



South China Morning Post - Life

The SCMP's new LIFE broadsheet, appears within the City section of the newspaper five days a week. Created in response to readers' demands, LIFE makes use of the best content around to give readers more of what they want, more often.

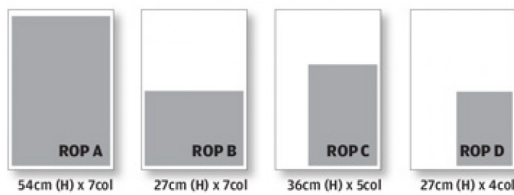
The front page of the section will provide a broader perspective on Culture, featuring issues such as the environment, heritage, community issues and human interest stories. Dedicated pages will be divided into category as follows:

- Monday: Digital Life
- Tuesday: Fitness & Well-being
- Wednesday: Travel & Leisure
- Thursday: Arts & Entertainment
- Friday: Food & Drink

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ROP A	54cm (H) x 7col		HK\$ 82,026	HK\$ 103,950	HK\$ 142,884
ROP B	27cm (H) x 7col		HK\$ 41,013	HK\$ 51,975	HK\$ 71,442
ROP C	36cm (H) x 5col		HK\$ 39,060	HK\$ 49,500	HK\$ 68,040
ROP D	27cm (H) x 4col		HK\$ 23,436	HK\$ 29,700	HK\$ 40,824
Specified Position	Min: 27cm (H) x 4col		HK\$ 261	HK\$ 329	HK\$ 453
ROP	Min: 8cm (H) x 2col		HK\$ 217	HK\$ 275	HK\$ 378

ROP



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