



SCMP Advertising & Marketing Solutions

# MEDIA KIT 2018



# NEW PAGE NEW SCMP

The South China Morning Post is moving beyond a broadsheet.

As this 115-year-old newspaper evolves into a global media company, the *South China Morning Post* is now available across various channels, platforms, and formats.

As we embark on a digital transformation, the way we create new editorial products is constantly evolving, and it's so much more than just shrinking text down to a five-inch screen. As consumer behaviours change at an accelerated pace, and as discovery options expand beyond traditional channels, we are committed to bringing our world-class journalism to our readers anywhere, anytime, and on any device.

Headquartered in Hong Kong, our teams span across Asia and the United States, working together to connect with news consumers around the world. We are committed to informing and inspiring through journalism of the highest standards.

Our vision is to "Elevate Thought" and  
our mission is to "Lead the global conversation about China."

We develop news content 24/7, driven by world-class journalists, editors, visual artists, photographers and videographers, all guided by the principle of "Truth and Fairness". Our editorial teams are powered by emerging digital technologies that allow us to tell Asia's most important and compelling stories in innovative ways.

We look forward to the next chapter, turning a New Page with the conviction that media can inspire and Elevate Thought, each and every day.



# NEW PERSPECTIVES

## Letter from the EDITOR

Charting China's rise as a global power has emerged as one of the biggest, if not the biggest story of the 21st Century.


China is currently the world's second largest economy, expected to overtake the United States as the largest in the next decade. China's digital economy is booming, driven by technological innovation and an Internet user base exceeding the population of Europe. It is now home to more than one-third of the world's unicorns -- those private companies valued at more than US\$1 billion.

US President Donald Trump has focused on a US First strategy, offering China the opportunity to take a leadership position on the global stage. It already has been stepping up in supporting initiatives such as free trade and combating climate change.

In a world facing increasing tension around misinformation and miscommunication, much of the divide comes from a lack of understanding of the other side. That's why we want to tell the China story and explain its relevance and implications to our readers in a truthful, fair and balanced way.

The *South China Morning Post* has been the most authoritative voice reporting on China and Asia for more than a century. Our unique home base – Hong Kong – allows us to have in-depth understanding of the China story from an insider's perspective, while enjoying a high level of freedom and independence granted by the city's special constitutional principle of "One country, two systems".

Today, our 115 -year-old newspaper enters a new era with a new look and new identity. Our editorial principles require us to report with accuracy in a fair and balanced way, and we do not shy away from controversy. We commit to bringing you, to explaining to you, the best quality China story in the cutting edge formats that you, our readers, demand.



**Tammy Tam**

Editor-in-Chief, South China Morning Post



# NEW POSSIBILITIES

The possibilities for journalism continue to expand, and our investments in digital technologies and research will allow the Post to lead in engaging reportage. New media formats, unrestricted by the dimensions of print, give us wide canvases on which to tell compelling stories. Data intelligence gives our coverage more depth and accuracy. And our growing video capabilities will allow the world to see and understand China with more texture and colour.

The news industry is truly at an inflection point, and we are in a challenging yet exhilarating position to define the future of media. We are committed to New Possibilities through innovation, so that our readers can understand the world in more meaningful ways.

After over a century of reporting on China, SCMP is proud to launch new platforms that offers our global audience a window on the rapid innovation in this part of the world.



## abacus

Abacus ( [www.abacusnews.com](http://www.abacusnews.com) ) is all about China tech for the rest of the world. Once, China just built the rest of the world's products. Now they're building their own, coming up with new solutions to serve an enormous population at home. But what does that mean for everyone else?

Based in Hong Kong, the city that blends East and West, we'll bring you all the latest news, reviews and plenty of video showing what's happening in consumer technology in China. But we aim to go beyond the headlines to bring you a deeper context, breaking down who the big players are in China's tech scene and how they rose to prominence.

As Chinese technology grows and spreads, so does the need to understand what's driving it. That's our goal.

# NEW POSSIBILITIES



## inkstone

Inkstone is a daily multimedia digest of China-focused stories that will give you unique, unvarnished insight into a rising potential superpower.

From elite politics to business and technology and what's buzzing in social media, plus all the human stories that get under the skin of a country changing faster than any other in history.


We'll bring it all to you in an easily digestible, curated daily report.

Available on the web ([www.inkstonenews.com](http://www.inkstonenews.com)), via mobile app (Apple, Google) and through a daily curated newsletter, Inkstone provides a new perspective on today's China, its relationship with the United States and why this all matters.

## *Goldthread*

Weaving through the stories of Chinese people

Goldthread ([www.goldthread2.com](http://www.goldthread2.com)) is lovingly crafted stories shot in China & made in Hong Kong by multilingual reporters & artists who love the internet. We are explorers examining China through the way people talk, eat, and live. We don't take everything at face value- you demand nuanced and thoughtful stories on food, travel and culture. We are video centric & social first.

 <https://www.youtube.com/Goldthread2>

 <https://www.instagram.com/goldthread2/>

 <https://www.facebook.com/goldthread2/>



# RECENT DIGITAL AWARDS

## Global BIGGIES Awards 2018 - 6 wins

- **Excellence in Data Analytics, Group A**  
Second Place: Implementation of Data Management Platform - South China Morning Post
- **Excellence in Data-driven Advertising Campaign**  
First Place: Retargeting Campaign Roll-out with Data to Maximize Reach and Conversion - South China Morning Post
- **Excellence in Data-driven Business Process Efficiency**  
Award of Excellence: Strengthening Data Culture at SCMP - South China Morning Post
- **Excellence in Data-Driven Product Development, Group A**  
Second Place: Leveraging Data for A/B Testing - South China Morning Post, Hong Kong
- **Excellence for Creativity in a Data-Driven Project**  
Second Place: ETL without a data engineer - South China Morning Post
- **Excellence in Data-driven Technology**  
Award of Excellence: Implementation of GCS to increase reliance on data across the organization - South China Morning Post

## The 6<sup>th</sup> Media Convergence Awards 2018 - 10 wins

- Top 10 Media- South China Morning Post
- Gold Award- Newspaper Category ( Overall)
- Gold Award- Newspaper Category ( Website)
- Gold Award- Newspaper Category ( Mobile)
- Gold Award- Newspaper Category ( Social Media)
- Gold Award- Overall Media (Website)
- Gold Award- Overall Media (Mobile)
- Gold Award- Monthly Magazine Category - Elle ( Social Media)
- Silver Award- Overall Media ( Social Media)
- Bronze Award- Monthly Magazine Category - Elle ( Website)

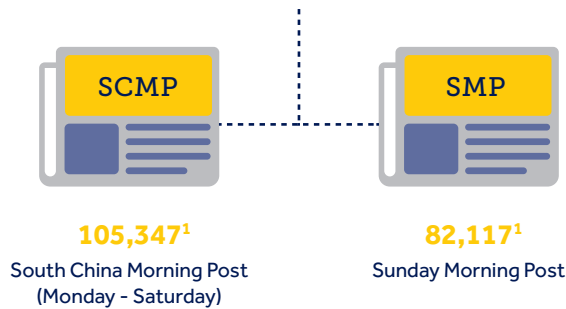
## WAN-IFRA Asian Digital Media Awards 2017 – 7 wins

- Gold Award – Best News Website
- Gold Award – Best News Mobile Service
- Gold Award – Best in Lifestyle, Sports or Entertainment Website
- Gold Award – Best Data Visualisation Project
- Silver Award – Best News Website
- Silver Award – Best Data Visualisation Project
- Bronze Award – Best Data Visualisation Project

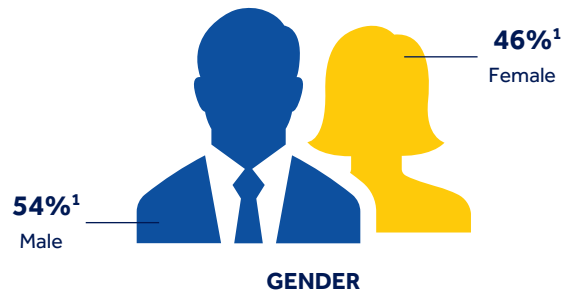
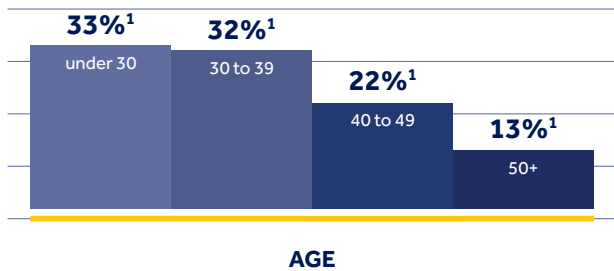
# OUR AUDIENCE

SCMP reaches an influential readership everyday with our flagship product the South China Morning Post. We also attract millions of eyeballs monthly through the SCMP.com digital platform. From desktop to mobile site and mobile app to tablet, we offer the delivery options that give your brand the exposure you need. Leverage SCMP's extensive resources and relationships to create the connections you want, and influence the demographics you need.

## CIRCULATION



**READERSHIP: 396,000<sup>2</sup>**  
South China Morning Post & Sunday Morning  
Post combined



## POSITION



Professional / Managers / Executives / Traders / Proprietors

51%<sup>1</sup>

## QUALIFICATION



University or above

60%<sup>1</sup>

## PURCHASING POWER



Monthly Household Income HK\$60,000 or above

43%<sup>1</sup>

## FAMILY



Children in Household

51%<sup>1</sup>

Source: 1. Overall readership (Print & Digital editions), 2017 Q4 Nielsen Media Index: Hong Kong Report 2. Print Readership, 2017 Q4 Nielsen Media Index, Hong Kong Report

# OUR AUDIENCE

The Ipsos Global Business Influencers (GBI) survey is the world's leading study tracking the media, business, financial, luxury, and travel habits of the most senior global business executives. GBI is the industry currency survey of reaching and understanding this audience globally across 17 countries.

Compared with regional daily newspaper, SCMP has the highest numbers of readers



With a personal net worth of  
**USD 3,000,000<sup>+2</sup>**



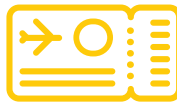
With value of real estate investments/  
primary residence at  
**USD 2,000,000<sup>+2</sup>**



Who own **6<sup>+2</sup>**  
Investments/ financial products



Having  
**5+ business trips<sup>2</sup>**  
in past 12 months



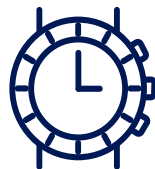
Flying **First** or  
**Business-Class<sup>2</sup>**  
on both business and leisure trips  
in past 12 months



Having  
**5+ leisure trips<sup>2</sup>**  
in past 12 months



Who own premium car worth  
**USD 80,000<sup>+2</sup>**



Who own watch worth  
**USD 10,000<sup>+2</sup>**



Who own arts & antiques worth  
**USD 10,000<sup>+2</sup>**

Source 2: Ipsos Connect Global Business Influencers Survey 2017 (HK Report)



# OUR SOLUTIONS

SCMP's comprehensive portfolio of integrated advertising and marketing solutions offers unparalleled 360-degree multiplatform coverage and campaign effectiveness.

SCMP Advertising and Marketing Solutions™ principal focus is to sell advertising space across the South China Morning Post print and digital product portfolio.

Leveraging our strong relationships with advertiser clients and the ability to connect strong editorial content with prestigious brands, additional dedicated specialist teams offer a wide range of premium marketing solutions and branded content.



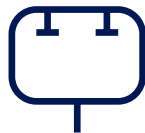
## Digital Products

SCMP's digital products and tools create effective advertising and marketing campaigns to reach a worldwide audience whether online or mobile gadgets.



## Print Products

SCMP's editorial expertise and rapport with thought leaders bring captivating stories and insights that engage readers across varied interests.



## Outdoor

SCMP's prime outdoor media spaces offer optimum visibility to dramatically capture the city's attention in high-traffic spot - Macau Ferry Terminal.



## Morning Studio

SCMP's branded content team helps advertisers engage our readers through storytelling while enabling the brand behind the content to achieve its marketing objectives.



# DIGITAL PRODUCTS

## SCMP.COM

With the implementation of numerous digital ad options at our flagship product, SCMP.com, advertisers can choose from traditional banner ads to the most advanced engaging ad formats that bring an impressive conversion rate to their products. With a strong growth in the usage of mobile and tablet by affluent readers, SCMP Mobile and Tablet products offer the perfect channels for advertisers to run rich-media ads, driving strong marketing results.

### Desktop

The SCMP.com is presented in a contemporary and easy-to-read design, with intuitive navigation and fully interactive graphics, photos, videos and more.

Ad option	Dimensions (W x H)	File size	File format
Super Leaderboard	970 x 90 px	< 200 kb	JPEG / Animated GIF / HTML5
Billboard	970x 250 px	< 300 kb	JPEG / Animated GIF / HTML5
LREC 1	300 x 250 px	< 200 kb	JPEG / Animated GIF / HTML5
LREC 2	300 x 250 px	< 200 kb	JPEG / Animated GIF / HTML5
Site Take-over	[Site Take-over => LREC 1] 300 x 250 px (LREC)	< 500 kb	JPEG / Animated GIF / HTML5
Sponsored Ad	300 x 187 px	Text: 75 Char, < 100kb	Text / JPEG
Pre-Roll Ad	16:9 or 4:3 ratio	< 20 MB	MP4, WMV, AVI
Adtiles	[4 x optional videos] 300 x 250 px	< 200 kb	JPEG / Static GIF / PNG / MP4
3D Box	300x 250 px	< 200 kb	JPEG / Static GIF / PNG
In-Read Scroller	700 x 1400 px	< 200 kb	JPEG / PNG

### Mobile

The mobile edition of SCMP.com, including m.scmp.com and the mobile apps on iPhone and Android phones, makes it easier to stay in touch with consumers, reaching them the moment they seek information.

Ad option	Dimensions (W x H)	File size	File format	Remarks
Swipe Full Page	320 x 480 px	< 100 kb	JPEG / Animated GIF / HTML5	Mobile App Only
Sponsored Ad	300 x 300 px	Text: 75 Char, < 100 kb	Text / JPEG	
Scratch	[image x 2] 300 x 250 px	< 200 kb	JPEG / static GIF / PNG	Mobile Site Only
Shake	[image x 2 - 5] 300 x 250 px	< 200 kb	JPEG / static GIF / PNG	Mobile Site Only

# DIGITAL PRODUCTS



## Tablet

Ad option	Dimensions (W x H)	File size	File format
LREC	300 x 250 pixels	< 200 kb	JPEG / Animated GIF / HTML5
In-read Full Page	320 x 480 pixels	< 200 kb	JPEG / Animated GIF / HTML5
Sponsored Ad	300 x 300 pixels	Text: 75 Char, < 100 kb	Text / JPEG



## eNewsletter

Ad option	Dimensions (W x H)	File size	File format
LREC	300 x 250 pixels	< 200 kb	JPEG / GIF (Static only)

• Number of Unique Subscribers: 331,000+ • Published from Monday to Sunday



## eDM

Ad option	Dimensions	File size	File format
eDM	Width of eDM: 600 px or 800 px Height of eDM: 800 px (Max. 1200 px)	< 50 kb	JPEG / HTML file** Animation GIF, Flash, Javascript and stylesheets are not supported

• Filters: Age, Gender, Household income, interests, Country of residence, etc.

\*\* HTML File encoding: UTF-8



## Programmatic

SCMP is dedicated to empower brands to deliver effective digital campaigns. Our premium inventory and audience are available through direct orders and programmatically whichever best suits your needs.

Through PMP and Programmatic Guaranteed, we work with brands to meet campaign goals. We offer first party audience targeting options from the rich profile we have built from many data points ranging from interests, intents, surveys and 3rd party data enrichments.

To inquire further about SCMP's programmatic offerings, contact our advertising sales team at [programmatic@scmp.com](mailto:programmatic@scmp.com)





## Audience Targeting

Advertisers with the SCMP can extend their campaigns to access clearly defined digital readers through Audience Targeting solutions available for our desktop, mobile web and app platforms. Audience footprints are collected and analysed through advanced data management techniques to create relevant and valuable segments for advertisers.

This real and real-time data helps match readers consuming specific categories of content with a client's desired profile across the Business, China News, Global News, Lifestyle, Sports and Tech interest segments, etc. Contact us today for cutting edge ways to make your marketing spend work even harder and smarter.



### News

*Audience who are interested in consuming a specific section of SCMP's high quality editorial content.*

- China News
- Global News
- Politics



### Lifestyle and interest

*Audience that pursues a quality lifestyle, with data segmented into defined interests, preferences and activities.*

- Fashion
- Art & Culture
- Design and Architecture
- Shopping
- Wine and Dine
- Sports
- Tech and gadgets
- Gaming
- Travel
- Beauty and Skincare
- Watches and Jewelry
- Automobile



### Business and Finance

*Business elites who are keen on exploring business and investment opportunities.*

- Business
- Finance and investment
- Property



### Education

*Engagers of SCMP's extensive education content, inherited from the former Education Post and contributed by Young Post.*

- Education
- Parenting



# PRINT PRODUCTS



## South China Morning Post - 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.

Position	Size	Remarks
Front Page Solus	21cm (H) x 3col	Non-cancellable
Front Page Solus Sky Banner <sup>^</sup>	5cm (H) x 7col	Non-cancellable
Front Page Solus Bottom Banner	9cm (H) x 7col	Non-cancellable
ROP A	54cm (H) x 7col	
ROP B	27cm (H) x 7col	
ROP C	36cm (H) x 5col	
ROP D	27cm (H) x 4col	
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W
Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W
Back Page	Full Page	
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col	
Specified Position	Min: 27cm (H) x 4col	
Front Half	Min: 27cm (H) x 4col	
ROP	Min: 8cm (H) x 2col	

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

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

For spot and full colour: minimum size is 27cm (H) x 4col unless specified.

# PRINT PRODUCTS



## South China Morning Post - 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
Front Page Solus	21cm (H) x 3col	Non-cancellable
Front Page Solus Sky Banner	5cm (H) x 7col	Non-cancellable
Front Page Solus Bottom Banner	9cm (H) x 7col	Non-cancellable
ROP A	54cm (H) x 7col	
ROP B	27cm (H) x 7col	
ROP C	36cm (H) x 5col	
ROP D	27cm (H) x 4col	
Page 2 (Solus)	27cm (H) x 4col	Full colour pre-empts B/W
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W
Back Page (Solus)	Max: 21cm (H) x 4col	
Specified Position	Min: 27cm (H) x 4col	
ROP	Min: 8cm (H) x 2col	
IPO/ Notices		
eIPO/ Congratulatory		
Mutual Fund Listing		Mon - Sat only , Unit Rate per month
Mutual Fund Logo		Mon - Sat only, Unit Rate per month

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

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

# PRINT PRODUCTS



## South China Morning Post - 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.

Position	Size	Remarks
Front Page Solus	27cm (H) x 4col	Non-cancellable
Front Page Solus Sky Banner	5cm (H) x 7col	Non-cancellable
Front Page Solus Bottom Banner	9cm (H) x 7col	Non-cancellable
ROP A	54cm (H) x 7col	
ROP B	27cm (H) x 7col	
ROP C	36cm (H) x 5col	
ROP D	27cm (H) x 4col	
Page 3	Min: 27cm (H) x 4col	Full colour pre-empt B/W
Specified Position	Min: 27cm (H) x 4col	
ROP	Min: 8cm (H) x 2col	
Classified Property	Min: 3cm (H) x 1col (10 columns)	

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

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

# PRINT PRODUCTS



## South China Morning Post - 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
Front Page Solus A	21cm (H) x 3col	Non-cancellable
Front Page Solus B	27cm (H) x 4col	Non-cancellable
Front Page Solus Sky Banner	5cm (H) x 7col	Non-cancellable
Front Page Solus Bottom Banner	9cm (H) x 7col	Non-cancellable
ROP A	54cm (H) x 7col	
ROP B	27cm (H) x 7col	
ROP C	36cm (H) x 5col	
ROP D	27cm (H) x 4col	
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empt B/W
Back Page	27cm (H) x 4 col OR Full Page	
Specified Position	Min: 27cm (H) x 4col	
ROP	Min: 8cm (H) x 2col	
Personal Announcements	Min: 3cm (H) x 1col	
	Lineage - Min: 6 lines	Unit Rate per line
Cinema	Min: 3cm (H) x 1col (9 columns)	
Religious Notices	Min: 3cm (H) x 1col (9 columns)	

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

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

Personal Announcement booking deadline :

3:00pm one day before the publication for Tuesday to Friday insertions

3:00pm Friday for Sunday & Monday insertions



# PRINT PRODUCTS



## South China Morning Post - 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
ROP A	54cm (H) x 7col	
ROP B	27cm (H) x 7col	
ROP C	36cm (H) x 5col	
ROP D	27cm (H) x 4col	
Specified Position	Min: 27cm (H) x 4col	
ROP	Min: 8cm (H) x 2col	

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

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

# PRINT PRODUCTS



## 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
Front Page Solus	21cm (H) x 3col	Non-cancellable
Front Page Solus Bottom Banner	9cm (H) x 7col	Non-cancellable
ROP A	54cm (H) x 7col	
ROP B	27cm (H) x 7col	
ROP C	36cm (H) x 5col	
ROP D	27cm (H) x 4col	
Page 3 (Solus)	27cm (H) x 4col	Non-cancellable; Full colour pre-empts B/W
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W
Back Page (Solus)	Full Page	
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col	
Specified Position	Min: 27cm (H) x 4col	
Front Half	Min: 27cm (H) x 4col	
ROP	Min: 8cm (H) x 2col	
Notices		
Cinema	Min: 3cm (H) x 1col (9col)	

ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

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

# PRINT PRODUCTS



## Sunday Morning Post- This Week In Asia

This Week in Asia is a compact news digest that helps business elites keep pace with fast changing times and available in print or on the web, [scmp.com/thisweekinasia](http://scmp.com/thisweekinasia).

- 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

Published as a special supplement to the Sunday Morning Post.

## 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.



## 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.

# PRINT PRODUCTS



## 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.

## Good Schools Guide

Every issue of the quarterly tabloid features a different theme, which could range from overseas study programmes to arts in school or other extra-curricular activities. School visits and interviews with principals will keep you updated on new campuses in town, admission tips and curricula trends, while experts' input on parenting tips and case studies on inclusive education and language learning offer a vantage point for students and parents over Hong Kong's ever-changing education sphere.

It's also available on the web, [scmp.com/topics/good-schools-guide](http://scmp.com/topics/good-schools-guide)

- Full circulation with South China Morning Post
- Quarterly - March, June, October, December



## 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.

# PRINT PRODUCTS



## 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.

## South China Morning Post- 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





# PRINT PRODUCTS



## STYLE

The city's most insightful guide to the world of culture and luxury. The monthly magazine offers an insider's look at how the privileged live, and is packed with in-depth articles that delve into the business of style and the subtle nuances of a cultivated lifestyle.

STYLE's website is the South China Morning Post's dedicated portal to the world of luxury, with breaking news and feature articles on fashion, art, tech, food and wine, travel and luxury goods.

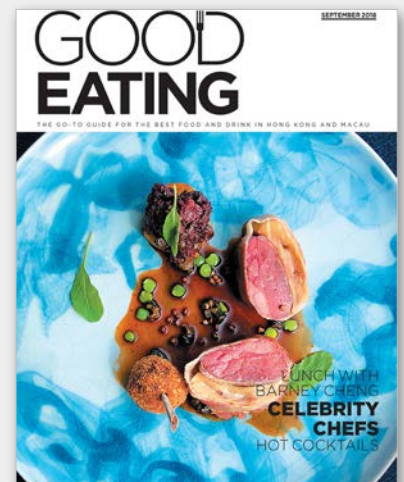
STYLE is truly in a class of its own.

- Full circulation with South China Morning Post
- Monthly

## 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.

- Full circulation with South China Morning Post
- Quarterly - April, June, September, November



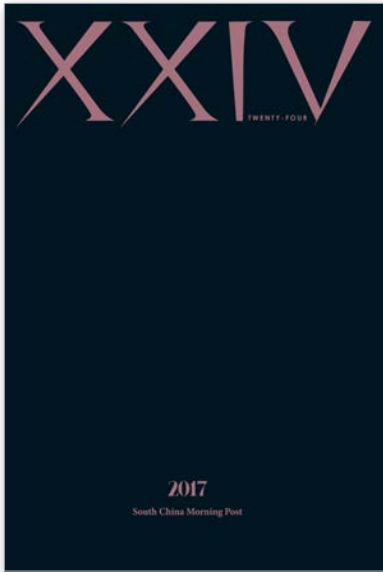
## LuxeHomes Annual



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.

- Distribution: South China Morning Post print subscription and selected database including major property agencies, developers, top management, state owned enterprises and multinational executives in mainland China. Also available at selected restaurants & cafés, fitness centres, spas & beauty salons.
- Annually - Fourth Quarter

# PRINT PRODUCTS



## 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.

- Distribution: South China Morning Post print subscription and selected VIP database including entrepreneurs, executive management of HK-listed companies and professionals. Also available at selected membership clubs, high-end residential clubhouses and private jets.
- Annually - November

## 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.

- Distribution: South China Morning Post print subscription and selected database including tourism boards, event organisers, travel agents, mice planners of multinational companies. Free distribution at major international MICE events.
- Bi-Annually - April, September

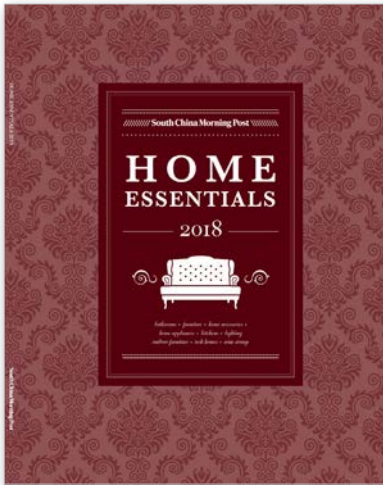


## Private Banking Directory

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.

- Designated circulation with SCMP at strategic locations, luxury serviced apartments as well as South China Morning Post print subscriptions. Also sending to selected database including investors, business owners, entrepreneurs and C-suite readers.
- Annually - June

# PRINT PRODUCTS



## 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.

- Distribution: South China Morning Post print subscription and selected database including property agencies, developers, interior design houses and prestigious architecture firms. Also available for pick up at best-known shopping malls for home & furniture.
- Annually - December

## 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, a dedicated website at [scmp.com](http://scmp.com)
- Distribution: South China Morning Post print subscription and selected database including top management, heads of HR / administration of multinational companies, Chamber of Commerce and Consulate in Hong Kong.
- Also available at selective international movers in Hong Kong, mainland China and Southeast Asia for free distribution among customers.
- Annually - June



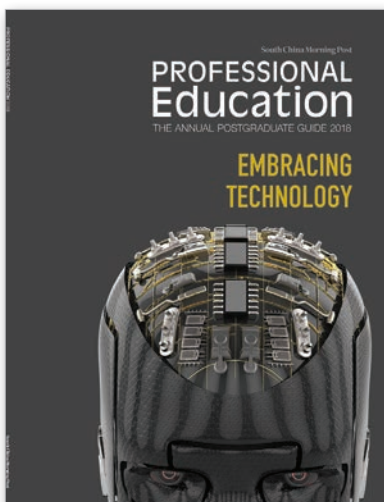
## 100 Top Tables

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.

- Distribution:  
Hong Kong: South China Morning Post print subscription and selected VIP database including business owners, listed companies, professionals, entrepreneurs and C-suite readers. Also available for sale at major bookstores and display copies at selected premium airport and hotel lounges and recreation clubs.  
Macau: Airport lounges, private jets, selected membership clubs and deluxe restaurants.  
Overseas: Airport lounges in Singapore, Malaysia and Thailand.
- Annually - March



# PRINT PRODUCTS



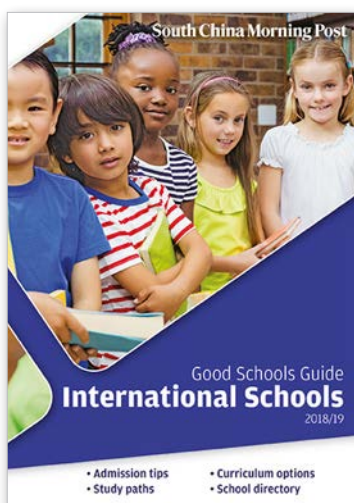
## Professional Education

Featuring postgraduate programmes offered by local and overseas universities, the guide provides insights from professors and industry insiders on the career prospects of professional degrees, latest trends in the economic climate and tips in applying for top universities.

- Distribution: South China Morning Post print subscription. Available for pick up at airport lounges in Hong Kong, selected private clubs, co-working spaces, premium bookstores, career centre in universities (SAO) and sending to selected Head of HR/ Admin Directors

## Good Schools Guide- Kindergartens

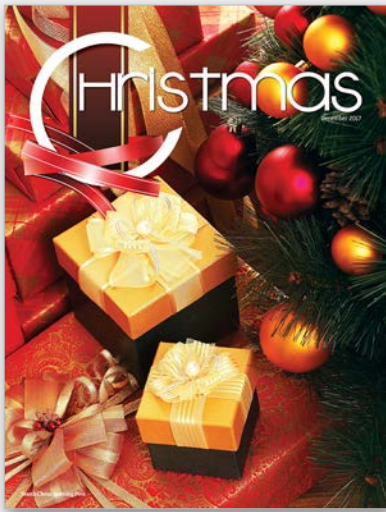
The only directory you'll need to navigate through the kaleidoscope of schooling options for kindergartens and playgroups, this guidebook gives you an in-depth look into the curricula, Free Quality Kindergarten Education and tips in choosing the "right" school. The carefully crafted school profile section covers basic information, school fee and admissions details of every preschool in Hong Kong, according to information by the EDB and first-hand research.



## International Schools Guide

This is your map through the flourishing international education landscape. Covering all international schools in Hong Kong from preschool to high school, the guide includes a section of comprehensive updated profiles which will give you an idea of what to expect in terms of subject choices, school fees and so on. Essential application, important dates and curricula lists will be helpful to potential international schools' applicants.

# PRINT PRODUCTS



## 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.

- Full circulation with South China Morning Post
- Annually - December

## Special Advertising Formats

The South China Morning Post also offers innovative and attractive special advertising formats in daily and Sunday editions which help you to impress our readers.

- Centrespread
- Pairs
- Cubes
- Floating Banners
- L-shape



## Special Ad Execution

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.



# FREQUENCY DISCOUNTS

## SCMP & Sunday Morning Post (Annual contracts)

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

- The net cost of all special executions will count towards the annual total net spending of the client for contract fulfilment.
- The volume discount is not applicable when the special discount offered is higher than the volume discount.
- The volume discount is excluded in Directory, Notices, Classified Property, Cinema, Church Notices and Personal Announcements.

Net spending*	Discount
HK\$350,000	2.50%
HK\$710,000	5.00%
HK\$1,400,000	7.50%
HK\$2,600,000	10.00%
HK\$4,300,000	12.50%
HK\$6,800,000	15.00%

\* Net advertising expenditure in the *South China Morning Post* and the *Sunday Morning Post*, excluding spending in the *Post Magazine*, *Classified Post*, *Jiu Jik*, *scmp.com*, SCMP mobile and tablet editions, *cpjobs.com*, Morning Studio and outdoor billboard advertising – after volume discount, agency commission and any other special discount.

## Post Magazine

- Contracts enjoying frequency discounts must be completed within 12 months.

Insertions (based on full page)	Discount
6	2.50%
12	5.00%
18	7.50%
24	10.00%
36	12.50%
48	15.00%

## Other discounts

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

# MECHANICAL DETAILS

## Newspaper and Magazine ad size:

### 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/ Cinema Ad	Directory	Classified Property	Tabloid
1 column	4.3cm	3.4cm	3.0cm	3.0cm	4.8cm
2 columns	9cm	7cm	6.3cm	6.3cm	10cm
3 columns	13.7cm	10.6cm	9.5cm	9.5cm	15.2cm
4 columns	18.4cm	14.2cm	12.7cm	12.7cm	20.4cm
5 columns	23.1cm	17.8cm	16cm	16.0cm	25.6cm
6 columns	27.8cm	21.4cm	19.2cm	19.2cm	n/a
7 columns	32.5cm	25cm	22.5cm	22.5cm	n/a
8 columns	n/a	28.6cm	25.7cm	25.7cm	n/a
9 columns	n/a	32.2cm	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
	(Bleed)	32.6
Centrespread	(Trim)	32
	(Bleed)	32.6
Double page spread	(Trim)	32
	(Bleed)	32.6
Half page	Horizontal	15.8
	Vertical	29
Junior page		20
1/3 page/contents page		29
1/4 page		15.8
1/6 page		15.8
Banner		7

## 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 insert ..... 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 (requiring proofing by the SCMP) ..... 3 days\*  
Full colour ..... 2 days\*  
Black & white/spot ..... 3pm on day before publication  
For Monday insertion ..... Friday, 12 noon

## 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	0.7
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.

**Cancellations:** Front page / main section P3 ..... Subject to 100% penalty charge^  
ROP ..... 5 days\*  
Spot color / full color ..... 7 days\*  
Prime positions ..... 10 days\*  
Main section P5/ P7/ Back page/ Specific page number ..... 1 month\*

### Post Magazine

**Bookings:** 2 weeks prior to publication

**Material:** 7 days prior to publication

**Cancellation:** ROB ..... 2 weeks\*  
Prime positions ..... 6 weeks\*

#### scmp.com

**Cancellations:** Subject to 100% penalty charge^  
5 working days\*  
This policy applies to both banner-type and eDM orders

^Penalty charge of booked insertion \*Prior to publication / material deadline / campaign date

# OUTDOOR

Outdoor is a natural extension of the media solutions we offer our prestigious advertiser clients. With a focus on premium outdoor sites that provide optimal affluent target audience traffic and high visibility, SCMP's prime outdoor media spaces include the series of posters at Macau Ferry Terminal which reach 17.6 million passengers annually.

(source: The HKSAR, Marine Department 2013)

## Macau Ferry Terminal, Central, Hong Kong

9 posters on wall (POW) within the restricted areas, capturing all passengers going to and from Macau (via ferry and helicopter) and southern China (Zhuhai, Shekou and Zhung Shan)

Contact us for details about placing your advertisement.



# MORNING STUDIO

We are the branded content team of the South China Morning Post (SCMP). As part of a media company that has been the region's main source of Asian and international news since 1903, we understand the importance of communication – and know what makes a good story.

Morning Studio aim to engage our readers through storytelling while enabling the brand behind the content to achieve its marketing objectives. Our branded content uses multimedia resources, including eye-catching video, infographics and animation, and is search-engine optimised (SEO). The content is crafted to SCMP's high editorial standards and with the unique voice of the particular SCMP platform on which it is featured, whether that's SCMP.com, Abacus, Inkstone or Goldthread.

Learn more about us at [morningstudio.scmp.com](http://morningstudio.scmp.com)



Branded Content



Bespoke Publishing



Custom Events



Creative Design



# CONTACTS

## Headquarter

## Hong Kong

South China Morning Post Publishers Limited  
Advertising & Marketing Solutions Department

19/F, Tower 1, Times Square,  
1 Matheson Street, Causeway Bay,  
Hong Kong

Tel: (852) 2565 2435

Fax: (852) 2565 5380

E-mail: [advertising@scmp.com](mailto:advertising@scmp.com)

## China

### Beijing Bureau & Sales Office

Rm. 3-5/ 3-7, Tower D, Guanghualu  
SOHO 2, No. 9 Guanghua Street,  
Chaoyang District, Beijing, China, 100020  
Tel: (86) 10 6502 0100  
Email: [halu.sun@scmp.com](mailto:halu.sun@scmp.com)

### Shanghai Bureau

Rm. 1018, No. 3 Building Donghai Square,  
No. 1486 West Nanjing Road,  
Jingan District, Shanghai, China

### Guangzhou Bureau

Rm. 919-920, South Tower, World Trade  
Centre, 371-375 HuanShi Dong Lu,  
Guangzhou, China, 510095

### Shenzhen Bureau

Rm. 65-66, Level 13, Kerry Plaza, Tower  
3, 1-1 Zhong Xin Si Road, Futian District,  
Shenzhen, China, 518048

## Singapore

### Singapore Sales office

160 Robinson Road, #21-09 SBF Centre,  
Singapore 068914  
Tel: (65) 6734 8628  
Email: [dawn.chan@scmp.com](mailto:dawn.chan@scmp.com)

## United States

### New York Bureau

142 W 57th Street, 11th Floor, New York,  
NY 10019, USA

### Washington D.C. Bureau

1875 K Street NW, Washington, D.C. 20006,  
USA

