

SINGAPORE

# POLO



*Singapore Polo*, an annual publication of the Singapore Polo Club, serves as an informative guide on polo and equestrian related activities worldwide, reaching an elite niche readership of 2,000 from local and overseas communities.



**AD SALES 6319 3022**

**AD TRAFFIC 6319 6340**

## THE SINGAPORE POLO READER

Readers of Singapore Polo are local and expatriate members of the Singapore Polo Club comprising high net worth individuals and jet-setting professionals such as CEOs, company directors, doctors, lawyers and sole proprietors, as well as polo players and enthusiasts around the world.

## INSIDE EVERY ISSUE

- Profiles of polo players
- International coverage of polo and equestrian related activities
- Articles on horse health, training and care, horse riding and equine-related travel
- Record of the year's highlights
- Valuable resource about polo and horses

## ADVERTISING RATES

FULL COLOUR	(S\$)
Outside Back Cover	2,500
Inside Front Cover	1,950
Inside Back Cover	1,650
Double Page Spread	2,300
Full Page	1,200
Half Page	660

\*Prices quoted are before GST

## TECHNICAL SPECIFICATIONS (height x width, mm)

SIZE	TRIMMED	TEXT	BLEED
Double-page Spread	297 x 420	277 x 400	303 x 426
Full Page	297 x 210	277 x 190	303 x 216
Half-page (Horizontal)	148 x 210	128 x 190	154 x 216
Half-page (Vertical)	297 x 105	277 x 85	303 x 111

\*Deadline: 8 weeks before publication

### MANDATORY MATERIAL REQUIREMENTS

**FORMAT** | Print-optimised with font embedded PDF files. File should be compliant to the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1. Material is preferred to be delivered via Quickcut, or otherwise in soft copy on a CD-ROM.

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

**PROOFS** | A copy of colour digital proof with SPHM colour control bar to be supplied for colour guidance on press, complete with standard trim and bleed marks.

For the latest specs, please call Ad Traffic at **6319 6340** if you require more information on preparation of PDF files. All advertisement materials must adhere to the SPH Magazines Colour Standard which can be downloaded from our corporate website at <http://www.sphmagazines.com.sg/advertise-here>

### SPH MAGAZINES PTE LTD

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## FAST FACTS

**CIRCULATION 2,000**

Singapore Polo reaches 1,200 members of the Singapore Polo Club. In addition, 800 copies of the magazine are circulated among major polo clubs worldwide. The annual magazine is also available at Singapore Airlines' SilverKris Lounges at Changi Airport Terminals 1 and 2, as well as Star Gold and SilverKris Lounges at Changi Airport Terminal 3.

**FREQUENCY Annual**

## 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