

Impulse

THE MAGAZINE FOR THE
GERMAN-SPEAKING COMMUNITY
IN SINGAPORE

MEDIA KIT 2024

GERMAN ASSOCIATION DEUTSCHES HAUS

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IMPULSE MAGAZINE

www.german-association.org.sg/Impulse

GERMAN ASSOCIATION

www.german-association.org.sg
Unique Entity Number: S61SS0147K



WHY ADVERTISE WITH US?

12,000
German-speaking residents in Singapore

The **Only** magazine
in German language

Distributed to
top companies,
organisations and institutions
based in Singapore

Contents

Sizes	03
Advertorials	04
Technical Specs	05
PRINT advertising rates and calendar	06
ONLINE Advertising Rates und Calendar	07

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.

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 here in Singapore.

Our magazine is Singapore's oldest German language magazine that was launched in 1988. It is published by the German Association - Deutsches Haus. It is available to our readers via subscription link to <https://germanassociation.wildapricot.org/Join-us>.

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 (predominantly German and German-speaking, i.e. Austrian and Swiss nationals as well as others).
- At least one member of the Impulse readers' 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

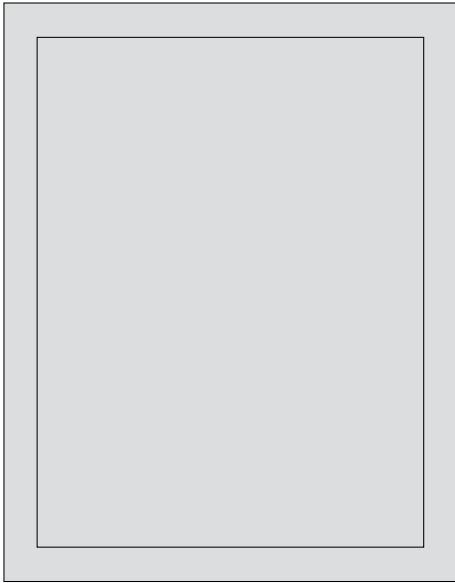
Other Austrian, German and Swiss Institutions

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 Churches.

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

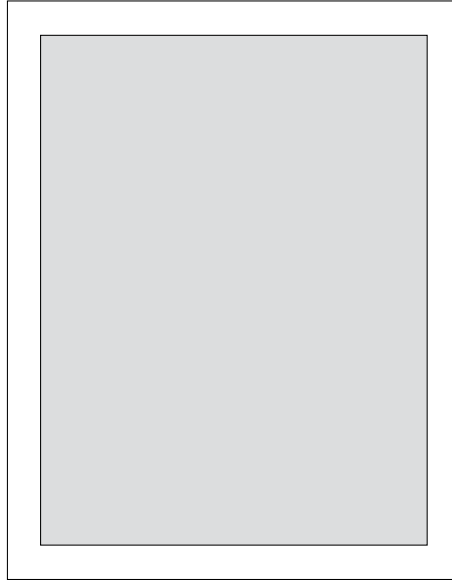
Full Page (Bleed Ad)*

Bleed Size: 307mm [H] x 220mm [W]
Trim Size: 297mm [H] x 210mm [W]
Text area: 277mm [H] x 190mm [W]



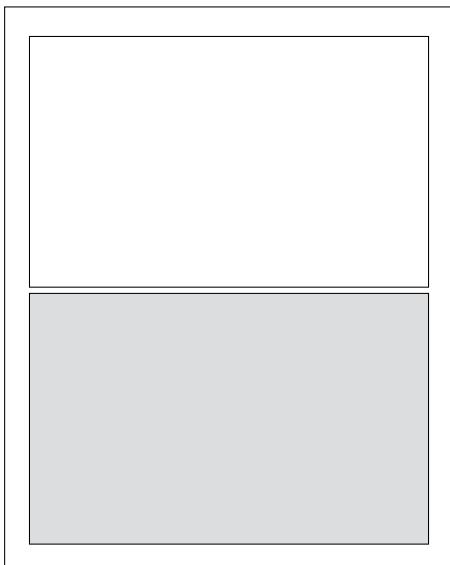
Full Page (Non-Bleed Ad)**

Size: 277mm [H] x 190mm [W]



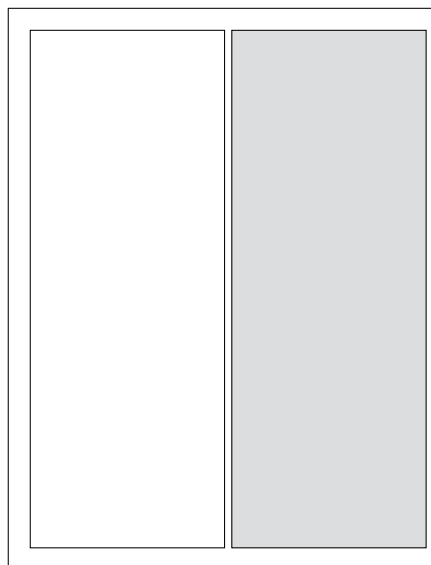
Half Page

125mm [H] x 180mm [W]



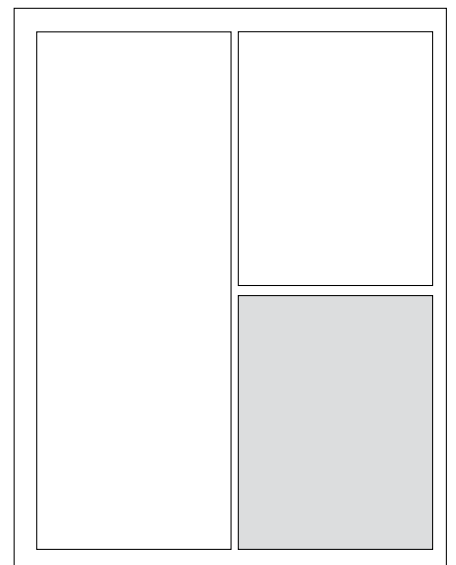
Half Page [Vertical]

265mm [H] x 90mm [W]



Quarter Page [Vertical]

130mm [H] x 90mm [W]



** 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.

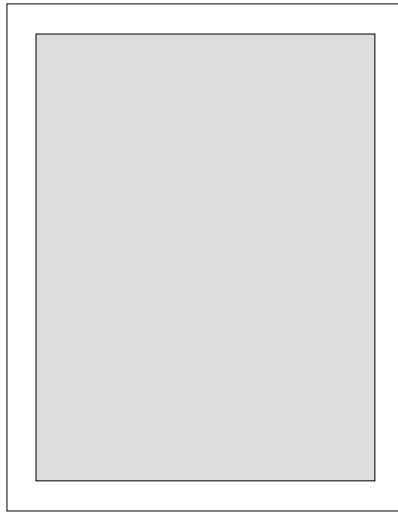
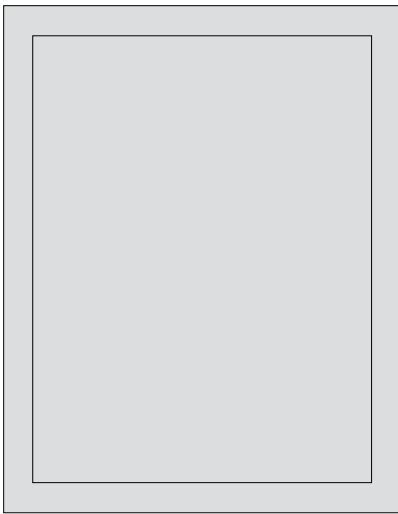
PUBLICATION TRIM SIZE: A4 [297mm x 210mm]

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,

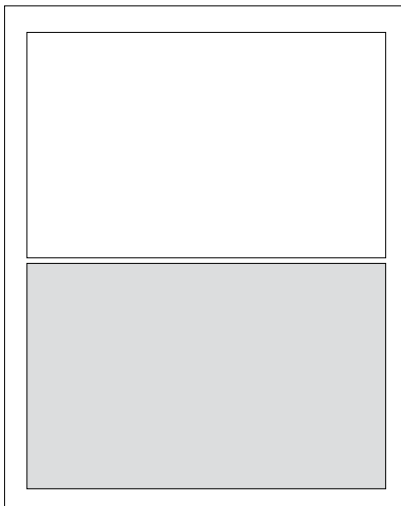
template on request

or free style customer design,

print specs (page 5) applicable

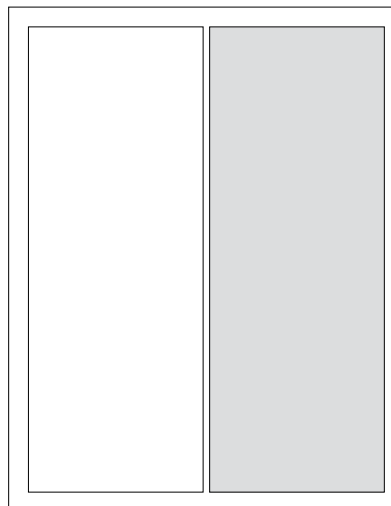
Half Page

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,

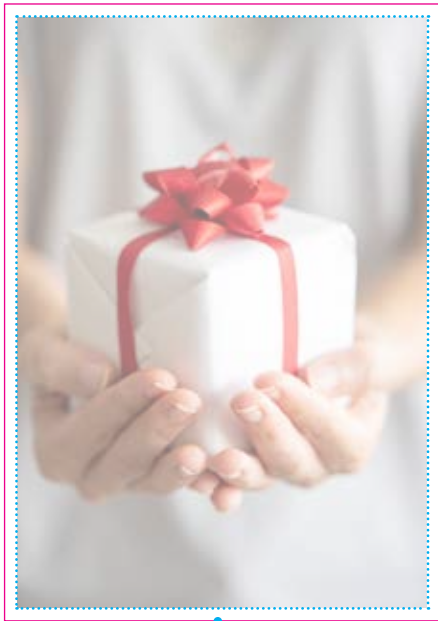
print specs (page 5) applicable

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

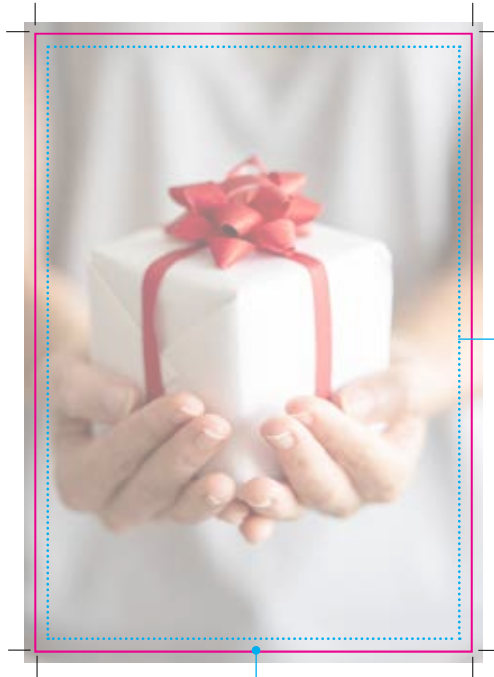
* A **bleed ad** is an ad that is designed not to have a white margin around the image - they 'bleed' off the page.

HI-RESOLUTION in 300 dpi-file in CMYK (JPG or PDF)

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



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



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)

MAGAZINE ADVERTISEMENTS

POSITION / SIZE	RATES* S\$
BACK COVER	1,795
INSIDE BACK COVER	1,595
INSIDE FRONT COVER	1,495
FULL PAGE**	995
HALF PAGE**	495
QUARTER PAGE**	275
ADVERTORIAL (if written by Impulse editorial staff in addition to above rates for full page)	495
ARTWORK HALF PAGE (in addition to above rates)	95
ARTWORK FULL PAGE (in addition to above rates)	145

* Rates are per issue and subject to change without prior notice at the publisher’s discretion.

** Right Of Placement by Impulse

ADVERTORIALS

We offer advertorials with the following conditions:

- The price for an advertorial is the same as a standard advertisement of the same size. Please refer to ‘Advertising Rates’ above.
- The advertorial can be written by one of our Impulse editorial staff members. In this case an additional charge of S\$ 295 for a half page and S\$ 495 for a full page applies. This service is valid for print and online advertorials.
- The advertorial page will be in a different format (font and layout) from the other articles and indicated with the word ‘Advertorial’.

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.

ONLINE ADVERTISING

POSITION*/SIZE	RATES** S\$
Tile German Association website 600 x 500px	295
Social Media Post Impulse and German Association	150
e-Advertorial, 800 words, 2-3 photos	395

* Right Of Placement by IMPULSE

**Rates are per month and subject to availability

PUBLISHING DATE	BOOKING DATE	MATERIAL DEADLINE
1st day of booking month <i>(example: 1st March 2024)</i>	1 month prior to publishing date <i>(example: 1st Feb 2024)</i>	2 weeks prior to publishing date <i>(example: 15th Feb 2024)</i>



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