

# Lien

The Smarter  
Alternative  
in Advertising



Alliance Française

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It only gets better with the Alliance Française.

Launched in 1975, Lien is now into its 34<sup>th</sup> year.



## Advertising Rates and Packages

Size	Specification	Single Insertion	6 months package	12 months package
<b>Fullpage (A4)</b> With 5mm bleed	210mm (W) X 297mm (H)	\$600	\$3240	\$6120
<b>½ page (Landscape)</b>	190mm (W) X 137mm (H)	\$400	\$2160	\$4080
<b>¼ page</b>	93mm (W) X 137mm (H)	\$200	\$1080	\$2040
<b>Loose Flyer Inserts</b>	Any size not exceeding A4	\$600	\$3240	\$6120
<b>Double Page Spread</b> 2 A4 pages with 5mm bleed	420mm (W) x 297mm (H)	\$1200	to be determined	

All images are to be submitted in cmyk and at least 300dpi.

\* Prices do not include 7% GST.

## PROFILE

Monthly newsletter (except for July/August bumper issue)  
3000 copies printed monthly

## CONTENT

- Features the Singapore artistic scene with in-depth articles and interviews
- Introduces the Alliance Française cultural highlights
- Focuses on innovation and avant-garde
- Reports on France's cultural life
- Reviews books, music cds, and events with a different perspective.

## READERSHIP PROFILE

The core of our readership consists of highly educated young people in their thirties, as well as families with high incomes, mainly in the business or finance industries. They include:

- The community interested in the arts and cultural scene in Singapore.
- Young urban professionals who frequently travel in the region as well as further.
- Expatriate families living in Singapore, either French-speaking or not.
- Students working in French companies.
- Young Singaporeans willing to travel to France and/or study there.

## LIEN KEY STRENGTHS

- Communicate via an upscale and prestigious support
- Target a very selective audience
- Increase your opportunity to be seen at an affordable price.
- Develop awareness in the expatriate community.
- Build-up and enhance your image.
- Extend your reach on high-profile customers.



## Alliance Française de Singapour Website

### Resourceful, Creative and Cost-efficient

The Alliance Française de Singapour's website saw an increase of 16.84% in its number of visitors from 2007 to 2008. The Alliance Française website is a cost-effective and resourceful way to advertise products and services. We provide you with business to business partnerships which provide better traction for defining your niche. We charge a fixed rate per month. Please see the table below for the details.

Type:	Specifications	Price
<b>Banner:</b>	760 pixels x 100 pixels	\$500
<b>Skyscraper:</b>	120 pixels x 600 pixels	\$600
<b>Button:</b>	120 pixels x 60 pixels	\$300

All artwork are to be submitted by advertisers.  
Prices do not include 7% GST

### The most popular sections in our website:

Courses:	230,418 page views
What's On:	28,634 page views
Lien:	23,599 page views
Médiathèque:	19,758 page views
Gallery:	11,341 page views

## Facts and Figures for 1 January – 31 December 2008

<b>Visits:</b>	96,929 Previous: 82,959 (16.84% increase)
<b>Absolute Unique Visitors:</b>	59,535 Previous: 48,659 (22.35% increase)
<b>Page Views:</b>	691,308 Previous: 615,141 (12.38% increase)
<b>New Visits:</b>	59.02% Previous: 56.72% (4.06% increase)

There are also visitors from other parts of the globe including France, United States, India, Japan and China to our website. Advertisers can reach segments of their target market at once, rather than trying to find different publications, radio stations and television stations that cater to a particular geographical area.

For further enquiries, please email [sharm@alliancefrancaise.org.sg](mailto:sharm@alliancefrancaise.org.sg)