



eNSMAN 2025/26 Media Kit

About eNSMAN

eNSMAN keeps SAFRA members and NSmen updated with the latest lifestyle news and exclusive SAFRA deals.

This mobile-friendly microsite offers a wide range of content—from Fitness and Food to Travel, Entertainment, and Wellness—curated by experienced creators. Engaging stories and videos keep readers informed on the latest trends and happenings.

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.

eNSMAN Readership as of 31 December 2024

Gender

Male : Female
67.4% : 32.6%

Age

18-24 : 8.5%
25-34 : 18.6%
35-44 : 22.1%
45-54 : 22.5%
55-64 : 17.7%
65+ : 10.6%

Readership Base

Monthly Page Views : 51,000
Monthly Active Users: 33,000
Email Database: 192,000

SAFRA Channel Followers

SAFRA Facebook: 131,000
SAFRA Instagram: 17,000
SAFRA TikTok: 7,000



Advertisement & Sponsorship Rates

Brand Starter Package (S\$2,000*)

*Perfect for emerging brands or first-timers exploring the eNSMAN platform.
Ideal for testing brand fit and gaining initial exposure to our engaged audience.*

- ❖ What's included**:
 - ✓ 1 x middle banner placement in 1 eNSMAN fortnightly e-newsletter
 - ✓ 1 x 15-day sponsored post on SAFRA's official Facebook account
- ❖ Requirements:
 - ✓ 1 x image for eNSMAN fortnightly e-newsletter
 - ✓ 1 x image for Facebook post on SAFRA's official page***
 - ✓ 1 x product landing page

* *Subject to prevailing GST*

** *All banners and posts are hyperlinked to a product page provided by your team.*

*** *An appropriate caption will be suggested.*

Brand Starter Package (S\$2,000)

Deliverables

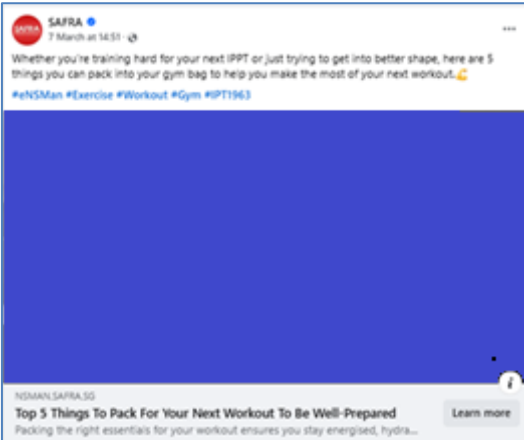
Sponsored post on SAFRA's Facebook

Reach SAFRA's Facebook followers and achieve a minimum of:

- **350 link clicks**, or
- **45,000 impressions**, or
- A combination of both

Just send us either a **1080x1080px square** or **1200x630px rectangle** image ((JPG or PNG, max 3MB), and we'll share a caption for your approval at least 3 working days before the post goes live.

Alternatively, you may provide your own captions.



Middle banner placement in eNSMAN e-newsletter

eNSMAN e-newsletter is sent every 2 weeks to about **192,000 subscribers** with an average **58% open rate**.

With a middle banner placement, you may achieve between **100 to 400 clicks** for each e-newsletter.

Middle banners may be placed between any articles.

Just send us a **600x237px image** (JPG or PNG, max 100KB) at least 3 working days before the e-newsletter is scheduled to go out.



Middle
Banner

Brand Builder Package (S\$3,000*)

Designed for growing brands looking to increase visibility and deepen engagement.

Get more touchpoints and stronger presence across eNSMAN channels.

- ❖ What's included**:
 - ✓ 1 x middle banner placement in 2 issues of eNSMAN fortnightly e-newsletters
 - ✓ 2 x 20-day banner placements on eNSMAN website
 - ✓ 1 x 20-day sponsored post on SAFRA's official Facebook account
+ 1x organic post on SAFRA's official Instagram account
- ❖ Requirements:
 - ✓ Maximum of 2 images for eNSMAN fortnightly e-newsletters
 - ✓ 1 x image for Facebook post on SAFRA's official page**
 - ✓ 2 x images for eNSMAN website

* *Subject to prevailing GST*

** *All banners and posts are hyperlinked to a product page provided by your team.*

Brand Builder Package (S\$3,000)

Deliverables

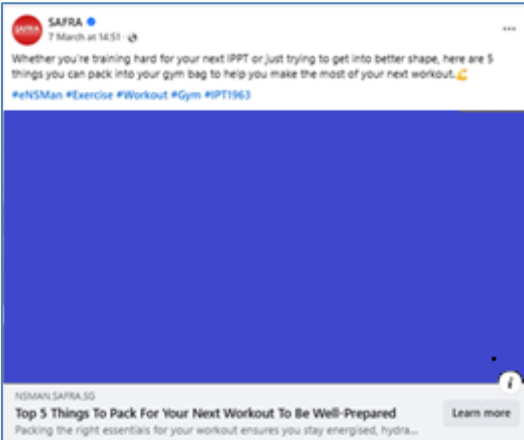
Sponsored post on SAFRA's Facebook + Organic post on SAFRA's Instagram

Reach SAFRA's Facebook followers and achieve a minimum of:

- **350 link clicks**, or
- **45,000 impressions**, or
- A combination of both

Just send us either a **1080x1080px square** or **1200x630px rectangle** image ((JPG or PNG, max 3MB), and we'll share a caption for your approval at least 3 working days before the post goes live.

Plus, get a free organic post on SAFRA's Instagram, with an estimated reach of 300–500.



Middle banner placement in eNSMAN e-newsletter

eNSMAN e-newsletter is sent every 2 weeks to about **192,000 subscribers** with an average **58% open rate**.

With a middle banner placement, you may achieve between **100 to 400 clicks** for each e-newsletter.

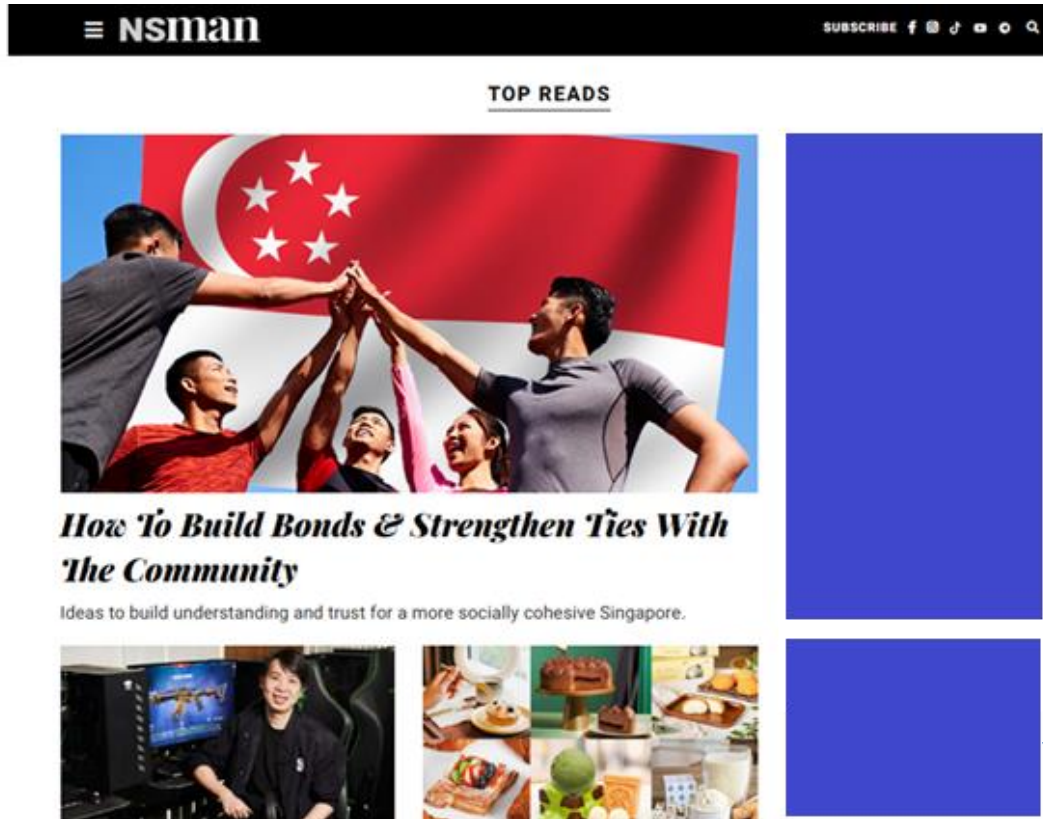
Middle banners may be placed between any articles.

Just send us a **600x237px image** (JPG or PNG, max 100KB) at least 3 working days before the e-newsletter is scheduled to go out.

Middle Banner

Brand Builder Package (S\$3,000)

Deliverables



Two banner placements on eNSMAN website

Reach eNSMAN website readers with both a half-page and IMU banners and achieve a minimum of:

- **50 link clicks**, or
- **20,000 impressions**, or
- A combination of both

Just send us a **300x600px half-page vertical** and **300x250px IMU sidebar image** (Both must be JPG or PNG, max 100KB) at least 3 working days before the banner is scheduled to go out.

Half-page
Banner
Placement

IMU
Sidebar
Banner
Placement

Brand Booster Package (S\$4,000*)

Tailored for established brands aiming to dominate the spotlight.
Maximise reach, impact, and brand recall with premium placements and exclusive exposure.

❖ What's included**:

- ✓ 1 x 800-word featured advertorial on eNSMAN website***
- ✓ 1 x top advertorial banner placement in 2 issues of eNSMAN fortnightly e-newsletters
- ✓ 2 x 30-day banner placements on eNSMAN website****
- ✓ 1 x 30-day sponsored post on SAFRA's official Facebook account
+ 1x organic post on SAFRA's official Instagram account

- ✓ **100% SOV optional add-on:** Top up S\$2,000 to secure 100% share of voice and ad space for one calendar month

❖ Requirements:

- ✓ 1 x advertorial brief
- ✓ Maximum of 2 images and captions for eNSMAN fortnightly e-newsletters
- ✓ 1 x image for Facebook post on SAFRA's official page***
- ✓ 2 x images for eNSMAN website

* *Subject to prevailing GST*

** *All banners are hyperlinked to the advertorial page by default. Alternatively, it can be a product page provided by your team.*

*** *Includes call-to-action, 3 images or embedded video url provided by your team.*

**** *Includes 2 banner sizes for optimal visibility.*

Brand Booster Package (S\$4,000)

Deliverables

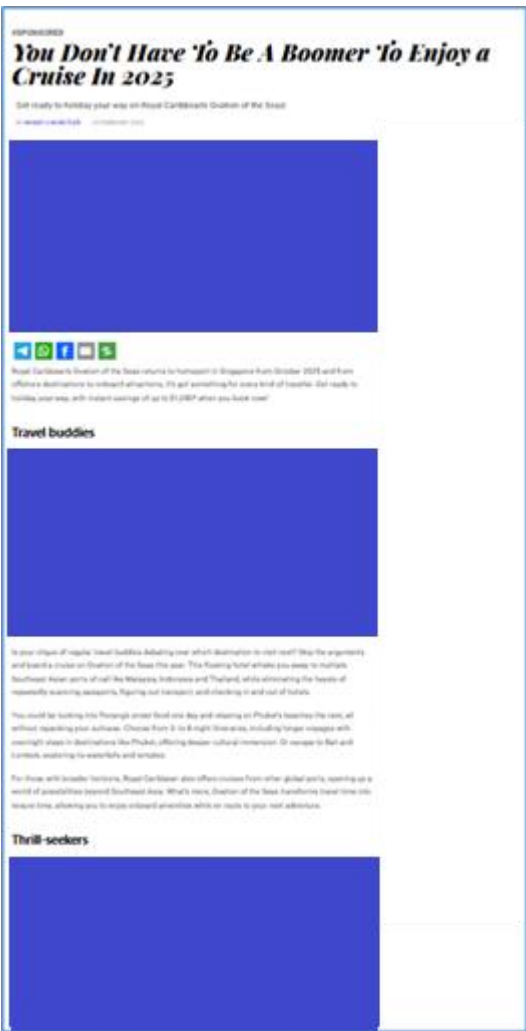
Advertorial on eNSMAN

Reach eNSMAN website readers with an advertorial and achieve a minimum of:

- **1,000 active users**, or
- **500 scrolls**, or
- A combination of both

Just send us either an advertorial brief and up to 3 rectangle images (**557x286px for each image**), and we'll share a draft title/article layout for your approval at least 14 working days.

You may suggest up to 3 changes before the advertorial goes live.



Top
Advertorial
Banner

Top advertorial banner placement in eNSMAN e-newsletter

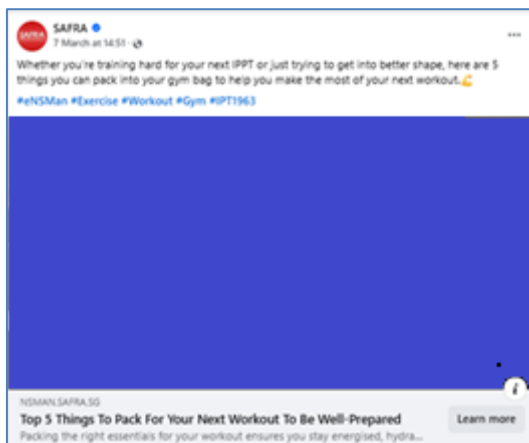
eNSMAN e-newsletter is sent every 2 weeks to about **192,000 subscribers** with an average **58% open rate**.

With a top banner placement leading to your advertorial, you may achieve between **250 to 1,000 clicks** for each e-newsletter sent.

Just send us a **600x488px image** (JPG or PNG, max 100KB) at least 3 working days before the e-newsletter is scheduled to go out.

Brand Booster Package (S\$4,000)

Deliverables



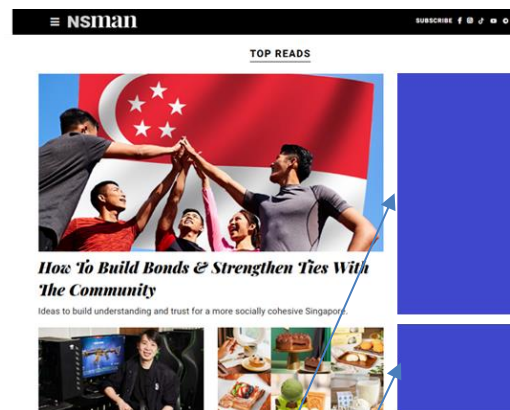
Sponsored post on SAFRA's Facebook + Organic post on SAFRA's Instagram

Reach SAFRA's Facebook followers and achieve a minimum of:

- **350 link clicks**, or
- **45,000 impressions**, or
- A combination of both

Just send us either a **1080x1080px square** or **1200x630px rectangle** image ((JPG or PNG, max 3MB), and we'll share a caption for your approval at least 3 working days before the post goes live.

Plus, get a free organic post on SAFRA's Instagram, with an estimated reach of 300–500.



Half-page Banner Placement

IMU Sidebar Banner Placement

Two banner placements on eNSMAN website

Reach eNSMAN website readers with both a half-page and IMU banners and achieve a minimum of:

- **100 link clicks**, or
- **40,000 impressions**, or
- A combination of both

Just send us a **300x600px half-page vertical** and **300x250px IMU sidebar image** (Both must be **JPG or PNG**, max 100KB) at least 3 working days before the banner is scheduled to go out.

100% SOV Optional Add-On (S\$2,000*)

Deliverables

- ❖ **Add the 100% SOV Optional Add-On (\$2,000) to the Brand Booster Package (\$4,000) and enjoy full exclusive ad space and visibility for one calendar month (e.g., August, December).**

This offers exclusive ad space with no competing advertisers. It includes:

- ✓ A featured advertorial on the eNSMAN website for 30 calendar days
(No other paid advertorials during this period)
 - ✓ Top banner placements in two eNSMAN e-newsletters for 30 calendar days
(No other top or middle banners except for regular & non-paid articles placed during this period)
 - ✓ Exclusive banner ads on the eNSMAN website for 30 calendar days
(No other banners placements during this period)
 - ✓ Dedicated one-day posts on SAFRA's Facebook and Instagram
(No other posts will be published on the same day)
-
- ❖ **Requirements:**
 - ✓ A minimum booking of the Brand Booster Package (S\$4,000).

* *Subject to prevailing GST*

Reel Boost Package (S\$5,000*)

Enhance your brand story with professional video production by the eNSMAN team.

Let your brand speak through sight, sound, and storytelling.

(Only for partners with products/services currently listed on SAFRA promotions)

❖ What's included**:

- ✓ 1 x filming, editing, and post-production of 20-second brand feature reel video (16:9 aspect)
- ✓ 1 x 30-day sponsored reel video post on SAFRA's official TikTok account
 - + 1x organic reel video post on SAFRA's official Instagram account
 - + 1x organic reel video post on SAFRA's official YouTube account

❖ Requirements:

- ✓ Must have an existing promotion on SAFRA's promotion page.
- ✓ 1 x video production brief and film date booking
- ✓ 1 x approval of storyboard after submission of brief
- ✓ 1 brand logo for reel video
- ✓ Up to 2 cast actors with completed talent release forms

* *Subject to prevailing GST*

** *All banners and posts are hyperlinked to your SAFRA promotion or product page provided by your team.*

Reel Boost Package (S\$5,000)

Deliverables

Two 20-second brand feature reel video (16:9 aspect)

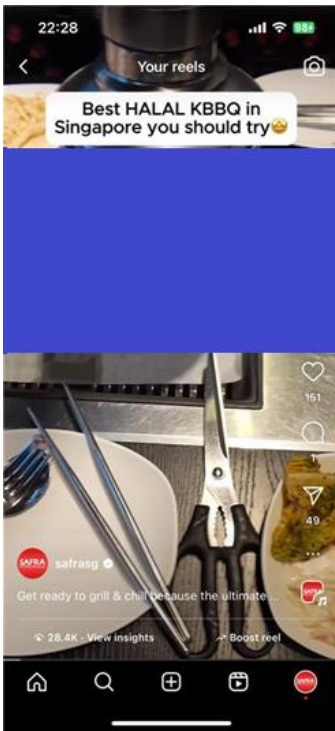
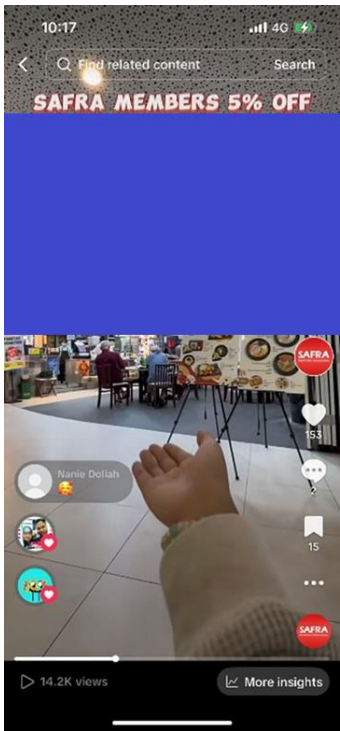
Enlist SAFRA’s crew to help you film, edit, produce a video to showcase your product/services on SAFRA’s TikTok channel to achieve a minimum of:

- 15,000 reach, or
- 30,000 video views, or
- A combination of both

Each sponsored TikTok video is expected to have around 3.45 seconds of average watch time per video view.

Plus, get a free organic reel on both SAFRA’s Instagram and YouTube Shorts, with an estimated reach of 100–500 each.

Just send us the video brief and booking form, approve the storyboard, and share your cast and logo. Up to 3 changes for final video/caption (Based on approved storyboard).



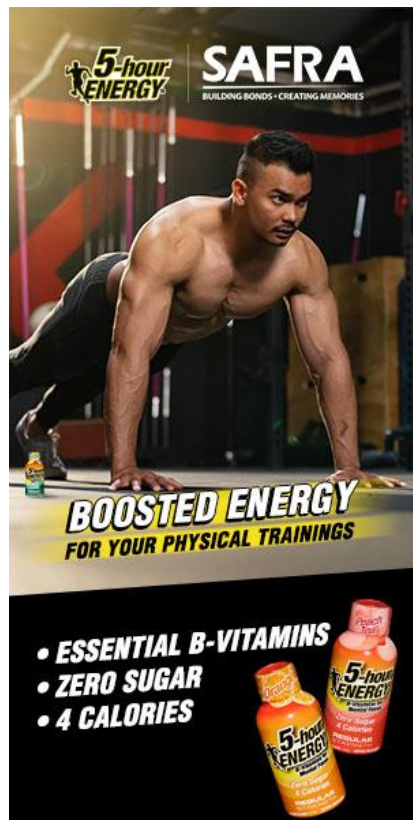
Summary of Brand Packages

	Brand Starter Package (S\$2,000)	Brand Builder Package (S\$3,000)	Brand Booster Package (S\$4,000)	Brand Booster Package (S\$4,000) + Secure 100% SOV (\$2,000)	Reel Boost Package (S\$5,000)*
eNSMAN fortnightly e-newsletter banner placement	1 middle banner — for only one e-newsletter.	2 middle banners — one for each of two e-newsletters.	2 top advertorial banners — one for each of two e-newsletters.	2 top advertorial banners — one for each of two e-newsletters. (No other paid ads banners placements in these e-newsletters)	-
Visibility on SAFRA's Facebook (FB) and Instagram (IG)	15-day sponsored FB post	20-day sponsored FB post + 1x organic IG post	30-day sponsored FB post + 1x organic IG post	30-day sponsored FB post + 1x organic IG post (No other FB/IG posts on actual day)	-
eNSMAN website banners	-	2 x 15-day banners	2 x 30-day banners	2 x 30-day banners (No other banners placements during this periods)	-
800-word advertorial	-	-	1 x advertorial	1 x advertorial (No other paid advertorials for 30 calendar days)	-
Visibility on SAFRA's TikTok (TK), Instagram (IG) and YouTube (YT) reels	-	-	-	-	30-day sponsored TK video + 1 organic IG and YT video

** Requires a promotion page on SAFRA's website.*

Recommended Practices & Case Studies

5-Hour Energy 2025 (FMCG)



eNSMAN E-Newsletter Banner

Sent Base: 182K
Total Clicks: 232

eNSMAN Website Half-Page Banner

Impressions: 151,631
Clicks: 11

Objective: Getting SAFRA members to buy 5-hour energy at SAF eMart (Chevron and SAFRA Punggol).

Why It Worked:

- Eye-catching design with bold colours
- Clear targeting at SAFRA members.
- Concise information on offer and redemption
- Strong incentive: "SAFRA exclusive \$3.95 per bottle"

5-Hour Energy 2025 (FMCG)

#SPONSORED

'Top 5 Things To Pack For Your Next Workout

Preparation is key to success – pack well to ace your fitness goals.

by THE NSMAN 2025 FEBRUARY 2025



Whether you're hitting the gym, going for a run, or engaging in a high-intensity training session, being well prepared can significantly enhance your performance and recovery. Packing the right essentials ensures you stay energised, hydrated, and comfortable throughout your workout.

Here are the top five must-have items for your next training session:

1. Water



Staying hydrated is crucial for effective workouts. What's more, in Singapore's humid climate, it's essential to maintain hydration levels to prevent fatigue and cramps.

The Health Promotion Board (HPB) recommends consuming [six to eight glasses](#) of water daily to support essential bodily functions. Additionally, [Sport Singapore](#) advises drinking about 500 ml of water 30 minutes before exercise, 250 ml to 500 ml every half hour during exercise, and 1,000 ml after exercise to replenish fluids lost through sweat.

Bring your water in a refillable sports bottle so that you can replenish your hydration at water points.

2. Protein-packed snacks



SAFRA
7 March at 14:51 · 🌐

Whether you're training hard for your next IPPT or just trying to get into better shape, here are 5 things you can pack into your gym bag to help you make the most of your next workout. 🍊

#eNSMan #Exercise #Workout #Gym #IPT1963

NSMAN.SAFRA.SG
Top 5 Things To Pack For Your Next Workout To Be Well-Prepared
Packing the right essentials for your workout ensures you stay energised, hydra...

[Learn more](#)

eNSMAN Advertorial

Active Users: 193

Scroll: 23

Sponsored SAFRA's Facebook Post (Advertorial)

Reach: 21,957

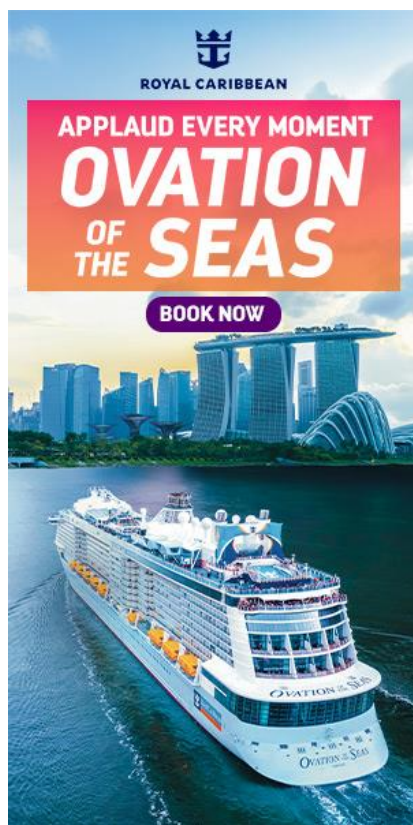
Reactions: 17

Comments: 1

Shares: 3

Link Clicks: 234

Royal Caribbean – Ovation Of The Seas 2025 (Travel)



eNSMAN E-Newsletter Banner

Sent Base: 182K
Total Clicks: 396

eNSMAN Website Half-Page Banner

Impressions: 119,580
Clicks: 117

Objective: Getting website readers to sign up for their new cruise experience with up to \$1,050 off

Why It Worked:

- High-quality visuals of the product/service
- Strong incentive and urgency: "Up to \$1,050 instant discounts"

Royal Caribbean – Ovation Of The Seas 2025 (Travel)

#SPONSORED *You Don't Have 'To Be A Boomer 'To Enjoy a Cruise In 2025*

Get ready to holiday your way on Royal Caribbean's Ovation of the Seas!

BY NEMAN V. IN BOUTLE 10 FEBRUARY 2025



Royal Caribbean's Ovation of the Seas returns to homeport in Singapore from October 2025 and from offshore destinations to onboard attractions. It's got something for every kind of traveller. Get ready to holiday your way, with instant savings of up to \$1,050* when you book now!

Travel buddies



Is your clique of regular travel buddies debating over which destination to visit next? Skip the arguments and board a cruise on Ovation of the Seas this year. This floating hotel entices you away to multiple Southeast Asian ports of call like Malaysia, Indonesia and Thailand, while administering the hassle of repeatedly scanning passports, figuring out transport, and checking in and out of hotels.

You could be tucking into Penang's street food one day and relaxing on Phuket's beaches the next, all without repacking your suitcase. Choose from 3- to 8-night itineraries, including longer voyages with overnight stays in destinations like Phuket, offering deeper cultural immersion. Or escape to Bali and Lombok, exploring its waterfalls and temples.

For those with broader horizons, Royal Caribbean also offers cruises from other global ports, opening up a world of possibilities beyond Southeast Asia. What's more, Ovation of the Seas transforms travel time into leisure time, allowing you to enjoy onboard amenities while en route to your next adventure.

Thrill-seekers



SAFRA 25 February at 18:00 · 🌐

Who says cruises are only for retirees? 🤖 On board Royal Caribbean's Ovation of the Seas, there's plenty to do for all types of travellers, from families with young kids 🧒 to thrill-seeking travel buddies. Don't forget the exciting offshore destinations as well, where you could be in Penang one day, and Phuket 🇹🇭 the next. Book now and get instant savings of up to \$1,050! 🎉

#ensman



NSMAN.SAFRA.SG

Book a Cruise On Royal Caribbean's Ovation of the Seas in 2025

Learn more

👍 58

💬 6 3 ➦

👍 Like

💬 Comment

➦ Share

eNSMAN Advertorial

Active Users: 1,568

Scroll: 527

eNSMAN Sponsored Facebook Post (Advertorial)

Reach: 34,580

Reactions: 58

Comments: 6

Shares: 3

Link Clicks: 1,420

Pepper Lunch 2025 (F&B)



eNSMAN E-Newsletter Banner

Sent Base: 182K
Total Clicks: 396

eNSMAN Website Half-Page Banner

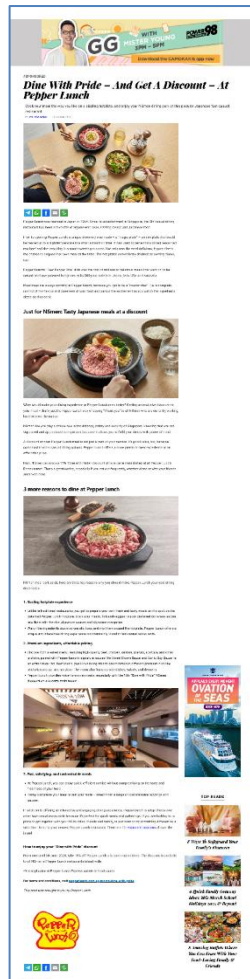
Impression: 42,975

Objective: Getting NSmen (11B holders) to dine at Pepper Lunch with 15% discounts.

Why It Worked:

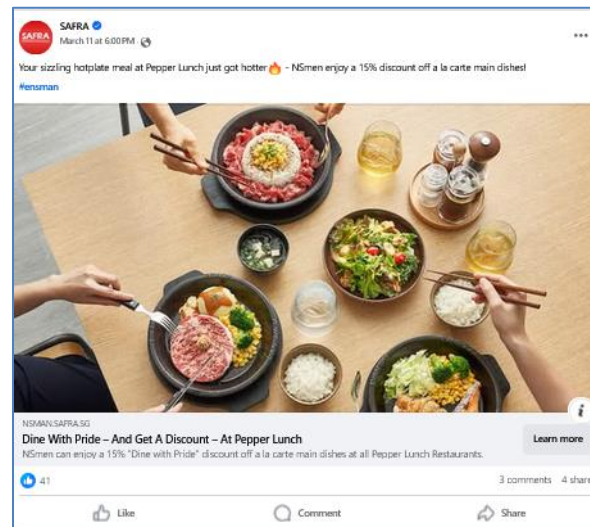
- Simple banner with a clean layout and bold headline.
- Strong incentive and relatable convenience: "15% off and available at all outlets"

Pepper Lunch 2025 (F&B)



eNSMAN Advertorial

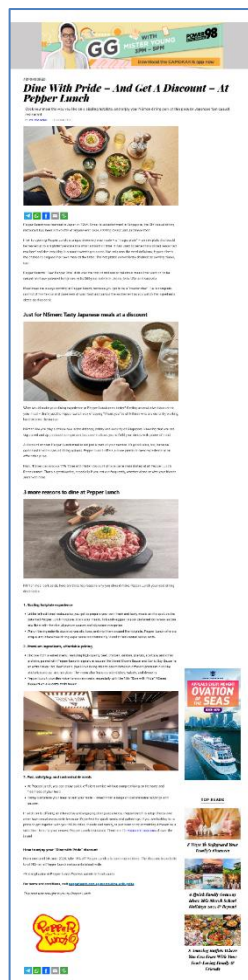
Active Users: 705
Scroll: 82



Sponsored SAFRA's Facebook Post (Advertorial)

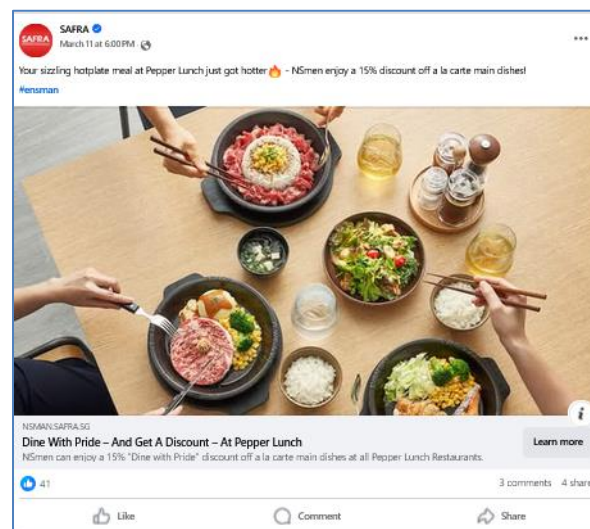
Reach: 44,297
Reactions: 41
Comments: 3
Shares: 4
Link Clicks: 636

Pepper Lunch 2025 (F&B)



eNSMAN Advertorial

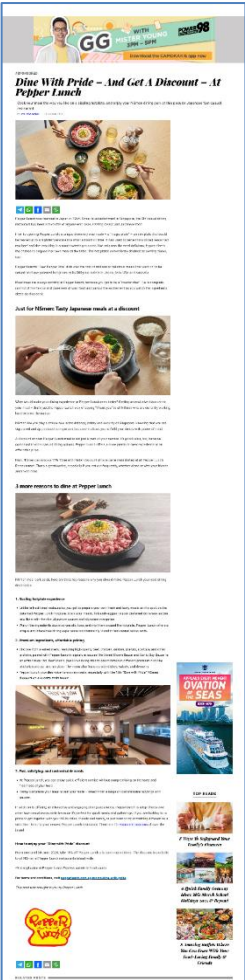
Active Users: 705
Scroll: 82



Sponsored SAFRA's Facebook Post (Advertorial)

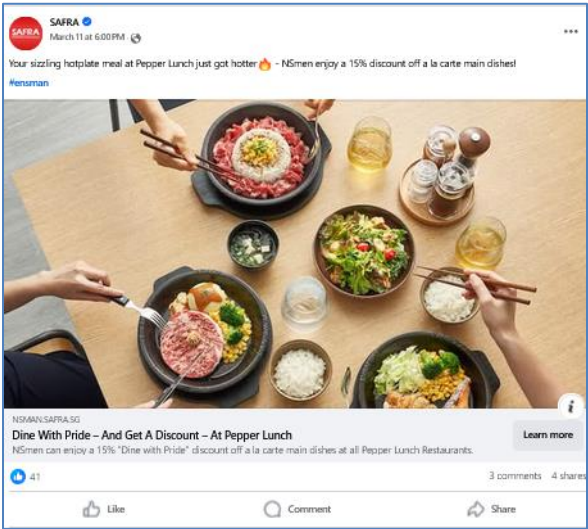
Reach: 44,297
Reactions: 41
Comments: 3
Shares: 4
Link Clicks: 636

Pepper Lunch 2025 (F&B)



eNSMAN Advertorial

Active Users: 705
Scroll: 82



Sponsored SAFRA's Facebook Post (Advertorial)

Reach: 44,297
Reactions: 41
Comments: 3
Shares: 4
Link Clicks: 636

Sheng Siong Supermarket 2024 Reel (FMCG)



TikTok Reel (44 Seconds)

Reach: 9,993
 Video views: 22,172
 Likes: 341
 Comments: 2
 Share: 6
 Avg View Duration: 3.5s

Amazon Prime Day 2024 Reel (FMCG)



TikTok Reel (23 Seconds)

Reach: 13,750

Video views: 29,825

Likes: 292

Comments: 2

Share: 11

Avg View Duration: 2.7s

Cat & The Fiddle 2024 Reel (F&B)



TikTok Reel (25 Seconds)

Reach: 7,052
 Video view: 15,984
 Likes: 243
 Comments: 4
 Share: 11
 Avg View Duration: 2.86s

Suki-Suki Hot Pot 2024 Reel (F&B)



TikTok Reel (34 Seconds)

Reach: 6,763

Video view: 14,327

Likes: 280

Comments: 3

Share: 56

Avg View Duration: 4.29s

Extra Advertorial Tips

You may work on creative articles with our editors:

- 1. Experiential Content:** Focus on immersing readers in unique dining and shopping experiences, highlighting sensory details like delicious food, fun and vibrant atmospheres. Includes insider tips such as must-try dishes or good deals that resonate with food hunters and savvy shoppers.
- 2. How-To Guides:** Offers short and simple practical advice
- 3. Trends, Spotlights & Behind-the-Scenes:** Delve into the latest trends, uncover juicy secrets, and highlight exciting happenings brewing within SAFRA.
- 4. Bite-Sized Inspiration:** Quick, fun reads that offer motivation or new ideas without heavy detail.



2025 Developments Roadmap



eNSMAN will be merging with www.safra.sg (Currently, its in a separate subdomain) between October to December 2025. Some improvements include:

- 1. New banner placements in SAFRA webpage:** Currently, its restricted to the subdomain.
- 2. Improved visibility and searchability:** eNSMAN and its articles will be in a visible category and highly searchable with new search engine built.

Media Kit Contact



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<http://nsman.safra.sg>





Thank You