

ORIENT

Official publication of the
British Chamber of Commerce



O R I E N T

magazine profile

CIRCULATION

2,000 copies per issue, 3,000 copies for October and December issues

Online on our Website at www.britcham.org.sg under Promotional Opportunities > Orient Magazine

READERSHIP

Boasting a readership of over 12,000 per issue. Our readers include over 100 C-level Executives, 140 Presidents, 500 Directors, over 400 Managing Directors and many more Middle Management Professionals representing over 500 Companies!

AUDIENCE

Senior, Middle Management Executive and Entrepreneurs from Multi-Nationals and SMEs. Key decision makers with roles driving the agenda of their companies.

REACH

British companies as well as leading Singaporean companies, prominent exposure in the British High Commission, British Council, British Association and British Club. Additional reach to fellow British Chambers in Malaysia, Indonesia, Thailand and the Philippines.

DISTRIBUTION

The Orient is distributed to all corporate and individual members of the British Chamber of Commerce based in Singapore, the Asia Pacific region and the UK. It is also circulated to sponsors, partners and associated organisations in Singapore. Additional distribution to social & recreational clubs, fitness centres, retail outlets, restaurants & bars, hotels, Changi Airport and other organisations oriented to a business audience and expatriate living.

MEMBERSHIP PROFILE

- British companies based in Singapore
- British companies with commercial interests in Singapore and the Asia Pacific region
- Other companies with commercial interests in Britain
- Individuals living and working in Singapore



O R I E N T

editorial and advertising

EDITORIAL CONTENTS

Headline

- key Chamber news &/or event

Features

- reflect the theme of the magazine

Inside Britain

- latest from Britain

Economic & Business Insights

- research, data, findings, insights and reviews

Corporate Social Responsibility

- latest in corporate social responsibility

High Commission News

- latest from the British High Commission

Chamber News

- latest developments from the Chamber

Britcham Events

- past events photo gallery, events calendar

Britcham Membership

- member's news, profiles, new members

Arts & Culture

- latest from the arts & culture industry

Destination

- destinations within Asia Pacific & UK

Wine Reviews

EDITORIAL CALENDAR

Feature Topic

Month

Emerging Markets

February

SMEs': Taking the Challenge

April

Human Resource / Education

June

More for Less - Optimisation

August

The New Marketing Paradigm – Social Business

October

Year in Review and Outlook

December

PUBLICATION SCHEDULE

	Publication Date	Booking Deadline	Material Deadline
Issue 35	Feb 2012	9 Jan 2012	16 Jan 2012
Issue 36	Apr 2012	9 Mar 2012	16 Mar 2012
Issue 37	Jun 2012	9 May 2012	16 May 2012
Issue 38	Aug 2012	9 Jul 2012	16 Jul 2012
Issue 39	Oct 2012	10 Sep 2012	17 Sep 2012
Issue 40	Dec 2012	9 Nov 2012	16 Nov 2012



O R I E N T

advertising rate card

Standard advertising rates

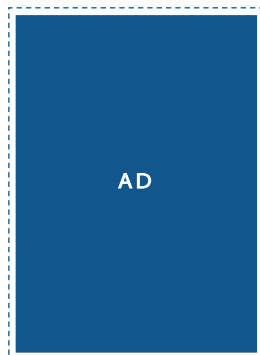
FULL COLOUR	1 issue*	2 issues*	3 issues*	4 issues*	5 issues*	6 issues*
Inside front cover	2,122	1,907	1,856	1,805	1,754	1,703
Inside back cover	1,958	1,765	1,714	1,663	1,612	1,561
Full page	1,632	1,469	1,438	1,408	1,357	1,306
½ page (horizontal)	898	806	785	765	740	714
Loose insertions (upon request)	1,530	1,428	1,326	1,224	1,122	1,020

* please note all prices are subject to GST

ARTWORK SPECIFICATIONS

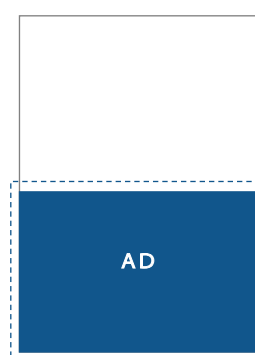
- Finished artwork / colour separations or films must be supplied by advertiser by the due date, and be for same size production.
- Optional: Colour separated positive films with one set of progressive proofs and two final colour proofs.
- Artwork must be saved to CD or digitally submitted and include an optional hard copy printout.
- Artwork: PDF / TIFF / JPEG - 300dpi resolution, flattened, and include bleed.
- All text must be outlined.

FULL PAGE



A4 full page with 3mm
bleed all around
297 (H) x 210 (W) mm

½ PAGE (H)



½ page horizontal with
3mm bleed all around
148 (H) x 210 (W) mm



O R I E N T

booking form

TO:

Advertising Manager

British Chamber of Commerce
138 Cecil Street
#13-03 Cecil Court
Singapore 069538

DATE: _____

BOOKING:

- Issue 35 Distribution from February 2012
 Issue 36 Distribution from April 2012
 Issue 37 Distribution from June 2012
 Issue 38 Distribution from August 2012
 Issue 39 Distribution from October 2012
 Issue 40 Distribution from December 2012

FORMAT:

- Full page 297 x 210mm (A4 with 3mm bleed all around)
 Half page 148 x 210mm (horizontal)
 Insertion Flyer size (or smaller than A4)

COLOUR:

- Full colour
 Pantone: _____

POSITION:

Preferential position _____

COST:

\$ _____ x _____ Issues = _____

AGENCY:

- Agency Booking Agency Artwork

Agency: _____ Contact: _____

Email: _____ Tel: _____

DETAILS:

Contact Name: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Email: _____

I agree to the conditions and terms of payment described and take responsibility for delivery of finished artwork/film within deadline provided. If this booking form has been signed by an advertising agency, which for whatever reason fails to settle the invoice, the client, on whose behalf the booking was carried out is liable for the costs.

Signature: _____

Company Stamp: _____

For more information please contact:

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tel: +65 6222-3552 fax: +65 6222-3556 email: info@britcham.org.sg

