

Advertising Rate Card

3.9.2012

(HKD)

Position	Size	List Price	Insertion 3	Insertion 6	Insertion 12	
Cover Banner	185x50mm	27,000	21,600	18,900	13,500	
Cover Logo	30x15mm	6,750	5,400	4,725	3,375	
Bookmark	70X100mm	27,000	21,600	18,900	13,500	
Inside Front	185X260mm	27,000	21,600	18,900	13,500	
Facing Inside Front(Page 1)	185X260mm	22,400	17,920	15,680	11,200	
Full Page(Page 2/3)	185X260mm	22,400	17,920	15,680	11,200	
Full Page(Page 4/5)	185X260mm	18,400	14,720	12,880	9,200	
Full Page(Content Page)	185X260mm	18,400	14,720	12,880	9,200	
Full Page (ROP)	185X260mm	7,200	5,760	5,040	3,600	
Half Page (Horizontal)	185X130mm	4,000	3,200	2,800	2,000	
Double Page	370X520mm	12,000	9,600	8,400	6,000	
Facing Inside Back	185X260mm	19,000	15,200	13,300	9,500	
Inside Back Cover	185X260mm	22,400	17,920	15,680	11,200	
Back Cover	185X260mm	27,000	21,600	18,900	13,500	
Card	90x55mm	1,000	800	700	500	
Top On Page	185x50mm	3,200	2,560	2,240	1,600	
Double Top on Pages	370x50mm	5,600	4,480	3,920	2,800	
Bottom on Page	185x50mm	3,000	2,400	2,100	1,500	
Double Bottom on Page	370x50mm	5,250	4,200	3,675	2,625	
Quarter Page	92.5X130mm	2,200	1,760	1,540	1,100	
Half Page (Vertical)	92.5X260mm	4,000	3,200	2,800	2,000	
1/3 Page (Vertical)	61.7X260mm	2,700	2,160	1,890	1,350	
Quarter Page (Vertical)	46.3X260mm	2,200	1,760	1,540	1,100	
Cover Story (5 page)	185X260mm	10,800	8,640	7,560	5,400	
Advertorial	1 Page	185X260mm	13,500	10,800	9,450	6,750
Advertorial	2 Pages	185X260mm	21,600	17,280	15,120	10,800
Inside Logo		30x15mm	800	640	560	400
Online Banner	Rect. (Main)	728x90px	1,000	800	700	500
Online Banner	Square(Main)	300x237px	900	720	630	450
Online Banner	Rect. (Sub)	728x90px	1,000	800	700	500
Online Banner	Square(Sub)	300x250px	900	720	630	450
Online Video	Main Page	30 seconds	1,600	1,280	1,120	800