

SGC Media Kit 2026

**Engage the Community.
Elevate Your Presence.**

Position your brand at the forefront of the Singaporean-German business community.

With SGC as your preferred **#PartnerInSingapore**, gain exclusive access to our online and offline platforms designed to elevate your brand visibility, enhance credibility, and deliver meaningful engagement.

Extend your reach and connect with a highly engaged Singaporean-German business community today.

Elevate Your Brand Across Our Renowned Publications

Circulated
to more than
500
members



SGC Annual Report

A definitive overview of SGC’s activities and access to a strong business network



Launched at the Annual General Meeting, the SGC Annual Report provides a comprehensive overview of the past year’s Chamber activities and events including speakers, committees, delegations, and networks, positioning your brand alongside influential voices and initiatives.

Beyond this, the Annual Report serves as a key reference for understanding the Chamber’s role and its continued engagement within the business community.

Position of Advertisement	Member’s Price	List Price
Inside Front Cover	S\$5,110	S\$5,768
Inside Back Cover	S\$5,110	S\$5,405
Double Page Spread	S\$5,603	S\$6,131
Run-On-Page (ROP)	S\$3,078	S\$3,352

(Prices exclude GST)

SGC Membership Directory

Your Direct Access to the Singaporean-German Business Community



Our Annual Membership Directory is one of the key benefits of SGC membership.

Available exclusively to the SGC network, it delivers direct access to up-to-date contact information of decision-makers within member companies, enabling targeted outreach, effective promotion of your business events, and stronger commercial connections.

Position of Advertisement	Member's Price	List Price
Outside Back Cover	S\$8,149	S\$9,170
Double Page Spread	S\$7,764	S\$8,741
Inside Back Cover	S\$7,390	S\$8,314
Inside Front Cover	S\$5,876	S\$6,600
Bookmark (13cm x 6cm) - 2-sided, with ribbon	S\$5,075	S\$5,691
Run-On-Page (ROP)	S\$4,361	S\$4,888
Company Logo and Profile Inclusion	S\$394	S\$439
Company Profile Inclusion	S\$296	S\$317
Company Logo Inclusion	S\$263	S\$285

(Prices exclude GST)

The Day of German Unity Special

Your Annual Business Magazine to Singaporean-German
Business Insights, Trend and Exclusive Content



The Day of German Unity Special is our most prominent and highly regarded annual publication. Featuring Chamber highlights, market overviews, partner profiles, and editorials, it covers current business trends relevant to the Singaporean-German business community.

Distributed at the Day of German Unity Reception in Singapore which commemorates Germany’s reunification and is organised in partnership with the German Embassy, the publication reaches more than 500 attendees.

In addition, the magazine is circulated to all new and potential members, as well as business partners across ASEAN and Germany, offering unmatched visibility for your brand.

Position of Advertisement	Member’s Price	List Price
Outside Back Cover	S\$7,249	S\$8,018
Inside Back Cover	S\$6,262	S\$6,920
Inside Front Cover	S\$5,273	S\$5,822
Prime Pages (next to Key Messages)	S\$4,286	S\$4,725
Run-On-Page (ROP)	S\$4,088	S\$4,504

(Prices exclude GST)

SGC Email Mass Mailer

Reach over 1,500 engaged recipients in the Singaporean-German business community



Our Mass Mailer delivers your curated messaging directly to over 1,500 recipients in the Singaporean-German business community, driving engagement, collaboration, and brand recognition.

Whether you want to highlight events, showcase products or services, or run targeted campaigns, the SGC Email Mass Mailer is the ideal platform to reach decision-makers effectively.

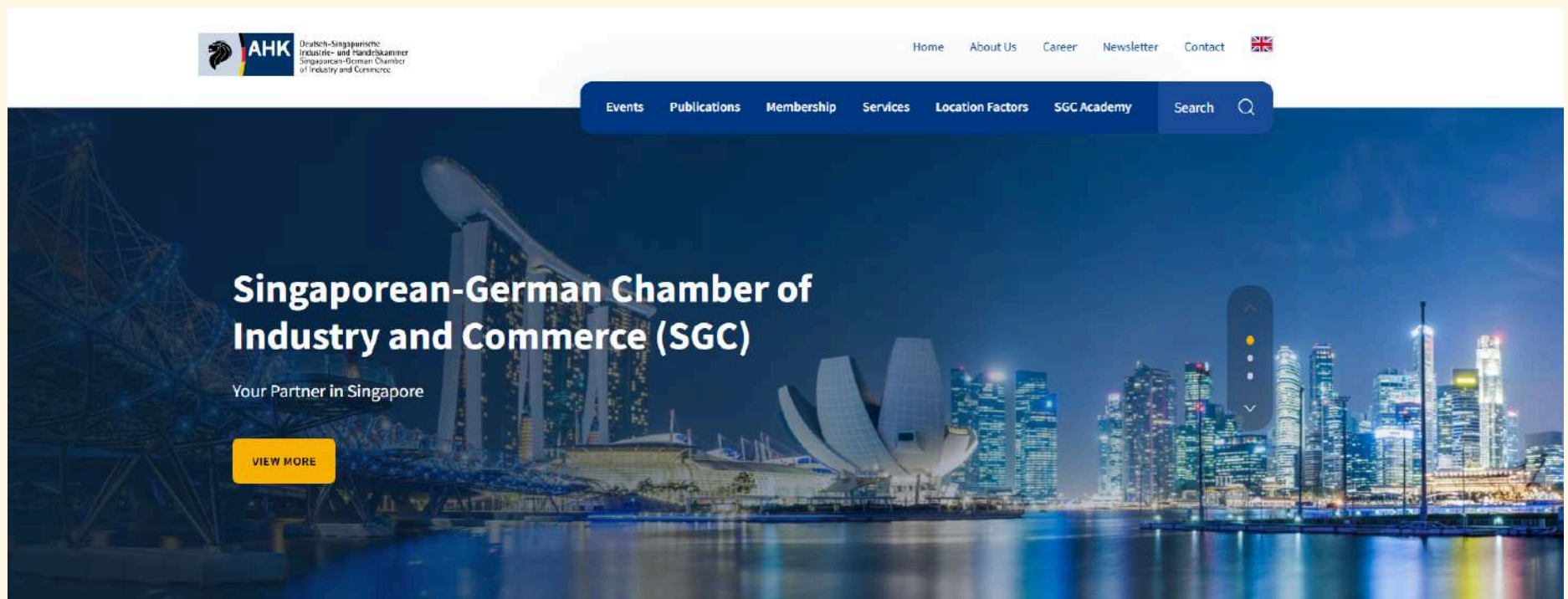
2 Email Blasts	Member's Price	List Price
	S\$2,339	S\$3,524

(Prices exclude GST)

Editorial Calendar 2026

Publication	Ad Booking Deadline	Content Submission Deadline	Advertisement Submission Deadline	Launch
Annual Report 2025	23 Jan 2026	-	6 Feb 2026	Mar 2026
Membership Directory 2026	8 May 2026	29 May 2026	12 June 2026	Aug 2026
Day of German Unity Special 2026/2027	8 July 2026	21 July 2026	18 Aug 2026	Oct 2026

Website Advertisements



The SGC website delivers strong performance and growing visibility. With a high proportion of new visitors, strong session numbers, and substantial page views, it offers advertisers broad reach and sustained exposure across high-traffic content.

Our analytics reflect strong brand loyalty alongside high discoverability, giving advertisers access to a well-balanced mix of returning users and new visitors, maximising both awareness and engagement.

Key Insights for 2025

90,122



Total Page Views

37,266



Total Sessions

35,189



Unique Visitors
(Average of 2,932 visitors/month)

Top Pages

- **Landing Page**
- **Career Section**
- **EventHub**

56%



Direct Traffic

62%



Search Engines

Geographical Web Traffic (Major Audiences)



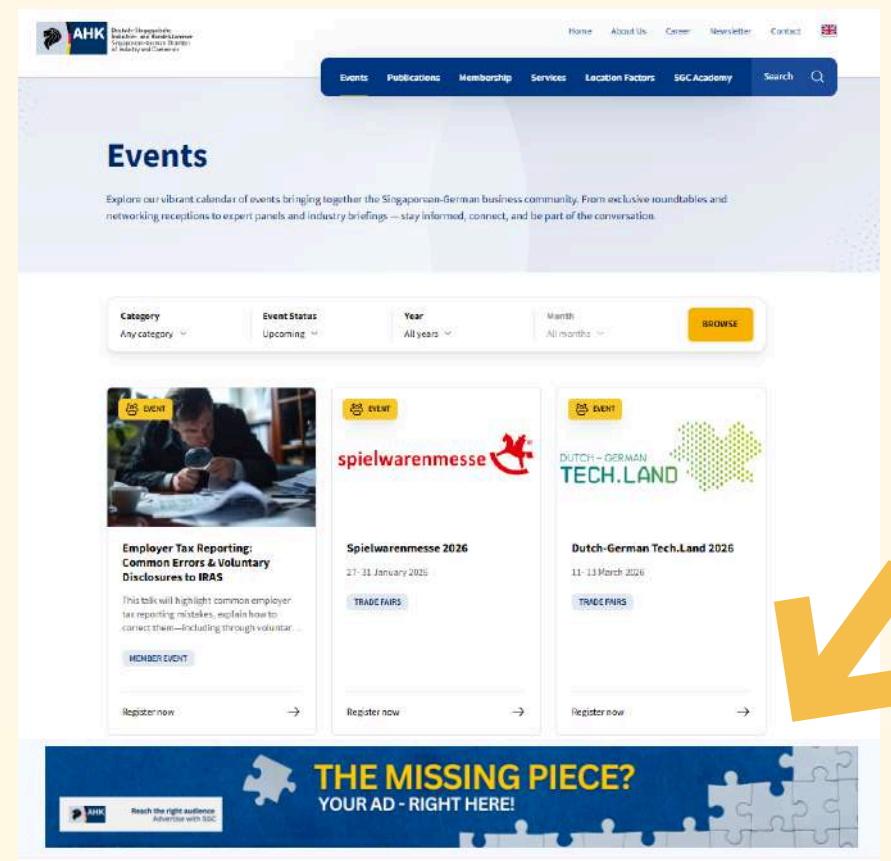
Website Advertisements

SGC Website Ad Banners Placements

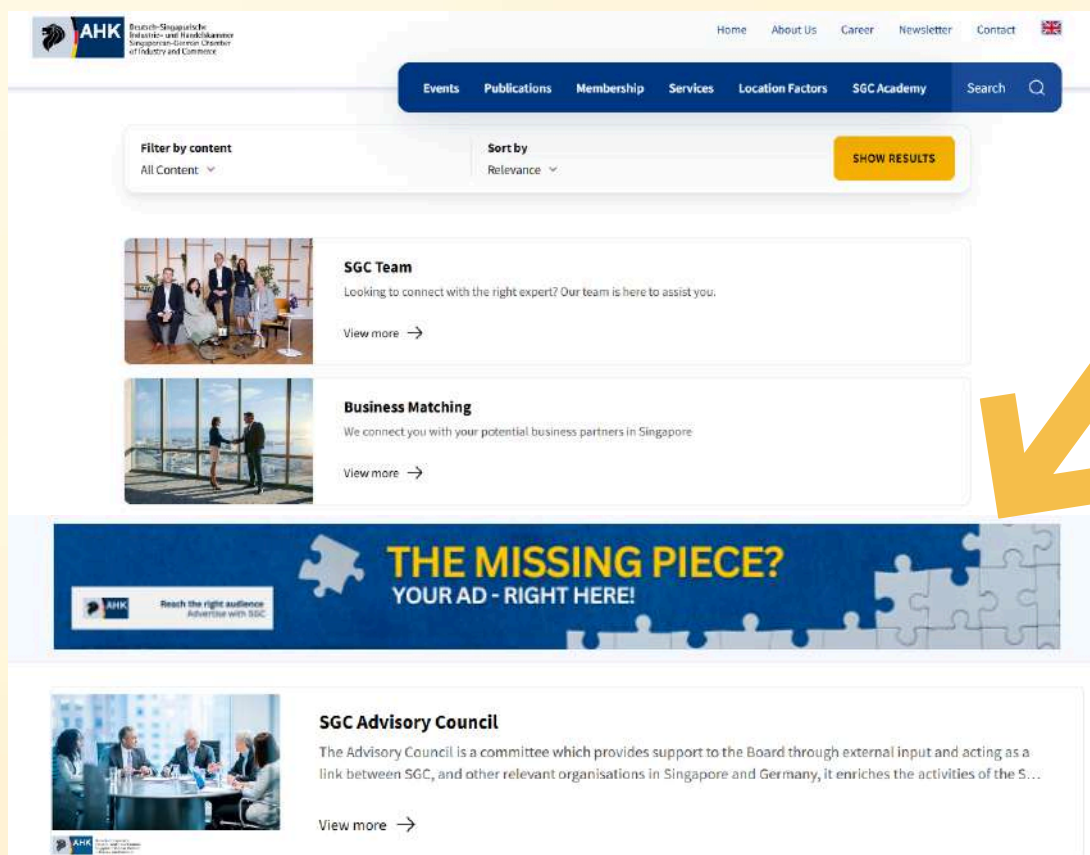
Top of Page



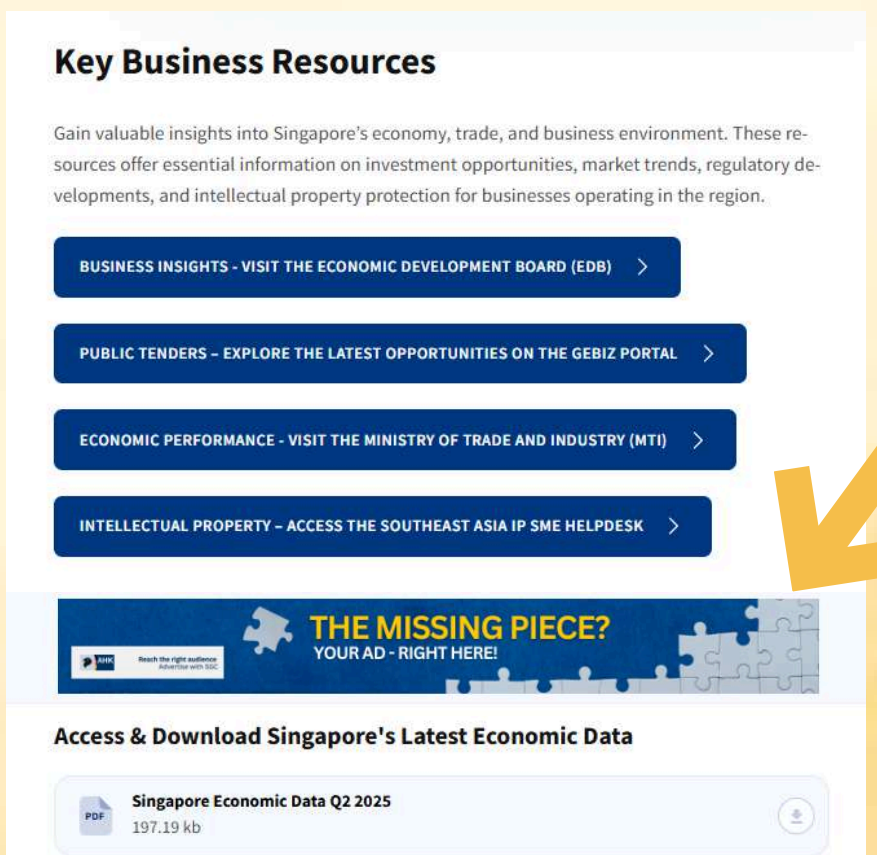
EventHub Page



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\$510	S\$1,377 (save 10%)	S\$2,448 (save 20%)
EventHub Page	S\$408	S\$1,102 (save 10%)	S\$1,958 (save 20%)
Search Results	S\$357	S\$964 (save 10%)	S\$1,714 (save 20%)
Ad Module	S\$306	S\$ 826 (save 10%)	S\$ 1,469 (save 20%)

(Prices exclude GST)

Website Advertisements

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.

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**Singaporean-German Chamber of
Industry and Commerce / AHK
Singapur**