

# GOLF/ WOMEN

## mediakit 2019

Print  
Media  
Information

**SIZE** 275 mm X 210 mm (H X W)

**ISSUE DATES** FEB • MAY • AUG • NOV

### CIRCULATION BREAKDOWN

CONTROLLED TO LADY MEMBERS OF SINGAPORE GOLF CLUBS .....	5,800
NEWSSTANDS .....	1,000
SELECTED GOLF EVENTS & CORPORATE TOURNAMENTS .....	800
SELECTED WEALTH MANAGEMENT CENTRES .....	1,350
SUITES OF CHOICE HOTELS IN SINGAPORE .....	800
AIRPORT LOUNGES: • CIAS Lounge (includes Delta Airlines, KLM & Garuda) • Emirates • JetQuay • Malaysia Airlines Golden Lounge • SATS Premier Club & Rainforest Lounges • Singapore Airlines – Silver Kris, KrisFlyer & Gold Lounges • Thai Airways International .....	1,200
READING ROOMS/AREAS OF CLUBS .....	800
TRAVEL AGENTS IN SINGAPORE .....	300
SELECTED GOLF SHOPS .....	100
<b>TOTAL CIRCULATION</b> .....	<b>12,150</b>

### ADVERTISING RATES \*Prices stated are subject to GST.

Sizes	Rates (in Singapore Dollars - SGD)
1st Double Page Spread (Page 2-3)	\$ 12,200.00
2nd Double Page Spread (Page 4-5)	\$ 11,550.00
3rd Double Page Spread (Page 6-7)	\$ 11,300.00
Full Page (Page 1)	\$ 6,800.00
Full Page (Facing Editor's Page)	\$ 5,700.00
Full Page (Facing Contents)	\$ 6,250.00
Full Page (Facing Contributors 1)	\$ 5,600.00
Full Page (Facing Contributors 2)	\$ 5,500.00
Double Page Spread	\$ 10,500.00
<b>Full Page Full Color</b>	<b>\$ 5,250.00</b>
1/2 Page (Horizontal/Vertical)	\$ 3,150.00
Outside Back Cover	\$ 10,200.00
Inside Front Cover	\$ 7,600.00
Inside Back Cover	\$ 6,500.00



### READERSHIP PROFILE:

**High Propensity to spend with at least one golf club membership in Singapore.**

- > Powerful women executives, C-suite, businesswomen, socialites, cosmopolitan PMEBs
- > Ladies of leisure
- > Trendsetters and stylish on and off course
- > Embrace the finest pleasures in life
- > Well-travelled

Official Media Partner



#### Terms & Conditions:

**COMMISSION** 15% commission to recognized advertising agencies provided authorized contract on file and payment is made within 30 days of invoice date.

**CREDIT** Payments for advertisement are to be made strictly within 30 days after publication. A delinquency charge of 2% per month will be made on all outstanding invoices.

**CANCELLATION** Any cancellation of advertisement must be made 45 days before publication date. Otherwise, the full advertisement fee will be levied. The Publisher reserves the right to use previous advertisement materials if new ones are not received by deadline. The full advertisement fee is applicable if the space booked has not been cancelled before the stipulated deadline.

**PAYMENTS** Payments should be made in Singapore Dollars and cheques crossed to: SPH PACOM PTE LTD

#### SPH PACOM PTE LTD

1000 Toa Payoh North, News Centre, Singapore 318994

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