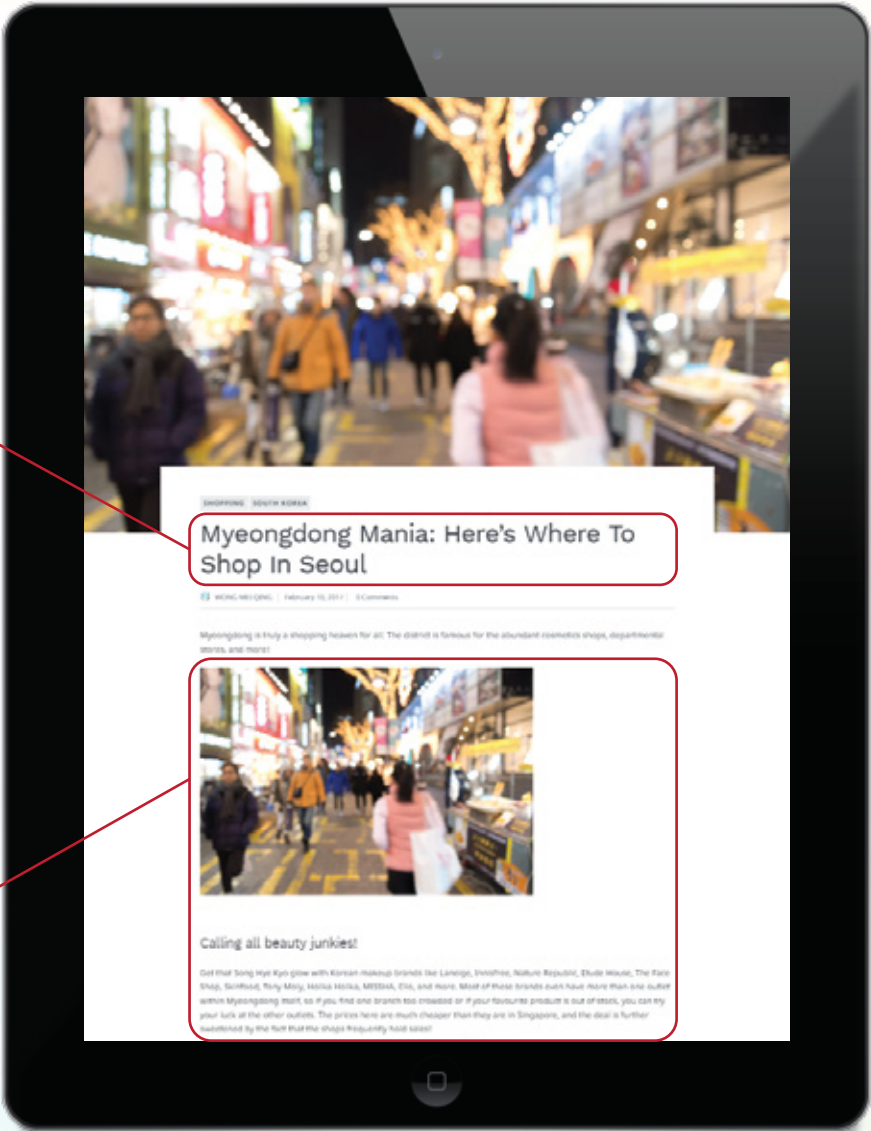
Optional

Shutterstock	\$--
Revision to text and colour	\$--
Major changes (e.g. Whole image, layout)	\$-- and above (based on complexity)

Generic Title about
Food/Shopping
Promotional Listing

Image and copy
for Advertiser 1

Repeat below for
Advertiser 2. Will pushed
according to dates.



Subpage for Promotional Listing

DIGITAL PLATFORM – Electronic Direct Mail (eDM)

Online mail for Travel, Entertainment & Lifestyle-related clients to reach out to the subscribers of Changi Recommends.

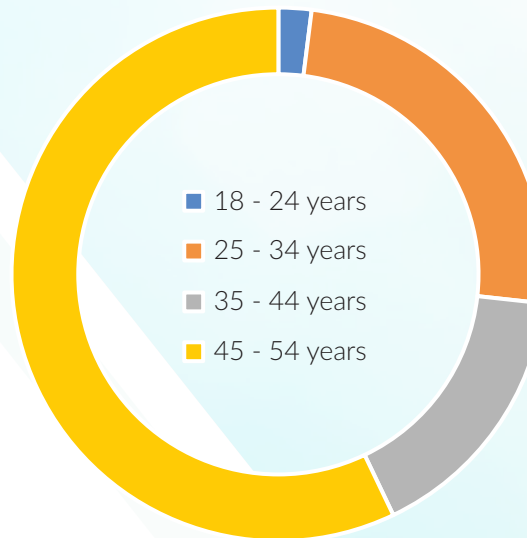
Note: All eDMs are strictly on a collaborative model only. There will be no URL redirect. For overseas promotions, keep within 5 promotions per country, per blast. *To be assessed by Changi Recommends' marketing department, and determined at its discretion.

eDM - Single Copy

Email Database Published Rate:

- <100,000 – S\$-,000 (\$-- per email)
- <80,000 – S\$-,000 (\$-- per email)
- <60,000 – S\$-,000 (\$-- per email)
- <40,000 – S\$\$-,000 (\$-- per email)
- <20,000 – S\$-,000 (\$-- per email)
- <10,000 – S\$-,000 (\$-- per email)

Demographic



As of Jul 2017 – --- subscribers



Electronic Direct Mail (eDM)

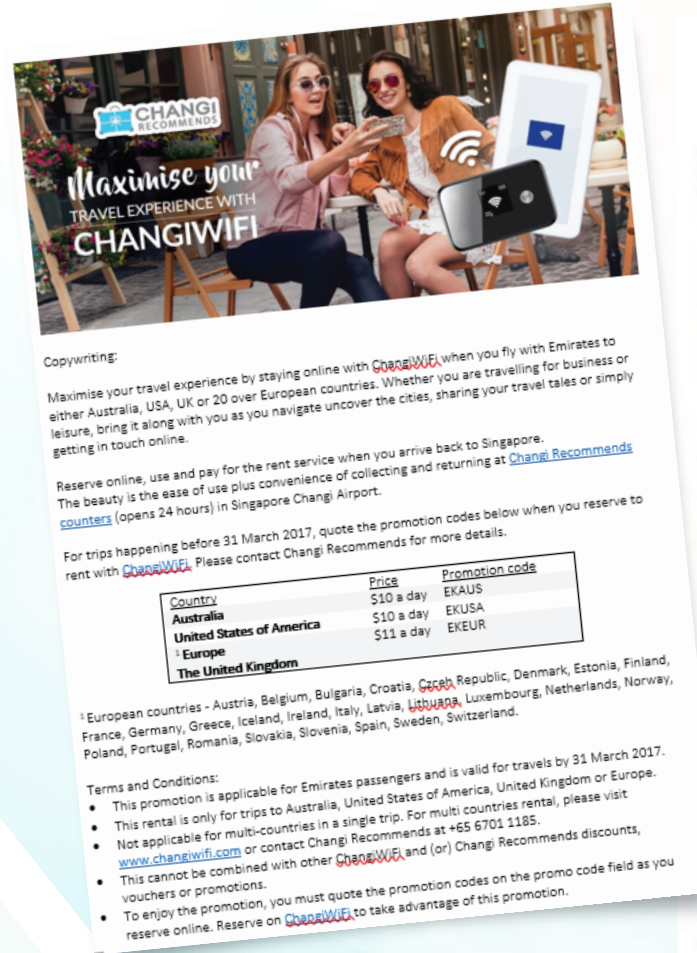
CO-MARKETING WITH PARTNERS

Changi Recommends X Emirates Singapore

Objective: Encourage bookings on both platforms

Concepts: Promotional rates

Platforms: Social media and eDMs



CHANGI RECOMMENDS

Maximise your TRAVEL EXPERIENCE WITH CHANGIWIIFI

Copywriting:

Maximise your travel experience by staying online with **CHANGIWIIFI** when you fly with Emirates to either Australia, USA, UK or 20 over European countries. Whether you are travelling for business or leisure, bring it along with you as you navigate uncover the cities, sharing your travel tales or simply getting in touch online.

Reserve online, use and pay for the rent service when you arrive back to Singapore. The beauty is the ease of use plus convenience of collecting and returning at [Changi Recommends counters](#) (opens 24 hours) in Singapore Changi Airport.

For trips happening before 31 March 2017, quote the promotion codes below when you reserve to rent with **CHANGIWIIFI**. Please contact Changi Recommends for more details.

Country	Price	Promotion code
Australia	\$10 a day	EKAUS
United States of America	\$10 a day	EKUSA
Europe	\$11 a day	EKEUR
The United Kingdom		

European countries - Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland.

Terms and Conditions:

- This promotion is applicable for Emirates passengers and is valid for travels by 31 March 2017.
- This rental is only for trips to Australia, United States of America, United Kingdom or Europe.
- Not applicable for multi-countries in a single trip. For multi countries rental, please visit www.changiwifi.com or contact Changi Recommends at +65 6701 1185.
- This cannot be combined with other **CHANGIWIIFI** and (or) Changi Recommends discounts, vouchers or promotions.
- To enjoy the promotion, you must quote the promotion codes on the promo code field as you reserve online. Reserve on **CHANGIWIIFI** to take advantage of this promotion.

Social Media Write Up



CHANGI RECOMMENDS

Our pick of Singapore's best

Flying Off with Emirates?

TAKE OFF WITH THESE EXCLUSIVE DEALS!

Click here for more information

Emirates

www.changiwifi.com

Electronic Direct Mail (eDM)

CO-MARKETING WITH PARTNERS

Changi Recommends X Qatar Singapore

Objective: Widen local outreach and encourage travel

Concepts: Contest Giveaways - 4 fringe prizes + 1 grand prize

Platforms: Social media and eDMs



Social Media Posts



Electronic Direct Mail (eDM)

CONTACT US

Contact us for any customized solutions to your advertising objectives.

Drop us an email at marketing@changirecommends.com.sg





THANK YOU

<http://happenings.changirecommends.com>