

South China Morning Post - 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. To learn more about our wide range of print products, [contact us](#)

Section	Position / Size	B/W	Spot Colour	Full Colour
Property	ROP	¥ 221	¥ 254	¥ 288
Motors & Boats	ROP	¥ 228	¥ 262	¥ 297
Notices	ROP	¥ 221	¥ 295	¥ 444
Services Guide	Min: 3cm (H) x 3col	¥ 61	¥ 69	¥ 78
Services Guide	Min: 3cm (H) x 3col (30 consecutive days)	¥ 56	¥ 64	¥ 71
Miscellaneous	ROP	¥ 228	¥ 262	¥ 297
Specified Position		+20%	+20%	+20%

ROP



54cm (H) x 10col

Minimum size for ROP is 3cm (H) x 1col unless specified
Rates are calculated in 10 Columns unless specified

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