



## 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

To learn more about our wide range of print products, [contact us](#)

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	¥ 149,250
Facing Content Page	277 x 213mm	283 x 219mm	¥ 88,680
Facing 2nd Content Page	277 x 213mm	283 x 219mm	¥ 88,680
Inside Back Cover	277 x 208mm	283 x 214mm	¥ 75,710
Back Cover	277 x 213mm	283 x 219mm	¥ 95,170
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	¥ 125,450
Full Page (ROB)	277 x 213mm	283 x 219mm	¥ 62,730
Section Cover Sponsorship*			¥ 62,730
Specified Position			+10%
Listing Page (Standard Template) - Full Page			¥ 43,260
Listing Page (Standard Template) - Vertical Half Page			¥ 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.

All rates are expressed in corresponding currency (HKD, USD or RMB): rates printed in WHITE BACKGROUND are total cost per insertion.