



## 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.

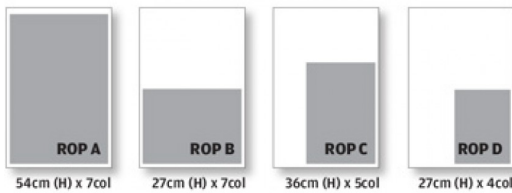
The front page of the section will provide a broader perspective on Culture, featuring issues such as the environment, heritage, community issues and human interest stories. Dedicated pages will be divided into category as follows:

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

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Position	Size	Remarks	B/W	Spot Colour	Full Colour
ROP A	54cm (H) x 7col		US\$ 10,584	US\$ 13,230	US\$ 18,144
ROP B	27cm (H) x 7col		US\$ 5,292	US\$ 6,615	US\$ 9,072
ROP C	36cm (H) x 5col		US\$ 5,040	US\$ 6,300	US\$ 8,640
ROP D	27cm (H) x 4col		US\$ 3,024	US\$ 3,780	US\$ 5,184
Specified Position	Min: 27cm (H) x 4col		US\$ 33	US\$ 42	US\$ 58
ROP	Min: 8cm (H) x 2col		US\$ 28	US\$ 35	US\$ 48

### ROP



ROP Solus/Specified Solus: +40% loading

For ROP Solus/ Specified Solus: minimum size is 27cm (H) x 4col

Rates are calculated in 7 columns unless specified

For spot and full colour: minimum size is 21cm (H) x 2col 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.