

# Our Profile is your Profile. Reach Out! Advertise in ClubSpirit!

## THE MAGAZINE

*ClubSpirit* is a bi-monthly magazine of Serangoon Gardens Country Club. Distributed in the first week of every alternate month, Club-Spirit brings to its members snippets of past events - sporting and social, as well as upcoming events that are of interest to members.

The magazine is also geared towards providing members with a reader-friendly and pictorial source of information in and around the Club.

## THE READERS

ClubSpirit attracts a readership of approximately 10,300. Readers range from family units, professionals, entrepreneurs, to engineers and bankers. It is a magazine with a wide range of readers, and caters to the needs of everyone in the club.

## THE CIRCULATION

3,700 copies are mailed directly to individuals, corporations, associations, selected local clubs as well as reciprocal clubs around the world. This ensures that you get more coverage for your advertising dollar.

MEMBERSHIP PROFILE	
Occupation	Percentage
Businessmen	14%
Upper Management	14%
- Chairman	
- CEOs	
- Directors	
Managers	12%
Professionals from specialized fields	11%
- Medical	
- Engineering	
- Education	
Finance Professionals	4%
Executives	4%

### Full Colour

Full Page .....	\$900
Half Page .....	\$600
Double Spread .....	\$1,500
Inside Front Cover .....	\$1,200
Inside Back Cover .....	\$1,100
Outside Back Cover .....	\$1,380

### Black & White

Full Page .....	\$600
Half Page .....	\$400
Loose Inserts .....	\$0.25 per insert

### Series Discount

3 inserts per annum .....	15%
6 inserts per annum .....	30%

### Loading

Specific page .....	10 %
Centrespread .....	20 %

### Full Page

Trimmed Size .....	210 mm x 297 mm
Bleed Size .....	216 mm x 303 mm

### Half Page

Horizontal .....	210 mm x 150 mm
Vertical .....	297 mm x 105 mm
Double Spread .....	410 mm x 297 mm

**Frequency** ..... Bi-monthly Full Issue  
Dec, Feb, Apr, Jun, Aug, Oct

**Circulation** ..... 3,700

**Readership** ..... 10,300