

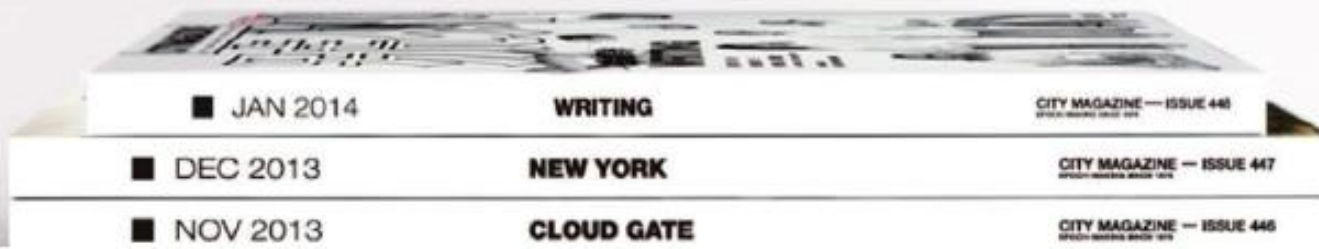
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A HONG KONG HERITAGE THAT IS  
AHEAD OF ITS TIME

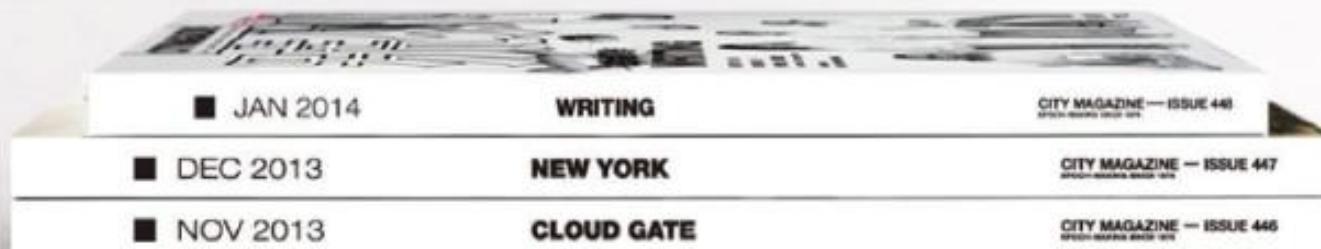
- More In-depth
- More Glamorous
- More Star
- More Lifestyle

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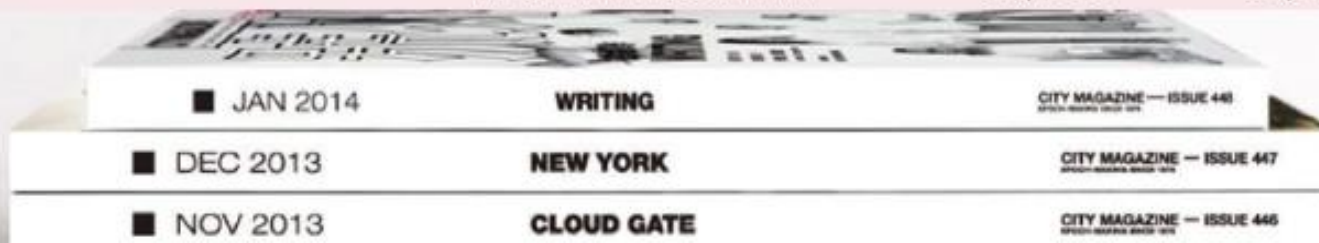
# ■ ADVERTISEMENT (RATE CARD)



# MAIN BOOK

POSITIONS	TRIM SIZE (W X H mm)	PRICE (HKD) / FREQUENCY		
		1X	6X	12X
Cover Gatefold, DPS	469mm X 337mm	552,640	508,200	470,140
Inside Front Spread	476mm X 337mm	299,200	275,550	254,650
1st DPS before Content	476mm X 337mm	265,760	232,870	212,300
2nd DPS before Content	476mm X 337mm	253,660	221,760	202,180
3rd DPS before Content	476mm X 337mm	241,560	211,200	192,500
4th DPS before Content	476mm X 337mm	230,010	201,190	183,370
5th DPS before Content	476mm X 337mm	208,560	191,620	174,680
Inside Back Cover	238mm X 337mm	135,975	126,000	116,250
Outside Back Cover	238mm X 337mm	244,860	225,500	208,780
Full Page Facing TOC	238mm X 337mm	155,650	143,000	120,670
Full Page Facing Masthead	238mm X 337mm	145,684	158,510	120,670
Full Page Facing Editor's Note	238mm X 337mm	133,430	122,650	111,760
Front Half ROP	238mm X 337mm	117,915	108,360	98,850
Full Page ROP	238mm X 337mm	94,815	87,150	79,380
Double Page Spread ROP	476mm X 337mm	189,630	171,195	158,760
1/2 Page Horizontal	238mm X 168.5mm	66,150	60,690	55,125
1/2 Page Vertical	119mm X 337mm	66,150	60,690	55,125

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# ADVERTORIAL PRODUCTION RATE (HKD)

Size	Editor Write-up	Interview Write-up	Design & Layout	Artwork	Color Separation
FP	3,300	5,500	1,650	1,200	1,200
DPS	6,000	10,000	3,300	2,200	2,200

Photography: Separation quotation upon request

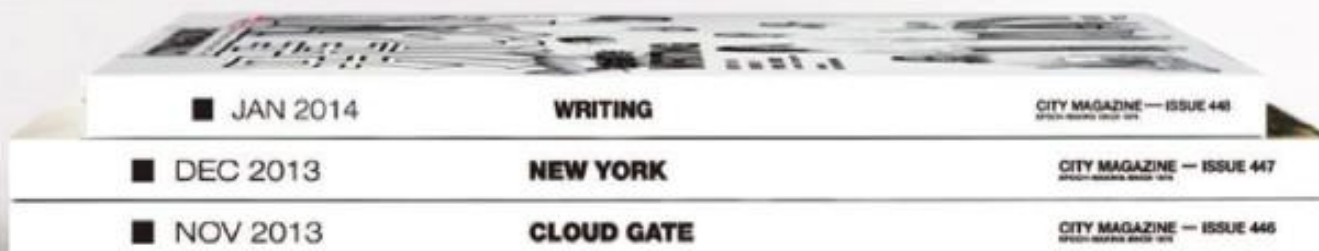
## DEADLINES

### Booking

15<sup>th</sup> of every month

### Material

18<sup>th</sup> of every month



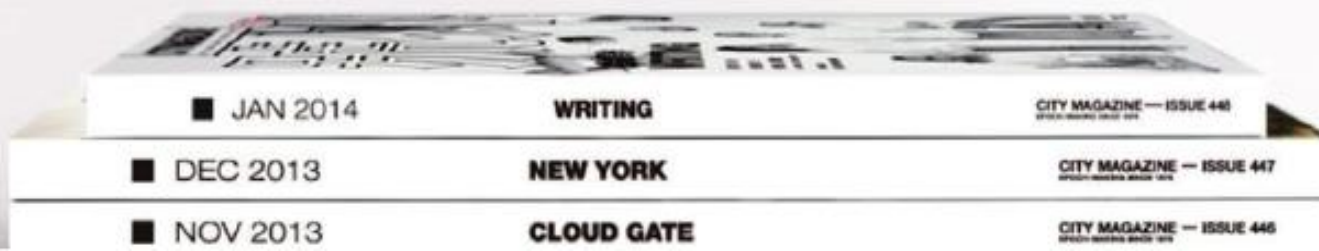
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