

## Sunday Morning Post - Post Magazine

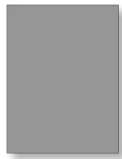
Hong Kong's most prestigious Sunday magazine is now even glossier and more compelling for readers and advertisers.

- Insider tips for enjoying Asia's most exciting city. Fascinating features from around the world and a Lifestyle section that's full of the best that life has to offer.
- Post Magazine has a long shelf life in readers' homes that ensures maximum exposure for every client's advertising.
- Every Sunday.

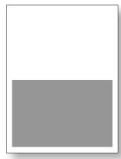
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Position	B/W	Spot Colour	Full Colour
Prime Positions - Inside Front Cover Spread	n/a	n/a	US\$ 26,358
Prime Positions - 2nd Double Page Spread	n/a	n/a	US\$ 18,497
Prime Positions - Centrespread	n/a	n/a	US\$ 20,562
Prime Positions - Outside Back Cover	n/a	n/a	US\$ 18,264
Prime Positions - Facing Contents Page (TOC1)	n/a	n/a	US\$ 15,009
Prime Positions - Facing 2nd Contents Page (TOC2)	n/a	n/a	US\$ 14,314
Prime Positions - Facing Editorial (First Three)	n/a	n/a	US\$ 12,145
Prime Positions - Inside Back Cover	n/a	n/a	US\$ 10,656
Prime Positions - Contents Page	n/a	n/a	US\$ 3,465
ROB (Run of Book) - Double Page Spread	US\$ 10,998	US\$ 12,882	US\$ 16,494
ROB (Run of Book) - Full Page	US\$ 5,499	US\$ 6,441	US\$ 8,247
ROB (Run of Book) - Horizontal/ Vertical Half Page	US\$ 2,827	US\$ 3,299	US\$ 4,399
ROB (Run of Book) - Junior Page	US\$ 2,642	US\$ 2,972	US\$ 3,956
ROB (Run of Book) - 1/3 Page	US\$ 2,121	US\$ 2,513	US\$ 2,985
ROB (Run of Book) - 1/4 Page	US\$ 1,492	US\$ 1,886	US\$ 2,200
ROB (Run of Book) - 1/6 Page	US\$ 1,115	US\$ 1,305	US\$ 1,674
ROB (Run of Book) - Banner	US\$ 1,649	US\$ 2,042	US\$ 2,513
Specified Position	+10%	+10%	+10%

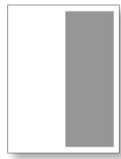
ROB



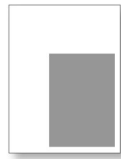
Full page



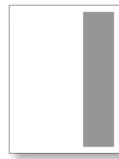
Horizontal  
Half page



Vertical Half page



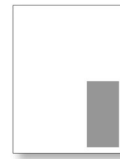
Junior page



1/3 page



1/4 page



1/6 page



Banner

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