



SINGAPORE
BUSINESS REVIEW
MEDIA KIT

sbr.com.sg



ADVERTISING
+65 3158 1386

advertising@charltonmediamail.com

ABOUT US

Singapore Business Review is the industry magazine serving Singapore's dynamic business community. Independent, incisive, and authoritative, it is the definitive magazine for Singapore's business elite. It is the only local business magazine in Singapore guaranteed to reach senior decision makers in the top 1,700 companies with combined sales of S\$692 billion and 94% of listed companies.

It has been voted local business magazine of the year many times and is the highest ABC audited circulating business magazine in Singapore.

Singapore Business Review offers fresh perspectives and ideas to guide its readers through the challenges and complexities of their businesses, providing opinion and analysis on all areas of business to improve performance.

Singapore Business Review brings readers unique content, news and ideas not available in regional business media. It fills a much-needed space for local, non-financial business news and analysis.

The print magazine is published quarterly and covers in depth issues and stories with a longer time frame.

The website is refreshed daily and covers daily news and stories with an immediate relevancy.

Together, the print magazine, website and newsletters provide an excellent platform to reach elite level decision makers.



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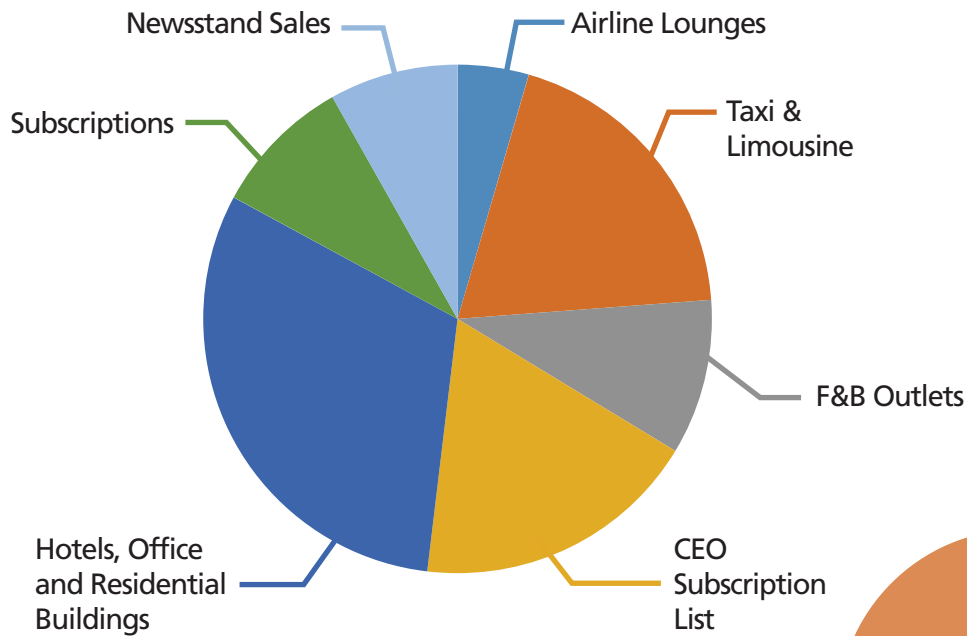
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CIRCULATION AND READER PROFILE

Singapore Business Review is printed quarterly, and it goes out to the senior management in Singapore's business firms through direct mail delivery and bulk copies to their headquarters. Copies are available through paid subscription and also on a controlled basis to qualifying readers.

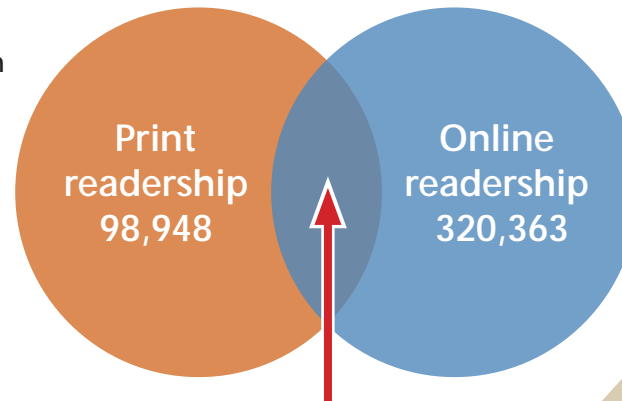
It has an audited circulation guaranteed at 23,116 copies reaching 98,948 readers.

CIRCULATION BY DISTRIBUTION



ONLINE READERSHIP:

Annual unique visitors.....	2,034,943
Annual page views.....	4,796,458
Monthly unique visitors.....	193,748
Newsletter subscribers.....	50,553
Monthly reach web & newsletter.....	244,301
Monthly banner impressions on website.....	134,989



Total combined print and digital audience reach: 419,311

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CREATIVE SOLUTIONS

DIGITAL EVENTS - Webinars & virtual roundtables

Webinars and virtual roundtables are taking the Singapore Business Review event experience to a whole new level and continually forging connections between SG's business leaders.

Produced to address the most pertinent industry issues while letting you influence the discussion to leverage your products as a suitable solution for these pain points.

AWARDS

Each year we host a number of Awards to recognise the best companies in Singapore. Talk to us about becoming involved as a partner to position your company alongside the industry leaders.

PODCAST

This dynamic medium is the perfect way to deliver a regular dose of informative discussion wherever your audience might be. Engage with the C-level executives of large companies across Asia and gather valuable and timely insights for the industry.

CONTENT CREATION & DISTRIBUTION

Publish an evergreen piece of content combining the essential elements of advertising to provide compelling information about your solutions and their benefits.

CREATIVE MEDIA BUYS

Popular options include cover buys or wraps which puts you literally on the cover of the magazine ensuring you are seen first by your audience. Another popular option is a corporate profile where we interview you and your team.

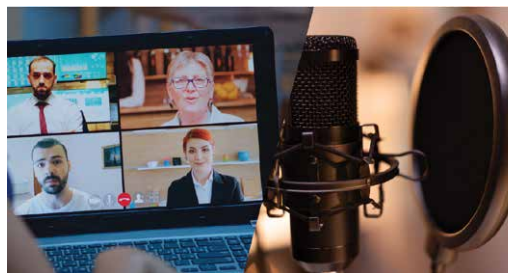
FEATURES CALENDAR

In today's fast moving news environment we find it makes little sense to settle on what topic will be most interesting to the readers next week, let alone six months from now. This is why we do not have an advanced editorial calendar.

On the website, we have different sections and we find the best articles each day for those sections.

Likewise in the magazine, we have different sections and we decide at the editorial meetings what are the most relevant story topics for those features and then we create them, often just a few weeks before the magazine goes to print.

If you are looking for relevant editorial, may we suggest talking to our sales team about us tailoring an advertising feature that best suits your needs and budget.



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TESTIMONIALS

“ Kudos to Team SBR and thanks for partnering with OutSystems on this journey, a truly rewarding 3-months campaign. We are appreciative of all the efforts in putting this great webinar together, and even happier to learn that today’s session is one of SBR’s largest turnout, given that in most corners of the world, webinar fatigue has crept in, a reality that pushes us to be even more creative and innovative in how we bring our events and forums to share with the wider audiences. Not an easy task! ”

Vivien Oh
Field Marketing Manager, Outsystems

“ First of all, I'd like to thank the Singapore Business Review as well as the judges for giving us this award. To be recognised this way really validates our solution and its relevance to the market. ”

Ricky Lim
Head of IT, APAC Philips Global IT
Philips Electronics Singapore

“ It’s been a pleasure for me and thank you very much for the great opportunity to be part of the panel session I hope my story resonates with the viewers and also relatable to them. ”

Keith Tan
Founder and CEO, Crown Group

“ We are very honoured to receive an award from Singapore Business Review, which is seen as the industry's definition and endorsement of our business class digital network in meeting their needs. ”

Heng Kwee Tong
Head, Engineering and Customer
Solutions, SPTel Pte. Ltd.

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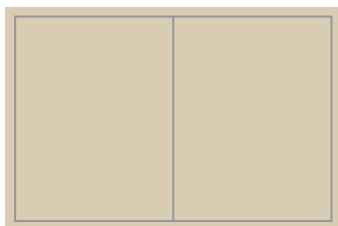
RATE CARD

ADVERTISING RATES	CASUAL	2X	4X
DOUBLE PAGE SPREAD	SGD 13,000	SGD 11,305	SGD 10,710
FULL PAGE COLOUR	SGD 7,000	SGD 6,690.50	SGD 5,391
HALF PAGE COLOUR	SGD 4,800	SGD 3,790.50	SGD 3,591
STRIP AD	SGD 2,990	SGD 2,840.50	SGD 2,691

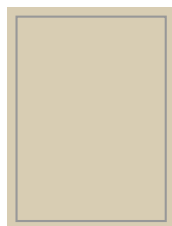
PREMIUM POSITIONS	CASUAL	2X	4X
INSIDE FRONT COVER	SGD 8,990	SGD 8,590.50	SGD 8,191
OUTSIDE BACK COVER	SGD 8,990	SGD 8,590.50	SGD 8,191
INSIDE BACK COVER	SGD 7,990	SGD 7,640.50	SGD 7,291
OPPOSITE AGENDA	SGD 7,990	SGD 7,640.50	SGD 7,291
OPPOSITE CONTENTS	SGD 7,990	SGD 7,640.50	SGD 7,291
OPPOSITE MOST READ	SGD 7,990	SGD 7,640.50	SGD 7,291
CENTER-FOLD	SGD 15,000	SGD 13,305	SGD 12,710

CREATIVE EXECUTIONS	RATES
BELLY BANDS	SGD 10,000
INSERT 1PP 80 GSM	SGD 10,000
STICKER ON COVER	SGD 3,000/1,000
COVER WRAP	SGD \$15,000
EMAIL BLAST	SGD \$5,000
EVENT COVERAGE	SGD \$5,000

MATERIAL SPECS



FULL PAGE DOUBLE SPREAD
 Text area: 260mm x 405mm
 Trim size: 275mm x 420mm
 Bleed size: 285mm x 430mm



FULL PAGE
 Text area: 260mm x 195mm
 Trim size: 275mm x 210mm
 Bleed size: 285mm x 220mm



HALF PAGE VERTICAL
 265mm (h) x 100mm (w)



HALF PAGE HORIZONTAL
 130mm (h) x 200mm (w)



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DIGITAL RATE CARD

WEBSITE



- **Top Leaderboard**
(970x90 pixels, runs on all pages)
Monthly: SGD 5,000
- **Top Banner Ad** - Above Top News and In Focus (728x250 pixels, runs on all pages)
Monthly: SGD 5,000
- **Right Hand Square 1**
(300x250 pixels, runs on all pages)
Monthly: SGD 4,000
- **Right Hand Square 2**
(300x250 pixels, runs on all ages)
Monthly: SGD 3,000
- **Banner 1**
(728x250 pixels, runs on all pages)
Monthly: SGD 4,000
- **Right Hand Square 3**
(300x250 pixels, runs on all ages)
Monthly: SGD 2,000
- **Banner 2**
(728x250 pixels, runs on all pages)
Monthly: SGD 3,000
- **Banner 3**
(728x250 pixels, runs on all pages)
Monthly: SGD 2,000
- **Right Hand Square 4**
(300x250 pixels, runs on all ages)
Monthly: SGD 2,000



NEWSLETTER



- **Top Leaderboard**
(970x90 pixels, runs on all pages)
Monthly: SGD 3,000
- **Top Banner Ad**
(728x250 pixels, runs on all pages)
Monthly: SGD 3,000
- **Banner 1**
(728x250 pixels, runs on all pages)
Monthly: SGD 3,000
- **Banner 2**
(728x250 pixels, runs on all pages)
Monthly: SGD 2,500
- **Banner 3**
(728x250 pixels, runs on all pages)
Monthly: SGD 2,500
- **Right Hand Square 1**
(360x300 pixels, runs on all ages)
Monthly: SGD 2,000
- **Right Hand Square 2**
(360x300 pixels, runs on all ages)
Monthly: SGD 2,000
- **Right Hand Square 3**
(360x300 pixels, runs on all ages)
Monthly: SGD 1,500
- **Right Hand Square 4**
(360x300 pixels, runs on all ages)
Monthly: SGD 1,500



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