

AUSTCHAM ACCESS ASIA MAGAZINE MEDIA KIT

ACCESS ASIA MAGAZINE

The Access Asia Magazine provides our readers with insights about the latest industry trends and ways to connect businesses in the region.

It is published bi-monthly and the only communication platform that presented in both printed and digital copy.

We offer five different advertising opportunities on Access Asia magazine to facilitate your connection with the AustCham community.



600 PRINTED COPIES

Distributed to:

- ✓ Members
- ✓ International Schools
- ✓ Relocation companies
- ✓ Australian banks in Singapore
- ✓ Qantas lounge in Changi Airport
- ✓ Advertisers



DIGITAL COPY

3500 impressions on average per edition

Promoted through:

- ✓ Website
- ✓ E-Newsletter
- ✓ Social Media Platforms

ADVERTISING RATES (as of 1st April 2017)

Category	Members	Non-Members
Half page advertising	\$750	\$980
Full page advertising	\$1210	\$1575
Advertorial	\$1450	\$1885
Inside Cover	\$1400	\$1820
Back Cover	\$1500	\$1950
Flyer Inserts	\$650	\$845

(prices inclusive 7% gst)

Book **at least 6 editions** in advance to enjoy **additional 20% off**.

[NEW] Members enjoy additional 15% off member's rate at first time advertising. (not valid with any other offers)

AUSTCHAM ACCESS ASIA MAGAZINE MEDIA KIT

FY1718 MAGAZINE BOOKING FORM

(1 Apr 2017 – 31 Mar 2018)

Please tick your desired advertising category and month.

Important note: Full payment must be made before an advertisement can be placed.

	Half Page	Full Page	Advertorial	Flyer inserts
Apr/May				
Jun/Jul				
Aug/Sep				
Oct/Nov				
Dec/Jan				
Feb/Mar				

Please complete the details of your business and contact person below:

Company _____ AustCham Member yes/ no

Office address _____

Contact person _____

Email Address _____

Contact no. _____ Total advertising (incl. GST) S\$ _____

Signature _____ Date _____

AUSTCHAM ACCESS ASIA MAGAZINE MEDIA KIT

Technical specifications

Artwork Specifications

Half Page Ad	
Resolution	300 dpi CMYK
Dimension	Trimmed: 190mm (Wide) X 138mm (Height) Bleed: 200mm (Wide) X 148mm (Height)
Format	.pdf

Full Page Ad/ Back cover/Inside Cover	
Resolution	300 dpi CMYK
Dimension	Trimmed: 203mm (Wide) X 297mm (Height) Bleed: 213mm (Wide) X 307mm (Height)
Format	.pdf

Advertorial	
Maximum Images	5
Image format	.jpg (300 dpi resolution)
Maximum words (including title)	600 words (in word doc)

Artwork should be sent to info@austcham.org.sg

Magazine Issue	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Booking Deadline	14 Jan	14 Mar	14 May	14 Jul	14 Sep	14 Nov
Artwork / Advertorial Deadline	16 Jan	16 Mar	16 May	16 Jul	16 Sep	16 Nov

Cancellations

- Cancellations must be made in writing to AustCham at info@austcham.org.sg.
- No cancellations will be accepted after the 1st of the preceding month.
- If cancellation is received after the materials deadline, full charges will be incurred.
- It is the advertiser's responsibility to provide artwork before the deadline. In the absence of the required artwork, we will be unable to proceed with the advertising.

Payment Terms

- Full payment must be made before an advertisement can be placed.
- All payments to be made in Singapore dollars and cheques made payable to "Australian Chamber of Commerce, Singapore".
- AustCham is GST registered:M90369048C. All advertising rates reflected are inclusive of GST.
- AustCham reserves the right to withdraw advertising if payment terms are not met.
- Overseas advertisers must pay by credit card prior to publication date.

Important Notes

- Placement is at the discretion of AustCham staff and no correspondence will be entered in to.
- **Advertisements are allocated on a first booked basis and are non-exclusive.**