

MEDIA RATE CARD

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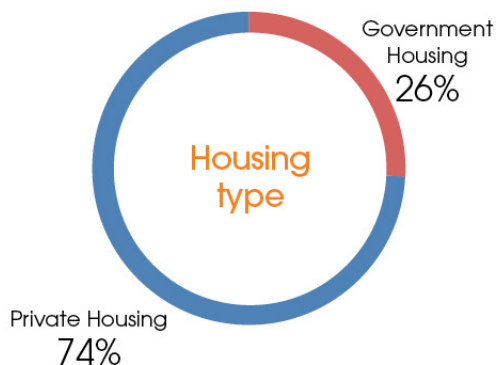
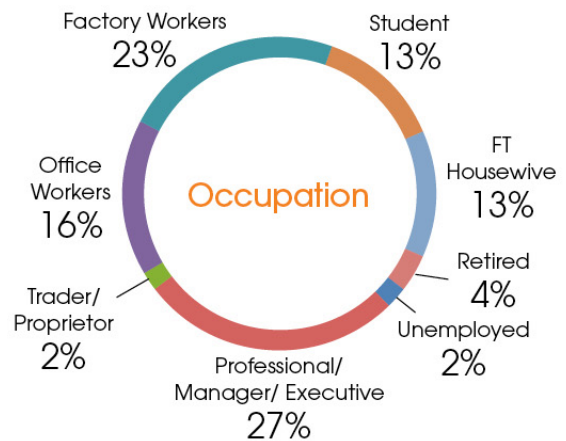
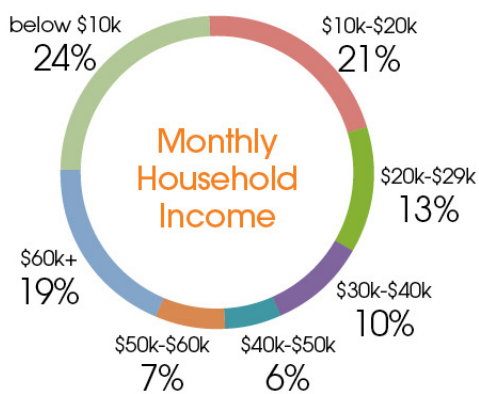
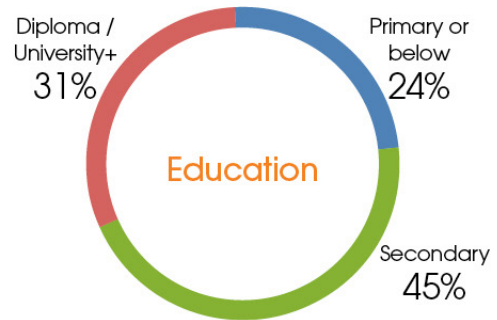
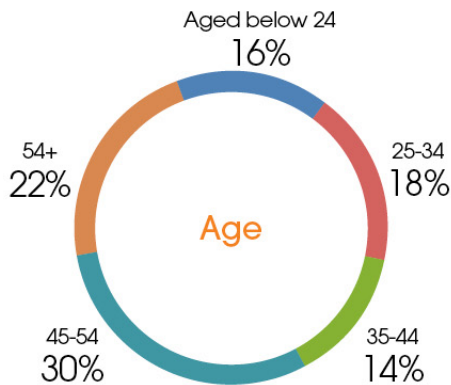
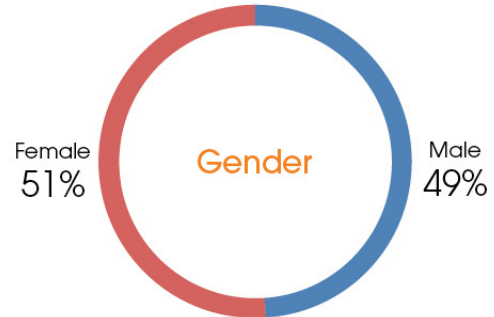
eDM and other Marketing Solutions

MING PAO WEEKLY

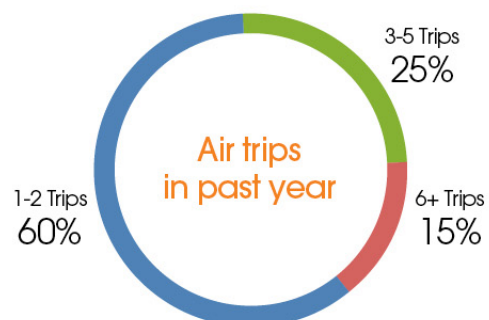
MAGAZINE READERSHIP PROFILE

Total readership aged 12-64 :

350k



49% readers are regular travellers



Source : Nielsen Media Index , Jul 2016 - Jun 2017

MING PAO WEEKLY

MAGAZINE RATE CARD 2018

Effective Date: 1 Jan, 2018

| | Prime Position | Size/4C | Rate (HK\$) |
|--|--|--------------------------------|-----------------------|
| Book A | Inside Front Cover | Full Page | \$240,000 |
| | Inside Front Cover Spread | Double Page Spread | \$477,000 |
| | Facing Inside Front | Junior Page | \$155,000 |
| | 1st Brand after Inside Front | Full Page / Double Page Spread | \$222,000 / \$444,000 |
| | 2nd Brand after Inside Front | Full Page / Double Page Spread | \$217,500 / \$434,000 |
| | 3rd Brand after Inside Front | Full Page / Double Page Spread | \$212,000 / \$424,000 |
| | Table of Contents | Full Page | \$197,000 |
| | Center Spread | Double Page Spread | \$372,000 |
| | Facing Partyline | Full Page | \$153,000 |
| | Front Section - R.O.P (Artpaper) | Full Page | \$163,000 |
| | | Junior Page | \$100,000 |
| | | Half Page (V/H) | \$82,000 |
| | | Quarter Page | \$62,000 |
| | Before Centre Section (Mechanical Artpaper) | Full Page | \$152,000 |
| | | Half Page (V/H) | \$75,000 |
| | | Quarter Page | \$57,000 |
| Back Section - R.O.P (Artpaper & Mechanical Artpaper) | Full Page | \$118,000 | |
| | Half Page (V/H) | \$68,000 | |
| | Quarter Page | \$50,000 | |
| Inside Back | Full Page | \$197,000 | |
| Back Cover | Full Page | \$312,000 | |
| Book B | Inside Front Cover | Full Page | \$194,000 |
| | Inside Front Cover Spread | Double Page Spread | \$388,000 |
| | Spread after Inside Front | Double Page Spread | \$340,000 |
| | Table of Contents 1 | Full Page | \$161,000 |
| | Table of Contents 2 or 3 | Full Page | \$158,000 |
| | Editor's Note | Full Page | \$155,000 |
| | Inside Back | Full Page | \$137,000 |
| | Center Spread | Double Page Spread | \$273,000 |
| | Inside Page - R.O.P (Mechanical Artpaper) | Full Page | \$118,000 |
| | | 2/3 Page (Vertical) | \$94,000 |
| | | 1/3 Page (Vertical) | \$50,000 |
| | | Half Page (Horizontal) | \$54,000 |
| | Half Page Spread (Horizontal) | \$109,000 | |
| Back Cover | Full Page | \$260,000 | |

* Applicable to Artpaper only

Remarks

| | | | | |
|--------------------------------|---|-----|--------------------|-----|
| Frequency Discount : | 13 - 25 Insertions | 5% | 39 - 51 Insertions | 15% |
| | 26 - 38 Insertions | 10% | 52 + Insertions | 20% |
| Advertising Agency Commission: | 15% (Only offer to accredited advertising agency) | | | |
| Fixed Position Loading: | + 30% (Subject to availability) | | | |
| Advertorial Loading: | + 15% (Advertising material should be submitted 14 days, prior publication date for MPW's approval) | | | |
| Special Advertising Format: | Rates for loose insert, special color, gate-fold & other non-standard advertising formats are available on special request. | | | |
| Additional Spot Color: | +25% each | | | |

MAGAZINE SIZE & SPECIFICATION

Effective Date: 1 Jan, 2018

| | Position & Size | Trim Size (mm) | Type Area (mm) |
|--|--|-----------------------|-----------------------|
| Book A | Full Page | W215 x H275 | W195 x H255 |
| | Double Page Spread | W430 x H275 | W410 x H225 |
| | Junior Page | W140 x H196 | --- |
| | Half Page (Vertical) | W97 x H259 | --- |
| | Half Page (Horizontal) | W199 x H124 | --- |
| | Quarter Page | W97 x H125 | --- |
| | Quarter Page (Vertical) | W67 x H259 | --- |
| | Quarter Page (Horizontal) | W199 x H71 | --- |
| BLEED MARGIN : 5mm ON EACH SIDE | | | |
| Book B | Full Page | W215 x H275 | W190 x H247 |
| | Double Page Spread | W430 x H275 | W406 x H247 |
| | 2/3 Page (Vertical) | --- | W125 x H247 |
| | 1/3 Page (Vertical) | --- | W60 x H247 |
| | Half Page (Horizontal bottom) | --- | W190 x H118 |
| | Half Page Spread (Horizontal bottom) | --- | W406 x H118 |
| | BLEED MARGIN : 5mm ON EACH SIDE | | |
| SCREEN LINE : 150 | | | |

MECHANICAL SPECIFICATIONS

Frequency

| | |
|------------------------------|--------------------------------|
| - Ming Pao Weekly Book A & B | Weekly (Every Saturday) |
| Booking Deadline | 14 days prior publication date |
| Material Deadline | 10 days prior publication date |

DIGITAL FILE SPECIFICATIONS **PDF files preferred**

DIGITAL FILE REQUIREMENT

1. Images resolution : 300 dpi
2. Images in CMYK / ISO 39L Standard
3. All Digital Files must be convert all fonts to outline
4. PDF format :
 - 1.3 Version
 - PDF standard: PDF/X-1a
 - File must included : a) Registration Marks; b) Crop Marks; c) Bleed Marks; d) Color Bars; e) Page information

COLOUR PROOF

1. Digital proof in **ISO 39L Standard** (complies with ISO 12647-7)
2. Colour proof with proof control "**passed sticker**"
3. One set of digital proof is required.
4. **If the client / agency cannot provide the ISO39L standard and passed sticker, MPW will not be responsible for any colour discrepancy or compensation.**

| ISO V2 39L iso12647-7 (8C37B760) | | | 9-16-2009 2:57:13 PM passed ✓ |
|----------------------------------|----------------|--------|--------------------------------------|
| Average | (avg ΔE < 3.0) | 0.85 ✓ | |
| Maximum | (max ΔE < 6.0) | 2.10 ✓ | |
| Primary | (max ΔE < 5.0) | 1.58 ✓ | |
| Substrate | (max ΔE < 3.0) | 2.10 ✓ | |
| Primary dH | (max ΔH < 2.5) | 0.62 ✓ | |
| Gray dH | (avg ΔH < 1.5) | 0.11 ✓ | |

dc74a146-3b3c-469b-a7cf-af6b450cc74a powered by gmgcolor.com

EMAIL

- File under 10MB can be delivered by e-mail.
- File size over 10MB, please upload to an FTP Server.

FTP SERVER

Please contact our advertising representatives.

FILM COLLECTION CENTER

Chai Wan - 15/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, HK.

Tel : 36053-767 / 36053-766 / 36053-778

Mon to Fri : 9:30 am ~ 7:00 pm ; Sat : 10:00 am ~ 1:00 pm

TERMS OF BUSINESS

1. The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
2. Fixed position advertisements are only available at an additional charge.
3. Late delivery of advertising materials or non-compliance with specified deadlines will result in forfeiture of the space booked but the Advertiser and the Advertising Agent shall still be liable to pay the charges therefore.
4. In case of failure to deliver materials before the specified deadline for whatever reason, the publisher may use its discretion in re-running a previous adv. of similar size.
5. No cancellation is acceptable after the date of material deadline.
6. The Advertiser and/or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.362) and its relevant general guidelines & regulations (the "TDO"). All advertising materials submitted to us/the placing of an order for advertisement shall fully comply with the TDO or any laws and regulations as shall be amended from time to time under the laws of Hong Kong SAR. The Advertiser warrants and confirms the agreement to comply with and to procure its employees & authorized representatives and/or agents to comply with the TDO. The Advertiser (including the Advertising Agency) agrees to indemnify the publisher, One Media Group and keep One Media Group and its directors, shadow directors, employees, company secretary, principal officers, managers, agents, contractors or any of them fully indemnified against any claims, demand, actions, costs, liabilities, damages, proceedings and expenses suffered or incurred.
7. Third Party Rights - No person or entity other than the contracting parties under the advertisement contract/agreement, will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap.623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/agreement.

WEBSITE

 www.mpweekly.com

Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.

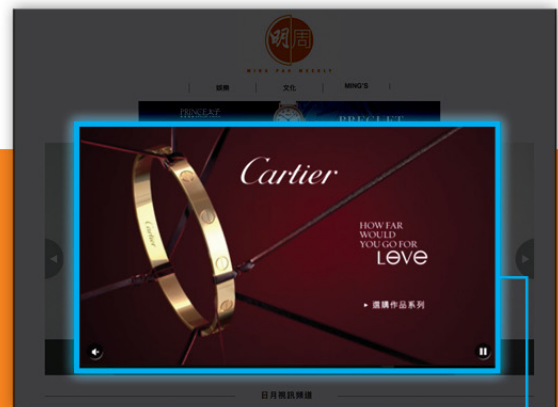
明周 (Main page)



MAIN VISUAL 1181 x 563px
LRFC 1,2,3 300 x 250px

SUPER BANNER / BILLBOARD
 728 x 90px / 970 x 180px

明周 (Main page)



OVERLAID CRAZY ADS
 1023 x 605px

明周 (Content Page)

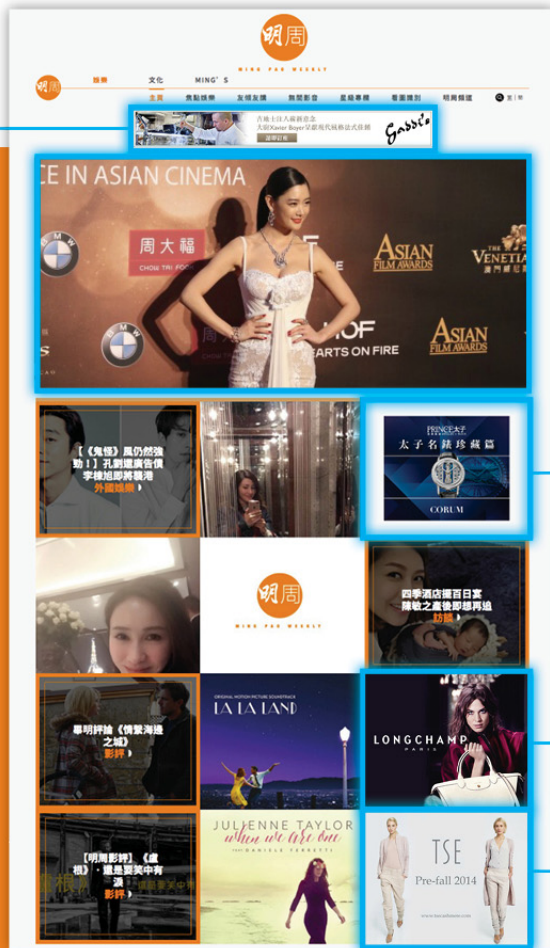


LRFC 1,2,3
 300 x 250px

WEBSITE

明周 bka.mpweekly.com

明周娛樂 (Book A)



MAIN VISUAL

1181 x 563px

LREC 1,2,3

300 x 250px

SUPER BANNER / BILLBOARD

728 x 90px / 970 x 180px

明周娛樂 (Book A)



**OVERLAID
CRAZY ADS**

1023 x 605px

明周娛樂 (Content Page)



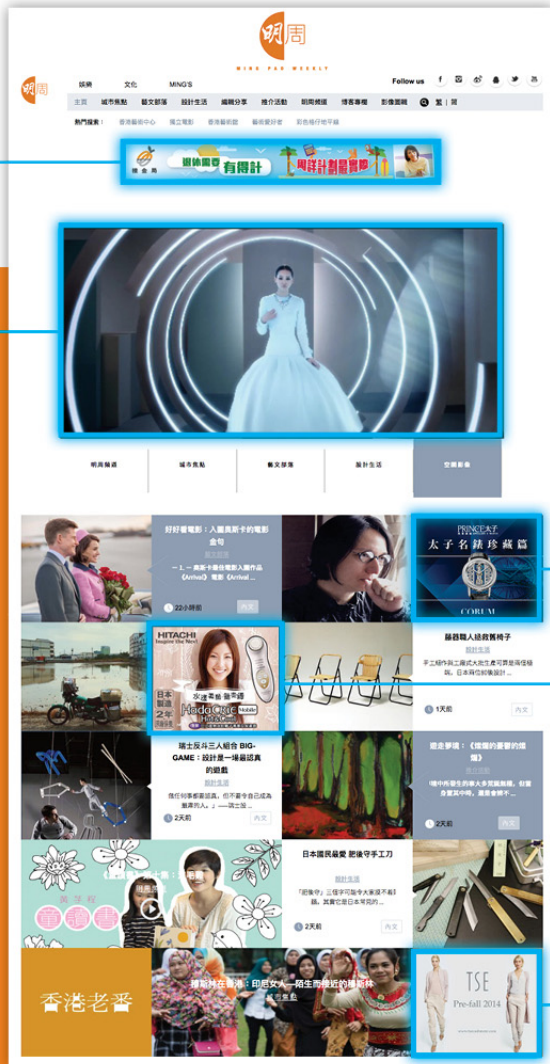
LREC 1,2,3

300 x 250px

WEBSITE

明周 bkb.mpweekly.com

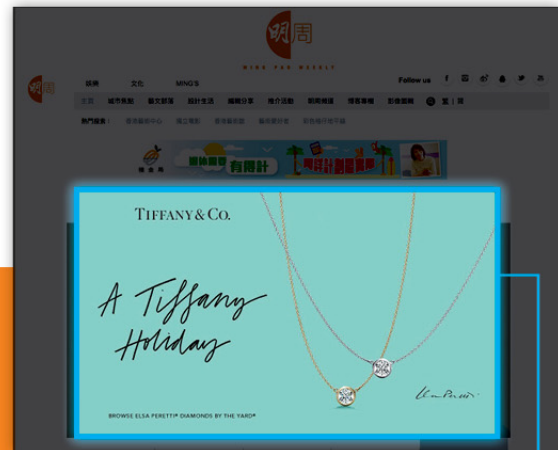
明周文化 (Book B)



MAIN VISUAL 1181 x 563px
LREC 1,2,3 300 x 250px

SUPER BANNER / BILLBOARD 728 x 90px / 970 x 180px

明周文化 (Book B)



OVERLAID CRAZY ADS
 1023 x 605px

明周文化 (Content Page)



LREC 1,2,3 300 x 250px

MOBILE SITE

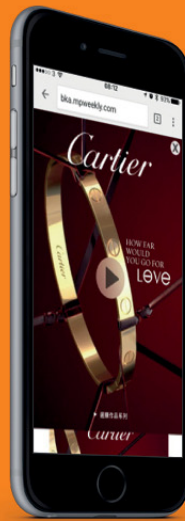


bka.mpweekly.com



bkb.mpweekly.com

明周娛樂 (Book A)



MOBILE FIRST VIEW

320 x 416px

LREC 1,2,3
300 x 250px



Main Page

1

Content Page

LREC 1,2,3
300 x 250px

WEBSITE+MOBILE SITE DIGITAL RATE CARD



<http://www.mpweekly.com/>

| Format | Dimensions (pixels) | Appear at Website | Appear at Mobile Site | Location | Min. SOV | Rate / Week (HD) |
|---------------------------------------|------------------------------------|-------------------|-----------------------|---|----------|------------------|
| Homepage Main Visual | 1181 (W)* 563 (H) | Yes | Yes | Homepage of BKA or BKB | 100% | \$20,000 |
| Super Banner / Billboard | 728 (W)*90 (H) / 970 (W)*180 (H) | Yes | No | Run-of-Site | 10% | \$5,000 |
| Large Rectangular (Position 1, 2, 3) | 300 (W)*250 (H) | Yes | Yes | Run-of-Site | 10% | \$6,000 |
| Overlaid Crazy Ad + Mobile First View | 1023 (W)*605 (H) / 320 (W)*416 (H) | Overlaid Crazy Ad | Mobile First View | Overlaid Crazy Ad (MP Weekly homepage + BKA + BKB Homepage) + Mobile First View (Mobile Site first interaction) | 50% | \$15,000 |
| Skinner | 1181 (W)*563 (H) Full Screen | Yes | No | Homepage of MP Weekly | 100% | \$40,000 |
| LREC Expandable Banner + LREC | 566 (W)*250 (H) 300 (W)*250 (H) | Yes | Yes (LREC only) | Run-of-Site | 10% | \$10,000 |
| ITVC | | Yes | Yes | | 10% | \$6,000 |

Footnotes:

1. Homepage Main Visual must be bundled with Channel Cover Story / Feature with landing page at designated Channel. The booking entitlement for each Homepage Main Visual is ONE week only.
2. Frequency capping applies for Overlaid Crazy Ad + Mobile First View will be displayed once for every 8 hours per day. The booking entitlement for each Overlaid Crazy Ad + Mobile First View is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval)
3. The acceptance of brands on Skinner is subject to company's discretion
4. The appearance of ITVC will be displayed before the content video, with skip button after 5-sec
5. Minimum Entry Fee is \$30,000 (nett).

SPECIAL PACKAGE



<http://www.mpweekly.com/>

| Feature Story | Rate / Week (HD) |
|---|-------------------------|
| <ul style="list-style-type: none">- 1 week Main Visual @ Homepage- 1 Advertorial page- Inclusive of copywriting and web design- No. of Units: Maximum 2 | \$40,000 |
| Optional: Video Shootings and Clippings <ol style="list-style-type: none">1. Min. 1 min edited TV clippings (1 time filming at no more than 2 hours, 1 location within HK territory only)2. The video shooting schedule will be agreed by both parties3. Extra requests or requirements, including overtime video shooting time, copyright fee, will be quoted separately. Minimum surcharge for video shooting will be at \$5,000 per hour | \$30,000 |
| Facebook newsfeed <ul style="list-style-type: none">- 明周娛樂 Ming Pao Weekly (@mpwentertainment) / 明周文化 Ming Pao Weekly (mpwculture)- No. of units per day: Maximum 2- \$1,500 or 30% handling charge of boost post whichever is higher | \$30,000 |
| Instagram post <ul style="list-style-type: none">- Mingpaoweekly- No. of units per day: Maximum 2- \$1,500 or 30% handling charge of boost post whichever is higher | \$30,000 |

Footnotes:

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SOCIAL MEDIA / FACEBOOK PLATFORM



明周娛樂



明周文化



想食明周



Facebook pages

223K+

Fans

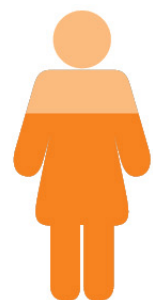
6M

People Reached

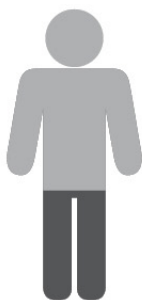
4.2%

Engagement Rate

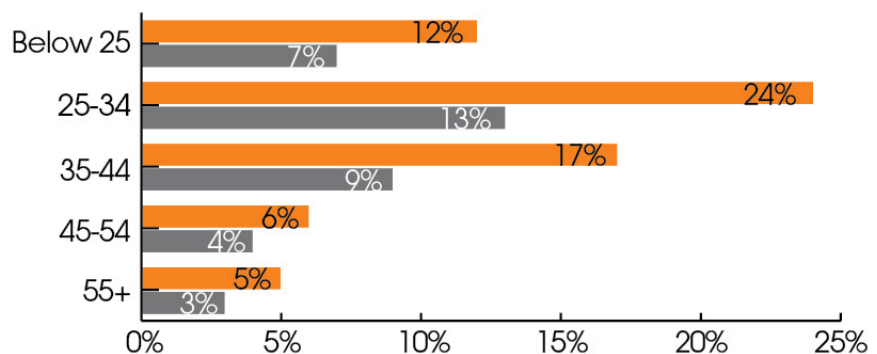
(Global benchmark: 0.12% for media category)



Female
64%



Male
36%



Source : Facebook Insight Report Mar-Nov 2017

eDM



體驗專業 法國 Disciples Escoffier 美饌烹飪文憑課程

課程4大優勢

- 1/ 權威性: 由全球廚師界的權威烹飪中心頒發全球最著名廚師的Disciples Escoffier法國廚師會獨家開設的課程
- 2/ 極具認證性: 畢業學員更可獲頒發「法國廚師訓練第五級證書」, 取得在法國開設餐廳的資格
- 3/ 極專業: 由米芝蓮星級或國際知名大廚親授烹飪技巧
- 4/ 極便利: 學員毋須抽身離港上課, 節省對海外的旅費及生活費

成為法式糕餅大師, 為摯愛好友送上聖誕窩心甜品

法國 Disciples Escoffier 糕餅藝術體驗課程



星級導師 - Matthieu Godard
第一場: 2017年12月7日 晚上 7:00-10:00 或
第二場: 2017年12月15日 下午 2:00-5:00
每場名額: 16人
費用: \$650*

了解更多有關法國烹飪藝術

法國 Disciples Escoffier 烹飪藝術文憑課程簡介會



課程總監及星級導師 - Vincent Leroux
第一場: 2017年12月8日 下午 3:00-4:00 或
第二場: 2017年12月8日 晚上 7:00-8:00
每場名額: 40人
費用: 全免

万华媒体 ONE MEDIA GROUP



開張特別禮遇

前所未有, 的正府半島酒店禮遇 - 萬城繁華中心地帶, 全新打造的酒店帶您體驗絕佳的住宿體驗。玉蘭半島酒店帶給您北京級大廚的歐陸早餐, 為您提供高尚選擇, 配備瑞士高級利仕的獨立浴室及睡房, 全新升級的客房以充滿現代感的中歐風格, 配備和奢華的家具裝飾, 為商務休閒的您提供最佳選擇。

酒店現推出特別禮遇, 讓您在豪華「龍騰式」套房住宿體驗, 以及一系列禮遇, 包括靈活安排入住及退房時間, 讓您人民樂享三日的酒店消費券、送貨物品、水療及餐飲服務等。

了解詳情 THE PENINSULA HONG KONG
查詢詳情 電話: +86 10 8116 2881 電郵: one.media@peninsula.com



最新情報

RADO x 《明周》約你細味設計(費用全免)

新錶品牌 RADO 瑞士鐘錶表為慶祝推出全新系列製錶, 今次以《時光剪影》為主題, 於尖沙咀星光行旗艦店舉行活動, 當日活動將圍繞生活品味與製錶, 和大家一同體驗時尚氣息。除了有講解製錶設計的環節外, 並邀請了特酒師介紹稀有的紅酒和白酒等等, 及提供4款分子料理, 當日還有Wine Tasting環節, 影射賞酒, 亦可了解更多有關製錶與紅酒的知識。現《明周》讀者可獲先報名, 帶同朋友一起參加, 只此一場, 名額共25位, 費用全免。

活動詳情:
日期: 2017年9月23日
時間: 下午 3:00 - 6:00
名額: 25席
地點: 尖沙咀瑞士利威鐘錶星光行地下附設RADO瑞士製錶旗艦店
費用: 全免
先報先得, 截止日期: 2017年9月19日

立即報名

EMAIL MARKETING

| | |
|---|--|
| <p>Format Solo Email One Media Group Members - Selected target group based on demographics and interests</p> | <p>Unit Rate @ \$2.0</p> |
|---|--|

Footnotes:
1. Daily maximum sending amount at 40,000 quantity (minimum quantity to be sent out at 10,000 qty)
2. Minimum Entry Fee is \$30,000 (nett).

OTHER MARKETING SOLUTIONS:

- Creative Project Management & Productions
- Event Management
- Custom Publishing



AWARDS AND RECOGNITIONS

| Date | Award | Organiser |
|----------|---|---|
| Nov 2017 | MAGAZINE OF THE YEAR 2017 1st (Entertainment) | MARKETING HONG KONG |
| Jun 2017 | THE SOPA 2017 AWARDS FOR EDITORIAL EXCELLENCE Excellence in Reporting Women's Issues Honourable Mention | The Society of Publishers in Asia |
| Jun 2016 | THE SOPA 2016 AWARDS FOR EDITORIAL EXCELLENCE Excellence in Lifestyle Coverage Award for Excellence | The Society of Publishers in Asia |
| | Excellence in Feature Writing Honourable Mention | The Society of Publishers in Asia |
| Nov 2015 | MAGAZINE OF THE YEAR 2015 1st (Entertainment) | MARKETING HONG KONG |
| Jun 2015 | THE SOPA 2015 AWARDS FOR EDITORIAL EXCELLENCE Excellence in Reporting on the Environment Award for Excellence | The Society of Publishers in Asia |
| Mar 2015 | "FOCUS AT THE FRONTLINE 2014" PHOTO CONTEST Photo Essay category Winner | Hong Kong Press Photographers Association |
| Apr 2014 | THE 13TH ASIAN MEDIA AWARDS Best in Design (Magazine Cover Design) Silver Award | WAN-IFRA |
| Mar 2014 | HKDA GLOBAL DESIGN AWARDS 2013 Graphic (Photography - Commercial) category Hong Kong Best Bronze Award Graphic (Editorial) category Merit | Hong Kong Designers Association |
| Nov 2013 | THE 6TH CHINESE UNIVERSITY JOURNALISM AWARD Feature & Commentary (Newspaper / Magazine) Certificate of Merit | The Chinese University of Hong Kong Journalism & Communication Alumni Association |
| Jun 2013 | MAGAZINE OF THE YEAR 2013 4th (Top 10 Overall Magazines Of The Year) | MARKETING HONG KONG |
| Jun 2013 | MAGAZINE OF THE YEAR 2013 Silver Prize (Entertainment) | MARKETING HONG KONG |
| Apr 2012 | MAGAZINE OF THE YEAR 2012 3rd (Entertainment) | MARKETING HONG KONG |



MEDIA RATE CARD

万 华 媒 体
ONEMEDIAGROUP

Print • Website • iPad

For advertising enquiries, please contact
Telephone : 3605 3778 Email : mpwsales@omghk.com