



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	US\$ 30,900
2nd Double Page Spread	320 x 430mm	326 x 436mm	US\$ 24,721
Facing 1st Table of contents	320 x 215mm	326 x 221mm	US\$ 15,450
Facing 2nd Table of contents	320 x 215mm	326 x 221mm	US\$ 14,421
Facing 3rd Table of contents	320 x 215mm	326 x 221mm	US\$ 14,059
Facing Editor's note	320 x 215mm	326 x 221mm	US\$ 13,390
Facing Masthead	320 x 215mm	326 x 221mm	US\$ 12,360
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Full Page (ROB)	320 x 215mm	326 x 221mm	US\$ 10,300
Specified Position			+10%

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