



# Club Spirit

## Advertising Rate Card 2026

Serangoon Gardens Country Club prides itself as an exclusive sports and recreational club for families located in the heart of Serangoon Gardens. The Club caters to more than 6,000 Members (including Corporate Members) and their families. The Members consist of PMEBs, C-suite level managers, and business owners who live or work around Serangoon Gardens.

Besides in-Club advertising and notices, the bi-monthly Club Spirit magazine is our Members' primary source of information. With a readership of 12,600, copies are also readily available around the Club, as well as online (downloadable from our website).

### Member Profile

#### Gender

|        |        |
|--------|--------|
| Male   | 69.45% |
| Female | 30.55% |

#### Age

|            |       |
|------------|-------|
| Above 50   | 65.6% |
| 31-49      | 32%   |
| 30 & below | 2.4%  |

#### Profession

|                           |     |
|---------------------------|-----|
| C-suites                  | 14% |
| PMETs                     | 48% |
| Businessmen/Entrepreneurs | 13% |
| Homemakers/Retirees       | 23% |
| Others                    | 2%  |

#### Nationality

|                    |       |
|--------------------|-------|
| Singaporeans & PRs | 93.6% |
| Others             | 6.4%  |

### Magazine Advertising Rates (excluding GST)

|                                  |            |
|----------------------------------|------------|
| Full Page (Full Colour)          | \$1,500    |
| Half Page (Full Colour)          | \$750      |
| Quarter Page (Full Colour)       | \$450      |
| Double-Page Spread (Full Colour) | \$2,800    |
| Inside Front Cover (Full Colour) | \$1,800    |
| Inside Back Cover (Full Colour)  | \$1,800    |
| Outside Back Cover (Full Colour) | \$2,000    |
| Specific Page                    | 10% top up |
| Centre Spread                    | 25% top up |

### SGCC Member

#### 10% Discount

Applicable to Club Spirit Magazine Advertising rates only

## Materials Required

### Format

Print-optimised PDF file with embedded fonts. File should be compliant with ISO PDF/X-1a:2001 standard as defined by ISO 15930-1. Size: 260mm (h) x 190mm (w) with 5mm bleed all around.

### Resolution & Colour

All images must be converted to CMYK, uncompressed, with a minimum resolution of 300dpi.

### Proof

A digital colour proof complete with standard trim and bleed marks be supplied for colour guidance on press check

### Artwork Approval Clause

All artwork submitted by the Vendor will be reviewed by the Club's Marketing & Communications team to ensure alignment with the Club's branding guidelines, quality standards, and overall creative direction. Where adjustments are required, the Vendor will be requested to revise and resubmit the artwork accordingly, and this collaborative process will continue until the artwork meets the Club's standards, at no additional cost. To ensure consistency across all Club platforms, artwork will only be published upon approval, and the Club may make minor refinements where necessary to optimise presentation and maintain brand consistency.

## In-Club Advertising Rates – Print (excluding GST)

|                                     | Placement      | Per Insertion Per Month |
|-------------------------------------|----------------|-------------------------|
| Noticeboards (A4)                   | Main Clubhouse | \$500                   |
|                                     | Palm Wing      | \$400                   |
|                                     | Heliconia Wing | \$350                   |
| Standees (A4)                       |                | \$500                   |
| Pull-up Banners (850mmW by 2000mmH) |                | \$800                   |

- Client to provide artwork and content. Additional design services at \$300/request.
- Maximum of 3 revisions allowed per design.

## Digital Advertising Rates (excluding GST)

| Platform                                | Placement                                      | Per Insertion Per Month |
|-----------------------------------------|------------------------------------------------|-------------------------|
| Club EDM<br>(Newsletter)<br>(Bi-Weekly) | Top Banner (2494pxW x 832pxH)                  | \$500                   |
|                                         | Mid (2494pxW x 832pxH)                         | \$400                   |
|                                         | Bottom (2494pxW x 832pxH)                      | \$400                   |
| Website                                 | Top Banner (3600pxW x 1080pxH)                 | \$1,000                 |
|                                         | Bottom Page Banner (1024pxW x 307pxH)          | \$800                   |
| Social Media<br>(Bi-Weekly)             | Post (Facebook/Telegram) (A4)                  | \$200/month             |
|                                         | Story (Facebook/Instagram) (1080pxW x 1920pxH) | \$50/story              |

- Client to provide artwork and content. Additional design services at \$200/request.
- Maximum of 3 revisions allowed per design.

## On-Site Advertising Rates – Print & Digital (excluding GST)

| Location       | Placement                                        | Per Insertion Per Month |
|----------------|--------------------------------------------------|-------------------------|
| Main Clubhouse | Entrance Banner (14ft x 4ft)                     | \$2,000                 |
|                | Carpark Barrier Banner (4ft x 1ft)               | \$700 (both barriers)   |
|                | Digital Display (Vertical: 1080x1920px)          | \$300                   |
|                | Digital Display (Horizontal: 1920x1080px)        | \$500                   |
| Palm Wing      | Digital Display (Vertical: 1080x1920px)          | \$300                   |
| Heliconia Wing | Digital Display (Vertical: 1080x1920px)          | \$300                   |
|                | Digital Display (Horizontal: 1920x1080px)        | \$400                   |
|                | Gardens Bowl Advertising (Upper Panel: 168x92cm) | \$500/panel             |
|                | Gardens Bowl Advertising (Lower Panel: 100x25cm) | \$300/panel             |

- Client to provide artwork and content. Additional design services at \$300/request.
- Maximum of 3 revisions allowed per design.

## Booking Deadline

Two months before publication date  
(for magazine)

## Materials Deadline

First day of month preceding  
publication (for all)

## Advertising Enquiries

|                |                |                                   |
|----------------|----------------|-----------------------------------|
| Priscilla Chia | Tel: 6398 5320 | Email: priscilla_chia@sgcc.com.sg |
| Mandy Wong     | Tel: 6398 5374 | Email: mandy_wong@sgcc.com.sg     |