

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 December

READERSHIP

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

scott of the orient

- latest from our economic spokesperson

inside Britain

- latest from Britain

market watch

- analysis and discussion on regional markets

economic & business insights

- research, data, findings, insights and reviews

britcham news

- latest developments from the Chamber

britcham events

- past events photo gallery, events calendar

britcham members

- member's news, profiles, new members
- high commission news

corporate social responsibility

- latest in corporate social responsibility

destination

- travel diary

culture

wine reviews

EDITORIAL CALENDAR

Feature Topic

Month

HR & Employment Trends	February 10
SMEs': Taking the Challenge	April 10
Corporate Banking / Personal Finance	June 10
Oil & Energy	August 10
Property Update	October 10
Year in Review /BritCham	December 10

PUBLICATION SCHEDULE

	Publication Date	Booking Deadline	Material Deadline
Issue 23	Feb 2010	22 Jan 2010	29 Jan 2010
Issue 24	Apr 2010	19 Mar 2010	26 Mar 2010
Issue 25	Jun 2010	21 May 2010	28 May 2010
Issue 26	Aug 2010	23 July 2010	30 July 2010
Issue 27	Oct 2010	17 Sept 2010	24 Sep 2010
Issue 28	Dec 2010	19 Nov 2010	26 Nov 2010



ORIENT

advertising rate card

BritCham Members special rates – 15% discount advantage.

FULL COLOUR	1 issue*	2 issues*	4 issues*	6 issues*
Back cover	1,904	1,717	1,615	1,530
Inside front cover	1,768	1,590	1,505	1,420
Inside back cover	1,632	1,471	1,386	1,301
Opposite Presidents Message	1,632	1,471	1,386	1,301
Full page	1,360	1,224	1,173	1,088
½ page (horizontal)	748	672	638	595
Loose insertions (upon request)	1,275	1,190	1,020	850

Standard advertising rates

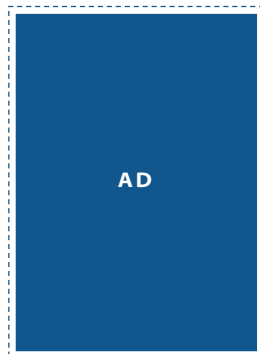
FULL COLOUR	1 issue*	2 issues*	4 issues*	6 issues*
Back cover	2,240	2,020	1,900	1,800
Inside front cover	2,080	1,870	1,770	1,670
Inside back cover	1,920	1,730	1,630	1,530
Opposite Presidents Message	1,920	1,730	1,630	1,530
Full page	1,600	1,440	1,380	1,280
½ page (horizontal)	880	790	750	700
Loose insertions (upon request)	1,500	1,400	1,200	1,000

* please note all prices are subject to GST

ARTWORK SPECIFICATIONS

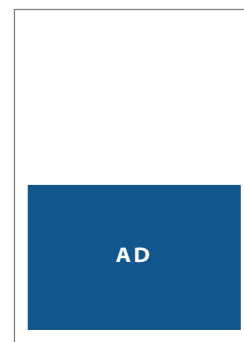
- Finished artwork / colour separations or films must be supplied by advertiser by the due date, and be for same size production.
- Colour separated positive films with one set of progressive proofs and two final colour proofs.
- Artwork must be saved to CD and include a hard copy printout.
- Artwork: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

FULL PAGE



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

½ PAGE (H)



½ page horizontal
148 (H) x 210 (W) mm



O R I E N T

booking form

TO:**Advertising Manager**

British Chamber of Commerce
138 Cecil Street
#11-01 Cecil Court
Singapore 069538

DATE:**BOOKING:**

- Issue 23 Distribution from February 2010
 Issue 24 Distribution from April 2010
 Issue 25 Distribution from June 2010
 Issue 26 Distribution from August 2010
 Issue 27 Distribution from October 2010
 Issue 28 Distribution from December 2010

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:

British Chamber of Commerce, 138 Cecil Street, #11-01 Cecil Court, Singapore 069538
tel: +65 6222-3552 fax: +65 6222-3556 email: info@britcham.org.sg

