

# ADVERTISING WITH THE BRITISH CHAMBER

Building Networks  
Connecting Businesses  
Creating Opportunities

# OUR COMMUNICATION CHANNELS & AUDIENCE

The British Chamber of Commerce has a network of over 3,650 senior professionals typically based in Singapore with regional positions.

Over 70% of our members are either British nationals or are employed by a company which is also registered in the UK. Members are in a broad range of company functions, all at a senior, c-suite or business owner level, in industries which reflect the nature of Singapore's economy (i.e. financial services, professional services, law, engineering/manufacturing, energy/oil and gas, technology or sales and marketing). Typically our members travel regularly for business and leisure, have family with them in Singapore, and have a high net worth.



## WEBSITE

The British Chamber's website, [www.britcham.org.sg](http://www.britcham.org.sg), receives over 111,000 sessions per year with over 210,000 page views from 77,000 users. In an average month, the website has over 11,000 sessions, 9,000 users and 21,000 page views. 67% of this audience is based in Singapore.

## ORIENT MAGAZINE

Relaunched as a primarily digital platform in May 2018 with a limited print run and special supplements for each issue, the Orient magazine contains Chamber news and content, topical opinions and thought leadership articles from member companies, content from our committees, and provides a platform for our UK and Singapore partners to communicate with our network.

The Orient is distributed digitally to over 4,000 people for each issue. Since relaunch it has generated over 25,000 page views with an average of 8mins reading time per session.





# OUR COMMUNICATION CHANNELS & AUDIENCE

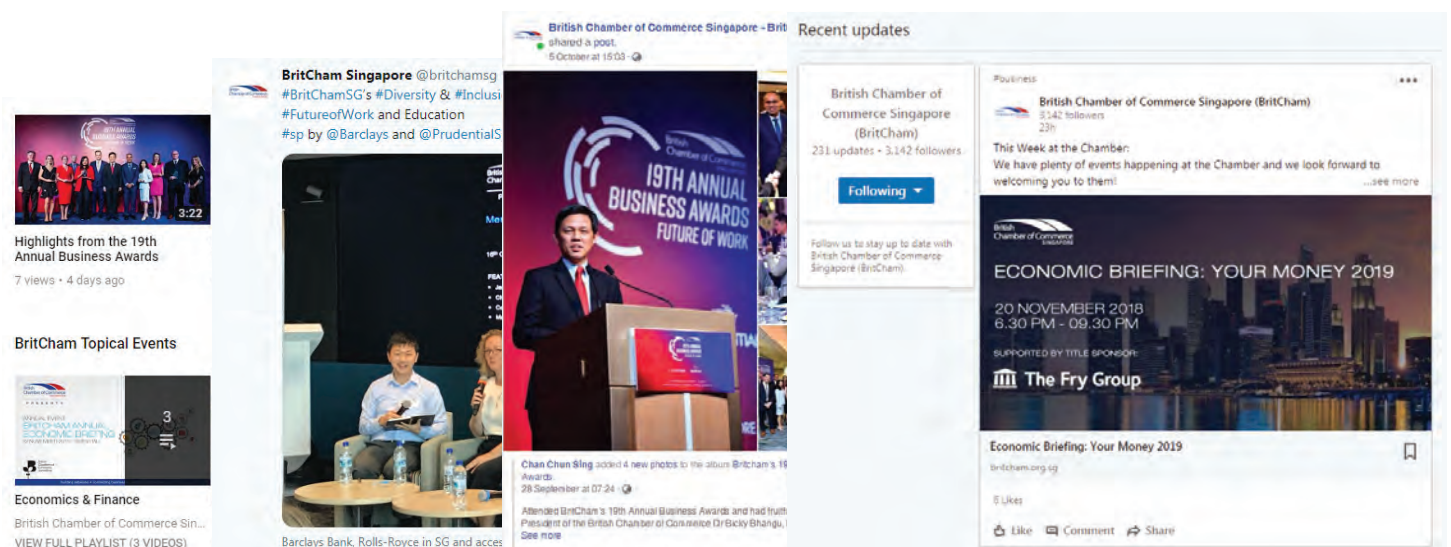


## NEWSLETTERS

The British Chamber sends a weekly eNewsletter to a mailing list of over 4,000 people providing updates on the schedule of upcoming events and the latest news.

## SOCIAL MEDIA

The British Chamber maintains an active social media presence on all major platforms including LinkedIn, Twitter, YouTube and Facebook. Our combined social audience is over 6,600 people. As an example of the demographic, 75% of our LinkedIn audience is in a senior/director/VP/partner or business owner position. Location varies per channel, where we see 64% of our Facebook audience based in Singapore, and a greater split in Twitter with 30% based in Singapore and 30% in the UK.



# WEBSITE BANNERS

## HOMEPAGE



1162x 200 px (recommended to also provide mobile version 768x320px)  
2 x positions available, 2 rotating slots

## RUN-OF-SITE

EXCLUDING HOMEPAGE & INDIVIDUAL EVENT PAGES



1162 x 200 px (recommended to also provide mobile version 768x320px)  
2 x positions available, 2 rotating slots



200 x 292 px  
2 x positions available, 2 rotating slots

	Dimensions	Members (SG\$)		Non-Members (SG\$)	
		1 month	3 months	1 month	3 months
Homepage Mid-Page	1162 x 200px	\$ 1,000.00	N/A	\$ 1,300.00	N/A
Homepage Lower-Page	1162 x 200px	\$ 900.00	N/A	\$ 1,200.00	N/A
ROS Top Right	200 x 292px	\$ 500.00	\$ 1,200.00	\$ 650.00	\$ 1,600.00
ROS Bottom Right	200 x 292px	\$ 400	\$ 1,100.00	\$ 600.00	\$ 1,500.00
ROS Above Content	1162 x 200px	\$ 750.00	\$ 1,900.00	\$ 850.00	\$ 2,100.00
ROS Below Content	1162 x 200px	\$ 700.00	\$ 1,800.00	\$ 800.00	\$ 1,900.00

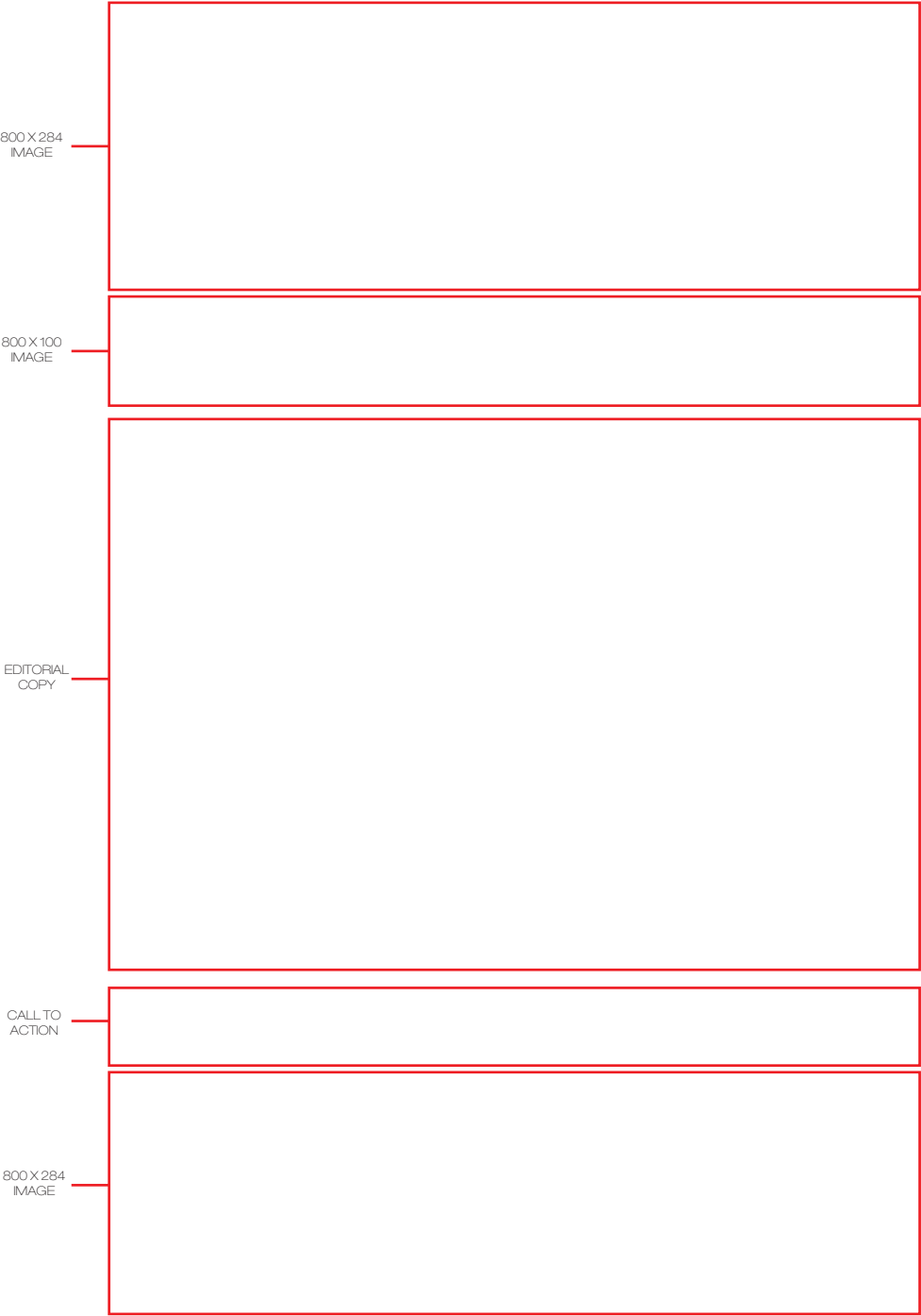


# NEWSLETTER BANNERS



	Dimensions	Members (SG\$)		Non-Members (SG\$)	
		1 newsletter instance	Bundle of 3 newsletters	1 newsletter instance	Bundle of 3 newsletters
Newsletter Banner	760x170px	\$ 500.00	\$ 1,200.00	\$ 650.00	\$1,600.00

# PROMOTIONAL EMAIL



Editorial and artwork to be provided by advertiser

Includes the following:

- Minimum 1, maximum 3 images
- Promotional copy
- Call to action details

Only one promotional email will be allowed per month across all advertisers. A slot for a specific month may be held in advance

	Members (SG\$)	Non-Members (SG\$)
Promotional Email	\$ 1,500.00	Not Available

# ORIENT MAGAZINE

	Members (SG\$)		Non-Members (SG\$)	
	3 issues	5 issues (full year)	3 issues	5 issues (full year)
Inside Front Cover	\$ 4,500.00	\$ 6,500.00	\$ 5,500.00	\$ 7,500.00
Outside Back Cover	\$ 4,500.00	\$ 6,500.00	\$ 5,500.00	\$ 7,500.00
Inside Back Cover	1 issue	3 issues	1 issue	3 issues
Full Page Advertisement	\$ 1,200.00	\$ 2,800.00	\$ 1,500.00	\$ 4,000.00
Advertorial	\$1,500.00	N/A	\$ 1,800.00	N/A





# YEAR IN REVIEW PUBLICATION

In January the British Chamber produces a printed publication reflecting on the past years activity within the chamber. One element of this publication is a Membership Directory, listing all member companies with a brief description.

Opportunities are available for premium listings and advertising within this publication, which is the only printed collateral mailed to the entire membership through the year.

	Members (SG\$)	Non-Members (SG\$)
Co-Title Partner of the Year in Review	Please contact	Please contact
Standard member company listing (up to 100 words, no logo)	Included	N/A
Premium member company listing (up to 250 words, logo)	\$ 500.00	N/A
Premium member company listing plus 1/2 page advertisement	\$ 900.00	N/A
Premium member company listing plus full page advertisement	\$ 1,500.00	N/A
Double page sponsored content	\$ 1,500.00	\$ 1,500.00
Full page advertisement	\$ 1,200.00 (not incl. premium listing)	\$ 1,200.00
Full page advertisement opposite President's Welcome Message	\$ 1,400.00 (not incl. premium listing)	\$ 1,400.00
Full page advertisement opposite High Commissioner's Message	\$ 1,400.00 (not incl. premium listing)	\$ 1,400.00

# WELCOME PACK INSERTIONS

Each new member of the British Chamber is sent a welcome pack including information on our activities and making the most of their membership.

Advertisers may provide A5 leaflets to include within these mailings for an agreed period or until such time as the supply provided is depleted.

	Members (SG\$)	Non-Members (SG\$)
6 months period	\$ 500.00	\$ 750.00
12 months period	\$ 900.00	\$ 1,300.00

# ORDER FORM

Please return to [advertising@britcham.org.sg](mailto:advertising@britcham.org.sg)

WEBSITE	Quantity	Fee (SG\$)	Period of Advertising
Homepage Mid-Page			
Homepage Lower-Page			
ROS Top Right			
ROS Bottom Right			
ROS Above Content			
ROS Below Content			
<b>ORIENT</b>			
Inside Front Cover			
Outside Back Cover			
Inside Back Cover			
Full Page Advertisement			
Advertorial			
<b>NEWSLETTER</b>			
Banner			
Promotional Email			
<b>WELCOME PACK</b>			
6 month inclusion			
12 month inclusion			

Contact Name	
Contact Email	
FOR INVOICE/RECEIPT:	
Company Name	
Company Address	
Card Number	
Expiry Date	
Authorised Signature	