

SINGAPORE

ART & GALLERY GUIDE

www.sagg.info
advertising@sagg.info

MEDIA KIT

June 2021

www.sagg.info

Focusing the Spotlight on the Arts in Singapore

Reader Profile

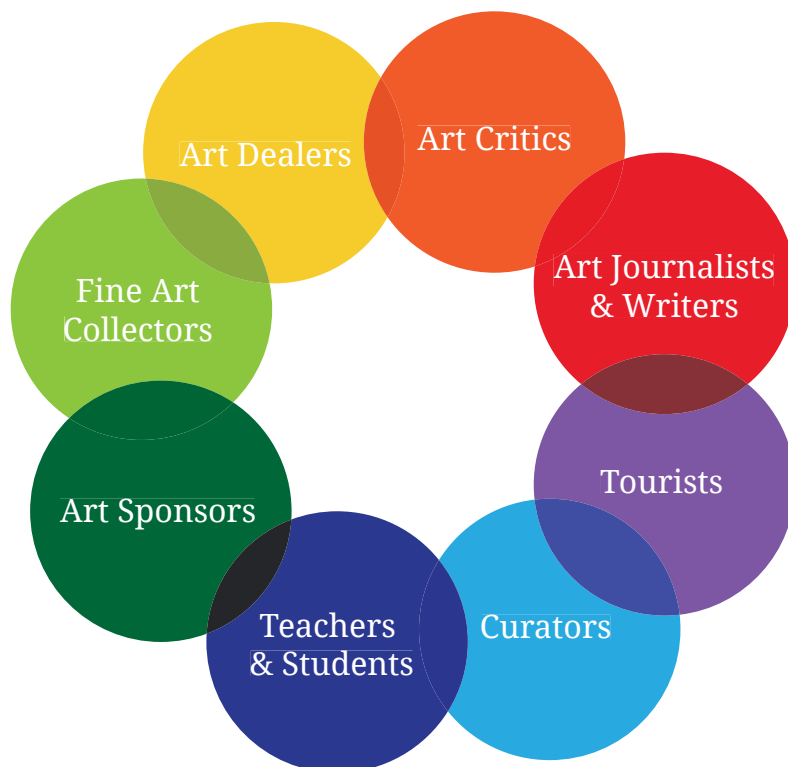
Our readers are affluent, highly educated professionals: fine art collectors, influential art critics, governmental and private sponsors of the arts, lecturers, teachers, gallerists, art students, those working professionally in the arts industry, as well as local and international visitors seeking guidance on how to enrich their cultural experience of the city.

They are roughly 45% female and 55% male.

Our readers enjoy*:

- visiting art events
- eating out
- travelling and visiting historic sites
- fashion and high-end design
- engaging with media & technology
- sports activities

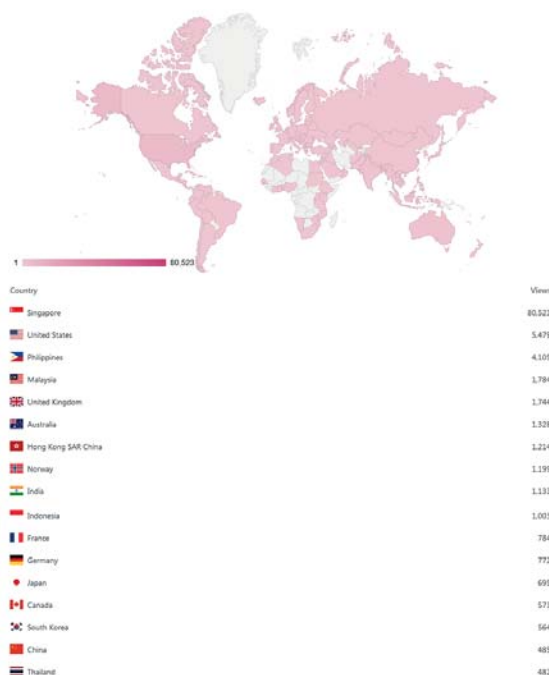
*Source: Google analytics at sagg.info



Audience

- › **11,000 page views per month.**
- › **6,000 unique website visitors per month.**
- › **5,000 Facebook followers.**
- › **5,000 Newsletter recipients.**

TOP VISITOR COUNTRIES



SAGG MEDIA PARTNERS

SAGG is an art media partner of Art Stage Singapore and Singapore Contemporary, among others.

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Concept

The Singapore Art & Gallery Guide website, **SAGG.info**, offers the most up-to-date information on what's happening in the art world in Singapore.

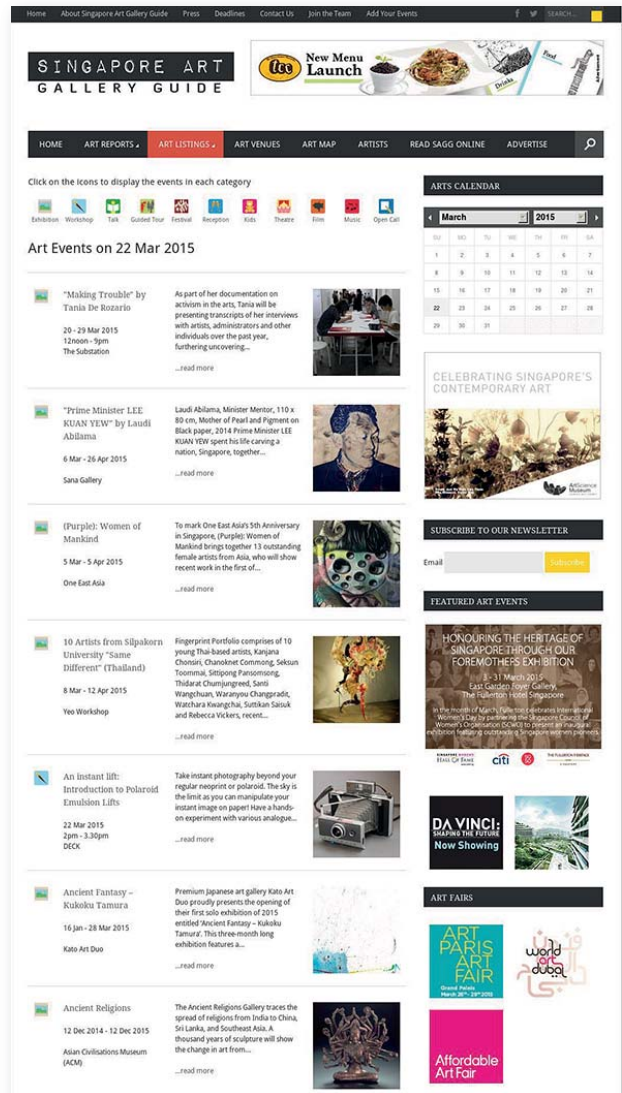
SAGG.info lists an average of 100 art events per day on its practical calendar, which allows readers to see all events at a glance by clicking on a specific day.

No other website provides such a comprehensive overview of the local art scene!

The website lists the following:

- Current and Upcoming Exhibitions
- Auctions
- Workshops
- Talks
- Guided Tours
- Festivals & Markets
- Events for Kids & Families
- Performances
- Film
- Open Calls

Readers can also register to receive SAGG's email newsletter.



Advertising

TOP HEADER

Single insertion per month
S\$ 400

BIG BANNER

Single insertion per month
S\$ 300

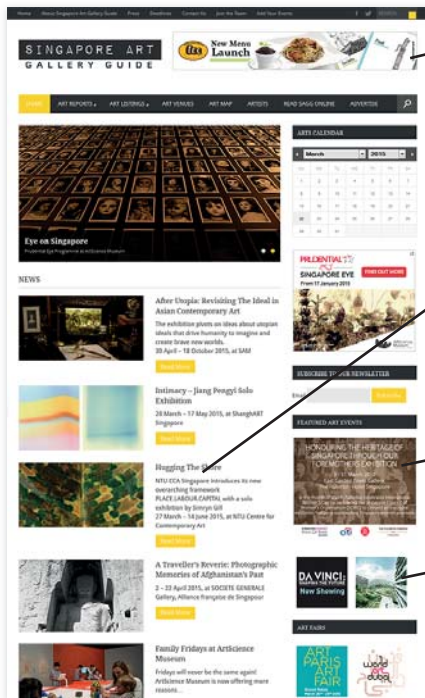
REGULAR BANNER

Single insertion per month
S\$ 200

WEB POSTING

Single posting in "NEWS" section
S\$ 120

We offer discounts for repeated insertions for several months



TOP HEADER

600 px (width) x 100 px (height)

WEB POSTING

BIG BANNER

300 px (width) x 250 px (height)

REGULAR BANNER

125 px (width) x 125 px (height)

To place your order, mail to advertising@sagg.info

Newsletter Inclusion

Publish your events in the SAGG Newsletter, which we email to a daily growing number of subscribers.

The Newsletter is mailed out every 10 days roughly.

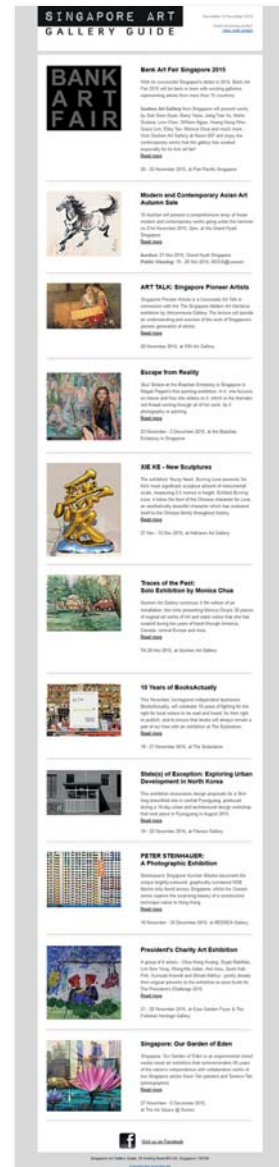
Subscribe for the 'Annual Insertion' to make sure that all your events are included throughout the year.

ONE INSERTION (Text, Image)
S\$ 50 per Newsletter

ANNUAL INSERTION (Text, Image)
S\$ 400 per Year

BANNER INSERTION (610 px x 100 px)
S\$ 180 per Newsletter

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“We have enjoyed working with the Singapore Art & Gallery Guide, and found it to be a very effective way to promote the inaugural edition of the Singapore Contemporary Art Show to both exhibitors and art collectors. We look forward to working with them again for our next edition.”

~Singapore Contemporary