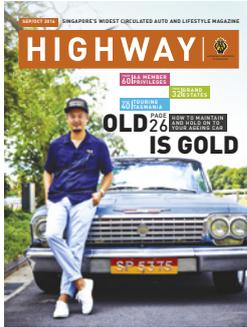






AUTOMOBILE ASSOCIATION  
OF SINGAPORE



### FREQUENCY

- Bi-monthly

### TARGET AUDIENCE

- Print Run

80,000 copies

- Gender

70% male, 30% female

- Age Group

Under 30 : 3%

31-40 : 17%

41-50 : 29%

51-60 : 28%

60 & above : 23%

### ADVERTISING SALES ENQUIRIES

Tel: 6831 1299

Email: [advertise@thinkfarm.sg](mailto:advertise@thinkfarm.sg)

### PUBLISHING AGENT



*thinkfarm*

**ThinkFarm Pte Ltd**  
3 Changi South Lane  
Singapore 486118  
[www.thinkfarm.sg](http://www.thinkfarm.sg)

### ADVERTISING RATES (SGD)

|                       |         |
|-----------------------|---------|
| Outside Back Cover    | \$4,500 |
| Inside Front Cover    | \$4,200 |
| Inside Back Cover     | \$4,000 |
| Double Page Spread    | \$6,500 |
| Full Page             | \$3,500 |
| 2/3 Page (Vertical)   | \$2,800 |
| 1/2 Page (Vertical)   | \$2,100 |
| 1/2 Page (Horizontal) | \$2,100 |

#### Note:

1. All rates are quoted in Singapore Dollars, subject to Goods and Services Tax which will be charged at the prevailing rate.
2. Any specified position incurs an additional 15% loading charge.
3. All above-mentioned rates are inclusive of 15% agency commission.

### FREQUENCY DISCOUNT

|               |     |
|---------------|-----|
| 3 insertions  | 10% |
| 6 insertions  | 15% |
| 12 insertions | 20% |

### DEADLINES

|            |                                 |
|------------|---------------------------------|
| • Booking  | 6 weeks before publication date |
| • Material | 5 weeks before publication date |

### TECHNICAL SPECIFICATIONS

| SIZE                   | TRIMMED   | TEXT | HEIGHT X WIDTH (MM) |
|------------------------|-----------|------|---------------------|
| Double Page Spread     | 275 x 410 |      | 255 x 390           |
| Full Page              | 275 x 205 |      | 255 x 195           |
| 2/3 Page (Vertical)    | 275 x 135 |      | 255 x 115           |
| Half Page (Vertical)   | 275 x 98  |      | 255 x 78            |
| Half Page (Horizontal) | 135 x 205 |      | 115 x 195           |

### BLEED & BINDING

Please add **5mm to all 4 sides** for bleed ads. Trim and crop marks must be provided. Due to mechanical tolerances, type matter facing-page must be kept 10mm away from the centrefold. Perfect binding.

### MATERIAL REQUIREMENTS

- **FORMAT** Print-optimized PDF file with embedded fonts. File should be compliant with the ISO PDF/X-1a: 2001 standard as defined by ISO 15930-1.
- **RESOLUTION & COLOUR** All images must be converted to CMYK, uncompressed, with minimum 300dpi.
- **PROOFS** A colour digital proof complete with standard trim and bleed marks, should be supplied for colour guidance on press.