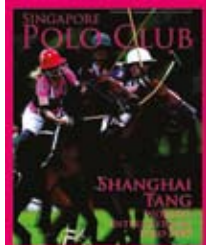
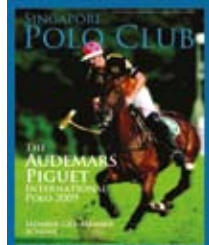
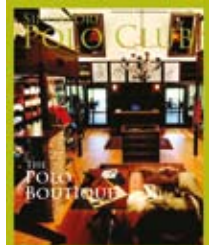
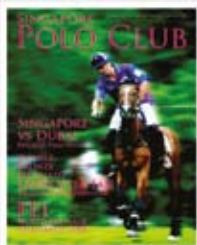


# SINGAPORE POLO CLUB

RATECARD



Singapore Polo Club Quarterly Magazine serves as an informative guide on polo & equestrian activities at the Club. It is also the definitive guide to sporting and social events at the Club and reaches an influential database of readers.



**SINGAPORE  
POLO CLUB**

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## ADVERTISING RATES

| FULL COLOUR        | (\$\$)    |
|--------------------|-----------|
| Back Cover Outside | S\$900.00 |
| Back Cover Inside  | S\$750.00 |
| ROP Full Page      | S\$600.00 |
| ROP Half Page      | S\$450.00 |

## ADVERTISING RATES (height X width, mm)

| SIZE               | TRIMMED         | BLEED           |
|--------------------|-----------------|-----------------|
| Back Cover Outside | 260(h) x 210(w) | 266(h) x 216(w) |
| Back Cover Inside  | 260(h) x 210(w) | 266(h) x 216(w) |
| ROP Full Page      | 260(h) x 210(w) | 266(h) x 216(w) |
| ROP Half Page      | 120(h) x 194(w) |                 |

## TERMS & CONDITIONS

- a. **Digital File Transfer**
  - i. Transmission File Format/Standard file format: This should be in Portable Document Format (PDF). This format has been selected because fonts other than those available may be used. Ad agencies are advised to print the converted PDF file to vet before transmitting the digital files. Do not use Acrobat Distiller 5 or above to convert your files to PDF.
- b. **Text Elements**
  - i. All printer fonts, including those used to create EPS logos in the ad, must belong to Adobe postscript level 1 or 3 font family. They must be embedded in the final PDF file for transmission. If non-Adobe postscript fonts must be used, convert the typeface to path.
- c. **Graphic Elements**
  - i. Avoid intricate layering blends as they may not turn out as expected on print. When creating clipping paths, minimise the number of points used. Using complex patterns as fills and masking photos to latter may cause problems at output. EPS and TIFF formats for graphic files work well. PICT is not recommended. The recommended minimum resolution is 300dpi. When saving Photoshop EPS files, do not tick halftone screen, transfer function and postscript colour management.
- d. **Digital Ad Assembly**
  - i. Import graphics directly into page-layout programs. Avoid shared-document features and do not use the published, subscribe, cut/copy and paste features for graphics. An EPS file nested within another EPS file may result in nested files not being output properly.
- e. **Conditions for copy**
  - i. Digital file: 12pm, seven days before publication or otherwise advised by the publisher.
  - ii. If the advertising materials are not up to stipulation, the publisher will not be responsible for unsatisfactory reproduction.
  - iii. If advertising material is handed in after the stipulated deadline, there will be a surcharge of 30% of the advertising cost.
- f. **Cancellation Deadlines & Conditions:**
  - i. For cancellation of advertisements within 14 days from the deadline, 50% of the advertising fee will be refunded.
  - ii. Unless the cancellation is done within stipulated deadlines, a surcharge of 100% of advertising cost will be imposed.

## FAST FACTS

Singapore Polo Club Quarterly Magazine reaches 1,200 members of the Singapore Polo Club, comprising of mainly high net worth individuals and jet-setting professionals such as CEOs, company directors, doctors, lawyers and sole proprietors.

FREQUENCY QUARTERLY

## READERSHIP PROFILE

| AGE          | (%)  |
|--------------|------|
| Below 35     | 5.5  |
| 35 to 44     | 26.5 |
| 45 to 54     | 39.3 |
| 55 to 64     | 20.7 |
| 65 and above | 8    |

## NATIONALITY (%)

|                                 |      |
|---------------------------------|------|
| Singapore & Permanent Residents | 55   |
| Britain                         | 15.5 |
| Australia                       | 4.3  |
| America                         | 4.3  |
| Malaysia                        | 3    |
| France                          | 2.3  |
| Others                          | 15.6 |

## LYON & DIANZI

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Ad Sales: **68832178**