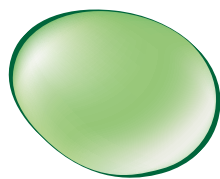


Singapore
Media Fusion
www.smf.sg

Publishing



Eliza Teoh



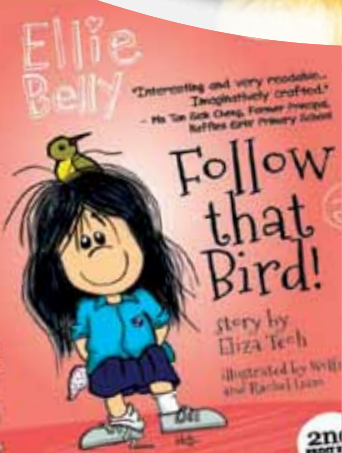
Iskander Walen

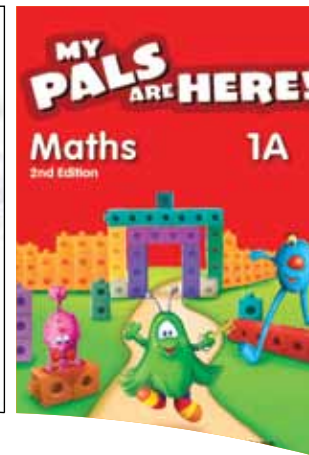


Ho Sum Kwong



Yeo Hui Xuan





Introduction

Strategically located within the Asia Pacific, Singapore is the gateway to the fastest growing region for Publishing. The Publishing sector consists of a diverse group of publications including books, journals, directories and databases, business media, magazines and newspapers. Journals, educational books and academic publishing jointly account for an important part of the Singapore Publishing market. According to a study commissioned by the Media Development Authority of Singapore (MDA) and performed by the Asia Competitiveness Institute LKYSPP-NUS, the Publishing sector contributed \$1.2 billion in value-added and employed over 9,000 workers in 2010.

Singapore's forte lies in the educational books market, served by our home-grown publishers including Marshall Cavendish Publishing Group and World Scientific Publishing Co. In addition, Singapore is the Asian headquarters of many top international education publishers that include industry leaders such as John Wiley & Sons (Asia), McGraw-Hill Education (Asia), Cambridge University Press and Sage Publications Asia Pacific.

As the lead agency for the development of Singapore's media industry, MDA is committed to developing the Publishing industry through three strategic approaches: internationalisation, digitisation and multiplatform extension. We have in place Grant Schemes namely the Development Assistance Scheme which supports the development of a manuscript (for books), mock-

up (for magazines) and prototype content (for e-digital), as well as the Production Assistance Scheme which supports printed content with agreed initial circulation numbers, digital applications and/or content published on agreed platforms. To market Singaporean content to the target audience, MDA also has the Marketing Assistance Scheme in place. In addition, the Talent Assistance Scheme helps media professionals upgrade, upskill and secure work attachment opportunities.

With increasing connectivity and changes in consumer lifestyles, the Publishing sector is quickly moving from print to digital, presenting new opportunities for the industry. Served by a good network of infrastructure augmented by the latest in publishing technology, and a manpower pipeline boasting some of the brightest talents in the workforce, Singapore is well-positioned to ride on the next wave of digital publishing.

In the following pages, you will find names, contacts and works of some Singapore-based publishers. In addition, check out the section "In the Spotlight" for a special feature on authors of young adult fiction, the winner of Magazine Publishers Association's (Singapore) "Integrated Media Brand" Award 2011 and MDA funded projects.

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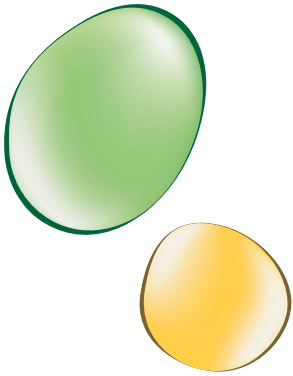
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Associations

Association of Comic Artists (Singapore) (ACAS)



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ACAS was formed in 2005 by a group of professional and semi-professional Singapore-based cartoonists and illustrators, all of whom had previously published works within their existing portfolios. A key objective of the Association is to publish the works of its locally based member-creators.

In its efforts to raise awareness for the group, ACAS was actively involved in focus workshops and specialist gatherings. 2008 saw the introduction of a broader programme, where classes, courses, and workshops were introduced into schools such as Dunman High School, Raffles Institute, St Joseph's Institute, St Joseph's Convent, Henderson Primary School and many others.

The Association works with local government bodies and well-established societies such as The Media Development Authority of Singapore to organise and manage the 2009/10 First Time Writers & Illustrators Publishing Initiative – Graphic Novels Category; The Singapore National Arts Council for original publications and public events; The National Book Development Council of Singapore for workshops, seminars and events; The Singapore Philatelic Museum for workshops, special events and production. The Association also welcomes writers and general designers into the fold.

Besides facilitating opportunities for its members in publishing, teaching and demonstrating, ACAS forms partnerships with key digital art hardware & software suppliers, traditional art material suppliers and comic shops. This serves to provide the group a varied incentive programme, assisting them in their continued pursuance of excellence in the art form in numerous ways.

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Audit Bureau of Circulations Singapore (ABC) is a private limited company incorporated in Singapore. The Company is jointly owned by:

- Advertising Media Owners Association Singapore (AMOS)
- Association of Accredited Advertising Agents Singapore (4As)
- Singapore Advertisers Association (SAA)

The audit bureau in Singapore was previously known as Media Circulations Services (MCS), established in 1984 to provide independent audit and certification of the circulation of publications to ensure that circulation claims are authentic and comparable. The Accounting & Corporate Regulatory Authority of Singapore approved the change in name effective from January 2007.

ABC Singapore is a not-for-profit organization, controlled by a Board of Directors with equal representation from the three constituent associations. ABC Singapore is a member of the International Federation of Audit Bureaux of Circulations (IFABC) and subscribes to its objectives and by-laws.

To ensure that circulation audits are conducted on a standard and uniform basis, ABC sends each subscriber publication forms for completion in advance and inspection by ABC Auditor. On completion of a satisfactory audit, ABC issues to the publication the ABC Certificate of Audited Circulation covering the period audited and publishes the results.

Any publisher or media owner may subscribe to ABC audit. Its professional auditors use standard audit procedures for each category of subscriber. Thus ABC protects the advertiser, the advertising agency and the subscriber from false claims, and furnishes the subscriber with a certifying document at the same time.

ABC also provides audit and certification of exhibitions, trade shows and other non-traditional media. In 1996, IFABC formed a WWW Standards Committee to set Web Measurement Standards. ABC offers web and e-audits in accordance with the international standards established by IFABC.

An ABC audit is independent, reliable and accepted by the advertising industry.

Associations

Comics Society (Singapore)



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The Comics Society (Singapore) was formed on 8th January 2007 with the following objectives:

- To represent Singapore in the global comic industry
- To promote the comic culture in Singapore
- To nurture and develop local comic talents
- To raise awareness of professional comic production

Drawing membership and volunteers from comic enthusiasts in Singapore and support from the creative industry partners and government agencies such as Media Development Authority, National Arts Council and Singapore Civil Service Club. The Comics Society organises annual gatherings like the Singapore ComiFest and comic publication projects like "Dream Walker".

The Society strives to create a sustainable eco-system and friendly environment that will promote the comic culture in Singapore.

Magazine Publishers Association (Singapore)



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The Magazine Publishers Association Singapore (MPAS) is a non-profit trade association that represents the leading B2B, specialist B2C, custom and digital publishers in Singapore.

MPAS' primary objectives are:

- Support, promote and uphold the high publishing standards and professional ethics of print and digital magazine publishing.
- Represent members and their products/services to industry and government bodies, business associations and the media buying community.
- Develop and expand member services including industry updates, networking, training and group discounts.

With an extensive network of national and international alliances with regulators, associations, partners and the creative industries, MPAS keeps its members updated on matters that affect them.

It informs members about industry news and trends, clarifies regulatory matters and issues and promotes the editorial and financial health of the industry.

MPAS has a strong interest in training and development through seminars, workshops, event keynotes and Excellence Awards, as well as access to a range of learning resources.

As publishers develop into multimedia, cross-platform brands, MPAS aims to guide its members into the future by providing advice on the digital revolution.

Associations

National Book Development Council of Singapore (NBDCS)



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The National Book Development Council of Singapore is a non-profit charitable institution founded in 1969. The Book Council's objective is to establish and develop Singapore as the Asian centre for publishing and literary arts. In pursuance of this objective, the Council works in partnership with Government agencies, private corporations and professional associations to deliver a variety of outstanding talks, seminars, workshops and conferences related to storytelling, reading, writing and publishing.

The Book Council presents five prestigious book awards - Singapore Literature Prize, Hedwig Anuar Children's Book Award, Scholastic Asian Book Award, SingTel Asian Picture Book Award and World Scientific Book Award (for non-fiction). It organises three annual festivals - All In! Young Writers Media Festival, Asian Festival of Children's Content, and Singapore International Story Telling Festival. The Book Council also manages the Academy of Literary Arts and Publishing and Singapore Writers Centre.

Singapore Book Publishers Association (SBPA)



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The Singapore Book Publishers Association (SBPA) represents the book publishing industry. The Association was formally incorporated in 1968 with 22 company members, 14 of which were of Singapore origin.

Today, the SBPA has 74 members engaged in a wide range of publishing, marketing and distribution activities. The SBPA is a member of the ASEAN Book Publishers Association and the Asia-Pacific Book Publishers Association. The SBPA aims to provide its members with information and advice to help them succeed both locally and overseas.

The SBPA organises the Singapore National Pavilion at the Frankfurt Book Fair and Beijing International Book Fair and arranges booth space at regional fairs in ASEAN countries.

Training courses and workshops are arranged for members to upgrade their skills in editing, production, list-building, management and design. The SBPA also help to stage publishing talks and seminars, alone or in association with other organisations. It organises the Publishing Symposium in conjunction with the Singapore Writers Festival.

The SBPA works with partners such as the Media Development Authority, National Arts Council, International Enterprise (Singapore), National Book Development Council and Singapore Tourism Board for promotions and other tie-ups.

In 2011, the SBPA started a Rights Fair for ASEAN publishers with the target of expanding it to attract foreign publishers and literary agents. In the same year, the SBPA issued the first Singapore Book Publishing Industry Country Report together with their Members Directory. The 2012 Directory will include a Report on Children's and Education Book Publishing.

In 2012, the SBPA is launching its first awards for publishers. The Inaugural event will take place in November 2012.

In The Spotlight

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A Media Development Authority (MDA) scholarship recipient, Adeline is an MFA graduate of New York University Tisch School of the Arts Asia. She has published 18 children’s titles, including 5 national bestsellers. “The Diary of Amos Lee: I Sit, I Write, I Flush!” (2009) won the inaugural Red Dot Award, presented by the International School Libraries Network of Singapore in 2010. Her other books include “Ben’s Friends from the Rainforest” and “Monsters on the Wall”. She also wrote about Peranakan culture in “The Beaded Slippers” and “The Kitchen God”.

First published in 2009, “The Diary of Amos Lee: I Sit, I Write, I Flush!” was written for the National Resilience Division of MICA. The book was illustrated by Stephanie Wong, a fellow recipient of MDA’s First Time Writers & Illustrators Publishing Initiative launched in 2006. Following the first book, the author went on to write “Book 2: Girls, Guts and Glory”, and “Book 3: I’m 12, I’m Tough! I Tweet!” released in Singapore in 2010. All three books in the series were on the bestseller’s list in The Straits Times (ST) for a total of 55 weeks between 2009 and 2011. A spin-off version for a younger readership, targeting girls aged 7 to 9, “Whoopie Lee: Almost Famous”, was written and published in 2011; this book also made the ST bestseller list for 11 weeks. The original series has been sold to Hachette India for foreign publishing rights; and to Lentera Hati in Indonesia for translation rights in Bahasa.

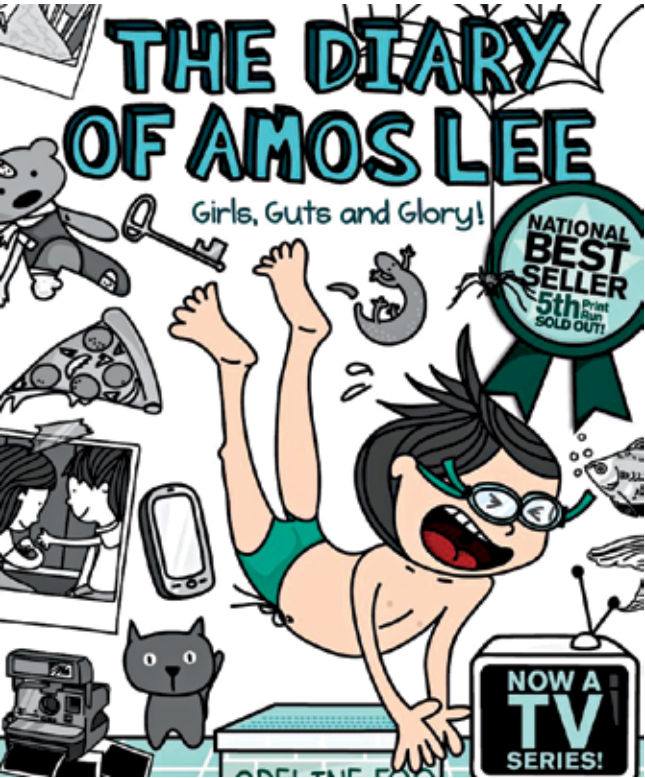
“The Diary of Amos Lee” was adapted to a ten-episode, 30-minute TV series and aired on MediaCorp’s okto channel. The series featured a mix of live action and animation, starring eight fresh talents aged between 11 and 13.

“Ben’s Friends from the Rainforest” is a children’s book by Adeline with two stories – “Camy, Ben’s Secret Friend” and “Supermonkey”. Illustrated by Miel Prudencio. First published in 2006 and reprinted in 2007, “Ben’s Friends from the Rainforest” is the first local children’s book developed with an animated short. Two cartoons were produced to accompany the stories.

The book offers two fun stories of Ben’s adventures with a lizard, which was mistaken for a chameleon, and a thieving monkey. It introduces young readers to two creatures commonly seen in Singapore’s parks and gardens. This book received an inaugural award by the Media Development Authority of Singapore and The National Book Development Council of Singapore, under the First-Time Writers and Illustrators Publishing Initiative (FTWIPI), in 2006.



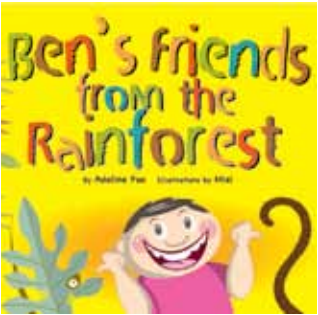
Adeline Foo



The Diary of Amos Lee: Girls, Guts and Glory! by Adeline Foo



Monsters On The Wall
by Adeline Foo



Ben's Friends from the Rainforest
by Adeline Foo

In The Spotlight

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Eliza Teoh

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EDITOR:
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Eliza Teoh, a Singapore Press Holdings scholar, was a journalist and sub-editor at The Straits Times. She is currently an editorial consultant at Dotted Line Consultancy and provides editorial and marketing consultancy to private companies and government bodies. She is also a partner of the Speak Good English Movement 2011.

Eliza has contributed to non-fiction titles such as travel books “Honeymoon Chic” and “Singapore Chic” under Editions Didier Millet’s Chic Collection, as well as “Chronicle of Singapore”, a landmark book on Singapore’s history.

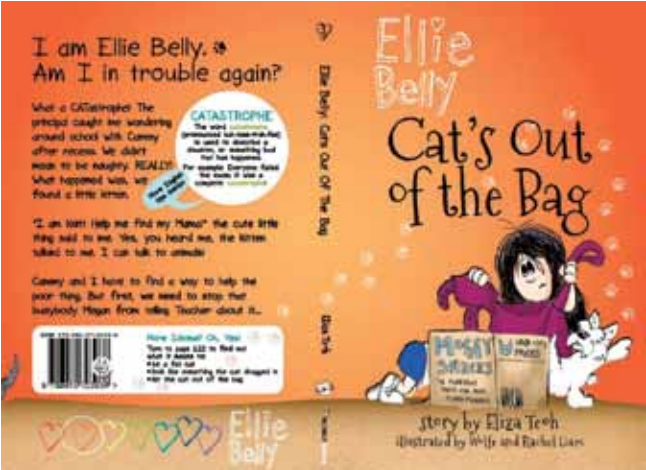
“Ellie Belly: Follow that Bird!” is Eliza’s first children’s book. Inspired by the hilarious, though sometimes trying, antics of her own daughters, Eliza created the Ellie Belly series as a means to capture the hilarious moments with her children. The characters in the book, Ellie and Gabby, are loosely based on her real-life daughters. With the Ellie Belly series, Eliza also hopes to entertain children, inculcate learning in a fun way, nurture a love for animals and encourage the use of good English.

Childrens’ Books

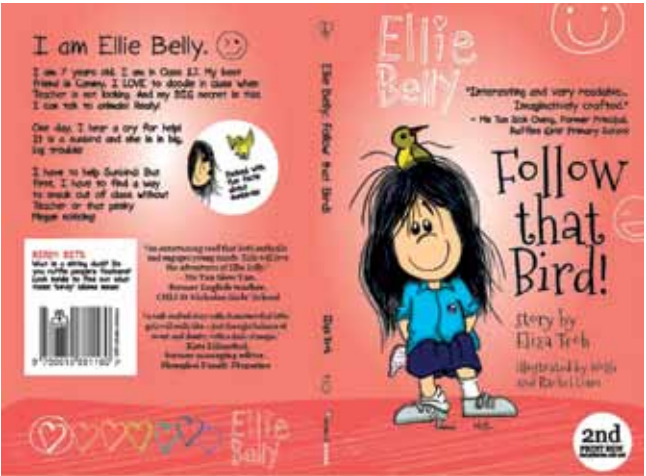
Ellie Belly: Follow that Bird!

Ellie Belly: Cat’s Out of the Bag

*Ellie Belly: Follow that Bird! was nominated for Popular Bookstore’s Readers’ Choice Awards 2011.



Ellie Belly: Cat’s Out of the Bag by Eliza Teoh



Ellie Belly: Follow that Bird! by Eliza Teoh



Eliza Teoh, Photo taken by Norman Ng

In The Spotlight Author

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Shamini Flint lives in Singapore with her husband and two children. She began her career in law in Malaysia and also worked at an international law firm in Singapore. She travelled extensively around Asia for her work, before settling down as a stay-at-home mum, writer, part-time lecturer and environmental activist.

Shamini writes children's books with cultural and environmental themes including "Jungle Blues" and "Turtle takes a Trip" and the "Sasha" series, which are mainly focused on Asia. She also writes crime fiction, the first four books are "Inspector Singh Investigates: A Most Peculiar Malaysian Murder", "Inspector Singh Investigates: A Bali Conspiracy Most Foul", "Inspector Singh Investigates: The Singapore School of Villainy" and "Inspector Singh Investigates: A Deadly Cambodian Crime Spree" published by international publisher Little Brown, translated and distributed across the world. The fifth title in the series published in April 2012 is "Inspector Singh Investigates: A Curious Indian Cadaver" with more to follow.

Novels

Inspector Singh Investigates: A Most Peculiar Malaysian Murder
Inspector Singh Investigates: A Bali Conspiracy Most Foul
Inspector Singh Investigates: A Singapore School of Villainy
Inspector Singh Investigates: A Deadly Cambodian Crime Spree
Inspector Singh Investigates: A Curious Indian Cadaver (NEW)
Published by Little, Brown, UK/ Minotaur US/and in various translations

Childrens' Novels

"Diary of a Soccer Star" and "Diary of a Cricket God"
- Published by Puffin India, Allen & Unwin, Australia, Sunbear Publishing.
"Ten"
- Published by Scholastic India and Sunbear Publishing
- Nominated for Red Dot Award, shortlisted for Hedwig Anuar Prize (2011)
"The Seeds of Time" and "Journey of the Chosen"
- Published by Sunbear Publishing

Children's Picture Books

Twenty-six titles published between 2004 – 2011 including the highly acclaimed 'Sasha' travel series, Jungle Blues, Turtle Takes a Trip and A T-Rex ate my Homework.

Non-fiction

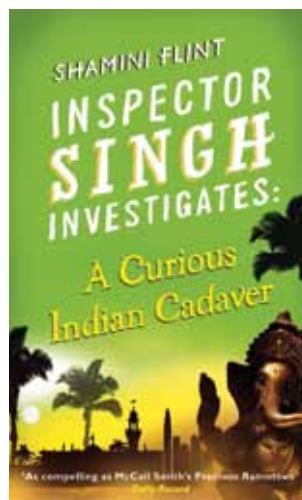
How to Win a Nobel Prize – A Stay-at-Home Mum's Guide



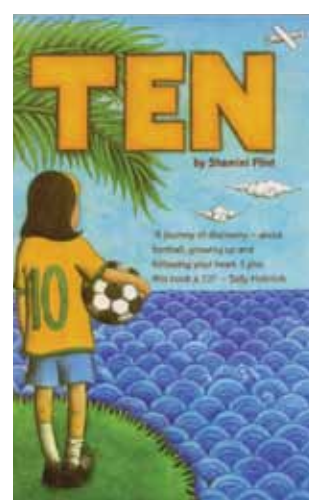
Shamini Flint



Panda Packs Her Bags by Shamini Flint



Inspector Singh Investigates:
A Curious Indian Cadaver
by Shamini Flint



Ten by Shamini Flint

In The Spotlight Cartoonist

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Iskander is a widely published professional cartoonist. He is the author of two cartoon books, "The Year In Singapore In Cartoons" and "Lily Chili". His work has appeared in TODAY Newspaper, NTUC This Week and in magazines such as FHM, I-S, Television Asia, Asia-Inc, Directions, Preview, 8 Days and Asian Diver. His cartoons have also been exhibited at the Singapore Cartooning Institute.

Iskander has a Master's Degree in Fine Arts, obtained at Lasalle College of the Arts.

He has conducted cartooning workshops and courses for many organisations and institutions, schools, companies and clubs, including People's Association, Civil Service Club, Ministry of Defense, Singapore American School, UWCSEA and Singapore Police Force. His animations have been commissioned by MTV and one of his original short animated films was in the Official Selection in the Singapore Short Film Festival.

His work in the fine arts, sculptures and paintings, have been exhibited at the prestigious Institute of Contemporary Art, and he has had solo shows at The Substation and dbi O Art Space and participated in exhibitions at The Sculpture Square, ION Art Space and in galleries and fairs both locally and abroad.

Iskander's first book, "The Year in Singapore in Cartoons", showed the funny side of Singapore, but in the context of factual news. Commissioned by the newspaper TODAY, Iskander created two to three cartoons per week, revealing a more lighthearted view of serious news as opposed to "Lily Chili", this collection of cartoons is not character-based but event-based. The book sold over 3,000 copies and was well received critically and by the public.

With Lily Chili, Iskander expressed his childhood experiences as well as his 15 years of living in Singapore. While there are universal emotions and reactions that everyone can relate to, you will find local settings and circumstances that make Lily's world firmly set in Singapore. Lily Chili shows there is some fun here in this little island state.

Comics

Lily Chili

The Year in Singapore in Cartoons



Iskander Walen



Lily Chili by Iskander Walen



Lily Chili by Iskander Walen

In The Spotlight

Comic Illustrator

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Yeo Hui Xuan (Xuan) grew up strongly influenced by her eldest sister, Yeo Hui San's (San) interest in comics, animations and video games. At a young age, she started doodling and drawing. As a primary school student, Xuan had her first illustration published in "Friday Weekly" (a student paper by SPH). This gave her the confidence to continue submitting work to the paper and started Xuan on the path to becoming a professional comic illustrator.

In 2001, Xuan and San formed a local Doujinshi Group, "Comix Pandora", to promote local creative art. Xuan continued to develop her technical drawing skills and was awarded a Certificate of Excellence in the AXN Anime Drawing Contest 2002. In the same year, she was invited to join Fast Food, a comic artist group supported by SPH.

In 2007, San introduced Xuan to Wee Tian Beng, Founder of TCZ Studio and the President of Comics Society (Singapore). He offered her guidance and eventually invited Xuan to be an exco-member of the Comics Society.

While pursuing her education in Nanyang Polytechnic, she won a Silver Award in the Digital Animation Category for the Safety@Work Creative Awards 2008. The award was jointly organised by the WSH Council (Workplace Safety and Health) and ST Engineering (Singapore Technologies Ltd) in collaboration with MOM (Ministry of Manpower). After graduating with a Diploma in Digital Media with Merit, Xuan decided to join TCZ Studio to pursue her dream of becoming a professional comic artist instead of continuing her studies.

Under Wee's tutelage and guidance, Xuan was selected as part of the first group of participants of the "Young Aspiring Comic Artist Project" organised by TCZ studio with support from MDA. In 2009, Xuan achieved her dream and became the first female full-time Comic Artist in Singapore, producing the comic title, "Dream Walker". This title was published in both English and Chinese, and was very popular with comic readers in Singapore. "Dream Walker" has become an ongoing series with 4 volumes published to date.

Dream Walker Series

- Vol 01: The Dreamscape
- Vol 02: A Child's Dream
- Vol 03: A New Power Awakens
- Vol 04: Friend or Foe



Yeo Hui Xuan



Dream Walker Series by Yeo Hui Xuan

In The Spotlight

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Magazines Integrated Private Limited (MINT) was incorporated in October 2009. "Pets" magazine was launched in February 2010 and "Epicure" in April 2010.

MINT received funding from MDA in October 2010 to embark on digital and mobile initiatives for these two magazine brands. Besides having its own dedicated website, Facebook page and monthly e-newsletter to complement the magazine, both titles have their own digitised versions and mobile APPS.

Revenue for both publications has more than doubled since its first year of operations and the company looks forward to continue to grow in the next two years amidst stiff competition.

MINT will be publishing its 3rd title "Hooked" in July 2012. "Hooked" targets fishing enthusiasts. This new magazine will be supported by the MDA for its digital programs.

Magazines

Pets

Epicure



Ho Sum Kwong



Epicure by Magazines Integrated Pte Ltd



Pets by Magazines Integrated Pte Ltd

In The Spotlight

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Rebecca Bisset started Expat Living over ten years ago as a home business, working from her dining table, and has grown steadily and organically. She had a head start with setting up the online portion of the business, Expat Living's website, through a grant from the Media Development Authority of Singapore which helped the magazine keep in line with trends, such as web publishing, e-magazines, online payment options and competition entries. It has also helped Rebecca to reach the rest of the world. For those considering doing business in Singapore, they do not have to wait until they get here to find out what it's like. Rebecca has kept her ear to the ground and has steered Expat Living successfully. Expat Living won MPAS's Best Integrated Media Brand of the year in 2011* – an honour and confirmation that the magazine is heading in the right direction.

Magazine

Expat Living

MPAS's Best Integrated Media Brand in 2011

*MPAS introduces the Integrated Media Brand of the Year award in 2011 to acknowledge the growing connectedness of new and traditional media platforms – be they print, broadcast, online, mobile, tablet or those yet to be invented. This honor goes to the brand that is getting the most from a range of media, building cross-platform sales, audience and lasting value.



Rebecca Bisset



Expat Living
by Rebecca Bisset



Expat Living by Rebecca Bisset

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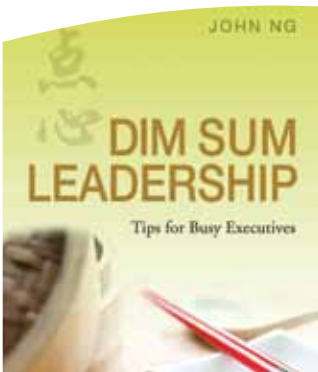
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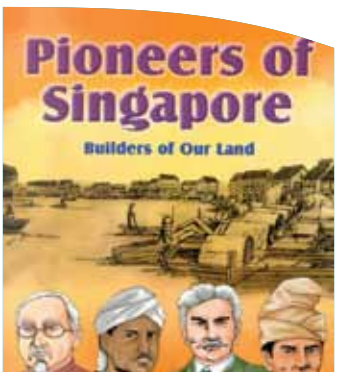
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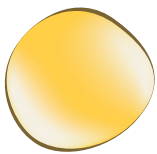


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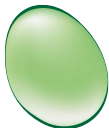
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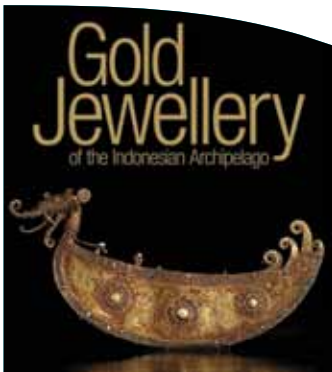
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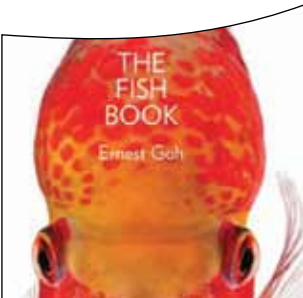
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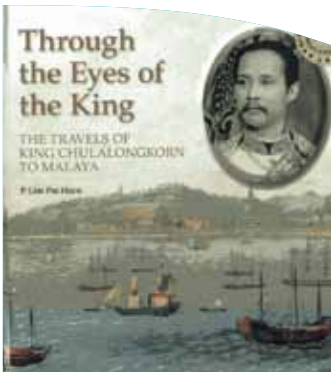
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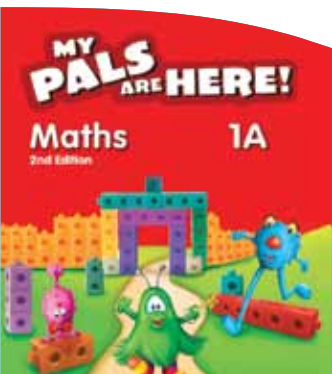
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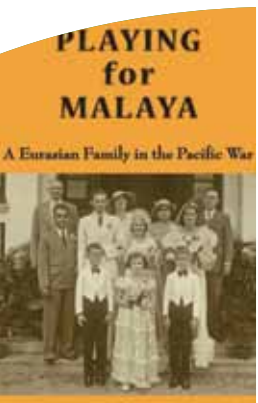
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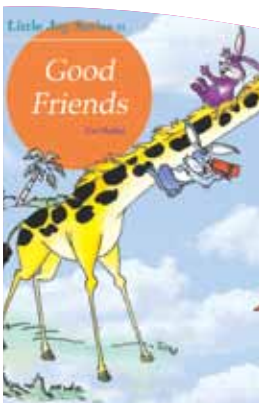
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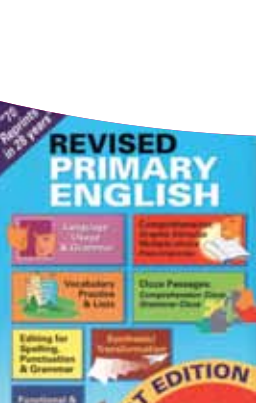
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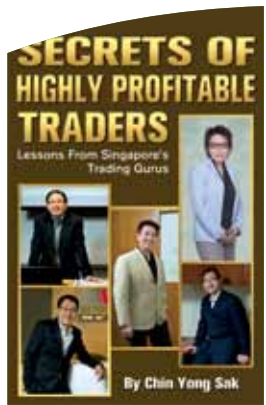
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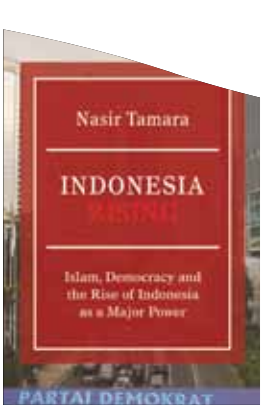
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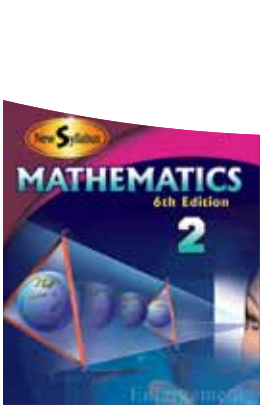
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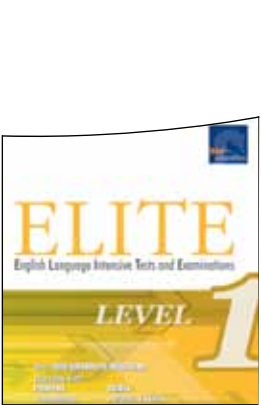
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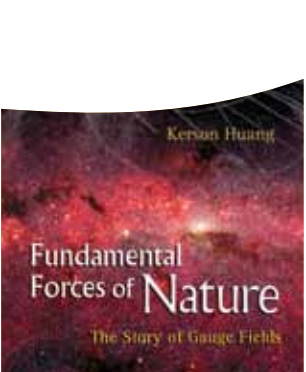
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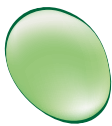


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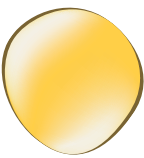


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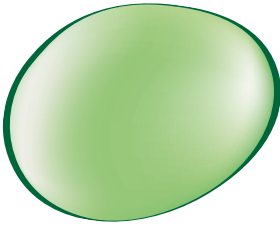
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GENRE:
Consumer, Online-only

INK Publishing

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GENRE:
Contract

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www.marketing-interactive.com
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GENRE:
Trade

Key Editions Pte Ltd

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WEBSITE:
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GENRE:
Consumer



Expat Living
by Expat Living Publications Pte Ltd



Eight
by INK Publishing



Child
by Key Editions Pte Ltd



Lifestyleasia
by Lifestyleasia.com



Marketing
by Lighthouse Independent Media Pte Ltd

Magazine Publishers

Magazines Integrated Pte Ltd

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GENRE:
Consumer

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WEBSITE:
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GENRE:
Consumer



Epicure
by Magazines Integrated Pte Ltd



Style
by MediaCorp Publishing Pte Ltd

MediaCorp Publishing Pte Ltd

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GENRE:
Consumer, Contract

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GENRE:
Consumer



Shares Investment
by Pioneers & Leader (Publishers) Pte Ltd



Escape!
by Regent Media Pte Ltd

Peter Knipp Holdings Pte Ltd

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GENRE:
Trade

Retail Asia Publishing Pte Ltd

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WEBSITE:
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GENRE:
Trade

Magazine Publishers

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GENRE:
Consumer, Online-only

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GENRE:
Consumer, Contract

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GENRE:
Consumer

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GENRE:
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GENRE:
Trade



Senatus
by Senatus Pte Ltd



Young Parents
by SPH Magazines Pte Ltd



Women's Weekly
by SPHM Pte Ltd



Control Engineering Asia
by Ten Alps Communications Asia Pte Ltd

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