

**SKETCHING
THE FUTURE**

People and
culture are
what make
a city.

**THE RIGHT
TO LEARN**

Making
quality
education
accessible.

**A DIFFERENT
PERSPECTIVE**

The key to
understanding
other
communities.

S I N G L E P O I N T O F I E L D

**MORE
THAN MEETS
THE EYE**





SINGAPORE

SINGAPORE, a tri-annual publication of the Singapore International Foundation (SIF), helps build a better understanding of our country among the international community. The magazine features stories about citizen ambassadors and their efforts to build international understanding and forge friendships across cultures. It also showcases the work of social enterprises and volunteerism initiatives from Singapore organisations in enriching lives, effecting positive change and uplifting communities. The publication also offers insights on how arts and cross-cultural collaborations and exchanges help to bridge communities, and turns the spotlight on a Singapore that is not immediately evident.



AD SALES 6571-7143
stangan@sph.com.sg

AD TRAFFIC 6319-6339
rahmah@sph.com.sg

FAST FACTS

CIRCULATION 10,000
READERSHIP 20,000
FREQUENCY TRI-ANNUAL (APR, AUG, DEC)

TARGET READERS PROFILE

GENDER (%)
Male 52
Female 48

OCCUPATION
Professionals, Managers & CEO 65

PERSONAL MONTHLY INCOME
S\$20,000 and above 45

MANDATORY MATERIAL REQUIREMENTS

FORMAT: Print-optimized PDF file with embedded fonts. File should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1. It should be submitted via Quickcut, EADS or Adsend electronic file transmission applications.

RESOLUTION & COLOUR: All images must be converted to CMYK, uncompressed, with minimum 300dpi.

PROOFS: If a colour proof is supplied, it should contain Ugra / Fogra Media Wedge V3 complete with standard trim and bleed marks.

FOGRA STANDARD: All advertisement materials must adhere to the Fogra Standard.

For the latest magazine specifications or if you require more information on the preparation of PDF files, please call Ad Traffic at 6319 6339 or email: rahmah@sph.com.sg

FOCUS PUBLISHING LIMITED

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Podium Level 4, Singapore 318994.
Co. Regn. No: 198600587K

ADVERTISING RATES

ADVERTISEMENT (FULL COLOUR)

ADVERTISEMENT (FULL COLOUR)	RATES (S\$)
R.O.P Full Page	3,500
Inside Back Cover	4,200
Outside Back Cover	6,000
Double Page Spread	6,300
½ (Vertical/Horizontal)	2,100

FREQUENCY	DISCOUNT	PREMIUM	POSITION
2 Insertions	10%	Front Half	15%
4 Insertions	15%	Specific Position	15%

TECHNICAL SPECIFICATIONS (height x width, mm)

SIZE	TRIMMED	BLEED	TYPE AREA
*Full Page	257 x 180	263 x 186	237 x 160
Double Page Spread	257 x 360	263 x 366	237 x 340
½ Page (Vertical)	257x 90	263 x 96	237 x 70
½ Page (Horizontal)	128 x 180	134 x 186	108 x 160

* R.O.P., IBC, OBC.

All advertisement with or without colour background is recommended to have key line around the advertisement.

Copy and illustration must be kept at least 5mm away from spine and trim line. For double page spread ads, a gutter allowance of 5mm per page is recommended.