



SINGAPORE CRICKET CLUB MAGAZINE

THE PADANG



Media Kit 2017

The Padang Advantage

With a heritage spanning over 160 years, Singapore Cricket Club (SCC) earns its reputation for being the premier sports and social club in the region. **The Padang** is the SCC's club magazine that assumed an important role as an effective medium of communication between the Club and its Members.

With a bi-monthly distribution and stringently controlled circulation, **The Padang** is an ideal and unique platform to reach an elite niche readership which includes local and expatriate Members as well as our reciprocal clubs and selected organisations.



Inside The Padang

The Padang provides unique and riveting content, which includes:

Club News

Featuring new members, jackpot news/promotions, souvenir shop, special features and other news/notices.

Food & Beverage

A showcase of the Club's most up-to-date food and beverage promotions from six food and beverage outlets.

Club Events

Highlights of recreational, sport and social events organised by the Club.

Sports

Reports from 13 Sports Sections of the Club.

Circulation

Members	98%
Corporates	1%
Reciprocal Clubs	1%

Printed Copies	5,000
Estimated Readership	Over 20,000

The Padang is also available online at www.scc.org.sg.

Readership Profile

Gender



10%



90%

Profession

Company Directors	49%
Surgeons/Doctors/Lawyers	10%
Financial Experts	8%
Senior Managers	8%
Specialists / Consultants	7%
Civil Servants	2%
Ambassadors / High Commissioners / State Ministers	2%
Others	14%

Nationality

Singaporean	62%
British	15%
Australian and New Zealander	6%
Indian	6%
Malaysian	2%
European	2%
Others	5%
Americans and Canadians	2%

Editorial Calendar

January/February

Chinese New Year Issue

March/April

Hockey 6s Tournament Issue

May/June

Soccer 6s Tournament Issue

July/August

National Day Issue

September/October

Night Race Fiesta Issue

November/December

Christmas Issue

Advertisement Rates

Prime Positions	Rate
Full Page OBC - Outside Back Cover	\$1,800
Full Page IFC - Inside Front Cover	\$1,600
Full Page IBC - Inside Back Cover	\$1,500

Run of Page	Rate
Full Page	\$1,400
Half Page	\$700
Quarter Page	\$400
Loose Inserts	\$1,800

Production Data

Payment Method

Cheque - payable to Singapore Cricket Club

Submission Deadline

10th of the month prior to publication.

Submission Format

High resolution softcopy (300dpi) on CD or email in EPS, PSD, PDF or JPEG. File sizes more than 8MB may be emailed via a web-sharing engine.

Publication Months

Bi-monthly (January, March, May, July, September, November)

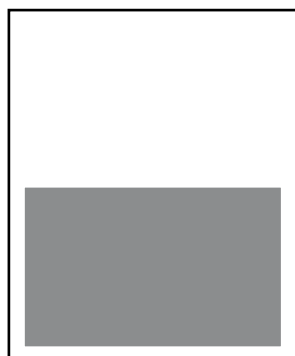
Preparation Tip

Keep text in the copy area to ensure that the copy is not trimmed off. Copy area is 5-7mm from the trimmed size.

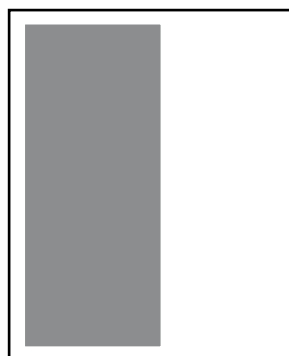
Artwork Size (Height x Width)	Trimmed Size	Bleed Size	Copy Area
Full Page	297mm x 210mm	302mm x 215mm	282mm x 205mm
Half Page (Vertical)	287mm x 95mm	n/a	282mm x 90mm
Half Page (Horizontal)	138mm x 200mm	n/a	133mm x 195mm
Quarter Page	138mm x 95mm	n/a	133mm x 85mm



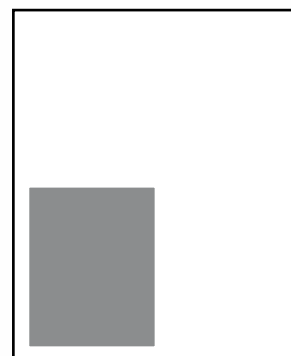
Full Page
297 x 210



Half Page Horizontal
138 x 200



Half Page Vertical
287 x 95



Quarter Page
138 x 95

Terms & Conditions

1. All prices quoted are subjected to GST at the prevailing rate.
2. All payments are to be made in Singapore dollars within 30 days of billing. A late payment of 1% per month will be levied.
3. The Publisher reserves the right to decline any advertisement or insert. In the event of any advertisement resembling editorial, the word 'Advertisement' will be added at the top of the advertisement.
4. The Publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear, from any cause whatever. Nor does the Publisher accept liability for errors in any advertisement published. Nor does the Publisher accept liability for the failure of an advertisement to appear on a specific date.
5. Advertisements and inserts are accepted and published by the Publisher upon the representation that the advertising agency and/or advertiser is authorised to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance to publish an advertisement or place an insert in the magazine, the advertising agency and/or advertiser will undertake, irrevocably and unconditionally, to indemnify the Publisher against all losses, damages, liabilities, costs and expenses whatsoever the Publisher may sustain as a result of the advertisement or insert.
6. No specific position in the magazine is guaranteed, except those contracted for prime positions (inside front cover, inside back cover, outside back cover and centrespread). Advertisements will be placed in the best possible position at the sole discretion of the Publisher.
7. The Publisher reserves the right to fill any space at its discretion if deadlines are not met. The advertising agency and/or advertiser will be charged for the booked space.
8. Cancellation deadline: Within 30 days prior to publication date. Cancellation will not be accepted after the cancellation deadline. Cancellation of any portion of a contract nullifies all pages and/or positions protection for the remainder.
9. While all reasonable care is taken, neither the Publisher nor its agent is responsible for loss or damage to transparencies or other materials.
10. The rates published in this media kit are correct as at January 2014.



THE PADANG MAGAZINE

ADVERTISING CONTRACT

For more information about advertisement space in The Padang Magazine, please contact:

Sharon Francis, Marketing & Communications Executive

Tel: 6338 9271 ext. 231

Email: sharon.francis@scc.org.sg

Marketing & Communications Department

Email: marcom@scc.org.sg

For billing purposes, please email this form to marcom@scc.org.sg or send to Singapore Cricket Club, 1 Coleman Street, #09-07 The Adelphi, Singapore 179803.

Advertiser Product

Company's Address

Billing Address

Contact Person (s)..... Designation

Tel..... Mobile..... Fax Email

PRIME POSITIONS

Outside Back Cover \$1,800

Inside Front Cover \$1,600

Inside Back Cover \$1,500

RUN OF PAGE

Full Page \$1,400

Half Page \$700

Quarter Page \$400

Loose Inserts \$1,800

Specified prime position (e.g. Page 3 or right hand page) request will be charged additional 10%.

Month(s) of Insertion No. of insertions

Series discounts: 10% (6 insertions within 12 months) 15% (12 insertions within 24 months)

Signature of advertiser Date.....

Conditional acceptance by Date.....

Confirmed & accepted by.....Date.....

Company Stamp

CLOSING DATE IS ON THE 10TH OF THE MONTH PRIOR TO THE MONTH OF INSERTION.
When copy is not submitted by deadline, existing copy will be repeated.
In the absence of existing copy, the space booked will be filled at publisher's discretion.