

ADVERTISE WITH NUSS ~ Reach out to members from the premier Graduate Club

OUR MAGAZINE



THE GRADUATE

The Graduate published quarterly provides its well-versed readers with up-to-date local and global viewpoints on topics ranging from culture to education, politics, technology, leisure and lifestyle. It is the trusted source for some of Singapore's most discerning consumers.

Advertise today with *The Graduate* and be sure to reach out to an upmarket audience of over 15,500 affluent and sophisticated NUSS members.

FULL COLOUR	1x RATE	2X RATE	4X RATE
Outside Back Cover	S\$4,400	S\$4,180	S\$3,960
Inside Front Cover	S\$4,000	S\$3,800	S\$3,600
Inside Back Cover	S\$3,700	S\$3,515	S\$3,330
Double Page Spread	S\$5,500	S\$5,225	S\$4,950
Full Page Specified Position	S\$3,500	S\$3,325	S\$3,150
Full Page ROP	S\$3,000	S\$2,850	S\$2,700
Half Page	S\$2,000	S\$1,900	S\$1,800
Loose Inserts	S\$3,500	S\$3,325	S\$3,150
Paste-on (Front Cover)	S\$3,500	S\$3,325	S\$3,150

OUR SUPPLEMENT



WHAT'S HAPPENING

What's Happening is filled with exciting events and fantastic F&B promotions at NUSS. This monthly publication is a source of information for members on what is in store for them at NUSS and is sent to our members with their monthly statement of accounts by post and online, ensuring that your advertising dollar will be well-spent.

FULL COLOUR	1X RATE	2X RATE	4X RATE
Outside Back Cover	S\$1,500	S\$1,425	S\$1,350
Inside Front Cover	S\$1,200	S\$1,140	S\$1,080
Inside Back Cover	S\$1,000	S\$950	S\$900

OUR WEBSITE



BANNER AD

NUSS HOMEPAGE

The NUSS website provides up-to-date information of the going-ons at NUSS and is updated daily with the latest news and promotions. It is not only viewed by NUSS members but is also the first gateway for non-members to learn more about the Society. Include an advertisement on the NUSS website to complete your reach to our 15,500 affluent graduate members and beyond!

FULL COLOUR	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Full Banner	S\$1,500	S\$3,600	S\$6,300	S\$10,800

OUR INSERT



SOA INSERT

Grab the attention of our members with an insert advertisement accompanying our members' monthly statement of account (SOA). Mailed at the beginning of each month to all principal members who had opted for the SOA to be mailed to them, an SOA insert advertisement will surely be your best bet to get your products and services noticed!

Per Insert	S\$3,000
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- Members are entitled to a 10% discount. Not applicable for advertising agency commission.
- Enjoy an additional 5% discount when you advertise on two or more platforms.

TECHNICAL INFORMATION

OUR MAGAZINE

THE GRADUATE

BLEED	WIDTH X HEIGHT
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Double Page Spread	388mm x 266mm
Full Page	194mm x 266mm
Half Page (Horizontal)	194mm x 131mm
Half Page (Vertical)	93mm x 266mm
Paste On (Front Cover)	194mm x 105mm

TRIM SIZE	WIDTH X HEIGHT
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Full Page	188mm x 260mm
Half Page (Horizontal)	188mm x 125mm
Half Page (Vertical)	87mm x 260mm
Paste On (Front Cover)	188mm x 95mm

NON-BLEED (TEXT AREA)	WIDTH X HEIGHT
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Double Page Spread	336mm x 240mm
Full Page	168mm x 240mm
Half Page (Horizontal)	105mm x 105mm
Half Page (Vertical)	67mm x 240mm
Paste On (Front Cover)	168mm x 75mm

- Deadline (Booking) : 8 weeks before cover date
(Copy) : 4 weeks before cover date
Copy Materials : High resolutions pdf file format
Cancellation : Not acceptable after booking deadline
Inserts : 210mm x 285mm, 80gsm. A4 size inserts will be folded into half page.
Additional postage will be borne by advertisers for larger inserts
Guaranteed Circulation : 15,500 graduate members from recognised universities. This ever dynamic membership is continuously increasing! It reaches out to middle and senior corporate executives, managers, CEO's, chairmen and directors of companies, and other professionals and academia.

OUR SUPPLEMENT

WHAT'S HAPPENING

BLEED	WIDTH X HEIGHT	NON-BLEED (TEXT AREA)	WIDTH X HEIGHT
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Outside Back Cover	106mm x 216mm	Outside Back Cover	90mm x 200mm
Inside Back Cover	106mm x 216mm	Inside Back Cover	90mm x 200mm

- Deadline (Booking) : 4 weeks before cover date
(Copy) : 2 weeks before cover date
Copy Materials : High resolutions pdf file format
Cancellation : Not acceptable after booking deadline

OUR WEBSITE

NUSS HOMEPAGE

WIDTH X HEIGHT

Full Banner	1280 x 350 pixels
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- Deadline (Booking) : 2 weeks before scheduled run
(Copy) : 1 week before scheduled run
Cancellation : Not acceptable after booking deadline

OUR INSERT

SOA INSERT

- Size : A4 Size, 80gsm. Printed materials are to be ready for insertion (folded to DL size)
Deadline : Printed materials are to be submitted to the mailing house on the 20th of the preceding month
Postage : Additional postage cost are to be borne by the advertiser for inserts differing from above specifications
Cancellation : Not acceptable after booking deadline

MEMBERSHIP PROFILE

BY AGE

7%
21 - 30

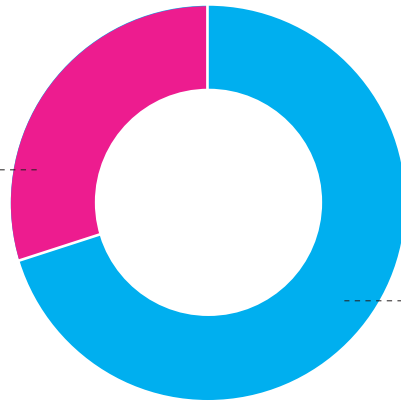
14%
31 - 40

31%
41 - 50

48%
51 AND ABOVE

BY GENDER

31%
FEMALE

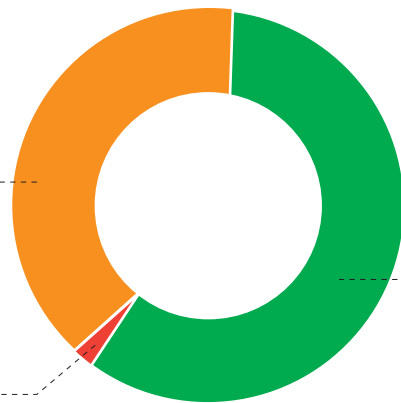


69%
MALE

BY MARITAL STATUS

34%
SINGLE

1%
DIVORCED



65%
MARRIED

BY RACE

93%
CHINESE

4%
INDIAN

2%
ASIAN, CAUCASIAN
EURASIAN

1%
MALAY

MEMBERSHIP PROFILE

BY PROFESSION

ACCOUNTANT	2.6%
ARCHITECT	0.73%
CEO	0.86%
CFO	0.06%
DIRECTOR	8.5%
DOCTOR, DENTIST & SURGEON	3.6%
ENGINEER	2.8%
HEAD OF DEPT	0.73%
JUDGE	0.24%
LAWYER	2.8%
LECTURER / ASSOC PROF / PROF	2%
MANAGER	21.6%
MILITARY OFFICER	0.48%
PRINCIPAL	2.5%
TEACHER	1.5%
VICE PRESIDENT	0.52%