



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	US\$ 19,135
Facing Content Page	277 x 213mm	283 x 219mm	US\$ 11,369
Facing 2nd Content Page	277 x 213mm	283 x 219mm	US\$ 11,369
Inside Back Cover	277 x 208mm	283 x 214mm	US\$ 9,706
Back Cover	277 x 213mm	283 x 219mm	US\$ 12,201
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	US\$ 16,083
Full Page (ROB)	277 x 213mm	283 x 219mm	US\$ 8,042
Section Cover Sponsorship*			US\$ 8,042
Specified Position			+10%
Listing Page (Standard Template) - Full Page			US\$ 5,546
Listing Page (Standard Template) - Vertical Half Page			US\$ 2,773

*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.