

# HOMEDIRECT

## RATES & CATEGORY REVISION

Dear Valued Customer,

Following SingPost's postage rate increase implemented in October 2023, we are announcing adjustments to our HomeDirect rates, effective **1 August 2024**. This aligns our pricing structure with the evolving postal landscape.

For over a decade, SingPost has kept HomeDirect rates unchanged, absorbing inflationary costs. However, due to increased fulfilment costs and the need to offer more tailored services, we must now adjust our rates.

HomeDirect remains a semi-addressed advertising mail solution that helps your business target your audience precisely by their address profiles. With a range of options available, you can ensure your mailer reaches your intended recipients, providing not only convenience but also maximal value on your marketing investment.

## HomeDirect Services

### Attributes Categories

#### Standard

#### Enhanced

##### HomeDirect Plus

##### HomeDirect Street

##### HomeDirect Building

##### HomeDirect New

##### HomeDirect Radius

##### HomeDirect Living

Specific Condominium units

Street names, building description

Building names, postal codes

New residential units

Distance from postal code or building

Housing categories: Compact, Comfort etc.



Learn more at <https://spost.sg/homedirect>

## HomeDirect Rates

### New Rates (Effective 1 August 2024)

Weight Not Exceeding	Current Rates	Standard	Enhanced
25g	\$0.30	\$0.50	\$0.55
50g	\$0.35	\$0.65	\$0.70
100g	\$0.50	\$0.75	\$0.80
200g	\$0.60	\$0.85	\$0.90
300g	\$0.70	\$0.95	\$1.00

Minimum charge per posting is \$1,000 before GST, with rates are subjected to prevailing GST.

Thank you for your continued trust and partnership with SingPost. We remain committed to delivering exceptional service and supporting your business growth through our innovative solutions.

Should you have any questions or require further assistance, please do not hesitate to reach out to our dedicated corporate sales team.

## HomeDirect Benefits

- Beat The Clutter
- Precise Targeting
- Cost-effective Campaigns
- Increase Engagement
- Non-intrusive
- Extensive Delivery Network

## Contact Us

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Admail



HomeDirect



Outdoor Advertising



Product Sampling



Postal Data Subscriptions