

Singapore 2017-01-08

SWEA Marketing Package 2017

SWEA is a global non-profit organization for Swedish speaking women who live or have lived abroad. SWEA's objective is to conserve the Swedish language and to support and inform about our culture and traditions and enhance Swedish trade and business. SWEA has approximately 8 000 members in almost 80 local chapters in 40 countries on five continents. SWEA Singapore has around 150 members and our aim is to ease the transition when moving to Singapore, offer support with daily life concerns and maintain our Swedish traditions whilst abroad. SWEA Singapore offers our members a wide range of informative events and networking sessions and in addition to these SWEA Singapore also organizes parties for the Swedish community and their friends in Singapore. SWEA Singapore also has two very effective communication channels, SWEA Magazine (2 issues/year), and the SWEA website.

As part of strengthening our ties with companies in Singapore and to make our magazine and website as attractive as possible for our members, we now invite companies to advertise in our communication channels, either in one of them or both.

SWEA Magazine is a bi-annual publication, distributed to the members in Singapore and to other chapters worldwide. The magazine is printed in colour, usually 80-100 pages, with a circulation of 500 copies. SWEA Magazine is distributed among all newcomers arriving to Singapore the following six months. The magazine is also distributed to major Swedish corporations in Singapore, which sponsors SWEA. Additionally, it is also available at the Swedish church and the Swedish embassy. Each issue of SWEA Magazine is also accessible by the public on SWEA's website and www.issuu.com. SWEA Magazine is an effective way to target the strong Swedish community in Singapore through a forum that is both familiar and engaging.

SWEA Singapore Website is launched under <http://www.swea.org/singapore>. It is a frequently updated website which is widely used within the community. All our activities and other requests of interest within the community are published on the website, and also viewed by potential SWEA members coming to Singapore.

SWEA Magazine and the SWEA Web is a great way to let the Swedish Community in Singapore to know you and your business!

SWEA Magazine

The fee-structure when advertising in our magazine is presented below.

Type of ad	Colour	B/W	Size
1/1 Page Inside magazine Inside Front- / Back-Cover Back Cover	600 SGD 650 SGD 750 SGD	325 SGD	Frame: 192 x 275 mm Bleed: 215 x 307 mm
1/2 Page (horizontal)	350 SGD	175 SGD	Frame: 192 x 135 mm Bleed: 215 x 153 mm
1/2 Page (vertical)	350 SGD	175 SGD	Frame: 94 x 275 mm Bleed: 105 x 307 mm
1/4 Page	250 SGD	125 SGD	Frame: 94 x 135 mm
1/8 Page (business card)	150 SGD	100 SGD	Frame: 94 x 65 mm

Practical Details:

Please send your artwork as a high resolution PDF-file or TIF-file to sweatidning@gmail.com, specifying all details. Colour mode in CMYK.

If you have any questions or need advice, send an e-mail to: sweatidning@gmail.com

SWEA Singapore Website

The fee-structure when advertising on our website is presented below.

Type of ad	Cost	Size
1 year (linked to URL-address)	400	File size: 150 x 75 pixels/72 dpi (dots per inch) Max size: Not bigger than 50 kB

Practical details:

Link: Possibility to link to your URL-address (<http://address>)

Material: Send your ad as a gif- or jpeg-file to:
sweawebbsingapore@gmail.com

If you have any questions or need advice, send an e-mail to:
sweawebbsingapore@gmail.com

Promotion Packages

SWEA Magazine and SWEA Web is a great way to let the Swedish Community in Singapore to know you and your business and why not use both of the channels in combination with some membership benefits over the full year! With these promotion packages you will enjoy some discount on the normal prices. Promotion packages are invoiced in advance.

Depending on level of engagement you can either be a gold, silver, or bronze user of our communication channels – please see the list below.

Type of Package	SWEA Magazine Ad in colour	SWEA Web	Cost (SGD)	Discount (SGD)	Tot. Cost (SGD)
Gold	1/1 page x 2 (600 SGD x 2)	1 year	1600	-300	1300
Silver	1/2 page x 2 (350 SGDx2)	1 year	1100	-150	950
Bronze	1/4 page x 2 (250 SGD x 2)	1 year	900	-100	800