

**SCMP**

**South China Morning Post**



**ALL-ROUND  
SERVICES**

**ADVERTISING & MARKETING SOLUTIONS  
RATE CARD 2013**

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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 2013

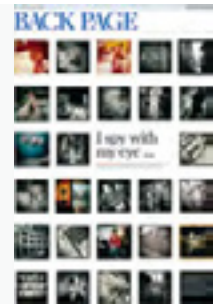


Our credibility is founded on years of award-winning, world-class journalism, plus our deep understanding and interpretation of the issues locally, regionally and internationally. We deliver insights and expose important issues, earning us a reputation as the regional authority on current affairs.

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

Excellence is at the heart of the *South China Morning Post*. Last year, we received industry recognition in the form of various 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.



Award of Excellence in the Society for News Design (SND) Awards 33rd Edition (2011)



Winner of The Newspaper Society of HK - HK News Awards 2011 - Photographic section (Sport)



Winner of the HK Press Photographers Association - Focus at the Frontline 2011 - Feature



First prize in the Lorenzo Natali Journalism Prize 2011 - Asia and Pacific Region



Prize in the 16th Annual Human Rights Press Awards - Feature



Award for Excellence in the Society of Publishers in Asia Editorial Awards - Information Graphics



Gold Award in the 11th Asia Media Awards 2012 - Best in Design Award - Magazine Cover Design



Merit in the 16th Annual Human Rights Press Awards - Photojournalism



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

## Society of Publishers in Asia Editorial Awards (2012) - 11 wins, including

- Award for Excellence - Business Reporting
- Award for Excellence - Information Graphics
- Award for Excellence - Reporting Breaking News
- Award for Excellence - Editorial Cartooning
- Award for Excellence - Reporting on the Environment

## The Newspaper Society of Hong Kong - Hong Kong News Awards 2011 - 6 wins

- Second Runner-up - Best Scoop
- Second Runner-up - Best News Reporting
- First Runner-up - Best Business News Writing (English)
- Winner - Photographic section (Features)
- One Winner and One Merit - Photographic section (Sport)

## Hong Kong Press Photographers Association - Focus at the Frontline 2011 - 10 wins, including

- Winner - Feature
- Three first Runner-up - Spot News, People Portraits, Nature & Environment

## 11th Asia Media Awards 2012 - 4 wins

- Gold Award - Best In Design Award - Magazine Overall Design
- Gold Award - Best In Design Award - Magazine Cover Design
- Silver Award - Best In Infographics Award - Newspaper Infographics
- Bronze Award - Best In Newspaper Marketing

## The 16th Annual Human Rights Press Awards - 10 wins, including

- One Prize and Two Merits - General news
- One Prize and One Merit - Feature
- Two Merits - Cartoon
- One Prize and Two Merits - Photojournalism

## Lorenzo Natali Journalism Prize 2011 - 1 win

First Prize: Asia and Pacific Region

## Society for News Design (SND) Awards 33rd Edition (2011) - 9 wins

- Award of Excellence: Photography / Multiple Photos - Page Design
- Award of Excellence: Feature Design Pages - Other / Broadsheet
- Award of Excellence: Illustration - Single Lead Black-and-white
- Award of Excellence: Information Graphics - Features
- Award of Excellence: Information Graphics - News / Non-deadline
- Award of Excellence: Information Graphics / Portfolios - Combination (Individual)

## WAN-IFRA - 2011 World Young Reader Prizes - 1 win

World Young Reader Prize - Public Service Category

## 20th Malofiej, International Infographics Awards - 3 wins

- One Silver Award and One Bronze Award - Features
- One Bronze Award - Portfolios

# More Engaging, Better Targeting

As media habits evolve, we are ensuring readers can access us in whatever format they choose.

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

In 2012, we introduced an upgraded online edition at [scmp.com](http://scmp.com). Featuring new search optimisation and a vibrant, more interactive design, the upgraded edition ensures advertisers and readers benefit from a significantly improved online experience. The upgraded mobile edition also offers a much wider range of advertising options and a brand new read.

We have also introduced a number of new glossy magazines to widen our portfolio. *Wine+*, *Encounters* and *h*, a magazine targeting men. All of these provide new opportunities to fit different advertising needs.



# Meet Our Readers

Circulation<sup>1</sup> **108,047** **88,131**  
South China Morning Post Sunday Morning Post

Readership<sup>2</sup> **396,000**  
SCMP & Sunday Morning Post Combined

Age<sup>2</sup> **38%** **53%** **9%**  
29 years old or below 30 to 49 years old 50 years old or above

Gender<sup>2</sup> **61%** **39%**  
Male Female

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

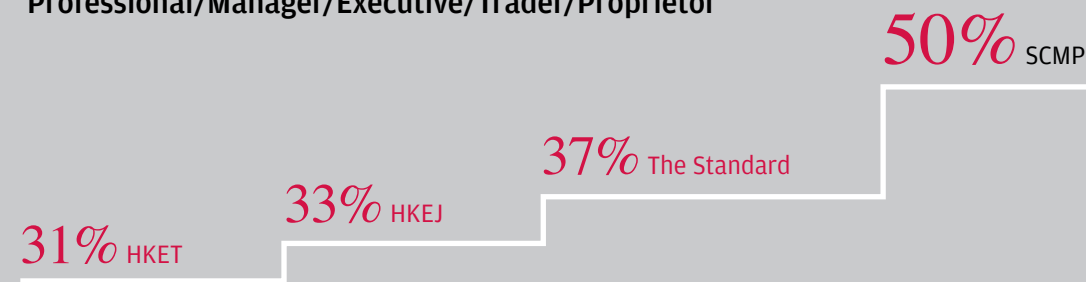
Education<sup>2</sup> **60%**  
University or above



Source: 1. HKABC Audit Jan - Jun 2012 2. Nielsen Media Index HK Year-End Report 2011

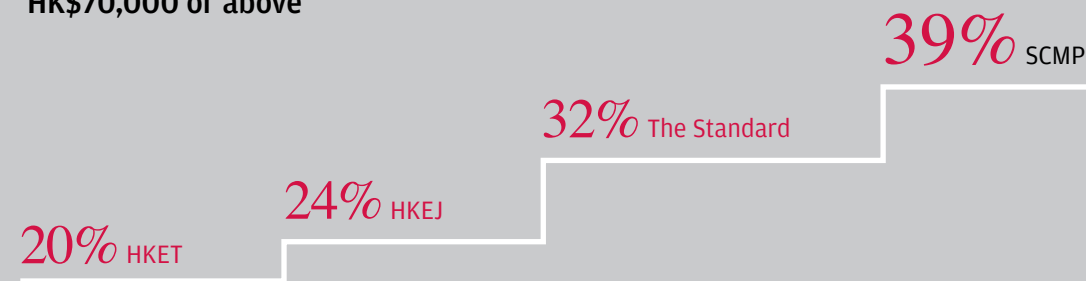
## Occupation

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



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

HK\$70,000 or above



Source: 1. HKABC Audit Jan - Jun 2012 2. Nielsen Media Index HK Year-End Report 2011

## 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 2012 Hong Kong Report



## Main

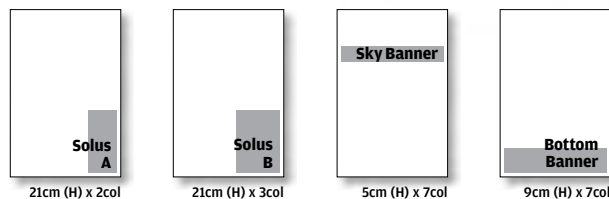
Our new Monday to Saturday Main section is brighter, easier to navigate and features insightful and up-to-date news, analysis and commentary.

- 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.

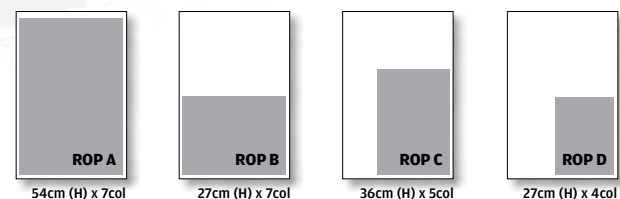
Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	US\$5,115	6,825	10,231
B	21cm (H) x 3col	Non-cancellable	7,592	10,123	15,185
Sky Banner	5cm (H) x 7col	Non-cancellable	7,592	10,123	15,185
Bottom Banner	9cm (H) x 7col	Non-cancellable	7,592	10,123	15,185
ROP A	54cm (H) x 7col		12,852	17,388	26,082
B	27cm (H) x 7col		6,426	8,694	13,041
C	36cm (H) x 5col		6,120	8,280	12,420
D	27cm (H) x 4col		3,672	4,968	7,452

Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	63	84	127
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	60	80	119
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	56	75	112
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	53	71	107
Back Page	Full Page		51	68	102
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		46	61	91
Specified Position	Min: 27cm (H) x 4col		40	54	81
Front Half	Min: 27cm (H) x 4col		38	50	76
Run of paper (ROP)	Min: 8cm (H) x 2col		34	46	69

### Front page



### ROP



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 red are per single column centimetre.



## Business

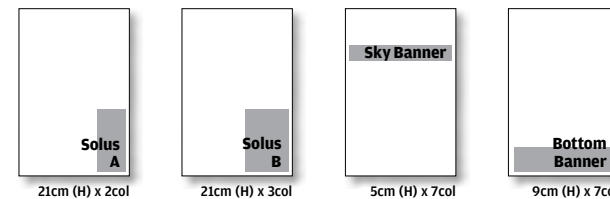
Hong Kong's business leaders need a source of information they can trust, which is why the *South China Morning Post* is the number one publication for Hong Kong's business elite.

- 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.

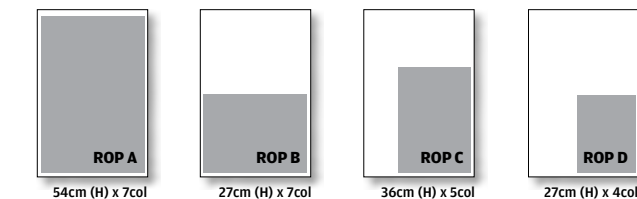
Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	US\$3,002	3,823	5,654
B	21cm (H) x 3col	Non-cancellable	4,496	5,721	8,481
Sky Banner	5cm (H) x 7col	Non-cancellable	3,990	5,083	7,533
Bottom Banner	9cm (H) x 7col	Non-cancellable	4,496	5,721	8,481
ROP A	54cm (H) x 7col		13,986	18,144	27,216
B	27cm (H) x 7col		6,993	9,072	13,608
C	36cm (H) x 5col		6,660	8,640	12,960
D	27cm (H) x 4col		3,996	5,184	7,776

Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	55	67	101
Back Page (Solus)	Max: 21cm (H) x 4col		49	63	94
Specified Position	Min: 27cm (H) x 4col		45	57	86
ROP	Min: 8cm (H) x 2col		37	48	72
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



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

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# City

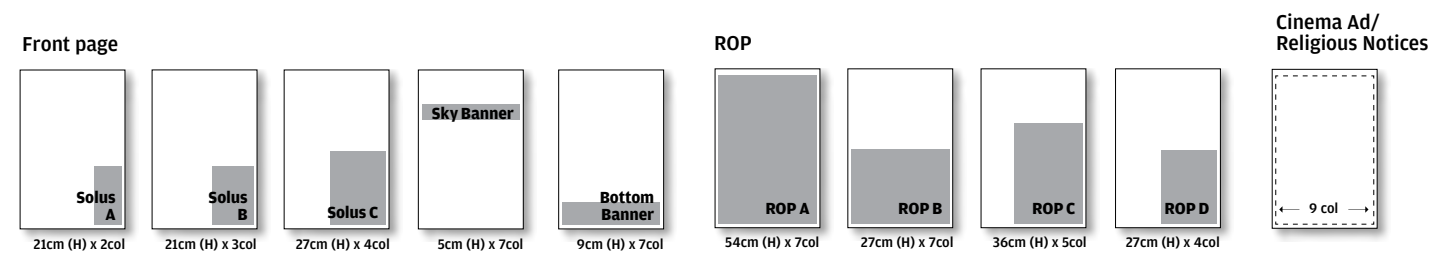
Hong Kong's vibrant community wants to know what's going on in town. The City section is the place to go for the latest news from the city that never sleeps, as well as a guide to understanding Hong Kong, and a forum for debate and action.

- 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\$2,385	3,184	4,768
B	21cm (H) x 3col	Non-cancellable	3,599	4,797	7,196
C	27cm (H) x 4col	Non-cancellable	5,613	7,485	11,227
Sky Banner	5cm (H) x 7col	Non-cancellable	2,897	3,858	5,795
Bottom Banner	9cm (H) x 7col	Non-cancellable	3,271	4,362	6,542
ROP A	54cm (H) x 7col		9,828	12,474	17,388
B	27cm (H) x 7col		4,914	6,237	8,694
C	36cm (H) x 5col		4,680	5,940	8,280
D	27cm (H) x 4col		2,808	3,564	4,968
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	45	57	78
Back Page	27cm (H) x 4col or Full Page		34	43	59
Specified Position	Min: 27cm (H) x 4col		32	40	55
ROP	Min: 8cm (H) x 2col		26	33	46
Personal Announcements	Min: 3cm (H) x 1col		32	48	63
	Lineage - Min: 6 lines			US\$11 per line	
Cinema Ad	Min: 3cm (H) x 1col (9 columns)		6	10	13
Religious Notices	Min: 3cm (H) x 1col (9 columns)		6	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 red are per single column centimetre.

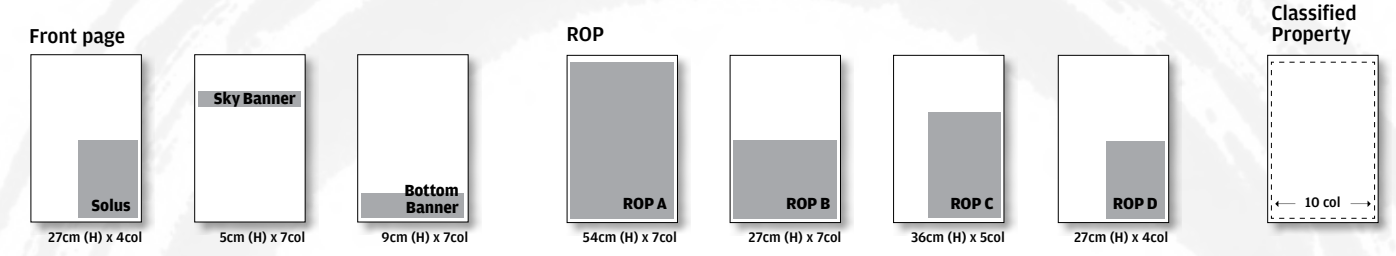


# Property

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\$6,542	8,723	13,085
Sky Banner	5cm (H) x 7col	Non-cancellable	3,395	4,521	6,788
Bottom Banner	9cm (H) x 7col	Non-cancellable	3,823	5,102	7,646
ROP A	54cm (H) x 7col		15,120	18,522	27,972
B	27cm (H) x 7col		7,560	9,261	13,986
C	36cm (H) x 5col		7,200	8,820	13,320
D	27cm (H) x 4col		4,320	5,292	7,992
Page 3	Min: 27cm (H) x 4col	Full colour pre-empts B/W	52	66	99
Specified Position	Min: 27cm (H) x 4col		45	57	86
ROP	Min: 8cm (H) x 2col		40	49	74
Classified Property	Min: 3cm (H) x 1col (10 columns)		28	32	36
	Lineage - Min: 6 lines			US\$9 per line	
	Lineage with Photo - Min: 6 lines			US\$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 red 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.

Section	Position/Size	B/W	Spot colour	Full colour
Property	ROP	US\$28	32	36
	Lineage		US\$9 per line	
	Lineage with Photo		US\$14 per line	
Motors & Boats	ROP	28	32	36
	Lineage		US\$9 per line	
	Lineage with Photo		US\$12 per line	
Notices	ROP	27	36	54
Services Guide	Min: 3cm (H) x 2col	7	8	9
	Min: 3cm (H) x 2col (30 consecutive days)	7	8	9
Trading Post	ROP - Min: 2cm (H) x 1col	8	9	10
	Lineage: Min 4 lines		US\$3 per line	
Miscellaneous	ROP	28	32	36
	Lineage		US\$9 per line	
Specified Position			+20%	



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

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



## 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.



Position	Size	B/W	Spot colour	Full colour
Front Page Banner	8cm (H) x 5col	US\$6,846	6,846	6,846
Back Page Banner	8cm (H) x 5col	2,172	2,172	2,172
Outside Back Cover	32cm (H) x 5col	9,508	9,508	9,508
Full Page	32cm (H) x 5col	7,603	7,603	7,603
Half Page	16cm (H) x 5col	3,693	3,693	3,693
Quarter Page	16cm (H) x 3col	2,346	2,346	2,346
Specified position			+10%	

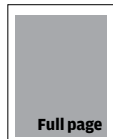
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion.



# 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.



32cm (H) x 5col

Position	Size	B/W	Spot colour	Full colour
Full Page	32cm (H) x 5col	US\$3,767	4,992	7,533
Half Page	16cm (H) x 5col	1,883	2,496	3,767
Quarter Page	16cm (H) x 3col	1,130	1,497	2,260

ROP Solus/Specified Solus: +40% loading

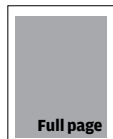
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion.



# 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.



32cm (H) x 5col

## Monday - Friday

Position	Size	B/W	Spot colour	Full colour
Full Page	32cm (H) x 5col	US\$1,526	2,176	3,365
Half Page - Vertical	32cm (H) x 2col			1,346
Half Page - Horizontal	16cm (H) x 5col			1,731

## Sunday

Position	Size	B/W	Spot colour	Full colour
Full Page	32cm (H) x 5col	3,657	4,846	7,314
Half Page - Vertical	32cm (H) x 2col			2,926
Half Page - Horizontal	16cm (H) x 5col			3,762

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.

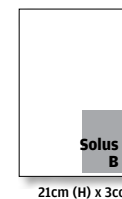
Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	US\$3,904	5,210	7,808
B	21cm (H) x 3col	Non-cancellable	5,775	7,700	11,550
Bottom Banner	9cm (H) x 7col	Non-cancellable	5,775	7,700	11,550
ROP A	54cm (H) x 7col		10,962	14,364	18,900
B	27cm (H) x 7col		5,481	7,182	9,450
C	36cm (H) x 5col		5,220	6,840	9,000
D	27cm (H) x 4col		3,132	4,104	5,400

Page 3 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	44	59	88
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W	43	57	86
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	41	54	82
Back Page (Solus)	Full Page		39	52	78
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		35	47	70
Specified Position	Min: 27cm (H) x 4col		33	44	58
Front Half	Min: 8cm (H) x 2col		31	41	55
ROP	Min: 8cm (H) x 2col		29	38	50
Notices			49	65	97

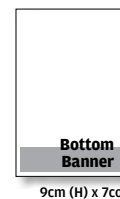
## Front page



21cm (H) x 2col



21cm (H) x 3col



9cm (H) x 7col

## ROP



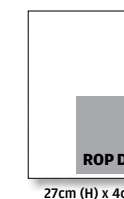
54cm (H) x 7col



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 red are per single column centimetre.



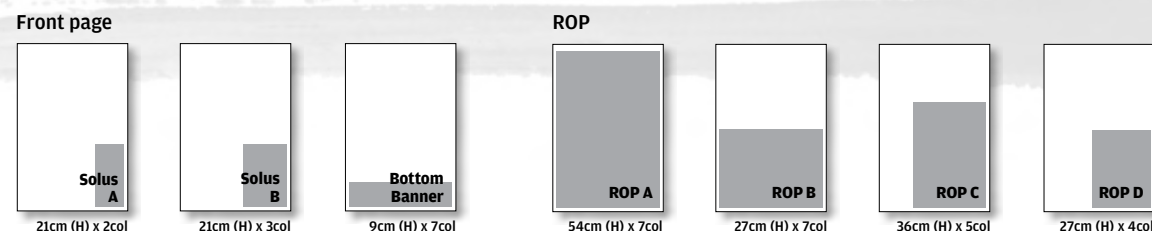
## Sunday Morning Post Sport Sunday

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\$1,548	2,046	3,096
B	21cm (H) x 3col	Non-cancellable	2,315	3,069	4,631
Bottom Banner	9cm (H) x 7col	Non-cancellable	2,315	3,069	4,631
ROP A	54cm (H) x 7col		8,316	10,962	14,742
B	27cm (H) x 7col		4,158	5,481	7,371
C	36cm (H) x 5col		3,960	5,220	7,020
D	27cm (H) x 4col		2,376	3,132	4,212

Specified Position	Min: 27cm (H) x 4col	27	34	47
ROP	Min: 8cm (H) x 2col	22	29	39



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

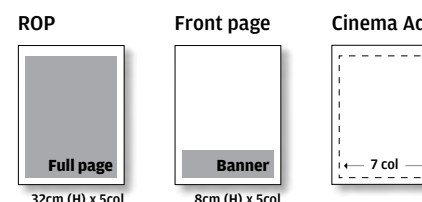
For spot and full colour: minimum size is 27cm (H) x 4col unless specified.  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in red are per single column centimetre.



## 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\$6,846	6,846	6,846
Full Page	32cm (H) x 5col	4,137	5,315	7,210
Half page	16cm (H) x 5col	2,127	2,733	3,708
Quarter page	16cm (H) x 3col	1,277	1,640	2,224
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 red are per single column centimetre and for Cinema Ad only

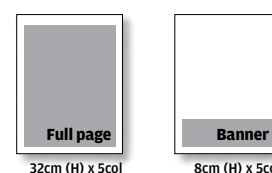


## Sunday Morning Post Family Post

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\$6,846	6,846	6,846
Back Page Banner	8cm (H) x 5col	2,172	2,172	2,172
Outside Back Cover	32cm (H) x 5col	9,508	9,508	9,508
Full Page	32cm (H) x 5col	7,603	7,603	7,603
Half Page	16cm (H) x 5col	3,693	3,693	3,693
Quarter Page	16cm (H) x 3col	2,346	2,346	2,346
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.

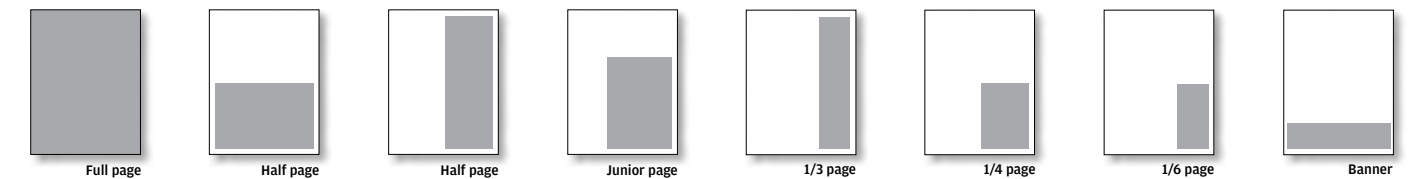
## Prime Positions

Position	B/W	Spot colour	Full colour
Inside front cover spread	US\$n/a	n/a	23,244
Centrespread	n/a	n/a	18,485
Outside back cover	n/a	n/a	15,659
Facing contents page	n/a	n/a	13,236
Facing editorial (First three)	n/a	n/a	11,229
Inside back cover	n/a	n/a	9,854
Contents page	n/a	n/a	3,204

## ROB (Run of book)

Position	B/W	Spot colour	Full colour
Double page spread	US\$10,365	12,142	15,548
Full page	5,183	6,071	7,774
Half page	2,665	3,110	4,146
Junior page	2,490	2,800	3,729
1/3 page	1,999	2,369	2,813
1/4 page	1,407	1,777	2,073
1/6 page	1,051	1,229	1,578
Banner	1,555	1,925	2,369
Specified position		+10%	

## ROB



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 Horizontal (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\$40	53	80
Business/ Pull-Out	37	48	72
City	33	44	67
<b>Sunday Special Report</b>			
Main	33	44	67
Pull-Out	37	48	72

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 red are per single column centimetre.

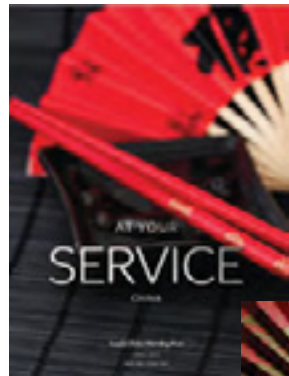
## At Your Service (China, Hong Kong & Asia)

### 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

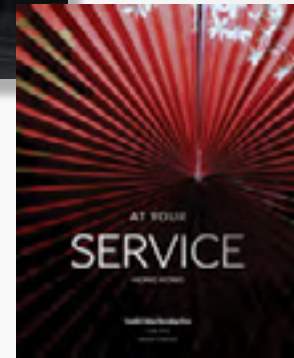


### At Your Service – Hong Kong & Asia

The most comprehensive guide to serviced apartments in Hong Kong and major Asia cities. Coverage includes Singapore, Malaysia and Thailand.

- 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, April, August, October

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%	



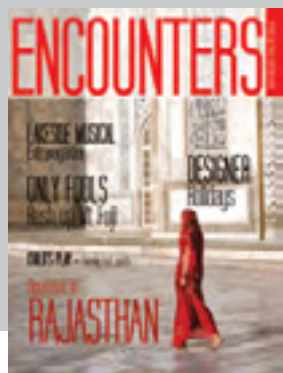
## h

This unique guide provides styling, fashion and grooming tips for the metropolitan male.

- Covering interviews with celebrities, top stylists and fashion personalities, also insightful features on the men's luxury world
- h targets the highly lucrative segment of smart, affluent male executives who are conscious about their appearance, with fine taste and high spending power
- March and September

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover spread	300 X 450mm	306 X 456mm	US\$30,000
2nd DPS	300 X 460mm	306 X 466mm	24,000
DPS	300 X 460mm	306 X 466mm	20,000
1st Table of Contents	300 X 230mm	306 X 236mm	15,000
2nd Table of Contents	300 X 230mm	306 X 236mm	14,000
3rd Table of Contents	300 X 230mm	306 X 236mm	13,650
Editor's Note	300 X 230mm	306 X 236mm	13,000
Masthead	300 X 230mm	306 X 236mm	12,000
Outside Back Cover	300 X 230mm	306 X 236mm	17,000
Specified position	300 X 230mm	306 X 236mm	11,000
ROP	300 X 230mm	306 X 236mm	10,000

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.
- March, June, September and December

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



## Wine+

About wine and spirits, 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.
- 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%	



## Women of Our Time

SCMP's fascinating 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

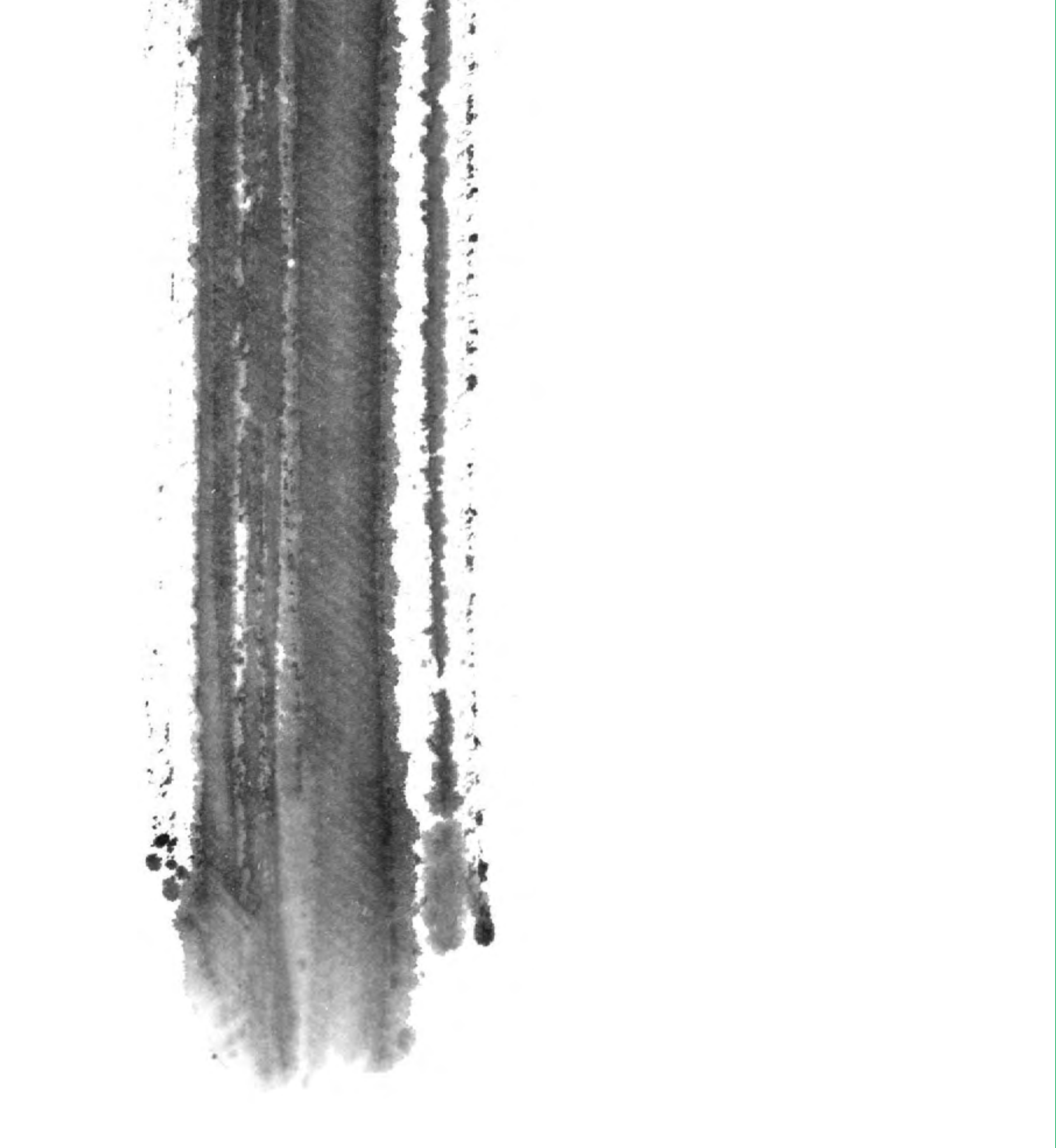
This timepiece-focused luxury publication has been a huge success, reaching the city's most affluent and discerning consumers.

- 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

**1 million**  
Monthly unique visitors <sup>1</sup>

**6 million**  
Monthly page views <sup>1</sup>

**23,200**  
Subscribers <sup>2</sup>

**Age<sup>3</sup>**

<b>33%</b> 29 years old or below	<b>35%</b> 30-39 years old	<b>23%</b> 40-49 years old	<b>10%</b> 50 years old or above
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**Gender<sup>3</sup>**

<b>57%</b> Male	<b>43%</b> Female
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**Education<sup>3</sup>**

**56%**  
University or above

**Monthly Personal Income<sup>3</sup>**  
HK\$40,000 or above

<b>7%</b> Atnext.com (Apple Daily) Orientaldaily.on.cc (ODN) Singtao.com (Sing Tao)	<b>14%</b> Hket.com (HKET)	<b>20%</b> Hkej.com (HKEJ)	<b>22%</b> Thestandard.com.hk (The Standard)	<b>39%</b> SCMP.com (SCMP)
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Source: 1. SCMP.com Google Analytics figures 2. SCMP.com users profile 2012 3. Nielsen Media Index HK Year-End Report 2011

# Advertising Options

The new scmp.com is now presented in a contemporary and easy-to-read design, with intuitive navigation and fully interactive graphics, photos, videos and more. The complete social media integration allows our users to Like, Tweet and Share articles, photos, info graphics and videos with their friends whether online or via their smart phones. The mobile platform is also optimised to deliver the best viewing experience. Our ad options include banner ads, eDM, sponsored channel, iPad and mobile platforms.

## Homepage



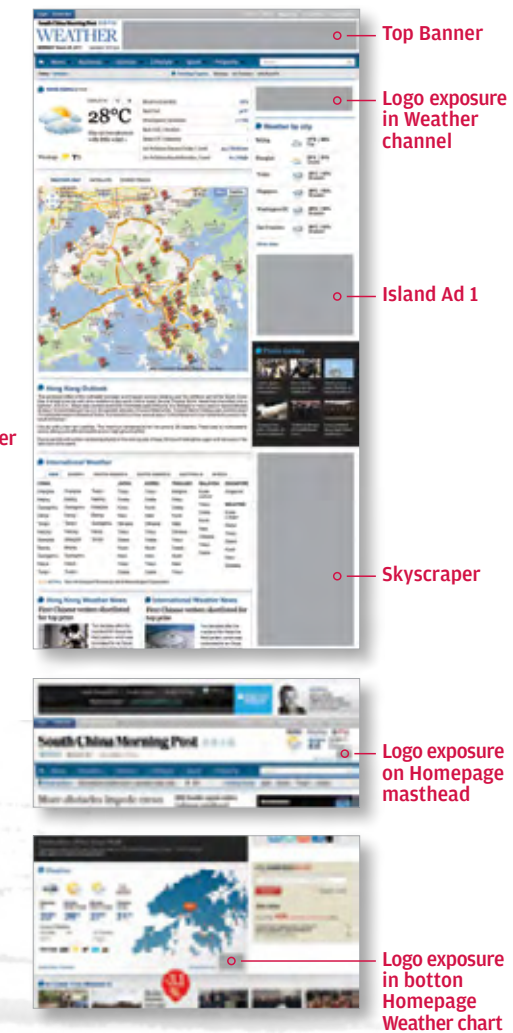
## Article page



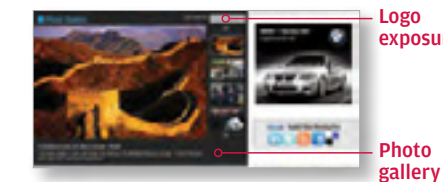
## Magazine page



## Weather sponsorship



## Homepage photo gallery



## Video/Photo page



## Poll sponsorship



# Advertising Options

## CPM Rates

Ad Option	Specifications	Position	CPM (US\$)
Top Banner (Leaderboard)	Dimensions: 728 x 90 px	Homepage	49
	File size: < 25 kb	Run-of-section	31
	File format: JPEG / Animated GIF / Flash	Run-of-site	27
Island Ad 1 (LREC 1)	Dimensions: 300 x 250 px	Homepage	67
	File size: < 30 kb	Run-of-section	47
	File format: JPEG / Animated GIF / Flash	Run-of-site	31
Skyscraper (Half-page Ad)	Dimensions: 300 x 600 px	Homepage	31
	File size: < 60 kb	Run-of-section	26
	File format: JPEG / Animated GIF / Flash	Run-of-site	22
Belly Banner 1	Dimensions: 640 x 150 px	Homepage	36
	File size: < 55 kb	Run-of-section	28
	File format: JPEG / Animated GIF / Flash	Run-of-site	24
Belly Banner 2	Dimensions: 640 x 150 px	Homepage	26
	File size: < 55 kb	Run-of-section	23
	File format: JPEG / Animated GIF / Flash	Run-of-site	19
Island Ad 2 (LREC 2)	Dimensions: 300 x 250 px	Homepage	21
	File size: < 30 kb	Run-of-section	19
	File format: JPEG / Animated GIF / Flash	Run-of-site	15
Curtain Ad	Dimensions: 728 x 90 px => 728 x 270 px	Homepage	67
	File size: < 100 kb		
	File format: Flash		
Site Take-over *	Dimensions: 980 x 760 px => 300 x 250 px	Homepage	128
	File size: < 100 kb		
	File format: Flash		
Skin Ad *	Dimensions: 1,600 x 1,200 px	Homepage	154
	File size: < 100 kb		
	File format: Flash		
Advertorial	Number of words: 1,000 words	News / Business / Lifestyle / Sport	US\$2,500 / week
Video Hosting	Dimensions: 800 x 600 px	Homepage: 25% SOV	US\$1,026 / week
	File size: < 5 MB	Video section:	
	Length of video: 5 min	Most Recent	
	File format: Any digital video format		

Remarks: 1. The new rates are for the revamped SCMP.com and are for reference only. All final rates should refer to the sales order / quotation as prepared by the sales staff of SCMP. 2. Run-of-section - News, Business, Lifestyle, Sport, Property

\* Site Take-over and Skin Ad MUST land onto Island Ad 1, and the CPM rate has included the Island Ad 1 rate already.

## Sponsorship Rates

Monthly Sponsorship	Monthly Rate (US\$)	Entitlement	Dimension (px)
Weather sponsorship - exclusive	30,513	- logo exposure on Homepage masthead	200x45
		- logo exposure in bottom Homepage Weather chart	200x45
		- logo exposure in Weather channel	300x75
		- 100% sov of all Top Banner, Island Ad 1 (LREC) 728x90, 300x250, 300x600 and Skyscraper in Weather channel	
Weather sponsorship - non-exclusive	21,538	- logo exposure on Homepage masthead	200x45
		- logo exposure in bottom Homepage Weather chart	200x45
		- logo exposure in Weather channel	300x35
Homepage Photo Gallery sponsorship	6,154	- logo exposure in bottom Homepage Photo Gallery	200x35

Weekly Sponsorship	Weekly Rate (US\$)	Entitlement	Dimension (px)
Photo player skin	2,308	- skin around video player	980x880
Video player skin	2,308	- skin around photo player	980x880

Poll Sponsorship	Rate (US\$)	Entitlement	Dimension (px)
Polls in Poll Module	3,077 per poll	- Logo exposure in Poll Module on Homepage	160x40
- Max. 1 poll can be sponsored per week		- Logo exposure in Poll Index page	425x70
- Max. 4 answers are allowed in each poll		- Logo exposure in Poll Article page	425x70
- Polling questions to be provided by sponsor, subject to approval of SCMP		- Poll results sharing with sponsor	

# Advertising Options

## 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

### • Specifications

#### 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)

### • Rates

US\$0.2 per eDM for first filter

US\$0.1 per eDM for each additional filter

## eNewsletter



### Published from Monday to Sunday

Ad option: LREC (300 x 250 px)

	Rate per week
English version:	\$359
Traditional Chinese version:	\$231
Simplified Chinese version:	\$449

All rates are in USD

	Number of subscribers
English version:	28,000 +
Traditional Chinese version:	18,000 +
Simplified Chinese version:	35,000 +

## Sponsored Channel

- A dedicated channel focusing on a specific topic
- Benefits of sponsor:
  - Exclusive logo exposure and banner ad spaces
  - Reaching the quality readers of SCMP
  - Platform to publish Sponsored Articles provided by sponsor
- Standard rate:
  - US\$30,000 per month
  - Min sponsor period: 3 months
- Please contact our sales for more customized options



# SCMP iPad™



- Over **131,000** app downloads\*.
  - Text, video and interactive functionality.
- \* As of Jun 2012

## Advertising Options

With improved advertising options, you can place interactive banners in still, animated or video format, hyperlink to your website, offer engaging games and get creative with your advertising message.

Section	Rate per insertion	Entitlement
News	\$9,615	
China	\$5,128	
Asia	\$5,128	1 ad pointer + 1 full-page ad + 1 full-page rich-media ad
World	\$5,128	
Business	\$5,128	
City	\$5,128	
Sport	\$5,128	

All rates are based on a 2-week insertion period and in USD

### Specifications:

Ad pointer: 309 x 194 px, 100kb  
Full-page ad: 1024 x 702 px, 800kb

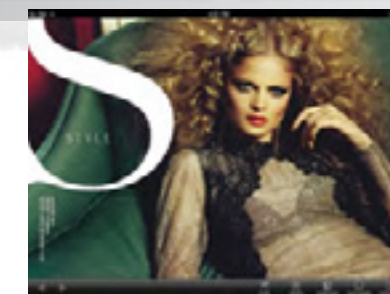
### Rich-media ad (video):

File Format: .m4v, .mp4  
and .mov (H.264 video)  
FPS: 30 frames per second  
Size: Max. 1280 x 720 px  
File Size: Max. 8MB



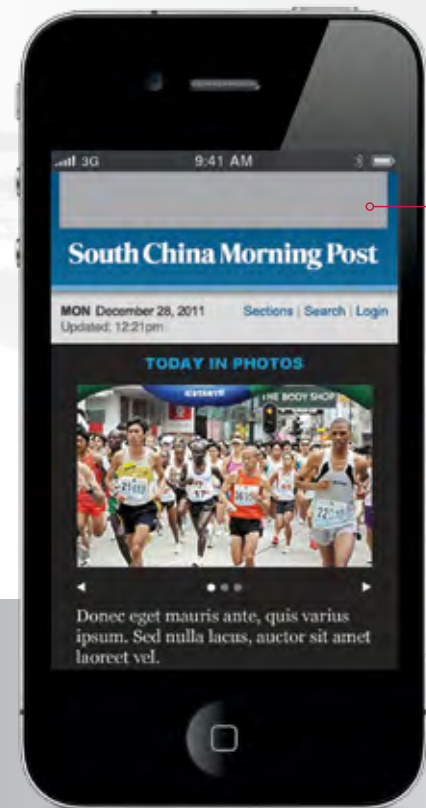
## SCMP iPad Magazines

- Offer brand new reading experience for readers
- Full interactive and multimedia advertising opportunities
- Please contact our sales for more customized options



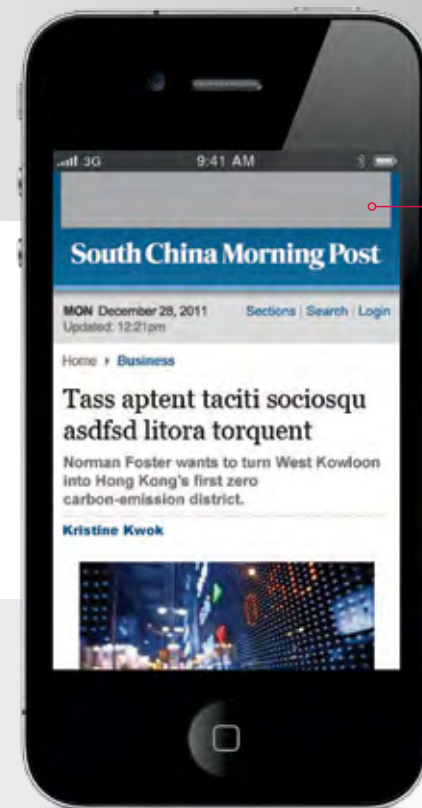
# SCMP Mobile

Homepage



Banner

Article page

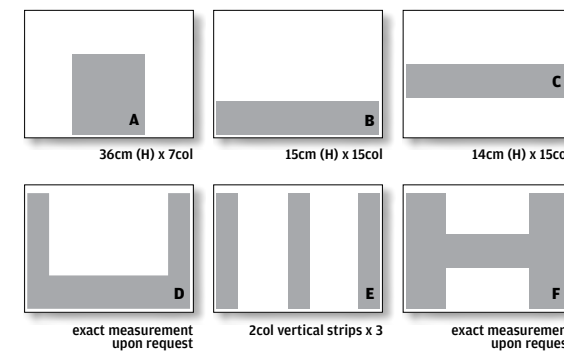


Banner

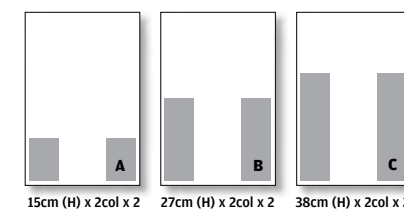
- Ad format: Banner
- Ad features: Video, Animation, Social Media, Interactive Button, Hyperlinks, Game etc.
- Rate: Please contact our sales for details

# Special Advertising Formats

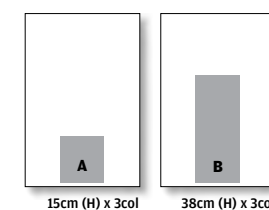
## Centrespread



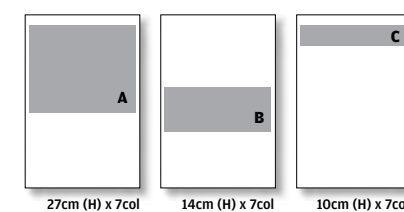
## Pairs



## 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 front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)	full circulation only	5,128	32,379*
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)	14cm (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 2014

US\$221,795

### Production charge

US\$16,667

### Installation charge

US\$5,128

### 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: 14 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

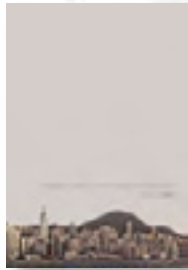


# SCMP Marketing Solutions

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 Solutions offers a new breed of marketing solutions to clients.

# Custom Publishing



DLN - Hong Kong : A 40-Year Evolution



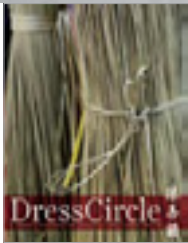
Moving Experience: The MTR's First 36 Years



SHANG magazine



One Mayfair - The Pinnacle of Luxury Living



DressCircle magazine



Happy Valley - A World Apart

With our extensive editorial experience, we offer quality custom publishing solutions 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 Starstreet Gourmet & Wine Walk is an example of high-profile events that has been the talk of the town.

Crazy About Food for Brim 28



Starstreet Gourmet & Wine Walk

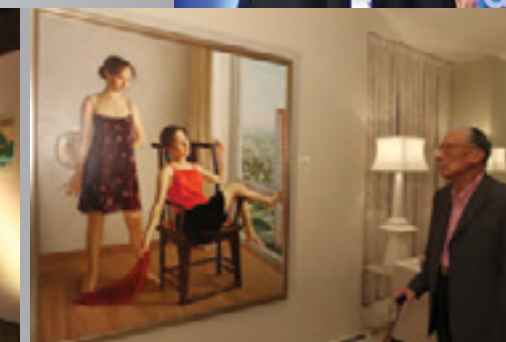
Events organised by SCMP Marketing Solutions are in many versatile formats, such as networking functions, exhibitions, book and product launches and food and beverage-related events.



Financial Planner Awards



Upon a Wave of Opulence



Timeless Treasures



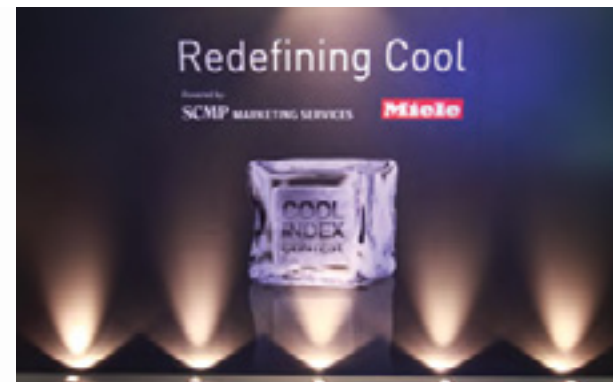
Live-in Chef Grand Unveiling

# 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 Solutions • Custom Publishing • Event Management
- Consumer Promotions • Interactive Programmes • Video Production

# Mechanical Details

## Ad sizes

### SCMP & Sunday Morning Post<sup>#</sup>

<sup>#</sup>Effective from Aug 20, 2012

	Broadsheet	Tabloid
Column height	54cm	32cm
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 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.

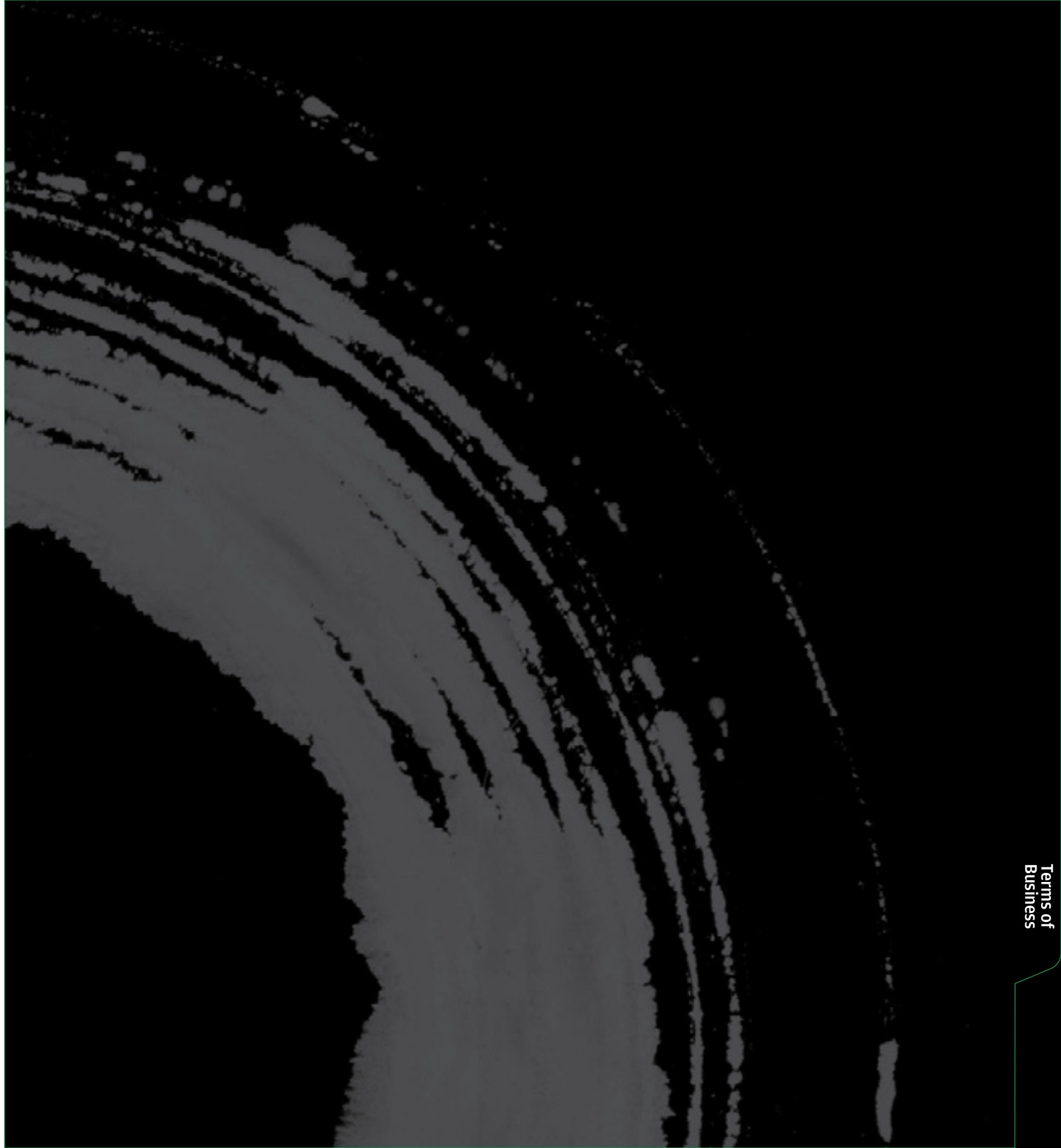
### scmp.com

#### 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. In the event that the collaboration between SCMP and the advertiser and/or its advertising agent(s) hereunder involves the use, access, handling or otherwise of any personal data, all parties undertake that: (i) they shall comply with all relevant laws and regulations regarding personal data privacy; and (ii) they shall not retain such data longer than necessary for the purpose(s) as authorized and shall take all reasonable measures to prevent any unauthorized and/or accidental use, access, erasure, loss, modification or processing of the same.
  13. 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.
  14. 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.
  15. 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.
  16. 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

17. 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.
18. 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.
19. 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.
20. 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.
21. Not all sections of all newspapers are sent to all readers.

# Overseas Sales Representative Contacts

## Australia

Publisher's Internationalé  
Level 10, 131 York Street  
Sydney, NSW AUS 2000

Charlton D'Silva  
CEO  
Tel: 612 9252 3476  
Fax: 612 9252 2022

Zorka Sipkova  
National Sales Manager -  
International Media  
Tel: 612 8298 9318  
Fax: 612 9252 2022

## Belgium

Publicitas NV  
Airway Park D / Lozenberg 23, BE1932  
Zaventem (Sint-Stevens-Woluwe)  
Fax: 0032 (2) 639 84 30  
[www.publicitas.com/belgium](http://www.publicitas.com/belgium)

Sylvie Hertveldt  
Sales Manager  
E-mail: [sylvie.hertveldt@publicitas.com](mailto:sylvie.hertveldt@publicitas.com)

Ingrid Bellis  
Client Services Director  
E-mail: [ibellis@publicitas.com](mailto:ibellis@publicitas.com)

## France

Publicitas S.A.  
26, Avenue Victor-Hugo  
F - 75116 Paris  
Tel: 33 (0)1 45 00 66 08  
Fax: 33 (0)1 45 00 94 81  
E-mail: [ppn-paris@publicitas.com](mailto:ppn-paris@publicitas.com)

Claire Goueythieu  
Managing Director  
E-mail: [cgoueythieu@publicitas.com](mailto:cgoueythieu@publicitas.com)

## Germany

Publicitas Germany GmbH  
Oederweg 52-54  
D-60318 Frankfurt  
Tel: (49)-69-719 149-0  
Fax: (49)-69-719 149-30  
E-mail: [ppn-germany@publicitas.com](mailto:ppn-germany@publicitas.com)

Sven Kietz  
Managing Director  
E-mail: [skietz@publicitas.com](mailto:skietz@publicitas.com)

Stephan Weber  
Regional Manager  
E-mail: [sweber@publicitas.com](mailto:sweber@publicitas.com)

Munich Sales Office  
Rosenkavalierplatz 14  
D-81925 Munich  
Tel: (49)-89-921 06-0  
Fax: (49)-89-921 06-30  
E-mail: [ppn-germany@publicitas.com](mailto:ppn-germany@publicitas.com)

Christoph Hoefler  
Deputy Managing Director  
E-mail: [choefler@publicitas.com](mailto:choefler@publicitas.com)

Martina Kadelbach  
E-mail: [mkadelbach@publicitas.com](mailto:mkadelbach@publicitas.com)

## India

MEDIA STAR  
20,Vaswani Mansion  
120,Dinshaw Vachha Road  
Church gate, Mumbai - 400020  
Tel: 022-22815538 / 42202118  
Fax: 022-22839619  
E-mail: [ravi@mediastar.co.in](mailto:ravi@mediastar.co.in)

Ravi Lalwani  
Managing Director

## Japan

Intergroup Communications Ltd.  
1-4-16-102 Zaimokuza  
Kamakura 248-0013  
Japan  
Tel: (81) 467-25-2763  
Fax: (81) 467-25-2837  
E-mail: [intergroup@bz01.plala.or.jp](mailto:intergroup@bz01.plala.or.jp)

Jiro Semba  
E-mail: [jiro.semba@bz01.plala.or.jp](mailto:jiro.semba@bz01.plala.or.jp)

Yasushi Watanabe  
E-mail: [Watanabe@bz01.plala.or.jp](mailto:Watanabe@bz01.plala.or.jp)

# Overseas Sales Representative Contacts

## Korea

International Media Services Co., Ltd.  
28-11, Nonhyun-dong  
Kangnam-Gu, Seoul 135-010  
Korea  
Tel: (822) 3443 6200  
Fax: (822) 3443 6230

Ho - Geun Lee  
E-mail: main@ims.seoul.kr

## Latin America

International Media Plata-Forms Ltd.  
Loyola 963  
Piso 4 C & D  
Villa Crespo  
Codigo Postal 1414  
Ciudad Autonoma de Buenos Aires  
Argentina  
Tel: 00 5411 4777 4581

Juan Plata  
Chief Executive Officer  
E-mail: jn\_plata@yahoo.com

## Middle East

Red Dot Media  
Office 1107 Fortune Executive Tower,  
Jumeirah Lakes Towers,  
PO Box 358639  
Dubai, UAE  
Tel: +971 4 422 8900  
Fax: +971 4 422 8901

Manoj Khimji  
Managing Director  
Email: manoj@reddot-media.com

## Nepal & Bangladesh

Media South Asia Pvt Ltd  
Baluwatar - 4  
P.O. Box 8976  
Kathmandu  
Nepal  
Tel: 977 1 4420848  
Fax: 977 1 4421179  
E-mail: mediarep@subisu.net.np

Hari Saran  
General Manager  
E-mail: mediarep@mos.com.np

## New Zealand

McKay & Bowman International Media  
Representatives Ltd.  
60 McBreen Avenue  
P.O. Box 36-490, Northcote  
Auckland 0748, New Zealand  
Tel: (64) 9 419 0561  
Fax: (64) 9 419 2243

Neil Bowman  
E-mail: neil@mckaybowman.co.nz

## Philippines

Space Marketing Philippines Inc  
Unit 1404, 104 Tordesillas Street  
Salcedo Village, Makati City  
Philippines  
Tele: 632 828 0948

Napoleon R. Cruz  
E-mail: napcruz@pldttdsl.net

## Portugal & Spain

PUBLICOSMOS, LDA  
(International Media Representation  
Bureau)  
Av. Costa Pinto, 91  
2750-329 Cascais  
Portugal  
Tel: +351 21 4577293

Mariana Inverno  
Director  
E-mail: pubcosmos@pubcosmos.com

## Switzerland

Main office  
PUBLICITAS International Switzerland  
Kornhausgasse 5/7  
P.O. Box  
CH-4002 Basel/Switzerland  
Tel: +41 61 275 47 11  
Fax: +41 61 275 47 30  
E-mail: ppn-basel@publicitas.com

Alain Lamy  
Managing Director  
E-mail: alamy@publicitas.com

Cordula Nebiker  
Sales Director Newspaper  
E-mail: cnebiker@publicitas.com

Zurich Sales Office  
Muertschenstrasse 39  
P.O. Box  
CH - 8010 Zurich /Switzerland  
Tel: 41 43 222 58 00  
Fax: 41 43 222 58 09  
E-mail: ppn-zuerich@publicitas.com

Heinrich Jung  
E-mail: hjung@publicitas.com

Martina Angst  
E-mail: mangst@publicitas.com

Lausanne Sales Office  
Avenue des Mousquines 4  
P.O. Box  
CH - 1001 Lausanne  
Tel: 41 21 213 63 11  
Fax: 41 21 213 63 12  
E-mail: ppn-lausanne@publicitas.com

Rose-Marie Rey  
E-mail: rmrey@publicitas.com

## Taiwan

Advance Media Services Ltd.  
10F-9, 328 Sung Chiang Road,  
Taipei, Taiwan  
Tel: (886-2) 2523 8268  
Fax: (886-2) 2521 4456

Keith Lee  
Managing Director  
E-mail: leekh@ms4.hinet.net

## Thailand

N.J. International Media Co., Ltd.  
317 Kamolsukosol Bldg., 10th Floor  
Unit 10A, Silom Road, Bangrak  
Bangkok 10500, Thailand  
Tel: (662) 635 5185  
Fax: (662) 635 5187  
E-mail: njmedia@asianet.co.th

Nartnittha Jirarayapong  
E-mail: noo@njintermedia.com

Publicitas (Thailand) Ltd.  
5th Floor, Lumpini I Building, 239/2  
Soi Sarasin, Rajdamri Road, Lumpini,  
Pathumwan  
Bangkok 10330, Thailand  
Tel: (662) 651 9273 to 7  
Fax: (662) 651 9278

Steven Fong  
Managing Director  
E-mail: steven.fong@publicitas.com

## United Kingdom

Publicitas Ltd.  
Gordon House  
10 Greencoat Place  
London SW1P 1PH  
U.K.  
Tel: 44 (020) 7592 8300  
Fax: 44 (020) 7592 8301

Oliver Eills  
Managing Director  
E-mail: oliver.eills@publicitas.com

Emilie Errante  
Sales Director  
E-mail: Emilie.errante@publicitas.com

## U.S.A.

Publicitas North America, Inc.  
330 Seventh Ave., 5th Floor  
New York, NY 10001 USA  
Tel: 1 212 599 5057  
Fax: 1 212 599 8298  
E-mail: ppn-newyork@publicitas.com

Howard Moore  
Managing Director  
E-mail: howard.moore@publicitas.com

Olivier Berton  
International Advertising Director  
E-mail: olivier.berton@publicitas.com

## Singapore

South China Morning Post (S) Pte Ltd  
171 Chin Swee Rd, #03-04, San Centre  
Singapore 169877  
Tel: (65) 6734 8628  
Fax: (65) 6734 8638  
E-mail: advertising@scmp.com

# 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 Solutions 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)