



# ADVERTISE WITH US

\*Rates apply for advertisements booked from  
1 March 2026 and are subject to change.

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# WHY ADVERTISE WITH US?

## Reach decision-makers driving Singapore's economy

Singapore Business Federation (SBF) is Singapore's apex business chamber, representing 34,000+ companies across all major industries and driving initiatives that strengthen the nation's global competitiveness and long-term business sustainability.

Our platforms provide a high-trust environment for brands to connect directly with business leaders and enterprise decision-makers shaping Singapore's economy.

Advertising with SBF delivers credible B2B exposure to audiences with real influence, intent and spending power.

For advertising bookings, contact us at [corpcomm@sbf.org.sg](mailto:corpcomm@sbf.org.sg).

### ✓ Reach the business decision-makers that matter

Engage C-suites, senior leaders, founders and managers across SMEs, MNCs, and industry associations.

### ✓ Build trust through association

Align your brand with Singapore's leading business institution and a trusted source of policy, insights and enterprise development.

### ✓ Go beyond awareness to action

Drive traffic, registrations and leads through credible and high-engagement platforms.

### ✓ Preferential member rates available

Agencies booking on behalf of SBF members enjoy member rates.

**SBF.**

**OUR  
ADVERTISEMENT  
RATES AND  
PERFORMANCE  
STATS**



# ADVERTISEMENT RATES

## For Members and Non-Members

Advertising Platforms	Members*	Non-Members
1 Corporate Website Banner: 15 Days + complimentary LinkedIn Post	S\$2,800.00	S\$3,200.00
2 Corporate Website Banner: 30 Days (One change to banner provided during campaign period) + complimentary LinkedIn Post	S\$5,000.00	S\$5,800.00
3 BIZSpoke Newsletter Banner: One-time feature	S\$3,600.00	S\$4,000.00
4 BIZSpoke Newsletter Advertorial Post: One-time feature	S\$1,800.00	S\$2,000.00
5 Future Ready Business Solution Series: One-time event / workshop	S\$5,000.00	N.A.
6 Solution Lite Series eDM Advertorial Post: One-time feature	S\$1,200.00	N.A.
(Add-on only) SBF LinkedIn Post: One-time feature	S\$1,200.00	S\$1,600.00

\* Agencies acting on behalf of SBF Members are eligible for Member rates. All prices are stated before 9% GST. Prices are correct as of 1 March 2026 and are subject to change.

## Advertisement Bundle

Double Your Exposure! Enjoy **50% off** the lower-priced Advertising Product<sup>+</sup> when you book two!

<sup>+</sup> Not applicable to Future Ready Business Solution Series & Solution Lite Series, as well as LinkedIn Post Add-on.

### Example

You select:

1. Member's Corporate Website Banner (30 days) at \$5,000.00, and
2. BIZSpoke Newsletter Banner at \$3,600.00

The BIZSpoke Newsletter Banner will be **50% off**, and priced at **\$1,800.00**.

The bundle discount applies only when two different ad products are selected.

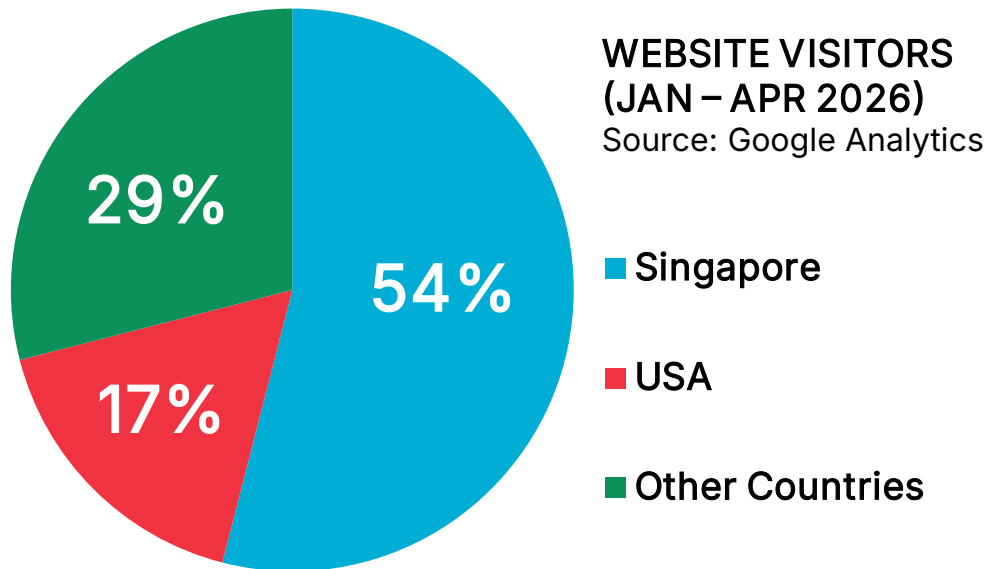
(Add-on only) SBF LinkedIn Post is only available if you are purchasing any item from 1 to 6.

# CORPORATE WEBSITE

## Performance Stats

Website monthly average in 2026 (January – April)  
17,131 unique visitors | 28,115 sessions

Homepage monthly average in 2025 (January – April)  
4,429 unique visitors | 6,274 sessions  
7,649 page views



# BIZSPOKE NEWSLETTER

## Performance Stats

Monthly average in 2026 (January – April)

80,597 Subscriber base  
21% (17,200) Unique open-rate  
5% (850) Unique click-to-open rate

Advertisement banner typically accounts for 10-15% of total clicks.

# SBF LINKEDIN CHANNEL

## Performance Stats

Monthly average in 2026 (January – April)

200,479 Impressions (Organic)	~50,000 Follower count (total)
40,687 Clicks (Organic)	1,124 Engagements
20.29% CTR (Organic)	1,090 Reactions

275,322 Impressions (Sponsored)  
6,652 Clicks (Sponsored)  
2.42% CTR (Organic)

# HOW TO BOOK?

On a first-come-first-served basis, subject to availability

1. Send us enquiry via our [website feedback form](#).
2. Email us directly at [corpcomm@sbf.org.sg](mailto:corpcomm@sbf.org.sg) of your advertisement request.

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## Additional note:

### Tracking of clicks in eDM banner or advertorial post:

As our role is mainly to facilitate ad placement, we will provide the open and click rates from our EDM subscriber base.

If you would like to track your customers' journey beyond this, including traffic from forwarded emails or other external sources, we encourage you to provide your own UTM links, as these would be the preferred way to capture a fuller view of user activity.





# CORPORATE WEBSITE

Position your brand where Singapore businesses go for insight and direction

The [SBF website](#) is a trusted hub for Singapore business and entrepreneurs, reaching more than **17,000 average monthly visitors** in 2025 seeking to stay informed on policy updates, industry insights, training opportunities, and government initiatives.

## Materials Required

### Website Banner:

- PNG image of size 1920 × 400 pixels or
- Animated GIF image of size 3840 × 800 pixels
- CTA link

## Materials' Submission

At least 5 working days in advance of advertisement go-live date.



# BIZSPOKE

## NEWSLETTER

[BIZSpoke](#) is SBF's twice-monthly newsletter delivering carefully curated, high-quality business insights on government initiatives, and diverse business topics, including event coverage and upskilling workshops for professionals.

Advertising in BIZSpoke enables brands to reach **engaged business leaders directly in their inbox**, driving awareness and action.



### SBF's Poll: 2 in 3 Singapore Firms Hit by Iran Conflict as Viability Concerns Rise

Two-thirds of Singapore businesses report moderate-to-severe impact from the Iran conflict, with 66% hit by energy costs and over half by logistics and demand pressures. SMEs are disproportionately affected—only 36% are confident managing ongoing volatility versus 78% of large firms. More than half fear for long-term viability as businesses raise prices, conserve cash, and call for targeted support.

[FULL REPORT](#)

#### WHAT'S HAPPENING



#### Secure Your Seat at Future Economy Conference

Be part of our premier platform convening policymakers and industry leaders to drive Singapore's next phase of growth. Access strategic perspectives on national priorities, transformation pathways, and growth opportunities. Limited seats remaining—confirm your participation today.

[REGISTER NOW](#)

#### EXPAND INTO NEW MARKETS



#### Exploring Hainan's Free Trade Port Opportunities

Our business mission to Hainan, Hainan brought together 11 executives to explore market entry through the China International Consumer Products Expo, logistics and trade via Jiaodong New Area, and investment insights from the Hainan International Economic Development Bureau (IEDB). From retail distribution to legal and financial considerations, delegates gained actionable pathways into China's fastest-growing trade hub. Interested in Hainan? Connect with us at [market.news@sbif.org.sg](mailto:market.news@sbif.org.sg).

[READ MORE](#)

#### TURN DIGITAL SOLUTIONS TO BUSINESS VALUE



#### Receive a Complimentary Report to Enhance Business Operations

The Go Digital Advisor by IMDA enables SMEs to identify top business needs and recommends right solutions for overcoming identified business challenges. It guides SMEs through key areas

# BIZSPOKE NEWSLETTER

## Advertisement placement & materials required

### 1 Newsletter Banner

The banner is positioned directly below the BIZSpoke image header, with a fixed size of 800 × 200 pixels, and links to a call-to-action landing page.



24 April 2026



### Materials Required

#### Newsletter Banner:

- PNG image of size 1600 × 400 pixels or
- Animated GIF image of size 3200 × 800 pixels
- CTA link

### Materials' Submission

At least 5 working days in advance of advertisement go-live date.

# BIZSPOKE NEWSLETTER

## Advertisement placement & materials required

### 2 Advertorial Post

The advertorial post features a fixed image size of 400 × 400 pixels, a write-up of up to 70 words (including the title), and a call-to-action link.

#### Example:



#### ART SG 2026: Southeast Asia's Premier Contemporary Art Fair Returns

ART SG, Southeast Asia's leading global contemporary art fair, returns for its fourth edition from 23–25 January 2026 at Marina Bay Sands Expo and Convention Centre. Featuring leading international and regional galleries, ART SG 2026 spotlights Singapore and Southeast Asian practices and welcomes S.E.A. Focus, celebrating the region's dynamic artistic voices.

100 complimentary General Admission tickets are available for SBF members on a first-come, first-served basis — register now!

[REGISTER NOW](#)

### Materials Required

#### Newsletter Advertorial Post:

- PNG image of size 800 × 800 pixels or
- Animated GIF image of size 1600 × 1600 pixels
- Write-up of up to 75 words including title
- CTA link

### Materials' Submission

At least 5 working days in advance of advertisement go-live date.



# LINKEDIN CHANNEL

Put your brand in front of Singapore's business decision-makers

Tap into SBF's trusted network of business leaders and decision-makers, and amplify your brand through credible, high-impact content on LinkedIn.

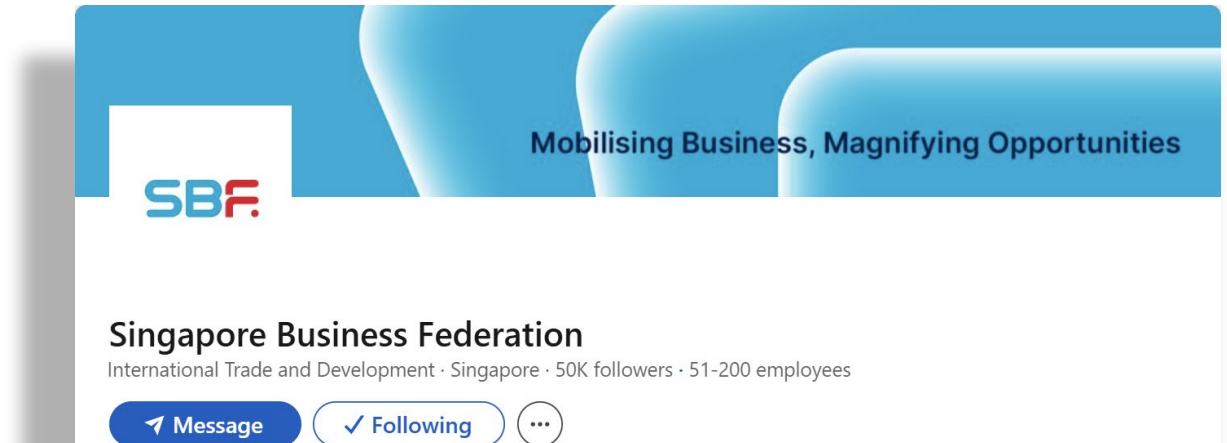
## Materials Required

### Image:

- PNG image of size 1080 × 1080 or 1280 × 720 pixels
- Write-up of up to 150 words
- CTA link

## Materials' Submission

At least 5 working days in advance of advertisement go-live date.





# Future Ready Business Solution Series

Exclusive to SBF members only



# FUTURE READY BUSINESS SOLUTION SERIES

Turning today's challenges into tomorrow's advantage



The Future Ready Business (FRB) Solution Series is SBF's partner-led workshop and clinic platform for companies working through real transformation challenges — from ESG and carbon reporting to digital and AI adoption.

Sessions are co-designed with solution providers and domain/technical experts and are built for applied learning — so participants leave with practical implementation ideas they can act on.

For partners, this is a high-intent engagement opportunity to engage transformation leads and business owners actively seeking credible, practical solutions.

## What We Offer

- Host your event at the SBF Center, positioning your session as part of the SBF-branded Solution Series.
- Align your session with a realistic participant target — size and profile to be discussed with SBF to ensure maximum impact.
- Basic refreshments (water, coffee/tea) included.
- Post-Event Report.

# SOLUTION LITE

Right Message. Right Agenda. Right Audience.

## Advertorial Post

Your advertorial will be featured in an SBF Agenda-focused eDM (e.g. Smart-Enabled), reaching a curated audience of decision-makers already engaged with the topic for higher relevance, stronger attention, and better-quality leads for your brand.

### Example:



### ART SG 2026: Southeast Asia's Premier Contemporary Art Fair Returns

ART SG, Southeast Asia's leading global contemporary art fair, returns for its fourth edition from 23–25 January 2026 at Marina Bay Sands Expo and Convention Centre. Featuring leading international and regional galleries, ART SG 2026 spotlights Singapore and Southeast Asian practices and welcomes S.E.A. Focus, celebrating the region's dynamic artistic voices.

100 complimentary General Admission tickets are available for SBF members on a first-come, first-served basis — register now!

REGISTER NOW

## Materials Required

### EDM Advertorial Post:

- PNG image of size 800 × 800 pixels or
- Animated GIF image of size 1600 × 1600 pixels
- Write-up of up to 100 words
- Title of 10 words
- CTA link

## Materials' Submission

At least 5 working days in advance of advertisement go-live date.



SBF.

Thank You.

[sbf.org.sg](http://sbf.org.sg)