

THE SINGAPORE MARKETER

Knowledge for Marketing Excellence

Featuring innovative marketing strategies, ideas and concepts, *The Singapore Marketer* is a knowledge-based publication which highlights the trends and issues that most concern marketers today. With its strong editorial content, the publication is revered as the marketer's how-to guide and will increase your business credibility and the exposure of your product or service within the expansive circle of marketing practitioners. What's more, *The Singapore Marketer* is one of the most cost-effective advertising mediums you can find today.

READERSHIP, CIRCULATION & DISTRIBUTION

The Singapore Marketer is read by marketing, sales, public relations and advertising practitioners, HR professionals and PMEBS made up of business owners and senior managers from a diverse range of industries in Singapore and abroad. Published quarterly, *The Singapore Marketer* is distributed via subscription, retail sale from all major bookstores and newsstands island-wide, and controlled circulation to key decisions makers in the various marketing functions.

Ad Size	Trim Size	Bleed Size
Double Page Spread	W420mm x H280mm	W430mm x H290mm
Full Page	W210mm x H280mm	W220mm x H290mm
Half Page Horizontal	W200mm x H135mm	NA
Half Page Vertical	W100mm x H270mm	NA
Quarter Page Horizontal	W200mm x H65mm	NA
Quarter Page Vertical	W100mm x H135mm	NA

BOOKING CONDITIONS

1. Booking deadline is 30 days prior to first day of publishing month.
2. Copy deadline is 14 days prior to the first day of the publishing month. Publisher reserves the right to retract or use previous materials if copy is not received by deadline.
3. Cancellations are not accepted after booking deadlines.

MECHANICAL SPECIFICATIONS

1. Mechanical Data: Printing process - art paper printed on offset machine Artwork Material.
2. Delivery Options: Hi-res PDF file to be transferred to the Publisher via the Advertiser's FTP site. A low-res PDF is to be emailed to the Publisher as a visual reference.
3. Digital files have to be saved as hi-res PDF files that must be press optimised with images and fonts embedded. All files must be of at least 300 dpi high resolution with CMYK process colour. PDF files are to be saved in a CD and sent to the Publisher together with a colour printout as a visual reference. Materials received should be in printable file with no conversion required.
4. Inserts, Reprints and Split Runs Requests for inserts and reprints are welcome. Rates for these services are available upon request.

GENERAL CONDITIONS

1. All copy is subject to the approval of the Publisher, who may edit, revise or reject any advertisement without assigning reasons therefore.
2. In the event of complete material or copy instructions not being received by the appropriate deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the advertiser will be liable for full payment.
3. All complaints or claims regarding advertisement published must be made in writing within 15 days following the date of publication.
4. All advertising accepted for publication in *The Singapore Marketer* is subject only to the conditions set out on *The Singapore Marketer* advertising rate card and/or advertising order form.

FAST FACTS

Total Circulation	4,000
Readership	10,000
Frequency	Quarterly

ADVERTISING RATES S\$

Double Page Spread	3,800
Full Page	2,000
Half Page (H/V)	1,300
Quarter Page (H/V)	800

PREMIUM POSITION LOADING

Outside Back Cover	45%
Inside Front Cover	40%
First Right-hand Page	35%
Third Right-hand Page	30%
Other Nominated Position	25%

INSERTIONS & BULK BOOKINGS

Insertions and bulk bookings are available at attractive rates.

MATERIALS & ENQUIRIES

All advertising materials and enquiries are to be sent to Marketing Institute of Singapore, 51 Anson Road, #03-53 Anson Centre, Singapore 079904. Tel: (65) 6327 7590 Fax: (65) 6327 9741

Email: singaporemarketer@mis.org.sg