

**South China Morning Post**

**No. 1 Choice**

**For targeting business leaders  
in Hong Kong**

**ADVERTISING & MARKETING SOLUTIONS MEDIA KIT 2018**

# South China Morning Post

## Hong Kong's Number One English-Language Newspaper

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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. The *South China Morning Post* is still going strong after more than a century.

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.



# 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, mobile and tablet editions, social-influence media, citizen-journalism sites and new supplements. This all adds up to exciting new options to our advertisers to meet their different needs.

# Editorial Awards

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.

● **SOPA Awards (2017) – 3 wins, including:**

Award for Excellence - Excellence in Information Graphics  
 Honorable Mention - Excellence in Journalistic Innovation  
 Honorable Mention - Excellence in Explanatory Reporting

● **WAN-IFRA 16<sup>th</sup> Asian Media Awards 2017 – 3 wins, including:**

Gold Award – Best Newspaper Infographics  
 Silver Award – Best Newspaper Breaking News Article  
 Silver Award – Best Newspaper Overall Design

● **The Newspaper Society of Hong Kong – Hong Kong News Awards 2016 – 11 wins, including:**

Winner – Best News Writing – English  
 1<sup>st</sup> Runner-up – Best Business News Writing – English

● **Hong Kong Press Photographers Association – Focus on the Frontline 2016 – 4 wins, including:**

1<sup>st</sup> prize – General News

● **25<sup>th</sup> Malofiej International Infographics Awards 2016 – 6 wins, including:**

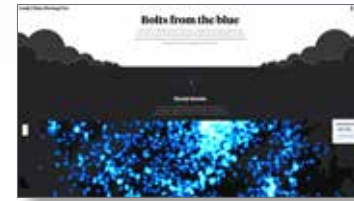
Bronze Award – Online Graphics – Features World and Nation  
 Bronze Award – Printed Graphics – Breaking News  
 Bronze Award – Features – Science, Technology, Medical and Health issues  
 Bronze Award – Features – Arts, Entertainment, Food and Lifestyle

● **The Society for News Design – 38<sup>th</sup> Edition – 19 wins, including:**

Award of Excellence – Combination Print & Digital – Features  
 Award of Excellence – Breaking News Topics – Editor’s Choice: International  
 Award of Excellence – Breaking News Topics – Politics/Elections  
 Award of Excellence – Features Design [Pages] – Lifestyle/Broadsheet  
 Award of Excellence – Features Design [Pages] – Arts & Entertainment/Broadsheet  
 Award of Excellence – Features Design [Pages] – A&E Inside Page/Broadsheet  
 Award of Excellence – Information Graphics [Single] – Features/Non-Deadline  
 Award of Excellence – Information Graphics [Single] – Nation & World/Non-Deadline  
 Award of Excellence – Information Graphics [Single] – Local/Deadline  
 Award of Excellence – News Design [Pages] – Sports/Broadsheet  
 Award of Excellence – News Design [Pages] – A-Section/Broadsheet  
 Award of Excellence – Page Design [Individual Portfolio] – Combination

● **The Society for News Design – Best of Digital Design – 4 wins, including:**

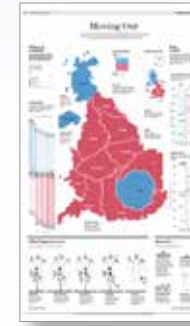
Award of Excellence – Features: Single-subject project  
 Award of Excellence – Graphics: Features and planned coverage



Society of Publishers in Asia 2017 (SOPA) Awards 2017 - Excellence in Information Graphics: Award for Excellence



The Society for News Design – 38th Edition – Features Design [Pages] – Lifestyle/Broadsheet: Award of Excellence



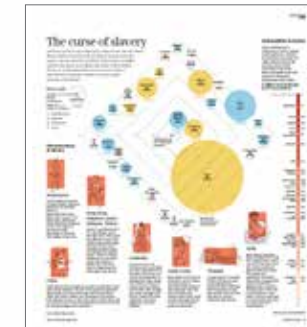
25th Malofiej International Infographics Awards 2016 - Printed Graphics – Breaking News: Bronze Award



WAN-IFRA 16th Asian Media Awards 2017 – Best Newspaper Breaking News Article : Silver Award



The Newspaper Society of Hong Kong – Hong Kong News Awards 2016 - Best News Writing – English: Winner



The Society for News Design – 38th Edition - Information Graphics [Single] – Features/Non-Deadline: Award of Excellence



Hong Kong Press Photographers Association – Focus on the Frontline 2016 – General News: 1st Prize



The Society for News Design – Best of Digital Design – Features: Single-subject project: Award of Excellence



# Marketing Awards

In addition to our editorial awards, *the South China Morning Post* won numerous global marketing accolades over the years. From print-integrated to purely digital campaigns, our marketing efforts were recognised for measurable effectiveness, creativity and innovative marketing strategies. As we move ahead, we remain committed to the gold standard of excellence, while advancing in these rapidly changing times.

- **INMA Global Media Awards 2017**  
Third Place: Best New Print Product

- **HKAIM Media Convergence Awards 2016 - 8 wins, including:**  
Top 10 Media Award  
Gold Award: Newspaper Category (Website)  
Silver Award: Newspaper Category (Mobile App)  
Silver Award: Newspaper Category (Social Media)  
Silver Award: Newspaper Category (Overall)  
Silver Award: Website  
Bronze Award: Mobile App  
Bronze Award: Overall Excellence

- **Marketing Magazine's Media Benchmarking Survey 2016 - 14 wins, including:**  
No.1 Newspaper of the Year: South China Morning Post  
No.2 Magazine of the Year: Art & Culture -Style



INMA Global Media Awards 2017 - Best New Print Product: Third Place

HKAIM Media Convergence Awards 2015 - Gold Award: Overall Excellence (South China Morning Post)

Marketing Magazine's Media Benchmarking Survey 2016 -  
• No.1 Newspaper of the Year - South China Morning Post  
• No.2 Magazine of the Year - Art & Culture -Style



Read by more of C-Suites



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



#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 More investors

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



## Our Readers



**Circulation<sup>1</sup>**

<b>105,347</b>	<b>82,117</b>
<i>South China Morning Post</i>	<i>Sunday Morning Post</i>

**Readership<sup>2</sup>**

**335,000**  
SCMP & Sunday Morning Post Combined

**High** position

**High** qualification

**High** income

**Age**

<b>41%</b>	29 years old or below	<b>50%</b>	30 to 59 years old
<b>9%</b>	60 years old or above		

**Gender**

<b>50%</b>	Male	<b>50%</b>	Female
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**Education**

**68%** University or above

**Occupation**

**53%** Professional/Manager/Executive/Trader/Proprietor

**Income**

<b>47%</b>	Monthly Personal Income HK\$40,000 or above
<b>35%</b>	Monthly Household Income HK\$80,000 or above


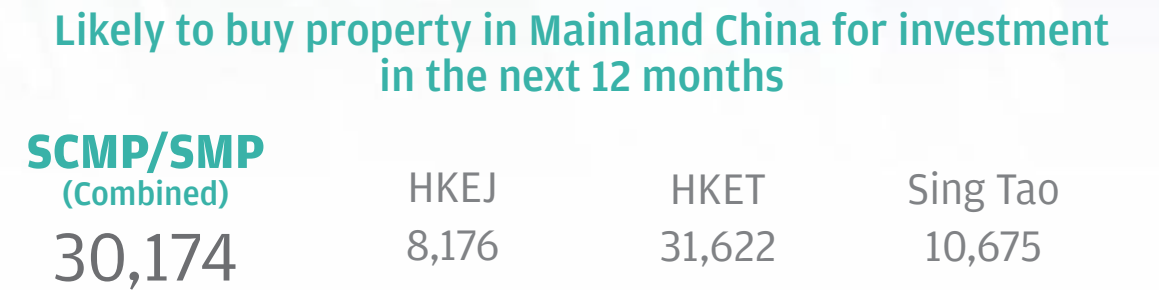


# Key Statistics


**Financial Services**



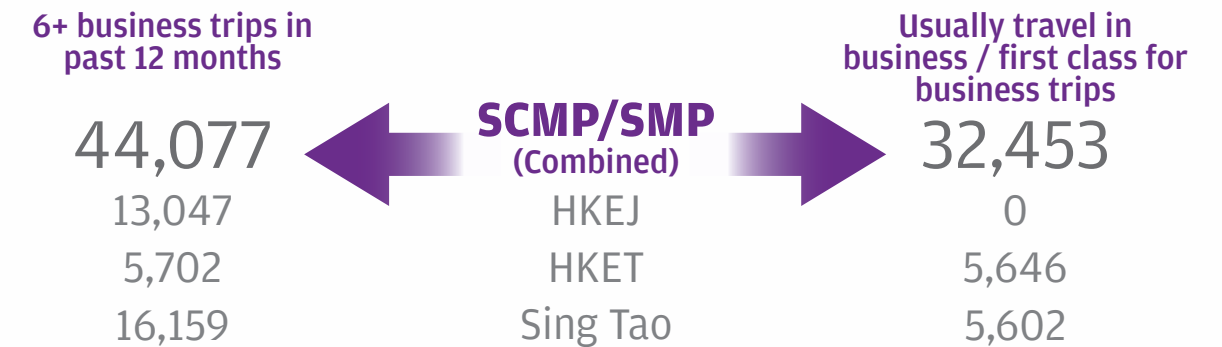

**Property (Mainland China)**


**Car**




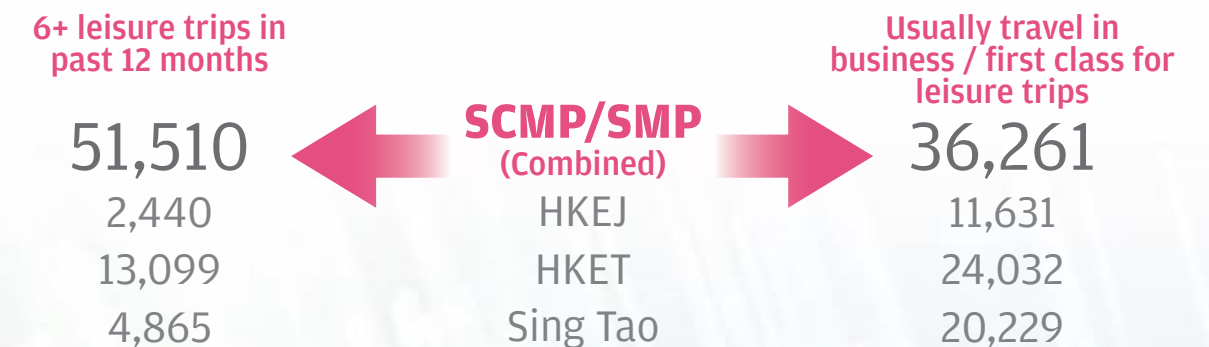

**Travel (Business)**

**Property (HK and Overseas)**




**Travel (Leisure)**





## 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 China, Asia and the world.
- Daily sections include: Leading the News, Day by Day, Focus, China, Asia, World, Opinion and Insights.
- Monday to Saturday.



## Business/ Business Weekend

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.

- Covers major business stories, industry updates, management issues, legal advice, executive moves and more.
- Monday to Friday.

Business Weekend: Essential weekly briefing on business, finance and economics.

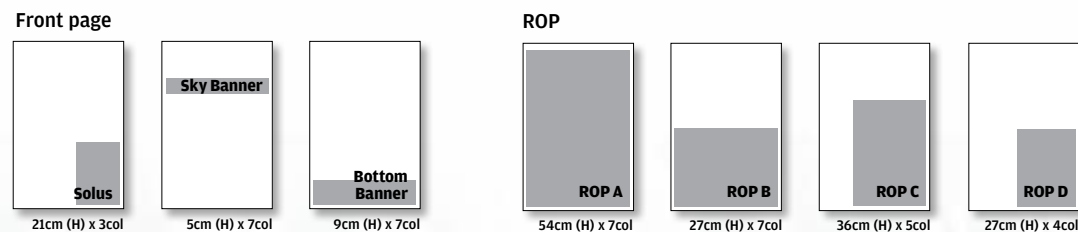
- Every Saturday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	US\$8,212	10,949	16,422
Sky Banner <sup>^</sup>	5cm (H) x 7col	Non-cancellable	8,212	10,949	16,422
Bottom Banner	9cm (H) x 7col	Non-cancellable	8,212	10,949	16,422
ROP A	54cm (H) x 7col		13,608	18,522	27,594
B	27cm (H) x 7col		6,804	9,261	13,797
C	36cm (H) x 5col		6,480	8,820	13,140
D	27cm (H) x 4col		3,888	5,292	7,884

Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	63	84	127
Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	67	89	134
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	60	79	119
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	57	76	113
Back Page	Full Page		54	72	108
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		48	64	97
Specified Position	Min: 27cm (H) x 4col		43	57	85
Front Half	Min: 27cm (H) x 4col		40	53	80
ROP	Min: 8cm (H) x 2col		36	49	73

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	US\$4,862	6,188	9,172
Sky Banner	5cm (H) x 7col	Non-cancellable	4,315	5,497	8,147
Bottom Banner	9cm (H) x 7col	Non-cancellable	4,862	6,188	9,172
ROP A	54cm (H) x 7col		14,742	19,278	28,728
B	27cm (H) x 7col		7,371	9,639	14,364
C	36cm (H) x 5col		7,020	9,180	13,680
D	27cm (H) x 4col		4,212	5,508	8,208

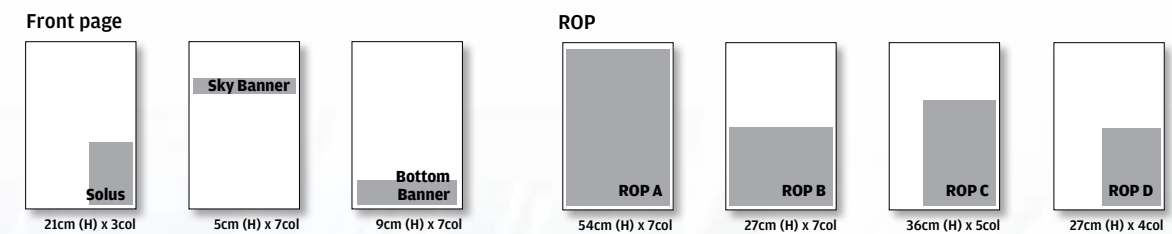
Page 2 (Solus)	27cm (H) x 4col	Full colour pre-empts B/W	47	61	91
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	59	71	107
Back Page (Solus)	Max: 21cm (H) x 4col		52	67	100
Specified Position	Min: 27cm (H) x 4col		47	61	91
ROP	Min: 8cm (H) x 2col		39	51	76
IPO/ Notices			54	72	108
eIPO/ Congratulatory			40	52	77
Mutual Fund Listing		Mon - Sat only			Unit Rate US\$94 per month
Mutual Fund Logo		Mon - Sat only			Unit Rate US\$660 per month



<sup>^</sup> Special condition applied to this advertising position, please contact Marketing Solutions for details.

ROP Solus/Specified Solus: +40% loading  
 For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col  
 Rates are calculated in 7 columns unless specified

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



ROP Solus/Specified Solus: +40% loading  
 For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col  
 Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 21cm (H) x 2col unless specified.  
 All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.

# City/ City Weekend



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.

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

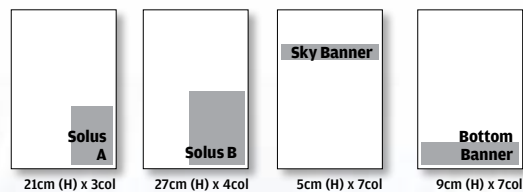
**City Weekend:** Provides fascinating reads on Hong Kong's who's who and features that will spark lively discussion at the weekend. City Weekend will ensure our readers are kept well-informed.

- Features key news and information about Hong Kong.
- Sports coverage.
- Every Saturday.

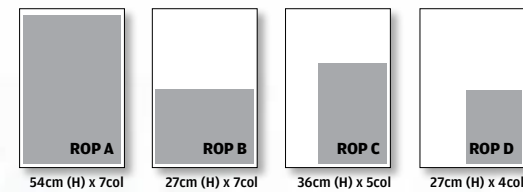
Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus A	21cm (H) x 3col	Non-cancellable	US\$4,081	5,440	8,162
B	27cm (H) x 4col	Non-cancellable	6,365	8,487	12,732
Sky Banner	5cm (H) x 7col	Non-cancellable	3,286	4,374	6,572
Bottom Banner	9cm (H) x 7col	Non-cancellable	3,709	4,946	7,419
ROP A	54cm (H) x 7col		10,584	13,230	18,144
B	27cm (H) x 7col		5,292	6,615	9,072
C	36cm (H) x 5col		5,040	6,300	8,640
D	27cm (H) x 4col		3,024	3,780	5,184

Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	49	61	84
Back Page	27cm (H) x 4 col OR Full Page		36	46	63
Specified Position	Min: 27cm (H) x 4col		33	42	58
ROP	Min: 8cm (H) x 2col		28	35	48
Personal Announcements	Min: 3cm (H) x 1col		34	50	67
	Lineage - Min: 6 lines		US\$11 per line		
Cinema	Min: 3cm (H) x 1col (9 columns)		7	10	13
Religious Notices	Min: 3cm (H) x 1col (9 columns)		6	9	12

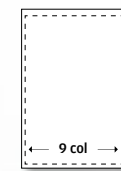
## Front page



## ROP



## Cinema Ad/ Religious Notices



ROP Solus/Specified Solus: +40% loading  
For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col  
Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 21cm (H) x 2col unless specified.  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



# Life

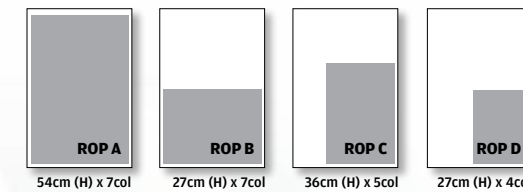
The SCMP's new LIFE broadsheet, appears within the City section of the newspaper five days a week. Created in response to readers' demands, LIFE makes use of the best content around to give readers more of what they want, more often.

The front page of the section will provide a broader perspective on Culture, featuring issues such as the environment, heritage, community issues and human interest stories. Dedicated pages will be divided into category as follows:

- Monday: Digital Life
- Tuesday: Fitness & Well-being
- Wednesday: Travel & Leisure
- Thursday: Arts & Entertainment
- Friday: Food & Drink

Position	Size	Remarks	B/W	Spot Colour	Full Colour
ROP A	54cm (H) x 7col		US\$10,584	13,230	18,144
B	27cm (H) x 7col		5,292	6,615	9,072
C	36cm (H) x 5col		5,040	6,300	8,640
D	27cm (H) x 4col		3,024	3,780	5,184
Specified Position	Min: 27cm (H) x 4col		33	42	58
ROP	Min: 8cm (H) x 2col		28	35	48

## ROP



ROP Solus/Specified Solus: +40% loading  
For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col  
Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 21cm (H) x 2col unless specified.  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.





## Property

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

- Every Wednesday.



## Directory

Published in an easy-to-read format, these sections give specialised information from Monday to Saturday.

- Property, Motors and Boats, Notices and Services Guide all delivered to specialist markets for focused marketing.
- Customer ads featuring in such a focused section providing our readers an invaluable resource for these sectors.
- Published in the CITY section from Monday to Friday, and in the Business section on Saturday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	27cm (H) x 4col	Non-cancellable	US\$7,076	9,433	14,150
Sky Banner	5cm (H) x 7col	Non-cancellable	3,671	4,888	7,342
Bottom Banner	9cm (H) x 7col	Non-cancellable	4,135	5,517	8,269
ROP A	54cm (H) x 7col		16,254	20,034	30,240
B	27cm (H) x 7col		8,127	10,017	15,120
C	36cm (H) x 5col		7,740	9,540	14,400
D	27cm (H) x 4col		4,644	5,724	8,640
Page 3	Min: 27cm (H) x 4col	Full colour pre-empt B/W	56	71	107
Specified Position	Min: 27cm (H) x 4col		49	62	93
ROP	Min: 8cm (H) x 2col		43	53	80
Classified Property	Min: 3cm (H) x 1col (10 columns)		28	33	37

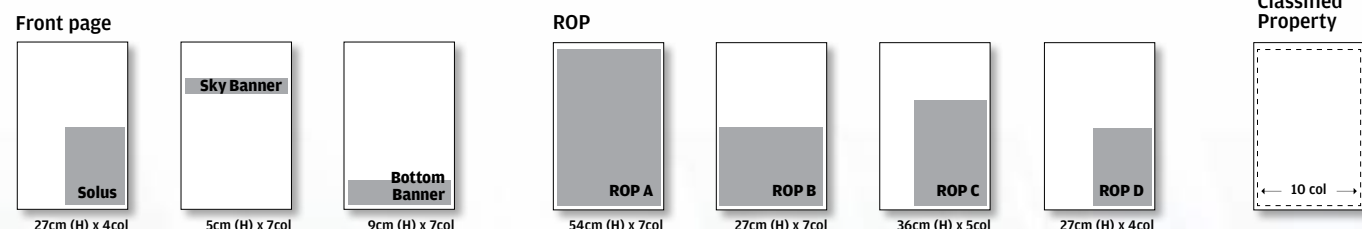
Section	Position / Size	B/W	Spot Colour	Full Colour
Property	ROP	US\$28	33	37
Motors & Boats	ROP	29	34	38
Notices	ROP	28	38	57
Services Guide	Min: 3cm (H) x 3col	8	9	10
	Min: 3cm (H) x 3col (30 consecutive days)	7	8	9
Miscellaneous	ROP	29	34	38
Specified Position		+20%	+20%	+20%

ROP



54cm (H) x 10col

Minimum size for ROP is 3cm (H) x 1col unless specified  
Rates are calculated in 10 Columns unless specified



ROP Solus/Specified Solus: +40% loading  
For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col  
Rates are calculated in 7 columns unless specified.

For spot and full colour: minimum size is 21cm (H) x 2col unless specified.  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.

## Special Reports

These sections make sure special interests get the attention they merit. These professional reports cover a wide range of subjects from trade and industry topics to lifestyle themes, and national days to destination guides, these reports are eagerly anticipated by readers and trade professionals alike.

Our Special Reports target specific audiences and create the advertising-friendly platform to help you aim at focused and niche markets.

### Themes include

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



### Special Reports

Newspaper Supplements	B/W	Spot Colour	Full Colour
Main	US\$43	58	87
Business/ Pull-Out	40	52	77
City	36	48	72
Sunday Special Report	B/W	Spot Colour	Full Colour
Main	36	47	71
Pull-Out	39	51	76

Rates are calculated in 7 columns unless specified.  
All rates are expressed in US dollars: rates printed in **RED** are per single column centimetre.

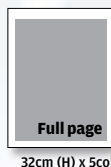




## Racing Post

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, 88 meetings per year.



ROP Solus/Specified Solus: +40% loading

Rates are calculated in 5 columns unless specified  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion.

Position	Size	B/W	Spot Colour	Full Colour
Full Page	32cm (H) x 5col	US\$3,996	5,295	7,992
Half Page	16cm (H) x 5col	1,997	2,647	3,996
Quarter Page	16cm (H) x 3col	1,199	1,588	2,397



## 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.

- Every Sunday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	US\$6,246	8,327	12,491
	Bottom Banner	9cm (H) x 7col	6,246	8,327	12,491
ROP A	54cm (H) x 7col		11,718	15,120	20,034
B	27cm (H) x 7col		5,859	7,560	10,017
C	36cm (H) x 5col		5,580	7,200	9,540
D	27cm (H) x 4col		3,348	4,320	5,724

Page 3 (Solus)	27cm (H) x 4col	Non-cancellable; Full colour pre-empts B/W	47	62	93
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W	45	61	91
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	43	58	87
Back Page (Solus)	Full Page		42	56	83
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		37	49	74
Specified Position	Min: 27cm (H) x 4col		36	47	62
Front Half	Min: 27cm (H) x 4col		33	44	59
ROP	Min: 8cm (H) x 2col		31	40	53
Notices			54	72	108
Cinema	Min: 3cm (H) x 1col (9col)		7	10	13



## Young Post

Reaching 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.

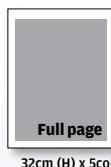
- School distribution.
- Tabloid.
- Column and page sponsorship packages also available.
- Everyday, from Sunday to Friday.
- Full circulation on Sunday.

### Monday - Friday

Position	Size	B/W	Spot Colour	Full Colour
Full Page	32cm (H) x 5col	n/a	n/a	US\$3,365
Half Page - Vertical	32cm (H) x 2col	n/a	n/a	1,346
Half Page - Horizontal	16cm (H) x 5col	n/a	n/a	1,731
Quarter Page	16cm (H) x 2col	n/a	n/a	577

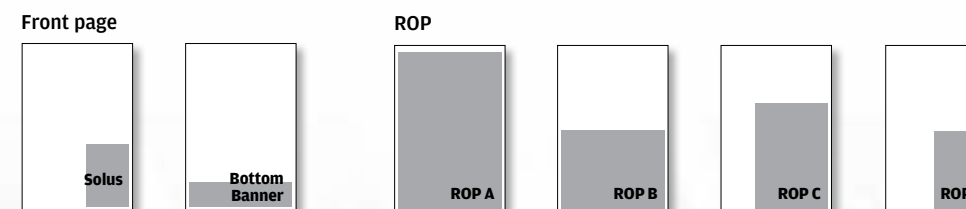
### Sunday

Position	Size	B/W	Spot Colour	Full Colour
Full Page	32cm (H) x 5col	n/a	n/a	7,314
Half Page - Vertical	32cm (H) x 2col	n/a	n/a	2,926
Half Page - Horizontal	16cm (H) x 5col	n/a	n/a	3,762
Quarter Page	16cm (H) x 2col	n/a	n/a	1,254



ROP Solus/Specified Solus: +40% loading

Rates are calculated in 5 columns unless specified  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion.



ROP Solus/Specified Solus: +40% loading  
For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col  
Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 21cm (H) x 2col unless specified.  
All rates are expressed in US dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



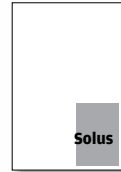
## Sunday Morning Post Sport Sunday

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

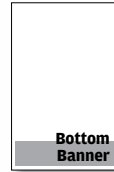
- The most comprehensive roundup of all the sporting action, locally and from around the world.
- Get behind the scenes to focus on what's making sporting headlines, with special interviews and analysis.
- Every Sunday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	US\$2,504	3,319	5,009
Bottom Banner	9cm (H) x 7col	Non-cancellable	2,504	3,319	5,009
ROP A	54cm (H) x 7col		8,694	11,718	15,498
B	27cm (H) x 7col		4,347	5,859	7,749
C	36cm (H) x 5col		4,140	5,580	7,380
D	27cm (H) x 4col		2,484	3,348	4,428
Specified Position	Min: 27cm (H) x 4col		28	36	49
ROP	Min: 8cm (H) x 2col		23	31	41

### Front page



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 For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col Rates are calculated in 7 columns unless specified.

For spot and full colour: minimum size is 21cm (H) x 2col unless specified.

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



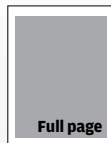
## Sunday Morning Post This week in Asia

Published as a special supplement to the *Sunday Morning Post*, This Week in Asia is a compact news digest that helps business elites keep pace with fast changing times.

- A must-read publication delivering an executive summary on the weekly whirlpool of business news around Asia and China.
- INMA Global Media Awards 2017: Best New Print Product.
- Every Sunday.

Position	Size	Full Colour
Full Page	32cm (H) x 5col	US\$7,650
Half page	16cm (H) x 5col	3,933
4pp Cover Wrapper - Front Page	275mm (H) x 256mm (W)	33,660
- Back Page	320mm (H) x 256mm (W)	
- Inside Spread	320mm (H) x 540mm (W)	
Specified Position		+20%

### ROP



32cm (H) x 5col



16cm (H) x 5col

Rates are calculated in 5 columns unless specified

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



## Sunday Morning Post 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	n/a	n/a	US\$26,358
2 <sup>nd</sup> Double Page Spread	n/a	n/a	18,497
Centrespread	n/a	n/a	20,562
Outside Back Cover	n/a	n/a	18,264
Facing Contents Page (TOC1)	n/a	n/a	15,009
Facing 2 <sup>nd</sup> Contents Page (TOC2)	n/a	n/a	14,314
Facing Editorial (First Three)	n/a	n/a	12,145
Inside Back Cover	n/a	n/a	10,656
Contents Page	n/a	n/a	3,465

### ROB (Run of book)

Position	B/W	Spot Colour	Full Colour
Double Page Spread	10,998	12,882	16,494
Full Page	5,499	6,441	8,247
Horizontal / Vertical Half Page	2,827	3,299	4,399
Junior Page	2,642	2,972	3,956
1/3 Page	2,121	2,513	2,985
1/4 Page	1,492	1,886	2,200
1/6 Page	1,115	1,305	1,674
Banner	1,649	2,042	2,513
Specified Position	+10%	+10%	+10%

### ROB



Full page



Horizontal Half page



Vertical Half page



Junior page



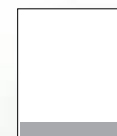
1/3 page



1/4 page



1/6 page



Banner

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





## Style

The city's best guide to the world of culture and luxury. Offering an insider's look at how the privileged live, and packed with insightful articles that delve into the business of style and the meaning of true value in the world of luxury.

Feature articles provide an intellectual take on topics that span the realms of fashion, art, travel and luxury goods. Touching on the subtle nuances of a cultivated lifestyle, STYLE is truly in a class of its own.

- Monthly.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate	Gross Rate		
				6 Issues	12 Issues	15 Issues
Inside Front Cover Spread	350 x 520mm	356 x 526mm	US\$20,888			
Facing Content Page/ Editor's Note/ Masthead	350 x 265mm	356 x 271mm	12,318			
Facing Editorial (First Three)	350 x 265mm	356 x 271mm	11,504			
Inside Back Cover	350 x 260mm	356 x 266mm	10,531			
Back Cover	350 x 265mm	356 x 271mm	13,174			
Double Page Spread (ROB)	350 x 530mm	356 x 536mm	17,430			
Full Page (ROB)	350 x 265mm	356 x 271mm	8,715			
Specified Position			+10%			



## The Peak

THE PEAK aims at thoughtful, sophisticated and mature reader - Hong Kong's wealthiest citizens and businesspeople - who want to learn more about their city and the world from a publication that identifies and addresses their particular interests.

In terms of the editorial and design, THE PEAK is about exclusivity, sophistication and global ambition. It focuses on the passions and intellectual interests of Hong Kong's Ultra High Net Worth individuals. From trends and personalities in local business and finance to arts and culture events, from luxury watches and lifestyle coverage to men's fashion feature, social events and high society, THE PEAK combines business and lifestyle in a way that's designed to appeal to successful Hong Kong people.

- Monthly.

Position	Trim Size (H x W)	Bleed Size (H x W)	Basic Rate	Gross Rate		
				6 Issues	12 Issues	15 Issues
Inside Front Cover Spread	300 x 416 mm	310 x 426 mm	US\$30,000	28,500	27,000	25,500
Facing Table of Content	300 x 215 mm	310 x 225 mm	13,500	13,000	12,500	12,000
Facing Editor's Note	300 x 215 mm	310 x 225 mm	14,500	13,500	13,000	12,500
Inside Back Cover	300 x 208 mm	310 x 218 mm	13,000	12,500	12,000	11,500
Back Cover	300 x 215 mm	310 x 225 mm	17,000	16,000	15,000	14,500
Double Page Spread (ROB)	300 x 430 mm	310 x 440 mm	22,000	21,000	20,000	19,000
Full Page (ROB)	300 x 215 mm	310 x 225 mm	11,000	10,500	10,000	9,500
Specified Position			+10%	+10%	+10%	+10%



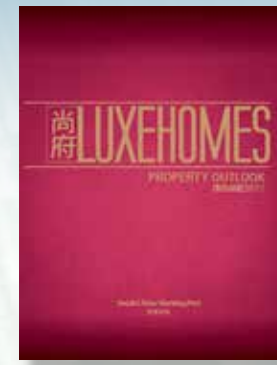


## XXIV

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.
- Annually - November.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover spread	320 x 416mm	326 x 422mm	US\$30,900
2 <sup>nd</sup> Double Page Spread	320 x 430mm	326 x 436mm	24,721
Facing 1 <sup>st</sup> Table of contents	320 x 215mm	326 x 221mm	15,450
Facing 2 <sup>nd</sup> Table of contents	320 x 215mm	326 x 221mm	14,421
Facing 3 <sup>rd</sup> Table of contents	320 x 215mm	326 x 221mm	14,059
Facing Editor's note	320 x 215mm	326 x 221mm	13,390
Facing Masthead	320 x 215mm	326 x 221mm	12,360
Back cover	320 x 215mm	326 x 221mm	17,510
Double Page Spread (ROB)	320 x 430mm	326 x 436mm	20,600
Full Page (ROB)	320 x 215mm	326 x 221mm	10,300
<b>Specified Position</b>			<b>+10%</b>



## Property Outlook

As Hong Kong's property market continues to adjust to the changes triggered by both domestic and international factors, there are plenty of opportunities as well as challenges in the coming year. The bilingual Property Outlook will help you identify forces that will shape both the firsthand and secondhand markets, with expert analysis of market, policy and economic issues.

- Annually - April.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	300 x 450mm	306 x 456mm	US\$27,462
1 <sup>st</sup> Double Page Spread	300 x 460mm	306 x 466mm	24,231
2 <sup>nd</sup> Double Page Spread	300 x 460mm	306 x 466mm	21,000
Facing Contents Page	300 x 230mm	306 x 236mm	11,415
Facing Editorial (First Three)	300 x 230mm	306 x 236mm	10,662
Inside Back Cover	300 x 225mm	306 x 231mm	9,760
Double Page Spread (ROB)	300 x 460mm	306 x 466mm	16,154
Full Page (ROB)	300 x 230mm	306 x 236mm	8,077
<b>Specified Position</b>			<b>+10%</b>



## Home Essentials

Deliver great insights and ideas to elite homeowners, interior designers, developers, architects and other professionals, Home Essentials covers the latest trends and topics in home decoration, electric appliances, building methods and materials. From art to antiques, bathrooms to bedding, furniture to furnishings, Home Essentials is more than just a shopping guide.

- Annually - Fourth Quarter.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	US\$19,135
Facing Content Page	277 x 213mm	283 x 219mm	11,369
Facing 2 <sup>nd</sup> Content Page	277 x 213mm	283 x 219mm	11,369
Inside Back Cover	277 x 208mm	283 x 214mm	9,706
Back Cover	277 x 213mm	283 x 219mm	12,201
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	16,083
Full Page (ROB)	277 x 213mm	283 x 219mm	8,042
Section Cover Sponsorship*			8,042
<b>Specified Position</b>			<b>+10%</b>
<b>Listing Page (Standard Template)</b>			
- Full Page			5,546
- Vertical Half Page			2,773



## 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.

- Annually - Fourth Quarter.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	250 x 555mm	256 x 561mm	US\$28,286
1 <sup>st</sup> Double Page Spread	250 x 570mm	256 x 576mm	24,958
2 <sup>nd</sup> Double Page Spread	250 x 570mm	256 x 576mm	21,629
Facing Contents Page	250 x 285mm	256 x 291mm	11,758
Facing Editorial (First Three)	250 x 285mm	256 x 291mm	10,981
Inside Back Cover	250 x 275mm	256 x 281mm	10,053
Double Page Spread (ROB)	250 x 570mm	256 x 576mm	16,638
Full Page (ROB)	250 x 285mm	256 x 291mm	8,319
<b>Specified Position</b>			<b>+10%</b>

\* Client is required to provide a minimum of 3 photos for editorial to choose from and only one photo will be used for the Section Cover Sponsorship. Final selection of photo will be subject to editorial's discretion.

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

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



## At Your Service

The most comprehensive guide to serviced apartments in Hong Kong and China, covering Beijing, Shanghai, Guangzhou, Shenzhen, and other second-tier cities, as well as major Asia cities including 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.
- Annually - June.

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



## MICE BIZ

MICE BIZ is a bilingual publication that delivers key information and analysis on meetings, incentives, conventions and exhibitions (MICE) businesses in Hong Kong, Macau, mainland China and other major destinations.

The editorial contents are highly relevant to event planners, organisers, operators and buyers, as well as businesses and professionals related to the industry.

- Bi-Annually - April, September.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	US\$19,558
Facing Content Page	277 x 213mm	283 x 219mm	11,533
Facing Editorial (First Three)	277 x 213mm	283 x 219mm	10,773
Inside Back Cover	277 x 208mm	283 x 214mm	9,862
Back Cover	277 x 213mm	283 x 219mm	12,336
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	16,320
Full Page (ROB)	277 x 213mm	283 x 219mm	8,160
Specified Position			+10%



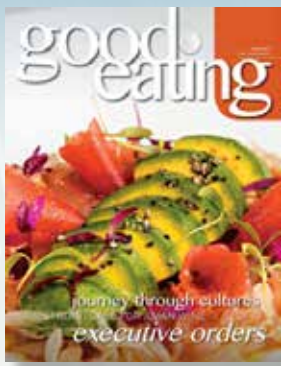
## Private Banking Directory

Catering to Hong Kong's top segment of elite investors, bankers and captains of industry, this listing directory is created to be the city's most comprehensive reference on Private Banking. The directory spotlighting ultrahigh-net-worth demographics including must-read topics on banker movements, new banking products, insider interviews, profiles of major financial institutions, and much more.

- Annually - June.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	300 x 450 mm	306 x 456 mm	US\$20,888
Facing Content Page/ Editor's Note/ Masthead	300 x 230 mm	306 x 236 mm	12,318
Inside Back Cover	300 x 225 mm	306 x 231 mm	10,531
Back Cover	300 x 230 mm	306 x 236 mm	13,174
Double Page Spread (ROB)	300 x 460 mm	306 x 466 mm	17,431
Full Page (ROB)	300 x 230 mm	306 x 236 mm	8,715
Specified Position			+10%





## Good Eating

*Good Eating* explores new themes and takes readers into the heady world of Hong Kong's ever-changing dining landscape. Each issue has a different theme, offering gourmet dining with recommendations on cuisine and restaurants.

- Quarterly - March, June, September, November.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	US\$10,469
Facing Content Page	277 x 213mm	283 x 219mm	6,171
Facing Editorial (First Three)	277 x 213mm	283 x 219mm	5,768
Inside Back Cover	277 x 208mm	283 x 214mm	5,282
Back Cover	277 x 213mm	283 x 219mm	6,600
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	8,736
Full Page (ROB)	277 x 213mm	283 x 219mm	4,368
Vertical Half Page (ROB)	260 x 98mm	n/a	2,427
Horizontal Half Page (ROB)	128 x 200mm	n/a	2,427
Vertical 2/3 Page (ROB)	260 x 132mm	n/a	3,272
Vertical 1/3 Page (ROB)	260 x 64mm	n/a	1,969
Specified Position			+10%



## 100 Top Tables

The annual guidebook is customised to appeal to discerning consumers keen and able to spend on luxury cuisine, including CEOs and executives of listed companies, and members of professional associations, private clubs and other elite organisations. It will cover 100 top restaurants in Hong Kong and Macau in seven categories: Chinese, French, Italian, Western, Steak & Grill, Japanese and Asian.

- Annually - March.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	230 x 250mm	236 x 256mm	US\$10,469
Facing Content Page	230 x 130mm	236 x 136mm	6,171
Inside Back Cover	230 x 125mm	236 x 131mm	5,282
Double Page Spread (ROB)	230 x 260mm	236 x 266mm	8,736
Full Page (ROB)	230 x 130mm	236 x 136mm	4,368
Specified Position			+10%

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



## Christmas

A comprehensive publication for the holiday season that features festive family events and drinking and dining promotions across the city, as well as hot travel destinations. Served as the ultimate holiday gift guide, it provides fashion inspiration for the holiday season with interviews with tastemakers and trendsetters.

- Annually - December.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Front Cover	366 x 278mm	372 x 284mm	US\$19,823
Inside Front Cover Spread	366 x 556mm	372 x 562mm	26,485
Facing Content Page	366 x 278mm	372 x 284mm	15,617
Facing Editorial (First Three)	366 x 278mm	372 x 284mm	14,588
Inside Back Cover	366 x 278mm	372 x 284mm	13,349
Back Cover	366 x 278mm	372 x 284mm	16,715
Double Page Spread (ROB)	366 x 556mm	372 x 562mm	22,105
Full Page (ROB)	366 x 278mm	372 x 284mm	11,053
Junior Page (ROB)	254 x 195mm	n/a	8,913
Vertical Half Page (ROB)	339 x 125mm	n/a	6,988
Horizontal Half Page (ROB)	169 x 254mm	n/a	6,988
Quarter Page (ROB)	169 x 125mm	n/a	4,293
Vertical 1/3 Page (ROB)	339 x 82mm	n/a	5,434
Specified Position			+10%

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



23.9 million

Monthly page views#  
*SCMP.com*



#Source: Google Analytics figures March 2017



# SCMP.COM

The scmp.com is 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, presented channel, tablet and mobile platforms.

# SCMP.COM

## Desktop

Ad option		Dimensions (W x H)	File size	File format
Super Leaderboard		970 x 90 px	< 60 kb	JPEG / Animated GIF / HTML5
Billboard		970x 250 px	< 80 kb	JPEG / Animated GIF / HTML5
LREC 1		300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
LREC 2		300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
Skin Ad*	[Skin + LREC 1]	1600 x 1200 px (Skin) 300 x 250 px (LREC)	< 100 kb < 50 kb	JPEG / Animated GIF JPEG / Animated GIF / HTML5
Site Take-over**	[Site Take-over => LREC 1]	980 x 600 px (Site Take-over) 300 x 250 px (LREC)	< 50 kb < 50 kb	JPEG / Animated GIF / HTML5 JPEG / Animated GIF / HTML5
Floor Ad	[Stage 1 => Stage 2]	970 x 90 px (Stage 1) 970 x 250 px (Stage 2)	< 50 kb < 50 kb	JPEG / Animated GIF JPEG / Animated GIF
Sponsored Ad		300 x 187 px	Text: 75 Char, < 35kb	Text / JPEG
In-Read Video		16:9 or 4:3 ratio	< 20 MB	MOV, MP4, AVI, WMV
Pre-Roll Ad		16:9 or 4:3 ratio	< 10 MB	MP4, WMV, AVI



Super Leaderboard



LREC 1



Billboard



LREC 2

Remarks: \* All Skin Ads executed with LREC 1.  
\*\* All Site Take-over collapses to LREC 1



Skin Ad Left panel + LREC + Skin Ad Right panel



Site Take-over



Floor Ad (Stage 1)



In-Read Video



Sponsored Ad



LREC



Floor Ad (Stage 2)



Pre-Roll Ad



# More Digital Solutions

## eDM

scmp.com offers precision targeting by using user-supplied information to our database of 85,000 users (promotional e-mail opt-in database).

### • Filters

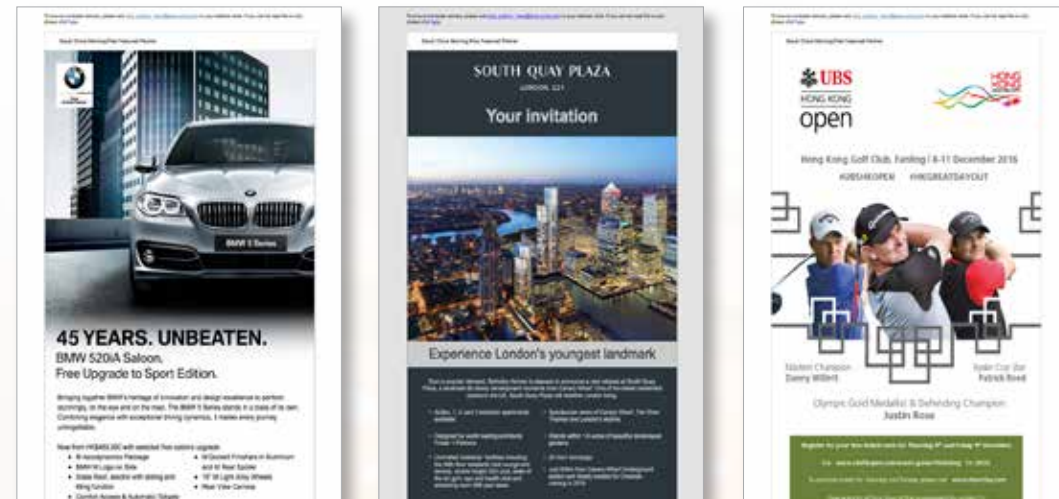
Age, Gender, Household income, interests, Country of residence, etc.  
For full details of eDM filtering, please contact our sales department.

### • Deadlines

**Booking** - 5 days prior to sending out

**Materials** - 3 days prior to sending out (including graphics, subject and landing URL)

Ad option	Dimensions (W x H)	File size	File format*
eDM**	600 x 800 px (Max. 1200 px) or 800 x 800 px (Max. 1200 px)	< 50 kb < 50 kb	JPEG / HTML*** JPEG / HTML***



Remarks: \* Animation GIF, Flash, Javascript and stylesheets are not supported  
\*\* Landing URL must be live upon material submission  
\*\*\* HTML File encoding: UTF-8

# More Digital Solutions

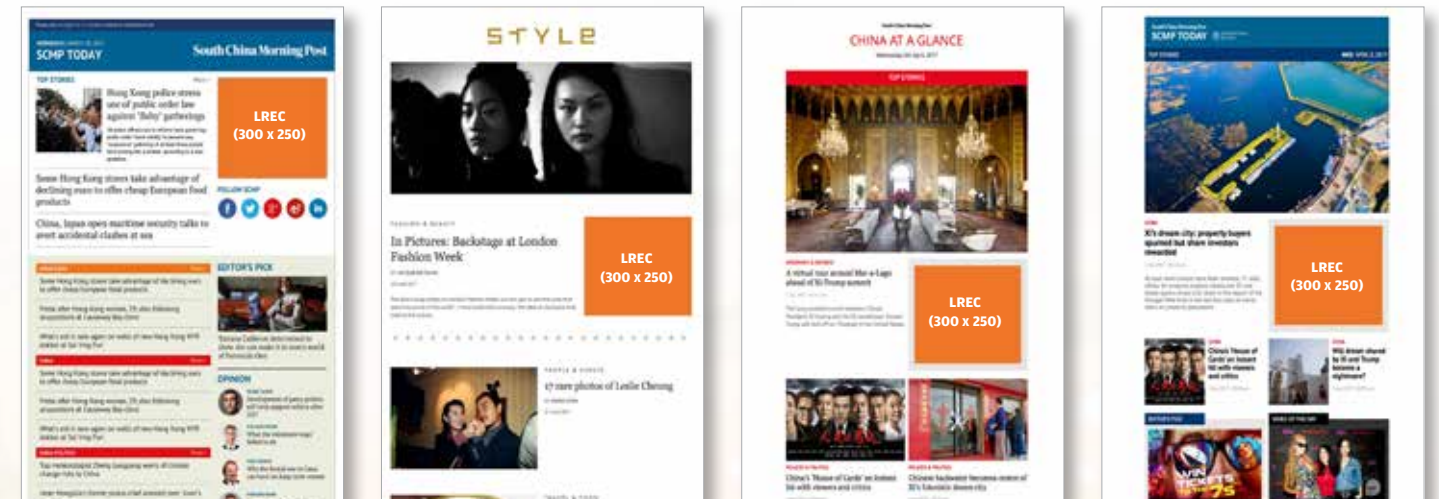
## eNewsletter

Make use of the SCMP.com eNewsletters to reach a highly-educated, affluent and influential readership via their inbox.

• **Number of Unique Subscribers: 330,000+**

• **Published from Monday to Sunday.**

Ad option	Dimensions (W x H)	File size	File format
LREC	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5

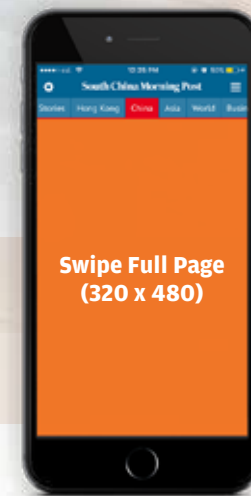


# SCMP Mobile Edition

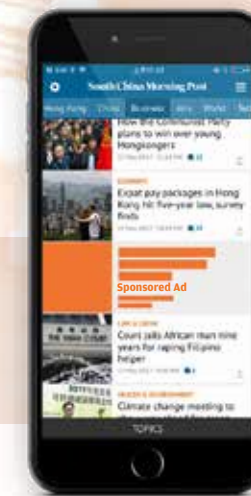
The mobile edition of SCMP.com, including m.scmp.com and the mobile app on iPhone and Android phones, makes it easier to stay in touch with consumers, reaching them the moment they seek information, for news, entertainment, travel, dining, or any other great editorial content.

With a highly educated, affluent and influential readership, the mobile edition of SCMP.com is the best partner to keep in step with the market.

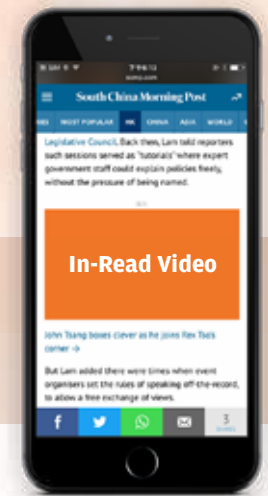
Ad option	Dimensions (W x H)	File size	File format
LREC 1	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
LREC 2	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
In Read Full Page	320 x 480 px	< 50 kb	JPEG / Animated GIF / HTML5
Swipe Full Page**	320 x 480 px	< 50 kb	JPEG / Animated GIF / HTML5
Sponsored Ad	300 x 300 px	Text: 75 Char, < 35kb	Text / JPEG
In-Read Video*	16:9 or 4:3 ratio	< 20MB	MOV, MP4, AVI, WMV
Interscroller Ad*	384 x 615 px	< 80 kb	JPEG / Animated GIF / HTML5
Miniscroller Ad*	320 x 480 px	< 80 kb	JPEG / Animation GIF / PNG / HTML5



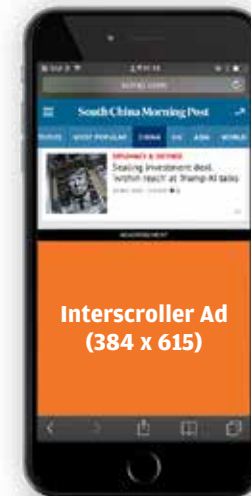
Swipe Full Page



Sponsored Ad



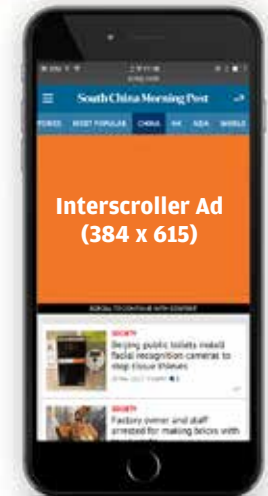
In-Read Video



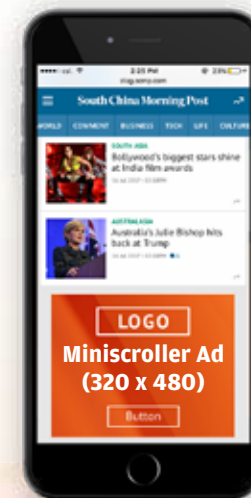
Interscroller Ad (384 x 615)



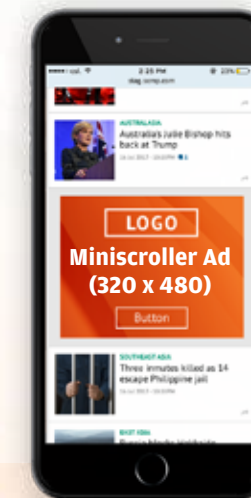
Interscroller Ad



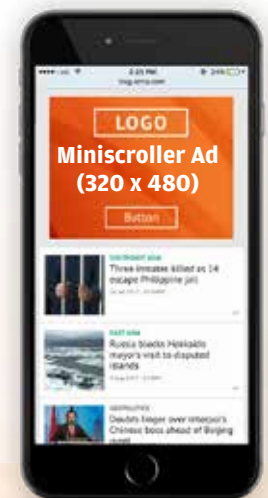
Interscroller Ad (384 x 615)



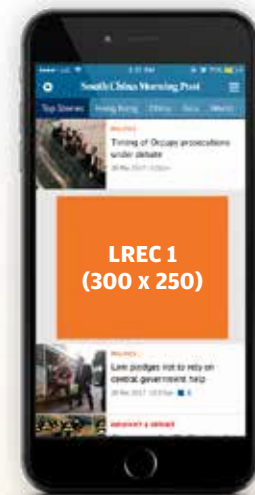
Miniscroller Ad (320 x 480)



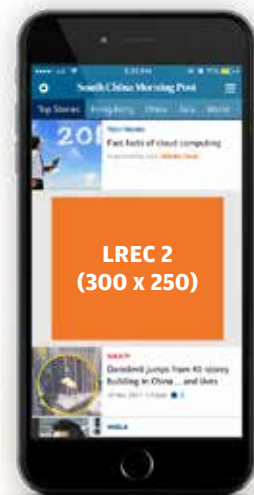
Miniscroller Ad (320 x 480)



Miniscroller Ad (320 x 480)



LREC 1



LREC 2



In-Read Full Page

Remarks: \* Mobile Web Only  
\*\* Mobile App Only



# SCMP Tablet Edition

With the new and improved SCMP Tablet Edition, advertisers can reach our preferred business elites in Hong Kong, Asia and across the world - now through new and dynamic interactive ad formats.

Ad option	Dimensions (W x H)	File size	File format	Remarks
LERC	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5	Week-buy basis (Mon to Sun) at 100% SOV
In-read Full Page	320 x 480 px	< 50 kb	JPEG / Animated GIF / HTML5	Week-buy basis (Mon to Sun) at 100% SOV
Sponsored Ad	300 x 300 px	Text: 75 Char, < 35 kb	Text / JPEG	Week-buy basis (Mon to Sun) at 100% SOV



LERC



In-read Full Page



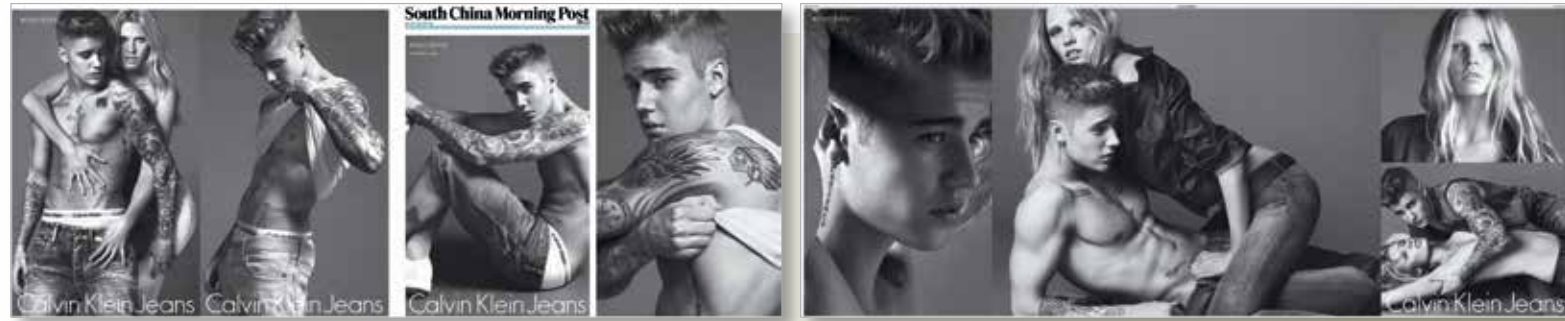
Sponsored Ad





# Special Advertising Formats

The *South China Morning Post* offers highly visible, cost-effective and eye-catching solutions in our daily and Sunday editions to promote brands and products in style, and help them to fight for a share of the advertising landscape.



8-Page Panorama Sleeve



8-Page Panorama Sleeve



Envelope

Loose/ Booklet Insert



4-Page Centrespread Insert

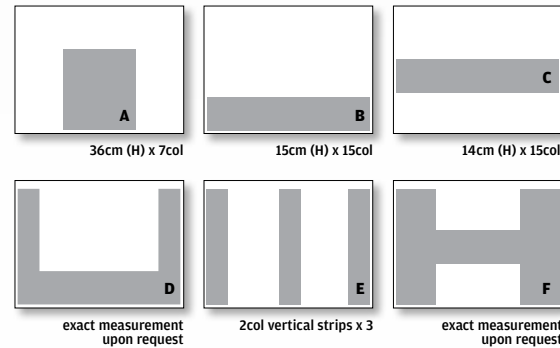


2-Page/ 4-Page Woodfree/ Art-paper Sleeve



# Special Advertising Formats

## Centrespread



## Centrespread

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

## Pairs

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

## Cubes

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

## Floating Banners

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

## L-shape

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

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

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

## Special ad execution

	Size	Maximum quantity	Advertising rate	Handling charge
Belly belt	10cm (H) x 76cm (W) (double-sided tape)	30,000	US\$1.7/copy	0.4/copy
Post Magazine front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)	full circulation only	32,379*	n.a.
Sleeve	2-page broadsheet	full circulation	1.3/copy	0.1/copy
	4-page broadsheet	full circulation	1.9/copy	0.2/copy
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)	30,000	1.9/copy	0.4/copy
Stick-on (Main front)	14cm (H) x 14cm (W)	30,000	2.2/copy	0.4/copy
Loose Insert	4-page (max) - Broadsheet	full circulation	0.5/copy	0.1/copy
Booklet Insert	40 pages (max) - A4 size	full circulation	0.8/copy	0.1/copy

\* Include printing (net)

Any optional printing cost to be provided upon enquiry .

## Panorama

	Paper/Size**	Format	Maximum quantity	Advertising rate	Production rate
6-page panorama sleeve	60gsm woodfree paper/ 54 (H) x 100.9cm (W)		full circulation	US\$2.3/copy	0.4/copy
8-page panorama sleeve	60gsm woodfree paper/ 54 (H) x 134.8cm (W)		full circulation	3.0/copy	0.5/copy
6-page panorama entrespread	60gsm woodfree paper/ 54 (H) x 100.9cm (W)	6-page ad 4-page ad + 2-page editorial	full circulation full circulation only	1.8/copy 157,949	0.3/copy 28,205
8-page panorama entrespread	60gsm woodfree paper/ 54 (H) x 134.8cm (W)	8-page ad 6-page ad + 2-page editorial 4-page ad + 4-page editorial	full circulation full circulation only full circulation only	2.4/copy 241,154 133,974	0.4/copy 35,256 35,256

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



# 360°

**Marketing Solutions**







# SCMP Marketing Solutions

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.

Scope of services including:

- Integrated Solutions**
- Creative Solutions**
- Bespoke Publishing**
- Event Management**
- Digital Solutions**
- Video Production**

The industry recognition underscored the professionalism and integrated expertise of SCMP Marketing Solutions.

# Integrated Solutions

SCMP's Marketing Solutions team develops powerful integrated solutions for our valued B2B and B2C clients.

With insightful strategies and effective communication ideas, our expertise is shown in every aspect of through-the-line executions that fully leverage print, outdoor and online platforms.

Our experienced team has established an impressive portfolio through providing multi-dimensional solutions ranging from **video** and **print production**, **event management**, **Bespoke Publishing** and **digital communications**.

## LANDMARK Christmas 2015 - Wishes Come True at LAMDMARK



Category: Real Estate Agents / Real Estate Developments  
Award: Bronze

Category: 1) Best Integrated Media  
2) Best Print  
Award: Gold

Category: Advertisements / Commercials: Retail  
Award: Bronze

## UnionPay Chill Out Your Way Campaign



Category: Best Sponsorship Campaign  
Award: Gold

Category: Best Sponsorship Activation  
Award: Silver

## Audi Magazine



Category: Magazine Cover  
Award: Bronze

## Starstreet Gourmet & Wine Walk 2015



Category: Best Custom Event  
Award: Gold

## Club Med Sanya Resort Launch Campaign



Category: Best Integrated Media  
Award: Bronze



Hang Lung Properties - 23-29 Blue Pool Road



Club Med - Sanya Resort Launch Campaign



LANDMARK - Christmas Campaign



Credit Suisse - Leave Your Mark Campaign Video



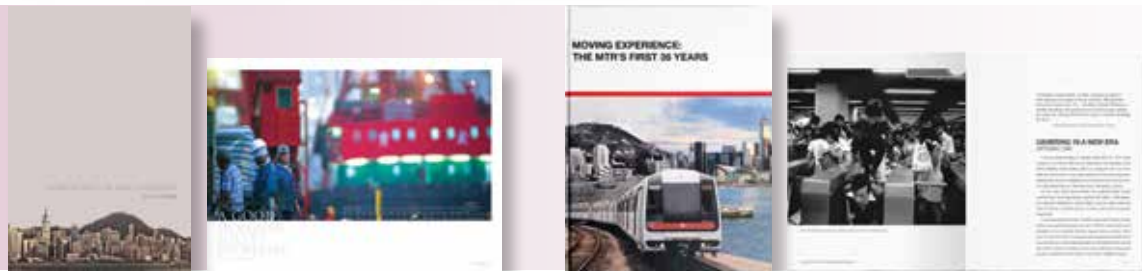


# Bespoke Publishing

With our extensive editorial experience, we offer quality custom publishing to some of the most prestigious brands in Hong Kong. Make your name stand out with publications from magazines, coffee table books and brochures to special reports and internal newsletters.

We manage the entire process: **concept, design, content development, artwork production, printing production and distribution.**

## Books



DLN - Hong Kong : A 40-Year Evolution

MTR - Moving Experience: The MTR's First 36 Years



Sino Land - Botanica Bay Hong Kong



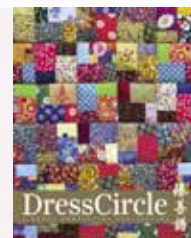
IWC Schaffhausen -The Magic of Portofino

Nan Fung Group - Happy Valley - A World Apart

## Magazines



Audi Magazine - Hong Kong Edition



Kerry Properties - Dress Circle

# Events

More than 20 years of experience in organising conferences and event management, there is no better partner to ensure your event shines.

We develop and manage diversified formats such as lifestyle events, networking functions, conferences, exhibitions, shop openings and private functions.

A credible platform combined with extensive database provides professional full-range of services, plus media exposure at SCMP.



Visa - "Tapping the potential of mobile commerce with innovation" conference



UnionPay - Lan Kwai Fong Chill Out Your Way Party and Happy Hour Campaign

Standard Chartered Bank - Tap Asia's Top Entrepreneurs



Michael Kors - Opening event

Swire Properties - Starstreet Gourmet & Wine Walk



Dior Prestige - Event

Pernod Ricard - Chivas 18 Architecture & Design Awards

2016 Formula 1 Singapore Grand Prix - Pit Stop Challenge



# Mechanical Details





## A dark gray semi-circle is positioned on the right side of the page. Inside the semi-circle, the text "Mechanical Details" is written in white. The background of the right side of the page features a light gray background with a pattern of thin, diagonal, light-colored lines.

# Mechanical Details

## Ad sizes

SCMP & Sunday Morning Post

	Broadsheet	Tabloid
Column height	54cm	32cm
Columns to a page	7	5*

\* Except Directory

Column width	SCMP/ Sunday Morning Post	Religious Notices/ CinemaAd	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	28.9cm	28.9cm	n/a
10 columns	n/a	n/a	32.2cm	32.2cm	n/a
Centrespread	66.4cm	n/a	n/a	n/a	54.0cm

## Post Magazine

		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

## Digital formats for film output and electronic transmission requirements

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

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

### Points to note

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

### Upload Website

display.scmp.com (Select Ad Material Upload)

### 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.



# Mechanical Details

## Deadlines

### SCMP & Sunday Morning Post

#### Bookings

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

All bookings are subject to availability.

#### Personal Announcement

for Tuesday to Friday insertion 3pm on day before publication  
for Sunday & Monday insertion Friday, 3pm

#### Materials

All materials must be delivered to the Advertising & Marketing Solutions 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	Friday, 12 noon

#### Cancellations

ROP	5 days
Main section P5/ P7/ Back page/ Specific page number	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 - 6 weeks

### 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



Terms of  
Business



# 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 the right to amend any advertisement (whether in print or digital version) with or without notice to the advertiser where in SCMP sole opinion SCMP 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, directors, officers, consultants, 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 except such information (i) becomes public knowledge through no fault of SCMP or SCMP's employees and/or officers (where applicable); or (ii) is required to be disclosed by law, any regulatory or governmental authority or pursuant to a judicial order.
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 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. To the extent permitted by, and in accordance with all applicable laws, rules and regulations, 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, the advertiser and/or its advertising agent(s) warrants and undertakes that: (i) they shall comply with all relevant law, rules and regulations including but not limited to the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong); (ii) they shall obtain the consent from the data subject to transfer their personal data to SCMP for the purpose of this Terms of Business; (iii) 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; (iv) they shall be solely and fully responsible for any complaint or claim from any individual and/or entity regarding use of its or their personal data; and (v) they shall indemnify SCMP for any and all loss, damage, suits, costs and liabilities which may be incurred by or brought against SCMP in relation to (a) breach of any provision of this Clause 12 by the advertiser and/or its advertising agent(s), and/or (b) any complaint or claim as referred to in Clause 12(iv) above.
13. The advertiser and/or its advertising agent(s) shall indemnify and keep indemnified SCMP, its directors, officers, employees, agents and contractors (collectively the "Indemnified Parties" and each an "Indemnified Party") in respect of all loss, damage, costs and expenses including legal fees arising directly or indirectly from: (i) the publication of an advertisement on instructions from the advertiser and/or its advertising agent(s); (ii) a breach of any of the terms, conditions or warranties hereunder by the advertiser and/or its advertising agent(s); and (iii) any third party claims against any of the Indemnified Parties because of (i) or (ii) above. In any case where a claim is or may be made or threatened against any of the Indemnified Parties which SCMP knows of, SCMP will give notice in writing to the advertiser and/or its advertising agent(s) and will take reasonable steps to consult with the advertiser and/or its advertising agent(s) before any claim is settled, defended or otherwise determined provided that a failure to consult shall not affect the advertiser's and/or its advertising agent(s)' liability hereunder.
14. The submission of any form of 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 contain any material or information that is obscene, defamatory, libelous, slanderous or does not in any way infringe any copyright or any other intellectual property or related rights or contravene, violate or constitute a breach of any laws of Hong Kong and/or PRC or any codes, regulations, guidelines, guidance notes, leaflets, restrictions or prohibitions issued or imposed by the relevant Government authorities, statutory or regulatory bodies or otherwise (collectively the "Laws and Regulations"). In this connection, (i) the advertiser shall and shall procure its advertising agent(s) to provide all required documents and take all necessary steps to SCMP as provided under the Laws and Regulations in order to assist SCMP in complying with the same; and (ii) the advertiser shall indemnify SCMP and/or any other relevant Indemnified Party in respect of any breach of this clause in accordance with the provisions of Clause 13 hereof.

# Terms of Business

15. The advertiser hereby grants a fully paid up, non-exclusive, royalty-free, non-transferable and non-sublicensable licence to SCMP to use the advertiser's logo(s), trademark(s) and/or trade name(s) as the advertiser permits for purposes of advertisement.
16. 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.
17. 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.
18. 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.
19. 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.
20. The advertiser and/or its advertising agent(s) shall keep SCMP fully indemnified and hold SCMP harmless from all taxes, duties, assessments, tariffs, levies, excises and charges imposed or resulting from any form of advertisement under this Terms of Business in any country or territory, including, without limitation, Hong Kong Special Administrative Region ("Hong Kong") and the People's Republic of China ("PRC"). Without prejudice to the above,

where applicable laws of Hong Kong and/or PRC provide that any withholding, income or other similar tax is to be imposed or applicable on any amount required to be paid by SCMP to you under this Terms of Business, SCMP shall pay such tax to the competent tax authority or authorities and shall be entitled to collect the amount of such tax from you.

21. 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.
22. 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.
23. Not all sections of all newspapers are sent to all readers.
24. The above Terms of Business are valid to the extent as permissible under applicable laws.
25. This Terms of Business shall be governed by and construed in accordance with the laws of Hong Kong.

# Overseas

## Sales Representative Contacts





# Overseas

Sales Representative Contacts

# Overseas Sales Representative Contacts

## Australia

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

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