
American Women's Association

SINGAPORE



Media Kit
2022

All Women
All Walks of Life
All Nationalities



About Our Community

ALL WOMEN, ALL NATIONALITIES, ALL WALKS OF LIFE



Influencers

Decision Makers

Travelers

Referrers

Household Managers

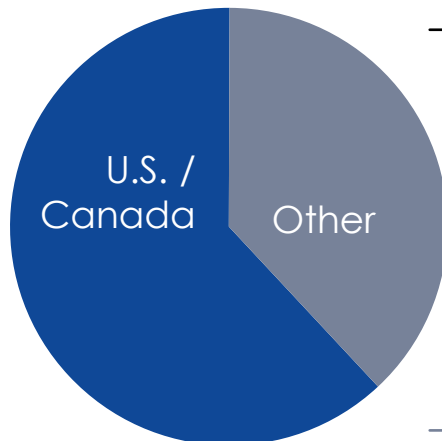
Self Spenders

Go Getters

Mothers

Motivators

A network of over **500** women in Singapore



- Primarily expatriates
- Mostly 35-55 years old
 - Ranging from as young as 18 to 70+
- AWA a big part of members lives
 - Events and activities have very high participation



AWA Magazine Advertising

Lifestyle, entertainment, food and travel alongside coverage of AWA activities

- Produced six times a year in a digital format
- Available via the AWA website at any time

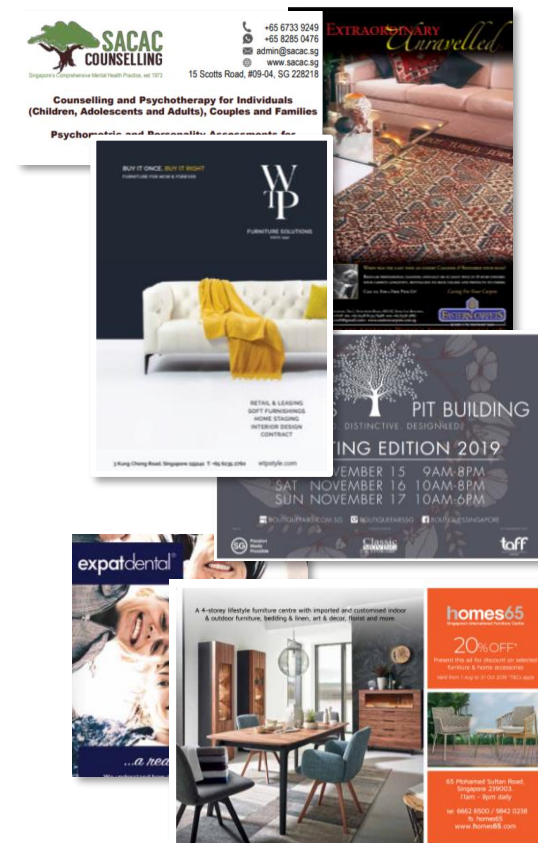
Advertising rates

Full page	18 cm x 26 cm	\$900
Half page	18 cm x 12 cm	\$500
Quarter page	8.7 cm x 12 cm	\$300
Business card	8.8 cm x 5.6 cm	\$150

- Special pricing applies for cover placement. See booking form for details.
- All AWA Magazine ads will include a **free** live link direct to your website

Deadlines and details

- Resolution: 300 dpi and File type: PDF
- Content submission due 6 weeks prior to issue printing (15th of Jan, Mar, May, Jul, Sep, Nov)
- Full payment required prior for ad to run



Website Advertising

Our website receives high traffic

- Over 3,000 visits per month
- Website vital for event booking
- First page of Google results for common newcomer searches

Website Advertising rates and details:

Priority position	\$S750/month	square format,
Regular position	\$S500/month	280 x 280 px

- File size: less than 1MB & file type JPG or PNG
- Content submission due 2 weeks prior to posting
- Full payment required prior for ad to run

The screenshot shows the AWA website homepage. At the top, there is a navigation bar with links for HOME, ABOUT US, MEMBERSHIP, EVENTS, SOCIAL, SPECIAL INTEREST, SPORTS, VOLUNTEERING, and RESOURCES. The main header features the AWA logo and the tagline "All Women, All Walks of Life, All Nationalities". Below this is a banner for "Night at the Races" on Friday, February 28, with a "JOIN AWA TODAY!" button. A large blue box with the text "Your Business Here" is overlaid on the page. The "FEATURED EVENTS" section lists events for January 2020 (Discover Tennis Clinic, Local Tour, Volunteer at a CNY Reunion Luncheon) and February 2020 (Six Weeks of Momentum Bootcamp Fitness Sessions, Night at the Races). The "MEMBERSHIP" section includes a "COMPANY YOUR TAGLINE" advertisement circled in red, a "What do I get?" list, and a "MOVING TO SINGAPORE" section. Other ads include "JOIN Us for Fulfilled Afternoon & Evening MAHJONG sessions" and "AWA Kids click here to join the fun!".



Email Advertising

Our bi-monthly events email is the **most popular** source for members seeking information about upcoming AWA activities

- Very high open, click-through and forwarding rates
- Members are all opted in automatically
- Direct to member inbox two times per month

EDM rates and details:

\$200/insertion

700 x 210 px

- Resolution: 72 dpi
- File type: PNG, JPG or GIF
- Content submission due 2 weeks prior to posting, resolution 1080p
- Full payment required prior for ad to run

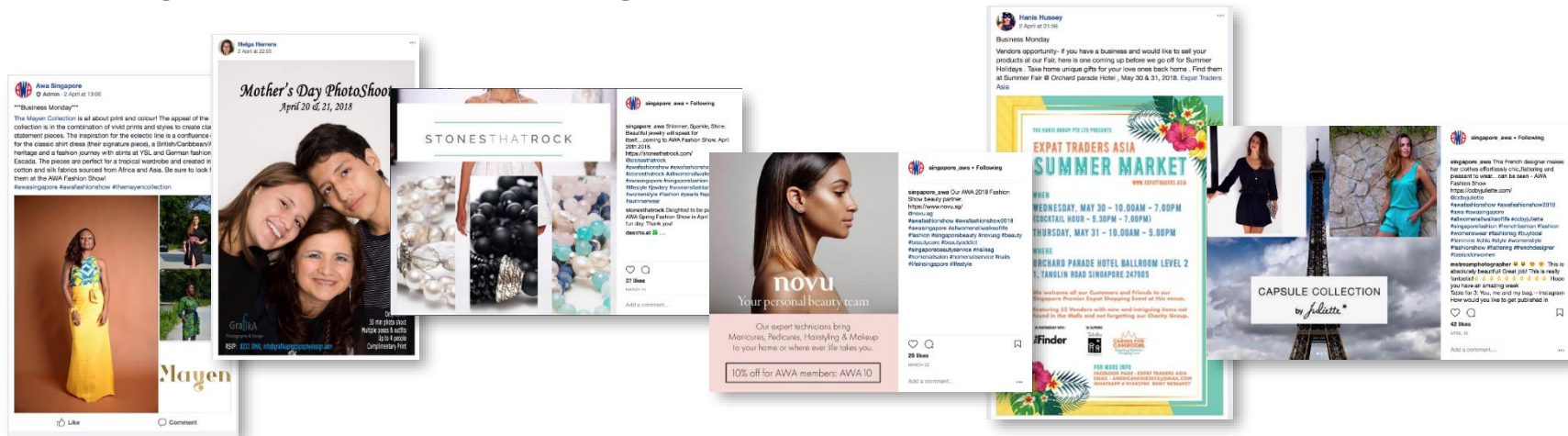


Social Media Advertising*

*Only available as an additional item when purchasing website, magazine or email advertising

Social Media is the most interactive of all our communications

- Members tap our Facebook group for trusted recommendations
- Our posts get “liked” and shared at high rates



Monthly rates

Facebook post
Instagram post

Get Both for
\$150

Link embedded graphic (788x788px)
Resolution: 72 ppi File type: JPG

* 1 week lead time for content submission (ads placed on 1st Monday of the month)

** Full payment is required prior to run/post date of advert

