

# MEDIA KIT

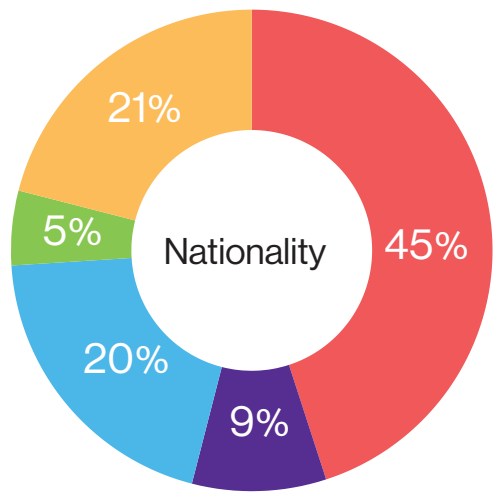
## OUR RATES, DATES & MEDIA OFFERINGS



2026

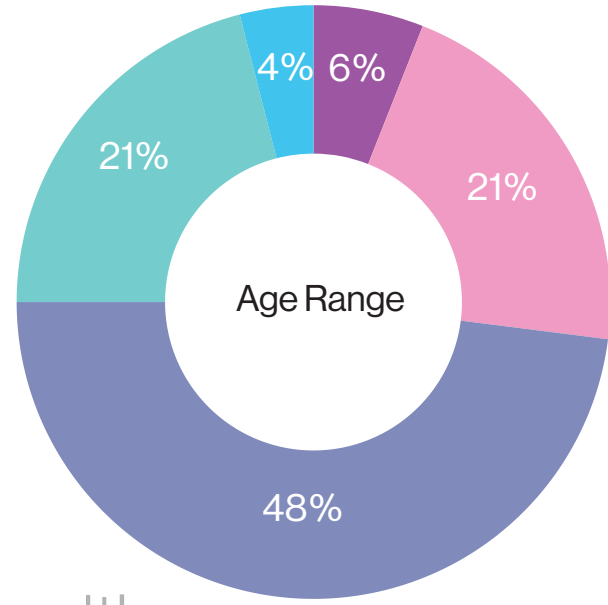
# MEET OUR MEMBERS

We have 6,000+ members from over 50 different nationalities, creating a unique and diverse community.



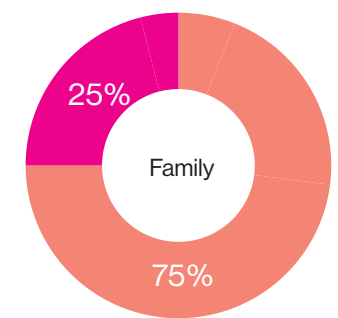
NATIONALITY

45% AUSTRALIAN  
 9% NEW ZEALAND  
 20% BRITISH  
 5% SINGAPOREAN  
 21% OTHER



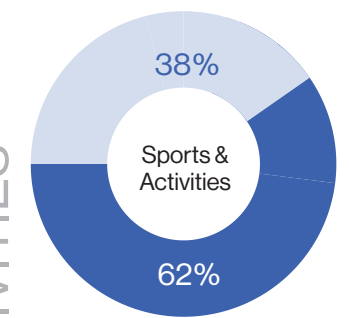
AGE RANGE

6% 21-30  
 21% 31-40  
 48% 41-50  
 21% 51-60  
 4% 60+



FAMILY

75% WITH KIDS UNDER 18  
 25% SINGLES/ COUPLES



SPORTS & ACTIVITIES

62% SPORTS  
 38% OTHER

2026

# OUR MEDIA PLATFORMS



## ANZA Print Magazine 7,500+ readership

Our bi-monthly print magazine is distributed directly to all members, advertisers and partners as well as being a page-flicking fixture across the island in cafes, restaurants, international schools, leisure clubs, medical centres, hotels, and more.

Our 2026 Editorial Calendar is available [HERE](#).

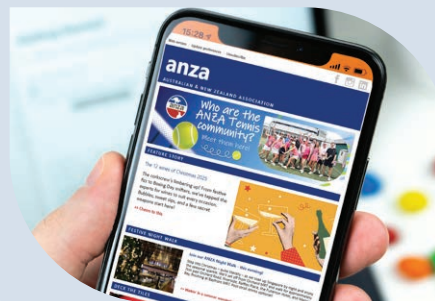


## ANZA Website 10,000+ monthly users 35,000+ monthly page views

The ANZA website is our community hub for members and non-members. Visit [anza.org.sg](http://anza.org.sg) to see all that ANZA has to offer.

## Weekly eNews 6,000+ subscribers 50%+ open rate

Our eDM hits high open rates with its weekly updates on all things ANZA, plus exclusive content relevant to living the best life in Singapore.



## Social Media 2,900+ Instagram 6,600+ Facebook 2,000+ LinkedIn

ANZA reaches an active and engaged audience with trusted and fresh content. We connect with our followers through showcasing our community happenings, sharing relevant local news stories, and with exclusive promotions and member exclusives.



# 2026

# RATECARD

\* All prices are exclusive of GST  
ANZA rates do not include advertising agency commissions



MAGAZINE

DESCRIPTION	RATE
GATEFOLD	\$3,500
OUTSIDE BACK COVER	\$1,500
INSIDE FRONT COVER	\$1,400
INSIDE BACK COVER	\$1,200
DOUBLE PAGE	\$1,600
FULL PAGE (RUN OF BOOK)	\$1,100
HALF PAGE VERTICAL	\$650
HALF PAGE HORIZONTAL	\$650
ONE QUARTER PAGE	\$375
FLYER/INSERT	\$700
SPONSORED CONTENT - DPS	\$1,800
SPONSORED CONTENT - SP	\$1,400

## MAGAZINE BRIEF MATERIAL SPECS

ONLINE ARTICLES

DESCRIPTION	RATE
ARTICLE INCLUDING 1X EDM POST	\$800
ARTICLE INCLUDING 1X EDM POST AND 1X IG POST	\$1,000

## ONLINE BRIEF MATERIAL SPECS

## DESCRIPTION RATE

A HOMEPAGE HEADER	\$1,500
B HOMEPAGE - PREMIUM	\$1,400
C HOMEPAGE - PLATINUM	\$1,100
D HOMEPAGE - GOLD	\$800
E HOMEPAGE - SILVER	\$700
SITE-WIDE LEADER BOARD	\$1,900
SITE-WIDE PLATINUM	\$575
SITE-WIDE GOLD	\$350
SPECIFIC LANDING PAGE	POA

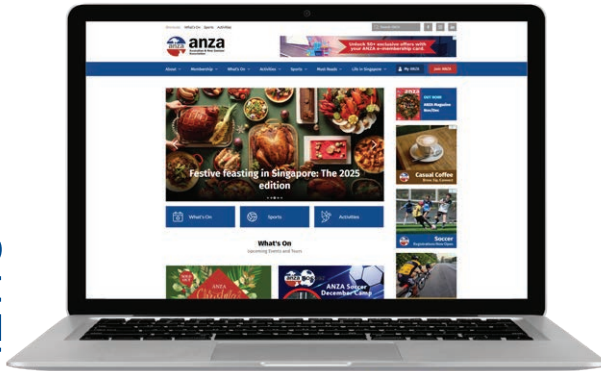
## MATERIAL SPECS

## DESCRIPTION RATE

PREMIUM BANNER - POSITION 1	\$525
PREMIUM BANNER - POSITION 2	\$475
PREMIUM BANNER - POSITION 3	\$425
PREMIUM BANNER - POSITION 4	\$375

## MATERIAL SPECS

WEEKLY E-NEWS



WEBSITE

For tailored advertising solutions and ad space availability, please email: [marketing@anza.org.sg](mailto:marketing@anza.org.sg)

# 2026