

ADVERTISING RATES

ENQUIRIES: 6238 5971



DISPLAY

Base Rate

FULL PAGE	370mm X 259mm	\$4,500
JUNIOR PAGE	277.5mm X 194.25mm	\$3,400
HALF PAGE VERTICAL	370mm X 129.5mm	\$2,800
HALF PAGE HORIZONTAL	185mm X 259mm	\$2,500
QUARTER PAGE	185mm X 129.5mm	\$1,400
FRONT PAGE BOTTOM BANNER	50mm X 259mm	\$2,500

Premium Page

RIGHT HAND PAGE, FRONT HALF	+ 30%
LEFT HAND PAGE, FRONT HALF	+ 20%
SPECIFIED PAGES	+ 30%
BACK COVER	+ 25%
INSIDE BACK COVER	+ 20%
FALSE COVER	+ 50%
COVER WRAP (370mm X 538mm)	+ 50%
CENTRESPREAD (370mm X 538mm)	+ 50%

Specified Positions / Creative Buys

ODD SHAPE / ODD SIZE / ODD POSITION	+ 50%
CREATIVE BUYS	UPON REQUEST

(belly bands, supplements, advertorials, inserts, samplings, etc)

Deadlines (Display)

BOOKING DEADLINE	5pm Friday (the week before the publishing date)
MATERIAL SUBMISSION	5pm Monday (the week of the publishing date)
CANCELLATION	10 days before publishing date

Terms of Payment: 30 days from publishing date for display advertisements.

Please make cheque payable to: AllProperty Media Pte Ltd

CLASSIFIEDS

STANDARD	50mm X 50mm	\$65
BOTTOM PAGE BANNER	30mm X 259mm	\$1,200

Deadlines (Classifieds)

BOOKING DEADLINE	5pm Monday
MATERIAL SUBMISSION	5pm Tuesday
MATERIALS REQUIRED	High-res PDF (CMYK, 300dpi)
AGENCY COMMISSION	15% of Net Rate

Immediate payment for Classifieds advertisements via online or cash/ credit card at the office.

GENERAL INFO & REQUIREMENTS

FREQUENCY:	Fortnightly
PRODUCT SIZE:	Tabloid (390mm X 279mm)
CIRCULATION:	75,000

Publication Dates

ISSUE NO 1	Friday, November 11
ISSUE NO 2	Friday, November 25
ISSUE NO 3	Friday, December 9
ISSUE NO 4	Friday, January 13
ISSUE NO 5	Friday, February 10
ISSUE NO 6	Friday, February 24
ISSUE NO 7	Friday, March 9
ISSUE NO 8	Friday, March 23
ISSUE NO 9	Friday, April 13
ISSUE NO 10	Friday, April 27
ISSUE NO 11	Friday, May 11
ISSUE NO 12	Friday, May 25
ISSUE NO 13	Friday, June 15
ISSUE NO 14	Friday, June 29

Distribution

Mornings & Lunchtime : Outskirts of MRT stations in the Central Business District and Satellite towns

Evening : Outskirts of MRT stations at satellite towns and Park & Ride locations

Premium Distribution : 150 Social Clubs, Golf Clubs and Coffee Clubs

Digital Distribution : 55,000 subscribers to the daily and weekly property news

About The PropertyGuru

PropertyGuru is Asia's Leading Property Group with presence in four countries across South East Asia with over 4.5 million users generating over 50 million page views per month. It received multiple awards recognising its contribution and value to the industry.

The mission of The PropertyGuru is to provide readers with insight, ideas and information on all aspects of the property market, and to provide developers and agents with an alternative way of connecting with their target market.

The website uses multimedia rich content, advices, guides and news to help in making the right decisions on residential and commercial properties, be it for sale, rent or investment.

The print version — The PropertyGuru — provides exclusive content that our readers can use. The stories, columns and features are fresh, entertaining and insightful. Whether you're a first-time buyer, an experienced property investor or just looking for a place to rent, The PropertyGuru provides readers with the knowledge they need to make an informed decision. It is a must-read for anyone with an interest in property and real estate.