



clubspirit

RATE CARD 2019/2020



BACKGROUND

Serangoon Gardens Country Club prides itself as an exclusive sports and recreational club for families located at the heart of Serangoon Gardens. The Club caters to more than 6,000 Members (including Corporate Members) and their families. The Members consist mainly of PMEBs, C-suite level managers and business owners who stay or work around the Serangoon Gardens area.

Besides in-Club advertising and notices, the bi-monthly *ClubSpirit* magazine is our Members' primary source of information. With a readership of 12,600, the magazine is mailed to every Member. Copies are also readily available all around the Club, as well as online (downloadable from our website).

MEMBER PROFILE

GENDER

Male	49.86%
Female	50.14%

AGE

Above 50	62.5%
31 to 49	25%
30 and below	12.5%

PROFESSIONS

C-suites	14%
PMETs	48%
Businessmen/Entrepreneurs	13%
Homemakers/Retirees	23%
Others	2%

NATIONALITY

Singaporeans & PRs	96%
Others	4%

ADVERTISING RATES

Full Page	S\$1,800
Half Page	S\$1,200
Double-Page Spread	S\$3,100
Inside Front Cover	S\$2,700
Inside Back Cover	S\$2,800
Outside Back Cover	S\$3,000
Specific Page	10% loading fee
Centre Spread	25% loading fee

Note: Above rates are subject to prevailing GST.

FREQUENCY DISCOUNT

3 insertions	15%
6 insertions	20%

SGCC MEMBER DISCOUNT

10%

TECHNICAL SPECIFICATIONS

SIZE	BLEED (HxW)	TRIMMED (HxW)	TEXT (HxW)
Full Page	303 x 216mm	297 x 210mm	277 x 190mm
Double-Page Spread	303 x 426mm	297 x 420mm	277 x 400mm
Half Page (Horizontal)	156 x 216mm	150 x 210mm	130 x 190mm
Half Page (Vertical)	303 x 111mm	297 x 105mm	277 x 85mm

MATERIAL REQUIRED

FORMAT

Print-optimised PDF file with embedded fonts. File should be compliant with ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1.

RESOLUTION & COLOUR

All images must be converted to CMYK, uncompressed, with a minimum resolution of 300dpi.

PROOF

A digital colour proof complete with standard trim and bleed marks must be supplied for colour guidance on press check.

BOOKING DEADLINE

4 weeks before publication date

MATERIAL DEADLINE

3 weeks before publication date

ADVERTISING ENQUIRIES

Diana Teo
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PUBLISHING AGENT



thinkfarm

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