



WOMAN · IDENTITY · DESIRE

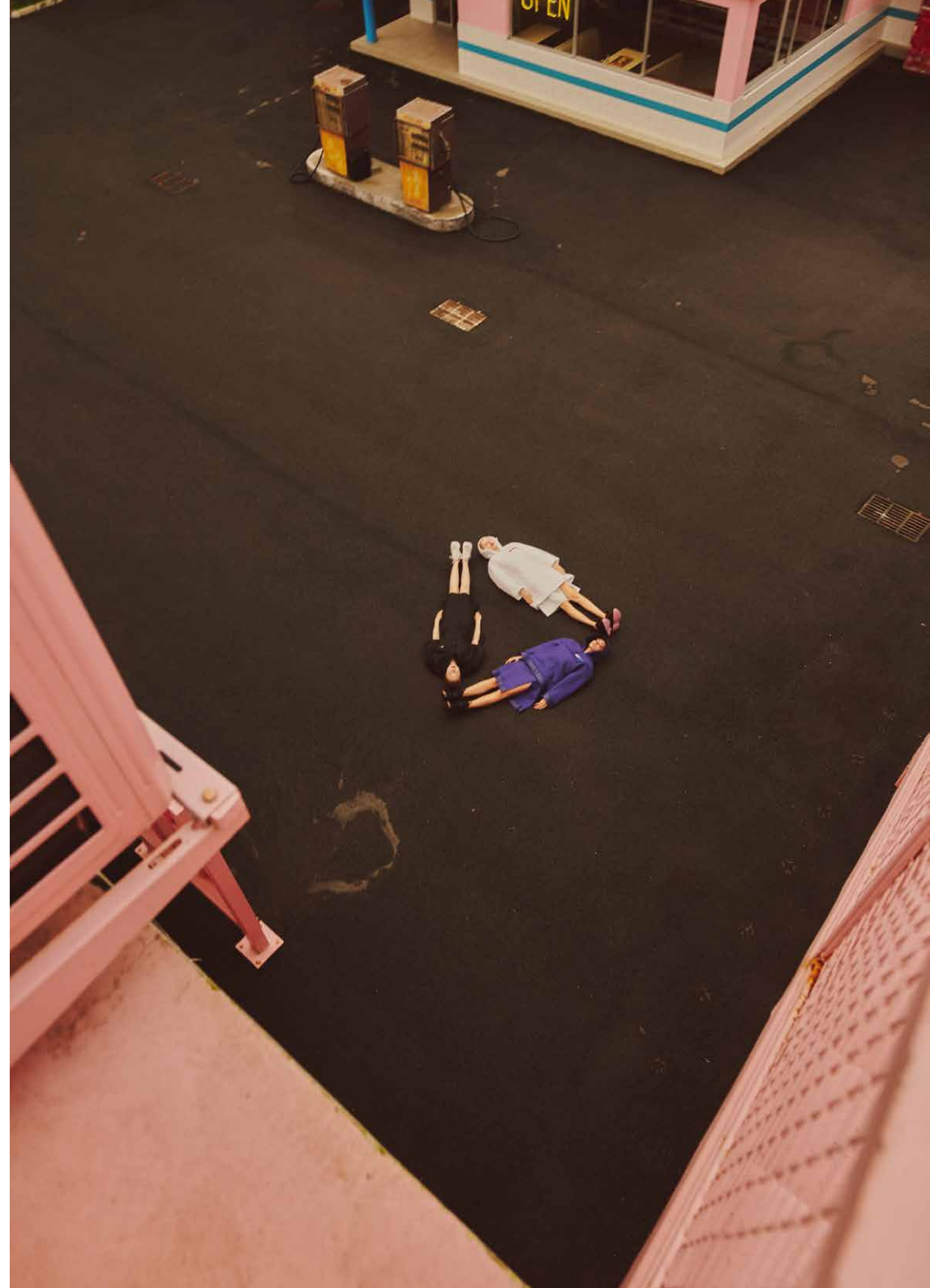
M I N G ' S

MEDIA KIT 2019

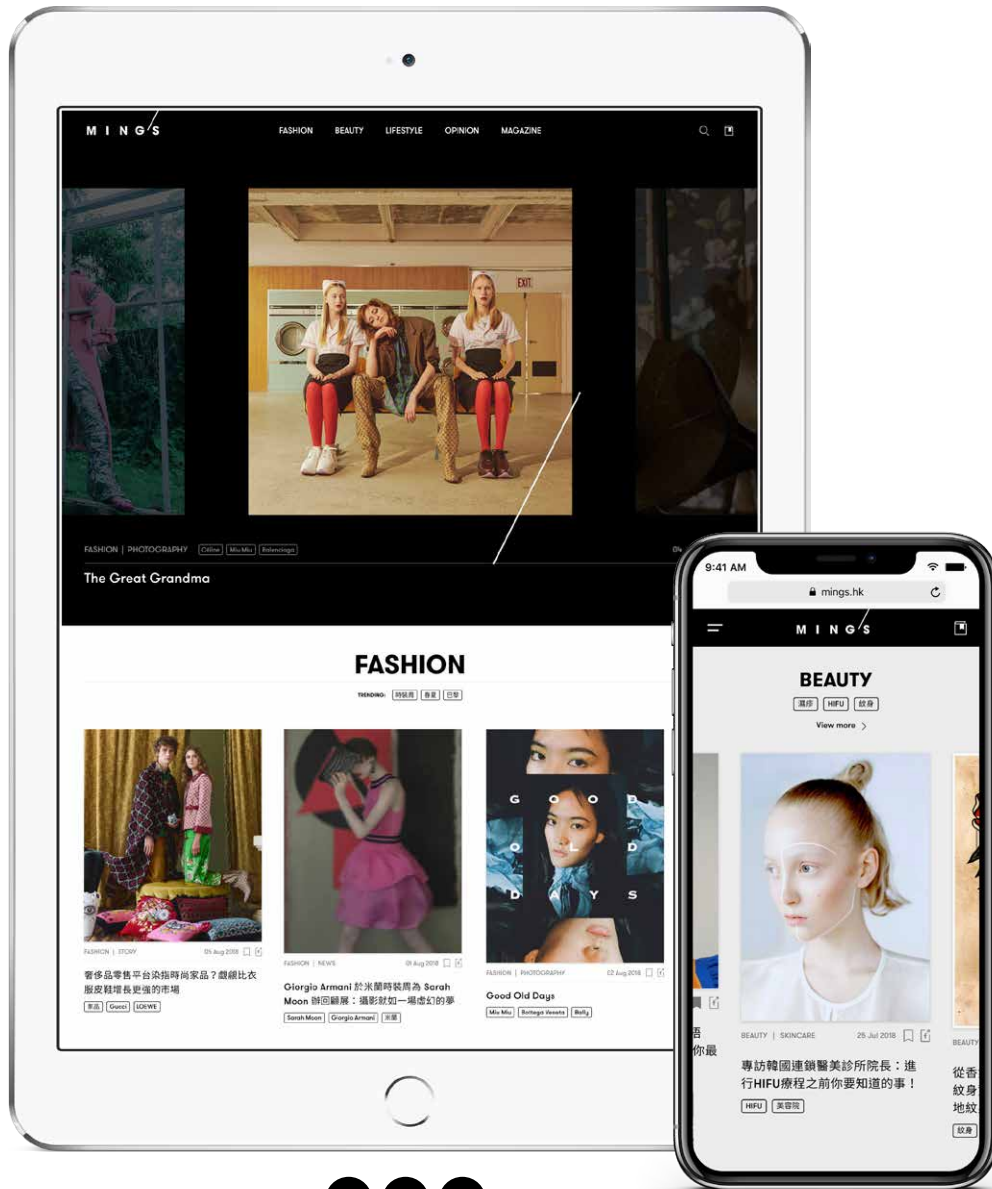
Effective Date: 1st September, 2018 #6

M I N G / S – a one-stop multimedia centre for fashion, beauty and lifestyle contents. We dedicated ourselves in speaking to women of the city by sharing our passions and visions through quality contents filled with stunning images and in-depth featured articles.

M I N G / S women are stylish and elegant; celebrating beauty and fashion with candour, and always looking for self-nourishment from looks to soul.



PLATFORMS



Website: www.mings.hk



Magazine

TABLE OF CONTENT

5	AUDIENCE PROFILE
6	INTEGRATED ADVERTISING SOLUTIONS
8		1 / Editorial Sponsorship
10		2 / Advertorial & Advertising Placement
12		3 / Integrated Media Solutions
14	RATE CARDS & SPECIFICATIONS
15		Print
19		Digital
20		Integrated
22	PROMOTION CALENDAR & SPECIAL PACKAGES
23		Promotion Calendar
24		Special Packages
26	CONTACT US

AUDIENCE PROFILE

Women centric / Young professionals / Highly engaged



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%)



WEBSITE

Source : Google Analytics Jan-Jul, 2018

Core Readership

Female (66%)

18-24 (19%)

25-34 (44%)

35-44 (25%)

Average Monthly Traffic

Unique Visitors (160k)

Sessions (192k)

Pageview (276k)



SOCIAL MEDIA

Source : Facebook Insight Report Apr-Jul, 2018

Core Readership

Female (65%)

18-24 (22%)

25-34 (38%)

35-44 (24%)

MING'S Facebook Fans

120k+

(MING'S & MING'S Beauty)

Average Monthly Post Reach

2.9m

Video View Through Rate

13%

Engagement Rate

1%

Global benchmark : 0.12% for Media

f | @MPW.MINGS @MINGSBEAUTY

@ | @MINGS_HK @BEAUTY_MINGS

▶ | www.youtube.com/user/mpwmings

A woman wearing a dark fur hat, sunglasses, and a heavy fur-lined jacket is sitting in a blue plastic chair. She is surrounded by a large pile of scrap metal, including pipes, wires, and various mechanical parts. The scene is dimly lit, with a strong blue and green color cast. The text "Integrated Advertising Solutions" is overlaid in the center in a white serif font.

Integrated Advertising Solutions

Chanel / May 2018 Issue



Pink dress in light pink tulle with fully embroidered bodice



Embroidered dress with intricate details and intricate embroidery

Fendi / May 2018 Issue



If you are looking for print coverages to build brand awareness

Céline / March 2018 Issue



Balenciaga / March 2018 Issue

1 / EDITORIAL SPONSORSHIP

From magazine cover to feature articles, editorial team of MING'S provides native contents that marries the brand DNAs of our own with our clients; with great strengths in styling and knowledge to the current fashion scene.

Gucci
July 2018 Issue



107 /
 108 /
 109 /
 110 /
 111 /
 112 /
 113 /
 114 /
 115 /
 116 /
 117 /
 118 /
 119 /
 120 /
 121 /
 122 /
 123 /
 124 /
 125 /
 126 /
 127 /
 128 /
 129 /
 130 /
 131 /
 132 /
 133 /
 134 /
 135 /
 136 /
 137 /
 138 /
 139 /
 140 /
 141 /
 142 /
 143 /
 144 /
 145 /
 146 /
 147 /
 148 /
 149 /
 150 /
 151 /
 152 /
 153 /
 154 /
 155 /
 156 /
 157 /
 158 /
 159 /
 160 /
 161 /
 162 /
 163 /
 164 /
 165 /
 166 /
 167 /
 168 /
 169 /
 170 /
 171 /
 172 /
 173 /
 174 /
 175 /
 176 /
 177 /
 178 /
 179 /
 180 /
 181 /
 182 /
 183 /
 184 /
 185 /
 186 /
 187 /
 188 /
 189 /
 190 /
 191 /
 192 /
 193 /
 194 /
 195 /
 196 /
 197 /
 198 /
 199 /
 200 /

SAW VI / CHENG

鄭秀文

做得到做得好

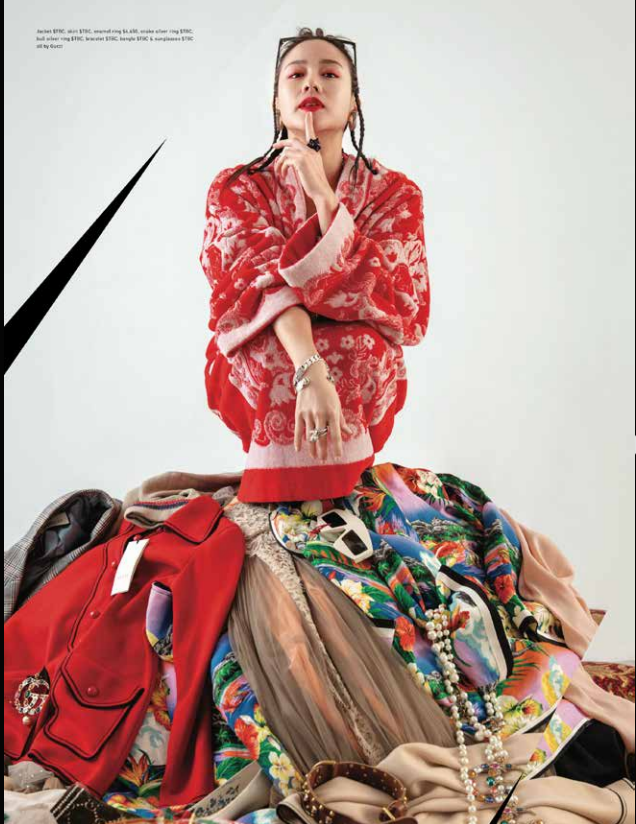
今日是3月6日拜五節，《Ming's》獨立日正式啟事。

香港女人最幸福的，基本權利齊備，有心有膽自動創出一片天。

近幾年鄭秀文努力突破自我標籤，成功尋回自我，一切得來不易，她也沒因跨行事業放棄她放歌事業，敬業力堪，盡努力拍，自己過自己喜歡的日子，繼續向前行。

當問Ming's「做得到又做得好」，她的態度對你沒有有一點商量？

Dress: \$5,800; turtleneck sweater: \$10,500 & leather dress: \$45,000 all by Dior



2 / ADVERTORIAL & ADVERTISING PLACEMENT

Contents can be produced specified to clients' requests, which are presented alongside rich & quality materials in our monthly magazine or a separate booklet.



Beauty Best Award Special
(62pp self-cover)



Shoes & Bags Special
(48pp self-cover)



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



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

If you are looking for creative ideas to build brand engagements

Jimmy Choo



Roger Vivier



Longchamp

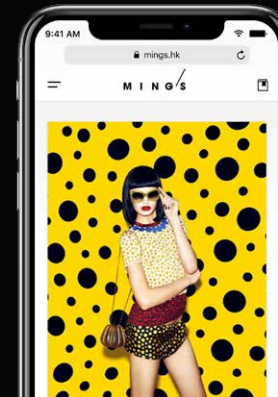
3 / INTEGRATED MEDIA SOLUTIONS

Differs from other one-off promotions, our team firmly believes strong engagement must be built by making conversations with our audiences.

Based on a campaign message or brand story, MING'S creative team offers customised business solutions including copy-writing, fashion styling & video productions, which ensures clients' campaign/marketing message can translate across various channels.

- Social Media Posts
- Video Production
- MING'S Featured Series delivers a curated narrative with an extensive amount of contents to our audiences
- B2B Collaborative Events

Marc Jacobs
MING'S Featured Series





WE
LOVE
PERFUME

Dior Beauty



Chanel Beauty



YSL Beauty

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 text "Rate Cards & Specifications" is overlaid in the center of the image in a white, serif font.

Rate Cards & Specifications

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 to publication date

Material deadline

2 weeks prior to publication date

Distribution channels

VIP Lists, Retail Outlets, Airport Lounges, Clubhouses, Spa & Beauty Salons, Café and Clinics

COVER EDITORIAL SPONSORSHIP

Full Sponsorship

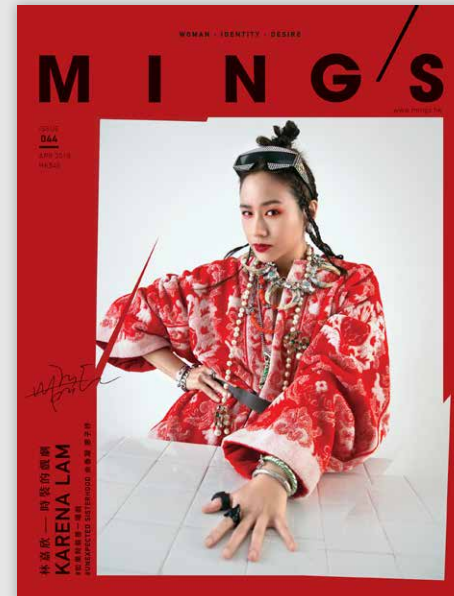
HK\$275,000

Partial Sponsorship

HK\$165,000

Remarks:

1. Special requests on celebrities or influencers/ models, shooting venues and other requirements may be subjected to additional charges.
2. The sponsorship booking can be reserved 24 months in advance. Cover sponsorships reserved but without authorised booking will be released by 12 months before the publication month. New bookings of released issue will be accepted on first-come-first-basis.
3. Editorial contents and layout designs are subjected to editorial team's full discretion.



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	

Remarks:

1. Thematic Booklet: Cost subject to creative, material, printing specification and number of copies.
2. Special Creative: The rate for loose insert, special colour, gate-fold & other non-standard advertising formats are available by 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

WEBSITE & MOBILE SITE ADVERTISING RATE CARD

Format	Dimensions (pixels)	Website	Mobile Site	Location	Min. SOV	Rate / Week (HKD)
Homepage Main Visual	TBC	✓	✓	Homepage	100%	\$20,000
Large Rectangular (Position 1, 2)	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

Remarks:

eDM can be designed based on your requests, to be delivered to our readers & One Media Group's database.

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 display ad in this format once in every 4 weeks (i.e. With 3 weeks interval).
3. Minimum entry fee is \$30,000 (net).

INTEGRATED MEDIA PACKAGE

Featured Story

\$66,000

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

Optional

\$110,000

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 to be featured on MING'S social media platforms and website

Facebook Feed - MING'S (@mpw.mings)

\$30,000

- No. of units per day: Maximum 2
- \$1,500 or 30% handling charge of boost post, whichever is higher

Instagram Feed - MING'S (@mings_hk)

\$30,000

- No. of units per day: Maximum 2
- \$1,500 or 30% handling charge of boost post, whichever is higher

Remarks:

Customised proposals & event management are to be quoted separately.

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 to publication date for MING Style's approval)

Additional spot colour

+25% each

Digital File 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

- Version 1.3
- 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'S will not be responsible for any colour 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.

A hand with red-painted nails holds a clapperboard against a dark red velvet curtain background. The clapperboard has a black and white striped top bar and a black 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

	JAN		
Feb: Valentine's Special	FEB		Jan – Dec: On-pack gift joint promotion with brands See #1 on page 24
Mar: Fashion Week Special	MAR		
Apr: Bags & Accessories Special	APR		
May: Sogo Thankful Week See #2 on page 24	MAY		
Jun: Watch & Jewellery Feature	JUN		
	JUL		Jul – Aug: MING'S Beauty Best Awards See #3 on page 25
Aug: Fashion Week Special	AUG		
Sep: MING'S Anniversary, Bags & Accessories Special, High Jewellery Feature	SEP		
Nov: Watch & Jewellery Feature, Sogo Thankful Week See #2 on page 24	NOV		
Dec: Christmas Feature	DEC		

ADVERTISING PACKAGES

1

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)

- MING'S editorial team will do video production the night before the event on selected brands and products. The Best boxset of the event will be highlighted, handpicked by MING'S.
- Video will be posted around 8:00am-10:00am on the first day of SOGO Thankful Week. (with social media advertising cost of 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 boosting cost)
-

3

Jul – Aug:

MING's Beauty Best Award 2019

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

Entitlements:

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

Remarks : all entitlements must be fully utilised on or before 31st October 2019.

- ▶ Reference: SK-II
 - ▶ Reference: Cle de Peau
-

BUSINESS SOLUTIONS

TEL **(852) 3605 3778**
FAX **(852) 2595 9170**
EMAIL **mpwsales@omghk.com**

