



**South China Morning Post**



**ALL-ROUND  
SERVICES**

**ADVERTISING & MARKETING SERVICES  
RATE CARD 2012**

# Contents

<b>INTRODUCTION</b>	2
<b>AWARD-WINNING CONTENT</b>	5
<b>MORE ENGAGING, BETTER TARGETING</b>	6
<b>SOUTH CHINA MORNING POST</b>	
• Meet Our Readers	9
• The Business Elite's Choice	11
• <i>South China Morning Post</i> sections	
- Main	12
- Business	13
- City/City Weekend	14
- Property	15
- Directory	16
- Money Post	17
- Health Post	17
- Food & Wine	17
- LifeSTYLE	17
- Racing Post	18
- Young Post	18
• <i>Sunday Morning Post</i> sections	
- Main	19
- Sport Sunday	20
- The Review	21
- Family Post	21
- Post Magazine	22
• Magazines	
- Style	23
- LuxeHomes	24
- LuxeHomes Annual Edition	24
• Special Reports	
- 2012 schedule	25
- At Your Service	26
- Faces, Wine+	27
- Encounters, Women of Our Time	28
- XXIV	29
<b>Digital Platforms</b>	
• Meet our Online Readers	33
• Advertising Options	34
• SCMP iPad™	36
<b>CREATIVE SOLUTIONS</b>	
• Special Advertising Formats	39
• Special Advertising Executions	40
• Billboard	42
<b>SCMP MARKETING SERVICES</b>	
• Introduction	47
• Custom Publishing	48
• Events	49
• Award Winning	50
<b>CONTRACT DISCOUNTS</b>	53
<b>MECHANICAL DETAILS</b>	57
<b>TERMS OF BUSINESS</b>	63

# South China Morning Post

## HONG KONG'S NUMBER ONE ENGLISH-LANGUAGE NEWSPAPER

Since 1903, the *South China Morning Post* has been the gold standard of news publishing in the region, and has continued to build this reputation around the world.

## A STRONG FOUNDATION, A BRIGHT FUTURE

1903 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2011 2012



Our credibility is founded on years of award-winning, world-class journalism, plus our deep understanding and interpretation of the issues locally, regionally and internationally. We deliver insights and expose important issues, earning us a reputation as the regional authority on current affairs.

Proven to be the most influential paper for elite business readers in Hong Kong, the *South China Morning Post* continues to maintain its widely respected position as the most important voice for reaching discerning audiences.

# Award-Winning Content



Winner of the HK Press Photographers Association  
- Focus at the Frontline 2010 - Spot News



Prize in the 15<sup>th</sup> Annual Human Rights Press Awards  
- Features



Gold Award in the 2011 Asia Media Awards (IFRA)  
- Best In Design Award - Newspaper Overall Design



Winner of the HK News Awards 2010  
- Best Business News Writing (English)



Award for Excellence in the Society of Publishers  
in Asia Editorial Awards - Feature Writing



Silver Award in the 2011 Asia Media Awards (IFRA)  
- Best In Design Award - Magazine Cover Design



Honourable Mention in the Society of Publishers  
in Asia Editorial Awards - Feature Writing



Merit in the 15<sup>th</sup> Annual Human Rights Press Awards  
- Cartoon

Excellence is at the heart of the *South China Morning Post*. Last year, we received industry recognition in the form of 52 journalistic and design awards for a host of areas, from editorial comment, analysis and reporting to graphics and photojournalism. Our aim is simple: deliver the best quality to our readers. In 2011, we also won two prestigious global industry marketing awards for our own product marketing as well as our marketing work for advertiser clients.

## Society of Publishers in Asia Editorial Awards - 12 wins

- Award for Excellence - Business Reporting
- Award for Excellence - Feature Writing
- Award for Excellence - Opinion Writing

## The Newspaper Society of Hong Kong - Hong Kong News Awards 2010 - 11 wins

- Winner - Best News Writing (English)
- Winner, first runner-up and second runner up - Best Business News Writing (English)
- Second runner-up - Best Scoop

## 2011 Asia Media Awards (IFRA) - 3 wins

- Gold Award - Best In Design Award - Newspaper Overall Design
- Silver Award - Best In Design Award - Magazine Cover Design
- Bronze Award - Best In Design Award - Newspaper Front Page Design

## The Hong Kong Press Photographers Association - Focus at the Frontline 2010 - 6 wins

- Winner - Spot news
- First runner-up - General news
- Two first runner-up awards - Features

## The 15<sup>th</sup> Annual Human Rights Press Awards - 17 wins

- Two Prizes and four Merits - General news
- Two Prizes and six Merits - Features
- Merit - Magazines
- Two Merits - Cartoons

## The 11<sup>th</sup> Consumer Rights Reporting Awards - 2 wins

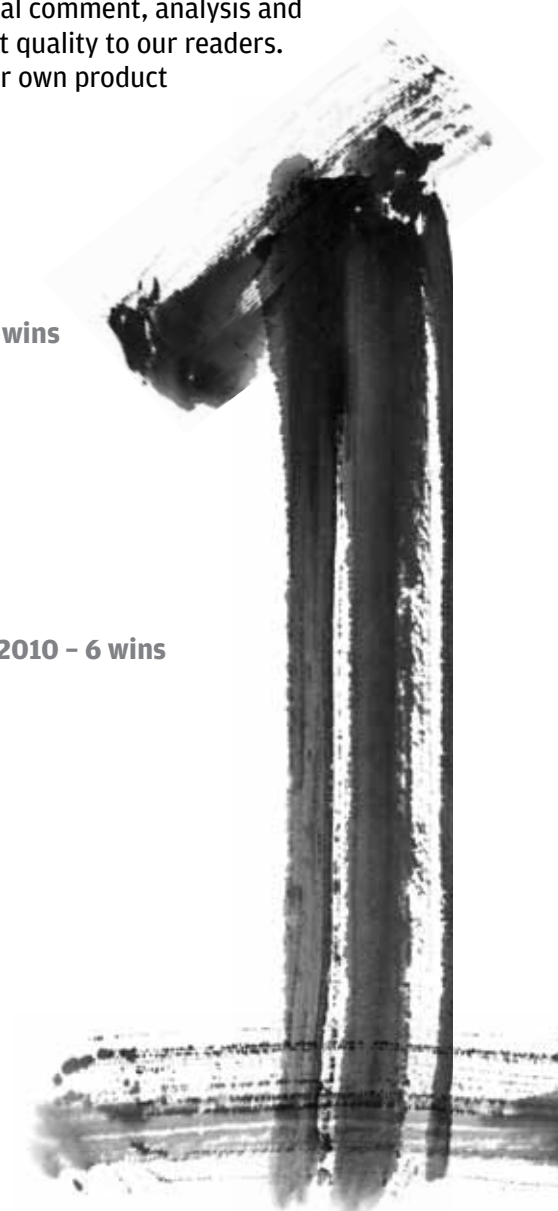
- Merit - News
- Merit - News features

## World Association of Newspapers and News Publishers - 1 win

- World Young Reader Prize - Public Service category

## 76<sup>th</sup> INMA Awards Competition - 2 wins

- First Place - Category 8: New Brand/Product/Audience Development - "Today, Tomorrow."
- Second Place - Category 6: Marketing Solutions for Advertising Clients - "Redefining Cool."



# More Engaging, Better Targeting

As media habits evolve, we ensure our readers can access us in the format they want.

The *South China Morning Post* offers our forward-thinking audience a comprehensive portfolio of products from newspapers to magazines, online portals, as well as a newly upgraded iPad™ edition, social-influence media, citizen-journalism sites and new weekly supplements. This all adds up to exciting new options for our advertisers.

In 2011, we introduced an exciting and fresh new design, featuring a more intuitive navigation format and enhanced content sections. Our new design and content have been extremely well received by advertisers and readers alike.

Our advertisers can now choose from a value-added range of daily supplements that dig deeper on matters of personal finance, health and wellness, food and wine, fashion and lifestyle, and parenting.

Additionally, our extensive property section continues in Property, and readers can also check out our biweekly free supplement, *LuxeHomes*, in our portfolio of bespoke glossy magazines.

And, importantly for our advertisers, many of our advertising spaces offer higher grade stock for improved colour reproduction.

New for 2012 is our upgraded online edition at [scmp.com](http://scmp.com). Featuring new search optimisation and a vibrant, more interactive new design, our advertisers and readers will benefit from a significantly improved online experience.



# Meet Our Readers

**Circulation<sup>1</sup>**      **103,328**      **80,357**  
South China Morning Post      Sunday Morning Post

**Readership<sup>2</sup>**      **388,000**  
SCMP & Sunday Morning Post Combined

**Age<sup>2</sup>**      **35%**      **61%**      **4%**  
29 years old or below      30 to 49 years old      50 years old or above

**Gender<sup>2</sup>**      **56%**      **44%**  
Male      Female

**Ethnicity<sup>2</sup>**      **48%**      **52%**  
Chinese      Non-Chinese

**Education<sup>2</sup>**      **68%**  
University or above



Source: 1. HKABC Audit Jul - Dec 2011    2. Nielsen Media Index HK Year-End Report 2010

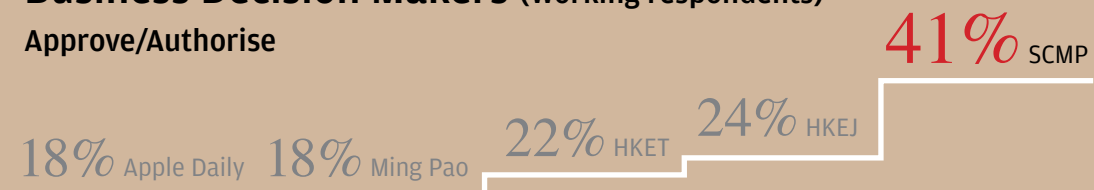
## Occupation

Professional/Manager/Executive/Trader/Proprietor<sup>2</sup>



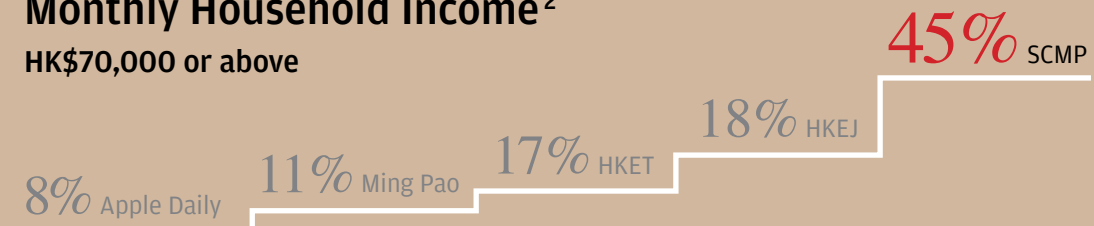
## Business Decision Makers (Working respondents)<sup>2</sup>

Approve/Authorise



## Monthly Household Income<sup>2</sup>

HK\$70,000 or above



Source: 1. HKABC Audit Jul - Dec 2011 2. Nielsen Media Index HK Year-End Report 2010

## South China Morning Post

Dominant ranking among Hong Kong's business elite, among all local and regional newspapers and magazines.

**#1**

Read by more of the business elite\*

**#1**

More readers with personal net worth of US\$2 million or above\*

**#1**

More readers with annual personal income of US\$200,000 or above\*

**#1**

Most important business reading

**#1**

Most important current-affairs reading

**#1**

More directors and above\*

**#1**

More C-Suite\*

**#1**

More investors\*

\*South China Morning Post is ranked #1, Sunday Morning Post is ranked #2

**For targeting business leaders in Hong Kong,  
we're simply the #1 choice.**

Source: IPSOS BE: Asia 2011 Hong Kong Report



# Main

Our new Monday to Saturday Main section is brighter, easier to navigate and features insightful and up-to-date news, analysis and commentary.

- The most widely read section of the newspaper.
- Connects our readers with relevant news, analysis, features and columns spanning Hong Kong, the mainland, Asia and the world.
- Daily sections include: Day by Day, Focus, China, Asia, World, Opinion and Insights.
- Features regular columns: China Briefing by Wang Xiangwei, and Green Matters by Shi Jiangtao.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$38,000	50,700	76,000
B	21cm (H) x 3col	Non-cancellable	56,400	75,200	112,800
Sky Banner	5cm (H) x 7col	Non-cancellable	56,400	75,200	112,800
Bottom Banner	9cm (H) x 7col	Non-cancellable	56,400	75,200	112,800
ROP A	54cm (H) x 7col		96,390	131,166	196,560
B	27cm (H) x 7col		48,195	65,583	98,280
C	36cm (H) x 5col		45,900	62,460	93,600
D	27cm (H) x 4col		27,540	37,476	56,160

Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	479	639	958
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	452	603	904
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	425	567	850
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	405	540	810
Back Page	Full Page		386	515	772
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		345	460	690
Specified Position	Min: 27cm (H) x 4col		305	407	610
Front Half	Min: 27cm (H) x 4col		286	381	572
Run of paper (ROP)	Min: 8cm (H) x 2col		255	347	520

## Front page



ROP Solus/Specified Solus: +40% loading  
Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.



# Business

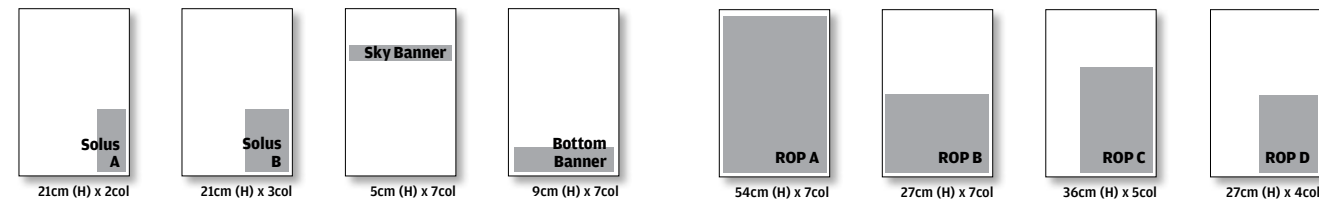
Hong Kong's business leaders need a source of information they can trust, which is why the *South China Morning Post* is the number one publication for Hong Kong's business elite.

- Monday to Saturday.
- Covers major business stories, industry updates, management issues, legal advice, executive moves and more.
- Regular features: Monitor by Tom Holland, Jake's View by Jake van der Kamp, and Lai See, a lighthearted look at the world of business.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$22,300	28,400	42,000
B	21cm (H) x 3col	Non-cancellable	33,400	42,500	63,000
Sky Banner	5cm (H) x 7col	Non-cancellable	29,645	37,760	55,965
Bottom Banner	9cm (H) x 7col	Non-cancellable	33,400	42,500	63,000
ROP A	54cm (H) x 7col		106,596	136,458	204,876
B	27cm (H) x 7col		53,298	68,229	102,438
C	36cm (H) x 5col		50,760	64,980	97,560
D	27cm (H) x 4col		30,456	38,988	58,536

Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	419	508	762
Back Page (Solus)	Max: 21cm (H) x 4col		371	476	714
Specified Position	Min: 27cm (H) x 4col		338	433	650
ROP	Min: 8cm (H) x 2col		282	361	542
IPO/Notices			380	505	760
eIPO/Congratulatory			282	361	542
Mutual fund listing		Mon - Sat only			Unit Rate HK\$726 per month
Mutual fund logo		Mon - Sat only			Unit Rate HK\$5,000 per month

## Front page



ROP Solus/Specified Solus: +40% loading  
Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.





# City

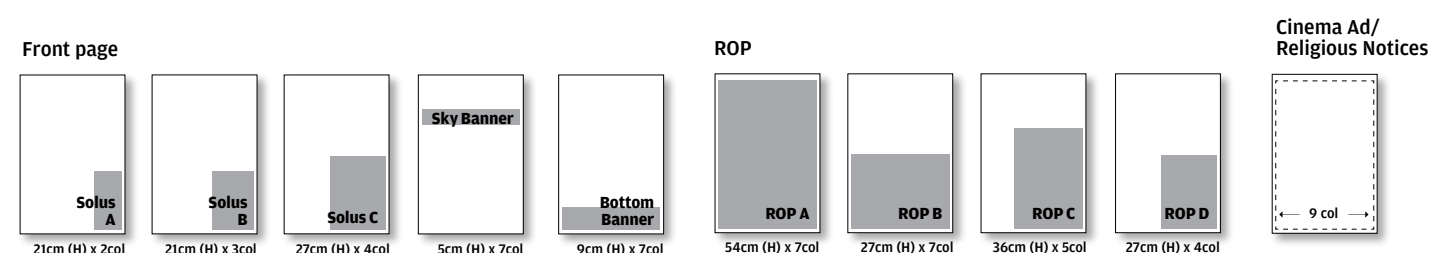
Hong Kong's vibrant community wants to know what's going on in town. The City section is the place to go for the latest news from the city that never sleeps, as well as a guide to understanding Hong Kong, and a forum for debate and action.

- Monday to Friday.
- Covers Hong Kong news and analysis, Society, Events, TV programmes.
- Daily Sudoku, crosswords, cartoons and horoscopes.
- Sports coverage.

City Weekend: Provides fascinating reads on Hong Kong's who's who and features that will spark lively discussion at the weekend. City Weekend will ensure our readers are kept well-informed.

- Published every Saturday.
- Features Weddings and Society, as well as key news and information about Hong Kong.
- Sports coverage.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$17,710	23,650	35,420
B	21cm (H) x 3col	Non-cancellable	26,730	35,640	53,460
C	27cm (H) x 4col	Non-cancellable	41,700	55,600	83,400
Sky Banner	5cm (H) x 7col	Non-cancellable	21,525	28,660	43,050
Bottom Banner	9cm (H) x 7col	Non-cancellable	24,300	32,400	48,600
ROP A	54cm (H) x 7col		75,222	94,878	130,788
B	27cm (H) x 7col		37,611	47,439	65,394
C	36cm (H) x 5col		35,820	45,180	62,280
D	27cm (H) x 4col		21,492	27,108	37,368
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	340	429	592
Back Page	27cm (H) x 4col or Full Page		258	325	448
Specified Position	Min: 27cm (H) x 4col		239	301	415
ROP	Min: 8cm (H) x 2col		199	251	346
Personal Announcements	Min: 3cm (H) x 1col		235	353	470
	Lineage - Min: 6 lines		HK\$78 per line		
Cinema Ad	Min: 3cm (H) x 1col (9 columns)		50	75	100
Religious Notices	Min: 3cm (H) x 1col (9 columns)		41	62	82



ROP Solus/Specified Solus: +40% loading  
Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.

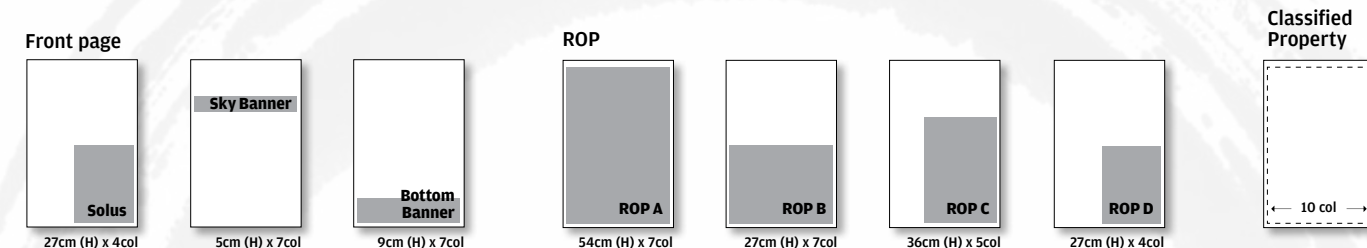


# Property

Our Property section provides readers with expert articles on the local, regional and international real estate markets. Showcasing Hong Kong's top real estate for sale or rent, as well as indispensable insights into interior design, this weekly section is a valuable source of information for property investors and homemakers alike.

- Published every Wednesday.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus	27cm (H) x 4col	Non-cancellable	HK\$48,600	64,800	97,200
Sky Banner	5cm (H) x 7col	Non-cancellable	25,215	33,580	50,430
Bottom Banner	9cm (H) x 7col	Non-cancellable	28,400	37,900	56,800
ROP A	54cm (H) x 7col		113,400	141,750	211,680
B	27cm (H) x 7col		56,700	70,875	105,840
C	36cm (H) x 5col		54,000	67,500	100,800
D	27cm (H) x 4col		32,400	40,500	60,480
Page 3	Min: 27cm (H) x 4col	Full colour pre-empts B/W	393	499	748
Specified Position	Min: 27cm (H) x 4col		341	433	650
ROP	Min: 8cm (H) x 2col		300	375	560
Classified Property	Min: 3cm (H) x 1col (10 columns)		209	240	272
	Lineage - Min: 6 lines		HK\$72 per line		
	Lineage with Photo - Min: 6 lines		HK\$108 per line		



ROP Solus/Specified Solus: +40% loading  
Rates are calculated in 7 columns unless specified.

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.



# Directory

Published in an easy-to-read tabloid format, these sections give specialised information throughout the week.

- Property, Motors and Boats, Notices, Services Guide and Trading Post all delivered to specialist markets for focused marketing.
- An invaluable resource for these sectors – customer ads combined with editorial content.

## Great tabloid pull-out guides to attract your target audience

Section	Position/Size	B/W	Spot colour	Full colour
Property	ROP	HK\$209	240	272
	Lineage		HK\$72 per line	
	Lineage with Photo		HK\$108 per line	
Motors & Boats	ROP	209	240	272
	Lineage		HK\$72 per line	
	Lineage with Photo		HK\$94 per line	
Notices	ROP	203	270	406
Services Guide	Min: 3cm (H) x 2col	55	63	72
	Min: 3cm (H) x 2col (30 consecutive days)	50	58	65
Trading Post	ROP - Min: 2cm (H) x 1col	60	69	78
	Lineage: Min 4 lines		HK\$20 per line	
Miscellaneous	ROP	209	240	272
	Lineage		HK\$72 per line	
Specified Position			+20%	



### Money Post

• Mondays

Authoritative weekly guide to personal finance and investments.

Features expert industry advice on when to buy and sell stocks and funds, market trend analysis, retirement planning and other useful investment information.



### Health Post

• Tuesdays

Expert insights into health and wellness.

Features a broad range of information from medicine, exercise, diet and good living, plus beauty tips and a panel of doctors in a Q&A section.

### Food & Wine

• Thursdays

Ideas for wining and dining in style, with profiles of chefs and helpful wine appreciation and selection advice, plus carefully selected suggestions for corporate dining and entertaining.

Features the best eateries at home and abroad, including Hong Kong's best-kept dining secrets, and a weekly column from Asia's first Master of Wine, Jeannie Cho Lee.



### Life STYLE

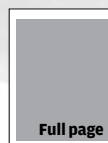
• Fridays

LifeSTYLE puts our readers ahead of the crowd in more ways than one for Hong Kong's weekend pursuits.

From Saturday shopping to island hopping; from fashion and watches to spas and cars, this guide is a must read for Hong Kong's fashion, beauty, leisure and pleasure seekers.



ROP



31.5cm (H) x 8col



31.5cm (H) x 5col



8cm (H) x 5col

Position	Size	B/W	Spot colour	Full colour
Front Page Banner	8cm (H) x 5col	HK\$51,840	51,840	51,840
Back Page Banner	8cm (H) x 5col	16,450	16,450	16,450
Outside Back Cover	31.5cm (H) x 5col	72,000	72,000	72,000
Full Page	31.5cm (H) x 5col	57,575	57,575	57,575
Half Page	16cm (H) x 5col	27,965	27,965	27,965
Quarter Page	16cm (H) x 3col	17,766	17,766	17,766
Specified position			+10%	

Minimum size for ROP is 3cm (H) x 1col unless specified

Minimum 6 lines for lineage unless specified

Rates are calculated in 8 Columns unless specified

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



# Racing Post

Pick a winner with Racing Post, the *South China Morning Post's* comprehensive race-day companion to Hong Kong's most popular sporting pastime.

- Preview and background stories, trackwork and barrier-trial coverage, full form guides, form comment by professional analysts, and incisive race-by-race analysis, along with advice from Hong Kong's leading tipsters.
- Tabloid; Wednesday and Saturday or Sunday, 83 meetings per year.



31.5cm (H) x 5col

Position	Size	B/W	Spot colour	Full colour
Full Page	31.5cm (H) x 5col	HK\$28,525	37,800	57,050
Half Page	16cm (H) x 5 col	14,263	18,900	28,525
Quarter Page	16cm (H) x 3 col	8,558	11,340	17,115

ROP Solus/Specified Solus: +40% loading

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



# Young Post

Reaching more than 90 per cent of Hong Kong's secondary schools, Young Post is an English-language learning tool and a fun, stimulating, educational read that generations of Hongkongers have grown up with. Loved by teachers and students alike, Young Post is the best environment for your brand to capture the imaginations and hearts of tomorrow's university students and educated customers.

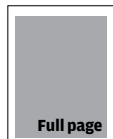
- Published every day, from Sunday to Friday.
- School distribution.
- Tabloid.
- Column and page sponsorship packages also available.

## Monday - Friday

Position	Size	B/W	Spot colour	Full colour
Full Page	31.5cm (H) x 5col	HK\$11,900	16,975	26,250
Half Page - Vertical	31.5cm (H) x 2col			10,500
Half Page - Horizontal	16cm (H) x 5col			13,500

## Sunday

Position	Size	B/W	Spot colour	Full colour
Full Page	31.5cm (H) x 5col	28,525	37,800	57,050
Half Page - Vertical	31.5cm (H) x 2col			22,820
Half Page - Horizontal	16cm (H) x 5col			29,340



31.5cm (H) x 5col

ROP Solus/Specified Solus: +40% loading

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



# Sunday Morning Post

## Main

Sunday mornings are the perfect time to relax and catch up with the news at your leisure.

*Sunday Morning Post* gives our leisurely Sunday readers top local and global news, thought-provoking opinion and feature articles, and a more in-depth look at the week's important stories.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$29,000	38,700	58,000
B	21cm (H) x 3col	Non-cancellable	42,900	57,200	85,800
Bottom Banner	9cm (H) x 7col	Non-cancellable	42,900	57,200	85,800
ROP A	54cm (H) x 7col		82,026	107,730	143,640
B	27cm (H) x 7col		41,013	53,865	71,820
C	36cm (H) x 5col		39,060	51,300	68,400
D	27cm (H) x 4col		23,436	30,780	41,040

Page 3 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	333	444	666
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W	324	432	648
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	309	412	618
Back Page	Full Page		297	396	594
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		265	353	530
Specified Position	Min: 27cm (H) x 4col		253	333	443
Front Half	Min: 8cm (H) x 2col		238	314	418
ROP	Min: 8cm (H) x 2col		217	285	380
Notices			380	505	760

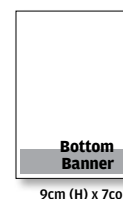
### Front page



21cm (H) x 2col



21cm (H) x 3col



9cm (H) x 7col

### ROP



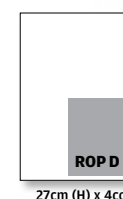
54cm (H) x 7col



27cm (H) x 7col



36cm (H) x 5col



27cm (H) x 4col

ROP Solus/Specified Solus: +40% loading

Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.

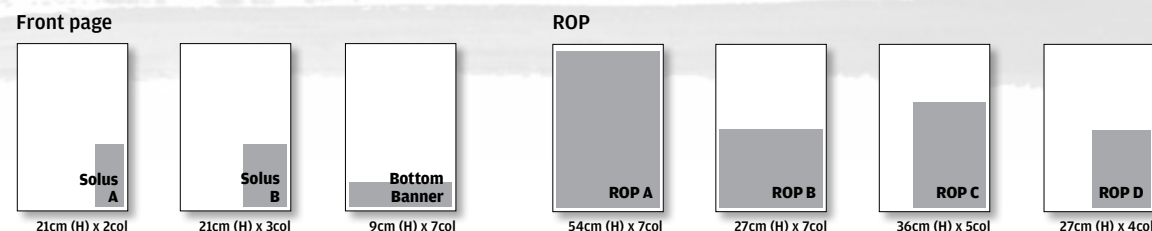


## Sunday Morning Post Sport Sunday

Hong Kong's legions of sports fans reach for Sport Sunday every weekend - the best news and views from around the sporting globe.

- The most comprehensive roundup of all the sporting action, locally and from around the world.
- Get behind the scenes to focus on what's making sporting headlines, with special interviews and analysis.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$11,500	15,200	23,000
B	21cm (H) x 3col	Non-cancellable	17,200	22,800	34,400
Bottom Banner	9cm (H) x 7col	Non-cancellable	17,200	22,800	34,400
ROP A	54cm (H) x 7col		63,504	82,026	111,132
B	27cm (H) x 7col		31,752	41,013	55,566
C	36cm (H) x 5col		30,240	39,060	52,920
D	27cm (H) x 4col		18,144	23,436	31,752
Specified Position	Min: 27cm (H) x 4col		202	260	353
ROP	Min: 8cm (H) x 2col		168	217	294



ROP Solus/Specified Solus: +40% loading  
Rates are calculated in 7 columns unless specified

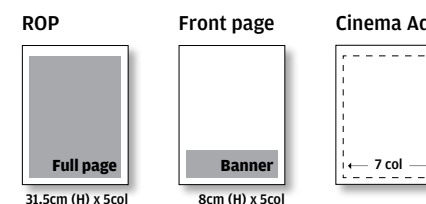
For spot and full colour: minimum size is 27cm (H) x 4col unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.



## Sunday Morning Post The Review

An invaluable companion to all the cultural happenings around Hong Kong, The Review has been refreshed to give readers even more up-to-date news on the world of arts, culture and entertainment.

- The best in-depth features, reviews and interviews on books, arts, film and music and happenings around town.
- Weekly updates on arts and culture events from around the world.
- Tabloid; every Sunday.



Position	Size	B/W	Spot colour	Full colour
Front Page Banner	8cm (H) x 5col	HK\$51,840	51,840	51,840
Full Page	31.5cm (H) x 5col	31,325	40,250	54,600
Half page	16cm (H) x 5col	16,110	20,700	28,080
Quarter page	16cm (H) x 3col	9,666	12,420	16,848
Cinema Ad	Min: 3cm (H) x 1col (7 columns)	50	75	100

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre and for Cinema Ad only

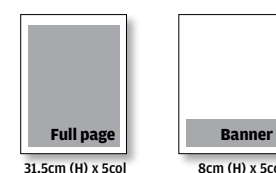


## Sunday Morning Post Family Post

Reach Hong Kong's dedicated parents in this unique family guide to health, family fun and schooling, and relationships.

This is a must-read guide for families featuring topics from education to social and environmental issues; from childhood development to nurturing a better marriage.

- Published every Sunday.
- Tabloid.



Position	Size	B/W	Spot colour	Full colour
Front Page Banner	8cm (H) x 5col	HK\$51,840	51,840	51,840
Back Page Banner	8cm (H) x 5col	16,450	16,450	16,450
Outside Back Cover	31.5cm (H) x 5col	72,000	72,000	72,000
Full Page	31.5cm (H) x 5col	57,575	57,575	57,575
Half Page	16cm (H) x 5col	27,965	27,965	27,965
Quarter Page	16cm (H) x 3col	17,766	17,766	17,766
Specified position			+10%	

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



## Sunday Morning Post Post Magazine

Hong Kong's most prestigious Sunday magazine is now even glossier and more compelling for readers and advertisers.

- Insider tips for enjoying Asia's most exciting city. Fascinating features from around the world and a Lifestyle section that's full of the best that life has to offer.
- Post Magazine has a long shelf life in readers' homes that ensures maximum exposure for every client's advertising.
- Every Sunday.

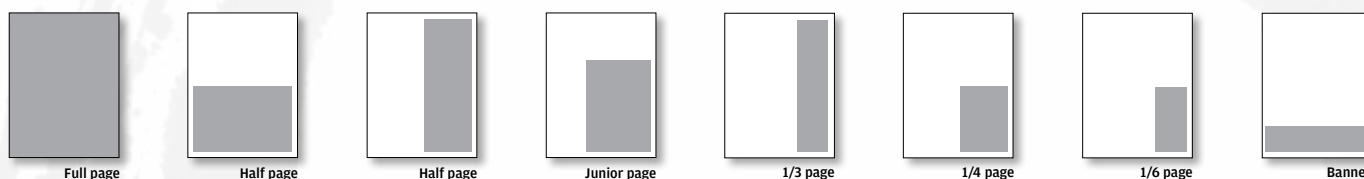
### Prime Positions

Position	B/W	Spot colour	Full colour
Inside front cover spread	HK\$n/a	n/a	160,380
Centrespread	n/a	n/a	133,500
Outside back cover	n/a	n/a	108,088
Facing contents page	n/a	n/a	95,590
Facing editorial (First three)	n/a	n/a	81,100
Inside back cover	n/a	n/a	73,200
Contents page	n/a	n/a	23,800

### ROB (Run of book)

Position	B/W	Spot colour	Full colour
Double page spread	77,000	90,200	115,500
Full page	38,500	45,100	57,750
Half page	19,800	23,100	30,800
Junior page	18,500	20,800	27,700
1/3 page	14,850	17,600	20,900
1/4 page	10,450	13,200	15,400
1/6 page	7,810	9,130	11,720
Banner	11,550	14,300	17,600
Specified position		+10%	

ROB



## Style Magazine

Full of glamour and elegance, Style is for readers who insist on the best in fashion, accessories, travel and the finest things in life.

- Monthly editions cover fashion, beauty, up-market travel, spectacular cars, watches, interior design and more.
- Complimentary with the *South China Morning Post* every month.
- Nine different themes, published on the first Friday of each month.

Month	Title	Full colour
January	The Luxe Life <sup>^</sup>	HK\$60,000
February	Indulgence <sup>^</sup>	60,000
March	Fashion Women <sup>^</sup>	60,000
	Fashion Men <sup>^</sup>	60,000
April	Beauty <sup>*</sup>	36,400
May	Luxtravel <sup>^</sup>	60,000
June	Design & Living <sup>*</sup>	36,400
July	Health & Fitness <sup>*</sup>	36,400
August	Grand Touring <sup>*</sup>	36,400
September	Fashion Women <sup>^</sup>	60,000
	Fashion Men <sup>^</sup>	60,000
October	Luxtravel <sup>^</sup>	60,000
November	Design & Living <sup>*</sup>	36,400
December	Artistry <sup>^</sup>	60,000

The above rate is based on a full page ROB ad

<sup>^</sup> Please refer to respective rates under "Prime position"

### Prime positions

Position	Full* colour	Full <sup>^</sup> colour
Inside front cover spread	87,200	143,800
Outside back cover	55,000	90,700
Facing contents page	51,400	84,800
Facing editorial (First three)	48,000	79,200
Inside back cover	44,000	72,500
Specified position		+10%

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



# LuxeHomes

Published every fortnight, LuxeHomes is a comprehensive bilingual guide to the hottest properties in Hong Kong, and provides property investors, homebuyers and renters with regular updates on the most exciting, top-tier properties in the city. Featuring interviews with industry experts, market trend analysis, interior design ideas and the month's hot topics in the property market, LuxeHomes is a useful tool for homebuyers.

	Trim Size (H x W)	Bleed Size (H x W)	Display Ad Rate	Classified Ad Rate
Double Page Spread	277 x 426mm	283 x 432mm	HK\$58,000	HK\$44,000
Inside Front Cover Spread	277 x 426mm	283 x 432mm	69,800	N/A
Inside Front Cover	277 x 213mm	283 x 219mm	34,900	N/A
Opposite Inside Front Cover	277 x 213mm	283 x 219mm	34,900	N/A
Opposite Content Page	277 x 213mm	283 x 219mm	41,150	N/A
Back Cover	277 x 213mm	283 x 219mm	43,200	N/A
Inside Back Cover	277 x 213mm	283 x 219mm	35,200	N/A
Full Page (ROM)	277 x 213mm	283 x 219mm	29,000	22,000
3/4 Page Horizontal (ROM)	192 x 200mm	N/A	N/A	16,500
1/2 Page Vertical / Horizontal (ROM)	Vertical - 260 x 98mm Horizontal - 128 x 200mm	N/A	14,500	11,000
1/4 Page Vertical / Horizontal (ROM)	Vertical - 128mm x 98mm Horizontal - 64mm x 200mm	N/A	N/A	5,500
1/10 Box Ad (District Page)	50mm x 87mm	N/A	N/A	1,500

15% agency commission only applies to display ad.



# LuxeHomes – Annual Edition

This bilingual publication maps the new landscape of Hong Kong's luxury property market, from the traditional elegance of luxury apartments and houses, to the cool and contemporary new developments in old and new parts of Hong Kong. This guide is a useful reference for those looking to buy, rent or enhance their homes.

	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	250 x 555mm	256 x 561mm	HK\$204,000
First Double Page Spread	250 x 570mm	256 x 576mm	180,000
2nd Double Page Spread	250 x 570mm	256 x 576mm	156,000
Double Page Spread	250 x 570mm	256 x 576mm	120,000
Facing Contents Page	250 x 285mm	256 x 291mm	84,800
Facing editorial (First three)	250 x 285mm	256 x 291mm	79,200
Inside Back Cover	250 x 275mm	256 x 281mm	72,500
Outside Back Cover	250 x 285mm	256 x 291mm	90,700
Full Page (ROB)	250 x 285mm	256 x 291mm	60,000
Focus A (2pp fact sheet)	250 x 570mm	256 x 576mm	50,000
Focus B (1pp fact sheet)	250 x 285mm	256 x 291mm	25,000



# Special Reports

These sections make sure special interests get the attention they merit. Covering a wide range of subjects, these are eagerly anticipated.

- Industry events to lifestyle themes, and national days to destination guides, our Special Reports target specific audiences.
- Advertising-led, they are the ideal platform for you to target niche markets.



## Themes include

- Awards & conferences • Banking & finance • Country reports • Health & beauty
- Lifestyle • Property • Sports • Supply chain management • Technology • Travel
- Watches & jewellery

## Newspaper supplements

Position	B/W	Spot colour	Full colour
Main	HK\$304	403	607
Business/ Pull-Out	282	361	542
City	253	336	506
<b>Sunday Special Report</b>			
Main	253	336	506
Pull-Out	282	361	542

Rates are calculated in 7 columns unless specified

## Glossy magazines

Position	Month	Full colour
Good Eating*	March, June, September, November	31,500
Money^	April, June, September, November	60,000
MICE Biz^	April, September	60,000
Christmas	December	77,500

\*^ Please refer to respective rates under "Prime position"

## Prime positions

Position	Full* colour	Full^ colour	Full colour
Inside front cover spread	75,500	143,800	185,700
Outside back cover	47,600	90,700	117,200
Facing contents page	44,500	84,800	109,500
Facing editorial (First three)	41,600	79,200	102,300
Inside back cover	38,100	72,500	93,600
Specified position		+10%	

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.

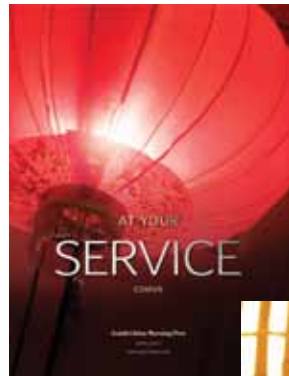
## At Your Service (China, Southeast Asia, Hong Kong)

### At Your Service – China

The most comprehensive guide to serviced apartments in China, covering Beijing, Shanghai, Guangzhou, Shenzhen and other second-tier cities.

- Get details on rates, facilities, room arrangements and value-added services, ranging from customer care and hospitality to gym membership and clubhouse activities.
- This handy directory covers a choice of accommodation as well as a range of leisure and dining options in the surrounding areas, and is an indispensable guide for visitors to some of China's most bustling cities.

- April



### At Your Service – Southeast Asia

The all-new Southeast Asia edition is an indispensable tool for browsing a complete set of quality serviced apartment listings in all major cities. Coverage includes Singapore, Malaysia and Thailand.

- Target your message at top executives looking to live in style in Southeast Asia. Comprehensive listings include rates, room layouts, value-added services and amenities (gym, clubhouse etc.)
- Organised section dividers, handy comparison tables and a full index help facilitate easy browsing for future homes. Available in both print and online editions.

- May

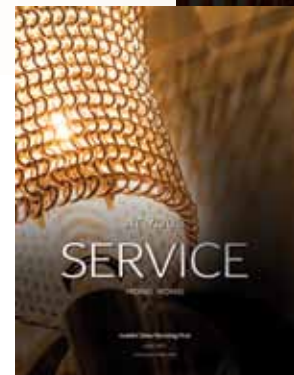


### At Your Service – Hong Kong

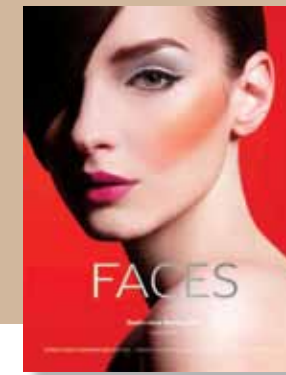
The most comprehensive guide to serviced apartments in Hong Kong and the “go to” resource for businesses looking to house their new executives.

- Owners of top quality serviced apartments seeking top quality tenants cannot afford not to be featured in this exhaustive almanac packed full of all the information decision-makers need.
- Complete listings of apartments by district, details of rates, facilities, room arrangements and value-added services. Available in both print and online editions.

- June



For details about placing your advertising, simply call us at **(852) 2565 2435** or email [advertising@scmp.com](mailto:advertising@scmp.com).



## Faces

Packed with in-depth articles and chic, colourful images, Faces is the SCMP's ultimate guide to looking good.

- Covering a kaleidoscope of topics, from the hottest trends in cosmetics, fashion and lifestyles, to top-drawer articles on skin care, make-up, business attire and much more.
- SCMP's extensive network of resources and experts makes Faces the discerning reader's indispensable guide to looking better and dressing smarter.
- Quarterly – March, June, September, November

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Double page spread	277 x 426mm	283 x 432mm	HK\$54,000
Full page	277 x 213mm	283 x 219mm	36,000
Inside front cover spread	277 x 416mm	283 x 422mm	75,000
Outside back cover	277 x 213mm	283 x 219mm	51,000
Facing contents page	277 x 213mm	283 x 219mm	41,100
Specified position		+10%	



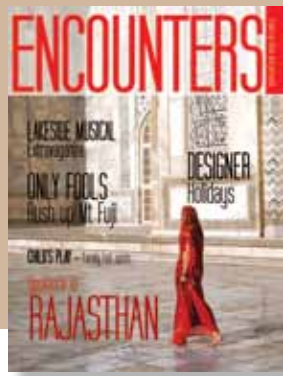
## Wine+

About wine and sprits, Wine+ is the handy gateway for social wine drinkers to learn more about enjoying the delectable pastime.

- Coming from an informed angle, Wine+ does not speak down to readers but instead helps broaden their wine knowledge. Areas covered are expert profiles, field reports, market trends, vintage recommendations, new samplings and investment insights. Also covered is the latest news concerning spirits.
- A fully-targeted publication distributed to SCMP Wine Club, leading wine cellars, premium supermarket chains, high-end restaurants and private clubs, reaching real wine consumers.
- May and November

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover spread	277 x 416mm	283 x 422mm	HK\$75,500
Inside back cover	277 x 208mm	283 x 214mm	38,100
Outside back cover	277 x 213mm	283 x 219mm	47,600
Facing contents page	277 x 213mm	283 x 219mm	44,500
Editor's note (first 3)	277 x 213mm	283 x 219mm	41,600
Double page spread	277 x 426mm	283 x 432mm	63,000
Full page	277 x 213mm	283 x 219mm	31,500
Specified position		+10%	

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.

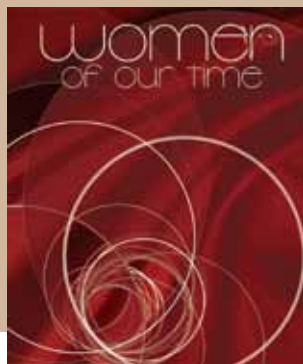


## Encounters

SCMP's new travel publication provides tips on the best journeys and experiences, reaching affluent travellers around the world.

- Unlike other magazines filled with dry itineraries, Encounters only presents first-hand reports on the best places to eat, sleep and explore
- Topics covered including private islands, charter jets, eco-tours, yachting, luxury golfing, meditation retreats, interviews with personalities on their travel experiences, and much more.
- June and October

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover	277 x 208mm	283 x 214mm	HK\$79,950
Double page spread	277 x 426mm	283 x 432mm	129,480
Full page	277 x 213mm	283 x 219mm	68,640
Inside back cover	277 x 208mm	283 x 214mm	72,540
Outside back cover	277 x 213mm	283 x 219mm	90,090



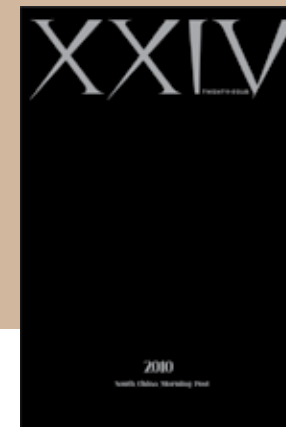
## Women of Our Time

SCMP's fascinating new publication focused on modern female leaders and their growing power and prevalence in the city.

- Celebrating the achievements of outstanding Chinese women in a variety of fields, including business owners, entrepreneurs and top CEOs and executives who have broken through the glass ceiling to reach the pinnacle of their industries.
- Also covered will be powerful female politicians, government officials and fashion icons who wield influence over our culture and lifestyle aspirations.
- October

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover spread	277 x 454mm	283 x 460mm	HK\$234,000
2nd DPS	277 x 464mm	283 x 470mm	187,200
DPS	277 x 464mm	283 x 470mm	156,000
1st Table of contents	277 x 232mm	283 x 238mm	117,000
2nd Table of contents	277 x 232mm	283 x 238mm	109,200
Editor's note	277 x 232mm	283 x 238mm	101,400
Masthead	277 x 232mm	283 x 238mm	93,600
Outside back cover	277 x 232mm	283 x 238mm	132,600
Specified position	277 x 232mm	283 x 238mm	72,000
ROP	277 x 232mm	283 x 238mm	60,000

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



## XXIV

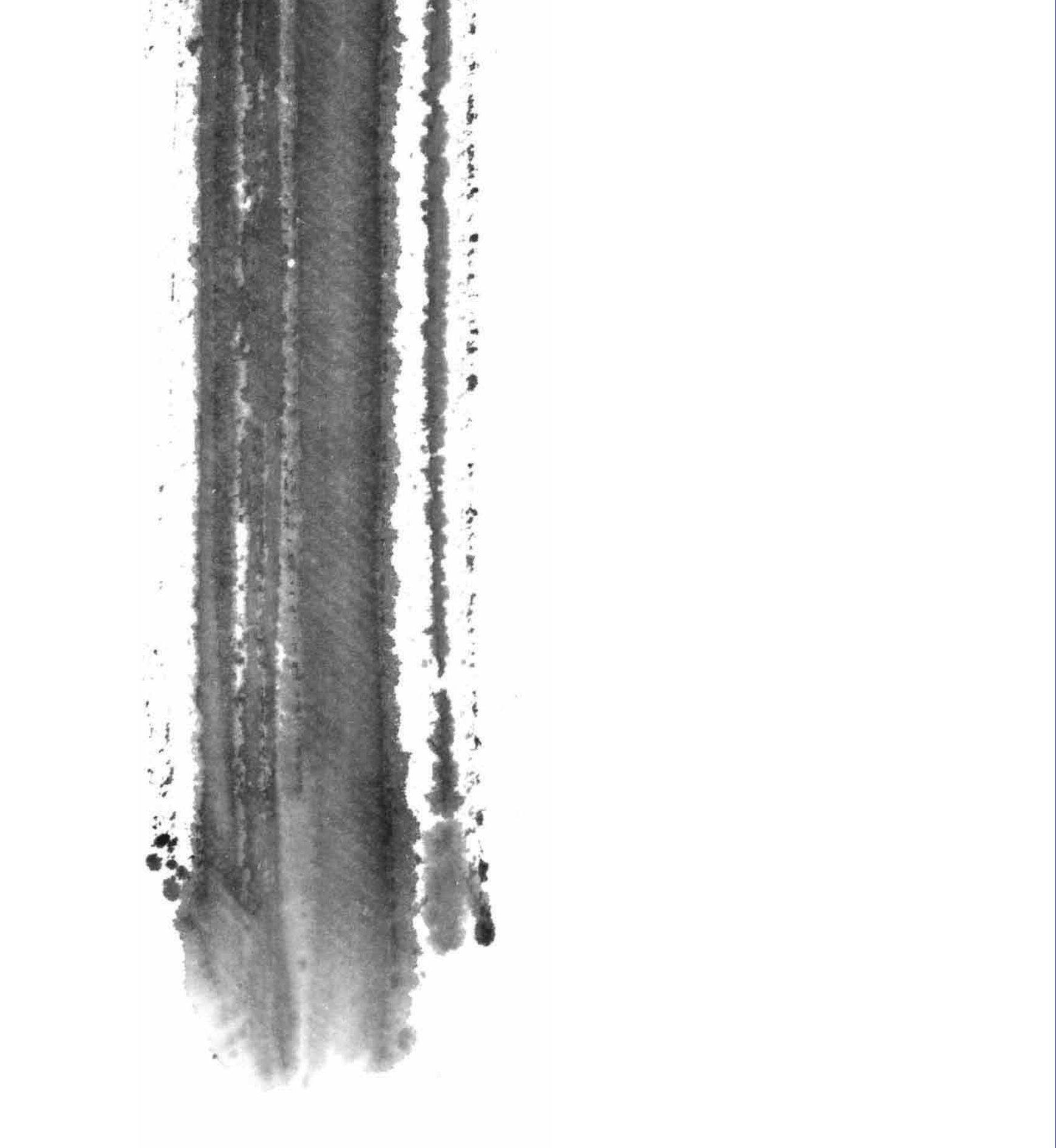
This timepiece-focused luxury publication has been a huge success, reaching the city's most affluent and discerning consumers.

- Through in-depth interviews and insightful features, XXIV tracks the lifestyles of Hong Kong's most influential personalities, profiling their personal successes and particular choices of luxury wristwatches.
- XXIV caters directly to both Hong Kong's top consumers as well as upscale mainland visitors, including business travellers.
- November

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover spread	320 x 416mm	326 x 422mm	HK\$234,000
2nd DPS	320 x 430mm	326 x 436mm	187,200
DPS	320 x 430mm	326 x 436mm	156,000
1st Table of contents	320 x 215mm	326 x 221mm	117,000
2nd Table of contents	320 x 215mm	326 x 221mm	109,200
3rd Table of contents	320 x 215mm	326 x 221mm	106,470
Editor's note	320 x 215mm	326 x 221mm	101,400
Masthead	320 x 215mm	326 x 221mm	93,600
Outside back cover	320 x 215mm	326 x 221mm	132,600
Specified position	320 x 215mm	326 x 221mm	85,800
ROP	320 x 215mm	326 x 221mm	78,000

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.





# Meet Our Online Readers

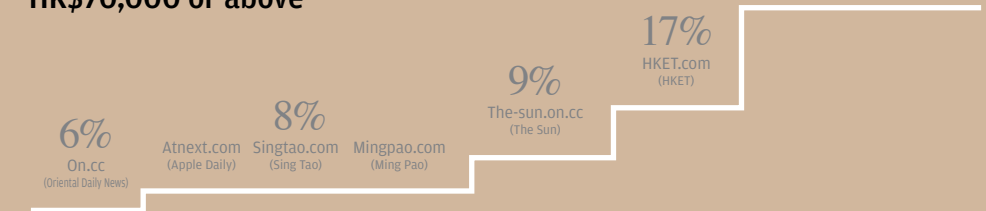
350,000 Monthly visitors <sup>1</sup>      6.2 million Monthly page views <sup>1</sup>      20,300 Subscribers <sup>1</sup>

Age<sup>2</sup>      20% 29 years old or below      53% 30-39 years old      21% 40-49 years old      6% 50 years old or above

Gender<sup>2</sup>      64% Male      36% Female

Education<sup>2</sup>      89% University or above

Monthly Household Income<sup>2</sup>      HK\$70,000 or above      59% SCMP.com (SCMP)



Source: 1. SCMP.com (online) users profile 2010      2. Nielsen Media Index HK Year-End Report 2010

# Advertising Options

scmp.com is at the forefront of the digital news revolution in Hong Kong. Continually innovating, scmp.com has created a lively interactive community through forums, blogs, podcasts, vidcasts and more. Our ad options include eDM, sponsored videos and banner ads.

## eDM

scmp.com offers precision targeting by using user-supplied information to our database of 109,000 users (promotional e-mail opt-in database).



### Filters

- Age
- Gender
- Household income
- Country of residence
- Industry

### File format

HTML file, 35Kb maximum  
GIF, Animated GIF and JPG  
(Flash, Javascript and stylesheets are not supported)  
HTML File encoding: UTF-8

### Linking URL

Link must be live upon material submission

### Deadlines

#### Booking

5 days prior to sending out

#### Materials

3 days prior to sending out (including graphics and landing URL)

## Sponsored Video

- Speaking directly to the scmp.com audience through an engaging Q&A news interview format.
- The sponsored message is delivered alongside editorial content for maximum exposure and impact.



### Top banner (Leaderboard)

Largest size, most prominent position viewable above the fold

#### Specifications

Dimensions: 728 X 90 pixels  
File Size: not larger than 25Kb  
File format: Gif/Animated Gif/JPG/Flash

### Island (LREC /MPU)

Above the fold with prominent impact

#### Specifications

Dimensions: 300 x 250 pixels  
File size: not larger than 30Kb  
File format: Gif/Animated Gif/JPG/Flash

### Text link

Single line of pure text right under "Top Stories"

#### Specifications

Must not exceed 35 characters

### Vertical rectangle

Bottom right corner

#### Specifications

Dimensions: 300 x 400 pixels  
File size: not larger than 30Kb  
File format: Gif/Animated Gif/JPG/Flash

### Feature player ad

The second photo of the feature player

#### Specifications

Dimensions: 425 x 326 pixels  
File format: JPG/Gif (NO animation)  
File size: Less than 30Kb

Type	Section	CPM
Top banner^ (Leaderboard)	Homepage	HK\$350
	Run of free area	230
	Run of paid area	200
Island ^ (LREC / MPU)	Homepage	480
	Run of free area	350
	Run of paid area	230
Vertical rectangle^	Homepage	250
	Run of free area	220
	Run of paid area	200
Curtain ad	Homepage	525
Site-takeover ad	Homepage	1,000
Feature player ad	Homepage	56,000/week
Text link	Homepage	97
	Run of free index pages	78
eDM*	1st target filter	1.5/email
	Each additional filter	0.5/email
Advertorial	News/Business/ Life/Sport	19,500/article/week
	Sponsored video	28,000 per week

^ Special expandable and rich media execution is allowed with 20% loading charge

\* Minimum buy: HK\$5,000

# SCMP iPad™



- Over **120,000** app downloads\*.
- Text, video and interactive functionality.

\* As of May 2012

## Advertising Options

The *South China Morning Post* iPad™ Edition features top stories from the printed version and more. Our flexible iPad™ app allows you to sponsor sections, place interactive advertising in static, animated and video format, hyperlink back to your website, offer engaging games, and offers unlimited scope for you to get creative with your advertising merge.

Section	Rate per insertion	Entitlement
Kiosk	HK\$95,000	1/2 page ad in Kiosk page
News	75,000	1 ad pointer + 1 full-page ad
China	40,000	1 ad pointer + 1 full-page ad
Asia	40,000	1 ad pointer + 1 full-page ad
World	40,000	1 ad pointer + 1 full-page ad
Business	40,000	1 ad pointer + 1 full-page ad
City	40,000	1 ad pointer + 1 full-page ad
Sport	40,000	1 ad pointer + 1 full-page ad

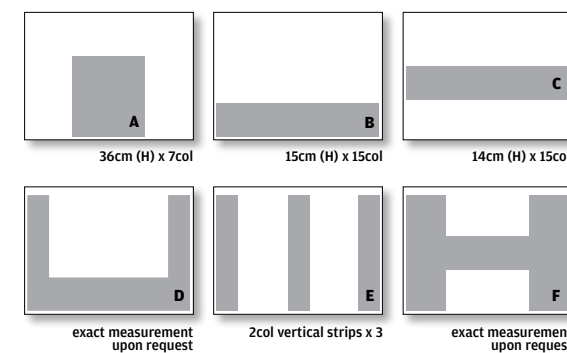
All rates are based on a 2-week insertion period and in HK\$

### Specifications:

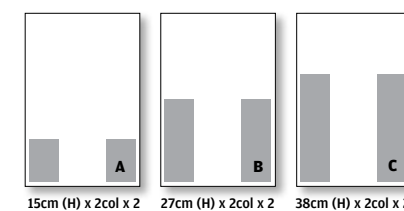
Ad pointer: 309 x 194 px, 100kb  
 Full-page ad: 1024 x 702 px, 800kb  
 Video: File Format – .m4v, mp4 and .mov (H.264 video)  
 FPS: 30 frames per second  
 Size: Max. 1280 pixels x 720 pixels  
 File Size: Max. 8MB

# Special Advertising Formats

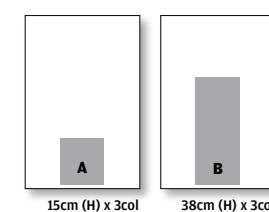
## Centrespread



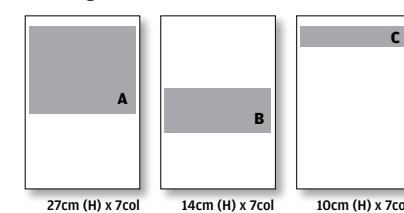
## Pairs



## Cubes



## Floating banners



## L-shape



## Centrespread

Position	Size	Main	Business	City	Sunday Main
A	36cm (H) x 7col	HK\$273,300	266,300	173,800	187,000
B	15cm (H) x 15col	273,300	266,300	173,800	187,000
C	14cm (H) x 15col	335,400	326,800	213,300	229,400
D	exact measurement upon request	614,800	599,100	391,000	420,600
E	2col vertical strips x 3	559,000	544,700	355,500	382,400
F	exact measurement upon request	630,000	613,500	400,700	431,000

## Pairs

Position	Size	Main	Business	City	Sunday Main
A	15cm (H) x 2col x 2	102,300	100,200	65,400	70,300
B	27cm (H) x 2col x 2	153,400	150,200	98,000	105,500
C	38cm (H) x 2col x 2	204,600	200,300	130,700	140,600

## Cubes

Position	Size	Main	Business	City	Sunday Main
A	15cm (H) x 3col	102,300	100,200	65,400	70,300
B	38cm (H) x 3col	204,600	200,300	130,700	140,600

## Floating Banners

Position	Size	Main	Business	City	Sunday Main
A	27cm (H) x 7col	143,200	140,200	91,500	98,400
B	14cm (H) x 7col	153,400	150,200	98,000	105,500
C	10cm (H) x 7col	75,800	74,200	48,400	52,100

## L-shape

Position	Size	Main	Business	City	Sunday Main
A	exact measurement upon request	225,000	220,300	143,800	154,700

Remarks: The above rates are based on a full colour ROP position. The following loading will be applied on different prime positions: Other specified position: + 20%

\*All Special creative bookings are non-cancellable and will be charged at 100% of the agreed rate  
Positions are subject to SCMP approval

# Special Advertising Executions



Panorama (6-page/8-page)



Wrapper



Envelope



Loose Insert

Special ad execution	Size	Maximum quantity	Handling charge	Advertising rate
Belly belt	10cm (H) x 76cm (W) (double-sided tape)	25,000	HK\$3.0/copy	13.0/copy
Post Magazine wrapper	32cm (H) x 15cm (W)	full circulation only	40,000	216,925*
Post Magazine front page Z-Fold	1DPS: 32cm (H) x 52.1cm (W) 1FP: 32cm (H) x 25.9cm (W)	full circulation only	40,000	438,988*
Sleeve	4 pages broadsheet	full circulation	1.5/copy	15.0/copy
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)	20,000	3.0/copy	15.0/copy
Stick-on (Main front)	14cm (H) x 14cm (W)	25,000	3.0/copy	17.0/copy
Loose Insert	4 pages (max) - Broadsheet	full circulation	1.0/copy	4.0/copy
Booklet Insert	40 pages (max) - A4 size	full circulation	1.0/copy	6.0/copy

\* Include printing (net)

Centrespread Panorama	Paper/Size**	Format	Maximum quantity	Advertising rate	Handling + printing charge
6 pages	70gsm woodfree paper/57.7 (H) x 100.7cm (W)	6-page ad	full circulation	HK\$14/copy	2.5/copy
		4-page ad + 2-page editorial	full circulation only	1,232,000	220,000
8 pages	70gsm woodfree paper/57.7 (H) x 135.0cm (W)	8-page ad	full circulation	19/copy	3.0/copy
		6-page ad + 2-page editorial	full circulation only	1,881,000	275,000
		4-page ad + 4-page editorial	full circulation only	1,045,000	275,000

\*\* Also available in other newsprint, please contact our sales department for details  
Bookings are non-cancellable and will be charged at 100% of the agreed rate

# Billboard

Our gigantic, prime-sited billboard can be seen by millions of affluent motorists, commuters, race-goers and tourists who are journeying from many of Hong Kong's most affluent areas, such as The Peak, Mid-Levels, Jardine's Lookout and the South side. It is a prestigious site that cannot be missed.



## Location

No.1 Leighton Road, Causeway Bay, Hong Kong

### Rental per Month for 2013

HK\$1,560,000

### Production charge

HK\$120,000

### Installation charge

HK\$38,000

### Rental charge includes:

- Overnight illuminations for the signboard from 6pm to 6am by not less than 30 spotlights
- Third-party insurance for public safety

### Production charge includes:

- One version of the advertisement, inclusive of computer inkjet banner, and transportation

### Installation charge includes:

- Installation and dismantling for one time each

### Material size

341.5"(H) x 2610"(W)

### Visual size

334.5"(H) x 2603"(W)

### Billboard material output criteria

For output, a digital file is required in a format such as:

- 1) Adobe Illustrator and Freehand linked with tiff photo images
- 2) Photoshop tiff image

### Specifications

- 1) Colour set up: CMYK
- 2) Fonts: outlines or curves
- 3) Tiff image should be scanned and made as large as possible, for example 500MB to cover half the billboard
- 4) Document size: 1:10 or 1:12 scale

### Deposit

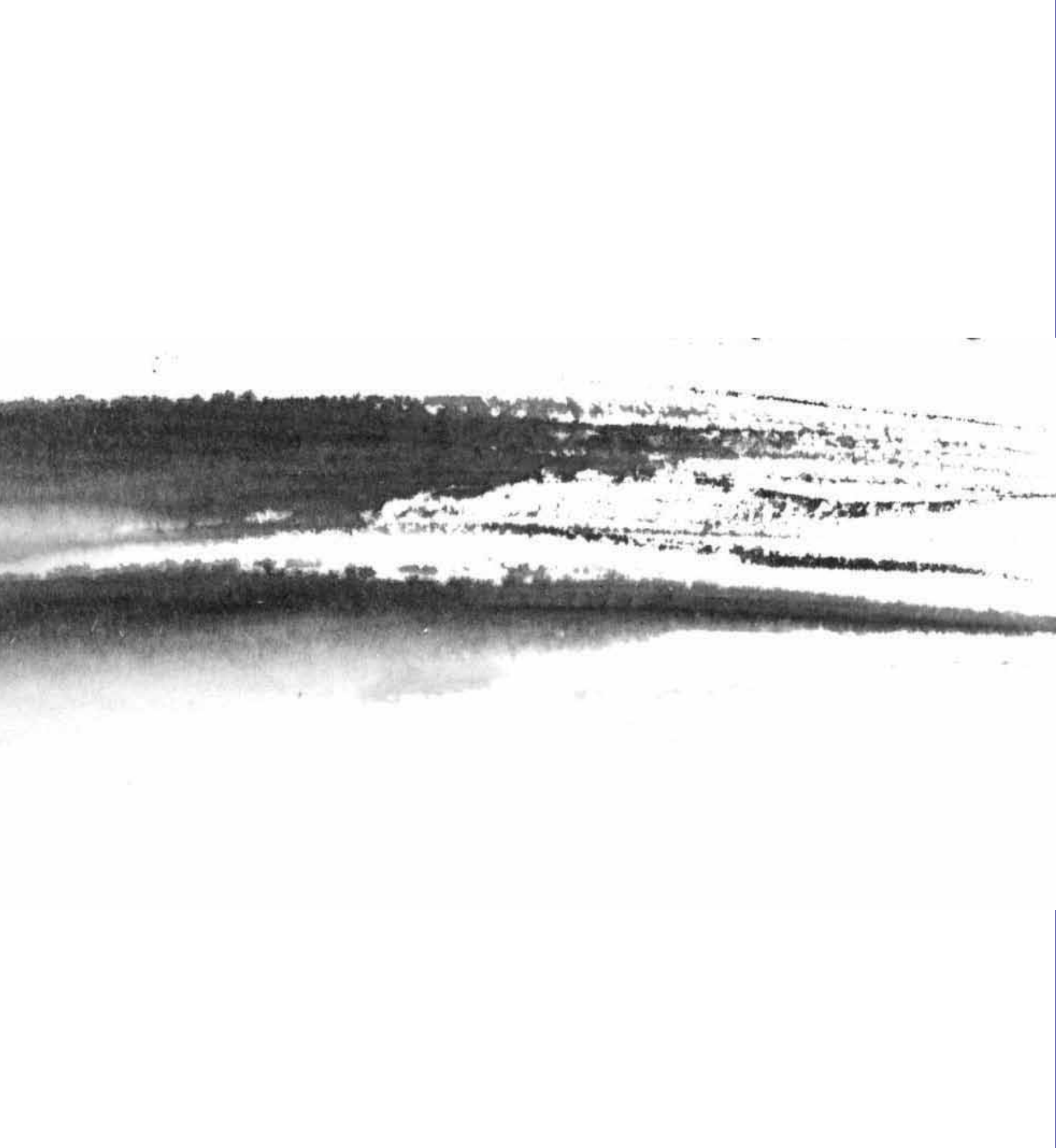
- 30% - upon signing the contract
- 30% - two months prior to the actual hanging date
- 40% - seven days prior to the actual display date

### Deadlines

Bookings: two months prior to the date of release  
Creative: at least 15 days prior to the date of release  
(artwork is subject to SCMP final approval and confirmation)  
Material: 10 days prior to the date of release

### Remarks

- All bookings will be confirmed on a first-come, first-served basis
- The above packages are non-cancellable after the booking and will be charged at 100% of the agreed rate
- There is no automatic renewal right
- The above package is subject to change without prior notice





# SCMP Marketing Services

To cut through the market clutter of today, brands need more than effective placement in targeted media. They also need a partner that provides the best integrated solutions to build this brand name and generate the responses they are looking for.

Combining strategic insights and innovative ideas with the credibility of the SCMP brand name and its extensive reader base, SCMP Marketing Services offers a new breed of marketing solutions to clients.

# Custom Publishing



SHANG magazine

Macau Unexpected



Kerry Centre - Expands

One Mayfair - The Pinnacle of Luxury Living



DressCircle magazine

Happy Valley - A World Apart

With our extensive editorial experience, we offer quality custom publishing services to some of the most prominent companies and prestigious brands in Hong Kong. Make your name stand out with publications from magazines, coffee-table books and special reports, to internal newsletters and glossy brochures. We will manage the entire process for you, from concept to distribution and delivery.



LarVotto - Ocean Splendour

# Events

With more than 20 years of experience in organising conferences and event management, there is no better partner to ensure your event shines. The DHL/SCMP Business Awards and the Financial Planner Awards are examples of high-profile events that have been the talk of their respective industries.

Networking with the Best



Starstreet Gourmet & Wine Walk

Events organised by SCMP Marketing Services are in many versatile formats, such as networking functions, exhibitions, book and product launches and food and beverage-related events.



Financial Planner Awards



A Baccarat Crystal Spectacular

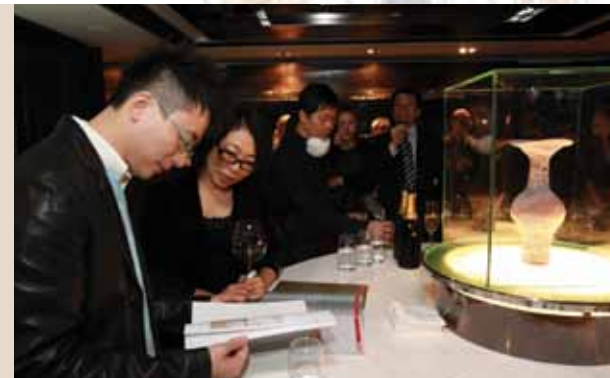
Timeless Treasures

# Award Winning



Our “Redefining Cool” campaign for Miele MasterCool underscored our professionalism and integrated expertise.

**inma**  
Awarded Second Place  
Marketing Solutions  
Advertising Clients Category



Find out more about our wide scope of services:

- Integrated Solutions • Creative Services • Custom Publishing • Event Management
- Consumer Promotions • Interactive Programmes • Video Production

# Contract Discounts

## Volume discounts

### SCMP & Sunday Morning Post

#### Annual contracts

Discounts will be given to all advertisers (only principals and their subsidiaries; 51% owned or above) who contract for advertising on an annual basis in the *South China Morning Post* and the *Sunday Morning Post*. Contracts are effective from the date of signing or later as requested.

Net spending*	Discount
HK\$350,000	2.5%
HK\$710,000	5.0%
HK\$1,400,000	7.5%
HK\$2,600,000	10.0%
HK\$4,300,000	12.5%
HK\$6,800,000	15.0%

The net cost of all special executions will count towards the annual total net spending of the client for contract fulfilment.

The volume discount is not applicable when the special discount offered is higher than the volume discount.

The volume discount is excluded in Directory, Notices, Classified Property, Cinema, Church Notices and Personal Announcements.

\* Net advertising expenditure in the *South China Morning Post* and the *Sunday Morning Post*, excluding spending in the Post Magazine, Classified Post, Jiu Jik, scmp.com, CP.com, JJ.com and outdoor billboard advertising - after volume discount, agency commission and any other special discount.

# Contract Discounts

## Frequency discounts

### Post Magazine

Insertions (based on full page)	Discount
6	2.5%
12	5.0%
18	7.5%
24	10.0%
36	12.5%
48	15.0%

Contracts enjoying frequency discounts must be completed within 12 months.

## Other discounts

Officially registered non-profit organisations and charities may qualify for a discount. Details on application.

# Mechanical Details

## Ad sizes

### SCMP & Sunday Morning Post\*

\*Effective from Aug 20, 2012

	Broadsheet	Tabloid
Column height	54cm	31.5cm
Columns to a page	7	5*

\* Except Directory

Column width	SCMP/ Sunday Morning Post	Religious Notices/ Cinema Ad	Directory	Classified Property	Tabloid
1 column	4.3cm	3.4cm	3.0cm	3.0cm	4.8cm
2 columns	9cm	7cm	6.3cm	6.3cm	10cm
3 columns	13.7cm	10.6cm	9.5cm	9.5cm	15.2cm
4 columns	18.4cm	14.2cm	12.7cm	12.7cm	20.4cm
5 columns	23.1cm	17.8cm	16cm	16.0cm	25.6cm
6 columns	27.8cm	21.4cm	19.2cm	19.2cm	n/a
7 columns	32.5cm	25cm	22.5cm	22.5cm	n/a
8 columns	n/a	28.6cm	25.7cm	25.7cm	n/a
9 columns	n/a	32.2cm	n/a	28.9cm	n/a
10 columns	n/a	n/a	n/a	32.2cm	n/a
Centrespread	66.4cm	n/a	n/a	n/a	n/a

### Post Magazine<sup>^</sup>

<sup>^</sup>Effective from Aug 26, 2012

		Height (cm)	Width (cm)
Full page	(Trim)	32.0	26.7
	(Bleed)	32.6	27.3
Centrespread	(Trim)	32.0	53.4
	(Bleed)	32.6	54.0
Double page spread	(Trim)	32.0	53.4
	(Bleed)	32.6	54.0
Half page	Horizontal	15.8	24.0
	Vertical	29.0	11.8
Junior page		20.0	15.6
1/3 page/contents page		29.0	7.8
1/4 page		15.8	11.8
1/6 page		15.8	7.8
Banner		7.0	24.0

# Mechanical Details

## Digital formats for film output and electronic transmission requirements

The graphic and design department of the *South China Morning Post* will only accept files in the following digital formats:

1. All images should be in PDF version 1.4.
2. All Images should have a resolution of 300dpi.
3. All digital files must be saved in CMYK colour space (RGB and Pantone colours are not acceptable).

### Points to note

1. All text should be created outline. Owing to licence issues, the Artwork Team does not accept client requests to install new fonts. If texts have not been converted, the closest matching font will be used. The running test, its layout and the original formatting might be altered and errors could occur.
2. All images should be in regular size and bleeding is not necessary.
3. Colour proof must be provided for all digital files.
4. The Maximum file size is 150MB.
5. All black colour text should be made in (K100).
6. All font sizes should not be less than 6 points and lines are 0.3 points or above.

### Upload Website

display.scmp.com (Select Ad Material Upload New)

### Colour separation guidelines

- a) Application of PCR techniques with a maximum aggregate colour laydown not exceeding 250% in any single area of the illustration is recommended.
- b) All separations must compensate for the dot gain profile on newsprint (approx. 25% - 28%).
- c) Screen ruling 100 lpi.

### Proofing guidelines

- a) Progressive colour proofs should be supplied on 45gsm newsprint.
- b) Proofing direction of the advertisement should correspond with the running direction of the press.
- c) Colour sequence of proofing should follow the ink sequence on the press: magenta, cyan, yellow and black.
- d) Proofing densities for each colour should match the actual density on the press.

Process colour	Max. solid density at 65,000 CPH
Magenta	0.68
Cyan	0.70
Yellow	0.68
Black	0.98

(Measured on Dainippon Screen DM400 densitometer)

- e) The ink used for proofing should match the colour set established for the press. Proofing houses can obtain quantities of the required process colours from the SCMP at cost.
- f) Proofs that do not meet the basic criteria outlined above will be misleading and the SCMP will not be responsible for those that are unsuitable for press reference.

## Deadlines

### SCMP & Sunday Morning Post

#### Bookings

Written confirmation of orders must be received by the Advertising & Marketing Services Department no later than 5pm, 3 days prior to publication.

All bookings are subject to availability.

#### Materials

All materials must be delivered to the Advertising & Marketing Services Department:

Digital files	3 days prior to publication
(requiring proofing by the SCMP)	
Full colour	2 days prior to publication
Black & white/spot	3pm on day before publication
for Monday insertion	Saturday, 12 noon

#### Cancellations

ROP	5 days
Main section P5/P7	1 month
Prime positions	10 days
Spot colour	7 days
Full colour	7 days
	prior to material deadline
Front page/main section P3	Cancellations are
	subject to 100% penalty charge
	of the booked insertion

### Post Magazine

#### Bookings

2 weeks prior to publication.

#### Materials

7 days prior to publication.

#### Cancellations

ROB - 2 weeks.  
Prime positions - 1 month.

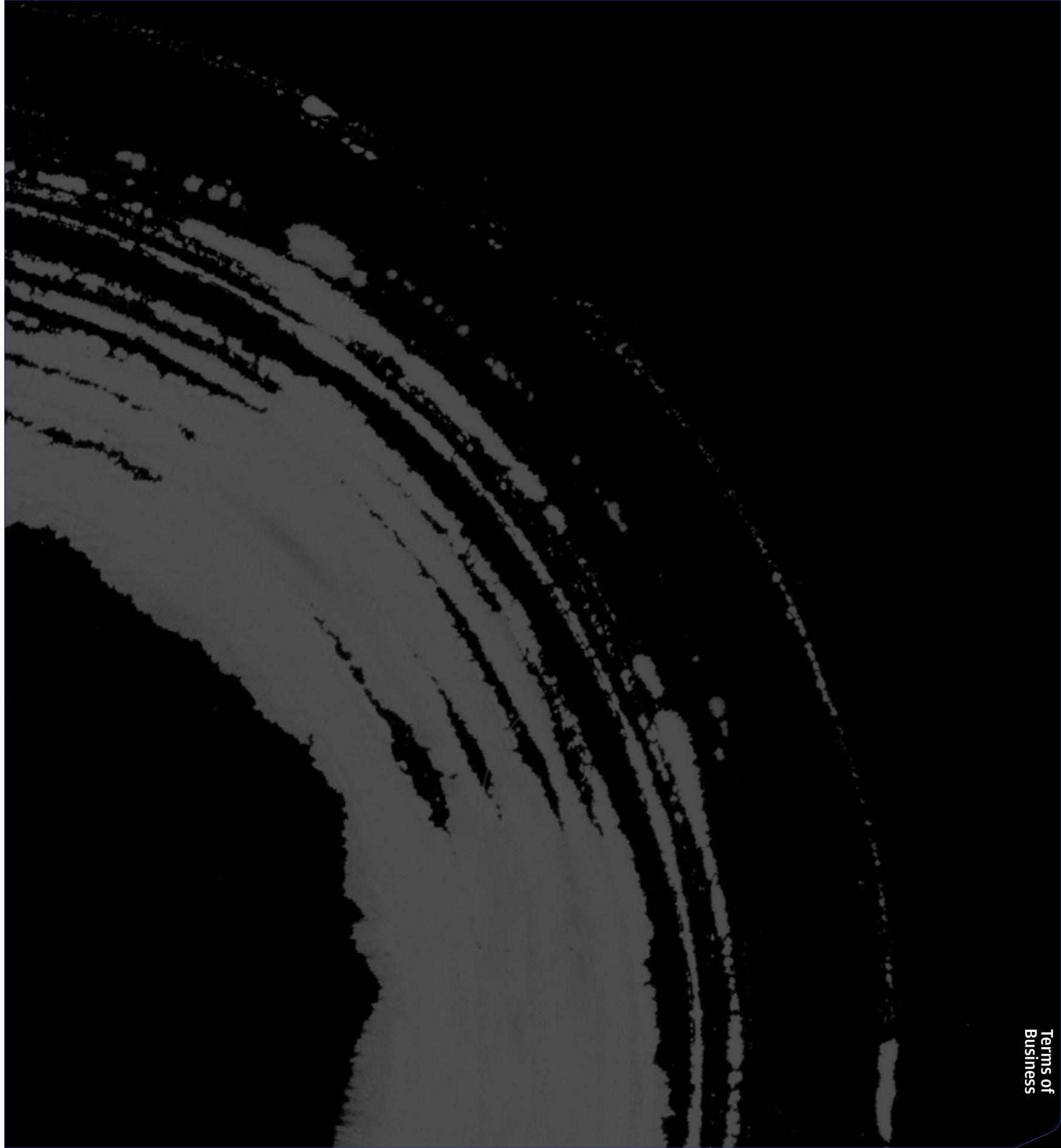
### scmp.com

#### Cancellation deadline

5 working days prior to first campaign date.

Cancellations are subject to 100% penalty charge of the booked insertion.

This policy applies to both banner-type and EDM orders.





# Terms of Business

1. All advertisements are placed and all orders are accepted subject to the terms and conditions as hereinafter set out provided that *South China Morning Post Publishers Limited* (SCMP) expressly reserves its right to amend, vary, replace or cancel any of such terms and conditions without prior notice to the advertiser and the advertiser is deemed to have express knowledge of and be bound by such terms and conditions. No terms sought to be applied by the advertiser to any order for advertising shall be binding upon SCMP. Advertising orders for space will not be considered as contracts.
2. SCMP reserves the right to reject, decline or refuse to publish in whole or in part or to amend any advertisement with or without notice to the advertiser where in its sole opinion it considers necessary or desirable, and SCMP shall not in any way be liable for any loss or damage arising as a result of non-publication or amendment as aforesaid (nor shall any refund of or deduction from the costs of the advertisement or any other compensation be granted by SCMP to the advertiser in the event of such non-publication or amendment). SCMP accepts no liability whatsoever for any omission or inaccuracy or failure of colour printing in any published advertisement whether or not a proof has been supplied and whether or not such omission or inaccuracy or failure is attributable to the neglect or default of SCMP, its employees, agents and contractors.

Where the advertiser requires that its name and address or other information shall not be disclosed and SCMP shall have been so notified by the advertiser on placement of its order SCMP shall use reasonable endeavours to ensure the same but shall not be liable for any disclosure unless such disclosure is made with the express knowledge or authority of SCMP.

3. SCMP shall have the absolute right at any time to determine, adjust or vary the rate of charges and classification applicable to all advertisements placed. Published rates and charges and those set out on any order form or acknowledgement may be varied by SCMP at any time without notice prior to invoicing. Quotations given by SCMP shall not in any way be binding on SCMP.
4. Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on SCMP's part to publish the same either at all or on any specified date or dates. SCMP shall not be liable for any loss, costs or expenses incurred by non-publication (including non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of SCMP) or by publication of an advertisement cancelled in accordance with provisions of Clause 8 hereof or publication on a date or position or manner materially different from that specified by

# Terms of Business

- the advertiser on placement of its order. SCMP's liability shall in case of non-publication be limited to refund of the charge of the advertisement and in all other cases as aforesaid SCMP shall have the option either to grant a refund of such proportion of the charge as shall in SCMP's sole opinion be reasonable or in lieu of such refund and at SCMP's absolute discretion to publish the advertisement as soon as reasonably practicable. In the case of colour advertisements, publication shall be deemed correct unless more than 10% of copies circulated have incorrect colour(s). The advertiser shall be obliged to furnish SCMP with reasonable evidence of this within 48 hours of publication.
5. SCMP shall use reasonable endeavours to accept orders if they are received at the location and by the time specified by SCMP from time to time for that type of advertisement. All advertisement copy and artwork must be received by the latest receipt time specified by SCMP which may be varied by SCMP without notice and SCMP shall have the right to refuse to accept any orders or to decline or refuse to publish any orders if the advertisement copy and artwork of such orders shall not have been received by SCMP by the latest receipt time as aforesaid and SCMP shall in no event be liable for any loss or damage arising as a result of non-publication hereunder.
  6. Advertisements of certain sizes and shapes only are normally accepted but advertisements of other sizes and shapes may be accepted subject to special terms.
  7. SCMP shall take reasonable steps to ensure that competitive advertising does not appear on the same page or facing pages. However due to space limitations no assurance of any kind can be given and SCMP shall not be under any liability whatsoever if the same occurs.
  8. Cancellations will be accepted if noticed in writing by the advertiser and received by SCMP at its Head Office before the time specified by SCMP from time to time as the order deadline in accordance with the provisions of Clause 5 hereof.
  9. Artwork for advertising material must be fully pasted up and presented to SCMP as positive film or as digital file in such format as SCMP may from time to time direct. Large areas of solid black may be stripped or lined at SCMP's absolute discretion.
  10. Late delivery of copy/artwork or non-compliance with cancellation procedures specified as aforesaid will result in forfeiture of the space booked and, in addition, SCMP shall have the express right to recover from the advertiser the full cost of the advertisement placed.
  11. SCMP shall not accept any responsibility for damage to or loss of artwork or any other documents or material supplied for the purpose of an advertisement. Advertising material not claimed within three months of the publication date or proposed publication date will be disposed of without further notice.
  12. The advertiser and/or its advertising agent(s) shall indemnify and keep indemnified SCMP in respect of all loss, damage, costs and expenses including legal fees arising directly or indirectly from the publication of an advertisement on instructions from the advertiser and/or its advertising agent(s). In any case where a claim is or may be made or threatened against SCMP, SCMP will give notice in writing to the advertiser and will take reasonable steps to consult with the advertiser before any claim is settled, defended or otherwise determined provided that a failure to consult shall not affect the advertiser's liability hereunder.
  13. The submission of an advertisement constitutes a warranty by the advertiser to SCMP that it has all necessary authorities and permissions for the insertion thereof and that the advertisement or any part thereof or the publication of the advertisement does not in any way infringe any copyright or any other intellectual property rights or contravene, violate or constitute a breach of any laws of Hong Kong or any restrictions or prohibitions imposed by the relevant Government authorities or otherwise and the advertiser shall indemnify SCMP in respect of any breach of this clause in accordance with the provisions of Clause 12 hereof.
  14. All cheques, money-orders, etc. should be made payable to *South China Morning Post Publishers Limited*. Rates are expressed in HK dollars but SCMP shall be entitled to receive payment in other currencies, the rate of conversion to HK dollars for payment shall be determined by SCMP from time to time.
  15. The advertiser shall be invoiced at SCMP's discretion either upon publication or monthly unless otherwise specified by SCMP. Terms of payment are net 30 days from the date of invoice. SCMP shall have the right to charge interest on any outstanding payment after the due date (without any further notice) at the rate of one percent (1%) per month from date of invoice on outstanding balance to date of receipt of payment by SCMP and in addition SCMP shall also be entitled to recover from the advertiser any costs and expenses (including all legal fees) incurred by SCMP in recovering any outstanding payment and interest thereon.

# Terms of Business

16. Subject to the terms upon which advertising agents are recognised by SCMP, such agents will be entitled to agency commission of fifteen percent (15%) on all rates.
17. The advertiser is liable at all times for payment of all advertising charges. Where a recognized advertising agent substitutes its order for that of the original advertiser or requires invoices addressed to the advertising agent, SCMP shall hold the agent and the original advertiser jointly and severally liable hereunder.
18. Any claims pursuant to these terms must be made by the advertiser in writing within 48 hours after publication or date of agreed publication to the Advertising & Marketing Services Department at *South China Morning Post*, G/F-3/F, No. 1 Leighton Road, Causeway Bay, Hong Kong and unless such claims shall have been received by SCMP within the time limit as aforesaid, all claims by the advertiser pursuant to the terms and conditions hereof shall be deemed to have been waived by the advertiser.
19. The advertiser and/or its advertising agent(s) agrees that SCMP may set off or transfer any sum outstanding to the credit of any one or more accounts maintained by the advertiser and/or its advertising agent(s) in or towards satisfaction of any of the advertisers and/or its advertising agent(s) liabilities to SCMP or in any other respect whatsoever whether such liabilities be present or future, actual or contingent, primary or collateral and several or joint. The advertiser and/or its advertising agent(s) waives all rights of subrogation and agrees not to claim any set off or counter claim against any other person liable or to prove in competition with SCMP in the event of the insolvency of such person or to have the benefit of or share in any outstanding debt receivable by SCMP. For the purpose of this Clause, the definition of SCMP shall be deemed to include its holding, subsidiary, fellow subsidiary, associated and affiliated companies.
20. Not all sections of all newspapers are sent to all readers.

# South China Morning Post

**South China Morning Post Publishers Limited** Morning Post Centre, 22 Dai Fat Street, Tai Po Industrial Estate, New Territories, Hong Kong

**Advertising & Marketing Services Department** 3/E, No.1 Leighton Road, Causeway Bay, Hong Kong Tel: (852) 2565 2435 Fax: (852) 2565 5380 e-mail: [advertising@scmp.com](mailto:advertising@scmp.com)