



## 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

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| Position  | Trim Size (H x W) | Bleed Size (H x W) | Gross Rate   |
|---|-------------------|--------------------|--------------|
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| Facing 2nd Content Page                               | 277 x 213mm       | 283 x 219mm        | HK\$ 88,680  |
| Inside Back Cover                                     | 277 x 208mm       | 283 x 214mm        | HK\$ 75,710  |
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| Double Page Spread (ROB)                              | 277 x 426mm       | 283 x 432mm        | HK\$ 125,450 |
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| Section Cover Sponsorship*                            |                   |                    | HK\$ 62,730  |
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| Listing Page (Standard Template) - Full Page          |                   |                    | HK\$ 43,260  |
| Listing Page (Standard Template) - Vertical Half Page |                   |                    | HK\$ 21,630  |

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

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