

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. 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

Circulation¹ **108,047** **88,131**
South China Morning Post Sunday Morning Post

Readership² **396,000**
SCMP & Sunday Morning Post Combined

Age² **38%** **53%** **9%**
29 years old or below 30 to 49 years old 50 years old or above

Gender² **61%** **39%**
Male Female

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

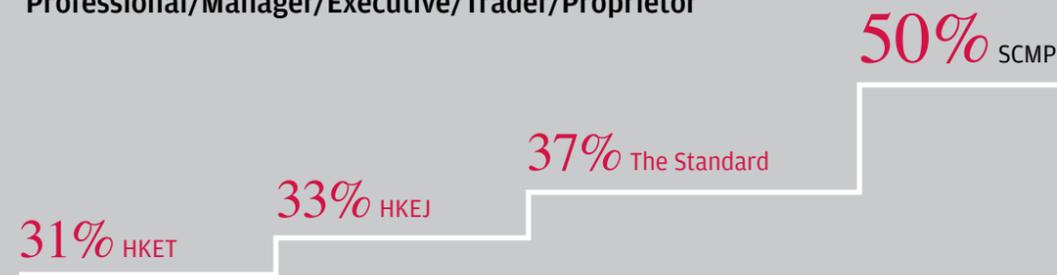
Education² **60%**
University or above



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

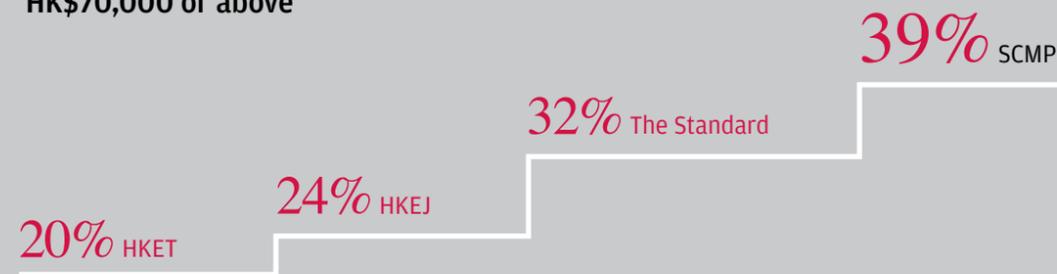
Occupation

Professional/Manager/Executive/Trader/Proprietor²



Monthly Household Income²

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

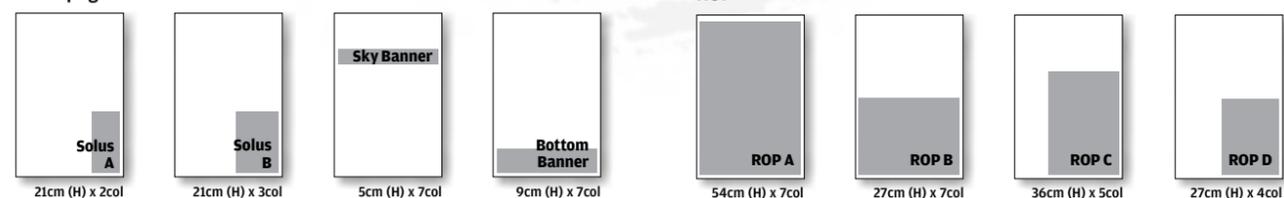
Our new Monday to Saturday Main section is brighter, easier to navigate and features insightful and up-to-date news, analysis and commentary.

- 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	HK\$39,900	53,235	79,800
B	21cm (H) x 3col	Non-cancellable	59,220	78,960	118,440
Sky Banner	5cm (H) x 7col	Non-cancellable	59,220	78,960	118,440
Bottom Banner	9cm (H) x 7col	Non-cancellable	59,220	78,960	118,440
ROP A	54cm (H) x 7col		99,414	134,946	202,608
B	27cm (H) x 7col		49,707	67,473	101,304
C	36cm (H) x 5col		47,340	64,260	96,480
D	27cm (H) x 4col		28,404	38,556	57,888

Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	493	658	987
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	466	621	931
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	438	584	876
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	417	556	834
Back Page	Full Page		398	530	795
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		355	474	711
Specified Position	Min: 27cm (H) x 4col		314	419	628
Front Half	Min: 27cm (H) x 4col		295	392	589
Run of paper (ROP)	Min: 8cm (H) x 2col		263	357	536

Front page



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

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



Business

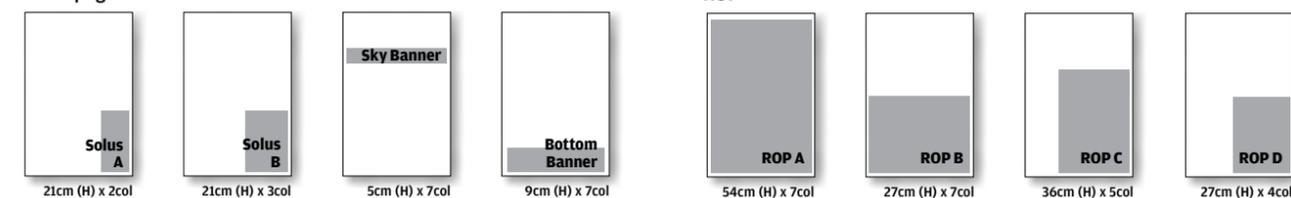
Hong Kong's business leaders need a source of information they can trust, which is why the *South China Morning Post* is the number one publication for Hong Kong's business elite.

- 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	HK\$23,415	29,820	44,100
B	21cm (H) x 3col	Non-cancellable	35,070	44,625	66,150
Sky Banner	5cm (H) x 7col	Non-cancellable	31,125	39,650	58,760
Bottom Banner	9cm (H) x 7col	Non-cancellable	35,070	44,625	66,150
ROP A	54cm (H) x 7col		109,620	140,616	210,924
B	27cm (H) x 7col		54,810	70,308	105,462
C	36cm (H) x 5col		52,200	66,960	100,440
D	27cm (H) x 4col		31,320	40,176	60,264

Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	432	523	785
Back Page (Solus)	Max: 21cm (H) x 4col		382	490	735
Specified Position	Min: 27cm (H) x 4col		348	446	670
ROP	Min: 8cm (H) x 2col		290	372	558
IPO/Notices			380	505	760
eIPO/Congratulatory			282	361	542
Mutual fund listing		Mon - Sat only			Unit Rate HK\$726 per month
Mutual fund logo		Mon - Sat only			Unit Rate HK\$5,000 per month

Front page



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

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



City

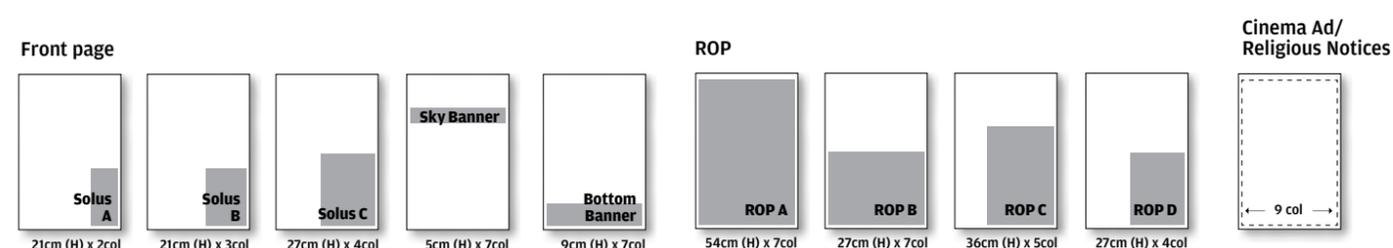
Hong Kong's vibrant community wants to know what's going on in town. The City section is the place to go for the latest news from the city that never sleeps, as well as a guide to understanding Hong Kong, and a forum for debate and action.

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

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

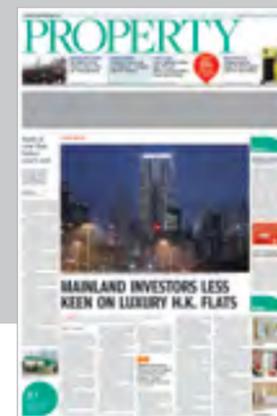
- Published every Saturday.
- Features Weddings and Society, as well as key news and information about Hong Kong.
- Sports coverage.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$18,600	24,835	37,190
B	21cm (H) x 3col	Non-cancellable	28,070	37,420	56,130
C	27cm (H) x 4col	Non-cancellable	43,785	58,380	87,570
Sky Banner	5cm (H) x 7col	Non-cancellable	22,600	30,090	45,200
Bottom Banner	9cm (H) x 7col	Non-cancellable	25,510	34,020	51,030
ROP A	54cm (H) x 7col		77,490	97,902	134,568
B	27cm (H) x 7col		38,745	48,951	67,284
C	36cm (H) x 5col		36,900	46,620	64,080
D	27cm (H) x 4col		22,140	27,972	38,448
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	350	442	610
Back Page	27cm (H) x 4col or Full Page		266	335	461
Specified Position	Min: 27cm (H) x 4col		246	310	427
ROP	Min: 8cm (H) x 2col		205	259	356
Personal Announcements	Min: 3cm (H) x 1col		247	371	494
	Lineage - Min: 6 lines			HK\$82 per line	
Cinema Ad	Min: 3cm (H) x 1col (9 columns)		50	75	100
Religious Notices	Min: 3cm (H) x 1col (9 columns)		43	65	86



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

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

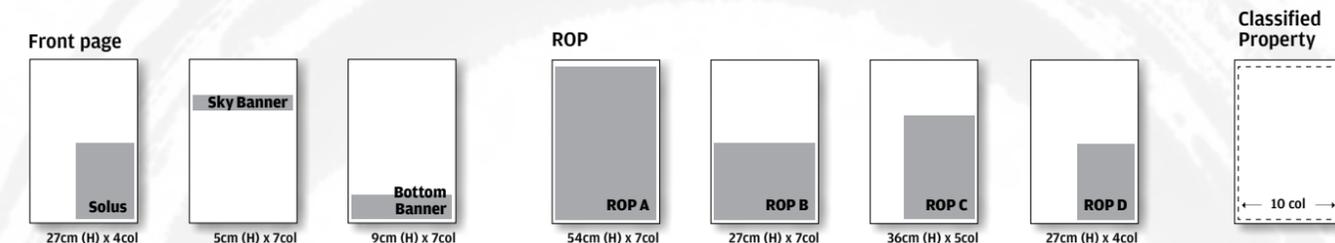


Property

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	HK\$51,030	68,040	102,060
Sky Banner	5cm (H) x 7col	Non-cancellable	26,480	35,260	52,950
Bottom Banner	9cm (H) x 7col	Non-cancellable	29,820	39,795	59,640
ROP A	54cm (H) x 7col		116,802	145,908	218,106
B	27cm (H) x 7col		58,401	72,954	109,053
C	36cm (H) x 5col		55,620	69,480	103,860
D	27cm (H) x 4col		33,372	41,688	62,316
Page 3	Min: 27cm (H) x 4col	Full colour pre-empts B/W	405	514	770
Specified Position	Min: 27cm (H) x 4col		351	446	670
ROP	Min: 8cm (H) x 2col		309	386	577
Classified Property	Min: 3cm (H) x 1col (10 columns)		215	247	280
	Lineage - Min: 6 lines			HK\$74 per line	
	Lineage with Photo - Min: 6 lines			HK\$111 per line	



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

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in 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	HK\$215	247	280
	Lineage		HK\$74 per line	
	Lineage with Photo		HK\$111 per line	
Motors & Boats	ROP	215	247	280
	Lineage		HK\$74 per line	
	Lineage with Photo		HK\$97 per line	
Notices	ROP	209	278	418
Services Guide	Min: 3cm (H) x 2col	57	65	74
	Min: 3cm (H) x 2col (30 consecutive days)	52	60	67
Trading Post	ROP - Min: 2cm (H) x 1col	62	71	80
	Lineage: Min 4 lines		HK\$21 per line	
Miscellaneous	ROP	215	247	280
	Lineage		HK\$74 per line	
Specified Position			+20%	

ROP



32cm (H) x 8col

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.



32cm (H) x 5col



8cm (H) x 5col

Position	Size	B/W	Spot colour	Full colour
Front Page Banner	8cm (H) x 5col	HK\$53,395	53,395	53,395
Back Page Banner	8cm (H) x 5col	16,945	16,945	16,945
Outside Back Cover	32cm (H) x 5col	74,160	74,160	74,160
Full Page	32cm (H) x 5col	59,300	59,300	59,300
Half Page	16cm (H) x 5col	28,805	28,805	28,805
Quarter Page	16cm (H) x 3col	18,300	18,300	18,300
Specified position			+10%	

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



Racing Post

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

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

Position	Size	B/W	Spot colour	Full colour
Full Page	32cm (H) x 5col	HK\$29,380	38,935	58,760
Half Page	16cm (H) x 5col	14,690	19,470	29,380
Quarter Page	16cm (H) x 3col	8,815	11,680	17,630

ROP Solus/Specified Solus: +40% loading

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



32cm (H) x 5col



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	32cm (H) x 5col	HK\$11,900	16,975	26,250
Half Page - Vertical	32cm (H) x 2col			10,500
Half Page - Horizontal	16cm (H) x 5col			13,500

Sunday

Position	Size	B/W	Spot colour	Full colour
Full Page	32cm (H) x 5col	28,525	37,800	57,050
Half Page - Vertical	32cm (H) x 2col			22,820
Half Page - Horizontal	16cm (H) x 5col			29,340

ROP Solus/Specified Solus: +40% loading

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



Sunday Morning Post

Main

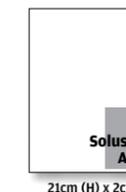
Sunday mornings are the perfect time to relax and catch up with the news at your leisure.

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

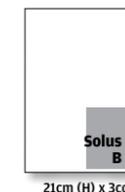
Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$30,450	40,635	60,900
B	21cm (H) x 3col	Non-cancellable	45,045	60,060	90,090
Bottom Banner	9cm (H) x 7col	Non-cancellable	45,045	60,060	90,090
ROP A	54cm (H) x 7col		84,672	111,132	147,798
B	27cm (H) x 7col		42,336	55,566	73,899
C	36cm (H) x 5col		40,320	52,920	70,380
D	27cm (H) x 4col		24,192	31,752	42,228

Page 3 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	343	457	686
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W	334	445	667
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	318	424	637
Back Page (Solus)	Full Page		306	408	612
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		273	364	546
Specified Position	Min: 27cm (H) x 4col		261	343	456
Front Half	Min: 8cm (H) x 2col		245	323	431
ROP	Min: 8cm (H) x 2col		224	294	391
Notices			380	505	760

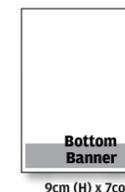
Front page



21cm (H) x 2col



21cm (H) x 3col

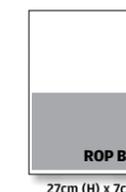


9cm (H) x 7col

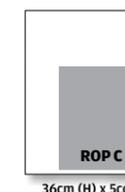
ROP



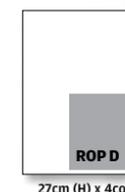
54cm (H) x 7col



27cm (H) x 7col



36cm (H) x 5col



27cm (H) x 4col

ROP Solus/Specified Solus: +40% loading

Rates are calculated in 7 columns unless specified

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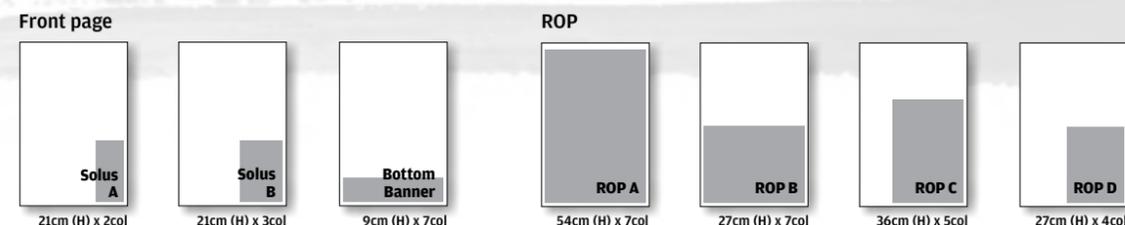


Sunday Morning Post Sport Sunday

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

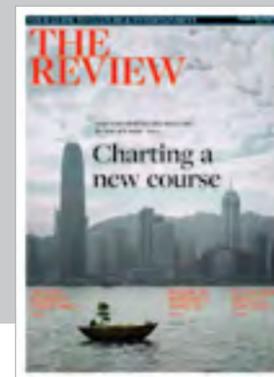
- The most comprehensive roundup of all the sporting action, locally and from around the world.
- Get behind the scenes to focus on what's making sporting headlines, with special interviews and analysis.

Position	Size	Remarks	B/W	Spot colour	Full colour
Front Page Solus A	21cm (H) x 2col	Non-cancellable	HK\$12,075	15,960	24,150
B	21cm (H) x 3col	Non-cancellable	18,060	23,940	36,120
Bottom Banner	9cm (H) x 7col	Non-cancellable	18,060	23,940	36,120
ROP A	54cm (H) x 7col		65,394	84,672	114,534
B	27cm (H) x 7col		32,697	42,336	57,267
C	36cm (H) x 5col		31,140	40,320	54,540
D	27cm (H) x 4col		18,684	24,192	32,724
Specified Position	Min: 27cm (H) x 4col		208	268	364
ROP	Min: 8cm (H) x 2col		173	224	303



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

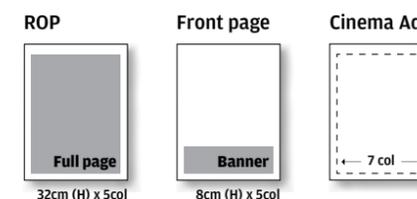
For spot and full colour: minimum size is 27cm (H) x 4col unless specified.
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in red are per single column centimetre.



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	HK\$53,395	53,395	53,395
Full Page	32cm (H) x 5col	32,265	41,460	56,240
Half page	16cm (H) x 5col	16,590	21,320	28,920
Quarter page	16cm (H) x 3col	9,960	12,790	17,350
Cinema Ad	Min: 3cm (H) x 1col (7 columns)	50	75	100

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

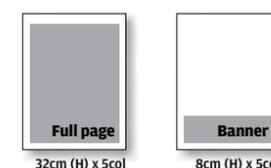


Sunday Morning Post Family Post

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	HK\$53,395	53,395	53,395
Back Page Banner	8cm (H) x 5col	16,945	16,945	16,945
Outside Back Cover	32cm (H) x 5col	74,160	74,160	74,160
Full Page	32cm (H) x 5col	59,300	59,300	59,300
Half Page	16cm (H) x 5col	28,805	28,805	28,805
Quarter Page	16cm (H) x 3col	18,300	18,300	18,300
Specified position			+10%	

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



Sunday Morning Post Post Magazine

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

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

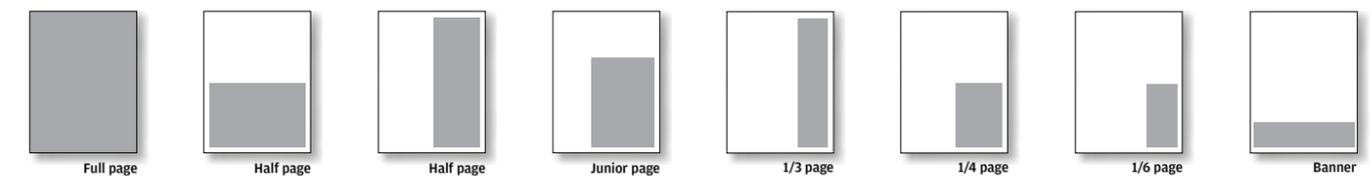
Prime Positions

Position	B/W	Spot colour	Full colour
Inside front cover spread	HK\$n/a	n/a	181,300
Centrespread	n/a	n/a	144,180
Outside back cover	n/a	n/a	122,140
Facing contents page	n/a	n/a	103,240
Facing editorial (First three)	n/a	n/a	87,590
Inside back cover	n/a	n/a	76,860
Contents page	n/a	n/a	24,990

ROB (Run of book)

Position	B/W	Spot colour	Full colour
Double page spread	80,850	94,710	121,275
Full page	40,425	47,355	60,640
Half page	20,790	24,255	32,340
Junior page	19,425	21,840	29,085
1/3 page	15,595	18,480	21,945
1/4 page	10,975	13,860	16,170
1/6 page	8,200	9,590	12,310
Banner	12,130	15,015	18,480
Specified position		+10%	

ROB



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



LuxeHomes

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

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

15% agency commission only applies to display ad.



LuxeHomes – Annual Edition

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

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



Special Reports

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

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

Themes include

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

Newspaper supplements

Position	B/W	Spot colour	Full colour
Main	HK\$313	415	625
Business/ Pull-Out	290	372	558
City	261	346	521
Sunday Special Report			
Main	261	346	521
Pull-Out	290	372	558

Rates are calculated in 7 columns unless specified

Glossy magazines

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

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

Prime positions

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

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

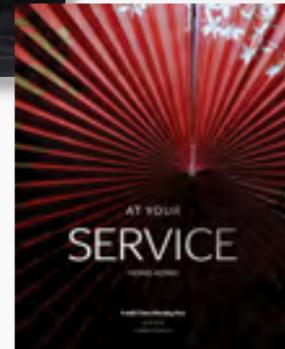
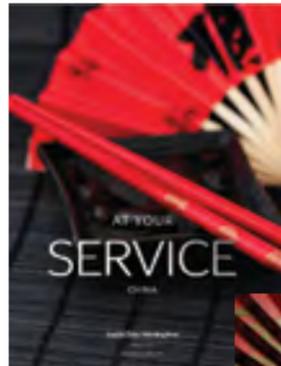
At Your Service (China, Hong Kong & Asia)

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.



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	HK\$54,000
Full page	277 x 213mm	283 x 219mm	36,000
Inside front cover spread	277 x 416mm	283 x 422mm	75,000
Outside back cover	277 x 213mm	283 x 219mm	51,000
Facing contents page	277 x 213mm	283 x 219mm	41,100
Specified position		+10%	



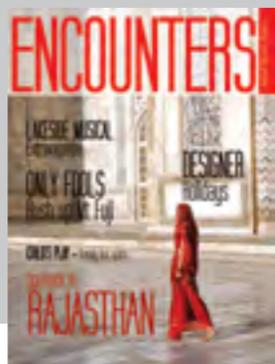
h

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	HK\$234,000
2nd DPS	300 X 460mm	306 X 466mm	187,200
DPS	300 X 460mm	306 X 466mm	156,000
1st Table of Contents	300 X 230mm	306 X 236mm	117,000
2nd Table of Contents	300 X 230mm	306 X 236mm	109,200
3rd Table of Contents	300 X 230mm	306 X 236mm	106,470
Editor's Note	300 X 230mm	306 X 236mm	101,400
Masthead	300 X 230mm	306 X 236mm	93,600
Outside Back Cover	300 X 230mm	306 X 236mm	132,600
Specified position	300 X 230mm	306 X 236mm	85,800
ROP	300 X 230mm	306 X 236mm	78,000

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



Encounters

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

- Unlike other magazines filled with dry itineraries, Encounters only presents first-hand reports on the best places to eat, sleep and explore
- Topics covered including private islands, charter jets, eco-tours, yachting, luxury golfing, meditation retreats, interviews with personalities on their travel experiences, and much more.
- 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	HK\$79,950
Double page spread	277 x 426mm	283 x 432mm	129,480
Full page	277 x 213mm	283 x 219mm	68,640
Inside back cover	277 x 208mm	283 x 214mm	72,540
Outside back cover	277 x 213mm	283 x 219mm	90,090



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



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	HK\$234,000
2nd DPS	277 x 464mm	283 x 470mm	187,200
DPS	277 x 464mm	283 x 470mm	156,000
1st Table of contents	277 x 232mm	283 x 238mm	117,000
2nd Table of contents	277 x 232mm	283 x 238mm	109,200
Editor's note	277 x 232mm	283 x 238mm	101,400
Masthead	277 x 232mm	283 x 238mm	93,600
Outside back cover	277 x 232mm	283 x 238mm	132,600
Specified position	277 x 232mm	283 x 238mm	72,000
ROP	277 x 232mm	283 x 238mm	60,000

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



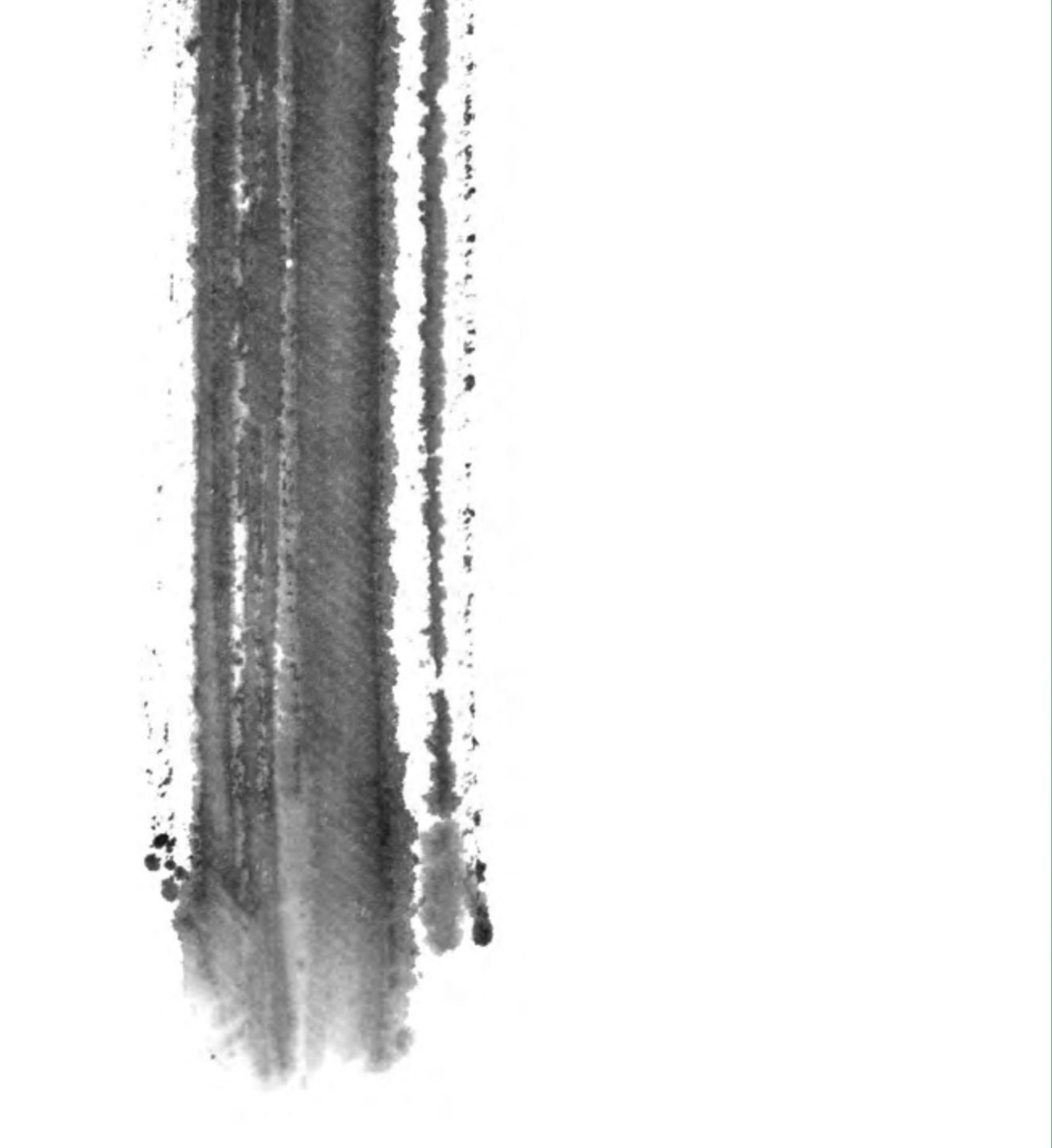
XXIV

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

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

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

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



Meet Our Online Readers

1 million
Monthly unique visitors ¹

6 million
Monthly page views ¹

23,200
Subscribers ²

Age ³

33%
29 years old or below

35%
30-39 years old

23%
40-49 years old

10%
50 years old or above

Gender ³

57%
Male

43%
Female

Education ³

56%
University or above

Monthly Personal Income ³

HK\$40,000 or above

7%
Atnext.com
(Apple Daily)
Orientaldaily.on.cc
(ODN)
Singtao.com
(Sing Tao)

14%
Hket.com
(HKET)

20%
Hkej.com
(HKEJ)

22%
Thestandard.com.hk
(The Standard)

39%
SCMP.com
(SCMP)

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.

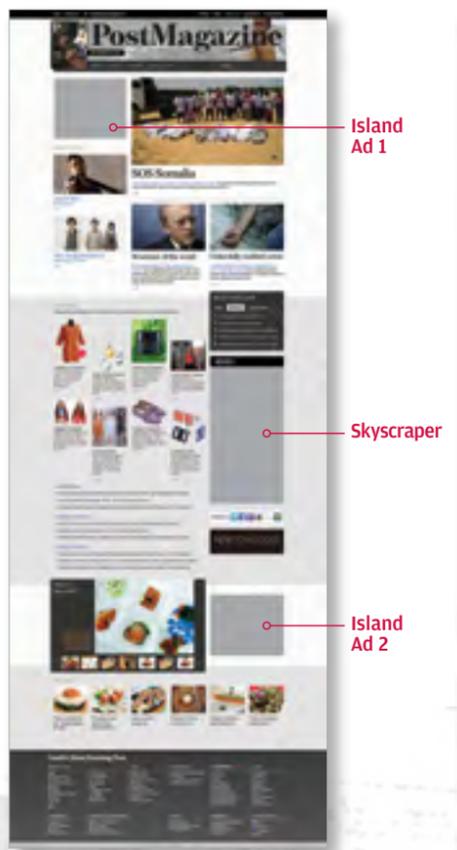
Homepage



Article page



Magazine page



Weather sponsorship



Homepage photo gallery



Video/Photo page



Poll sponsorship



Advertising Options

CPM Rates

Ad Option	Specifications	Position	CPM (HK\$)
Top Banner (Leaderboard)	Dimensions: 728 x 90 px	Homepage	380
	File size: < 25 kb	Run-of-section	245
	File format: JPEG / Animated GIF / Flash	Run-of-site	210
Island Ad 1 (LREC 1)	Dimensions: 300 x 250 px	Homepage	520
	File size: < 30 kb	Run-of-section	370
	File format: JPEG / Animated GIF / Flash	Run-of-site	240
Skyscraper (Half-page Ad)	Dimensions: 300 x 600 px	Homepage	240
	File size: < 60 kb	Run-of-section	200
	File format: JPEG / Animated GIF / Flash	Run-of-site	170
Belly Banner 1	Dimensions: 640 x 150 px	Homepage	280
	File size: < 55 kb	Run-of-section	220
	File format: JPEG / Animated GIF / Flash	Run-of-site	190
Belly Banner 2	Dimensions: 640 x 150 px	Homepage	200
	File size: < 55 kb	Run-of-section	180
	File format: JPEG / Animated GIF / Flash	Run-of-site	150
Island Ad 2 (LREC 2)	Dimensions: 300 x 250 px	Homepage	160
	File size: < 30 kb	Run-of-section	150
	File format: JPEG / Animated GIF / Flash	Run-of-site	120
Curtain Ad	Dimensions: 728 x 90 px => 728 x 270 px	Homepage	525
	File size: < 100 kb		
	File format: Flash		
Site Take-over *	Dimensions: 980 x 760 px => 300 x 250 px	Homepage	1,000
	File size: < 100 kb		
	File format: Flash		
Skin Ad *	Dimensions: 1,600 x 1,200 px	Homepage	1,200
	File size: < 100 kb		
	File format: Flash		
Advertorial	Number of words: 1,000 words	News / Business / Lifestyle / Sport	HK\$19,500 / week
Video Hosting	Dimensions: 800 x 600 px	Homepage: 25% SOV	HK\$8,000 / 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 (HK\$)	Entitlement	Dimension (px)
Weather sponsorship - exclusive	238,000	- 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	168,000	- logo exposure on Homepage masthead	200x45
		- logo exposure in bottom Homepage Weather chart	200x45
		- logo exposure in Weather channel	300x35
Homepage Photo Gallery sponsorship	48,000	- logo exposure in bottom Homepage Photo Gallery	200x35

Weekly Sponsorship	Weekly Rate (HK\$)	Entitlement	Dimension (px)
Photo player skin	18,000	- skin around video player	980x880
Video player skin	18,000	- skin around photo player	980x880

Poll Sponsorship	Rate (HK\$)	Entitlement	Dimension (px)
Polls in Poll Module	24,000 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

HK\$1.5 per eDM for first filter
HK\$0.5 per eDM for each additional filter

eNewsletter



Published from Monday to Sunday

Ad option: LREC (300 x 250 px)

	Rate per week
English version:	\$2,800
Traditional Chinese version:	\$1,800
Simplified Chinese version:	\$3,500

All rates are in HKD

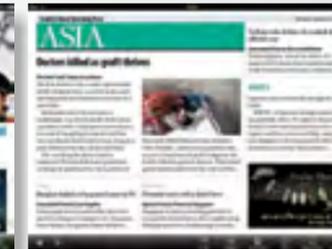
	Number of subscribers
English version:	28,000 +
Traditional Chinese version:	18,000 +
Simplified Chinese version:	35,000 +

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:
 - HK\$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	\$75,000	
China	\$40,000	
Asia	\$40,000	1 ad pointer + 1 full-page ad + 1 full-page rich-media ad
World	\$40,000	
Business	\$40,000	
City	\$40,000	
Sport	\$40,000	

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

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



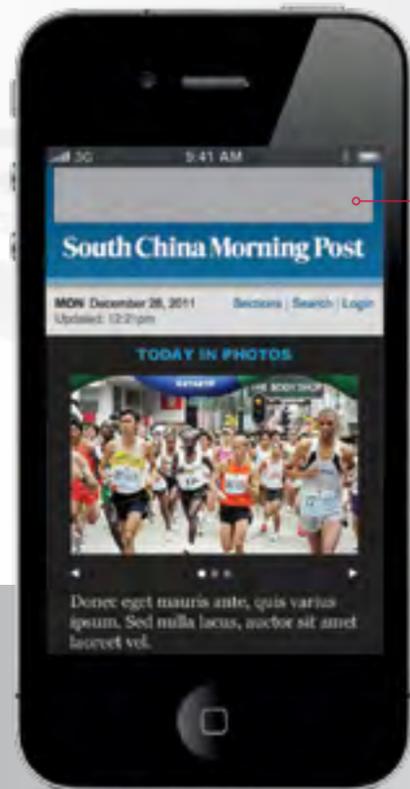
SCMP iPad Magazines

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



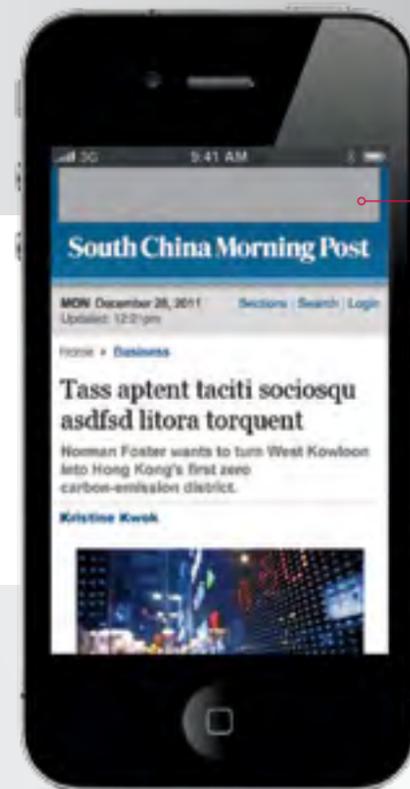
SCMP Mobile

Homepage



Banner

Article page

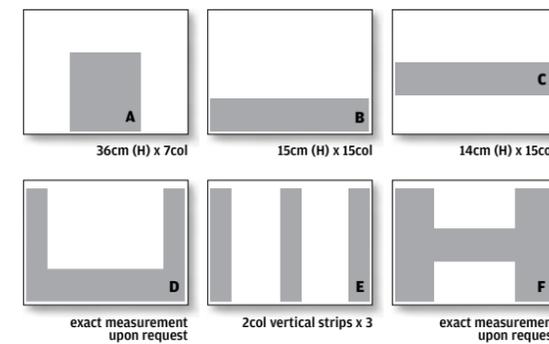


Banner

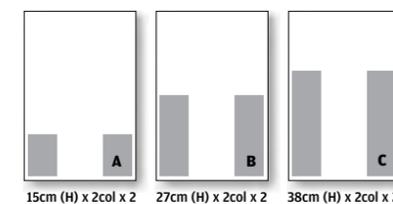
Ad format: Banner
Ad features: Video, Animation, Social Media, Interactive Button, Hyperlinks, Game etc.
Rate: Please contact our sales for details

Special Advertising Formats

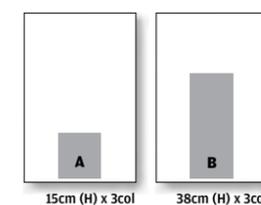
Centrespread



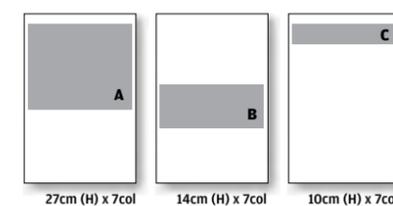
Pairs



Cubes



Floating banners



L-shape



Centrespread

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

Pairs

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

Cubes

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

Floating Banners

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

L-shape

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

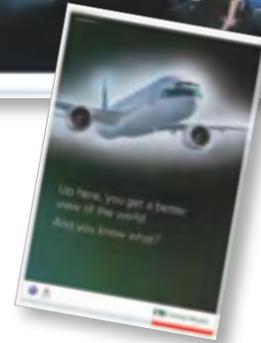
Remarks: The above rates are based on a full colour ROP position. The following loading will be applied on different prime positions: Other specified position: + 20%

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

Special Advertising Executions



Panorama (6-page/8-page)



Wrapper



Envelope



Loose Insert

Special ad execution	Size	Maximum quantity	Handling charge	Advertising rate
Belly belt	10cm (H) x 76cm (W) (double-sided tape)	25,000	HK\$3.0/copy	13.0/copy
Post Magazine front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)	full circulation only	40,000	252,560*
Sleeve	4 pages broadsheet	full circulation	1.5/copy	15.0/copy
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)	20,000	3.0/copy	15.0/copy
Stick-on (Main front)	14cm (H) x 14cm (W)	25,000	3.0/copy	17.0/copy
Loose Insert	4 pages (max) - Broadsheet	full circulation	1.0/copy	4.0/copy
Booklet Insert	40 pages (max) - A4 size	full circulation	1.0/copy	6.0/copy

* Include printing (net)

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

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

Billboard

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



Location

No.1 Leighton Road, Causeway Bay, Hong Kong

Rental per Month for 2014

HK\$1,730,000

Production charge

HK\$130,000

Installation charge

HK\$40,000

Rental charge includes:

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

Production charge includes:

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

Installation charge includes:

- Installation and dismantling for one time each

Material size

341.5"(H) x 2610"(W)

Visual size

334.5"(H) x 2603"(W)

Billboard material output criteria

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

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

Specifications

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

Deposit

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

Deadlines

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

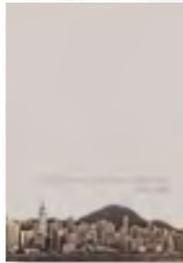


SCMP Marketing Solutions

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

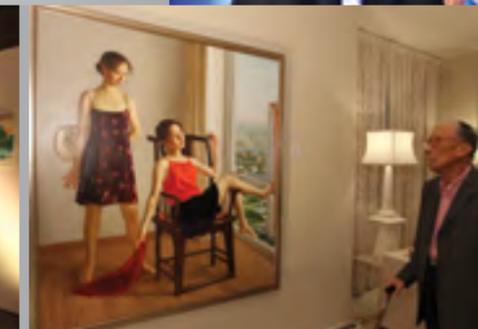
Events organised by SCMP Marketing Solutions are in many versatile formats, such as networking functions, exhibitions, book and product launches and food and beverage-related events.



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

Contract Discounts

Volume discounts

SCMP & Sunday Morning Post

Annual contracts

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

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

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

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

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

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

Contract Discounts

Frequency discounts

Post Magazine

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

Contracts enjoying frequency discounts must be completed within 12 months.

Other discounts

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

Mechanical Details

Ad sizes

SCMP & Sunday Morning Post[#]

[#]Effective from Aug 20, 2012

	Broadsheet	Tabloid
Column height	54cm	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[^]

[^]Effective from Aug 26, 2012

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

Mechanical Details

Digital formats for film output and electronic transmission requirements

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

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

Points to note

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

Upload Website

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

Colour separation guidelines

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

Proofing guidelines

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

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

(Measured on Dainippon Screen DM400 densitometer)

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

Deadlines

SCMP & Sunday Morning Post

Bookings

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

All bookings are subject to availability.

Materials

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

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

Cancellations

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

Post Magazine

Bookings

2 weeks prior to publication.

Materials

7 days prior to publication.

Cancellations

ROB - 2 weeks.
Prime positions - 1 month.

scmp.com

Cancellation deadline

5 working days prior to first campaign date.

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

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



Terms of Business

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

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

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

Terms of Business

- the advertiser on placement of its order. SCMP's liability shall in case of non-publication be limited to refund of the charge of the advertisement and in all other cases as aforesaid SCMP shall have the option either to grant a refund of such proportion of the charge as shall in SCMP's sole opinion be reasonable or in lieu of such refund and at SCMP's absolute discretion to publish the advertisement as soon as reasonably practicable. In the case of colour advertisements, publication shall be deemed correct unless more than 10% of copies circulated have incorrect colour(s). The advertiser shall be obliged to furnish SCMP with reasonable evidence of this within 48 hours of publication.
5. SCMP shall use reasonable endeavours to accept orders if they are received at the location and by the time specified by SCMP from time to time for that type of advertisement. All advertisement copy and artwork must be received by the latest receipt time specified by SCMP which may be varied by SCMP without notice and SCMP shall have the right to refuse to accept any orders or to decline or refuse to publish any orders if the advertisement copy and artwork of such orders shall not have been received by SCMP by the latest receipt time as aforesaid and SCMP shall in no event be liable for any loss or damage arising as a result of non-publication hereunder.
 6. Advertisements of certain sizes and shapes only are normally accepted but advertisements of other sizes and shapes may be accepted subject to special terms.
 7. SCMP shall take reasonable steps to ensure that competitive advertising does not appear on the same page or facing pages. However due to space limitations no assurance of any kind can be given and SCMP shall not be under any liability whatsoever if the same occurs.
 8. Cancellations will be accepted if noticed in writing by the advertiser and received by SCMP at its Head Office before the time specified by SCMP from time to time as the order deadline in accordance with the provisions of Clause 5 hereof.
 9. Artwork for advertising material must be fully pasted up and presented to SCMP as positive film or as digital file in such format as SCMP may from time to time direct. Large areas of solid black may be stripped or lined at SCMP's absolute discretion.
 10. Late delivery of copy/artwork or non-compliance with cancellation procedures specified as aforesaid will result in forfeiture of the space booked and, in addition, SCMP shall have the express right to recover from the advertiser the full cost of the advertisement placed.
 11. SCMP shall not accept any responsibility for damage to or loss of artwork or any other documents or material supplied for the purpose of an advertisement. Advertising material not claimed within three months of the publication date or proposed publication date will be disposed of without further notice.
 12. 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.

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