



Updated 01/10/16

Swiss Club Advertisement Kit

Disclaimer: Information in this Advertisement Kit

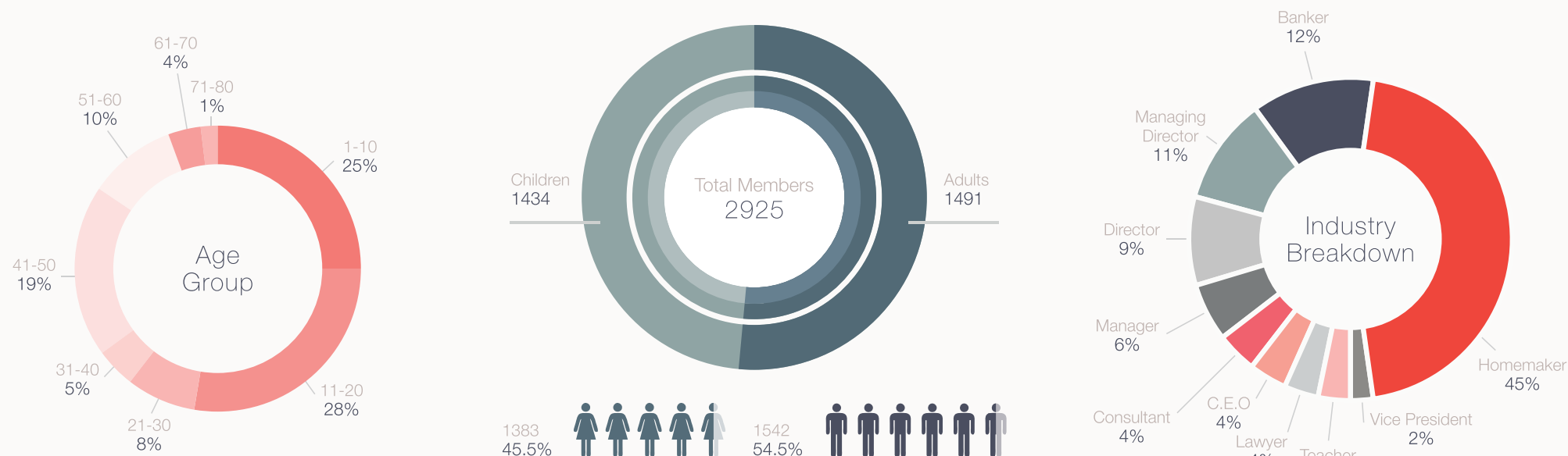
Swiss Club is as diligent as possible in compiling and updating the information in this Advertiser Kit. However, Swiss Club does not guarantee the correctness and completeness of the information provided in this Advertiser Kit. Equally, Swiss Club does not guarantee that this information is up to date. For questions concerning our products, their specifications, and utilisation, please refer to the instruction manual and/or a qualified manager of Swiss Club.

Reservation concerning changes

All information, representations, links, prices, or other messages may be changed by Swiss Club at any time without prior notice or explanation to the user. In particular, Swiss Club is not obliged to remove any outdated information from its website or to expressly mark it as being outdated.

Swiss Club Members Overview eff. 31 Dec 2015

Members Demographics



Nationalities



TOTAL

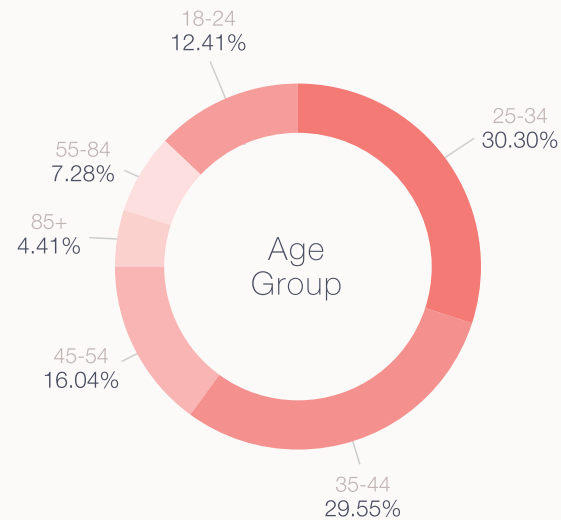
Switzerland	391
Germany	280
United Kingdom	194
France	172
Singapore	145
Australia	68
America	43
Belgium	23
Italy	20
Austria	20

33 Nationalities

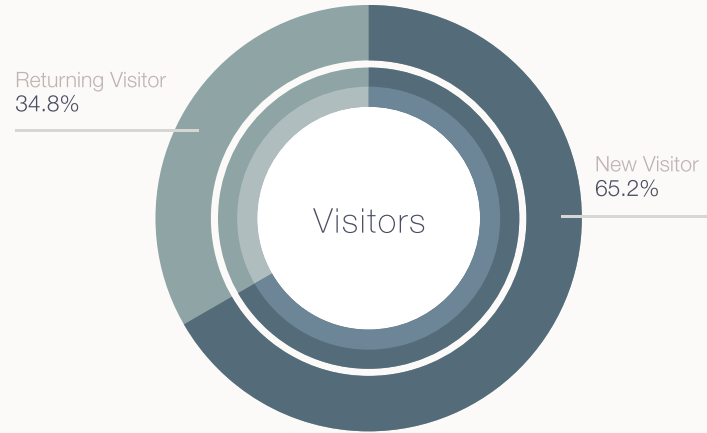
Denmark	19
Holland	19
Sweden	15
Malaysia	12
New Zealand	11
Spain	8
Japan	4
India	4
Canada	8

Online Audience Overview from Jan 2016

Online Demographics



Returning Visitor
34.8%



Sessions
10,861

Users
7,660

Page Views
30,945

Bounce Rate
44.61%

Avg. Session Duration
00:02:33

3699
55%



3031
45%



Sessions per country



TOTAL

79,504

Singapore	59,205
Switzerland	3,625
United States	2,367
Germany	1,836
Hong Kong	927
Malaysia	839
United Kingdom	805
Australia	783
India	612

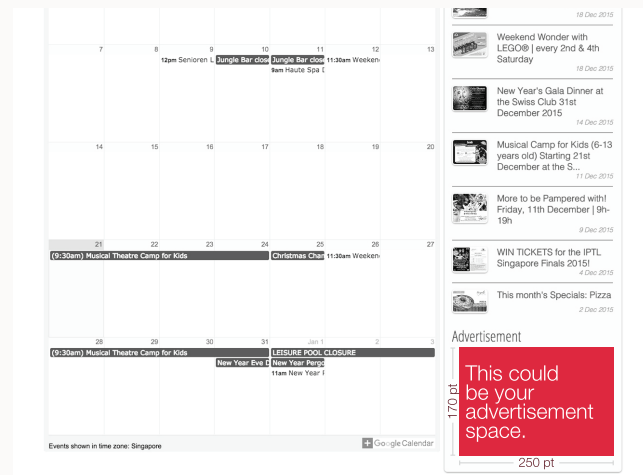
Ad Placements

I. Online Advertisements



Placement 1

Homepage



Placement 2

ROS (Run Of Site)

II. Brochures



Placement 1

Guesthouse Lobby



Placement 2

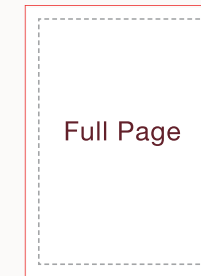
Restaurant Pathway



Placement 3

Clubhouse Lobby

III. Magazine Ad



Trim 210 x 297mm

Text 185 x 272mm

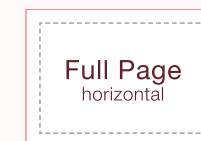
Bleed 216 x 303mm



Trim 105 x 297mm

Text 80 x 272mm

Bleed 111 x 303mm



Trim 210 x 148mm

Text 185 x 123mm

Bleed 216 x 154mm



Trim 105 x 148mm

Text 80 x 123mm

Bleed 111 x 154mm

Booking Form

RELAX Magazine	Rate/issue*
<input type="checkbox"/> Outside Back Cover	\$ 1,400
<input type="checkbox"/> Inside Front Cover	\$ 1,300
<input type="checkbox"/> Inside Back Cover	\$ 1,100
<input type="checkbox"/> Full Page	\$ 1,000
<input type="checkbox"/> 1/2 Page Vertical	\$ 660
<input type="checkbox"/> 1/2 Page Horizontal	\$ 660
<input type="checkbox"/> 1/4 Page Vertical	\$ 450
<input type="checkbox"/> Loose Inserts	\$ 700
Others	\$ _____

*Prices are subjected to prevailing GST

File Format Pathed CMYK 300dpi working file in Adobe Illustrator / InDesign format or Hi-Res PDF

Online Advertisements	Rate/week*
<input type="checkbox"/> Website (Home)	\$ 300
ROS (Run of Site)	
<input type="checkbox"/> Membership	\$ 120
<input type="checkbox"/> The Guesthouse	\$ 120
<input type="checkbox"/> Facilities	\$ 120
<input type="checkbox"/> Sports & Recreation	\$ 120
<input type="checkbox"/> Events	\$ 120

File Format jpeg / gif
Dimensions 250 x 170pt / 700pt x 130pt
Requirements >2mb, 300dpi, 30secs

Brochure/Flyer Stand	Rates*
<input type="checkbox"/> Placement 1 & 2	\$ 200 /week
Guesthouse Lobby/Restaurant	
Display Duration	
<input type="checkbox"/> Placement 3	\$ 100 /week
Clubhouse Lobby	
Display Duration	

Packages	Discounts
<input type="checkbox"/> 3 consecutive issues	10%
<input type="checkbox"/> 6 consecutives issues	15%
<input type="checkbox"/> Swiss Club Member 20% discount in addition to usual rates	
Membership No.:	

Advertiser Type: New Advertiser | Renewal

Exclusivity: Yes | No
 *additional fees apply: a 50% surcharge fee on the original advertising rate is applicable

Business/Organisation Name:

Billing/Invoice Address:

..... **Postal Code**

Contact Name:

Company Stamp & Authorised Signature

Phone: **Fax:**

Email:

Type of Business:

- ☐ Health & Beauty
☐ Jewellery
☐ Education
☐ Finance
☐ Insurance
☐ Travel
☐ Others

Insertion:

- ☐ Jul/Aug*year*.....
☐ Sep/Oct*year*.....
☐ Nov/Dec*year*.....
☐ Jan/Feb*year*.....
☐ Mar/Apr*year*.....
☐ May/Jun*year*.....

Terms & Conditions

I. Deadlines & Submissions	All artwork must be submitted through electronic portal at: http://bit.ly/SCMagSubmission	VII. Loose Inserts	<ul style="list-style-type: none"> Maximum paper weight: 80gsm (additional 20% charges apply for heavier paper) Trim and bleed to be kept to a maximum of full page (see p.8) The advertiser is responsible to print and submit loose inserts by the 22nd of the month of submission prior to publication to the following address: Attn: Suzanne Seng Pek Hoon In-Touch Singapore Pte Ltd 1 Ubi View #03-13 Focus One, Singapore 408555 Main Line : +65 6509 0717 Fax : +65 6509 0719 Email : sph@in-touch-spore.com / range@in-touch-spore.com
II. Artwork Specifications	<ul style="list-style-type: none"> High Resolution (2mb Size) 300dpi jpeg or .pdf 		
III. Advertising Agencies	No agency commission is offered for all advertisement placements in the publication.		
IV. Advertorial / Editorial	<ul style="list-style-type: none"> Advertisers may receive up to 1 advertorial space when they reserve a minimum of 3 advertisement placements within a 6-issue period This offer applies to full and half page advertisements. All advertisements in the series must be of the same size. The space allocated for the advertorial will be the same size as the advertisement. Full page advertorial for full page advertisements, half page for half page advertisements. All copy/photos for the advertorial must be supplied by the advertiser. Advertisers may submit their own advertorial page, which must include the word "Advertorial" in readable type in the upper right hand corner of the page. 	VIII. The Artwork	The Advertiser agrees to submit new artwork to specifications provided. Revised artwork for repeat bookings must be submitted by the 1st day of the month prior to month of distribution (for monthly publication), failing which, Swiss Club reserves the right to consider the artwork as unchanged and proceed to publish existing artwork.
V. Suitable Content	Swiss Club reserves the right to reject any material we believe contravenes any law, is offensive or indecent. With the exception of pre-booked preferential positions, the Club retains the right to determine the presentation, format, placement, order, and position of the material supplied.	IX. Proofing (in the event Swiss Club is commissioned to produce artwork)	Swiss Club will provide two proofs per advertisement for new submissions or revised artwork. These proofs will serve as visual representations of the said advertisement and any amendments or corrections desired by the Advertiser must be made on these. All proofs must be faxed or handed to Swiss Club within two working days after the Advertiser receives the artwork, failing which Swiss Club will consider the said artwork as finalised and proceed with the publication. In such an instance, the Advertiser and Swiss Club will consider the advertisement as published.
VI. Commission to Act	A signed order confirms the Advertiser's agreement and commitment to the delivery of design and payment of advertising space booked upon the terms and conditions stipulated below. Orders must be received by the 1st of the month prior to publication (for monthly publication) and the publisher will not be held liable for non-receipt of said contract.	X. Late Payment Fee	Advertising and/or amounts due not received by Swiss Club by due date above, are subject to late payment fee of 5% of the amounts outstanding. A further 5% is payable per month's delay in payment.

Terms & Conditions

xi. Payment

Payment is due within 14 days of the invoice date. Invoice is per unit cost or as otherwise agreed. Invoices shall be dated and sent out upon publication of the magazine.

Non-receipt of payment

Swiss Club may suspend ads or editorials if payments are three months' in arrears. Should the duration of arrears exceed six months, Swiss Club reserves the right to cancel the contract and proceed with the charges as stipulated in clause six.

Special Semi Display Package

Immediate prepayment to be paid by bank transfer or cheque upon receipt of invoice. Invoices shall be dated and sent out upon contract received. Non-receipt of payment by the due date will result in void of contract.

Payment Modes:

Cheque:	Payable to "Swiss Club"	
Bank Transfer:	Company Name	Swiss Club
*Prices are subjected to prevailing GST	Bank Name	DBS Bank Ltd
	Bank Branch	Bukit Timah Branch
	Bank Acct. No.	0140055061
	Bank Swift Code	DBSSGSG

xii. Cancellation of Advertisements

All advertisement spaces booked are subject to a cancellation fee of 50% of the cost of the advertisement cancelled (this excludes special semi display package ads). Cancellations will only take effect upon Swiss Club's receipt of completed amendment form and full payment of the full cancellation fee. Advertisement space for which first proof has been given, or for which an amendment form has been received after the booking deadline are subject to a 100% cancellation fee.

xiv. Amendments to Advertisement Space Booking

The advertiser submitting a new order form can only effect amendments to the order. The existing order will then be deemed cancelled. The publisher will not be held liable for amendments made until they have signed the new contract as confirmation of receipt.

xiii. Schedule

Swiss Club reserves the right to change the schedule without notice, and in such an instance, will post a copy of the revised launch dates to the Advertiser.

xv. Disclosure

Swiss Club reserves the right to reject any advertisement which may be deemed offensive, obscene, immoral, unethical or any other grounds Swiss Club may deem inappropriate.

xvi. Postponement of Advertisements

An advertisement, which is appearing for the first time, can be postponed for a period of no longer than 3 months since contract date, provided an amendment form has been received by the booking deadline. Should the postponement period exceed 6 months, the full contract will be subject to cancellation charges as stipulated in clause 12.

xvii. Late Submission

Swiss Club reserves the right to reject late submissions and/or late responses with regards to proofing. In such an instance, where no artwork exists, Swiss Club reserves the right to fill the advertisement space in question without prejudicing its right to claim full payment from the party in default for the advertising space booked.

xviii. Cancellation without Notice

In the event an advertiser cannot be contacted for instructions on advertisement space booked and/or to settle arrears, and so remains unreachable for a period of 30 days from the publication of their advertisement, Swiss Club reserves the right to cancel all outstanding advertisement spaces booked by the said Advertiser and to commence legal proceedings to recover total contracted advertising costs, cancellation fees due, late payment fees, and legal costs.

xix. Hold Harmless

Swiss Club shall not be responsible for verbal representations made by employees or anyone else that are contrary to these policies.