

Frequency & Publication Dates

- Bi-monthly
- The 28th day of the month preceding the cover date. The six issues throughout the year are produced in March, May, July, September, November and January.

Booking

- Booking deadline is 30 days before issue date. Artwork must be in the publisher's Hong Kong office 21 days before issue date at the latest. Contact the Sales Department for exact deadline

General Contract Conditions & Terms

- The publisher reserves the right to reject any advertising not in keeping with the publication's standards, even if it has been published previously
- The publisher does not accept any liability for loss or damage caused to advertisers as a result of late arrival of an issue or non-appearance of advertisement. Equally, no responsibility can be taken by the publisher or agency if any materials, such as transparencies, are lost or damaged
- Cancellation of bookings will incur a 50% penalty if made more than 21 days before first magazine sale date. Any cancellations that take place after this time will result in the full charge being levied

- Full payment must be made seven days from the date of the invoice and should be rendered in Hong Kong dollars unless specified

- The publisher reserves the right to charge at 3% per month on any overdue amounts from the invoice due up to the date of actual settlement

- If a change of copy is not received by the advertisement material closing date, the copy run in the previous issue will be inserted as a replacement

- Any advertising copy that bears a resemblance to an editorial in the magazine, may be subject to the clear marking of "advertorial" or "advertisement" or equivalent

- Conditions and rates that are not agreed in writing between the publisher and advertiser will not be considered binding

Production Charges

If an advertiser requires artwork or colour separation to be carried out by the publisher, an additional charge will be incurred. Equally, if an advertisement requires non-standard treatment, such as an advertisement with more than two transparencies or colour-separated film, further charges may be made.

RATE CARD

Effective as of February 2007

		1 ISSUE	3 ISSUES	6 ISSUES
PREMIUM 4C				
BACK COVER	HKD	50,000	48,000	46,000
	USD	6,410	6,155	5,900
INSIDE COVER				
SPREAD	HKD	58,000	56,000	54,000
(IFC & page 1)	USD	7,435	7,180	6,925
DOUBLE PAGE	HKD	55,000	53,000	51,000
(Pages 2 & 3)	USD	7,050	6,795	6,540
ROP 4C				
SINGLE PAGE	HKD	36,000	34,000	32,000
ROP	USD	4,615	4,360	3,975
DOUBLE PAGE	HKD	48,000	46,000	44,000
ROP	USD	6,155	5,898	5,640
SIZE	TRIM SIZE (H x W)	BLEED SIZE (H x W)		
DOUBLE PAGE	275mm x 420mm	285mm x 430mm		
FULL PAGE	275mm x 210mm	285mm x 220mm		

Publication Process

Perfect binding, offset, 4 colour process (CMYK)

Publication Colour

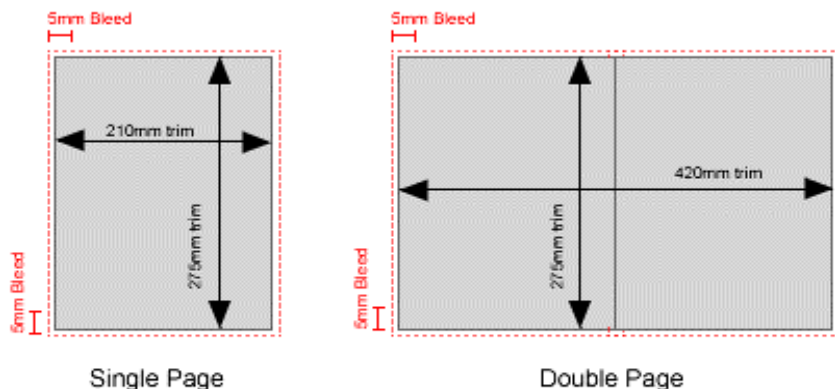
All colours should be indicated as process colour percentage (CMYK). Do not indicate PMS colours. All PMS colours will be matched to the nearest four colour process combination.

Output

Provide artwork in digital format on a disc, including a colour proof. Artwork to be set up at 100%, minimum resolution of 300dpi and at the size as instructed. Please see diagram below.

Language : English

Screen Line : 174lpi



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