



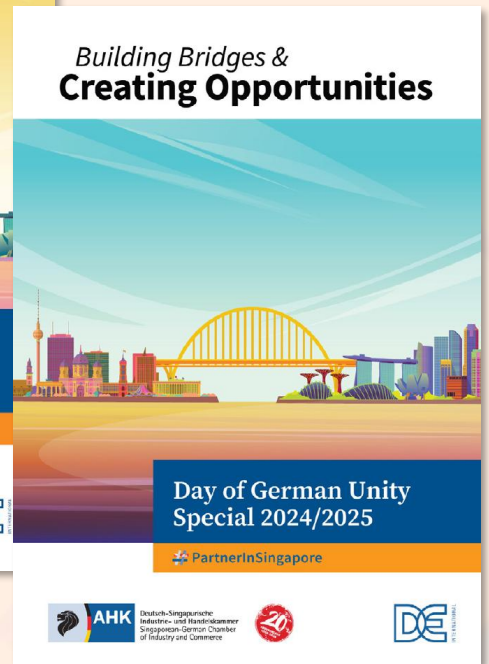
SGC Media Kit 2025

**Shape Conversations, Drive Impact -
Amplify your brand with us!**

With the SGC as your preferred
#PartnerInSingapore, gain exclusive access
to our online and offline platforms,
tailored to spotlight your brand and
drive real impact.

Maximise your brand's reach and
connect with the Singaporean-German
business community today!

Showcase Your Brand through Our Popular Publications



SGC Annual Report

Your full overview of the SGC's activities and access to the network



Launched at the Annual General Meeting, the SGC Annual Report provides a comprehensive overview of the past year's Chamber activities & events, speakers, committees, delegations and networks.

What's more, the SGC Annual Report serves as a resource to understand the Chamber and its steady involvement in the business community.

Position of Advertisement	Member's Price	List Price
Inside Front Cover	S\$5,009	S\$5,654
Inside Back Cover	S\$5,009	S\$5,299
Double Page Spread	S\$5,493	S\$6,010
Run-On-Page (ROP)	S\$3,017	S\$3,286

(Prices are before GST)

The SGC Membership Directory

Your exclusive guide to the
Singaporean-German Business Community



Our Annual Membership Directory is one of the key benefits of being a member with the SGC.

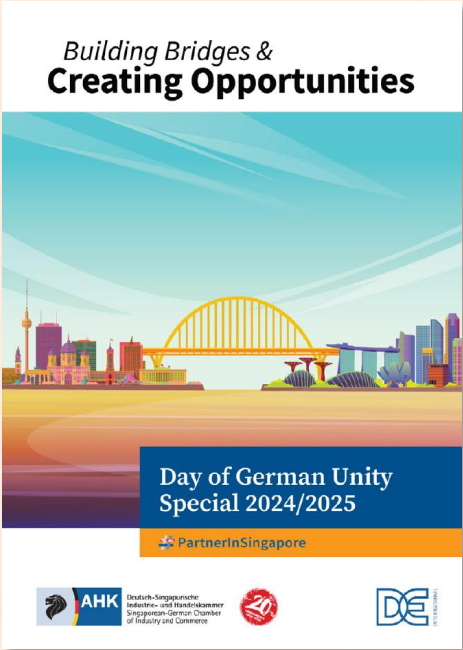
Exclusive to the SGC network, this publication gives you access to valuable contact information of decision makers within our member companies for your business activities.

Position of Advertisement	Member's Price	List Price
Outside Back Cover	S\$7,989	S\$8,990
Double Page Spread	S\$7,612	S\$8,570
Inside Back Cover	S\$7,245	S\$8,151
Inside Front Cover	S\$5,761	S\$6,471
Bookmark (13cm x 6cm) – 2-sided, with ribbon	S\$4,975	S\$5,579
Run-On-Page (ROP)	S\$4,275	S\$4,792
Company Logo and Profile Inclusion	S\$386	S\$430
Company Profile Inclusion	S\$290	S\$311
Company Logo Inclusion	S\$258	S\$279

(Prices are before GST)

The Day of German Unity Special

The annual Business Magazine with insights, editorials and exclusive content



The Day of German Unity Special is our most prominent and prized annual publication. Comprising Chamber highlights, market overviews, partners’ profiles as well as editorials, it features current business trends relevant to the Singaporean-German Business community.

It is distributed at the Day of German Unity reception, which marks the reunification of Germany and is organised together with the German Embassy. In addition, the Magazine is circulated to all new and potential members as well as business partners in ASEAN and Germany.

Position of Advertisement	Member’s Price	List Price
Outside Back Cover	S\$7,107	S\$7,861
Inside Back Cover	S\$6,139	S\$6,784
Inside Front Cover	S\$5,170	S\$5,708
Prime Pages (next to Key Messages)	S\$4,202	S\$4,632
Run-On-Page (ROP)	S\$4,008	S\$4,416

(Prices are before GST)

The SGC Mass Mailer

Reach out to over 1,500 recipients!

Tap onto our SGC Mass Mailers to amplify your campaign or service! Our Mass Mailer service is a leading channel that extends your curated messaging to the Singaporean-German business community, therefore initiating collaborations and fostering brand recognition.

If you want to exclusively advertise your upcoming events, highlight activities or your products, services and possible targeted advertisements, the SGC Mass Mailer is the optimal platform for you!

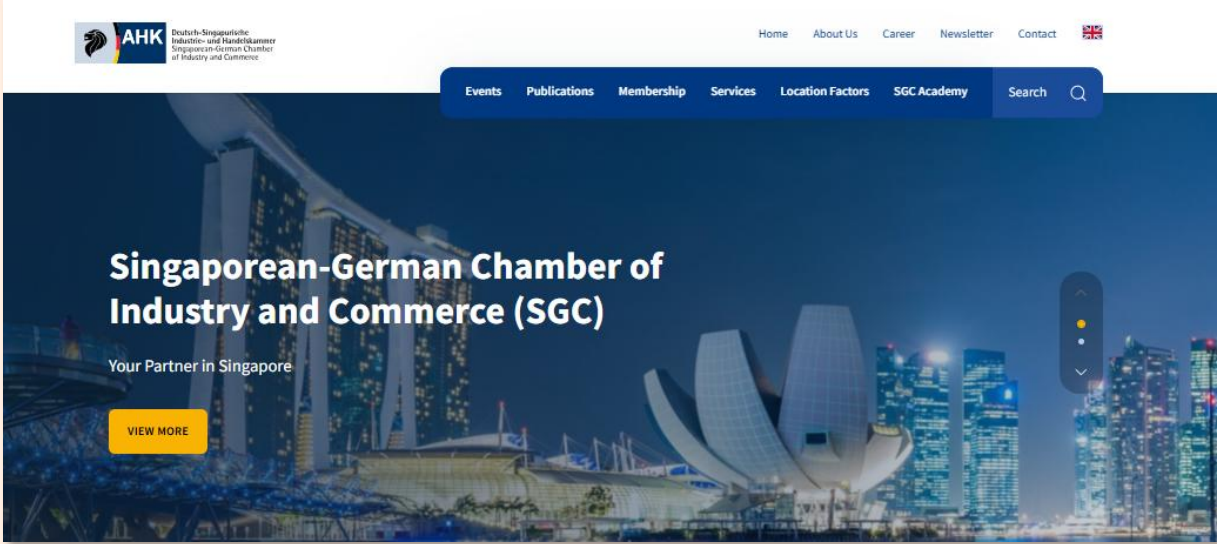
2 Email Blasts	Member's Price	List Price
	\$2,293	\$3,455

(Prices are before GST)

Editorial Calendar 2025

Publication	Ad Booking Deadline	Content Submission Deadline*	Advertisement Submission Deadline	Launch
Annual Report 2024	24 Jan 2025	-	7 Feb 2025	Mar 2025
Membership Directory 2025	9 May 2025	30 May 2025	13 Jun 2025	Aug 2025
Day of German Unity Special 2025/2026	8 Jul 2025	22 Jul 2025	19 Aug 2025	Oct 2025

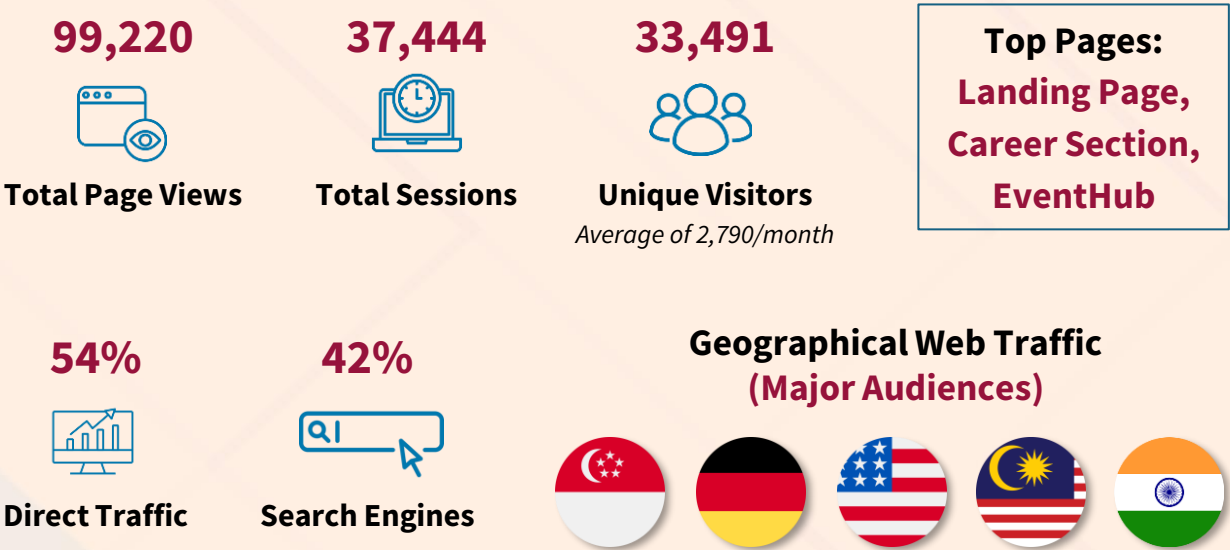
Website Advertisements



Our website demonstrates strong performance and growing visibility. With a high share of new visitors, a strong number of sessions, and substantial page views, our platform offers advertisers both broad reach and maximum exposure across high-traffic content.

The following analytics demonstrates the strong brand loyalty and high discoverability of the website — giving advertisers access to a well-balanced mix of returning users and new visitors.

Key Insights for 2024



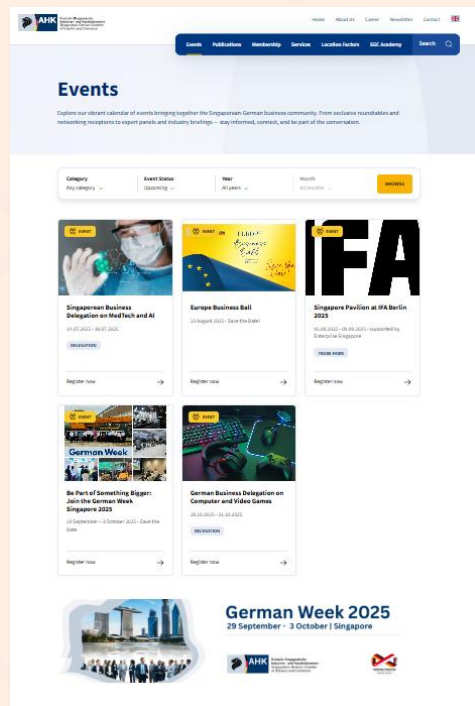
Website Advertisements

SGC Website Ad Banners Placements

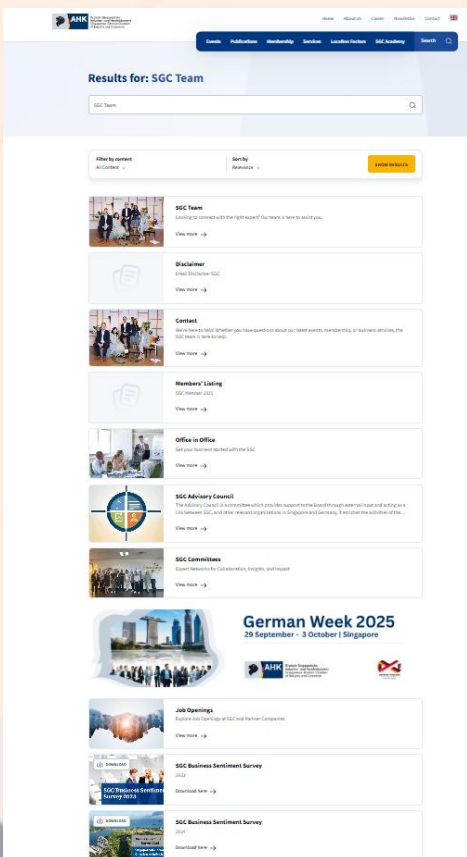
Top of Page



EventHub Page



Search Results



Ad Module



Website Advertisements

Pricing for SGC Website Ad Banners

The prices below apply to **shared placements** (up to 3 banners per slot).

If you prefer **exclusive visibility**, an additional 50% premium applies to secure the slot for your banner only.

Note: Members of the SGC enjoy a 10% discount on all rates listed.

Placement	1 Month	3-Month Bundle	6-Month Bundle
Top of Page	S\$500	S\$1,350 (save 10%)	S\$2,400 (save 20%)
EventHub Page	S\$400	S\$1,080 (save 10%)	S\$1,920 (save 20%)
Search Results	S\$350	S\$945 (save 10%)	S\$1,680 (save 20%)
Ad Module	S\$300	S\$810 (save 10%)	S\$1,440 (save 20%)

(Prices are before GST)

Specifications

All banner placements are fully responsive and optimised for desktop, tablet, and mobile devices. Clients are required to provide banner images in JPG format in the following sizes.

Optimised Sizes	Top of Page	Other Placements
Desktop/Tablet	728 x 90 px	1080 x 250 px
Mobile	328 x 90 px	328 x 250 px

Results & Reporting

Advertisers will receive a performance summary including:

- **Total Impressions** – Number of times your banner is displayed on the SGC website
 - **Total Clicks** – Number of times users click on your banner
- Metrics are cumulative and do not distinguish between unique and repeat interactions.
For example, if a user clicks your banner 10 times, all 10 clicks are counted.

For **6-month campaigns**, we provide a comprehensive report that includes general website performance data - such as total page views, sessions, top countries, and traffic sources—specific to your banner's placement period. This offers valuable context for evaluating visibility and reach.

Reporting Schedule

- For campaigns up to 3 months, a report will be provided after the campaign ends.
- For 6-month campaigns, advertisers will receive two reports: one after the first 3 months, and a final report after the campaign concludes.



Let's get in touch!

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