

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	US\$ 28	US\$ 33	US\$ 37
Motors & Boats	ROP	US\$ 29	US\$ 34	US\$ 38
Notices	ROP	US\$ 28	US\$ 38	US\$ 57
Services Guide	Min: 3cm (H) x 3col	US\$ 8	US\$ 9	US\$ 10
Services Guide	Min: 3cm (H) x 3col (30 consecutive days)	US\$ 7	US\$ 8	US\$ 9
Miscellaneous	ROP	US\$ 29	US\$ 34	US\$ 38
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.