



Crucible Advertising Rates

Rates are for full-page, full-colour (210mm x 297mm)

Options are subjected to availability and suitability | Pricing in SGD (*Subject to GST where applicable)

One Issue

	SBMA Member	Non-SBMA Member
Front Inner Page	1,000	1,500
Back Inner Page	850	1,350
Back Cover Page	1,500	2,000
Any inner page* other than third page	600	1,100

Half-Year (2 Issues)

	SBMA Member	Non-SBMA Member
Front Inner Page	1,900	2,850
Back Inner Page	1,600	2,550
Back Cover Page	2,850	3,800
Any inner page* other than third page	1,100	2,100

Full-Year (4 Issues)

	SBMA Member	Non-SBMA Member
Front Inner Page	3,600	5,400
Back Inner Page	3,000	4,850
Back Cover Page	5,400	7,200
Any inner page* other than third page	2,000	4,000

* the page your advertisement appears on will be up to our discretion.



Advertorial Rates

Articles that are primarily designed to promote a company's offering or brand will be categorized as **advertorials** and will require a sponsorship fee for publication.

	SBMA Member	Non-SBMA Member
Cover Page	2,00	2,500
Center Spread Advertorial	2,000	2,500
1 page advertorials*	600	1,100
2 page advertorials*	1,200	2,000

* the page(s) your advertorials appears on will be up to our discretion.