South China Morning Post

No. 1 Choice

For targeting business leaders in Hong Kong

ADVERTISING & MARKETING SOLUTIONS MEDIA KIT 2017
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.
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.

As media habits evolve, we are ensuring readers can access us in whatever format they choose.
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
  - Winner: Best Newspaper Infographics
  - Silver Award - Best Newspaper Breaking News Article
  - Silver Award - Best Newspaper Overall Design

- **The Society for News Design – 38th 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 – News Design [Pages] – A-Section/Broadsheet
  - Award of Excellence – News Design [Pages] – Sports/Broadsheet
  - Award of Excellence – News Design [Pages] – Local/Deadline
  - Award of Excellence – Page Design [Individual Portfolio] – Combination

- **The Society for News Design – Best of Digital Design** - 4 wins, including:
  - Award for Excellence – Features: Single-subject project
  - Award of Excellence – Graphics: Features and planned coverage

- **WAN-IFRA 16th 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
  - 1st Runner-up – Best Business News Writing – English

- **Hong Kong Press Photographers Association – Focus on the Frontline 2016** - 4 wins, including:
  - 1st prize – General News

- **25th 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 – 38th Edition** - 4 wins, including:
  - Society of Publishers in Asia 2017 (SOPA) Awards 2017 - Excellence in Information Graphics: Award for 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** - 11 wins, including:
  - Winner – Best News Writing – English
  - 1st Runner-up – Best Business News Writing – English

- **Hong Kong Press Photographers Association – Focus on the Frontline 2016** - 4 wins, including:
  - 1st prize – General News

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  - Bronze Award – Features – Science, Technology, Medical and Health Issues
  - Bronze Award – Features – Arts, Entertainment, Food and Lifestyle

- **The Society for News Design – Best of Digital Design** - 4 wins, including:
  - Award for Excellence – Features: Single-subject project
  - Award of Excellence – Graphics: Features and planned coverage
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 (Webstic)
  - 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
Dominant ranking among Hong Kong’s business elite, among all local and regional newspapers and magazines.

#1

Read by more of C-Suites

- More readers with personal net worth of US$2 million or above
- More readers with annual personal income of US$200,000 or above
- More investors

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

Source: BE: ASIA 2015 Hong Kong Report/ Ipsos MediaCT
## Our Readers

<table>
<thead>
<tr>
<th>Circulation¹</th>
<th>South China Morning Post</th>
<th>105,347</th>
<th>Sunday Morning Post</th>
<th>82,117</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readership²</td>
<td>SCMP &amp; Sunday Morning Post Combined</td>
<td>335,000</td>
<td></td>
<td></td>
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</table>

### Demographics

<table>
<thead>
<tr>
<th>Age</th>
<th>41% 29 years or below</th>
<th>50% 30 to 59 years old</th>
<th>9% 60 years or above</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>50% Male</td>
<td>50% Female</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>68% University or above</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td>53% Professional/Manager/Executive/Trader/Proprietor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>47% Monthly Personal Income HK$40,000 or above</td>
<td>35% Monthly Household Income HK$80,000 or above</td>
<td></td>
</tr>
</tbody>
</table>

Source: 1. HKABC Audit Jul - Dec 2016  2. Hong Kong Audience Survey 2016 by Social Science Research Centre of HKU
Key Statistics

Financial Services

<table>
<thead>
<tr>
<th>Category</th>
<th>SCMP/SMP (Combined)</th>
<th>HKEJ</th>
<th>HKET</th>
<th>Sing Tao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium / Priority banking users</td>
<td>146,245</td>
<td>124,965</td>
<td>114,236</td>
<td>137,131</td>
</tr>
<tr>
<td>Investment products users</td>
<td>142,376</td>
<td>132,133</td>
<td>121,233</td>
<td>139,747</td>
</tr>
</tbody>
</table>

Property (Mainland China)

<table>
<thead>
<tr>
<th>Category</th>
<th>SCMP/SMP (Combined)</th>
<th>HKEJ</th>
<th>HKET</th>
<th>Sing Tao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely to buy property in Hong Kong for investment in the next 12 months</td>
<td>56,599</td>
<td>10,945</td>
<td>15,757</td>
<td>26,038</td>
</tr>
<tr>
<td>Likely to buy Overseas property in the next 12 months</td>
<td>91,012</td>
<td>17,988</td>
<td>25,781</td>
<td>24,574</td>
</tr>
</tbody>
</table>

Car

<table>
<thead>
<tr>
<th>Category</th>
<th>SCMP/SMP (Combined)</th>
<th>HKEJ</th>
<th>HKET</th>
<th>Sing Tao</th>
</tr>
</thead>
<tbody>
<tr>
<td>European car owners</td>
<td>77,474</td>
<td>45,729</td>
<td>45,926</td>
<td>65,798</td>
</tr>
<tr>
<td>Have 2 or more cars</td>
<td>60,274</td>
<td>38,261</td>
<td>34,364</td>
<td>55,143</td>
</tr>
</tbody>
</table>

Travel (Business)

<table>
<thead>
<tr>
<th>Category</th>
<th>SCMP/SMP (Combined)</th>
<th>HKEJ</th>
<th>HKET</th>
<th>Sing Tao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typically travel in business / first class for business trips</td>
<td>6+ business trips in past 12 months</td>
<td>44,077</td>
<td>13,047</td>
<td>5,646</td>
</tr>
<tr>
<td></td>
<td></td>
<td>36,261</td>
<td>11,631</td>
<td>5,602</td>
</tr>
</tbody>
</table>

Property (HK and Overseas)

<table>
<thead>
<tr>
<th>Category</th>
<th>SCMP/SMP (Combined)</th>
<th>HKEJ</th>
<th>HKET</th>
<th>Sing Tao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely to buy property in Mainland China for investment in the next 12 months</td>
<td>30,174</td>
<td>8,176</td>
<td>31,622</td>
<td>10,675</td>
</tr>
<tr>
<td>Likely to buy Overseas property in the next 12 months</td>
<td>51,510</td>
<td>2,440</td>
<td>13,099</td>
<td>4,865</td>
</tr>
</tbody>
</table>

Travel (Leisure)

<table>
<thead>
<tr>
<th>Category</th>
<th>SCMP/SMP (Combined)</th>
<th>HKEJ</th>
<th>HKET</th>
<th>Sing Tao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typically travel in business / first class for leisure trips</td>
<td>6+ leisure trips in past 12 months</td>
<td>36,261</td>
<td>11,631</td>
<td>24,032</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20,229</td>
<td>20,229</td>
<td>20,229</td>
</tr>
</tbody>
</table>

Source: Hong Kong Audience Survey 2015 by Social Science Research Centre of HKU
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.

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.

Page 2 (Solus) 27cm (H) x 4col
Non-cancellable, Full colour pre-empts B/W
63 91 127
Page 3 (Solus) 27cm (H) x 4col or 27cm (H) x 7col
Non-cancellable, Full colour pre-empts B/W
67 99 134
Page 5 (Solus) 36cm (H) x 5col
Full colour pre-empts B/W
60 79 119
Page 7 27cm (H) x 4col
Full colour pre-empts B/W
57 76 113
Back Page Front 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
42 58 84
ROP Min: 8cm (H) x 2col
36 48 73

* 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
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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.

Page 2 (Solus) 27cm (H) x 4col
Non-cancellable, 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 Solus
Min: 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
54 72 108
Mutual Fund Listing Mon - Sat only
Unit Rate US$94 per month
Mutual Fund Logo Mon - Sat only
Unit Rate US$640 per month

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.
Sky Banner
5cm (H) x 7col
Non-cancellable
3,286  4,374  6,572

Bottom Banner
9cm (H) x 7col
Non-cancellable
3,209  4,046  6,149

ROP A
54cm (H) x 7col
10,584  13,230  18,144

ROP B
27cm (H) x 7col
5,292  6,615  9,072

ROP C
36cm (H) x 5col
5,040  6,300  8,640

ROP 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  7  10  13

Religious Notices Min: 3cm (H) x 1col (9 columns)  6  9  12

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 25cm (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.

ROP A
54cm (H) x 7col
US$10,584  13,230  18,144

ROP B
27cm (H) x 7col
5,292  6,615  9,072

ROP C
36cm (H) x 5col
5,040  6,300  8,640

ROP 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

Cinema
Min: 3cm (H) x 1col (9 columns)  7  10  13

Religious Notices Min: 3cm (H) x 1col (9 columns)  6  9  12

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 25cm (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.

**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

<table>
<thead>
<tr>
<th>Section</th>
<th>Position / Size</th>
<th>B/W</th>
<th>Spot Colour</th>
<th>Full Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property</td>
<td>ROP</td>
<td>16,254</td>
<td>20,034</td>
<td>30,240</td>
</tr>
<tr>
<td>Motors &amp; Boats</td>
<td>ROP</td>
<td>8,127</td>
<td>10,017</td>
<td>15,120</td>
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<tr>
<td>Notices</td>
<td>ROP</td>
<td>7,240</td>
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<tr>
<td>Services Guide</td>
<td>Min: 3cm (H) x 3col</td>
<td>4,644</td>
<td>5,724</td>
<td>8,640</td>
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**Min: 3cm (H) x 1col (10 columns)**

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<tbody>
<tr>
<td>Main</td>
<td>US$43</td>
<td>58</td>
<td>87</td>
<td></td>
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<tr>
<td>Business/Pull-Out</td>
<td>36</td>
<td>52</td>
<td>77</td>
<td></td>
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<tr>
<td>City</td>
<td>36</td>
<td>48</td>
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**Sunday Special Report**

<table>
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<th>Full Colour</th>
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<tbody>
<tr>
<td>Min</td>
<td>36</td>
<td>47</td>
<td>77</td>
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**ROP**

**Spot Full**

<table>
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<th>Spot Colour</th>
<th>Full Colour</th>
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<tbody>
<tr>
<td>Property</td>
<td>Specified</td>
<td>+20%</td>
<td>+20%</td>
<td>+20%</td>
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<table>
<thead>
<tr>
<th>Section</th>
<th>Position / Size</th>
<th>B/W</th>
<th>Spot Colour</th>
<th>Full Colour</th>
</tr>
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<tbody>
<tr>
<td>Property</td>
<td>US$2,076</td>
<td>9,433</td>
<td>14,150</td>
<td></td>
</tr>
<tr>
<td>Sky Banner</td>
<td>3,671</td>
<td>4,888</td>
<td>7,342</td>
<td></td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>4,135</td>
<td>5,517</td>
<td>8,269</td>
<td></td>
</tr>
</tbody>
</table>

**ROP A**

- 54cm (H) x 7col
- Non-cancellable
- 16,254
- 20,034
- 30,240

**ROP B**

- 27cm (H) x 7col
- Non-cancellable
- 8,127
- 10,017
- 15,120

**ROP C**

- 36cm (H) x 5col
- Non-cancellable
- 7,240
- 9,540
- 14,400

**ROP D**

- 27cm (H) x 4col
- Non-cancellable
- 4,644
- 5,724
- 8,640

**Page 3**

- Min: 27cm (H) x 4col
- Full colour pre-empts B/W
- 54 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 (60 columns)
- Full colour pre-empts B/W
- 28 33 37

**Newspaper Supplements**

<table>
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<th>Position / Size</th>
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<th>Spot Colour</th>
<th>Full Colour</th>
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<tbody>
<tr>
<td>Main</td>
<td>US$53</td>
<td>58</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>Business/Pull-Out</td>
<td>36</td>
<td>52</td>
<td>77</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>36</td>
<td>48</td>
<td>77</td>
<td></td>
</tr>
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</table>

**Sunday Special Report**

<table>
<thead>
<tr>
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<th>Position / Size</th>
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</thead>
<tbody>
<tr>
<td>Min</td>
<td>36</td>
<td>47</td>
<td>77</td>
<td></td>
</tr>
</tbody>
</table>
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.

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.
- Every Sunday.

Sunday Morning Post

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.

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>B/W</th>
<th>Spot Colour</th>
<th>Full Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>32cm (H) x 5col</td>
<td>US$3,996</td>
<td>5,295</td>
<td>7,992</td>
</tr>
<tr>
<td>Half Page</td>
<td>16cm (H) x 5col</td>
<td>1,997</td>
<td>2,647</td>
<td>3,396</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>16cm (H) x 3col</td>
<td>1,199</td>
<td>1,586</td>
<td>2,197</td>
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</table>

ROP Solus/Specified Solus

For 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.

Monday - Friday

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>B/W</th>
<th>Spot Colour</th>
<th>Full Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>32cm (H) x 5col</td>
<td>n/a</td>
<td>n/a</td>
<td>US$3,365</td>
</tr>
<tr>
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<td>n/a</td>
<td>1,731</td>
</tr>
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<td>16cm (H) x 2col</td>
<td>n/a</td>
<td>n/a</td>
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</table>

Sunday

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>B/W</th>
<th>Spot Colour</th>
<th>Full Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
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<td>n/a</td>
<td>n/a</td>
<td>7,314</td>
</tr>
<tr>
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<td>32cm (H) x 2col</td>
<td>n/a</td>
<td>n/a</td>
<td>2,926</td>
</tr>
<tr>
<td>Half Page</td>
<td>16cm (H) x 5col</td>
<td>n/a</td>
<td>n/a</td>
<td>3,762</td>
</tr>
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<td>Quarter Page</td>
<td>16cm (H) x 2col</td>
<td>n/a</td>
<td>n/a</td>
<td>1,254</td>
</tr>
</tbody>
</table>

ROP Solus/Specified Solus

For ROP Solus/Specified Solus: -40% loading

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.

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.
Post Magazine

Sport Sunday

Sunday Morning Post

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.

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.

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.

Prime Positions

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

Post Magazine
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.

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.

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Trim Size (H x W)</th>
<th>Bleed Size (H x W)</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Spread</td>
<td>350 x 520mm</td>
<td>356 x 526mm</td>
<td>US$20,888</td>
</tr>
<tr>
<td>Facing Content Page / Editor’s Note / Masthead</td>
<td>350 x 265mm</td>
<td>356 x 271mm</td>
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</tr>
<tr>
<td>Facing Editorial (First Three)</td>
<td>350 x 265mm</td>
<td>356 x 271mm</td>
<td>11,504</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>350 x 260mm</td>
<td>356 x 266mm</td>
<td>10,531</td>
</tr>
<tr>
<td>Back Cover</td>
<td>350 x 265mm</td>
<td>356 x 271mm</td>
<td>13,174</td>
</tr>
<tr>
<td>Double Page Spread (ROB)</td>
<td>350 x 530mm</td>
<td>356 x 536mm</td>
<td>17,430</td>
</tr>
<tr>
<td>Full Page (ROB)</td>
<td>350 x 265mm</td>
<td>356 x 271mm</td>
<td>8,715</td>
</tr>
</tbody>
</table>

Specified Position +10%
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.

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

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**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.

---

**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.

---

**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.
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.

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.

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.

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

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.

For details about placing your advertising, simply call us at (852) 2565 2435 or email advertising@scmp.com.
All rates are expressed in US dollars: rates printed in BLACK are total cost per insertion.

**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.

**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.

---

### 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

<table>
<thead>
<tr>
<th>Position</th>
<th>Trim Size (H x W)</th>
<th>Bleed Size (H x W)</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Spread</td>
<td>230 x 250mm</td>
<td>236 x 256mm</td>
<td>US$10,469</td>
</tr>
<tr>
<td>Facing Content Page</td>
<td>230 x 250mm</td>
<td>236 x 256mm</td>
<td>6,171</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>230 x 225mm</td>
<td>236 x 231mm</td>
<td>5,282</td>
</tr>
</tbody>
</table>

### Specified Position

- +10%
23.9 million

Monthly page views
SCMP.com
Monthly page views
SCMP.com

23.9 million

#Source: Google Analytics figures March 2017
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.

### Desktop

<table>
<thead>
<tr>
<th>Ad option</th>
<th>Dimensions (W x H)</th>
<th>File size</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>970 x 90 px</td>
<td>&lt; 60 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>Billboard</td>
<td>970x 250 px</td>
<td>&lt; 80 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>LREC 1</td>
<td>300 x 250 px</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>LREC 2</td>
<td>300 x 250 px</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>Skin Ad*</td>
<td>1600 x 1200 px (Skin)</td>
<td>&lt; 100 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td></td>
<td>300 x 250 px (LREC)</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>Site Take-over**</td>
<td>980 x 600 px (Site Take-over)</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>Floor Ad</td>
<td>970 x 90 px (Stage 1)</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td></td>
<td>970 x 250 px (Stage 2)</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
</tr>
<tr>
<td>Sponsored Ad</td>
<td>300 x 187 px</td>
<td>Text: 75 Char, &lt; 35kb Text / JPEG</td>
<td></td>
</tr>
<tr>
<td>In-Read Video</td>
<td>16:9 or 4:3 ratio</td>
<td>&lt; 20 MB</td>
<td>MOV, MP4, AVI, WMV</td>
</tr>
<tr>
<td>Pre-Roll Ad</td>
<td>16:9 or 4:3 ratio</td>
<td>&lt; 15 MB</td>
<td>MP4, WMV, AVI</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad option</th>
<th>Dimensions (W x H)</th>
<th>File size</th>
<th>File format*</th>
</tr>
</thead>
<tbody>
<tr>
<td>eDM**</td>
<td>600 x 800 px (Max. 1200 px) or</td>
<td>&lt; 50 kb</td>
<td>JPEG / HTML***</td>
</tr>
<tr>
<td></td>
<td>800 x 800 px (Max. 1200 px)</td>
<td>&lt; 50 kb</td>
<td>JPEG / HTML***</td>
</tr>
</tbody>
</table>

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

**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.**
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 Specifications

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

**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.

<table>
<thead>
<tr>
<th>Ad option</th>
<th>Dimensions (W x H)</th>
<th>File size</th>
<th>File format</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>LERC</td>
<td>300 x 250 px</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
<td>Week-buy basis (Mon to Sun) at 100% SOV</td>
</tr>
<tr>
<td>In-read Full Page</td>
<td>320 x 480 px</td>
<td>&lt; 50 kb</td>
<td>JPEG / Animated GIF / HTML5</td>
<td>Week-buy basis (Mon to Sun) at 100% SOV</td>
</tr>
<tr>
<td>Sponsored Ad</td>
<td>300 x 300 px</td>
<td>Text: 75 Chars, &lt; 35 kb</td>
<td>Text / JPEG</td>
<td>Week-buy basis (Mon to Sun) at 100% SOV</td>
</tr>
</tbody>
</table>

Special executions in 2016

50+
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
- Envelope
- Loose/Booklet Insert
- 4-Page Centrespread Insert
- 2-Page/4-Page Woodfree/Art-paper Sleeve
**Special Advertising Formats**

### Centrespread

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Main</th>
<th>Business</th>
<th>City</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>36cm (H) x 7col</td>
<td>34,141</td>
<td>22,282</td>
<td>23,074</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>15cm (H) x 15col</td>
<td>35,038</td>
<td>22,282</td>
<td>23,074</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>14cm (H) x 15col</td>
<td>43,000</td>
<td>23,346</td>
<td>29,405</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>exact measurement upon request</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>2col vertical strips x 3</td>
<td>71,667</td>
<td>69,833</td>
<td>45,577</td>
<td>49,026</td>
</tr>
<tr>
<td>F</td>
<td>exact measurement upon request</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

### Pairs

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Main</th>
<th>Business</th>
<th>City</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>15cm (H) x 2col x 2</td>
<td>12,846</td>
<td>8,385</td>
<td>9,013</td>
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</tr>
<tr>
<td>B</td>
<td>27cm (H) x 2col x 2</td>
<td>19,667</td>
<td>13,526</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>38cm (H) x 2col x 2</td>
<td>26,231</td>
<td>18,026</td>
<td></td>
<td></td>
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</table>

### Cubes

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Main</th>
<th>Business</th>
<th>City</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>15cm (H) x 3col</td>
<td>8,385</td>
<td>9,013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>38cm (H) x 3col</td>
<td>26,231</td>
<td>18,026</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Floating Banners

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Main</th>
<th>Business</th>
<th>City</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>exact measurement upon request</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**L-shape**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Main</th>
<th>Business</th>
<th>City</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>exact measurement upon request</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Panorama**

### Maximum Advertising Handling

<table>
<thead>
<tr>
<th>Size</th>
<th>Quantity</th>
<th>Rate (US$)</th>
<th>Handling charge (copy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10cm (H) x 96cm (W) (double-sided tape)</td>
<td>30,000</td>
<td>1.7</td>
<td>0.4</td>
</tr>
<tr>
<td>32cm (H) x 53cm (W) (full circulation only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14cm (H) x 14cm (W)</td>
<td>30,000</td>
<td>1.0</td>
<td>0.2</td>
</tr>
<tr>
<td>10cm (H) x 76cm (W)</td>
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<td></td>
</tr>
<tr>
<td>17cm (H) x 37cm (W)</td>
<td>30,000</td>
<td>1.0</td>
<td>0.2</td>
</tr>
<tr>
<td>17cm (H) x 17cm (W)</td>
<td>35,256</td>
<td>2.4</td>
<td>0.4</td>
</tr>
<tr>
<td>14cm (H) x 31cm (W)</td>
<td>30,000</td>
<td>2.2</td>
<td>0.4</td>
</tr>
<tr>
<td>10cm (H) x 31cm (W)</td>
<td>13,115</td>
<td>2.2</td>
<td>0.4</td>
</tr>
<tr>
<td>27cm (H) x 7col</td>
<td>18,359</td>
<td>1.8</td>
<td>0.3</td>
</tr>
<tr>
<td>14cm (H) x 7col</td>
<td>19,667</td>
<td>1.8</td>
<td>0.3</td>
</tr>
<tr>
<td>10cm (H) x 7col</td>
<td>9,718</td>
<td>1.8</td>
<td>0.3</td>
</tr>
</tbody>
</table>

### Maximum Advertising Production

<table>
<thead>
<tr>
<th>Paper/Size**</th>
<th>Format</th>
<th>Quantity</th>
<th>Rate (US$)</th>
<th>Handling charge (copy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>60gsm woodfree paper/ 54 (H) x 100.9cm (W)</td>
<td>6-page ad</td>
<td>157,949</td>
<td>28,205</td>
<td></td>
</tr>
<tr>
<td>60gsm woodfree paper/ 54 (H) x 134.8cm (W)</td>
<td>6-page ad</td>
<td>241,154</td>
<td>35,256</td>
<td></td>
</tr>
<tr>
<td>60gsm woodfree paper/ 54 (H) x 134.8cm (W)</td>
<td>8-page ad</td>
<td>133,974</td>
<td>35,256</td>
<td></td>
</tr>
</tbody>
</table>

**Panels**

### Special ad execution

<table>
<thead>
<tr>
<th>Size</th>
<th>Maximum</th>
<th>Advertising</th>
<th>Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>10cm (H) x 96cm (W)</td>
<td>30,000</td>
<td>1.7</td>
<td>0.4</td>
</tr>
<tr>
<td>14cm (H) x 52.1cm (W)</td>
<td>full circulation</td>
<td>32,379</td>
<td>n.a.</td>
</tr>
<tr>
<td>14cm (H) x 14cm (W)</td>
<td>full circulation</td>
<td>1.0</td>
<td>0.2</td>
</tr>
<tr>
<td>17cm (H) x 37cm (W)</td>
<td>full circulation</td>
<td>1.0</td>
<td>0.2</td>
</tr>
<tr>
<td>14cm (H) x 14cm (W)</td>
<td>30,000</td>
<td>2.2</td>
<td>0.4</td>
</tr>
<tr>
<td>27cm (H) x 7col</td>
<td>18,359</td>
<td>1.8</td>
<td>0.3</td>
</tr>
<tr>
<td>14cm (H) x 7col</td>
<td>19,667</td>
<td>1.8</td>
<td>0.3</td>
</tr>
<tr>
<td>10cm (H) x 7col</td>
<td>9,718</td>
<td>1.8</td>
<td>0.3</td>
</tr>
<tr>
<td>exact measurement</td>
<td>upon request</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2col vertical strips x 3</td>
<td>71,667</td>
<td>69,833</td>
<td>45,577</td>
</tr>
<tr>
<td>80,769</td>
<td>78,654</td>
<td>51,372</td>
<td>55,256</td>
</tr>
<tr>
<td>71,667</td>
<td>69,833</td>
<td>45,577</td>
<td>49,026</td>
</tr>
<tr>
<td>80,769</td>
<td>78,654</td>
<td>51,372</td>
<td>55,256</td>
</tr>
</tbody>
</table>

**Remarks:** The above rates are based on a full colour ROP position.

*All Special creative bookings are non-cancellable and will be charged at 100% of the agreed rate*

*Positions are subject to SCMP approval*
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.
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**

*Dun - Hong Kong* - A 40 Year Evolution

*MTR - Moving Experience: The MTR’s First 36 Years*

*Sino Land - Botanical Bay Hong Kong*

**Magazines**

*Kerry Properties - Dress Circle*

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

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

*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.
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 test, 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)

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**Colour separation guidelines**

- Application of PCR techniques with a maximum aggregate colour laydown not exceeding 250% in any single area of the illustration is recommended.
- All separations must compensate for the dot gain profile on newsprint (approx. 25% - 28%).
- Screen ruling 100 lpi.

**Proofing guidelines**

- Progressive colour proofs should be supplied on 45gsm newsprint.
- Proofing direction of the advertisement should correspond with the running direction of the press.
- Colour sequence of proofing should follow the ink sequence on the press: magenta, cyan, yellow and black.
- 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

(The measured on Dainippon Screen DM400 densitometer)

- 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.
- 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**

**Ad sizes**

<table>
<thead>
<tr>
<th>SCMP &amp; Sunday Morning Post</th>
<th>Broadsheet</th>
<th>Tabloid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column height</td>
<td>54cm</td>
<td>32cm</td>
</tr>
<tr>
<td>Columns to a page</td>
<td>7</td>
<td>5&quot;</td>
</tr>
</tbody>
</table>

* Except Directory

<table>
<thead>
<tr>
<th>Column width</th>
<th>SCMP/ Sunday Morning Post</th>
<th>Religious Notices/Cinema Ad Directory</th>
<th>Classified Property</th>
<th>Tabloid</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>4.3cm</td>
<td>3.4cm</td>
<td>3.0cm</td>
<td>4.8cm</td>
</tr>
<tr>
<td>2 columns</td>
<td>9cm</td>
<td>7cm</td>
<td>6.3cm</td>
<td>10cm</td>
</tr>
<tr>
<td>3 columns</td>
<td>13.7cm</td>
<td>10.6cm</td>
<td>9.5cm</td>
<td>15.2cm</td>
</tr>
<tr>
<td>4 columns</td>
<td>18.4cm</td>
<td>14.2cm</td>
<td>12.7cm</td>
<td>20.4cm</td>
</tr>
<tr>
<td>5 columns</td>
<td>23.1cm</td>
<td>17.8cm</td>
<td>16.0cm</td>
<td>25.6cm</td>
</tr>
<tr>
<td>6 columns</td>
<td>27.8cm</td>
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<td>7 columns</td>
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<td>25cm</td>
<td>22.5cm</td>
<td>22.5cm</td>
</tr>
<tr>
<td>8 columns</td>
<td>n/a</td>
<td>28.6cm</td>
<td>25.7cm</td>
<td>25.7cm</td>
</tr>
<tr>
<td>9 columns</td>
<td>n/a</td>
<td>32.2cm</td>
<td>28.9cm</td>
<td>28.9cm</td>
</tr>
<tr>
<td>10 columns</td>
<td>n/a</td>
<td>n/a</td>
<td>32.2cm</td>
<td>32.2cm</td>
</tr>
<tr>
<td>Centrespread</td>
<td>66.4cm</td>
<td>n/a</td>
<td>n/a</td>
<td>54.0cm</td>
</tr>
</tbody>
</table>

**Height (cm) Width (cm)**

<table>
<thead>
<tr>
<th>Full page</th>
<th>(Trim)</th>
<th>(Bled)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32.0</td>
<td>26.7</td>
<td>27.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Centrespread</th>
<th>(Trim)</th>
<th>(Bled)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32.0</td>
<td>53.4</td>
<td>54.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Double page spread</th>
<th>(Trim)</th>
<th>(Bled)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32.0</td>
<td>53.4</td>
<td>54.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half page</th>
<th>Horizontal</th>
<th>Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.8</td>
<td>24.0</td>
<td>11.8</td>
</tr>
</tbody>
</table>

| 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 |

---

**SCMP/ Sunday Morning Post**

<table>
<thead>
<tr>
<th>Column height</th>
<th>SCMP/ Sunday Morning Post</th>
<th>Religious Notices/Cinema Ad Directory</th>
<th>Classified Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3cm</td>
<td>3.4cm</td>
<td>3.0cm</td>
<td>4.8cm</td>
</tr>
<tr>
<td>9cm</td>
<td>7cm</td>
<td>6.3cm</td>
<td>10cm</td>
</tr>
<tr>
<td>13.7cm</td>
<td>10.6cm</td>
<td>9.5cm</td>
<td>15.2cm</td>
</tr>
<tr>
<td>18.4cm</td>
<td>14.2cm</td>
<td>12.7cm</td>
<td>20.4cm</td>
</tr>
<tr>
<td>23.1cm</td>
<td>17.8cm</td>
<td>16.0cm</td>
<td>25.6cm</td>
</tr>
<tr>
<td>27.8cm</td>
<td>21.4cm</td>
<td>19.2cm</td>
<td>28.9cm</td>
</tr>
<tr>
<td>32.5cm</td>
<td>25cm</td>
<td>22.5cm</td>
<td>22.5cm</td>
</tr>
<tr>
<td>28.6cm</td>
<td>25.7cm</td>
<td>25.7cm</td>
<td>25.7cm</td>
</tr>
<tr>
<td>32.2cm</td>
<td>28.9cm</td>
<td>28.9cm</td>
<td>28.9cm</td>
</tr>
<tr>
<td>66.4cm</td>
<td>n/a</td>
<td>n/a</td>
<td>54.0cm</td>
</tr>
</tbody>
</table>
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 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**

ROP - 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
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, suspend 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 of 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 or of 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 fault 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 that 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 laws, 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 purposes 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(b)(i) 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, libellous, slanderous or does not in any way infringe any copyright or any other intellectual property or related rights or contraceves, violate or constitute a breach of any laws of Hong Kong and/or PRC or any codes, regulations, guidelines, 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.
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
whenever 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.
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