



**German Association**  
Deutsches Haus

## **CORPORATE MEMBERSHIP GUIDE 2024**

---

**GERMAN ASSOCIATION  
DEUTSCHES HAUS**  
4 Battery Road, #25-01, Bank of China  
Building, Singapore 049908  
[sales@impulse.org.sg](mailto:sales@impulse.org.sg)  
[editor@impulse.org.sg](mailto:editor@impulse.org.sg)  
[info@german-association.org.sg](mailto:info@german-association.org.sg)

---

**IMPULSE MAGAZINE**  
[www.german-association.org.sg/Impulse](http://www.german-association.org.sg/Impulse)

**GERMAN ASSOCIATION**  
[www.german-association.org.sg](http://www.german-association.org.sg)  
Unique Entity Number: S61SS0147K



# DO YOU KNOW THE HISTORY OF THE **GERMAN ASSOCIATION (GA),** A TRADITIONAL ASSOCIATION IN SINGAPORE?

Our roots go back to 1856 with the founding of **Club Teutonia**. Since then, our non-profit organization has enriched international life in Singapore as one of the oldest clubs.

## OUR MISSION

TO FORM A STRONG COMMUNITY OF GERMAN SPEAKERS IN SINGAPORE AND TO OFFER NEWCOMERS AND LONG-TIME RESIDENTS A COMMUNITY AWAY FROM HOME. TO MAINTAIN FRIENDSHIP AND EXCHANGE WITH OUR HOST COUNTRY SINGAPORE.

## OUR GOAL

TO PROMOTE FRIENDSHIP AND UNDERSTANDING WITHIN THE GERMAN-SPEAKING COMMUNITY AND OTHER COMMUNITIES AND LOCAL RESIDENTS OF SINGAPORE.

In order to achieve our goal, the association forms a platform accessible to all German-speaking expatriates in Singapore. Our services, events and activities are offered to members and their friends and include:

1. The high gloss **IMPULSE** magazine, a substantial 52 pages print magazine published by GA for all members and German, Swiss and Austrian institutions on exciting topics relevant to Singapore.
2. Co-Organizer of the German Ball 2023 at the Raffles Hotel - a night of celebration of 200 years of friendship between Singaporeans and Germans.
3. **Guided tours** on different topics such as culture, nature, architecture, city history or culinary excursions. Our tours include visits to various museums e.g. the Asian Civilizations Museum.
4. Regular **book presentations** at the Salon Singapore by German-speaking authors, who either live in or visit Singapore.
5. **Traditional festivals** and the practice of German customs such as workshops for Christmas wreath making (*Adventskranzbinden*), traditional asparagus dinner (*Spargelessen*) and the gatherings for singing of traditional Christmas carols.
6. *Netzwerk Neuausrichtung* - a **network event** for professional re-orientation in Singapore of traveling spouses.
7. Monthly **ladies nights** 'Heels in the Sky' at changing locations including stunning roof top bars.
8. Various **seminars and workshops** regarding legal and educational topics.
9. **Sport events** (planned)
10. And a lot more to come ...

The board of the German Association with its strong team of volunteers spends its time and passion on bringing our mission alive.

# AS A COMPANY HOW CAN YOU SUPPORT THE GERMAN ASSOCIATION'S GOALS ?

**Become a Corporate Member.** The Corporate Membership includes various marketing opportunities: 1. on the German Association website, 2. in the frequently distributed E-newsletter and 3. through advertisements in the Impulse magazine. All corporate members are also entitled to a printed feature of company and / or interview of individual (advertorial) in our magazine Impulse once a year. There are two options of memberships available: The **Basic** or **Premium** membership.

## BENEFITS OF CORPORATE MEMBERSHIP

MEMBERSHIP PACKAGES	CORPORATE PREMIUM	CORPORATE BASIC
<b>ANNUAL FEE</b>	<b>\$2,500</b>	<b>\$1,150</b>
Nominated members	<b>6</b>	<b>3</b>
Annual General Meeting voting rights	✓	✓
EVENTS: Opportunity to attend all events at members' rate or free of charge; special member events will be announced separately	✓	✓
<b>MEMBERSHIP BENEFITS</b>		
Member voting right on annual general meeting (only one nominated individual)	✓	✓
Access to special member benefits from our partners and supporters	✓	✓
Access to exclusive member events	✓	✓
Employees of the company are entitled to join the GA at an annual membership fee reduced by 15%	✓	
Employees of the company are entitled to join the GA at an annual membership fee reduced by 10%		✓
<b>WEBSITE AND EMAIL GERMAN ASSOCIATION (GA)</b>		
Logo on GA homepage	✓	✓
Extra banner on GA homepage for a period of 14 days	✓	
Possibility to post jobs via member section	✓	✓
Company logo in all editions of the e-newsletter and event invitations	✓	
Listed on membership/partnership advantages section on website	✓	✓
<b>MAGAZINE IMPULSE AND E-NEWSLETTER*</b>		
Distribution of Impulse print magazine to registered mail address within Singapore	✓ <b>15 copies</b>	✓ <b>5 copies</b>
Company logo on members page of all Impulse magazines	✓	✓
First choice for premium advertisement placements in magazine (1 full page 2x per year)	✓	
Feature of company** and/or interview** of individual in magazine (1 full page 1x per year)	✓	
Advertisement placements in magazine (1 half page 2x per year)		✓
Feature of company** and/or interview** of individual in magazine (1 half page 1x per year)		✓
Additional advertisement in magazine per issue according to price list	✓	✓
Company introduction in e-newsletter including logo, outline and contact details at start of membership	✓	✓

\* Magazine: 4 times p.a. published in hardcopy and teasers on Impulse website; events newsletter: fortnightly (about 24 times p.a.).

\*\* Content readily provided by member

# WHY ADVERTISE WITH US?

## Impulse

### DID YOU KNOW...

GERMAN IS THE OFFICIAL LANGUAGE IN GERMANY, SWITZERLAND, AUSTRIA, LICHTENSTEIN, LUXEMBOURG, SOUTH TIROL (ITALY) AND BELGIUM. IT IS ALSO SPOKEN IN ALSACE (FRANCE) AND PARTS OF LORRAINE (FRANCE).

GERMAN IS ALSO AN OFFICIAL LANGUAGE IN NAMIBIA (SOUTH-WEST AFRICA).

---

OVER 1,600 GERMAN, 400 SWISS AND 80 AUSTRIAN BUSINESSES ARE BASED IN SINGAPORE.

---

GERMANY IS SINGAPORE'S SECOND LARGEST TRADING PARTNER IN EUROPE.

---

GERMAN VISITORS ARE SECOND ONLY TO THE BRITISH AMONG EUROPEAN TOURISTS IN SINGAPORE.

---

WITH OVER 1,800 STUDENTS THE GERMAN EUROPEAN SCHOOL SINGAPORE IS THE LARGEST GERMAN SCHOOL IN SOUTHEAST ASIA.

---

THE GERMAN CLUB WAS FOUNDED IN 1856 WHICH MAKES IT THE OLDEST FOREIGN CLUB IN SINGAPORE.

With our IMPULSE magazine we offer a solid, reliable and strong readership with a respectable circulation that is distributed to many of the top companies, organisations and institutions based in Singapore.

Our magazine is Singapore's most popular, up-to-date and relevant German-language magazine established in 1988. With high print quality (printed in Singapore) we bring our readers closer to the uniqueness of the cultural melting pot of Singapore. We report on a wide range of interesting topics including culture, cultural exchange, nature, science and sustainability in relation to our innovative and diverse temporary home country Singapore. The magazine also reports on events relevant to the German-speaking community and their friends.

### CIRCULATION

- 2.500 copies reaching out to 12,000 German-speaking expatriates living in Singapore
- Over 450,000 German-speaking tourists and business visitors annually

### READERSHIP PROFILE

- Approximately 12,000 German-speaking expatriates with a high standard of living plus their business partners and visitors
- At least one member of the Impulse reader's household holds a middle or top management position

### DISTRIBUTION

#### Embassy

- The magazine is endorsed by the German Embassy.

#### Expatriates

- Households and other organisations servicing expatriates

#### Other Austrian, German and Swiss Institutions

Embassies of Germany, Austria and Switzerland, Singapore-German Chamber of Industry and Commerce, German Centre for Industry and Trade Pte Ltd, Selected Austrian, German and Swiss companies, German Association - Deutsches Haus, Swiss Club, German European School Singapore, Swiss School Singapore, German-speaking Protestant and Catholic Church.

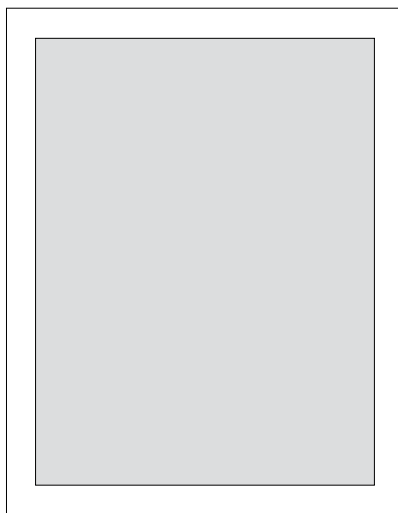
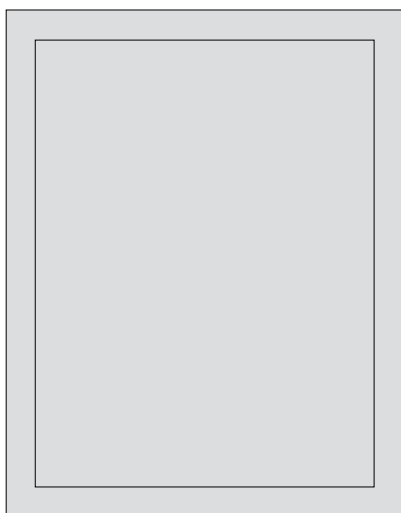
**PUBLICATION TRIM SIZE:** A4 [297mm x 210mm]

### PRINT Full Page

Bleed Size: 307mm [H] x 220mm [W]

Trim Size: 297mm [H] x 210mm [W]

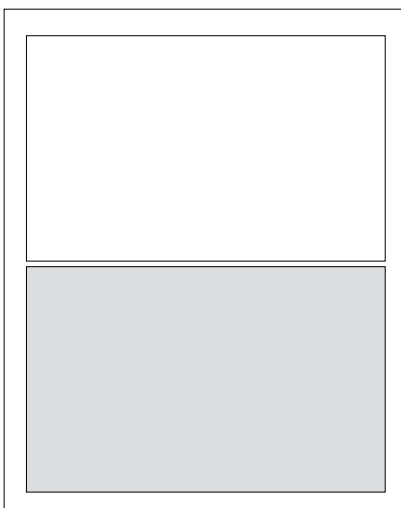
Text area: 277mm [H] x 190mm [W]



**Max. word count:**  
**600 plus 2-3 photos,**  
template on request  
or free style customer design,  
print specs (page 5) applicable

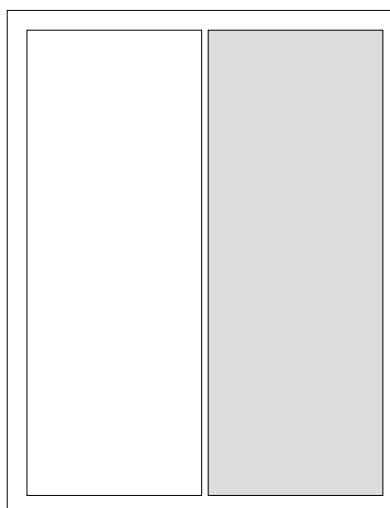
### Half Page

125mm [H] x 180mm [W]



### Half Page [Vertical]

265mm [H] x 90mm [W]



**Max. word count:**  
**300 plus 1 photo,**  
template on request  
or free style customer design,  
print specs (page 5) applicable

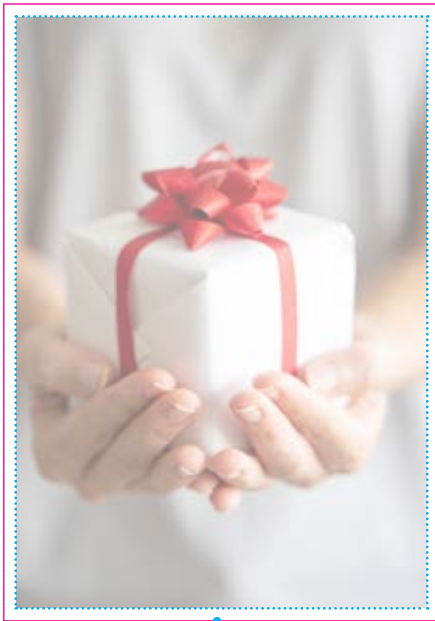
\*\* A **non-bleed ad** has white space between the ad and the edge of the page.

\* A **bleed ad** is an ad that is designed not to have a white margin around the image - they 'bleed' off the page.

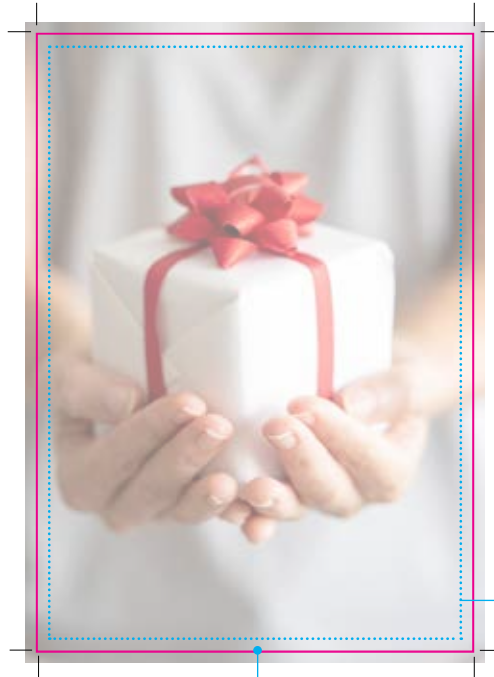
# TECHNICAL SPECIFICATIONS

## Impulse

**Non-Bleed Ad**  
size: 277mm (H) x 190mm (W)



**Bleed Ad**  
size: 307mm (H) x 220mm (W)



For all advertisements a high resolution file of 300 dpi and in CMYK colours (JPG or PDF) is required.

**Text area:**  
277mm (H) x 190mm (W)

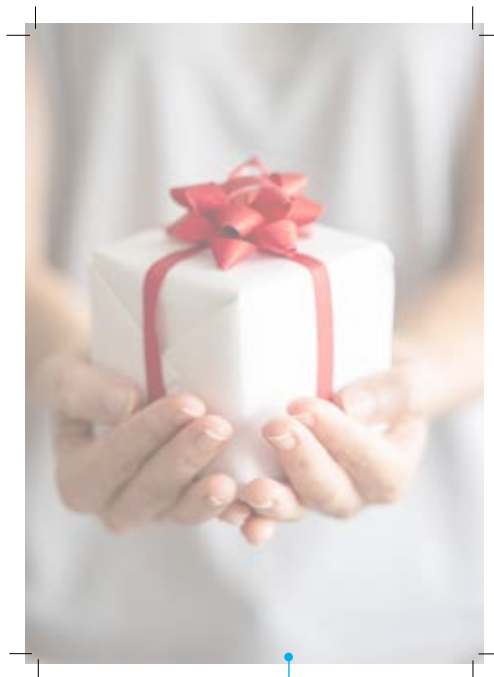
Publication trim size A4 297mm (H) X 210mm (W)

### ARTWORK SAMPLE

**Non-Bleed Ad**  
size: 277mm (H) x 190mm (W)  
with crop marks



**Bleed Ad**  
size: 307mm (H) x 220mm (W)  
with crop marks & 5mm bleed



Publication trim size A4 297mm (H) X 210mm (W)

Photo by Kerstin Schulze, Singapore

### EDITORIAL CALENDAR 2024-25

ISSUE	MAGAZINE	PUBLISHING DATE	BOOKING DATE*	MATERIAL DEADLINE*
MARCH-MAY	PRINT	11th of March	3rd of February	9th of February
JUNE-AUG	PRINT	10th of June	26th of April	8th of May
SEPT-NOV	PRINT	13th of September	1st of August	7th of August
DEC-FEB	PRINT	9th of December	31st of October	1st of November

\* Dates are per issue and subject to change without prior notice at the publisher's discretion.

