



eNSMAN

2026/27 Media Kit



nsmn.safra.sg



[SAFRAsg](https://www.facebook.com/SAFRAsg)



[@safrasg](https://www.instagram.com/@safrasg)



t.me/safrasg



[linkedin.com/company/safra-national-service-association](https://www.linkedin.com/company/safra-national-service-association)



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.

ABOUT eNSMAN

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

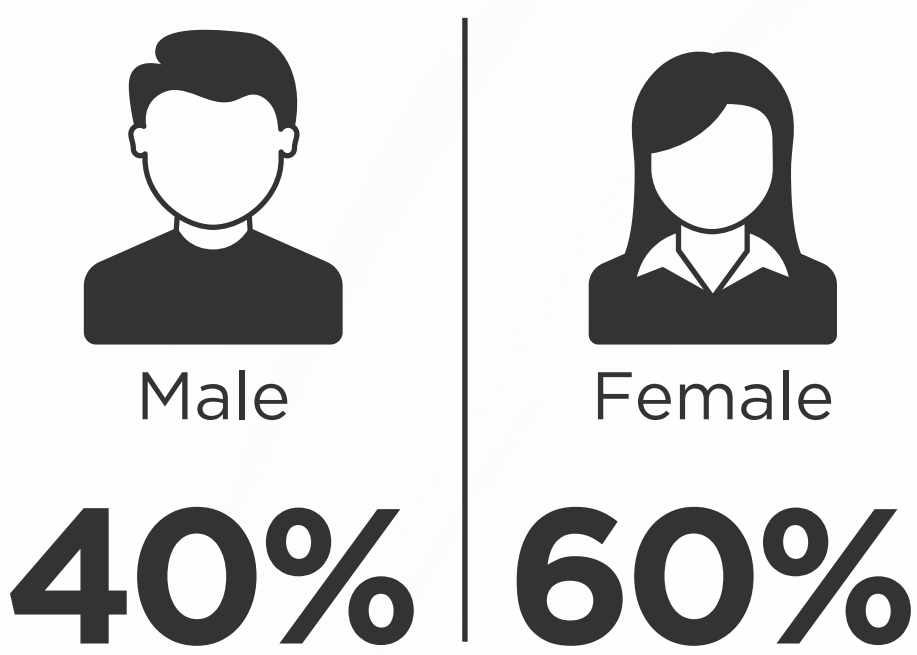
This mobile-friendly microsite features a refreshed content structure with categories such as Eat & Drink, Editor's Picks, Fun Activities, Healthy Living, Lifestyle, Parenting, Spotlight, and Things To Do.

Each section is curated by experienced creators to deliver engaging articles and videos across topics like food, fitness, wellness, entertainment, and family life. Readers can easily discover new experiences, stay informed on current trends, and enjoy exclusive content tailored to their interests.

eNSMAN READERSHIP AS OF 31 DECEMBER 2025

(1 January to 31 December 2025)

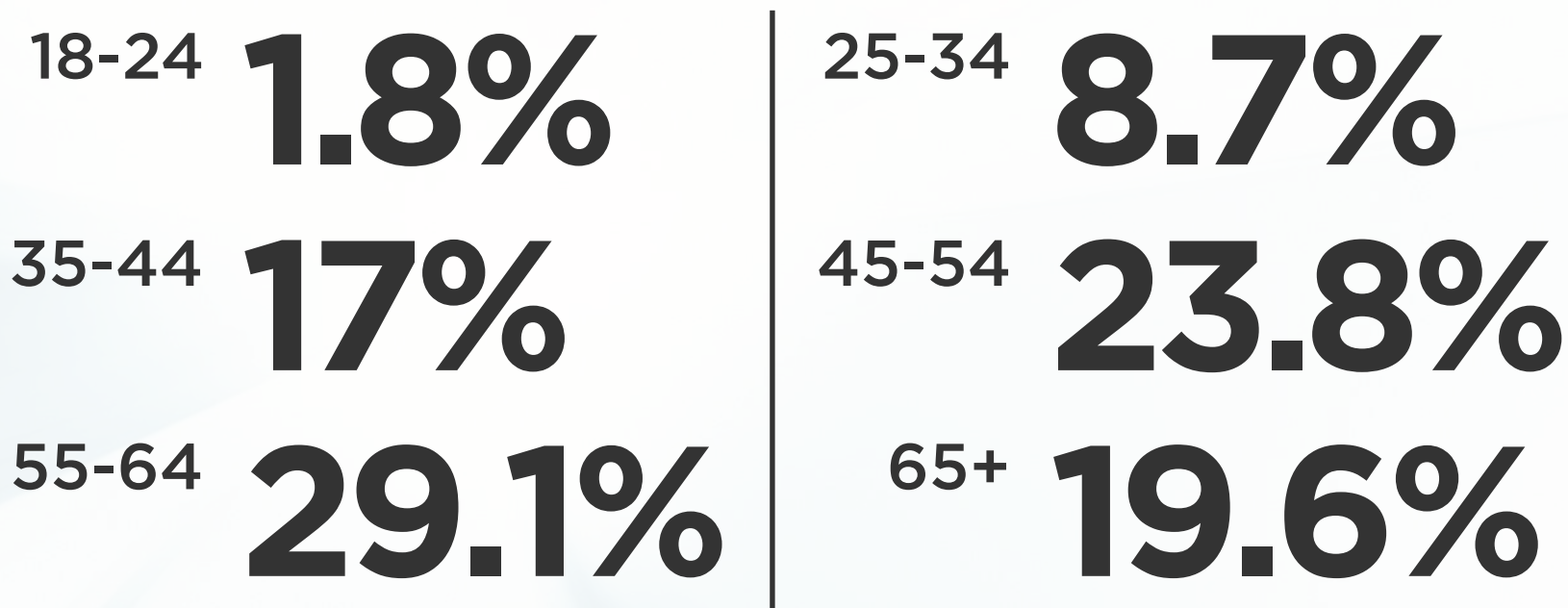
Interests



Readership Base



Age



SAFRA Channel Followers



A person wearing a light blue button-down shirt is holding a silver tablet with both hands. The tablet screen is white and displays the text 'Advertisement & Sponsorship Rates' in a bold, black, sans-serif font. The background is a soft, out-of-focus grey. A solid red horizontal bar is at the bottom of the image.

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.

STARTER

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

\$2,000*

Deliverables

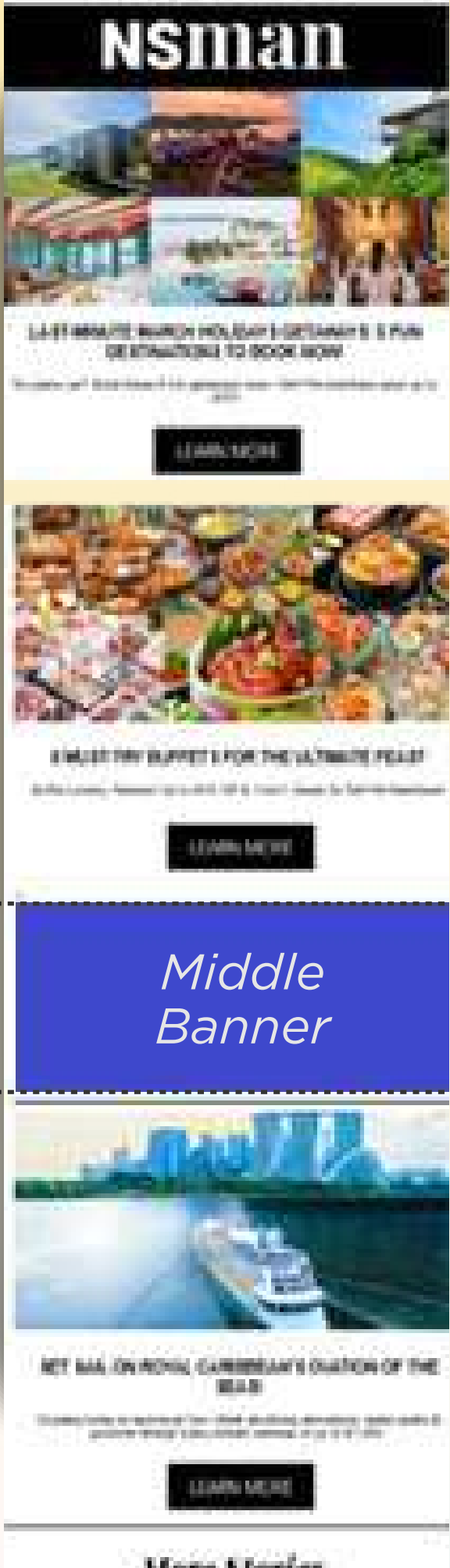


Sponsored post on SAFRA's Facebook

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.

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.

BUILDER

What's included**

- 1 x middle banner placement in 2 issues of eNSMAN fortnightly e-newsletters
- 1 x 15-day top banner placement on eNSMAN website
- 1 x 30-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**
- 1 x image for eNSMAN website top banner

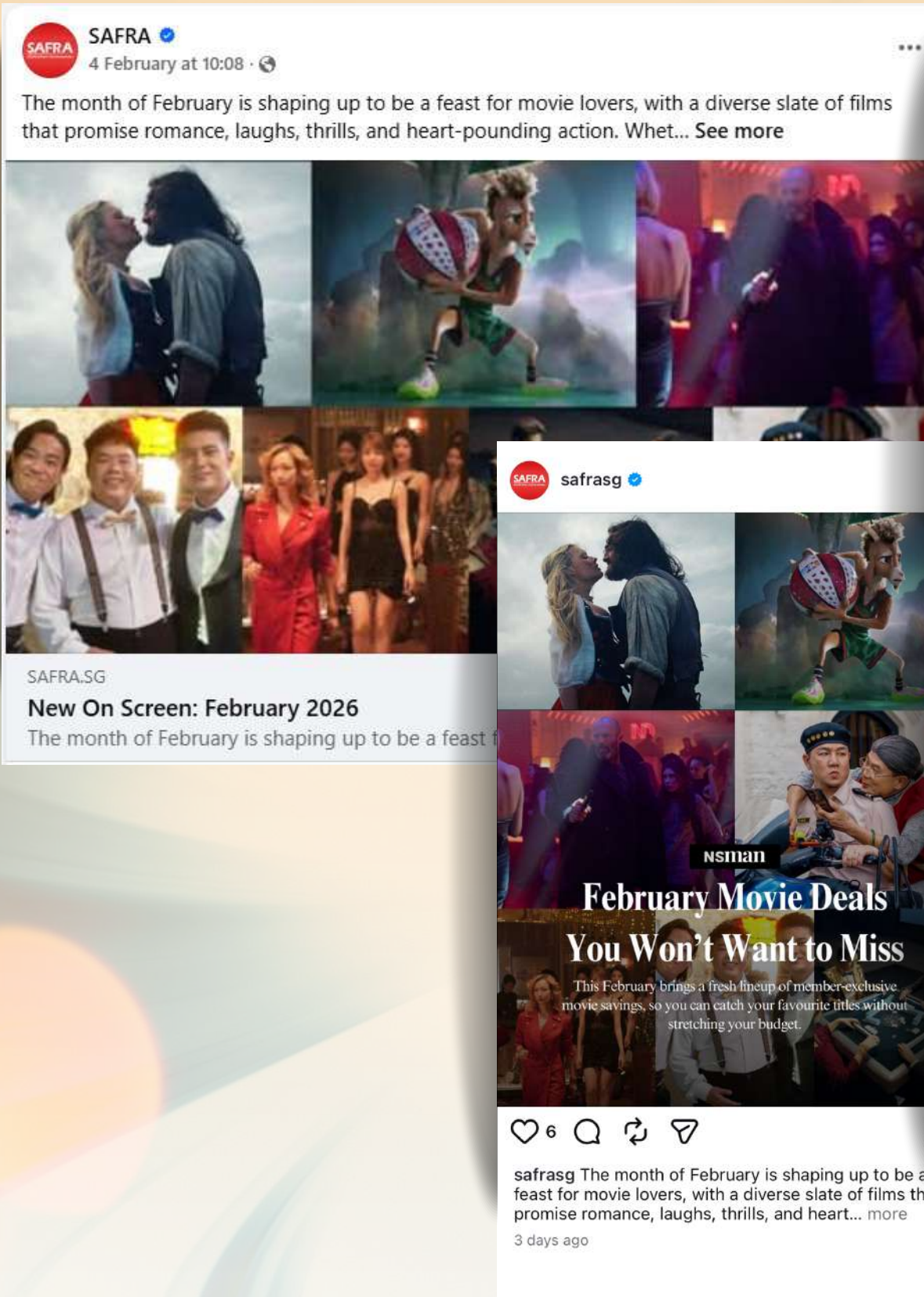
* Subject to prevailing GST

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

Brand Builder Package

\$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.

Brand Builder Package

S\$3,000*

Deliverables

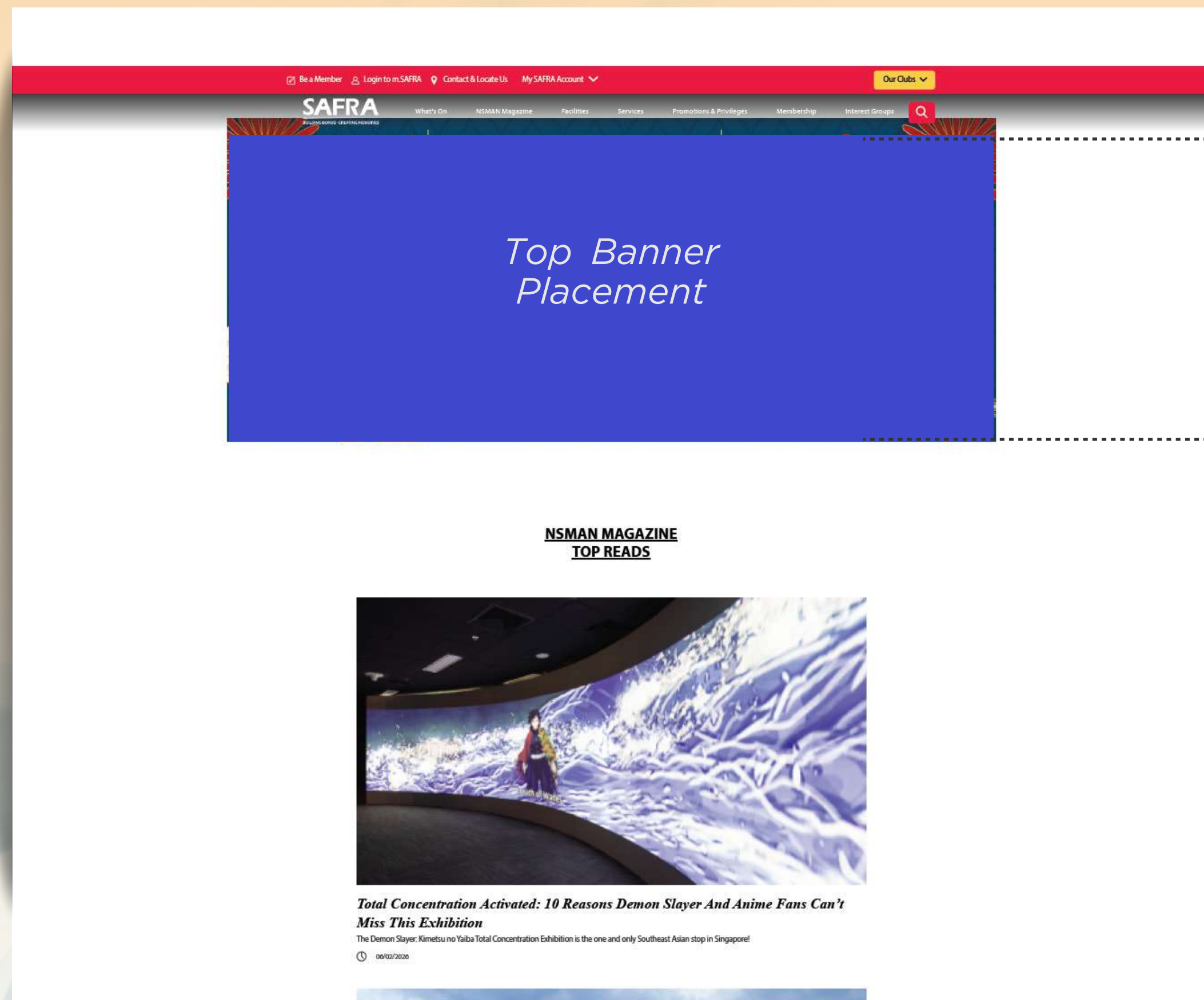
One top banner placement on eNSMAN main page

<https://www.safra.sg/nsman-magazine>

Reach eNSMAN website readers with one banner and achieve a minimum of:

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

Just send us a **1900x940px image (JPG, max 300KB)** at least 3 working days before the banner is scheduled to go out.



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.

BOOSTER

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
- 1 x 30-day top banner placement on eNSMAN website****
- 1 x 30-day sponsored post on SAFRA's official Facebook account
+ 1x organic post on SAFRA's official Instagram account

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***
- 1 x image for eNSMAN website top banner

100% SOV optional add-on:

Top up S\$2,000 to secure 100% share of voice and ad space for one calendar month

* 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

\$S4,000*

Deliverables



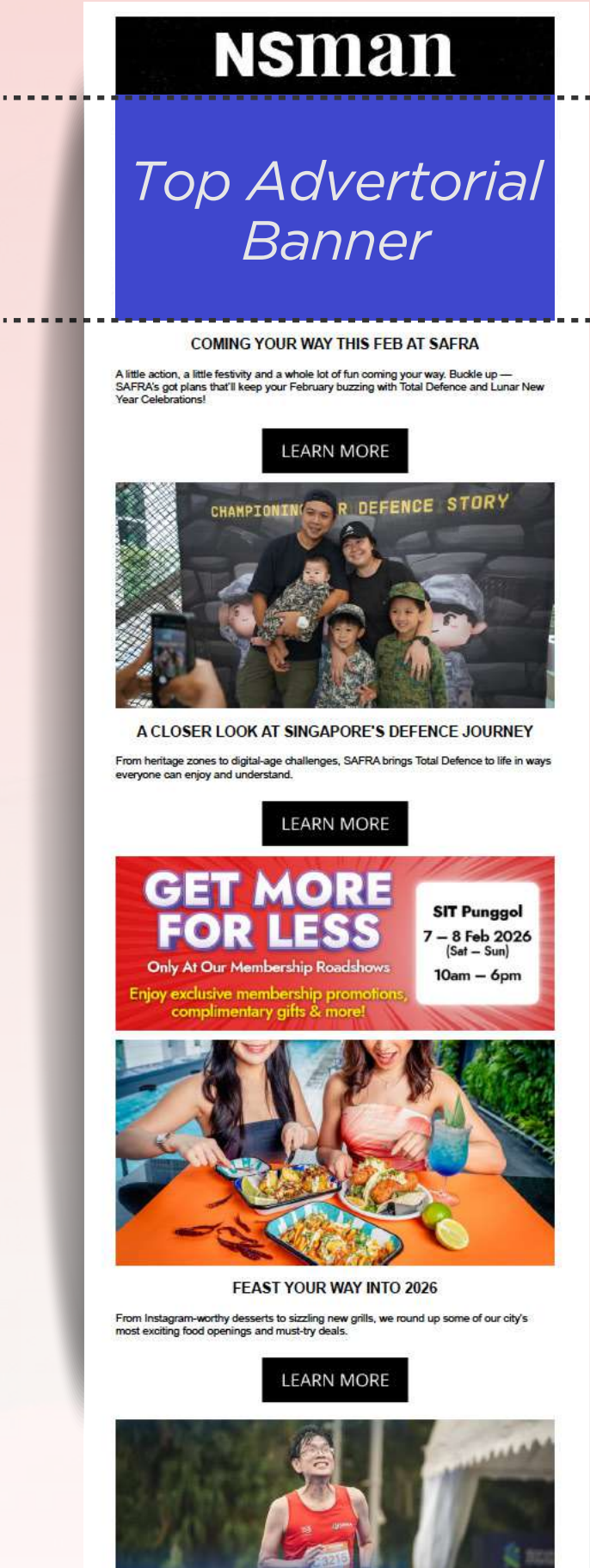
Advertorial on eNSMAN

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 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

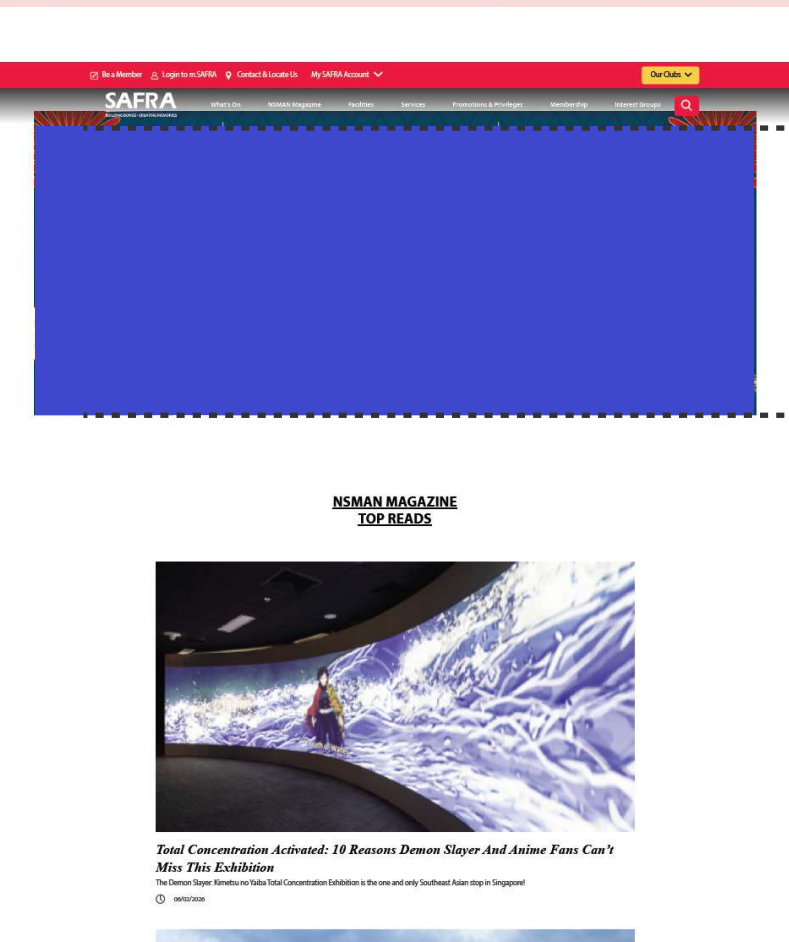
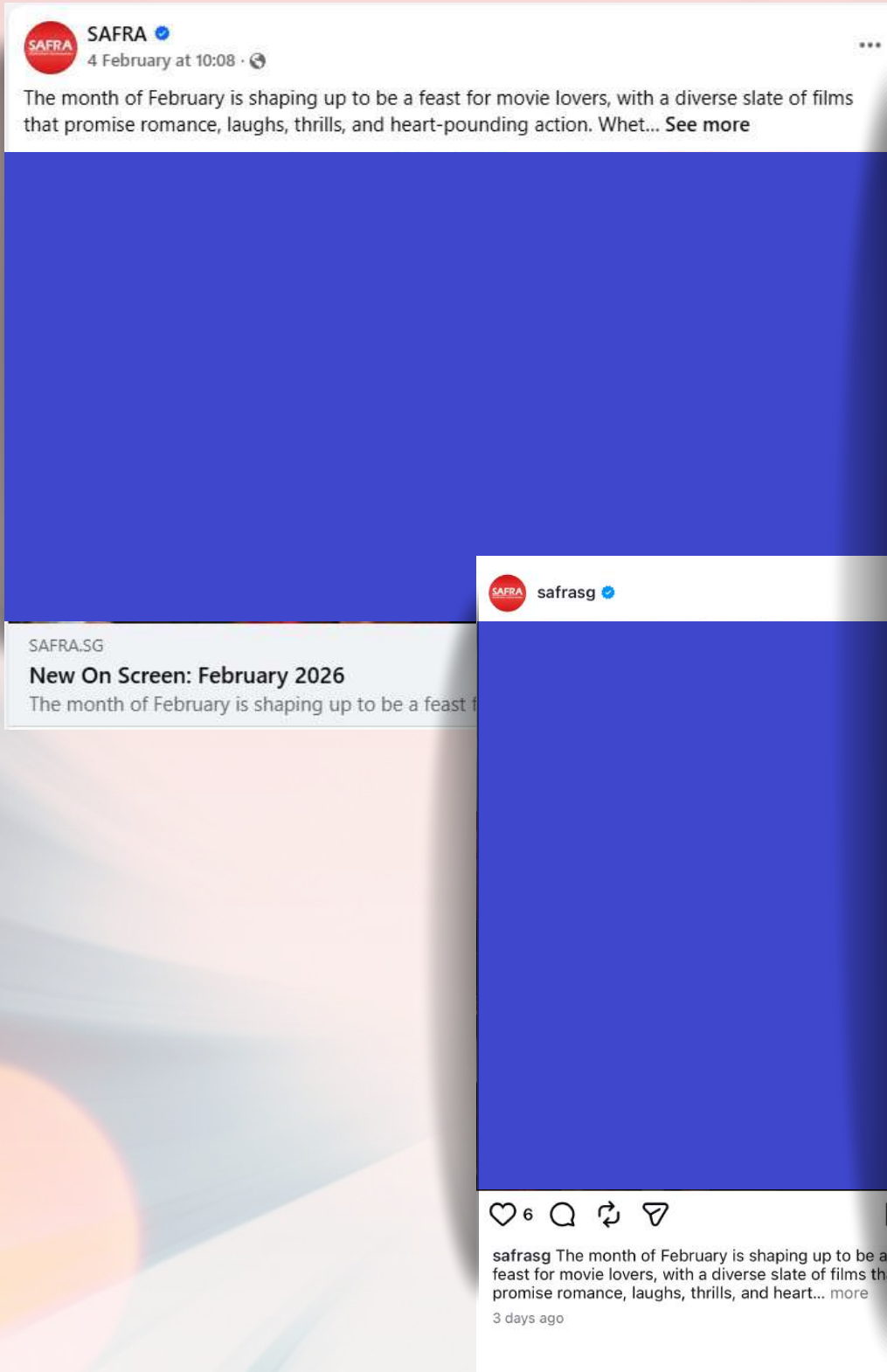
Sponsored post on SAFRA's Facebook + Organic post on SAFRA's Instagram

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.



One top banner placement on eNSMAN main page

<https://www.safra.sg/nsman-magazine>

Reach eNSMAN website readers with one banner and achieve a minimum of:

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

Just send us a **1900x940px image (JPG, max 300KB)** at least 3 working days before the banner is scheduled to go out.

100% SOV Optional Add-On

\$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 top banner placement 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 (\$4,000).

* Subject to prevailing GST

Reel Boost Package

\$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	30-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	-	1 x 15-day top banner	1 x 30-day top banner	1 x 30-day top banner (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.

Summary of Ala Carte Packages

1 x 15-day SAFRA Facebook sponsored post (Either single image or single video post with caption + 1 link)	1 x 30-day SAFRA Facebook sponsored post (Either single image or single video post with caption + 1 link)	1 x Organic SAFRA Telegram post (Single image post with caption + 1 link)	1× 30-day top banner on eNSMAN website (Single image + 1 link)
\$1,500	\$3,000	\$1,000	\$2,000
1 x middle banner placement (Single image + 1 link) (Single issue eNSMAN fortnightly e-newsletter)	1× 800-word advertorial (Written content by SAFRA's writer with up to 5 client's supplied images and visuals)	1 x editorial listings in What's New in eNSMAN (Written content by SAFRA's writer with up to 1 client's supplied image or visual) (Single issue eNSMAN article every month)	
\$1,000	\$3,500	\$1,000	

A close-up, slightly angled shot of a spiral-bound notebook. The notebook is open to a blank, cream-colored page. The spiral binding, made of silver-colored metal, is visible along the top edge of the page. The text "Thank you" is printed in a bold, black, sans-serif font, centered on the page. The bottom of the image features a solid red horizontal bar.

Thank you