



Club Spirit

Advertising Rate Card 2026

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

Besides in-Club advertising and notices, the bi-monthly Club Spirit magazine is our Members' primary source of information. With a readership of 12,600, copies are also readily available around the Club, as well as online (downloadable from our website).

Member Profile

Gender

Male	69.45%
Female	30.55%

Age

Above 50	65.6%
31-49	32%
30 & below	2.4%

Profession

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

Nationality

Singaporeans & PRs	93.6%
Others	6.4%

Magazine Advertising Rates (excluding GST)

Full Page (Full Colour)	\$1,500
Half Page (Full Colour)	\$750
Quarter Page (Full Colour)	\$450
Double-Page Spread (Full Colour)	\$2,800
Inside Front Cover (Full Colour)	\$1,800
Inside Back Cover (Full Colour)	\$1,800
Outside Back Cover (Full Colour)	\$2,000
Specific Page	10% top up
Centre Spread	25% top up

SGCC Member

10% Discount

Applicable to Club Spirit Magazine Advertising rates only

Materials 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. Size: 260mm (h) x 190mm (w) with 5mm bleed all around.

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 be supplied for colour guidance on press check

Artwork Approval Clause

All artwork submitted by the Vendor will be reviewed by the Club's Marketing & Communications team to ensure alignment with the Club's branding guidelines, quality standards, and overall creative direction. Where adjustments are required, the Vendor will be requested to revise and resubmit the artwork accordingly, and this collaborative process will continue until the artwork meets the Club's standards, at no additional cost. To ensure consistency across all Club platforms, artwork will only be published upon approval, and the Club may make minor refinements where necessary to optimise presentation and maintain brand consistency.

In-Club Advertising Rates – Print (excluding GST)

	Placement	Per Insertion Per Month
Noticeboards (A4)	Main Clubhouse	\$500
	Palm Wing	\$400
	Heliconia Wing	\$350
Standeers (Standard)		\$500
Banners (Standard)		\$800

- Client to provide artwork and content. Additional design services at \$300/request.
- Maximum of 3 revisions allowed per design.

Digital Advertising Rates (excluding GST)

Platform	Placement	Per Insertion Per Month
Club EDM (Newsletter)	Top Banner	\$500
	Mid	\$400
	Bottom	\$400
Website	Top Banner	\$1,000
	Bottom Page Banner	\$800
Social Media	Post (Facebook/Instagram/ Telegram)	\$200/month
	Story (Facebook/Instagram)	\$50/story

- Client to provide artwork and content. Additional design services at \$200/request.
- Maximum of 3 revisions allowed per design.

On-Site Advertising Rates – Print & Digital (excluding GST)

Location	Placement	Per Insertion Per Month
Main Clubhouse	Entrance Banner (14ft x 4ft)	\$2,000
	Carpark Barrier Banner (4ft x 1ft)	\$700 (both barriers)
	Digital Display (Vertical: 1080x1920px)	\$300
	Digital Display (Horizontal: 1920x1080px)	\$500
Palm Wing	Digital Display (Vertical: 1080x1920px)	\$300
Heliconia Wing	Digital Display (Vertical: 1080x1920px)	\$300
	Digital Display (Horizontal: 1920x1080px)	\$400
	Gardens Bowl Advertising (Upper Panel: 168x92cm)	\$500/panel
	Gardens Bowl Advertising (Lower Panel: 100x25cm)	\$300/panel

- Client to provide artwork and content. Additional design services at \$300/request.
- Maximum of 3 revisions allowed per design.

Booking Deadline

Two months before publication date (for magazine)

Materials Deadline

First day of month preceding publication (for all)

Advertising Enquiries

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