



THE
SINGAPORE ISLAND
COUNTRY CLUB

Dear Sir/Madam,

The Singapore Island Country Club (SICC) is one of the most prestigious golf and country clubs in the region with about 18,000 Principal, Spouse, and Junior Members. Members receive timely updates of golf operations, F&B events and promotions, as well as sports and lifestyle activities via our website, electronic direct mailers (eDMs), on-site digital display systems, and our *Islander* magazine.

Islander, a bi-monthly publication with a circulation of over 8,000 copies, is a popular avenue to stay updated on all Club matters. Physical copies are distributed at both Island and Bukit Locations, while e-copies on our website and mobile application ensures that Members are always just a click away from accessing the latest information. Our advertisers are assured of quality exposure to a well-defined target audience that includes industry titans, business leaders, corporate professionals and more. Many companies have recognised and tapped on its potential to increase brand awareness and reach out to their audience.

Complementing the content in *Islander* are SICC's website and EDMs that allow Members to stay up-to-date with Club happenings even while on the go, and digital displays around the Club that keeps Members engaged on-site with the latest news and events. By choosing to advertise on these platforms, our advertisers will be afforded the opportunity to deepen the engagement between their organisations and our audience.

We are proud to share with you our latest *Islander* and Digital Media Rate Card. With so many avenues of outreach that have been meticulously designed, our suite of advertising services can be tailored to seek out your target audience within the exclusivity of the SICC membership and their networks.

For any enquiries and/or to explore advertising opportunities, please do not hesitate to contact us at 6431 8388 / 6431 8354 or email marcom@sicc.org.sg.

If you are not the right person to liaise with for PR and advertising matters but do know who should be contacted, we would greatly appreciate it if you could forward this letter to the appropriate contact person in your organisation.

Thank you.





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MEDIA RATE CARD

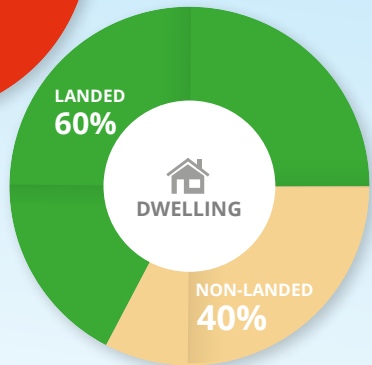
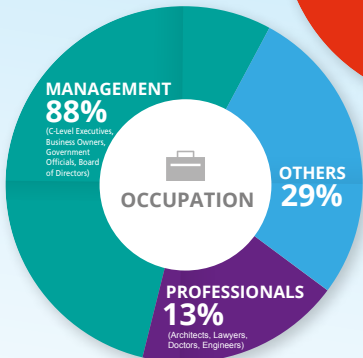
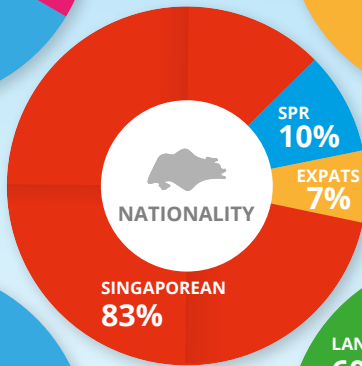
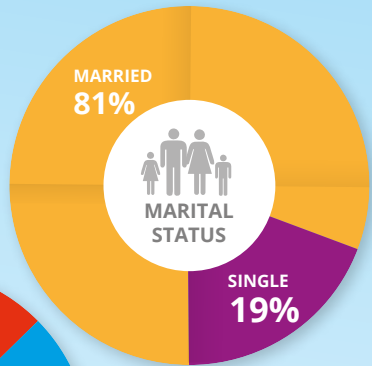
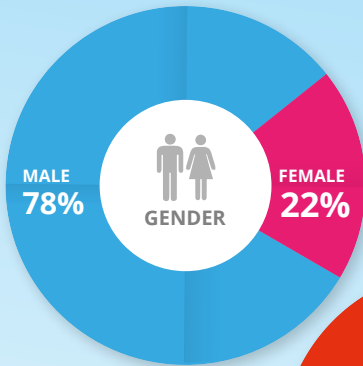


WHY ADVERTISE WITH SICC?

The Singapore Island Country Club (SICC) was formed in 1963 after the merger of the Royal Singapore Golf Club and the Royal Island Club. Today, the Club remains one of the oldest and grandest country clubs in Singapore with a membership strength of more than 18,000 Members (inclusive of Principal, Spouse, and Junior Members). With advertising avenues that include print and digital platforms, our suite of advertising services can be tailored to seek out your desired target audience within the exclusivity of the SICC membership.

PRINCIPAL MEMBERS' PROFILE

(As of August 2025)





ISLANDER MAGAZINE

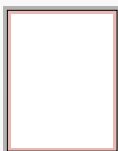
Islander is a bi-monthly publication produced by SICC. Reflective of the Club's prestigious membership, the *Islander* is the most comprehensive and important source of information for Club Members.

Islander has a circulation of about 8,000 copies.

PRICING:

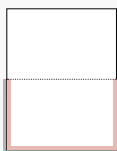
- **Outside Back Cover** - S\$2,910/issue
- **Inside Front Cover** - S\$2,780/issue
- **Inside Back Cover** - S\$2,425/issue
- **Full Page Run of Book** - S\$1,810/issue
- **Two Page Run of Book Spread** - S\$3,630/issue
- **Half Page** - S\$1,000/issue

Advertisement Sizes (W X H mm)



Full Page

- Trim Size 210 X 297
- Text Area 180 X 267
- Bleed Size 230 X 317



½ Page (Horizontal)

- Trim Size 210 X 148.5
- Text Area 190 X 128.5
- Bleed Size 230 X 168.5



Double Page Spread

- Trim Size 297 X 420
- Text Area 267 X 390
- Bleed Size 317 X 440

Booking Deadline	5 th day of the month, 3 months prior to the scheduled issue
Copy/Artwork Deadline	10 th day of the month, 2 months prior to the scheduled issue

SICC WEBSITE

The SICC website is the main digital platform from which our Members access all Club matters. Advertising on our website will allow your organisation to effectively reach out to our 18,000 Members with ease.

**Available on both public and members homepage*

**Required to purchase at least one (1) insertion in Islander*

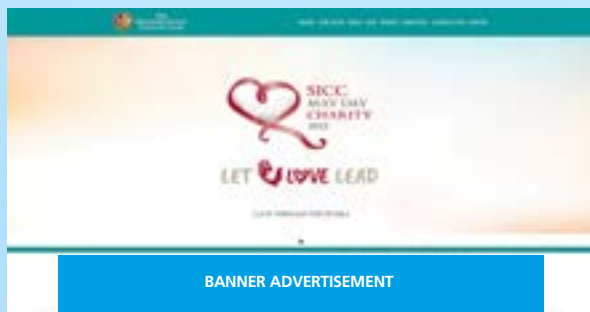
PRICING:

S\$500 per ad/week (published for seven consecutive days from the starting date)

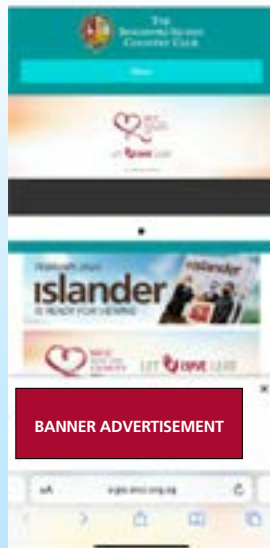
INCLUDES:

1. One (1) x Full colour banner advertisement
2. URL hyperlink to the advertiser's webpage

Desktop View:



Mobile View:



Banner Advertisement:

Desktop View:

1300 x 170 pixels

Mobile View:

600 x 170 pixels

ELECTRONIC DIRECT MAILER (eDM)

With an average of four eDMs sent to Members monthly, our eDMs allow our Members to stay updated with the latest Club happenings. Strategically categorised for our Members, you can find varying sections dedicated to Club events, F&B promotions and more. By advertising on our eDMs, advertisers will be able to share their products and services to our Members effectively.

**Required to purchase at least one (1) insertion in Islander*

PRICING:

S\$600 per ad/eDM blast

INCLUDES:

1. One (1) x Full colour banner advertisement

Banner Advertisement:

600 x 100 pixels



DIGITAL DISPLAY SYSTEM

Our Digital Display Systems are one of the most important communication platforms at SICC. With more than 30 display units strategically placed at high human traffic areas at both the Island and Bukit locations, Members and guests are able to receive the latest Club news at a glance.

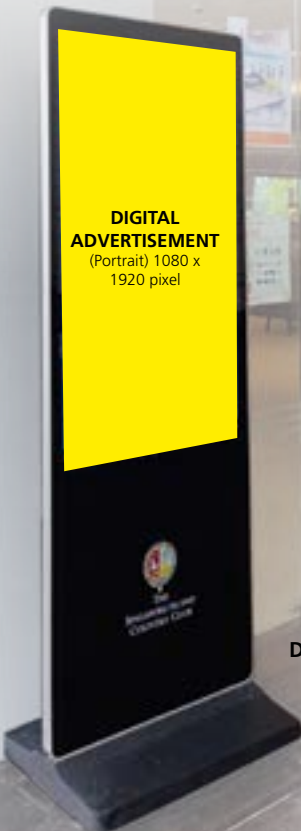
**Required to purchase at least one (1) insertion in Islander*

PRICING:

S\$500 per ad/week (published for seven consecutive days from the starting date)

INCLUDES:

1. One (1) x Full colour Full HD static visual ads (Wall-mounted Display Units)
2. One (1) x Full colour Full HD static visual ads (Standing Digital Kiosks)
3. Publicity on four display units at SICC
4. Unlimited loop from 6am to 9pm daily



Digital Kiosk



Display Unit

(Images shown are for illustration purposes only.)

Islander Magazine & Digital Media Insertion Order

Please email the signed copy to marcom@sicc.org.sg by the 5th day of the month, three months prior to scheduled issue.

Advertiser: _____ Contact Person: _____

Mailing Address: _____

Tel: _____ Fax: _____ Email: _____

Please indicate your media/ad agency if you are booking through them; otherwise, no agency commission will be accorded.

Media/Ad Agency: _____ Contact Person: _____

Mailing Address: _____

Tel: _____ Fax: _____ Email: _____

PART	ITEMS	SELECTION	
ISLANDER MAGAZINE			
A	Ads Position	☐ S\$2,910/issue (Outside Back Cover) ☐ S\$2,780/issue (Inside Front Cover) ☐ S\$2,425/issue (Inside Back Cover)	☐ S\$1,810/issue (Full Page Run of Book) ☐ S\$3,630/issue (Two Page Run of Book Spread) ☐ S\$1,000/issue (Half Page)
B	Insertions	No. of Insertions: _____ Month(s): _____	
C	Loading Charges	☐ 30% (Specific Page Position)	☐ 10% (Front Half of the Magazine)
D	Series Discount	☐ 5% (3 Insertions)	☐ 10% (6 Insertions)
Sub Total		S\$	
DIGITAL MEDIA (Must purchase at least one (1) insertion in Islander Magazine)			
E	eDMs	Price: S\$600 per ad/eDM blast No. of Month(s): _____ Insertion Month(s): _____	
F	Digital Display TV	Price: S\$500 per ad/week No. of Week(s): _____ Starting From: _____ (dd/mm/yy)	
G	Website Banner	Price: S\$500 per ad/week No. of Week(s): _____ Starting From: _____ (dd/mm/yy)	
Sub Total		S\$	
Member's Discount		☐ 5% (Please indicate Membership Number _____)	
Agency Commission		☐ 15%	
Nett. Total		S\$	
9% GST		S\$	
Grand Total		S\$	

Issued By _____ Agreed & Accepted By _____

Signature / Company Stamp / Date
(For & on behalf of the Advertiser)

Signature / Company Stamp / Date
(For & on behalf of the Publisher)

TERMS & CONDITIONS

1. The Advertiser who wishes to sign up for any of the three digital media advertisements must sign up for at least one (1) month of advertising in *Islander*.
2. The Advertiser and Advertising Agency (if any) jointly and severally assume liability for all content and also indemnify against any should there be any made against the Publisher.
3. The Publisher reserves the right to accept or cancel all advertising copies at any time without assigning any reason whatsoever, and neither the Publisher nor its agent shall be responsible for any loss arising from any cancellation.
4. The Publisher reserves the right to place the word 'advertisement', 'advertorial' or similar within the copy which, in the opinion of the Publisher, likens to that of editorial matter.
5. All insertion orders must be duly signed, stamped and received by the Publisher **on or before the 5th of the month, three months prior to the scheduled issue.**
6. Proof of Order is NOT Proof of Acceptance. The Publisher reserves the right to reject any advertisement without assigning any reason whatsoever.
7. All materials must be submitted to the Publisher on or before the 10th of the month, two months prior to the scheduled issue, and in accordance with the technical specifications stipulated below. For further information, please contact: Singapore Island Country Club, Marcom Department, 180 Island Club Road Singapore 578774, Tel: +65 6431 8388/354. Please ensure that the final output is in CMYK at 300 dpi resolution with the indicated dimensions. Please email the high-resolution PDF advertisement to us. (submissions should be less than 10MB).
8. Any cancellation of advertisement must be made before the 5th day of the month, two months prior to the scheduled issue. Otherwise, the full advertisement fee will be levied. The Publisher reserves the right to use previous material if copy is not received by deadline and to charge the full advertisement fee for space booked if the space booked has not been cancelled before the stipulated deadline. Non-fulfilment of insertion bookings within the contracted period is subjected to a 50% surcharge on the full advertising fee for each insertion cancelled.
9. An advertisement, which is appearing for the first time, can be postponed, provided a request for postponement has been received in writing by the Publisher on or before the 5th day of month, two months before the scheduled issue, failing which the full advertising rate will apply. The postponement is allowed only ONCE and the new advertisement must be within a three-month period from the original month of insertion. If the advertising space in question is part of a series booking which has commenced, the said space may not be postponed but must be cancelled, subject to the full advertising fee.
10. Payment is due within 30 days from the date of invoice. A 2% interest/finance charge will be levied for invoices in arrears of more than 30 days. Frequency/series discounts will be revised/void if there is a reduction in the total number of insertions.
11. For overseas Advertisers, please note that full payment must be received via telegraphic transfer on or before the 10th month, two months prior to the scheduled issue, failing which the order will be treated as cancelled. Overseas bank charges will be borne by the Advertiser. Local GST will not be applicable to overseas Advertisers.