

# Aboutwe Publishing

- **WORLD ENVIRONMENT** (Bi-monthly 20,000 copies)
- **HOMES** (Bi-monthly 40,000 copies in D9-11)
- **N.E.W Singapore Guide** (Quarterly 200,000 copies)



# N.E.W. Singapore Guide

- **The acronym N.E.W. represent the 3 key elements of Nature, Entertainment and Wellness**
- **Nature** - Host of information on locations of the nature discovery trails in Singapore, what to do, what can be found. There will also be “explore-on-your-own” half or one day types of routes on the guide. There will be special trails on blooming seasons, especially the migratory season for bird watching.
- **Entertainment** - A listing of the F&B outlets, such as the pubs on the beaches of Sentosa or food outlets at Fishermen’s Village at Pasir Ris Park. This will enable the visitors a wider choice of entertainment, an alternative to interact with nature and be close to nature as they enjoy and relax.
- **Wellness** - There has been a growth in the number of spa centres and resorts in Singapore and the region for rejuvenation, recuperation and solely relaxation purposes and it is in fact a testimony to the increasing need for the stressed out urbanites to relief their stress. Thus they seek to get back to basics, be close to the nature for a truly holistic restoration of their mind, body and soul.
- So for those looking for relaxation and stress relief, the listing under this category will be just what they are looking for. Acupuncture, spas, chiropractor, foot reflexology, health massage and other holistic treatment services and information readily available.

# N.E.W. Singapore Guide

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