



MEDIA KIT

2018

HOLLANDSE
CLUB



WE TAKE PLAY SERIOUSLY!

WHO ARE WE?

The Hollandse Club is an international, family-friendly community offering a relaxed and sportive experience for everyone! Set in the tropical surroundings of Bukit Timah, the weekly activities and events are taken seriously here! The 13 Rooms are ideal for a short staycation or a city trip and the various event spaces available makes it a perfect venue for both private and corporate functions.

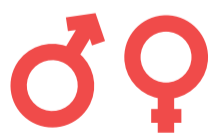
THE MAGAZINE

Our quarterly Magazine is sent to our active database of 1450 members and the online version reaches over 10,000 unique visitors to the website every month. The content is all about discovering new things in Singapore, and also includes members' stories, social & sports events and practical information on classes and activities.

DEMOGRAPHICS

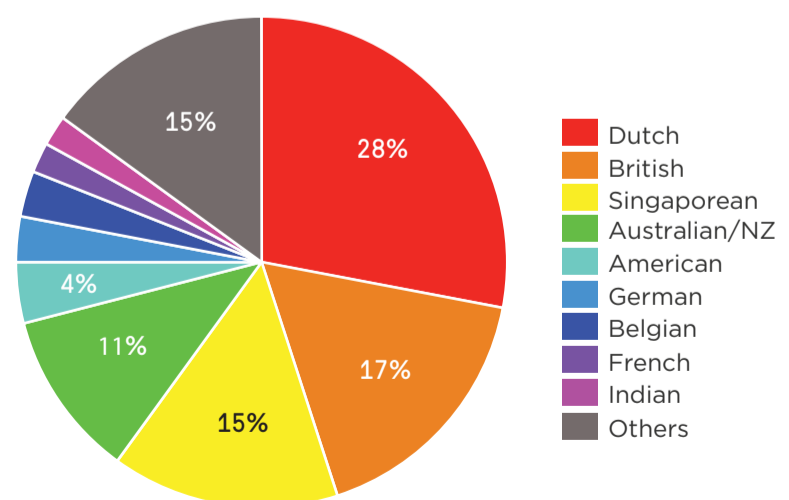


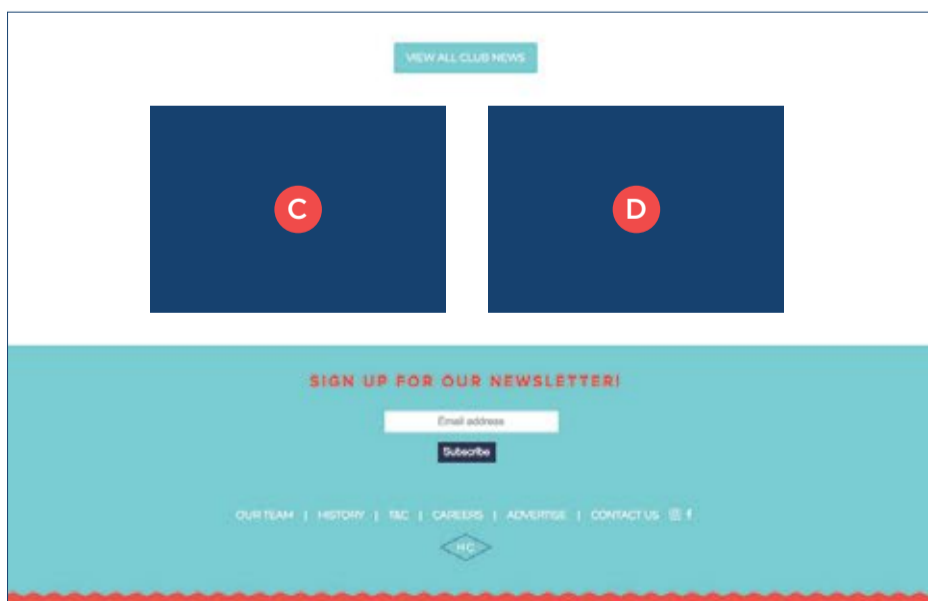
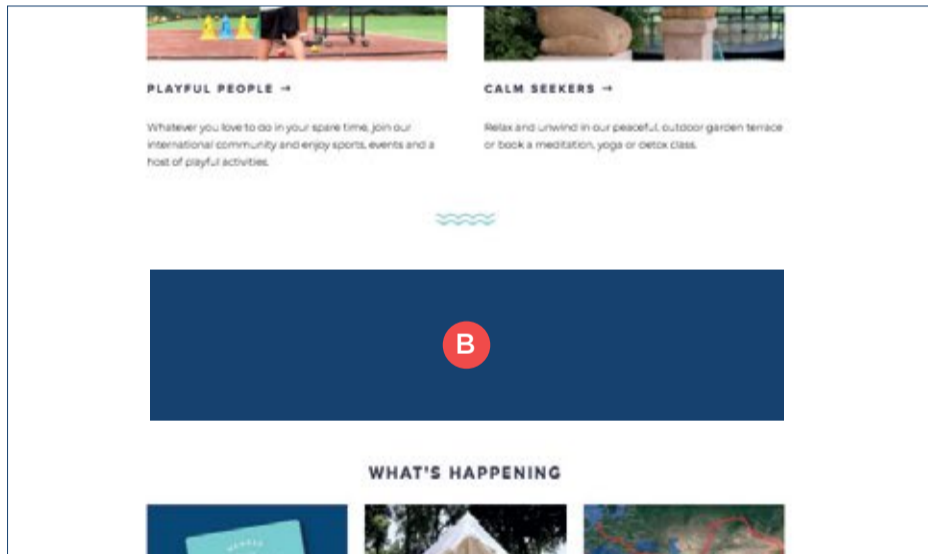
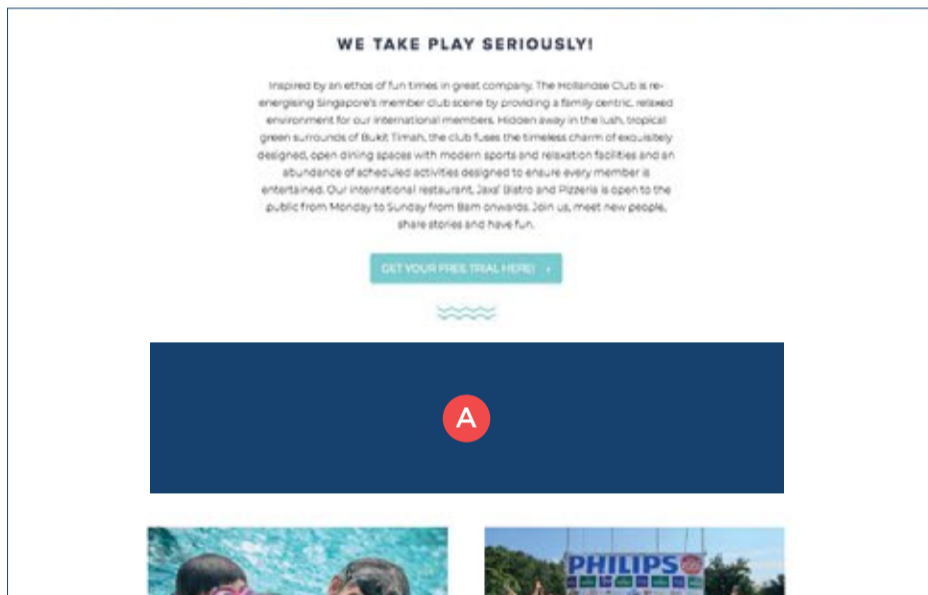
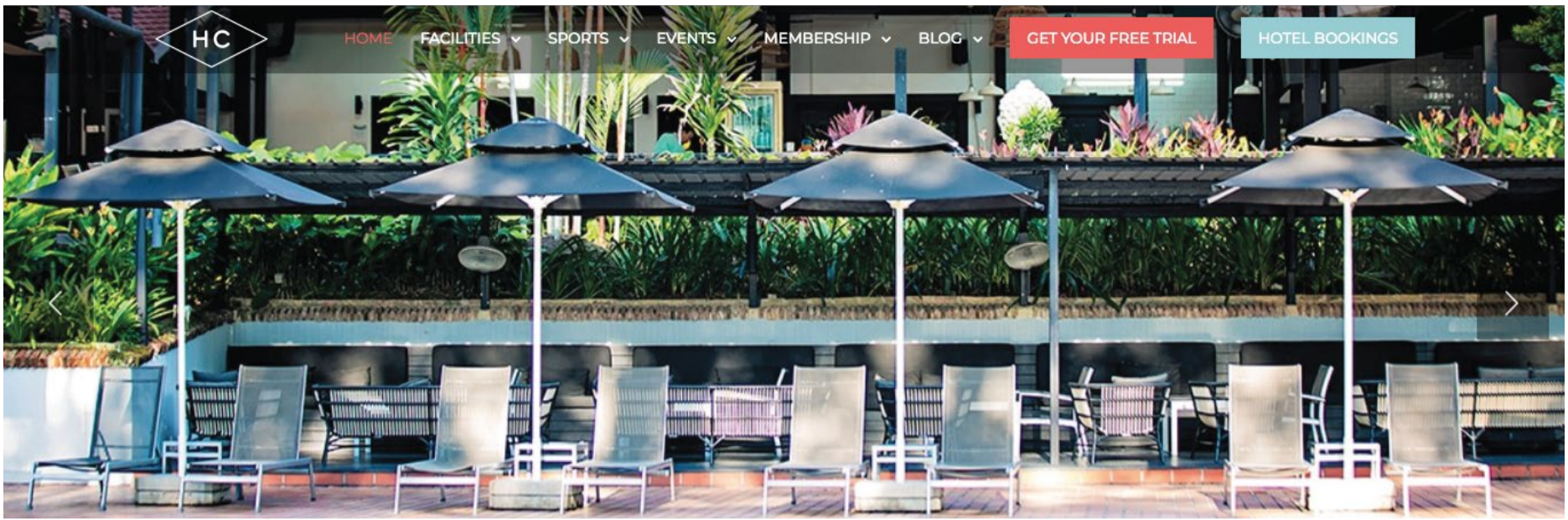
YOUNG FAMILIES
Between 30-55 yrs old,
with children between
3-11 yrs old



45% | 55%

WE HAVE A GOOD MIX OF EXPATS & LOCALS





ONLINE ADVERTISEMENT (www.hollandseclub.org.sg)

Available on the home page of the Club's website via logo placements. (File type: JPEG, GIF, PNG)

Logo (140px X 72px)

495/month

HOMEPAGE (www.hollandseclub.org.sg)

Advertise with us on our website and reach an international and family friendly community!

DESCRIPTION	SIZE	PRICE
(A)	(W) 1100pixels (H) 175pixels	1000/month
(B)	(W) 1100pixels (H) 175pixels	800/month
(C)	(W) 550pixels (H) 275pixels	350/month
(D)	(W) 550pixels (H) 275pixels	350/month

MATERIAL REQUIREMENTS

- Static JPG or GIF format
- 72dpi with RGB colours

RATES & SPECIFICATIONS

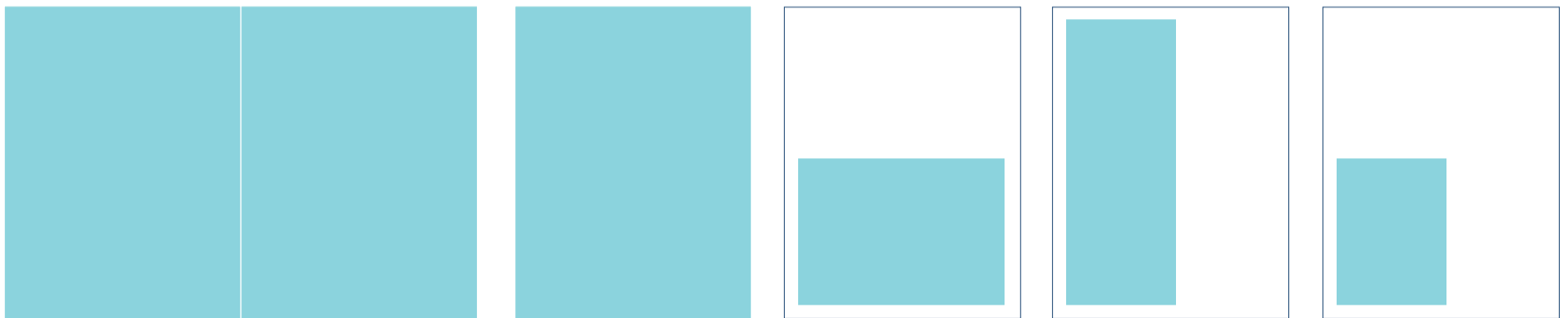
Print (Full Colour)	
Full Page	SGD
Outside Back Cover	1,850
Inside Front Cover	1,500
Inside Back Cover	1,450
Inner Full Page	1,200
Double Page Spread (DPS)	2,000
Half Page (Horizontal/Vertical)	715
Quarter Page	440

ON-STANDS ADVERTISEMENTS (Excluding Printing)

Posters (Displayed on Lobby's notice board)	
A3	300/month
A4	280/month
Flyers (Displayed on Reception's flyer stand)	
A5 (100 pcs)	250/month

PUBLICATION SPECIFICATIONS

Magazine size: A4 - 297mm (H) x 210mm (W). To accommodate bleed, add 3mm to all full page dimensions.



Double Page Spread:
297mm (H) x 420mm (W)

Full Page:
297mm (H) x 210mm (W)

Half Page Horizontal:
125mm (H) x 175mm (W)

Half Page Vertical:
275mm (H) x 85mm (W)

Quarter Page:
125mm (H) x 85mm (W)

Frequency Discount	
3 insertions	5%
6 insertions	10%
+ 1 x Full Page Complimentary Write-up	

For more enquiries, please send an email to marcom@hollandseclub.org.sg

MATERIAL REQUIREMENTS

- PDF or TIFF format
- 300dpi with CMYK colour proofs

Deadlines

- Booking Deadline - 1st of the preceding month
 - Material Deadline - 8th of the preceding month
- * If the date falls on a weekend, the deadline will be the nearest weekday.

Payment Details

1. Payment should be made within 7 days of receipt of invoice. If the unpaid balance exceeds 14 days, the discounted rate will be null and the sheet rate will be applied. A fee of 10% per month will be levied for late payments. Please note that overseas advertisers will bear all bank charges.

2. In case an advertisement package (3 or 6 insertions) is terminated before the end of the contract, the Advertiser will be billed at the sheet rate (without agreed discount) for all ads planned in the contract.

3. Internet Banking

Account name: Hollandse Club
Bank: UOB (7375),
Branch: Coronation Plaza (026)
Account Number: 347-300-842-2

GENERAL TERMS & CONDITIONS

1. The Hollandse Club reserves the right to decline insertion of any material. Advertisers who are promoting similar products to those of the Hollandse Club or their sponsors will not be permitted.
2. The Hollandse Club is indemnified against all claims, actions, demands, costs and expenses with respect to all advertisements published.
3. The Hollandse Club reserves the right to use previous material if the artwork is not supplied by deadline.
4. The advertiser will pay for costs, legal or otherwise, and incidental expenses incurred by the Hollandse Club in the course of collecting payment.
5. The contract cannot be terminated unless the Advertiser has given Hollandse Club a written notice thereof, at least 60 days prior to the space deadline.
5. By signing the booking form, the advertiser signifies acceptance of the rates shown together with the Terms & Conditions noted on this form.



HOLLANDSE CLUB

BOOKING FORM - ONLINE ADVERTISING

CONTACT

Company Name: _____

Contact Person: _____

Billing Address: _____

_____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

REMARKS:

DATE:

ACCEPTED BY:

Signature & Company Stamp



HOLLANDSE CLUB

BOOKING FORM - PRINT ADVERTISING

CONTACT

Company Name: _____

Contact Person: _____

Billing Address: _____

_____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

THE MAGAZINE

Full Page (inner page)	<input type="checkbox"/>	Outside Back Cover	<input type="checkbox"/>	Inside Front Cover	<input type="checkbox"/>
Inside Back Cover	<input type="checkbox"/>	Half Page (Horizontal/Vertical)	<input type="checkbox"/>	Quarter Page	<input type="checkbox"/>
Loose Inserts	<input type="checkbox"/>				

POSITION Preferred position: Left / Right* * subject to availability of page space

BOOKING PERIOD

Year 2018/2019	New Year issue (Jan/Feb/Mar)	<input type="checkbox"/>	Spring issue (Apr/May/June/Jul)	<input type="checkbox"/>
	Back to School issue (Mid-Aug/Sep)	<input type="checkbox"/>	Christmas issue (Oct/Nov/Dec)	<input type="checkbox"/>

ONLINE ADVERTISEMENT

 Banner (www.hollandseclub.org.sg)*

Per month

Position: A B C D

Commencement date: _____ Duration: _____ month/s

REMARKS:

DATE:

ACCEPTED BY:

Signature & Company Stamp

WWW.HOLLANDSECLUB.ORG.SG

 [hollandseclub](#)  [hollandseclubsingapore](#)