

# EDM, Banner and Display Ad Rates

(Rates valid till Sep 2012)



## Propwise.sg Fast Figures

Email Subscribers: 15,826 (as of June 12, 2012)

65% of our readers are male

80% of our readers are aged 34 and above

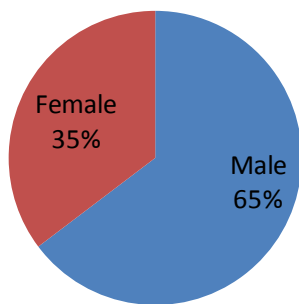
66% of our readers have a household income of \$72,000 and above

62% of our readers have a bachelors degree and above

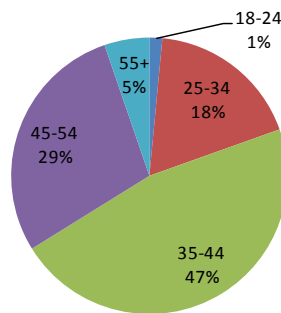
65% of our readers are Professionals/Managers or Directors/Senior Managers/C-level executives

82% of our readers own property and 96% of them are interested in property investment

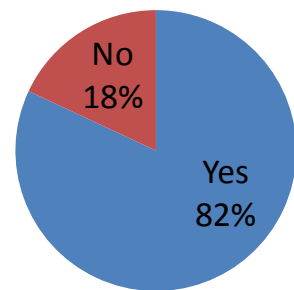
### Gender of our readers



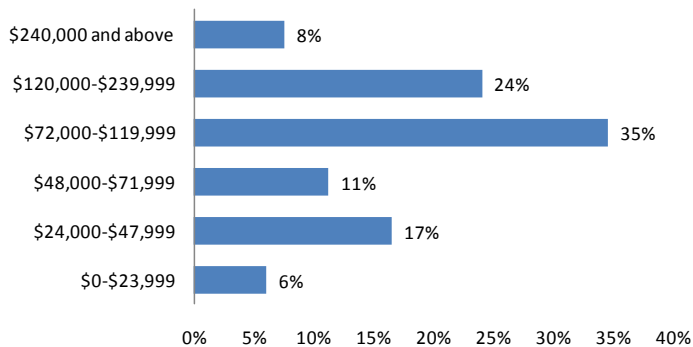
### Age of our readers



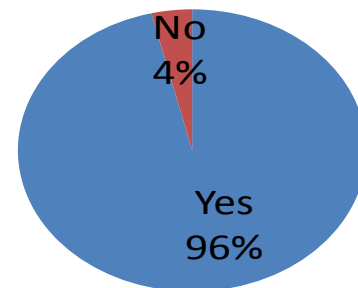
### Readers who own property



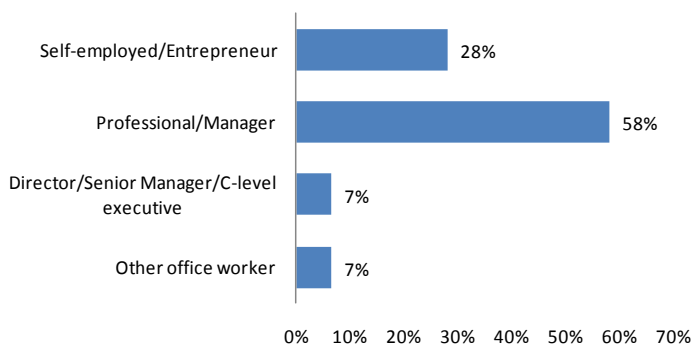
### Annual household income of our readers



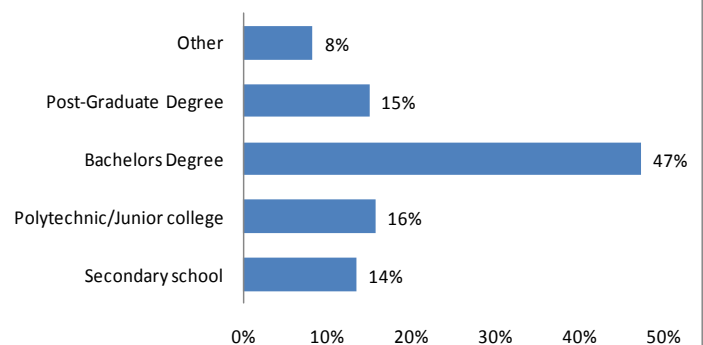
### Readers who are interested in property investment



### Career of our readers



### Education level of our readers



## Rates for EDM

1x blurb blast in our weekly email + 1x full page ad in the Singapore Property Weekly + 1x blog post = \$3,000



Limited slots available. Discounts available for commitment of multiple blasts (please let us know the number of blasts you are looking at).

## Rates for Banner Ads on Propwise.sg

1. 468 x 60 horizontal banner ad in site header = \$1,200/month

2. 300 x 250 banner ad in sidebar = \$480/month

3. Site sponsorship = \$2,480/month

Includes 468 x 60 horizontal banner ad in site header + 300 x 250 banner ad in sidebar + full page ad in every Singapore Property Weekly (worth \$2,000/month)

We are open to other advertising arrangements as well.

## Rates for Display Ads in the Singapore Property Weekly

The *Singapore Property Weekly* is a digital magazine that is sent out every week to the opt-in email list members of [www.Propwise.sg](http://www.Propwise.sg), Singapore's top property blog.

Type	Specification	Image	1X	2X	4X
Full Page	194 x 276 mm		\$500	\$400	\$300
Full Page (with borders)	169 x 276 mm		\$500	\$400	\$300
Half Page Vertical	172 x 138 mm		\$300	\$240	\$180
Half Page Horizontal	86 x 276 mm		\$300	\$240	\$180

### Terms and conditions

1. Advertisers must supply payment with their order
2. Propwise.sg reserves the right to reject any advertisement at any time.
3. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements printed.
4. Advertising insertion orders are accepted subject to the condition that Propwise.sg shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond our control.
5. All rates quoted are subject to change in accordance with any general rate change.