



**T**he *SID Directors Bulletin* is a quarterly publication produced by the Singapore Institute of Directors, the national association of company directors.

Each issue of the Bulletin is about 100 pages and covers a range of articles on corporate governance, directorship matters, business issues and industry developments. The feature articles of each issue revolve around a specific theme, with articles targeted at the board's perspective.

The recent and planned themes are:

2025	2026
<b>Q1:</b> The Resilient Board	<b>Q1:</b> Deglobalisation - G-Zero
<b>Q2:</b> AI Redefining Everything	<b>Q2:</b> Unsustainability?
<b>Q3:</b> Boardroom Troubles	<b>Q3:</b> The New Normal
<b>Q4:</b> Whither Work	<b>Q4:</b> Redesigning Jobs

The authors are well known practitioners and industry leaders, academics, professionals and experts in their fields. Some are international authors, depending on the subject. SID receives a number of unsolicited articles, attesting to the quality of its publication.

Our readers are primarily directors and senior corporate leaders. The feedback on the contents and layout have generally been very positive.

The *SID Directors Bulletin* is also available online on the SID website.

## QUERIES

For advertising enquiries, please contact:

Yang Wai Wai  
Thought Leadership and Communications  
T: +65 6011 0102  
E: waiwai.yang@sid.org.sg

Singapore Institute of Directors  
168 Robinson Road #11-03 Capital Tower  
Singapore 068912  
T: +65 6422 1188  
www.sid.org.sg

## FAST FACTS

Circulation  
Online: 5,500  
Print: 1,500

Frequency : Quarterly

- Q1 published end of December
- Q2 published end of March
- Q3 published end of June
- Q4 published end of September

## ADVERTISING RATES

Full Colour	
Inside Front Cover	S\$3,100
Inside Back Cover	S\$2,400
Outside Back Cover	S\$3,300
Inside Pages (Single)	S\$1,800
Inside Pages (Double)	S\$3,200

## FREQUENCY DISCOUNT

(Within 12 months, subject to a signed master contract)

4 insertions 15%

## TECHNICAL SPECIFICATIONS

Size	
Full Page	196mm (L) x 277mm (H)
Bleed size	202mm (L) x 283mm (H)

## BOOKING DEADLINE

Eight weeks preceding the target publication date. For example, for Q1 issue, the booking of the ad should be made by the first week of November.

## CLOSING DEADLINE

Closing date for all materials is the first day of the month of publication. For example, for Q1 issue, the final ad copy must be submitted by 1 December at the latest.