

Impulse

The Magazine for the German-speaking Community in Singapore



Magazine profile

Singapore's oldest (since 1988) free German language Magazine, published on a monthly basis

Editorial highlights

Editorial: a letter from the editor

Letters: our readerships write

News: things of interest for the readers from shopping guides to...

Travel: holiday destinations in the Asian region

Personal lifestyle: news from the German community, including interviews, introduction of German VIPs ...

Social and cultural events: calendar of upcoming events in Singapore

German institutions and organisations: featuring articles from the German, Swiss and Austrian Embassies, German European School Singapore, Goethe-Institut, the German Association – Deutsches Haus, the German-speaking Protestant and Catholic congregations; about news, social and cultural highlights in Singapore

Publication date

First week of each month

Circulation

3,500 copies

Distribution

German-speaking expatriate households

Selected German companies, since April 2004 on the daily Lufthansa flights between Singapore and Germany

German, Swiss and Austrian organisations and institutions (German Embassy, Singaporean-German Chamber of Industry and Commerce, German Centre for Industry and Trade Pte Ltd, Nordic European Centre, German European School Singapore and Goethe-Institut, Austrian Embassy, Swiss Embassy) Singaporean institutions with a link to the German community (Singapore Tourism Board, Visitors Centre Orchard Road, all Airport Visitor Centres, Ministry of Education Language Centre and language schools) Airlines, service apartments, hotels, clubs and other organisations servicing expatriates, organisations in Germany, Australia, Malaysia

Readership profile

8000 German-speaking expatriates with a high standard of living

(Predominantly German and German-speaking, e.g. Austrian and Swiss nationals as well as others)

At least one member of the Impulse readers' household holds a middle or top management position

Contact

Editor:

Heiko Schulze

E-Mail: editor@impulse.org.sg

Sales & Advertisement:

Luciane Becker (9630-6944) and Monika Fischer (9273-3020)

E-Mail: sales@impulse.org.sg

Publisher:

German Association – Deutsches Haus

E-Mail: info@impulse.org.sg

Impulse

The Magazine for the German-speaking Community in Singapore



ADVERTISING RATES 2007

Position/Size	One Issue	Six Issues	12 Issues
Back Cover	\$ 2,100	\$ 1,890	\$ 1,700
Inside Front Cover	\$ 1,850	\$ 1,700	\$ 1,500
Inside Back Cover	\$ 1,700	\$ 1,530	\$ 1,400
Specified Full Page	\$ 1,700	\$ 1,530	\$ 1,400
Full Page, R.O.P.	\$ 1,250	\$ 1,125	\$ 1,045
Half Page, R.O.P.	\$ 625	\$ 560	\$ 530
Quarter Page, R.O.P.	\$ 340	\$ 305	\$ 275
Each Insert	\$ 750		

Rates are subject to change without prior notice at the publisher's discretion.

Print run: 3,500 copies • **Circulation:** To Singapore's German-speaking Community, Organisations and Readers in Germany, Malaysia and Australia, Lufthansa flights Germany – Singapore – Germany

Technical specifications: Hi-Resolution in 300 dpi/2400lpi file in CMYK (jpg or PDF file)

MATERIAL DEADLINE

By the 10th of the preceding month [e.g. ad films for Dec. issue should be submitted by 10th Nov.]

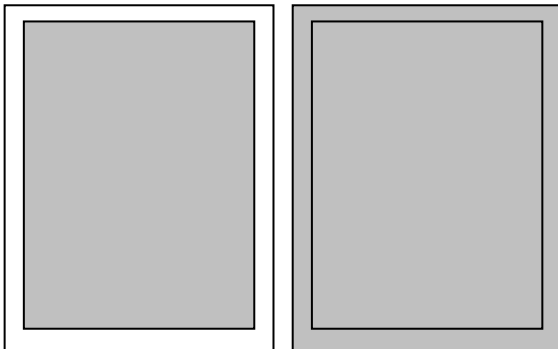
SIZE

Publication trim size: A4 [297mm x 210mm]

• Full Page

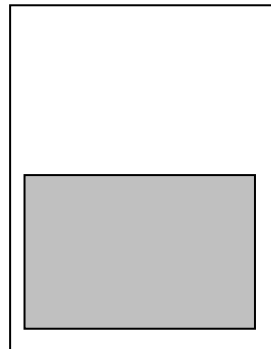
Size: 277mm [H] x 190mm [W]

Bleed size: 303mm [H] x 216mm [W]



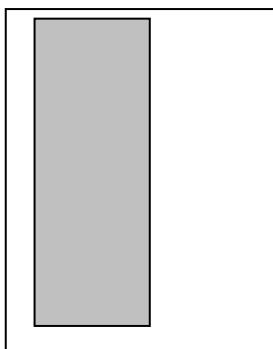
• Half Page

Size: 147mm [H] x 190mm [W]



• Half Page [Vertical]

Size: 277mm [H] x 95mm [W]



• Quarter Page

Size: 125mm [H] x 92mm [W]

