



**The British Association of Singapore,
470 North Bridge Road, #03-06A North Bridge Commercial Complex, Singapore 188735
Tel: 6339 8229 Fax: 6339 1167**

CIRCULATION: 1,500
CIRCULATION AREA: Singapore and Overseas
READERSHIP: 6,000
EDITORIAL COVERAGE: Features, Travel, Association News

DISTRIBUTION:

Members of the British Association of Singapore
The British High Commission
The British Council
The Tanglin Trust School
The British Club
The Tanglin Club
Singapore St. Andrew's Society
St. David's Society of Singapore
The St. Patrick's Society of Singapore
All major Relocation Agents in Singapore
Many major condominiums and serviced apartments throughout Singapore
Many major Dental Clinics and Health Clinics in Singapore

PROFESSIONAL PROFILE:

14% Accountants, Engineers, Bankers, Hoteliers, Finance
15% Managers, Lawyers & IT
10% Chairmen, Vice Presidents, General Managers, Managing Directors
3% Lecturers, Teachers, Diplomats
58% Others

AGE PROFILE:

1% : 20-30
14% : 30-40
46% : 40-50
31% : 50-60
8% : 60-70

PRINTING PROCESS:

Printed in full colour on glossy art paper, stapled

PUBLICATION FREQUENCY:

Monthly, 1st of the month

BOOKING DEADLINE:

5th of the month, prior to publication date

COPY DEADLINE:

13th of the month, prior to publication date

CANCELLATIONS:

After booking deadline, 25% of the cost is payable
After copy deadline, full charges will be incurred

SERIES DISCOUNT:

10% for 6 insertions per year
20% for 11 insertions per year (August/September issue combined)

AGENCY COMMISSION:

15%

FULL PAGE SIZE:

29.7 x 21cm (bleed)

1/2 PAGE SIZE:

26 x 9cm (vertical) 13 x 18cm (horizontal)

1/4 PAGE SIZE:

9 cm x 12.5cm

DOUBLE PAGE SPREAD:

26 x 39cm



ADVERTISEMENT RATES

<u>POSITION & TYPE</u>	<u>FULL COLOUR S\$</u>
Outside Back Cover	1,600.00
Inside Front Cover	1,450.00
Inside Back Cover	1,450.00
Full Page Run-of-book	1,250.00
1/2 Page Run-of-book	800.00
1/4 Page Run-of-book	425.00
Double Page Spread (not centre spread)	2,200.00

Loose Insertions:	Singapore Circulation (Max. 1,500)	
	Single (Max. 29.7 x 21cm unfolded, Max. 20grams)	\$450.00
	Double (Max. 29.7 x 21cm folded, Max. 20grams)	\$550.00
	Loading: 10% for each additional 5grams	

ADVERTISING REQUIREMENTS FOR THE BEAM

For a full page ad in A4.

Trim Size : 210mm x 297mm (actual size)

Bleed size : 216mm x 303mm

For half page HORIZONTAL ad:

Trim Size : 180mm x 130mm

For half page VERTICAL ad:

Trim size : 90mm x 270mm

For Quarter page ad in A4

Trim size : 90mm x 130mm

Colours

Ensure all colour documents (including embedded graphics) are generated for four colour reproduction (CMYK). Files supplied as spot colours (e.g. Pantone) will be converted to CMYK. If colour accuracy is critical, please provide hard copy desired colour-proof.

File Format

Acceptable Format : JPG / TIFF / PDF / EPS / AI

PDF: a press optimised pdf file (Acrobat generated) with all fonts and high-res images embedded.

Full page ads should have crop marks and bleed.

Digital artwork : please ensure that linked images and fonts are also supplied, otherwise fully flattened.

All text in vector graphics (created in Illustrator) should all be converted to 'paths'.

All artwork should be at **300 dots per inch** at the **final print size**

For further information please contact:

The Advertising Manager Meng

Tel: 6339 8229 or Fax: 6339 1167 Email: info@britishassociation.org.sg