



## XXIV

This timepiece-focused luxury publication has been a huge success, reaching the city's most affluent and discerning consumers.

Through in-depth interviews and insightful features, XXIV tracks the lifestyles of Hong Kong's most influential personalities, profiling their personal successes and particular choices of luxury wristwatches. XXIV caters directly to both Hong Kong's top consumers as well as upscale mainland visitors, including business travellers.

- Distribution: South China Morning Post print subscription and selected VIP database including entrepreneurs, executive management of HK-listed companies and professionals. Also available at selected membership clubs, high-end residential clubhouses and private jets.
- Annually - November

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Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside front cover spread	320 x 416mm	326 x 422mm	HK\$ 241,020
2nd Double Page Spread	320 x 430mm	326 x 436mm	HK\$ 192,820
Facing 1st Table of contents	320 x 215mm	326 x 221mm	HK\$ 120,510
Facing 2nd Table of contents	320 x 215mm	326 x 221mm	HK\$ 112,480
Facing 3rd Table of contents	320 x 215mm	326 x 221mm	HK\$ 109,660
Facing Editor's note	320 x 215mm	326 x 221mm	HK\$ 104,440
Facing Masthead	320 x 215mm	326 x 221mm	HK\$ 96,410
Back Cover	320 x 215mm	326 x 221mm	HK\$ 136,580
Double Page Spread (ROB)	320 x 430mm	326 x 436mm	HK\$ 160,680
Full Page (ROB)	320 x 215mm	326 x 221mm	HK\$ 80,340
Specified Position			+10%

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