



WOMAN · IDENTITY · DESIRE

M I N G S / S

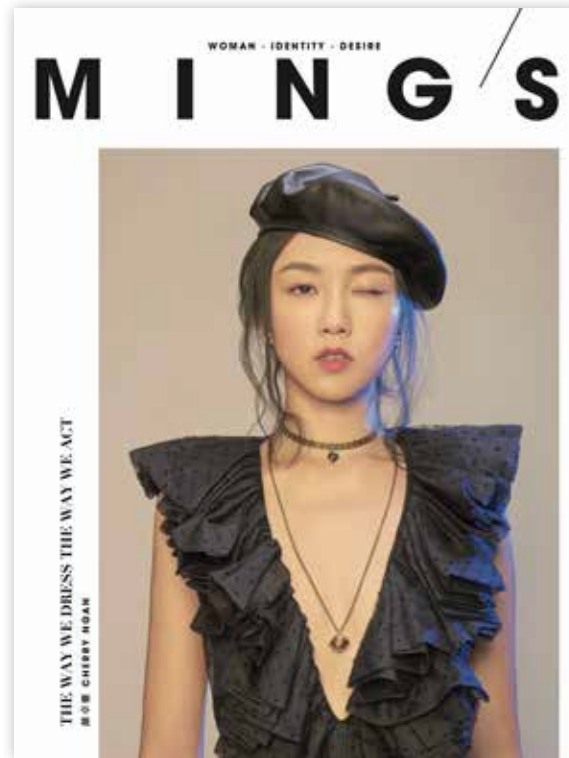
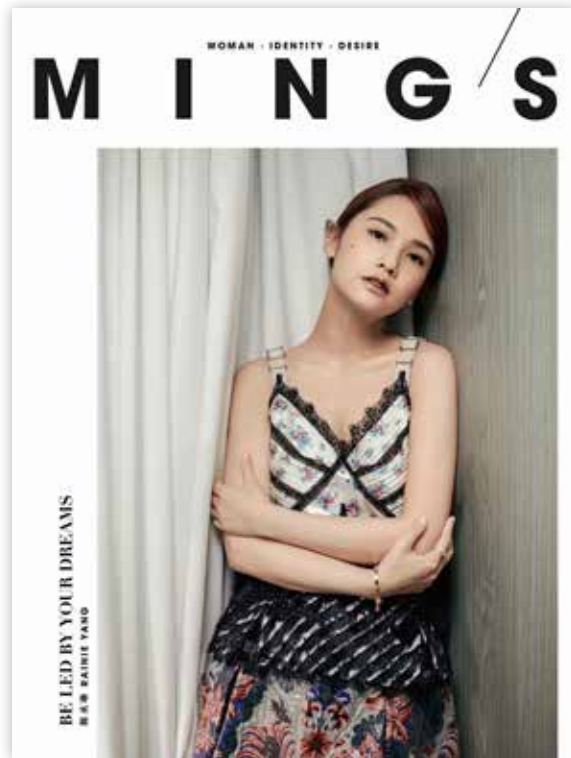
MEDIA KIT 2018

M I N G / S – an integrated fashion & beauty media platform dedicated to the metropolitan women in our city, sharing our passion and vision through stunning photographs, in-depth articles and quality features on fashion, beauty, luxury, arts and sports.

M I N G / S woman is stylish, sophisticated, multifaceted and adventurous. She is open to explore anything and everything that leads to a wonderful life.



MAGAZINE



DIGITAL PLATFORMS



Website: www.mings.hk



Facebook: [mpw.mings](https://www.facebook.com/mpw.mings)



Instagram: [mings_hk](https://www.instagram.com/mings_hk)



Youtube: [mpwmings](https://www.youtube.com/mpwmings)

AUDIENCE PROFILE



MAGAZINE

Core Readership

Female (51%)

15-44 (48%)

High Education Level

University and above (31%)

High Occupational Level

Professional, Manager, Executive (27%)

Trader & Proprietor (2%)

Office Ladies (16%)

Source : Nielsen Media Index Jul 2016 - Jun 2017
(as of readership profile of Ming Pao Weekly, inserted per month)



WEBSITE

Core Readership

Female (71%)

18-24 (20%)

25-34 (49%)

35-44 (24%)

Average Monthly Traffic

Unique Visitors (103k)

Sessions (157k)

Pageview (236k)

Source : Google Analytics 2017

f FACEBOOK

Core Readership

Female (71%)

18-24 (18%)

25-34 (41%)

35-44 (26%)

No. of Fans

62k+

Average Monthly Post Reach

2.4m

Engagement Rate

1.8%

Global benchmark : 0.12% for Media

Source : Facebook Insight Report 2017

A woman is seated in a blue plastic chair, surrounded by a chaotic pile of scrap metal, wires, and debris. She is wearing a dark fur hat, dark sunglasses, a dark fur-lined jacket over a patterned sweater, and brown pants. She has a serious expression. The scene is dimly lit, with a strong blue and green color cast. The word "Magazine" is overlaid in white serif font in the center of the image.

Magazine

PUBLICATION DETAILS



Frequency

Monthly

Specification

230mm (W) x 300mm (H)

Paper

Cover: 260gsm B/S Artcard with lamination

Text: 95gsm artpaper

Binding

Perfect binding

No. of pages

160pp + 4pp Cover

Booking deadline

3 weeks prior publication date

Material deadline

2 weeks prior publication date

MAGAZINE ADVERTISING RATE CARD

Position		Rate (HKD)				Effective Date: 1st January 2018
		1x	3x	6x	12x	
Inside Front Cover Spread	Double Page Spread	\$180,000	\$170,000	\$160,000	\$150,000	
Inside Front Cover	Full Page	\$92,000	\$88,000	\$85,000	\$80,000	
Full Page Facing Table of Contents/ Editors Note	Full Page	\$62,000	\$58,000	\$55,000	\$52,000	
1st Half of the Magazine	Full Page	\$52,000	\$49,000	\$46,000	\$44,000	
	Double Page Spread	\$102,000	\$96,000	\$91,000	\$86,000	
R.O.P.	Full Page	\$50,800	\$48,000	\$45,000	\$43,000	
	Double Page Spread	\$101,000	\$95,000	\$90,000	\$85,000	
Inside Back	Full Page	\$62,000	\$58,000	\$55,000	\$52,000	
Inside Back Spread	Double Page Spread	\$120,000	\$108,000	\$105,000	\$100,000	
Outside Back Cover	Full Page	\$138,000	\$130,000	\$120,000	\$110,000	

Special Creative:

The rate for loose insert, special color, gate-fold & other non-standard advertising formats are available on special request.

MATERIAL SPECIFICATION

(Effective from March 2018 issue)

Position		Trim Size W*H (mm)	Type Area W*H (mm)
Inside Front Cover Spread	Double Page Spread	446 * 300	436 * 290
Inside Front Cover	Full Page	223 * 300	213 * 290
Full Page Facing Table of Contents/ Editors Note	Full Page	230 * 300	220 * 290
1st Half of the Magazine	Full Page	230 * 300	220 * 290
	Double Page Spread *	460 * 300	450 * 290
R.O.P.	Full Page	230 * 300	220 * 290
	Double Page Spread *	460 * 300	450 * 290
Inside Back	Full Page	223 * 300	213 * 290
Inside Back Spread	Double Page Spread	446 * 300	436 * 290
Outside Back Cover	Full Page	230 * 300	220 * 290

* For Double Page Spread, please reserve 3mm on each side for gutter.

Bleed margin: 5mm on each side

Screen line: 175

COVER EDITORIAL SPONSORSHIP

Full Sponsorship

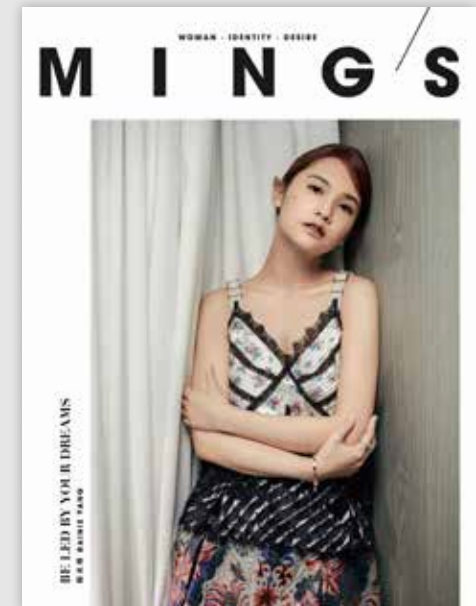
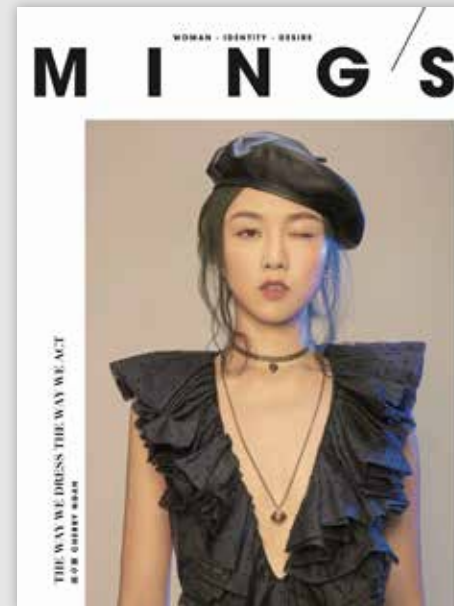
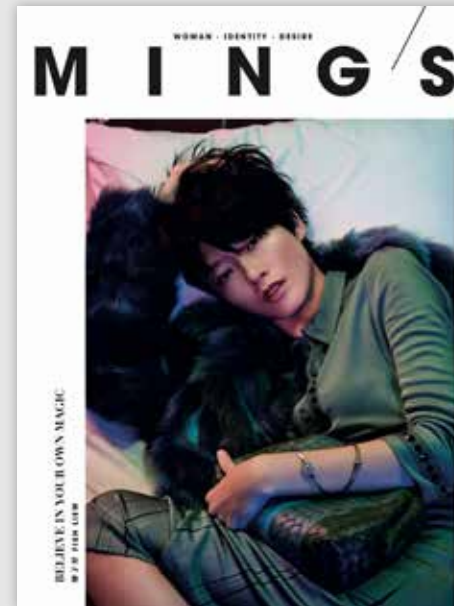
HK\$250,000

Partial Sponsorship

HK\$150,000

Remarks:

1. Special requests of shooting including celebrities or KOLs / models, shooting venue and special requirements may subject to additional charges and would be quoted separately.
2. The sponsorship booking can be reserved with 24 months in advance. While any sponsorship cover reserved but without authorized booking will be released by 12 months before the publication month. Then the bookings of released months will be accepted on first-come-first-basis.
3. The acceptance of brands, editorial contents and layouts is subject to editorial team's full discretion.



OTHER ADVERTISING & MARKETING SOLUTIONS

Tailormade Booklet

Cost subject to creative, material & printing specification, no. of copies.

Creative Project Management and Productions

Subject to Client's briefing, our services include creative idea, video productions, copy writing on various platforms.

Event Management

Subject to Client's briefing, our services include sourcing venue, Emcee, helpers, guest recruitments and overall logistics.

Integrated Media Solutions

Customized proposals include brand story, editorial sponsorship and native content advertising with productions.

eDM

Based on One Media Group's database, on-targeted eDM blasts will be quoted subject to Client's requirements.

**Cost to be quoted*



Handbags & Accessories Special
(32pp self-cover)



Mother's Day Special in May sponsored by Pandora (32pp self-cover)



Valentine's Special sponsored by Tiffany & Co. (48pp self-cover)



Leather Special by agnes b. (16pp self-cover)

A woman with long, wavy brown hair is shown from the chest up, wearing a black long-sleeved top. She is playing a bright yellow electric guitar with a white pickguard and is singing with her mouth open. The background is a plain, light-colored wall. The word "Digital" is overlaid in the center in a white, serif font.

Digital

WEBSITE & MOBILE SITE ADVERTISING RATE CARD

Format	Dimensions (pixels)	Website	Mobile Site	Location	Min. SOV	Rate / Week (HKD)
Homepage Main Visual	1181 (W) * 563 (H)	✓	✓	Homepage	100%	\$20,000
Super Banner / Billboard	728 (W) * 90 (H) / 970 (W) * 180 (H)	✓	✗	Run-of-Site	10%	\$5,000
Large Rectangular (Position 1, 2, 3)	300 (W) * 250 (H)	✓	✓	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 (MING'S homepage + BKA + BKB Homepage) + Mobile First View (Mobile Site first interaction)	50%	\$15,000
Skinner	1181 (W) * 563 (H) / Full Screen	✓	✗	MING'S homepage	100%	\$40,000
LREC Expandable Banner + LREC	560 (W) * 250 (H) / 300 (W) * 250 (H)	✓	✓ (LREC only)	Run-of-Site	10%	\$10,000
ITVC	-	✓	✓	-	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).

DIGITAL SPECIAL PACKAGE

Featured Story

\$60,000

- 1 week Main Visual @ Homepage
- 1 Advertorial page
- Inclusive of copywriting and web design
- 1 newsfeed on MING'S Facebook page

Optional

\$100,000

Digital Video Content Sponsorship & Production

- Min. 1 min edited TV clippings (1 time filming at no more than 2 hours, 1 location within HK territory only)
- The video shooting schedule will be agreed by both parties
- 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
- 1 video newsfeed on MING'S Facebook page

Facebook Feed

\$30,000

- MING'S (@mpw.mings)
- No. of units per day: Maximum 2
- \$1,500 or 30% handling charge of boost post, whichever is higher

Instagram Feed

\$10,000

- MING'S (@mings_hk)
 - No. of units per day: Maximum 2
 - \$1,500 or 30% handling charge of boost post, whichever is higher
-

A hand with red nail polish holds a clapperboard against a dark red velvet curtain. The clapperboard has a black and white striped top bar and a dark grey body with white text and lines. The text on the clapperboard includes 'EVENT', 'LOCATION', 'HONG KONG', and 'ENQUIRY'.

Promotion Calendar & Special Packages

EVENT

LOCATION

HONG KONG

ENQUIRY

PROMOTION CALENDAR



ADVERTISING PACKAGES

1

Mar – Dec:
On-pack gift joint promotion sponsorship

Cost to be quoted
subject to specification

Client to provide quantity of 10,000 gift pack (partial circulation) per issue

Entitlements:

- Cover exposure of the gift on MING's cover
- 1 x Full page write up on this promotion
- 1 x write up on MING's website
- 1 x video newsfeed on MING's Facebook

2

May / Nov:
Thankful Week Integrated Package

HK\$80,000
single brand video

A. MING'S Facebook page

HK\$30,000
mixed brands video (per brand)

- The night before Sogo Thankful week, editor will take video for the preparation of selected beauty brands and products.
Editor to edit for the Best Box Set of the brands & products.
 - On the first day of Sogo Thankful week, MING's to post the video feed around 8:00am-10:00am.
(with boost cost HK\$1,000 per brand / maximum 5 brands)
- ▶ [Click to see reference](#)

ADVERTISING PACKAGES

2

(continued)

B. Season Set Promotion

- 1 Full page inside MING's
or
 - 1 newsfeed on MING's Facebook page (with \$1,000 boost cost)
-

3

Jul – Aug:

MING's Beauty Best Award 2018

HK\$80,000
(value HK\$122,000)

Entitlements:

- 2 x newsfeeds (1 x MING'S, 1 x MING'S Beauty) on Facebook page from August to October (with \$1000 boost per post)
- 2018 Beauty Best Award (1 Full page announcement on product feature + 1 Full page of up-and-coming feature in September)

Remarks : all entitlements must be fully utilized on or before 31st October 2018.

▶ Reference: SKII

▶ Reference: Cle de Peau

MAGAZINE SPECIFICATION

Cost Remarks

Advertising Agency Commission

15% (only offer to accredited advertising agency)

Fixed Position loading

+30% (subject to availability)

Consecutive Pages

+10%

Advertorial Loading

+15% (advertising material should be submitted 14 days prior publication date for MING Style's approval)

Additional spot color

+25% each

Digital Files Specification (PDF files preferred)



Image resolution

300 dpi



Images in CMYK

ISO 39L Standard



Outlined fonts

All fonts must be converted to outline

PDF Format

- 1.3 Version
- PDF standard: PDF/X-1a
- File must include
 - a. Registration marks;
 - b. Crop Marks;
 - c. Bleed Marks;
 - d. Color Bars;
 - e. Page Information

Color Proof

- Digital Proof in ISO 39L Standard (complies with ISO 12647-7)
- Color proof with proof control "passed sticker"
- If the client/ agency cannot provide the ISO 39L standard and passed sticker, MING Style will not be responsible for any color discrepancy or compensation

Email

- File under 5MB can be delivered by e-mail
- For file size over 5MB, please upload to an FTP server
- FTP server: Please contact our advertising representatives

Screen ruling

175 line / inch

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 (Gap 623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/agreement.

ADVERTISING

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