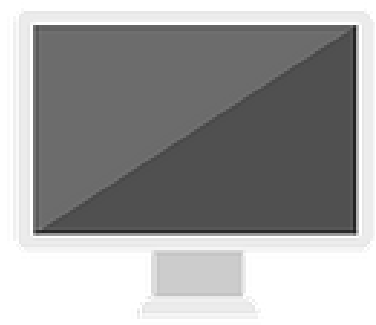


ADVERTISE WITH US

EXPAT FAIRS

ExpatFairs.com is the one-stop source for the serious fair shopper. Regular fair-goers visit our site three or more times per month, you can precisely target your message to the day with an audience that is seeking information about what’s on and what vendors will be there.



- 500,000 + hits per month
- 12,000 visitors per month
- Average visits per visitor per month - 3.5

1.



Expat women 40% 9,000 people average age 30 – 55 80% have kids average monthly income SGD 15,000 – 25,000 a month

2.



Singaporean women with high disposable family income and live in private properties in District 9,10, 11, 15, 21 : 4,000 people with net worth of SGD 2 millions – 10 millions

3.



Young Singaporean Women age 21 – 32: 15,000 people educated diploma or degree, regular online users of Reebonz, Luxola,

E-Newsletter

Our monthly e-newsletter specifically designed for shoppers and vendors. Full of the latest business news, it also features in-depth articles on the hot issues, brand spotlight, plus all the latest trends and advice.

Inclusions: 1 x banner advertisement (600 pixels x 140 pixels) and 1 x feature article on your business, or on a topic relevant to our members which you’re an expert at. (Feature articles can be supplied as a story, or our online editor can contact the business and create a story from an interview) - Please book at least 4 weeks in advance

SGD 5,000 to 28,000 database for Group 1, 2 & 3
SGD 3,800 for 13,000 database for Group 1 & 2
SGD 2,000 for 15,000 database for Group 3

Banner Advertising

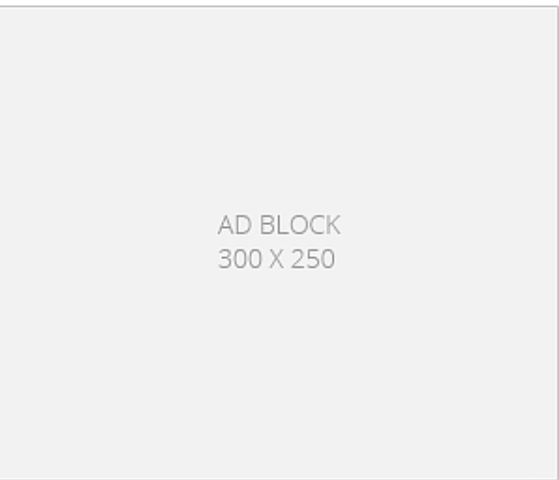
- rates and opportunities currently available on theexpatfairs.com

Ad Format	1 Week	2 Weeks	1 Month
Leader Board Home Page	\$675	\$1200	\$2100
Block Ad Home Page	\$525	\$1000	\$1800
Block Ad Other Page	\$475	\$800	\$1400

Leaderboard



Block



“In the 21st century, the database is the marketplace.” Stan Rapp, MRM Partners Worldwide

Other Advertising

Advertorials include:
300-400 words written by our editorial team; Images (supplied by client) for each product links backs for each product included SEO Report on advertorial

Find of the Week includes:
200 words written by our editorial team, 2-3 images to accompany the product links backs for each product included SEO Report on advertorial

Instagram Giveaway includes:
We will facilitate a product giveaway using hashtags and Instagram with links on all other social media.

Ad Format	Rate
Advertorial	\$1,500
Upgrade to include advertorial as a feature article in our monthly newsletter	\$500
Instagram giveaway (promoted on Facebook)	\$500
Find of the Week article including Facebook post	\$1,000

Ad Requirements & Guidelines:

Ads may not contain nudity or content that is not family safe. We do not accept text links anywhere on our site. Ad placement locations shown in the picture are only approximate. Actual placement location can change due to editorial content length.

TO BOOK:

Contact Betty via
betty@theexpatfairs.com or call
+65 96932338