



South China Morning Post



**ALL-ROUND
SERVICES**

ADVERTISING & MARKETING SERVICES
RATE CARD 2012

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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 15th 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 15th 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 15th 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 11th Consumer Rights Reporting Awards - 2 wins

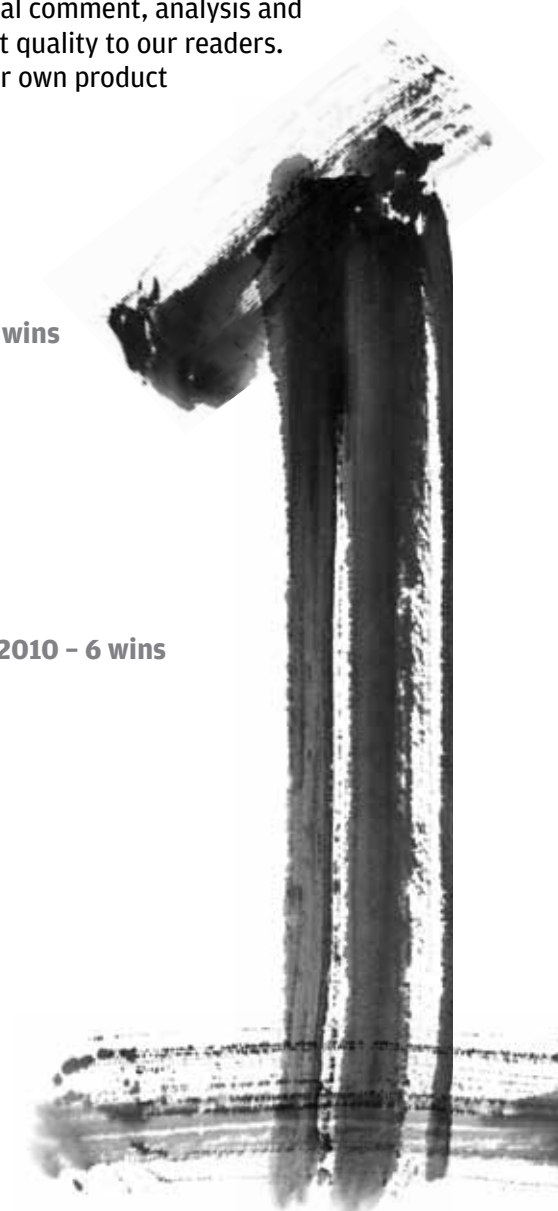
Merit - News
Merit - News features

World Association of Newspapers and News Publishers - 1 win

World Young Reader Prize - Public Service category

76th 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. 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

Circulation¹ **103,328** **80,357**
South China Morning Post Sunday Morning Post

Readership² **388,000**
SCMP & Sunday Morning Post Combined

Age² **35%** **61%** **4%**
29 years old or below 30 to 49 years old 50 years old or above

Gender² **56%** **44%**
Male Female

Ethnicity² **48%** **52%**
Chinese Non-Chinese

Education² **68%**
University or above



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

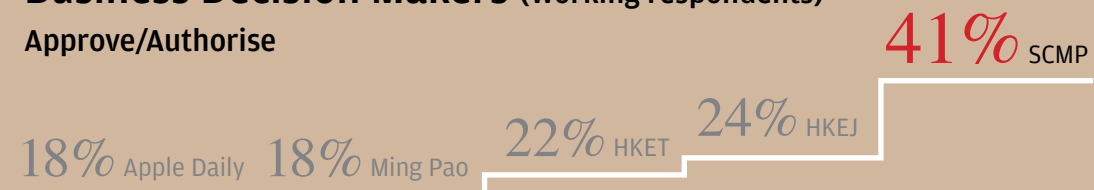
Occupation

Professional/Manager/Executive/Trader/Proprietor²



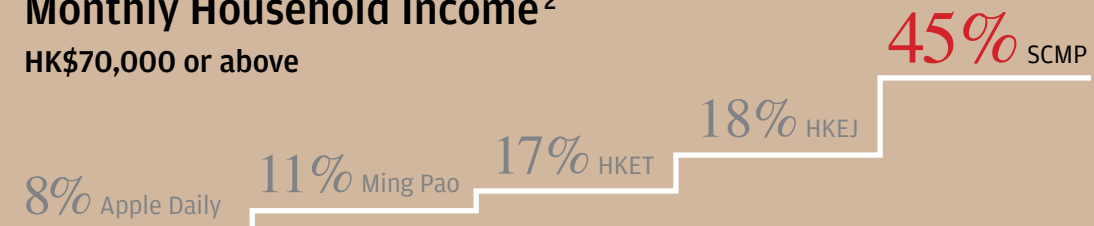
Business Decision Makers (Working respondents)²

Approve/Authorise



Monthly Household Income²

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	US\$4,872	6,500	9,744
B	21cm (H) x 3col	Non-cancellable	7,231	9,641	14,462
Sky Banner	5cm (H) x 7col	Non-cancellable	7,231	9,641	14,462
Bottom Banner	9cm (H) x 7col	Non-cancellable	7,231	9,641	14,462
ROP A	54cm (H) x 7col		12,474	16,632	25,326
B	27cm (H) x 7col		6,237	8,316	12,663
C	36cm (H) x 5col		5,940	7,920	12,060
D	27cm (H) x 4col		3,564	4,752	7,236

Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	61	82	123
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	58	77	116
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	54	73	109
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	52	69	104
Back Page	Full Page		49	66	99
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		44	59	88
Specified Position	Min: 27cm (H) x 4col		39	52	78
Front Half	Min: 27cm (H) x 4col		37	49	73
Run of paper (ROP)	Min: 8cm (H) x 2col		33	44	67

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 US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.



Business

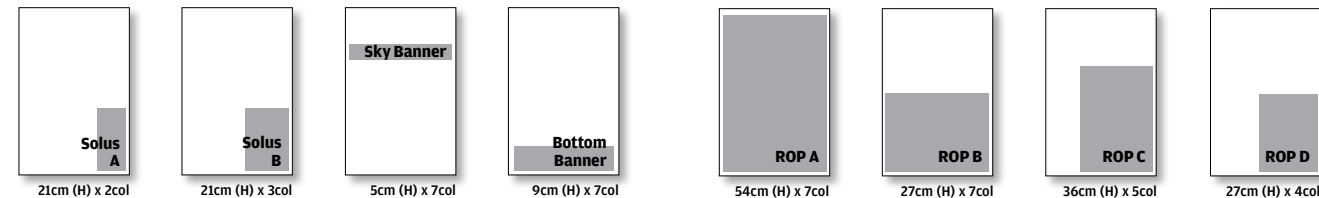
Hong Kong's business leaders need a source of information they can trust, which is why the *South China Morning Post* is the number one publication for Hong Kong's business elite.

- 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	US\$2,859	3,641	5,385
B	21cm (H) x 3col	Non-cancellable	4,282	5,449	8,077
Sky Banner	5cm (H) x 7col	Non-cancellable	3,801	4,841	7,175
Bottom Banner	9cm (H) x 7col	Non-cancellable	4,282	5,449	8,077
ROP A	54cm (H) x 7col		13,608	17,388	26,082
B	27cm (H) x 7col		6,804	8,694	13,041
C	36cm (H) x 5col		6,480	8,280	12,420
D	27cm (H) x 4col		3,888	4,968	7,452

Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	54	65	98
Back Page (Solus)	Max: 21cm (H) x 4col		48	61	92
Specified Position	Min: 27cm (H) x 4col		43	56	83
ROP	Min: 8cm (H) x 2col		36	46	69
IPO/Notices			49	65	97
eIPO/Congratulatory			36	46	69
Mutual fund listing		Mon - Sat only			Unit Rate US\$94 per month
Mutual fund logo		Mon - Sat only			Unit Rate US\$641 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 US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.



City

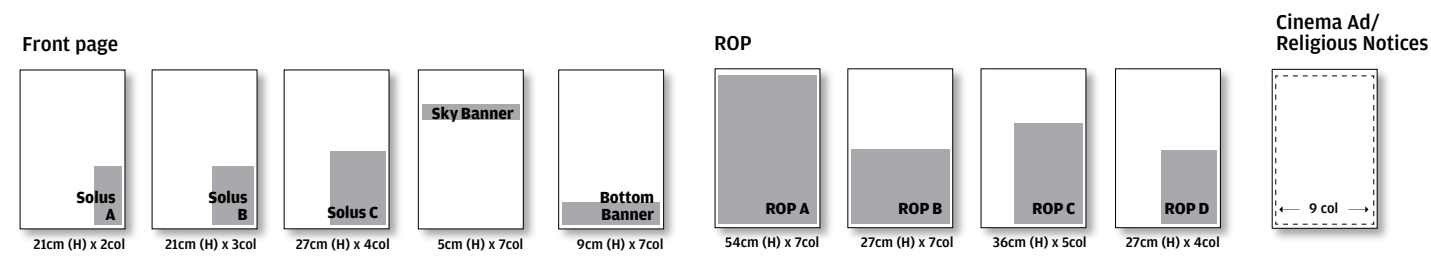
Hong Kong's vibrant community wants to know what's going on in town. The City section is the place to go for the latest news from the city that never sleeps, as well as a guide to understanding Hong Kong, and a forum for debate and action.

- 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	US\$2,271	3,032	4,541
B	21cm (H) x 3col	Non-cancellable	3,427	4,569	6,854
C	27cm (H) x 4col	Non-cancellable	5,346	7,128	10,692
Sky Banner	5cm (H) x 7col	Non-cancellable	2,760	3,674	5,519
Bottom Banner	9cm (H) x 7col	Non-cancellable	3,115	4,154	6,231
ROP A	54cm (H) x 7col		9,828	12,164	16,632
B	27cm (H) x 7col		4,914	6,082	8,316
C	36cm (H) x 5col		4,680	5,792	7,920
D	27cm (H) x 4col		2,808	3,475	4,752
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	44	55	76
Back Page	27cm (H) x 4col or Full Page		33	42	57
Specified Position	Min: 27cm (H) x 4col		31	39	53
ROP	Min: 8cm (H) x 2col		26	32	44
Personal Announcements	Min: 3cm (H) x 1col		30	45	60
	Lineage - Min: 6 lines			\$10 per line	
Cinema Ad	Min: 3cm (H) x 1col (9 columns)		6	10	13
Religious Notices	Min: 3cm (H) x 1col (9 columns)		5	8	11



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 US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.

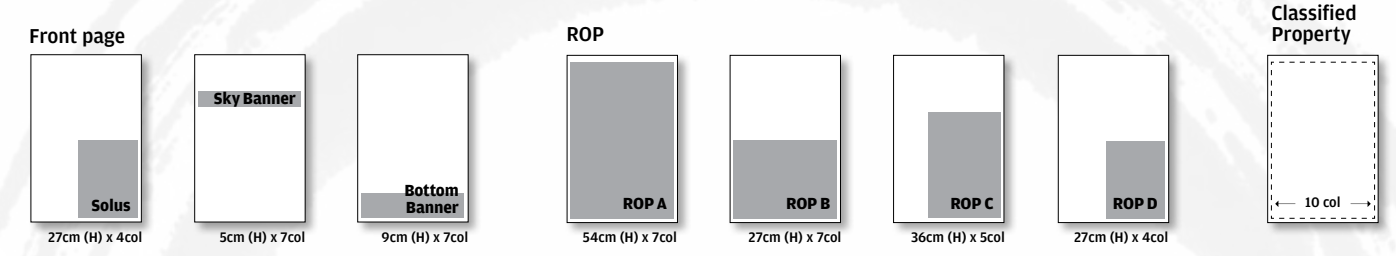


Property

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	US\$6,231	8,308	12,462
Sky Banner	5cm (H) x 7col	Non-cancellable	3,233	4,305	6,465
Bottom Banner	9cm (H) x 7col	Non-cancellable	3,641	4,859	6,800
ROP A	54cm (H) x 7col		14,364	18,144	27,216
B	27cm (H) x 7col		7,182	9,072	13,608
C	36cm (H) x 5col		6,840	8,640	12,960
D	27cm (H) x 4col		4,104	5,184	7,776
Page 3	Min: 27cm (H) x 4col	Full colour pre-empts B/W	50	64	96
Specified Position	Min: 27cm (H) x 4col		44	56	83
ROP	Min: 8cm (H) x 2col		38	48	72
Classified Property	Min: 3cm (H) x 1col (10 columns)		27	31	35
	Lineage - Min: 6 lines			\$9 per line	
	Lineage with Photo - Min: 6 lines			\$14 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 US 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	US\$27	31	35
	Lineage		\$9 per line	
	Lineage with Photo		\$14 per line	
Motors & Boats	ROP	27	31	35
	Lineage		\$9 per line	
	Lineage with Photo		\$14 per line	
Notices	ROP	27	35	52
Services Guide	Min: 3cm (H) x 2col	7	8	9
	Min: 3cm (H) x 2col (30 consecutive days)	6	7	8
Trading Post	ROP - Min: 2cm (H) x 1col	8	9	10
	Lineage: Min 4 lines		\$3 per line	
Miscellaneous	ROP	27	31	35
	Lineage		\$9 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	US\$6,646	6,646	6,646
Back Page Banner	8cm (H) x 5col	2,109	2,109	2,109
Outside Back Cover	31.5cm (H) x 5col	9,231	9,231	9,231
Full Page	31.5cm (H) x 5col	7,381	7,381	7,381
Half Page	16cm (H) x 5col	3,585	3,585	3,585
Quarter Page	16cm (H) x 3col	2,278	2,278	2,278
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

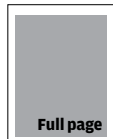
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion.



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	US\$3,657	4,846	7,314
Half Page	16cm (H) x 5 col	1,829	2,423	3,657
Quarter Page	16cm (H) x 3 col	1,097	1,454	2,194

ROP Solus/Specified Solus: +40% loading

All rates are expressed in US 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.

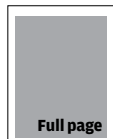
- Published every day, from Sunday to Friday.
- School distribution.
- Tabloid.
- Column and page sponsorship packages also available.

Monday - Friday

Position	Size	B/W	Spot colour	Full colour
Full Page	31.5cm (H) x 5col	US\$1,526	2,176	3,365
Half Page - Vertical	31.5cm (H) x 2 col			1,346
Half Page - Horizontal	16cm (H) x 5 col			1,731

Sunday

Position	Size	B/W	Spot colour	Full colour
Full Page	31.5cm (H) x 5col	3,657	4,846	7,314
Half Page - Vertical	31.5cm (H) x 2 col			2,925
Half Page - Horizontal	16cm (H) x 5 col			3,761



31.5cm (H) x 5col

ROP Solus/Specified Solus: +40% loading

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



Sunday Morning Post

Main

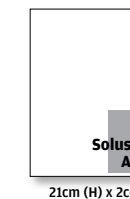
Sunday mornings are the perfect time to relax and catch up with the news at your leisure.

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.

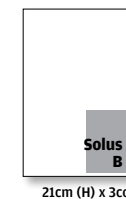
Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	US\$3,718	4,962	7,436
B	21cm (H) x 3col	Non-cancellable	5,500	7,333	11,000
Bottom Banner	9cm (H) x 7col	Non-cancellable	5,500	7,333	11,000
ROP A	54cm (H) x 7col		10,584	13,986	18,522
B	27cm (H) x 7col		5,292	6,993	9,261
C	36cm (H) x 5col		5,040	6,660	8,820
D	27cm (H) x 4col		3,024	3,996	5,292

Page 3 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	43	57	85
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W	42	55	83
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	40	53	79
Back Page	Full Page		38	51	76
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		34	45	68
Specified Position	Min: 27cm (H) x 4col		32	43	57
Front Half	Min: 8cm (H) x 2col		31	40	54
ROP	Min: 8cm (H) x 2col		28	37	49
Notices			49	65	97

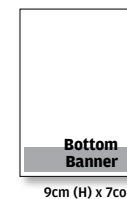
Front page



21cm (H) x 2col



21cm (H) x 3col



9cm (H) x 7col

ROP



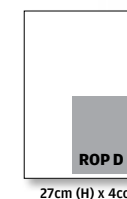
54cm (H) x 7col



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 US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.

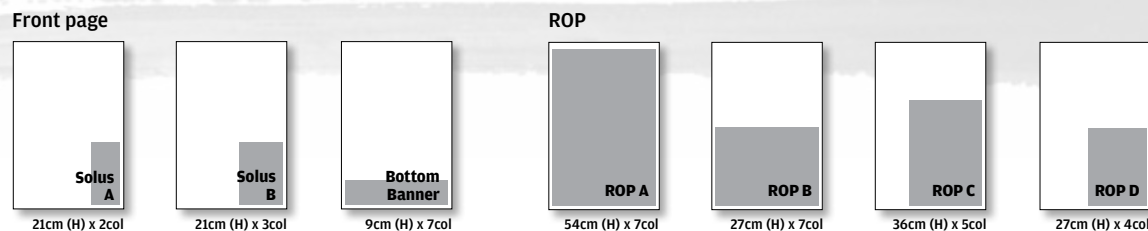


Sunday Morning Post Sport Sunday

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	US\$1,474	1,949	2,949
B	21cm (H) x 3col	Non-cancellable	2,205	2,923	4,410
Bottom Banner	9cm (H) x 7col	Non-cancellable	2,205	2,923	4,410
ROP A	54cm (H) x 7col		8,316	10,584	14,364
B	27cm (H) x 7col		4,158	5,292	7,182
C	36cm (H) x 5col		3,960	5,040	6,840
D	27cm (H) x 4col		2,376	3,024	4,104
Specified Position	Min: 27cm (H) x 4col		26	33	45
ROP	Min: 8cm (H) x 2col		22	28	38



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

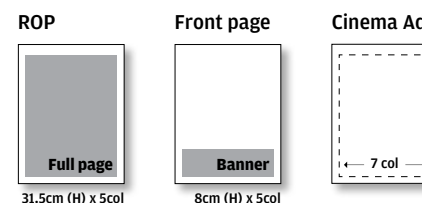
For spot and full colour: minimum size is 27cm (H) x 4col unless specified.
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in grey are per single column centimetre.



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	US\$6,646	6,646	6,646
Full Page	31.5cm (H) x 5col	4,016	5,160	7,000
Half page	16cm (H) x 5col	2,065	2,654	3,600
Quarter page	16cm (H) x 3col	1,239	1,592	2,160
Cinema Ad	Min: 3cm (H) x 1col (7 columns)	6	10	13

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

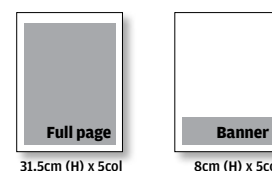


Sunday Morning Post Family Post

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	US\$6,646	6,646	6,646
Back Page Banner	8cm (H) x 5col	2,109	2,109	2,109
Outside Back Cover	31.5cm (H) x 5col	9,231	9,231	9,231
Full Page	31.5cm (H) x 5col	7,381	7,381	7,381
Half Page	16cm (H) x 5col	3,585	3,585	3,585
Quarter Page	16cm (H) x 3col	2,278	2,278	2,278
Specified position			+10%	

All rates are expressed in US 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.

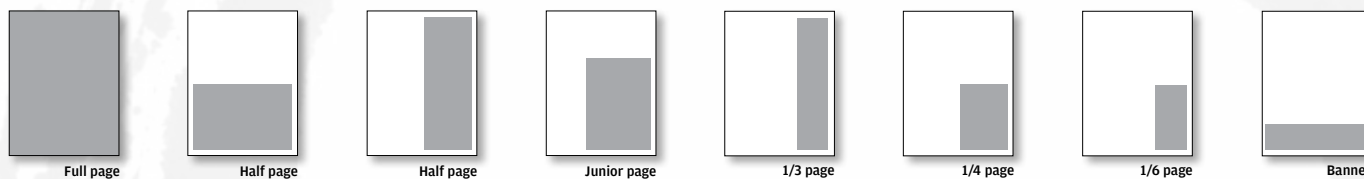
Prime Positions

Position	B/W	Spot colour	Full colour
Inside front cover spread	US\$n/a	n/a	20,562
Centrespread	n/a	n/a	17,115
Outside back cover	n/a	n/a	13,857
Facing contents page	n/a	n/a	12,255
Facing editorial (First three)	n/a	n/a	10,397
Inside back cover	n/a	n/a	9,385
Contents page	n/a	n/a	3,051

ROB (Run of book)

Position	B/W	Spot colour	Full colour
Double page spread	9,872	11,564	14,808
Full page	4,936	5,782	7,404
Half page	2,538	2,962	3,949
Junior page	2,372	2,667	3,551
1/3 page	1,904	2,256	2,679
1/4 page	1,340	1,692	1,974
1/6 page	1,001	1,171	1,503
Banner	1,481	1,833	2,256
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 [^]	US\$7,692
February	Indulgence [^]	7,692
March	Fashion Women [^]	7,692
	Fashion Men [^]	7,692
April	Beauty [*]	4,667
May	Luxtravel [^]	7,692
June	Design & Living [*]	4,667
July	Health & Fitness [*]	4,667
August	Grand Touring [*]	4,667
September	Fashion Women [^]	7,692
	Fashion Men [^]	7,692
October	Luxtravel [^]	7,692
November	Design & Living [*]	4,667
December	Artistry [^]	7,692

The above rate is based on a full page ROB ad

[^] Please refer to respective rates under "Prime position"

Prime positions

Position	Full* colour	Full [^] colour
Inside front cover spread	11,179	18,436
Outside back cover	7,051	11,628
Facing contents page	6,590	10,872
Facing editorial (First three)	6,154	10,154
Inside back cover	5,641	9,295
Specified position		+10%

All rates are expressed in US 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	US\$7,436	US\$5,641
Inside Front Cover Spread	277 x 426mm	283 x 432mm	8,949	N/A
Inside Front Cover	277 x 213mm	283 x 219mm	4,474	N/A
Opposite Inside Front Cover	277 x 213mm	283 x 219mm	4,474	N/A
Opposite Content Page	277 x 213mm	283 x 219mm	5,276	N/A
Back Cover	277 x 213mm	283 x 219mm	5,538	N/A
Inside Back Cover	277 x 213mm	283 x 219mm	4,513	N/A
Full Page (ROM)	277 x 213mm	283 x 219mm	3,718	2,821
3/4 Page (ROM)	192 x 200mm	N/A	N/A	2,115
1/2 Page Vertical / Horizontal (ROM)	Vertical - 260 x 98mm Horizontal - 128 x 200mm	N/A	1,859	1,410
1/4 Page Vertical / Horizontal (ROM)	Vertical - 128mm x 98mm Horizontal - 64mm x 200mm	N/A	N/A	705
1/10 Box Ad (District Page)	50mm x 87mm	N/A	N/A	192

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	US\$26,154
First Double Page Spread	250 x 570mm	256 x 576mm	23,077
2nd Double Page Spread	250 x 570mm	256 x 576mm	20,000
Double Page Spread	250 x 570mm	256 x 576mm	15,385
Facing Contents Page	250 x 285mm	256 x 291mm	10,872
Facing editorial (First three)	250 x 285mm	256 x 291mm	10,154
Inside Back Cover	250 x 275mm	256 x 281mm	9,295
Outside Back Cover	250 x 285mm	256 x 291mm	11,628
Full Page (ROB)	250 x 285mm	256 x 291mm	7,692
Focus A (2pp fact sheet)	250 x 570mm	256 x 576mm	6,410
Focus B (1pp fact sheet)	250 x 285mm	256 x 291mm	3,205

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	US\$39	52	78
Business/ Pull-Out	36	46	69
City	33	43	65
Sunday Special Report			
Main	33	43	65
Pull-Out	36	46	69

Rates are calculated in 7 columns unless specified

Glossy magazines

Position	Month	Full colour
Good Eating*	March, June, September, November	4,038
Money^	April, June, September, November	7,692
MICE Biz^	April, September	7,692
Christmas	December	9,936

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

Prime positions

Position	Full* colour	Full^ colour	Full colour
Inside front cover spread	9,679	18,436	23,808
Outside back cover	6,103	11,628	15,026
Facing contents page	5,705	10,872	14,038
Facing editorial (First three)	5,333	10,154	13,115
Inside back cover	4,885	9,295	12,000
Specified position		+10%	

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

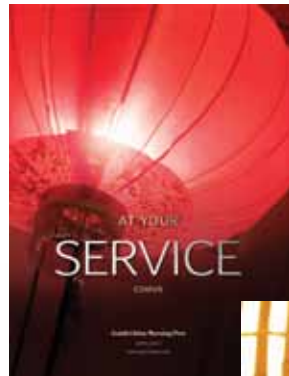
At Your Service (China, Southeast Asia, Hong Kong)

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



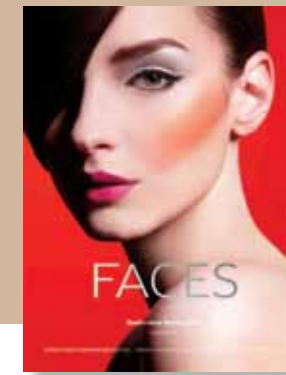
At Your Service – Hong Kong

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.



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	US\$6,923
Full page	277 x 213mm	283 x 219mm	4,615
Inside front cover spread	277 x 416mm	283 x 422mm	9,615
Outside back cover	277 x 213mm	283 x 219mm	6,538
Facing contents page	277 x 213mm	283 x 219mm	5,269
Specified position		+10%	

Wine+

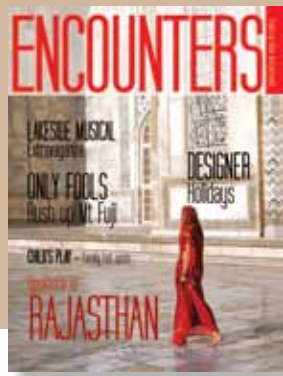
About wine and sprits, Wine+ is the handy gateway for social wine drinkers to learn more about enjoying the delectable pastime.

- 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	US\$9,679
Inside back cover	277 x 208mm	283 x 214mm	4,885
Outside back cover	277 x 213mm	283 x 219mm	6,103
Facing contents page	277 x 213mm	283 x 219mm	5,705
Editor's note (first 3)	277 x 213mm	283 x 219mm	5,333
Double page spread	277 x 426mm	283 x 432mm	8,077
Full page	277 x 213mm	283 x 219mm	4,038
Specified position		+10%	

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

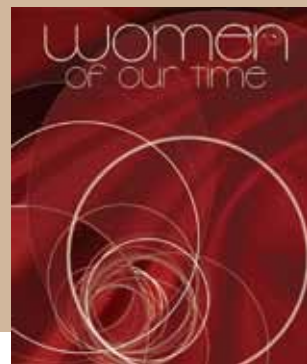


Encounters

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	US\$10,250
Double page spread	277 x 426mm	283 x 432mm	16,600
Full page	277 x 213mm	283 x 219mm	8,800
Inside back cover	277 x 208mm	283 x 214mm	9,300
Outside back cover	277 x 213mm	283 x 219mm	11,550



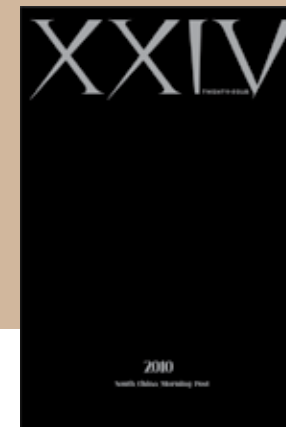
Women of Our Time

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	US\$30,000
2nd DPS	277 x 464mm	283 x 470mm	24,000
DPS	277 x 464mm	283 x 470mm	20,000
1st Table of contents	277 x 232mm	283 x 238mm	15,000
2nd Table of contents	277 x 232mm	283 x 238mm	14,000
Editor's note	277 x 232mm	283 x 238mm	13,000
Masthead	277 x 232mm	283 x 238mm	12,000
Outside back cover	277 x 232mm	283 x 238mm	17,000
Specified position	277 x 232mm	283 x 238mm	9,231
ROP	277 x 232mm	283 x 238mm	7,692

All rates are expressed in US 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	US\$30,000
2nd DPS	320 x 430mm	326 x 436mm	24,000
DPS	320 x 430mm	326 x 436mm	20,000
1st Table of contents	320 x 215mm	326 x 221mm	15,000
2nd Table of contents	320 x 215mm	326 x 221mm	14,000
3rd Table of contents	320 x 215mm	326 x 221mm	13,650
Editor's note	320 x 215mm	326 x 221mm	13,000
Masthead	320 x 215mm	326 x 221mm	12,000
Outside back cover	320 x 215mm	326 x 221mm	17,000
Specified position	320 x 215mm	326 x 221mm	11,000
ROP	320 x 215mm	326 x 221mm	10,000

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



Meet Our Online Readers

350,000 Monthly visitors ¹ 6.2 million Monthly page views ¹ 20,300 Subscribers ¹

Age ²

20%	53%	21%	6%
29 years old or below	30-39 years old	40-49 years old	50 years old or above

Gender ²

64%	36%
Male	Female

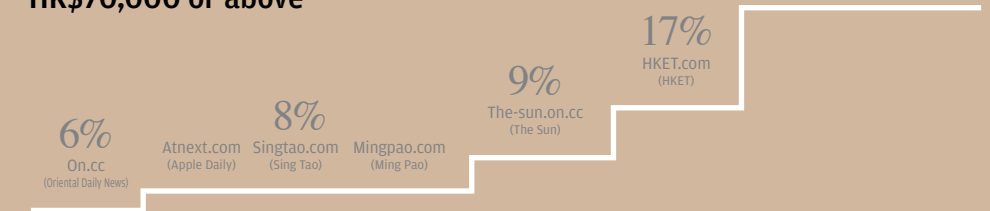
Education ²

89% University or above

Monthly Household Income ²

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	US\$45
	Run of free area	29
	Run of paid area	26
Island ^ (LREC / MPU)	Homepage	62
	Run of free area	45
	Run of paid area	29
Vertical rectangle^	Homepage	32
	Run of free area	28
	Run of paid area	26
Curtain ad	Homepage	67
Site-takeover ad	Homepage	128
Feature player ad	Homepage	7,180/week
Text link	Homepage	12
	Run of free index pages	10
eDM*	1st target filter	0.2/email
	Each additional filter	0.06/email
Advertorial	News/Business/ Life/Sport	2,500/article/week
	Sponsored video	3,590 per week

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

* Minimum buy: US\$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	US\$12,179	1/2 page ad in Kiosk page
News	9,615	1 ad pointer + 1 full-page ad
China	5,128	1 ad pointer + 1 full-page ad
Asia	5,128	1 ad pointer + 1 full-page ad
World	5,128	1 ad pointer + 1 full-page ad
Business	5,128	1 ad pointer + 1 full-page ad
City	5,128	1 ad pointer + 1 full-page ad
Sport	5,128	1 ad pointer + 1 full-page ad

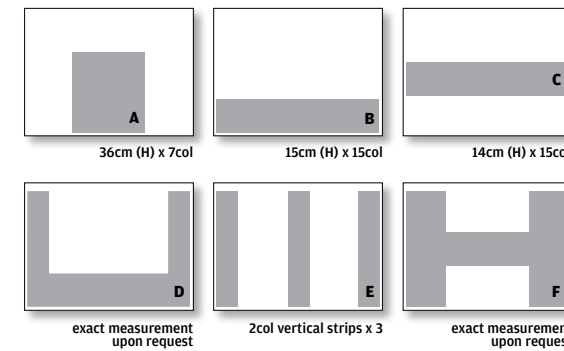
All rates are based on a 2-week insertion period and in HK\$

Specifications:

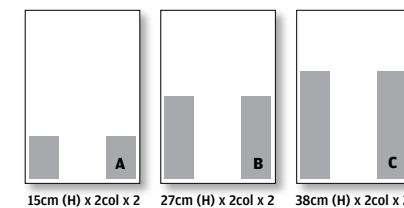
Ad pointer: 309 x 194 px, 100kb
 Full-page ad: 1024 x 702 px, 800kb
 Video: File Format – .m4v, mp4 and .mov (H.264 video)
 FPS: 30 frames per second
 Size: Max. 1280 pixels x 720 pixels
 File Size: Max. 8MB

Special Advertising Formats

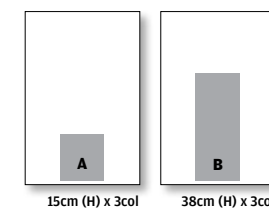
Centrespread



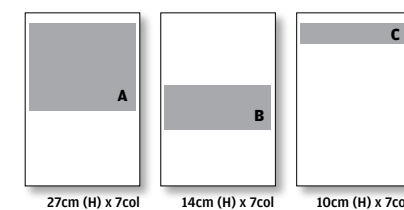
Pairs



Cubes



Floating banners



L-shape



Centrespread

Position	Size	Main	Business	City	Sunday Main
A	36cm (H) x 7col	US\$35,038	34,141	22,282	23,974
B	15cm (H) x 15col	35,038	34,141	22,282	23,974
C	14cm (H) x 15col	43,000	41,897	27,346	29,410
D	exact measurement upon request	78,821	76,808	50,128	53,923
E	2col vertical strips x 3	71,667	69,833	45,577	49,026
F	exact measurement upon request	80,769	78,654	51,372	55,256

Pairs

Position	Size	Main	Business	City	Sunday Main
A	15cm (H) x 2col x 2	13,115	12,846	8,385	9,013
B	27cm (H) x 2col x 2	19,667	19,256	12,564	13,526
C	38cm (H) x 2col x 2	26,231	25,679	16,756	18,026

Cubes

Position	Size	Main	Business	City	Sunday Main
A	15cm (H) x 3col	13,115	12,846	8,385	9,013
B	38cm (H) x 3col	26,231	25,679	16,756	18,026

Floating Banners

Position	Size	Main	Business	City	Sunday Main
A	27cm (H) x 7col	18,359	17,974	11,731	12,615
B	14cm (H) x 7col	19,667	19,256	12,564	13,526
C	10cm (H) x 7col	9,718	9,513	6,205	6,679

L-shape

Position	Size	Main	Business	City	Sunday Main
A	exact measurement upon request	28,846	28,244	18,436	19,833

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	US\$0.4/copy	1.7/copy
Post Magazine wrapper	32cm (H) x 15cm (W)	full circulation only	5,128	27,811*
Post Magazine front page Z-Fold	1DPS: 32cm (H) x 52.1cm (W) 1FP: 32cm (H) x 25.9cm (W)	full circulation only	5,128	56,281*
Sleeve	4 pages broadsheet	full circulation	0.2/copy	1.9/copy
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)	20,000	0.4/copy	1.9/copy
Stick-on (Main front)	17cm (H) x 14cm (W)	25,000	0.4/copy	2.2/copy
Loose Insert	4 pages (max) - Broadsheet	full circulation	0.1/copy	0.5/copy
Booklet Insert	40 pages (max) - A4 size	full circulation	0.1/copy	0.8/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	US\$1.8/copy	0.3/copy
		4-page ad + 2-page editorial	full circulation only	157,949	28,205
8 pages	70gsm woodfree paper/57.7 (H) x 135.0cm (W)	8-page ad	full circulation	2.4/copy	0.4/copy
		6-page ad + 2-page editorial	full circulation only	241,154	35,256
		4-page ad + 4-page editorial	full circulation only	133,974	35,256

** 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

US\$200,000

Production charge

US\$15,385

Installation charge

US\$4,872

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

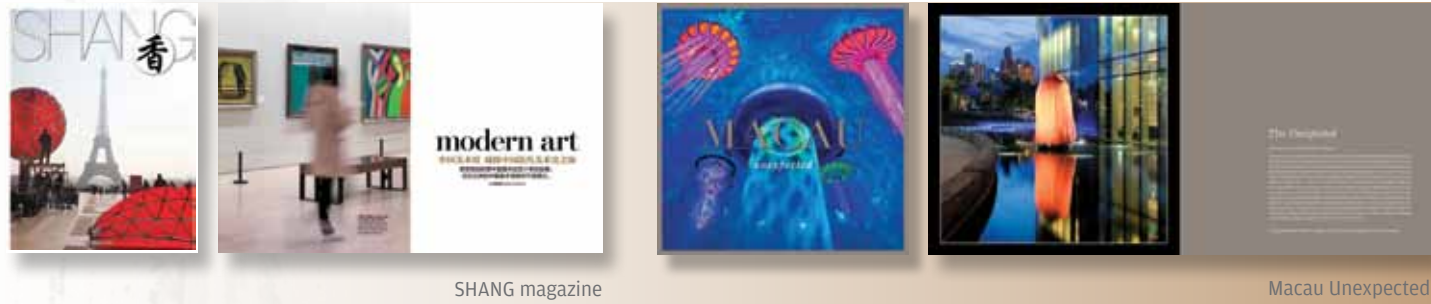


SCMP Marketing Services

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

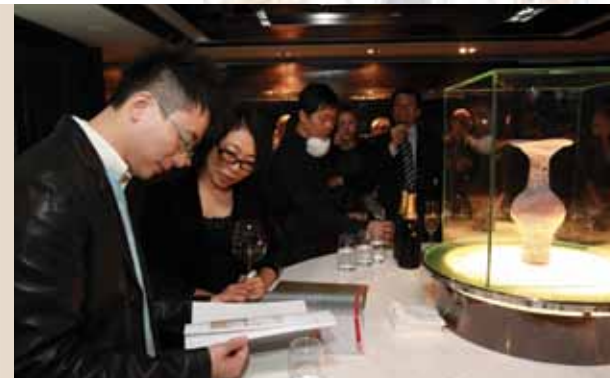
Timeless Treasures

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

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^

^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 text, 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.

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South China Morning Post

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