

ADVERTISING WITH PASSAGE

About us

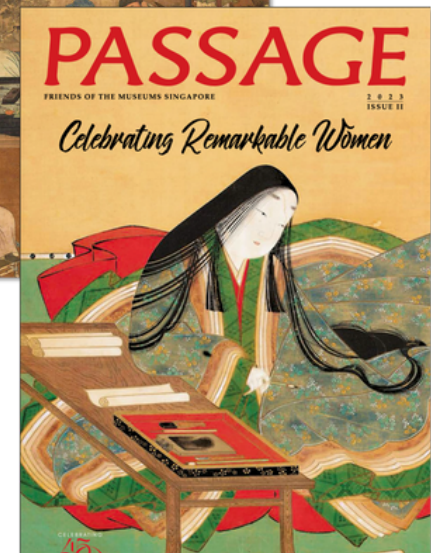
Friends of the Museums Singapore (FOM) is a non-profit society providing a rich and fulfilling journey of discovery into Singapore and Asian art, history and culture to thousands of our members for over 45 years.

FOM members form part of a dynamic, diverse community. They enjoy study groups, book and film clubs, attending enlightening lectures, participating in cultural, culinary and charity events, immersing themselves in the world of Asian textiles, and more.

They can join guided tours in Singapore and journey abroad on study tours for unforgettable experiences. Discovering the rare, unusual and intriguing in Singapore, and across Asia, is what we do.

FOM members can also train to become a volunteer docent guide, sharing their knowledge and passion by guiding visitors in Singapore's world class museums, heritage institutions and trails.

What makes the FOM experience truly special is the lasting friendships we make, the enduring memories we create and the meaningful connections we form, nurture, and often rediscover outside Singapore.



Our Magazine

- The only magazine in Singapore covering Art, Culture and Heritage in an accessible way
- We work in close collaboration with the National Heritage Board
- Our magazine is distributed in high profile locations including Clubs, International schools, Heritage institutions and Antique Houses.
- Published quarterly, we cover a variety of topics including textiles, ceramics, food, travel, antiques and more.
- Easy to read with attractive layouts and pictures.
- High quality articles and content
- Access to a great niche audience, our readership includes both Expats and locals

Our Member Profile

- FOM members come from over 50 countries
- 55% Female 45% Male
- Our members often have high disposable incomes.
- A unique community of members including ex directors, diplomats, collectors, curators along a variety of other profiles.
- TOP 10 NATIONALITIES: Singaporean, American, Australian, British, Dutch, French, German, Indian, Japanese, Korean.

Rate Card

AD POSITION	SINGLE	3 INSERTS	6 INSERTS
OUTSIDE BACK COVER	\$1,500	Half Page Bonus \$4,500	2 Full Pages + Half Page Bonus \$9,000
INSIDE FRONT COVER	\$1,300	1/4 Page Bonus \$3,900	Full Page Bonus \$7,800
INSIDE BACK COVER	\$1,100	1/4 Page Bonus \$3,300	Half Page Bonus \$6,600
FULL PAGE* (A4)	\$1,000	1/4 Page Bonus \$3,000	Half Page Bonus \$6,000
HALF PAGE* (1/2)	\$600	\$1,800	Half Page Bonus \$3,600
QUARTER PAGE* (1/4)	\$350	\$1,050	Half Page Bonus \$2,100
BUSINESS CARD	\$150	\$450	Half Page Bonus \$900
Instead of Bonus, advertisers may choose rate discount of		10%	15%
FOM MEMBER DISCOUNT	10%	15%	20%

*10% Loading Fee for Right Hand Place Ad (RHP)



Friends
of the Museums
Singapore

- Passage is a quarterly magazine
- Booking deadline is 6 weeks before publication, material deadline is 4 weeks before publication.
- Booking and advertising material should be sent to the Advertising Manager at advertising@fom.sg
- Soft copy of all advertising material is preferred
- Ideal format is exact size as per the advertisement specification, high resolution (min. 300 pixels/inch, pdf, tiff or jpeg files are accepted), using CMYK colour process *
- Payment Total amount due at time of booking
- We can tailor packages to suit individual needs. Social media can be considered.

For enquiries, please contact Rupa Tamsitt Advertising Manager
+65 9100 5903 advertising@fom.sg

*Ad specifications:

Full-Page Ad

Trim: W 210mm x H 297mm

Bleed: W 216mm x H 303mm

Half-Page Ad (long)

Trim: W 105mm x H 297mm

Bleed: W 111mm x H 303mm

Quarter-Page Ad

Trim: W 105mm x H 148.5mm

Bleed: W 111mm x H 154.5mm

General Requirements:

Embed or outline all fonts

All RGB and spot colours
converted to CMYK

Ensure 3mm bleed all round

All images 300dpi and CMYK

Important material within the
live area and bleed extends
on all sides of the ad

Recommended file format: PDF

*Colours won't look as
bright/vibrant as on screen.