



REACH OUT TO OVER  
**27,000** LEADING BUSINESSES

## SINGAPORE'S MOVERS & SHAKERS

Singapore Business Federation (SBF) is the apex business chamber that champions the interests of the business community in Singapore. BiZQ informs senior decision makers with the latest economic trends, industry news and trade and investment opportunities.

### ADVERTISING

#### BRANDED/SPONSORED CONTENT



##### ON BIZQ WEBSITE:

1 advertorial up to 700 words, including copywriting and images



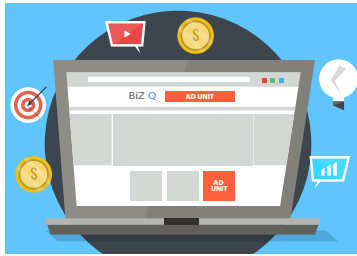
One month sponsored post on BiZQ homepage  
+ MREC (700px x 500px)



**ON eDM:**  
Native ad  
**\$8,000** for 1 month

### ADVERTISING

#### STANDARD BANNER DISPLAY



##### ON BIZQ HOMEPAGE:

Leaderboard (728px x 90px)  
**\$3,000** for 1 month

##### MREC (700px x 500px)

**\$2,000** for 1 month

##### ON eDM:

The monthly eDM is sent to **40,000** unique email addresses on SBF membership database

##### eDM Leaderboard (728px x 90px)

**\$4,000** for 1 month

### ADVERTISING

#### DISCOUNT PACKAGES

##### MEMBER DISCOUNT:

SBF members are entitled to a 10% discount

##### FREQUENCY DISCOUNTS:

3 months	20% discount
6 months	30% discount
12 months	40% discount

##### ADDITIONAL BENEFITS

SGD 20,000 – 24,999  
Additional 10% discount on top of frequency discounts, if any.

SGD 25,000 – 29,999  
Additional 15% discount on top of frequency discounts, if any.

SGD 30,000 and above  
Additional 20% discount on top of frequency discounts, if any.

\*Nett Total Media Investment Per Quarter – Must be in one single order (Gross rate after SBF member discount)

#### SBF MEMBERSHIP BY COMPANY SHARE CAPITAL

\$0.5m to less than \$1m	27.40%
\$1m to less than \$5m	41.13%
\$5m to less than \$10m	8.64%
\$10m & above	22.83%

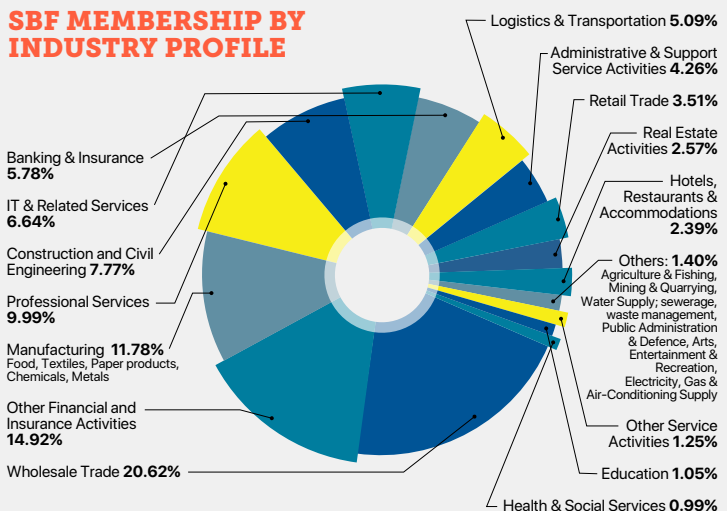
**TOTAL** over 27,000

#### ADVERTISING QUERIES

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#### SBF MEMBERSHIP BY INDUSTRY PROFILE



Accurate as of 30 November 2021