

# South China Morning Post

**No. 1 Choice**

**For targeting business leaders  
in Hong Kong**

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Since 1903, the *South China Morning Post* has been the gold standard of news publishing in the region, and has continued to build this reputation around the world. The *South China Morning Post* is still going strong after more than a century.

Our credibility is founded on years of award-winning, world-class journalism, plus our deep understanding and interpretation of the issues locally, regionally and internationally. We deliver insights and expose important issues, earning us a reputation as the regional authority on current affairs.

Proven to be the most influential paper for elite business readers in Hong Kong, the *South China Morning Post* continues to maintain its widely respected position as the most important voice for reaching discerning audiences.

# More Engaging, Better Targeting



As media habits evolve, we are ensuring readers can access us in whatever format they choose.



The South China Morning Post offers our forward-thinking readership a comprehensive portfolio of products from newspapers to magazines, online portals, mobile and tablet editions, social-influence media, citizen-journalism sites and new supplements. This all adds up to exciting new options to our advertisers to meet their different needs.

# Editorial Awards

Excellence is at the heart of the *South China Morning Post*. Last year, we received industry recognition in the form of various journalistic and design awards for a host of areas, from editorial comment, analysis and reporting to graphics and photojournalism. Our aim is simple: deliver the best quality to our readers.

● **SOPA Awards (2017) – 3 wins, including:**

- Award for Excellence - Excellence in Information Graphics
- Honorable Mention - Excellence in Journalistic Innovation
- Honorable Mention - Excellence in Explanatory Reporting

● **WAN-IFRA 16<sup>th</sup> Asian Media Awards 2017 – 3 wins, including:**

- Gold Award - Best Newspaper Infographics
- Silver Award - Best Newspaper Breaking News Article
- Silver Award - Best Newspaper Overall Design

● **The Newspaper Society of Hong Kong – Hong Kong News Awards 2016 – 11 wins, including:**

- Winner - Best News Writing - English
- 1<sup>st</sup> Runner-up - Best Business News Writing - English

● **Hong Kong Press Photographers Association – Focus on the Frontline 2016 – 4 wins, including:**

- 1<sup>st</sup> prize - General News

● **25<sup>th</sup> Malofiej International Infographics Awards 2016 – 6 wins, including:**

- Bronze Award - Online Graphics - Features World and Nation
- Bronze Award - Printed Graphics - Breaking News
- Bronze Award - Features - Science, Technology, Medical and Health issues
- Bronze Award - Features - Arts, Entertainment, Food and Lifestyle

● **The Society for News Design – 38<sup>th</sup> Edition – 19 wins, including:**

- Award of Excellence - Combination Print & Digital - Features
- Award of Excellence - Breaking News Topics - Editor's Choice: International
- Award of Excellence - Breaking News Topics - Politics/Elections
- Award of Excellence - Features Design [Pages] - Lifestyle/Broadsheet
- Award of Excellence - Features Design [Pages] - Arts & Entertainment/Broadsheet
- Award of Excellence - Features Design [Pages] - A&E Inside Page/Broadsheet
- Award of Excellence - Information Graphics [Single] - Features/Non-Deadline
- Award of Excellence - Information Graphics [Single] - Nation & World/Non-Deadline
- Award of Excellence - Information Graphics [Single] - Local/Deadline
- Award of Excellence - News Design [Pages] - Sports/Broadsheet
- Award of Excellence - News Design [Pages] - A-Section/Broadsheet
- Award of Excellence - Page Design [Individual Portfolio] - Combination

● **The Society for News Design – Best of Digital Design – 4 wins, including:**

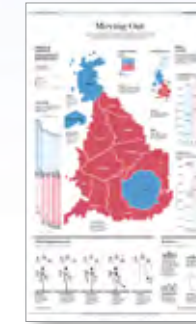
- Award of Excellence - Features: Single-subject project
- Award of Excellence - Graphics: Features and planned coverage



Society of Publishers in Asia 2017 (SOPA) Awards 2017 - Excellence in Information Graphics: Award for Excellence



The Society for News Design - 38th Edition - Features Design [Pages] - Lifestyle/Broadsheet: Award of Excellence



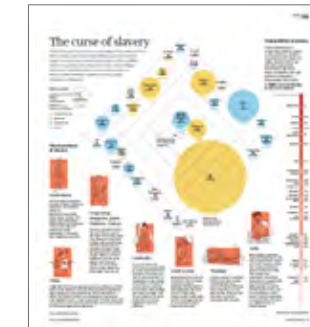
25th Malofiej International Infographics Awards 2016 - Printed Graphics - Breaking News: Bronze Award



WAN-IFRA 16th Asian Media Awards 2017 - Best Newspaper Breaking News Article: Silver Award



The Newspaper Society of Hong Kong - Hong Kong News Awards 2016 - Best News Writing - English: Winner



The Society for News Design - 38th Edition - Information Graphics [Single] - Features/Non-Deadline: Award of Excellence



Hong Kong Press Photographers Association - Focus on the Frontline 2016 - General News: 1st Prize



The Society for News Design - Best of Digital Design - Features: Single-subject project: Award of Excellence

# Marketing Awards

In addition to our editorial awards, *the South China Morning Post* won numerous global marketing accolades over the years. From print-integrated to purely digital campaigns, our marketing efforts were recognised for measurable effectiveness, creativity and innovative marketing strategies. As we move ahead, we remain committed to the gold standard of excellence, while advancing in these rapidly changing times.

- **INMA Global Media Awards 2017**  
Third Place: Best New Print Product

- **HKAIM Media Convergence Awards 2016 - 8 wins, including:**  
Top 10 Media Award  
Gold Award: Newspaper Category (Website)  
Silver Award: Newspaper Category (Mobile App)  
Silver Award: Newspaper Category (Social Media)  
Silver Award: Newspaper Category (Overall)  
Silver Award: Website  
Bronze Award: Mobile App  
Bronze Award: Overall Excellence

- **Marketing Magazine's Media Benchmarking Survey 2016 - 14 wins, including:**  
No.1 Newspaper of the Year: South China Morning Post  
No.2 Magazine of the Year: Art & Culture -Style



INMA Global Media Awards 2017 -  
Best New Print Product: Third Place

HKAIM Media Convergence Awards 2015 -  
Gold Award: Overall Excellence  
(South China Morning Post)

Marketing Magazine's Media Benchmarking Survey 2016 -  
• No.1 Newspaper of the Year - South China Morning Post  
• No.2 Magazine of the Year - Art & Culture -Style



Read by more of C-Suites



Dominant ranking among Hong Kong's business elite, among all local and regional newspapers and magazines.



#1 More readers with personal net worth of US\$2 million or above

#1 More readers with annual personal income of US\$200,000 or above

#1 More investors

For targeting business leaders in Hong Kong, we're simply the #1 choice.



## Our Readers



**Circulation<sup>1</sup>**

<b>105,347</b>	<b>82,117</b>
<i>South China Morning Post</i>	<i>Sunday Morning Post</i>

**Readership<sup>2</sup>**

**335,000**  
SCMP & Sunday Morning Post Combined

**High** position

**High** qualification

**High** income

**Age**

<b>41%</b> 29 years old or below	<b>50%</b> 30 to 59 years old
<b>9%</b> 60 years old or above	

**Gender**

<b>50%</b> Male	<b>50%</b> Female
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**Education** **68%** University or above

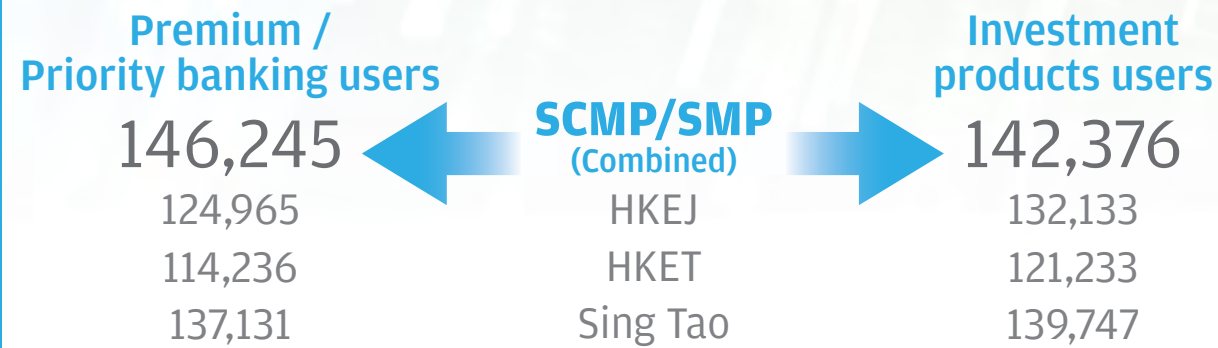
**Occupation** **53%** Professional/Manager/Executive/Trader/Proprietor

**Income**

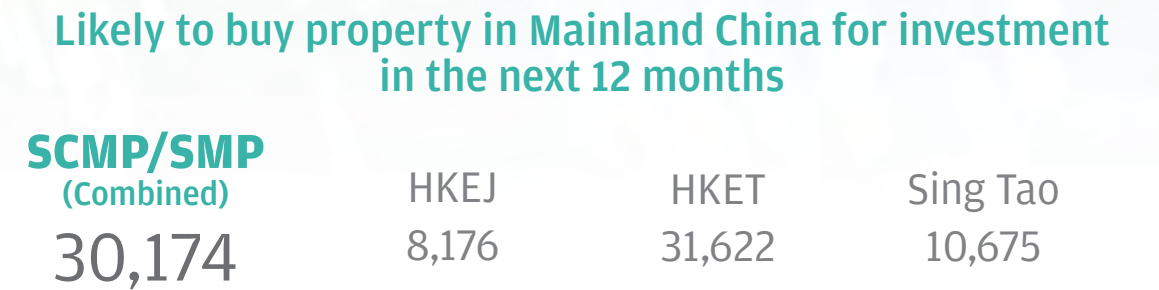
<b>47%</b> Monthly Personal Income HK\$40,000 or above
<b>35%</b> Monthly Household Income HK\$80,000 or above

# Key Statistics


**Financial Services**

**Property (Mainland China)**


**Car**





**Travel (Business)**




**Property (HK and Overseas)**




**Travel (Leisure)**








## Main

Our new Monday to Saturday Main section is brighter, easier to navigate and features insightful and up-to-date news, analysis and commentary.

- The most widely read section of the newspaper.
- Connects our readers with relevant news, analysis, features and columns spanning Hong Kong, the Mainland China, Asia and the world.
- Daily sections include: Leading the News, Day by Day, Focus, China, Asia, World, Opinion and Insights.
- Monday to Saturday.



## Business/ Business Weekend

Hong Kong's business leaders need a source of information they can trust, which is why the *South China Morning Post* is the number one publication for Hong Kong's business elite.

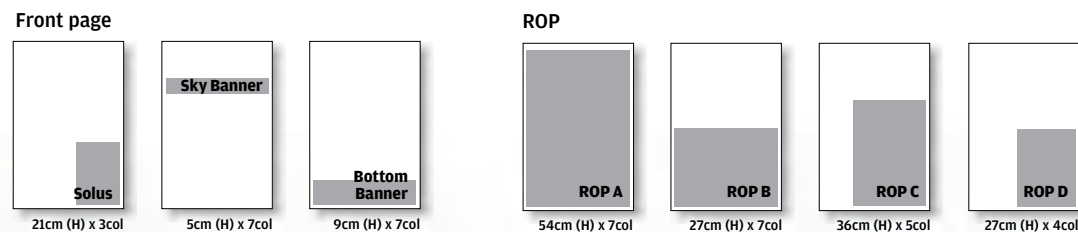
- Covers major business stories, industry updates, management issues, legal advice, executive moves and more.
- Monday to Saturday.
- Monday to Friday with Sports coverage.

Business Weekend: Essential weekly briefing on business, finance, economics and property market.

- Every Sunday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	HK\$64,050	85,400	128,090
Sky Banner <sup>^</sup>	5cm (H) x 7col	Non-cancellable	64,050	85,400	128,090
Bottom Banner	9cm (H) x 7col	Non-cancellable	64,050	85,400	128,090
ROP A	54cm (H) x 7col		105,462	143,262	215,082
B	27cm (H) x 7col		52,731	71,631	107,541
C	36cm (H) x 5col		50,220	68,220	102,420
D	27cm (H) x 4col		30,132	40,932	61,452
Page 2 (Solus)	27cm (H) x 4col	Non-cancellable, Full colour pre-empts B/W	494	659	988
Page 3 (Solus)	27cm (H) x 4col or 27cm (H) x 7col	Non-cancellable, Full colour pre-empts B/W	523	698	1,048
Page 5 (Solus)	Min: 36cm (H) x 5col	Full colour pre-empts B/W	465	620	929
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	443	590	885
Back Page	Full Page		422	562	844
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		377	503	754
Specified Position	Min: 27cm (H) x 4col		333	445	666
Front Half	Min: 27cm (H) x 4col		313	416	625
ROP	Min: 8cm (H) x 2col		279	379	569

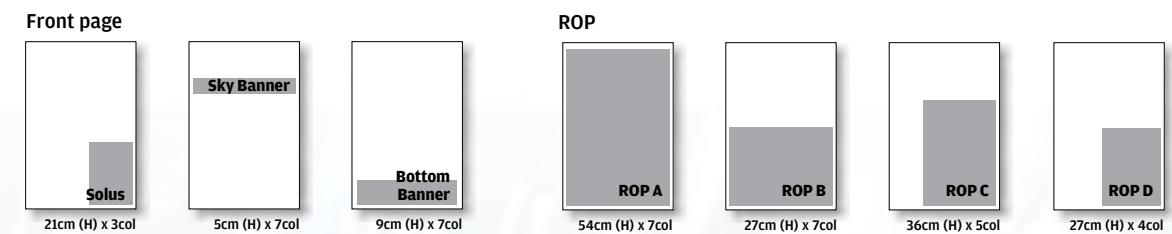
Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	HK\$37,920	48,270	71,540
Sky Banner	5cm (H) x 7col	Non-cancellable	33,660	42,880	63,550
Bottom Banner	9cm (H) x 7col	Non-cancellable	37,920	48,270	71,540
ROP A	54cm (H) x 7col		116,424	148,932	223,776
B	27cm (H) x 7col		58,212	74,466	111,888
C	36cm (H) x 5col		55,440	70,920	106,560
D	27cm (H) x 4col		33,264	42,552	63,936
Page 2 (Solus)	27cm (H) x 4col	Full colour pre-empts B/W	369	473	711
Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	458	555	833
Back Page (Solus)	Max: 21cm (H) x 4col		405	520	780
Specified Position	Min: 27cm (H) x 4col		369	473	711
ROP	Min: 8cm (H) x 2col		308	394	592
IPO/ Notices			422	562	846
eIPO/ Congratulatory			313	402	603
Mutual Fund Listing		Mon - Sat only			Unit Rate HK\$726 per month
Mutual Fund Logo		Mon - Sat only			Unit Rate HK\$5,150 per month



<sup>^</sup> Special condition applied to this advertising position, please contact Marketing Solutions for details.

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 27cm (H) x 4col unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



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.  
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# City/ City Weekend

Hong Kong's vibrant community wants to know what's going on in town. The City section is the place to go for the latest news from the city that never sleeps, as well as a guide to understanding Hong Kong, and a forum for debate and action.

- Covers Hong Kong news and analysis, Society, Events, TV programmes.
- Daily Sudoku, crosswords, cartoons and horoscopes.
- Monday to Friday.

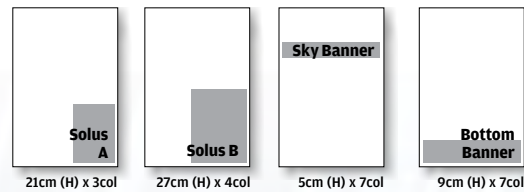
**City Weekend:** Provides fascinating reads on Hong Kong's who's who and features that will spark lively discussion at the weekend. City Weekend will ensure our readers are kept well-informed.

- Features key news and information about Hong Kong.
- Sports coverage.
- Every Saturday.

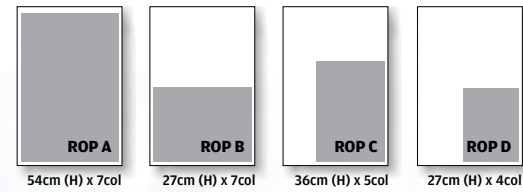
Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus A	21cm (H) x 3col	Non-cancellable	HK\$31,830	42,430	63,660
B	27cm (H) x 4col	Non-cancellable	49,650	66,200	99,310
Sky Banner	5cm (H) x 7col	Non-cancellable	25,630	34,120	51,260
Bottom Banner	9cm (H) x 7col	Non-cancellable	28,930	38,580	57,870
ROP A	54cm (H) x 7col		82,026	103,950	142,884
B	27cm (H) x 7col		41,013	51,975	71,442
C	36cm (H) x 5col		39,060	49,500	68,040
D	27cm (H) x 4col		23,436	29,700	40,824

Page 3 (Solus)	Min: 27cm (H) x 4col	Full colour pre-empts B/W	379	478	659
Back Page	27cm (H) x 4 col OR Full Page		282	355	489
Specified Position	Min: 27cm (H) x 4col		261	329	453
ROP	Min: 8cm (H) x 2col		217	275	378
Personal Announcements	Min: 3cm (H) x 1col		262	393	524
	Lineage - Min: 6 lines		HK\$87 per line		
Cinema	Min: 3cm (H) x 1col (9 columns)		52	77	103
Religious Notices	Min: 3cm (H) x 1col (9 columns)		47	70	93

### Front page



### ROP



### Cinema Ad/ Religious Notices



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 Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



# Life

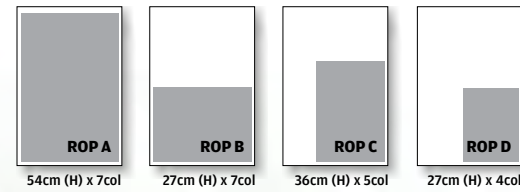
The SCMP's new LIFE broadsheet, appears within the City section of the newspaper five days a week. Created in response to readers' demands, LIFE makes use of the best content around to give readers more of what they want, more often.

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: Fashion & Luxury
- Thursday: Arts & Entertainment
- Friday: Food & Drink

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

### 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 Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



# Property

Our Property section provides readers with expert articles on the local, regional and international real estate markets. Showcasing Hong Kong's top real estate for sale or rent, as well as indispensable insights into interior design, this weekly section is a valuable source of information for property investors and homemakers alike.

- Every Wednesday.



# Directory

Published in an easy-to-read format, these sections give specialised information from Monday to Saturday.

- Property, Motors and Boats, Notices and Services Guide all delivered to specialist markets for focused marketing.
- Customer ads featuring in such a focused section providing our readers an invaluable resource for these sectors.
- Published in the CITY section from Monday to Friday, and in the Business section on Saturday.

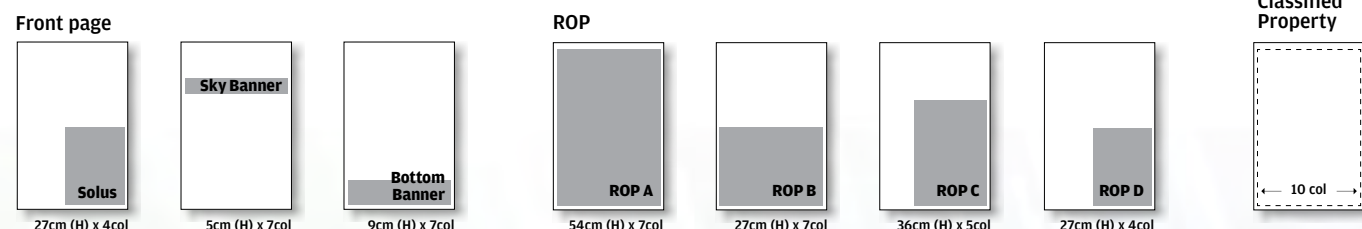
Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	27cm (H) x 4col	Non-cancellable	HK\$55,190	73,580	110,370
Sky Banner	5cm (H) x 7col	Non-cancellable	28,630	38,130	57,270
Bottom Banner	9cm (H) x 7col	Non-cancellable	32,250	43,030	64,500
ROP A	54cm (H) x 7col		126,252	157,626	235,872
B	27cm (H) x 7col		63,126	78,813	117,936
C	36cm (H) x 5col		60,120	75,060	112,320
D	27cm (H) x 4col		36,072	45,036	67,392
Page 3	Min: 27cm (H) x 4col	Full colour pre-empt B/W	438	556	833
Specified Position	Min: 27cm (H) x 4col		380	482	725
ROP	Min: 8cm (H) x 2col		334	417	624
Classified Property	Min: 3cm (H) x 1col (10 columns)		221	254	288

Section	Position / Size	B/W	Spot Colour	Full Colour
Property	ROP	HK\$221	254	288
Motors & Boats	ROP	228	262	297
Notices	ROP	221	295	444
Services Guide	Min: 3cm (H) x 3col	61	69	78
	Min: 3cm (H) x 3col (30 consecutive days)	56	64	71
Miscellaneous	ROP	228	262	297
Specified Position		+20%	+20%	+20%



54cm (H) x 10col

Minimum size for ROP is 3cm (H) x 1col unless specified  
Rates are calculated in 10 Columns unless specified



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 Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.

# Special Reports

These sections make sure special interests get the attention they merit. These professional reports cover a wide range of subjects from trade and industry topics to lifestyle themes, and national days to destination guides, these reports are eagerly anticipated by readers and trade professionals alike.

Our Special Reports target specific audiences and create the advertising-friendly platform to help you aim at focused and niche markets.

## Themes include

- Awards & conferences • Banking & finance • Country reports • Health & beauty
- Lifestyle • Property • Sports • Supply chain management • Technology • Travel
- Watches & jewellery • Meetings • Incentives • Conferences and Exhibitions



## Special Reports

Newspaper Supplements	B/W	Spot Colour	Full Colour
Main	HK\$339	449	676
Business/ Pull-Out	314	403	604
City	282	374	563
Sunday Special Report	B/W	Spot Colour	Full Colour
Main	277	367	553
Pull-Out	308	394	592

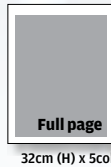
Rates are calculated in 7 columns unless specified.  
All rates are expressed in Hong Kong dollars: rates printed in **RED** are per single column centimetre.



## Racing Post

Pick a winner with Racing Post, the *South China Morning Post's* comprehensive race-day companion to Hong Kong's most popular sporting pastime.

- Preview and background stories, trackwork and barrier-trial coverage, full form guides, form comment by professional analysts, and incisive race-by-race analysis, along with advice from Hong Kong's leading tipsters.
- Tabloid; Wednesday and Saturday or Sunday, 88 meetings per year.



ROP Solus/Specified Solus: +40% loading

Rates are calculated in 5 columns unless specified  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.

Position	Size	B/W	Spot Colour	Full Colour
Full Page	32cm (H) x 5col	HK\$31,170	41,300	62,340
Half Page	16cm (H) x 5col	15,580	20,650	31,170
Quarter Page	16cm (H) x 3col	9,350	12,390	18,700



## Sunday Morning Post Main

Sunday mornings are the perfect time to relax and catch up with the news at your leisure.

*Sunday Morning Post* gives our leisurely Sunday readers top local and global news, thought-provoking opinion and feature articles, and a more in-depth look at the week's important stories.

- Every Sunday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	HK\$48,720	64,950	97,430
	Bottom Banner	Non-cancellable	48,720	64,950	97,430
ROP A	54cm (H) x 7col		89,964	117,936	156,870
B	27cm (H) x 7col		44,982	58,968	78,435
C	36cm (H) x 5col		42,840	56,160	74,700
D	27cm (H) x 4col		25,704	33,696	44,820

Page 3 (Solus)	27cm (H) x 4col	Non-cancellable; Full colour pre-empts B/W	364	485	728
Page 5	Min: 36cm (H) x 5col	Full colour pre-empts B/W	354	472	708
Page 7	Min: 27cm (H) x 4col	Full colour pre-empts B/W	338	450	676
Back Page (Solus)	Full Page		324	433	649
Centrespread	Min: 36cm (H) x 11col or 27cm (H) x 15col		289	386	579
Specified Position	Min: 27cm (H) x 4col		277	364	484
Front Half	Min: 27cm (H) x 4col		260	343	457
ROP	Min: 8cm (H) x 2col		238	312	415
Notices			422	562	846
Cinema	Min: 3cm (H) x 1col (9col)		52	77	103



## Young Post

Reaching 90 per cent of Hong Kong's secondary schools, Young Post is an English-language learning tool and a fun, stimulating, educational read that generations of Hongkongers have grown up with. Loved by teachers and students alike, Young Post is the best environment for your brand to capture the imaginations and hearts of tomorrow's university students and educated customers.

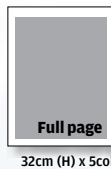
- School distribution.
- Tabloid.
- Column and page sponsorship packages also available.
- Everyday, from Sunday to Friday.
- Full circulation on Sunday.

### Monday - Friday

Position	Size	B/W	Spot Colour	Full Colour
Full Page	32cm (H) x 5col	n/a	n/a	HK\$26,250
Half Page - Vertical	32cm (H) x 2col	n/a	n/a	10,500
Half Page - Horizontal	16cm (H) x 5col	n/a	n/a	13,500
Quarter Page	16cm (H) x 2col	n/a	n/a	4,500

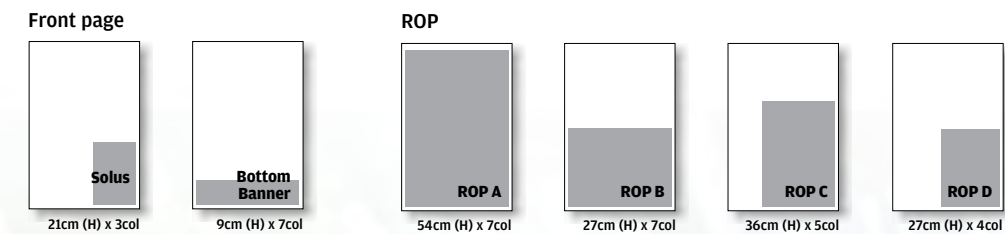
### Sunday

Position	Size	B/W	Spot Colour	Full Colour
Full Page	32cm (H) x 5col	n/a	n/a	57,050
Half Page - Vertical	32cm (H) x 2col	n/a	n/a	22,820
Half Page - Horizontal	16cm (H) x 5col	n/a	n/a	29,340
Quarter Page	16cm (H) x 2col	n/a	n/a	9,780



ROP Solus/Specified Solus: +40% loading

Rates are calculated in 5 columns unless specified  
All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



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 Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



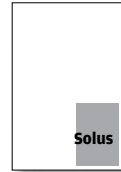
## Sunday Morning Post Sport Sunday

Hong Kong's legions of sports fans reach for Sport Sunday every weekend – the best news and views from around the sporting globe.

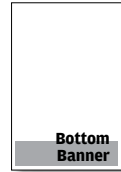
- The most comprehensive roundup of all the sporting action, locally and from around the world.
- Get behind the scenes to focus on what's making sporting headlines, with special interviews and analysis.
- Every Sunday.

Position	Size	Remarks	B/W	Spot Colour	Full Colour
Front Page Solus	21cm (H) x 3col	Non-cancellable	HK\$19,530	25,890	39,070
Bottom Banner	9cm (H) x 7col	Non-cancellable	19,530	25,890	39,070
ROP A	54cm (H) x 7col		69,174	89,964	121,338
B	27cm (H) x 7col		34,587	44,982	60,669
C	36cm (H) x 5col		32,940	42,840	57,780
D	27cm (H) x 4col		19,764	25,704	34,668
Specified Position	Min: 27cm (H) x 4col		220	284	386
ROP	Min: 8cm (H) x 2col		183	238	321

### Front page



21cm (H) x 3col



9cm (H) x 7col

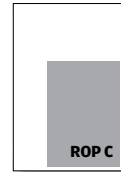
### ROP



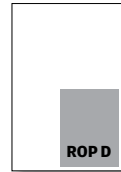
54cm (H) x 7col



27cm (H) x 7col



36cm (H) x 5col

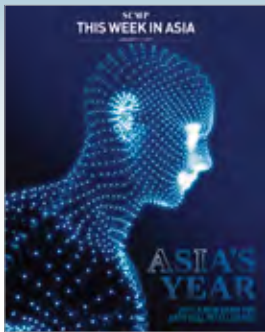


27cm (H) x 4col

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 Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



## Sunday Morning Post This week in Asia

Published as a special supplement to the *Sunday Morning Post*, This Week in Asia is a compact news digest that helps business elites keep pace with fast changing times.

- A must-read publication delivering an executive summary on the weekly whirlpool of business news around Asia and China.
- INMA Global Media Awards 2017: Best New Print Product.
- Every Sunday.

Position	Size	Full Colour
Full Page	32cm (H) x 5col	HK\$59,670
Half page	16cm (H) x 5col	30,680
4pp Cover Wrapper - Front Page	275mm (H) x 256mm (W)	262,548
- Back Page	320mm (H) x 256mm (W)	
- Inside Spread	320mm (H) x 540mm (W)	
Specified Position		+20%

### ROP



32cm (H) x 5col



16cm (H) x 5col

Rates are calculated in 5 columns unless specified

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion; rates printed in **RED** are per single column centimetre.



## 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.

### Prime Positions

Position	B/W	Spot Colour	Full Colour
Inside Front Cover Spread	n/a	n/a	HK\$205,590
2 <sup>nd</sup> Double Page Spread	n/a	n/a	144,280
Centrespread	n/a	n/a	160,380
Outside Back Cover	n/a	n/a	142,460
Facing Contents Page (TOC1)	n/a	n/a	117,070
Facing 2 <sup>nd</sup> Contents Page (TOC2)	n/a	n/a	111,650
Facing Editorial (First Three)	n/a	n/a	94,730
Inside Back Cover	n/a	n/a	83,120
Contents Page	n/a	n/a	27,030

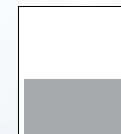
### ROB (Run of book)

Position	B/W	Spot Colour	Full Colour
Double Page Spread	85,780	100,480	128,660
Full Page	42,890	50,240	64,330
Horizontal / Vertical Half Page	22,050	25,730	34,310
Junior Page	20,610	23,180	30,860
1/3 Page	16,540	19,600	23,280
1/4 Page	11,640	14,710	17,160
1/6 Page	8,700	10,180	13,060
Banner	12,860	15,930	19,600
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 Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



## Style

The city's best guide to the world of culture and luxury. Offering an insider's look at how the privileged live, and packed with insightful articles that delve into the business of style and the meaning of true value in the world of luxury.

Feature articles provide an intellectual take on topics that span the realms of fashion, art, travel and luxury goods. Touching on the subtle nuances of a cultivated lifestyle, STYLE is truly in a class of its own.

- Monthly.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate	Gross Rate		
				6 Issue	12 Issues	15 Issues
Inside Front Cover Spread	350 x 520mm	356 x 526mm	HK\$162,930			
Facing Content Page/ Editor's Note/ Masthead	350 x 265mm	356 x 271mm	96,080			
Facing Editorial (First Three)	350 x 265mm	356 x 271mm	89,730			
Inside Back Cover	350 x 260mm	356 x 266mm	82,140			
Back Cover	350 x 265mm	356 x 271mm	102,760			
Double Page Spread (ROB)	350 x 530mm	356 x 536mm	135,960			
Full Page (ROB)	350 x 265mm	356 x 271mm	67,980			
Specified Position			+10%			



## The Peak

THE PEAK aims at thoughtful, sophisticated and mature reader - Hong Kong's wealthiest citizens and businesspeople - who want to learn more about their city and the world from a publication that identifies and addresses their particular interests.

In terms of the editorial and design, THE PEAK is about exclusivity, sophistication and global ambition. It focuses on the passions and intellectual interests of Hong Kong's Ultra High Net Worth individuals. From trends and personalities in local business and finance to arts and culture events, from luxury watches and lifestyle coverage to men's fashion feature, social events and high society, THE PEAK combines business and lifestyle in a way that's designed to appeal to successful Hong Kong people.

- Monthly.

Position	Trim Size (H x W)	Bleed Size (H x W)	Basic Rate	Gross Rate		
				6 Issue	12 Issues	15 Issues
Inside Front Cover Spread	300 x 416 mm	310 x 426 mm	HK\$230,000	219,000	208,000	198,000
Facing Table of Content	300 x 215 mm	310 x 225 mm	105,000	100,000	95,000	91,000
Facing Editor's Note	300 x 215 mm	310 x 225 mm	110,000	105,000	100,000	95,000
Inside Back Cover	300 x 208 mm	310 x 218 mm	100,000	95,000	91,000	86,000
Back Cover	300 x 215 mm	310 x 225 mm	130,000	124,000	118,000	112,000
Double Page Spread (ROB)	300 x 430 mm	310 x 440 mm	170,000	162,000	154,000	146,000
Full Page (ROB)	300 x 215 mm	310 x 225 mm	85,000	81,000	77,000	73,000
Specified Position			+10%	+10%	+10%	+10%



## 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.
- Annually - November.

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
2 <sup>nd</sup> Double Page Spread	320 x 430mm	326 x 436mm	192,820
Facing 1 <sup>st</sup> Table of contents	320 x 215mm	326 x 221mm	120,510
Facing 2 <sup>nd</sup> Table of contents	320 x 215mm	326 x 221mm	112,480
Facing 3 <sup>rd</sup> Table of contents	320 x 215mm	326 x 221mm	109,660
Facing Editor's note	320 x 215mm	326 x 221mm	104,440
Facing Masthead	320 x 215mm	326 x 221mm	96,410
Back cover	320 x 215mm	326 x 221mm	136,580
Double Page Spread (ROB)	320 x 430mm	326 x 436mm	160,680
Full Page (ROB)	320 x 215mm	326 x 221mm	80,340
Specified Position			+10%



## Destination Macau DM

Defining Macau for the modern luxurist - DM is the premier luxury lifestyle magazine to reach discerning readers seeking new experiences in Macau. Distributed to the luxury in-room and in VIP gaming rooms in Macau, and positioned as the only luxury lifestyle magazine that can bring readers the best Macau offers, DM is one-of-a-kind, like the city it covers.

- Quarterly - March, June, September, November.

Position	Trim Size (H x W)	Bleed Size (H x W)	Remarks	Gross Rate		
				1 Issue	3 Issues	6 Issues
1 <sup>st</sup> Double Page Spread	300 x 446 mm	306 x 452 mm	Non-cancellable	HK\$185,000	168,000	155,000
2 <sup>nd</sup> Double Page Spread	300 x 460 mm	306 x 466 mm		170,000	155,000	140,000
3 <sup>rd</sup> Double Page Spread	300 x 460 mm	306 x 466 mm		165,000	148,000	135,000
Facing Editor's Note/ Content Page/ Masthead	300 x 230 mm	306 x 236 mm	Non-cancellable	110,000	100,000	90,000
Inside Back Cover	300 x 223 mm	306 x 229 mm		130,000	118,000	108,000
Back Cover	300 x 230 mm	306 x 236 mm	Non-cancellable	155,000	140,000	128,000
Double Page Spread (ROB)	300 x 460 mm	306 x 466 mm		150,000	135,000	125,000
Full Page (ROB)	300 x 230 mm	306 x 236 mm		95,000	88,000	78,000
Specified Position				+10%	+10%	+10%



## Home Essentials

Deliver great insights and ideas to elite homeowners, interior designers, developers, architects and other professionals, Home Essentials covers the latest trends and topics in home decoration, electric appliances, building methods and materials. From art to antiques, bathrooms to bedding, furniture to furnishings, Home Essentials is more than just a shopping guide.

- Annually - Fourth Quarter.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	HK\$149,250
Facing Content Page	277 x 213mm	283 x 219mm	88,680
Facing 2 <sup>nd</sup> Content Page	277 x 213mm	283 x 219mm	88,680
Inside Back Cover	277 x 208mm	283 x 214mm	75,710
Back Cover	277 x 213mm	283 x 219mm	95,170
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	125,450
Full Page (ROB)	277 x 213mm	283 x 219mm	62,730
Section Cover Sponsorship*			62,730
<b>Specified Position</b>			<b>+10%</b>
<b>Listing Page (Standard Template)</b>			
- Full Page			43,260
- Vertical Half Page			21,630



## Property Outlook

As Hong Kong's property market continues to adjust to the changes triggered by both domestic and international factors, there are plenty of opportunities as well as challenges in the coming year. The bilingual Property Outlook will help you identify forces that will shape both the firsthand and secondhand markets, with expert analysis of market, policy and economic issues.

- Annually - April.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	300 x 450mm	306 x 456mm	HK\$214,200
1 <sup>st</sup> Double Page Spread	300 x 460mm	306 x 466mm	189,000
2 <sup>nd</sup> Double Page Spread	300 x 460mm	306 x 466mm	163,800
Facing Contents Page	300 x 230mm	306 x 236mm	89,040
Facing Editorial (First Three)	300 x 230mm	306 x 236mm	83,160
Inside Back Cover	300 x 225mm	306 x 231mm	76,130
Double Page Spread (ROB)	300 x 460mm	306 x 466mm	126,000
Full Page (ROB)	300 x 230mm	306 x 236mm	63,000
<b>Specified Position</b>			<b>+10%</b>



## LuxeHomes - Annual Edition

This bilingual publication maps the new landscape of Hong Kong's luxury property market, from the traditional elegance of luxury apartments and houses, to the cool and contemporary new developments in old and new parts of Hong Kong. This guide is a useful reference for those looking to buy, rent or enhance their homes.

- Annually - Fourth Quarter.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	250 x 555mm	256 x 561mm	HK\$220,630
1 <sup>st</sup> Double Page Spread	250 x 570mm	256 x 576mm	194,670
2 <sup>nd</sup> Double Page Spread	250 x 570mm	256 x 576mm	168,710
Facing Contents Page	250 x 285mm	256 x 291mm	91,710
Facing Editorial (First Three)	250 x 285mm	256 x 291mm	85,650
Inside Back Cover	250 x 275mm	256 x 281mm	78,410
Double Page Spread (ROB)	250 x 570mm	256 x 576mm	129,780
Full Page (ROB)	250 x 285mm	256 x 291mm	64,890
<b>Specified Position</b>			<b>+10%</b>

\* Client is required to provide a minimum of 3 photos for editorial to choose from and only one photo will be used for the Section Cover Sponsorship. Final selection of photo will be subject to editorial's discretion.

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.

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## At Your Service

The most comprehensive guide to serviced apartments in Hong Kong and China, covering Beijing, Shanghai, Guangzhou, Shenzhen, and other second-tier cities, as well as major Asia cities including Singapore, Malaysia and Thailand.

- Owners of top quality serviced apartments seeking top quality tenants cannot afford not to be featured in this exhaustive almanac packed full of all the information decision-makers need.
- Complete listings of apartments by district, details of rates, facilities, room arrangements and value-added services. Available in both print and online editions.
- Annually - June.

For details about placing your advertising, simply call us at **(852) 2565 2435** or email [advertising@scmp.com](mailto:advertising@scmp.com).



## MICE BIZ

MICE BIZ is a bilingual publication that delivers key information and analysis on meetings, incentives, conventions and exhibitions (MICE) businesses in Hong Kong, Macau, mainland China and other major destinations.

The editorial contents are highly relevant to event planners, organisers, operators and buyers, as well as businesses and professionals related to the industry.

- Bi-Annually - April, September.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	HK\$152,550
Facing Content Page	277 x 213mm	283 x 219mm	89,960
Facing Editorial (First Three)	277 x 213mm	283 x 219mm	84,030
Inside Back Cover	277 x 208mm	283 x 214mm	76,920
Back Cover	277 x 213mm	283 x 219mm	96,220
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	127,300
Full Page (ROB)	277 x 213mm	283 x 219mm	63,650
Specified Position			+10%



## Private Banking Directory

Catering to Hong Kong's top segment of elite investors, bankers and captains of industry, this listing directory is created to be the city's most comprehensive reference on Private Banking. The directory spotlighting ultrahigh-net-worth demographics including must-read topics on banker movements, new banking products, insider interviews, profiles of major financial institutions, and much more.

- Annually - June.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	300 x 450 mm	306 x 456 mm	HK\$162,930
Facing Content Page/ Editor's Note/ Masthead	300 x 230 mm	306 x 236 mm	96,080
Inside Back Cover	300 x 225 mm	306 x 231 mm	82,140
Back Cover	300 x 230 mm	306 x 236 mm	102,760
Double Page Spread (ROB)	300 x 460 mm	306 x 466 mm	135,960
Full Page (ROB)	300 x 230 mm	306 x 236 mm	67,980
Specified Position			+10%



## Good Eating

*Good Eating* explores new themes and takes readers into the heady world of Hong Kong's ever-changing dining landscape. Each issue has a different theme, offering gourmet dining with recommendations on cuisine and restaurants.

- Quarterly - March, June, September, November.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	277 x 416mm	283 x 422mm	HK\$81,660
Facing Content Page	277 x 213mm	283 x 219mm	48,130
Facing Editorial (First Three)	277 x 213mm	283 x 219mm	44,990
Inside Back Cover	277 x 208mm	283 x 214mm	41,200
Back Cover	277 x 213mm	283 x 219mm	51,480
Double Page Spread (ROB)	277 x 426mm	283 x 432mm	68,140
Full Page (ROB)	277 x 213mm	283 x 219mm	34,070
Vertical Half Page (ROB)	260 x 98mm	n/a	18,930
Horizontal Half Page (ROB)	128 x 200mm	n/a	18,930
Vertical 2/3 Page (ROB)	260 x 132mm	n/a	25,520
Vertical 1/3 Page (ROB)	260 x 64mm	n/a	15,360
Specified Position			+10%



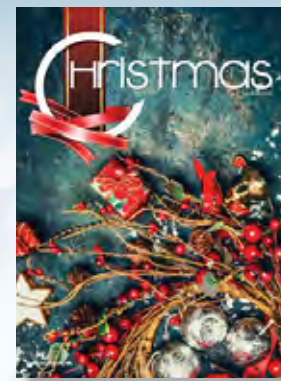
## 100 Top Tables

The annual guidebook is customised to appeal to discerning consumers keen and able to spend on luxury cuisine, including CEOs and executives of listed companies, and members of professional associations, private clubs and other elite organisations. It will cover 100 top restaurants in Hong Kong and Macau in seven categories: Chinese, French, Italian, Western, Steak & Grill, Japanese and Asian.

- Annually - March

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Inside Front Cover Spread	230 x 250mm	236 x 256mm	HK\$81,660
Facing Content Page	230 x 130mm	236 x 136mm	48,130
Inside Back Cover	230 x 125mm	236 x 131mm	41,200
Double Page Spread (ROB)	230 x 260mm	236 x 266mm	68,140
Full Page (ROB)	230 x 130mm	236 x 136mm	34,070
Specified Position			+10%

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



## Christmas

A comprehensive publication for the holiday season that features festive family events and drinking and dining promotions across the city, as well as hot travel destinations. Served as the ultimate holiday gift guide, it provides fashion inspiration for the holiday season with interviews with tastemakers and trendsetters.

- Annually - December.

Position	Trim Size (H x W)	Bleed Size (H x W)	Gross Rate
Front Cover	366 x 278mm	372 x 284mm	HK\$154,620
Inside Front Cover Spread	366 x 556mm	372 x 562mm	206,580
Facing Content Page	366 x 278mm	372 x 284mm	121,810
Facing Editorial (First Three)	366 x 278mm	372 x 284mm	113,790
Inside Back Cover	366 x 278mm	372 x 284mm	104,120
Back Cover	366 x 278mm	372 x 284mm	130,380
Double Page Spread (ROB)	366 x 556mm	372 x 562mm	172,420
Full Page (ROB)	366 x 278mm	372 x 284mm	86,210
Junior Page (ROB)	254 x 195mm	n/a	69,525
Vertical Half Page (ROB)	339 x 125mm	n/a	54,508
Horizontal Half Page (ROB)	169 x 254mm	n/a	54,508
Quarter Page (ROB)	169 x 125mm	n/a	33,485
Vertical 1/3 Page (ROB)	339 x 82mm	n/a	42,385
Specified Position			+10%

All rates are expressed in Hong Kong dollars: rates printed in **BLACK** are total cost per insertion.



23.9 million

Monthly page views#  
*SCMP.com*



#Source: Google Analytics figures March 2017

# SCMP.COM

The scmp.com is presented in a contemporary and easy-to-read design, with intuitive navigation and fully interactive graphics, photos, videos and more. The complete social media integration allows our users to Like, Tweet and Share articles, photos, info graphics and videos with their friends whether online or via their smart phones. The mobile platform is also optimised to deliver the best viewing experience. Our ad options include banner ads, eDM, presented channel, tablet and mobile platforms.

## Desktop

Ad option		Dimensions (W x H)	File size	File format
Super Leaderboard		970 x 90 px	< 60 kb	JPEG / Animated GIF / HTML5
Billboard		970x 250 px	< 80 kb	JPEG / Animated GIF / HTML5
LREC 1		300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
LREC 2		300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
Skin Ad*	[Skin + LREC 1]	1600 x 1200 px (Skin) 300 x 250 px (LREC)	< 100 kb < 50 kb	JPEG / Animated GIF JPEG / Animated GIF / HTML5
Site Take-over**	[Site Take-over => LREC 1]	980 x 600 px (Site Take-over) 300 x 250 px (LREC)	< 50 kb < 50 kb	JPEG / Animated GIF / HTML5 JPEG / Animated GIF / HTML5
Floor Ad	[Stage 1 => Stage 2]	970 x 90 px (Stage 1) 970 x 250 px (Stage 2)	< 50 kb < 50 kb	JPEG / Animated GIF JPEG / Animated GIF
Sponsored Ad		300 x 187 px	Text: 75 Char, < 35kb	Text / JPEG
In-Read Video		16:9 or 4:3 ratio	< 20 MB	MOV, MP4, AVI, WMV
Pre-Roll Ad		16:9 or 4:3 ratio	< 10 MB	MP4, WMV, AVI

Remarks: \* All Skin Ads executed with LREC 1.  
\*\* All Site Take-over collapses to LREC 1

# SCMP.COM



Super Leaderboard



LREC 1



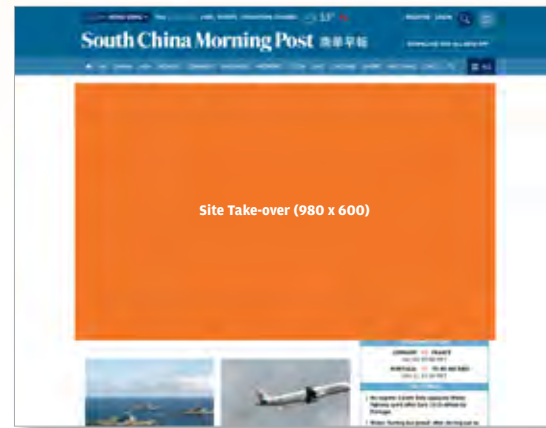
Billboard



LREC 2



Skin Ad Left panel + LREC + Skin Ad Right panel



Site Take-over



Floor Ad (Stage 1)



In-Read Video



Sponsored Ad



LREC



Floor Ad (Stage 2)



Pre-Roll Ad

# More Digital Solutions

## eDM

scmp.com offers precision targeting by using user-supplied information to our database of 85,000 users (promotional e-mail opt-in database).

### • Filters

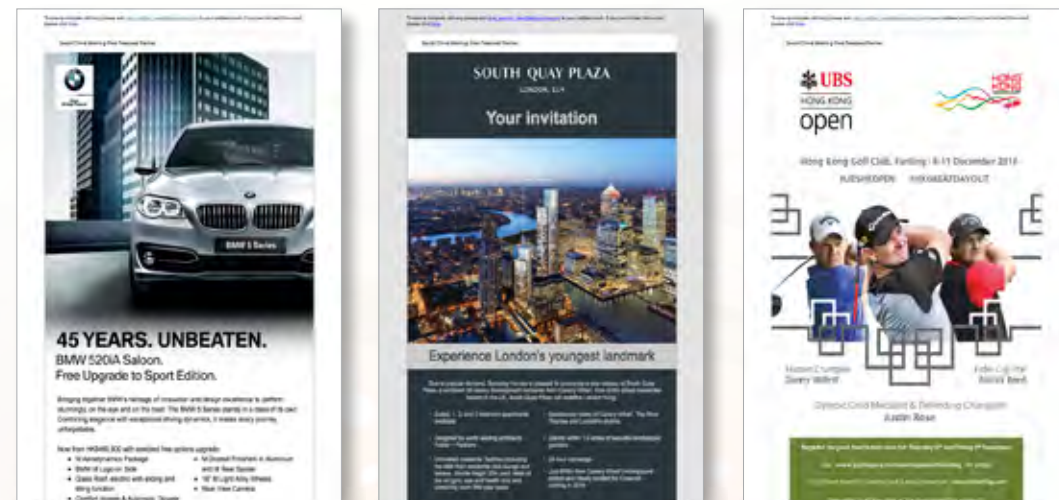
Age, Gender, Household income, interests, Country of residence, etc.  
For full details of eDM filtering, please contact our sales department.

### • Deadlines

**Booking** - 5 days prior to sending out

**Materials** - 3 days prior to sending out (including graphics, subject and landing URL)

Ad option	Dimensions (W x H)	File size	File format*
eDM**	600 x 800 px (Max. 1200 px) or 800 x 800 px (Max. 1200 px)	< 50 kb < 50 kb	JPEG / HTML*** JPEG / HTML***



Remarks: \* Animation GIF, Flash, Javascript and stylesheets are not supported  
\*\* Landing URL must be live upon material submission  
\*\*\* HTML File encoding: UTF-8

# More Digital Solutions

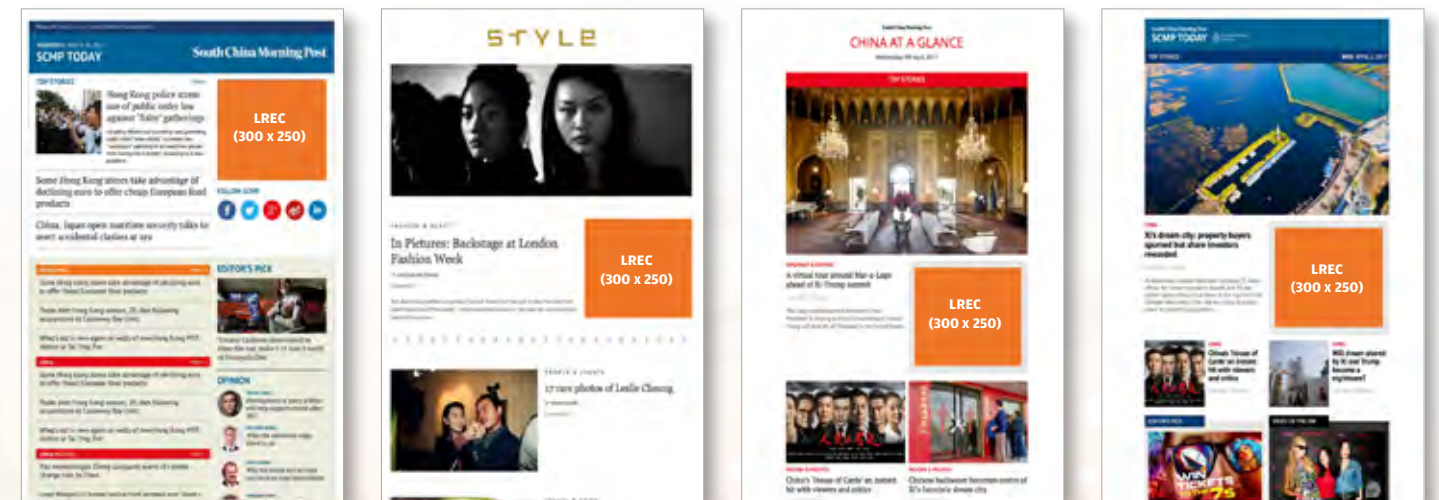
## eNewsletter

Make use of the SCMP.com eNewsletters to reach a highly-educated, affluent and influential readership via their inbox.

• Number of Unique Subscribers: 330,000+

• Published from Monday to Sunday.

Ad option	Dimensions (W x H)	File size	File format
LREC	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5

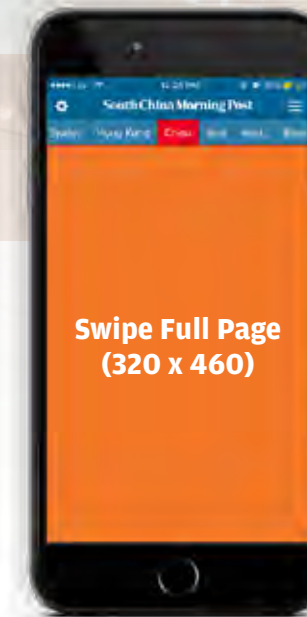


# SCMP Mobile Edition

The mobile edition of SCMP.com, including m.scmp.com and the mobile app on iPhone and Android phones, makes it easier to stay in touch with consumers, reaching them the moment they seek information, for news, entertainment, travel, dining, or any other great editorial content.

With a highly educated, affluent and influential readership, the mobile edition of SCMP.com is the best partner to keep in step with the market.

Ad option	Dimensions (W x H)	File size	File format
LREC 1	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
LREC 2	300 x 250 px	< 50 kb	JPEG / Animated GIF / HTML5
In Read Full Page	320 x 460 px	< 50 kb	JPEG / Animated GIF / HTML5
Swipe Full Page**	320 x 460 px	< 50 kb	JPEG / Animated GIF / HTML5
Sponsored Ad	300 x 300 px	Text: 75 Char, < 35kb	Text / JPEG
In-Read Video*	16:9 or 4:3 ratio	< 20MB	MOV, MP4, AVI, WMV
Interscroller Ad*	384 x 615 px	< 80 kb	JPEG / Animated GIF / HTML5
Miniscroller Ad*	320 x 480 px	< 80 kb	JPEG / Animation GIF / PNG / HTML5



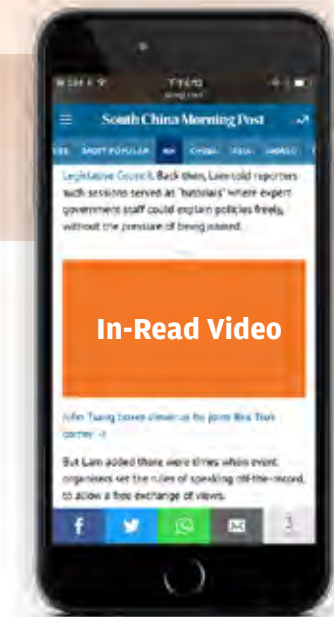
Swipe Full Page  
(320 x 460)

Swipe Full Page



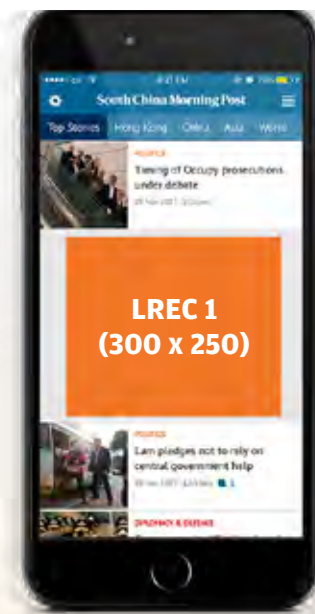
Sponsored Ad

Sponsored Ad



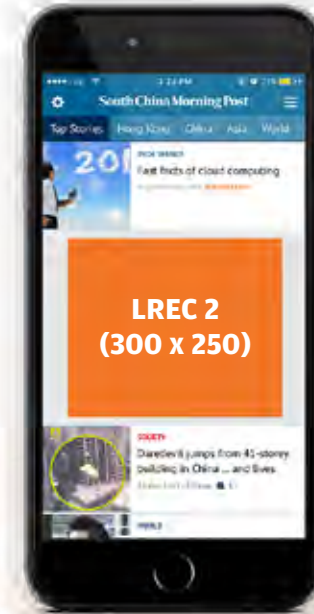
In-Read Video

In-Read Video



LREC 1  
(300 x 250)

LREC 1



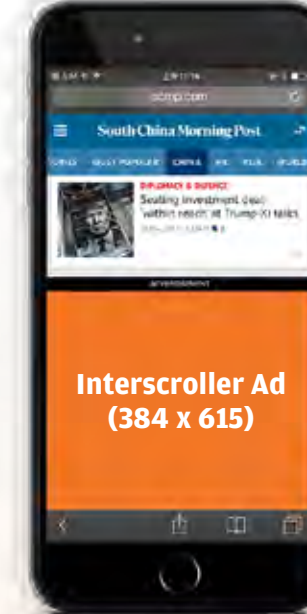
LREC 2  
(300 x 250)

LREC 2



In-Read  
Full Page  
(320 x 460)

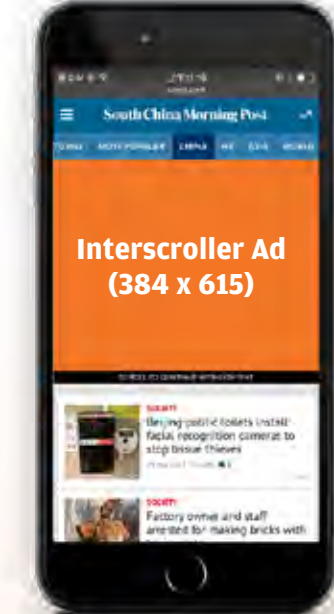
In-Read Full Page



Interscroller Ad  
(384 x 615)

Interscroller Ad  
(384 x 615)

Interscroller Ad



Interscroller Ad  
(384 x 615)

Remarks: \* Mobile Web Only  
\*\* Mobile App Only





Miniscroller Ad





# Special Advertising Formats

The *South China Morning Post* offers highly visible, cost-effective and eye-catching solutions in our daily and Sunday editions to promote brands and products in style, and help them to fight for a share of the advertising landscape.



8-Page Panorama Sleeve

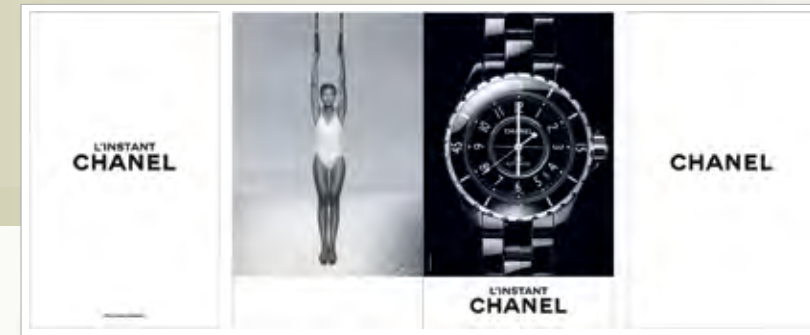


8-Page Panorama Sleeve



Envelope

Loose/ Booklet Insert



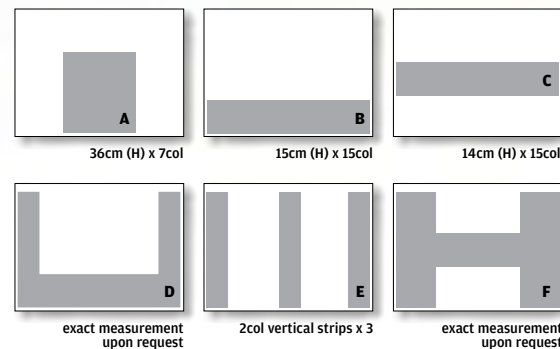
4-Page Centrespread Insert



2-Page/ 4-Page Woodfree/ Art-paper Sleeve

# Special Advertising Formats

## Centrespread



## Centrespread

Position	Size	Main	Business	City	Sunday Main
A	36cm (H) x 7col	HK\$273,300	266,300	173,800	187,000
B	15cm (H) x 15col	273,300	266,300	173,800	187,000
C	14cm (H) x 15col	335,400	326,800	213,300	229,400
D	exact measurement upon request	614,800	599,100	391,000	420,600
E	2col vertical strips x 3	559,000	544,700	355,500	382,400
F	exact measurement upon request	630,000	613,500	400,700	431,000

## Pairs

Position	Size	Main	Business	City	Sunday Main
A	15cm (H) x 2col x 2	102,300	100,200	65,400	70,300
B	27cm (H) x 2col x 2	153,400	150,200	98,000	105,500
C	38cm (H) x 2col x 2	204,600	200,300	130,700	140,600

## Cubes

Position	Size	Main	Business	City	Sunday Main
A	15cm (H) x 3col	102,300	100,200	65,400	70,300
B	38cm (H) x 3col	204,600	200,300	130,700	140,600

## Floating Banners

Position	Size	Main	Business	City	Sunday Main
A	27cm (H) x 7col	143,200	140,200	91,500	98,400
B	14cm (H) x 7col	153,400	150,200	98,000	105,500
C	10cm (H) x 7col	75,800	74,200	48,400	52,100

## L-shape

Position	Size	Main	Business	City	Sunday Main
A	exact measurement upon request	225,000	220,300	143,800	154,700

Remarks: The above rates are based on a full colour ROP position. The following loading will be applied on different prime positions: Other specified position: + 20%

\*All Special creative bookings are non-cancellable and will be charged at 100% of the agreed rate  
Positions are subject to SCMP approval

## Special ad execution

	Size	Maximum quantity	Advertising rate	Handling charge
Belly belt	10cm (H) x 76cm (W) (double-sided tape)	30,000	HK\$13.0/copy	3.0/copy
Post Magazine front cover gatefold	1DPS: 32cm (H) x 52.1cm (W)	full circulation only	252,560*	n.a.
Sleeve	2-page broadsheet	full circulation	10.0/copy	1.0/copy
	4-page broadsheet	full circulation	15.0/copy	1.5/copy
Envelope	Back: 30.5cm (H) x 37cm (W) Front: 17cm (H) x 37cm (W)	30,000	15.0/copy	3.0/copy
Stick-on (Main front)	14cm (H) x 14cm (W)	30,000	17.0/copy	3.0/copy
Loose Insert	4-page (max) - Broadsheet	full circulation	4.0/copy	1.0/copy
Booklet Insert	40 pages (max) - A4 size	full circulation	6.0/copy	1.0/copy

\* Include printing (net)

Any optional printing cost to be provided upon enquiry .

## Panorama

	Paper/Size**	Format	Maximum quantity	Advertising rate	Production rate
6-page panorama sleeve	60gsm woodfree paper/ 54 (H) x 100.9cm (W)		full circulation	HK\$18.0/copy	3.0/copy
8-page panorama sleeve	60gsm woodfree paper/ 54 (H) x 134.8cm (W)		full circulation	24.0/copy	3.5/copy
6-page panorama entrespread	60gsm woodfree paper/ 54 (H) x 100.9cm (W)	6-page ad 4-page ad + 2-page editorial	full circulation full circulation only	14.0/copy 1,232,000	2.5/copy 220,000
8-page panorama entrespread	60gsm woodfree paper/ 54 (H) x 134.8cm (W)	8-page ad 6-page ad + 2-page editorial 4-page ad + 4-page editorial	full circulation full circulation only full circulation only	19.0/copy 1,881,000 1,045,000	3.0/copy 275,000 275,000

\*\* Also available in other newsprint, please contact our sales department for details  
Bookings are non-cancellable and will be charged at 100% of the agreed rate







# SCMP Marketing Solutions

Combining strategic insights and innovative ideas with the credibility of the SCMP brand name and its extensive reader base, SCMP Marketing Solutions offers a new breed of marketing solutions to clients.

Scope of services including:

- Integrated Solutions**
- Creative Solutions**
- Bespoke Publishing**
- Event Management**
- Digital Solutions**
- Video Production**

The industry recognition underscored the professionalism and integrated expertise of SCMP Marketing Solutions.

# Integrated Solutions

SCMP's Marketing Solutions team develops powerful integrated solutions for our valued B2B and B2C clients.

With insightful strategies and effective communication ideas, our expertise is shown in every aspect of through-the-line executions that fully leverage print, outdoor and online platforms.

Our experienced team has established an impressive portfolio through providing multi-dimensional solutions ranging from **video** and **print production**, **event management**, **Bespoke Publishing** and **digital communications**.

## LANDMARK Christmas 2015 - Wishes Come True at LAMDMARK



Category: Real Estate Agents / Real Estate Developments

Award: Bronze

Category: 1) Best Integrated Media  
2) Best Print

Award: Gold

Category: Advertisements / Commercials: Retail

Award: Bronze

## UnionPay Chill Out Your Way Campaign



Category: Best Sponsorship Campaign

Award: Gold

Category: Best Sponsorship Activation

Award: Silver

## Audi Magazine



Category: Magazine Cover

Award: Bronze

## Starstreet Gourmet & Wine Walk 2015



Category: Best Custom Event

Award: Gold

## Club Med Sanya Resort Launch Campaign



Category: Best Integrated Media

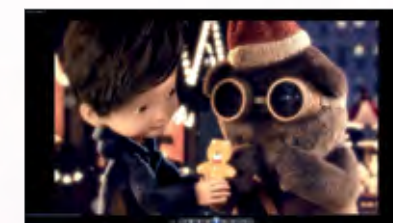
Award: Bronze



Hang Lung Properties - 23-29 Blue Pool Road



Club Med - Sanya Resort Launch Campaign



LANDMARK - Christmas Campaign



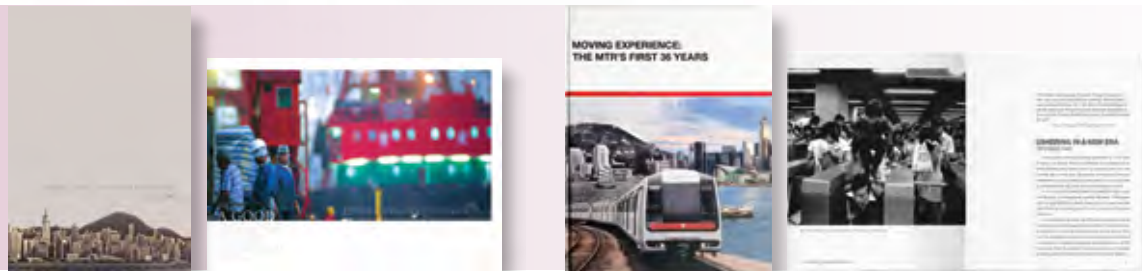
Credit Suisse - Leave Your Mark Campaign Video

# Bespoke Publishing

With our extensive editorial experience, we offer quality custom publishing to some of the most prestigious brands in Hong Kong. Make your name stand out with publications from magazines, coffee table books and brochures to special reports and internal newsletters.

We manage the entire process: **concept, design, content development, artwork production, printing production and distribution.**

## Books

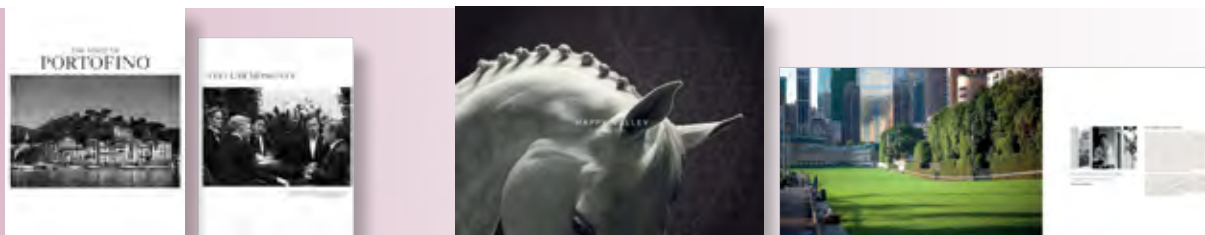


DLN - Hong Kong : A 40-Year Evolution

MTR - Moving Experience: The MTR's First 36 Years



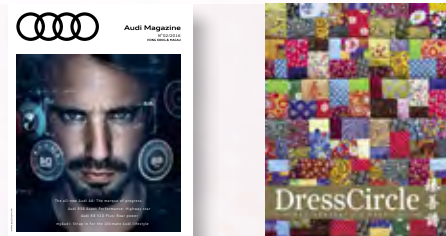
Sino Land - Botanica Bay Hong Kong



IWC Schaffhausen -The Magic of Portofino

Nan Fung Group - Happy Valley - A World Apart

## Magazines



Audi Magazine - Hong Kong Edition

Kerry Properties - Dress Circle

# Events

More than 20 years of experience in organising conferences and event management, there is no better partner to ensure your event shines.

We develop and manage diversified formats such as lifestyle events, networking functions, conferences, exhibitions, shop openings and private functions.

A credible platform combined with extensive database provides professional full-range of services, plus media exposure at SCMP.



Visa - "Tapping the potential of mobile commerce with innovation" conference



UnionPay - Lan Kwai Fong Chill Out Your Way Party and Happy Hour Campaign

Standard Chartered Bank - Tap Asia's Top Entrepreneurs



Michael Kors - Opening event

Swire Properties - Starstreet Gourmet & Wine Walk



Dior Prestige - Event

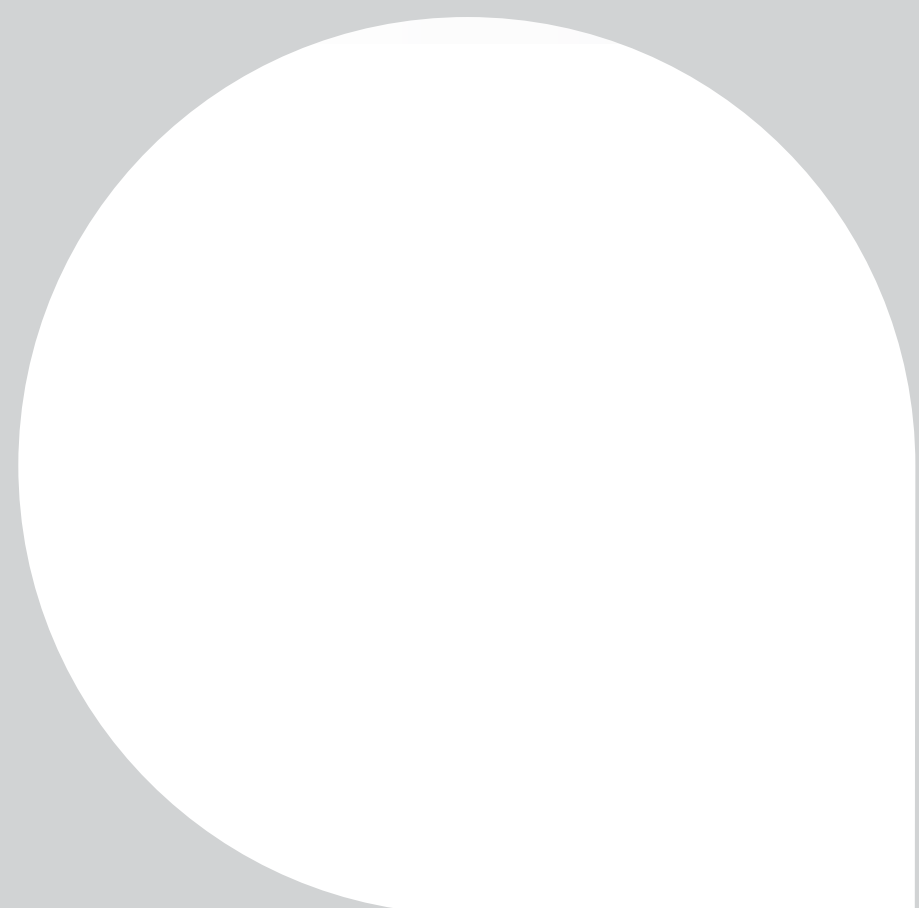
Pernod Ricard - Chivas 18 Architecture & Design Awards

2016 Formula 1 Singapore Grand Prix - Pit Stop Challenge



# Contract Discounts





## A dark grey semi-circle graphic is positioned on the right side of the slide. It contains the text "Contract Discounts" in a white, sans-serif font. The semi-circle is oriented with its flat edge at the bottom. The background of the slide is a light grey with a pattern of thin, radiating lines.

# Frequency Discounts

## Volume discounts

### SCMP & Sunday Morning Post

#### Annual contracts

Discounts will be given to all advertisers (only principals and their subsidiaries; 51% owned or above) who contract for advertising on an annual basis in the *South China Morning Post* and the *Sunday Morning Post*. Contracts are effective from the date of signing or later as requested.

Net spending*	Discount
HK\$350,000	2.5%
HK\$710,000	5.0%
HK\$1,400,000	7.5%
HK\$2,600,000	10.0%
HK\$4,300,000	12.5%
HK\$6,800,000	15.0%

The net cost of all special executions will count towards the annual total net spending of the client for contract fulfilment.

The volume discount is not applicable when the special discount offered is higher than the volume discount.

The volume discount is excluded in Directory, Notices, Classified Property, Cinema, Church Notices and Personal Announcements.

\* Net advertising expenditure in the *South China Morning Post* and the *Sunday Morning Post*, excluding spending in the Post Magazine, Classified Post, Jiu Jik, DM, scmp.com, SCMP mobile and tablet editions, CP.com, JJ.com, Marketing Solutions and outdoor billboard advertising - after volume discount, agency commission and any other special discount.

### Post Magazine

Insertions (based on full page)	Discount
6	2.5%
12	5.0%
18	7.5%
24	10.0%
36	12.5%
48	15.0%

Contracts enjoying frequency discounts must be completed within 12 months.

## Other discounts

Officially registered non-profit organisations and charities may qualify for a discount. Details on application.



# Mechanical Details



## A dark gray semi-circle is positioned on the right side of the page. Inside this semi-circle, the words "Mechanical Details" are written in a white, sans-serif font. The text is centered within the semi-circle. The background of the entire page is a light gray with a subtle, repeating pattern of thin, parallel lines in a light brown or tan color, creating a textured effect.

# Mechanical Details

## Ad sizes

SCMP & Sunday Morning Post

	Broadsheet	Tabloid
Column height	54cm	32cm
Columns to a page	7	5*

\* Except Directory

Column width	SCMP/ Sunday Morning Post	Religious Notices/ CinemaAd	Directory	Classified Property	Tabloid
1 column	4.3cm	3.4cm	3.0cm	3.0cm	4.8cm
2 columns	9cm	7cm	6.3cm	6.3cm	10cm
3 columns	13.7cm	10.6cm	9.5cm	9.5cm	15.2cm
4 columns	18.4cm	14.2cm	12.7cm	12.7cm	20.4cm
5 columns	23.1cm	17.8cm	16cm	16.0cm	25.6cm
6 columns	27.8cm	21.4cm	19.2cm	19.2cm	n/a
7 columns	32.5cm	25cm	22.5cm	22.5cm	n/a
8 columns	n/a	28.6cm	25.7cm	25.7cm	n/a
9 columns	n/a	32.2cm	28.9cm	28.9cm	n/a
10 columns	n/a	n/a	32.2cm	32.2cm	n/a
Centrespread	66.4cm	n/a	n/a	n/a	54.0cm

Post Magazine

		Height (cm)	Width (cm)
Full page	(Trim)	32.0	26.7
	(Bleed)	32.6	27.3
Centrespread	(Trim)	32.0	53.4
	(Bleed)	32.6	54.0
Double page spread	(Trim)	32.0	53.4
	(Bleed)	32.6	54.0
Half page	Horizontal	15.8	24.0
	Vertical	29.0	11.8
Junior page		20.0	15.6
1/3 page/contents page		29.0	7.8
1/4 page		15.8	11.8
1/6 page		15.8	7.8
Banner		7.0	24.0

## Digital formats for film output and electronic transmission requirements

The graphic and design department of the *South China Morning Post* will only accept files in the following digital formats:

1. All images should be in PDF version 1.4.
2. All Images should have a resolution of 300dpi.
3. All digital files must be saved in CMYK colour space (RGB and Pantone colours are not acceptable).

### Points to note

1. All text should be created outline. Owing to licence issues, the Artwork Team does not accept client requests to install new fonts. If texts have not been converted, the closest matching font will be used. The running text, its layout and the original formatting might be altered and errors could occur.
2. All images should be in regular size and bleeding is not necessary.
3. Colour proof must be provided for all digital files.
4. The Maximum file size is 150MB.
5. All black colour text should be made in (K100).
6. All font sizes should not be less than 6 points and lines are 0.3 points or above.

### Upload Website

display.scmp.com (Select Ad Material Upload)

### Colour separation guidelines

- a) Application of PCR techniques with a maximum aggregate colour laydown not exceeding 250% in any single area of the illustration is recommended.
- b) All separations must compensate for the dot gain profile on newsprint (approx. 25% - 28%).
- c) Screen ruling 100 lpi.

### Proofing guidelines

- a) Progressive colour proofs should be supplied on 45gsm newsprint.
- b) Proofing direction of the advertisement should correspond with the running direction of the press.
- c) Colour sequence of proofing should follow the ink sequence on the press: magenta, cyan, yellow and black.
- d) Proofing densities for each colour should match the actual density on the press.

Process colour	Max. solid density at 65,000 CPH
Magenta	0.68
Cyan	0.70
Yellow	0.68
Black	0.98

(Measured on Dainippon Screen DM400 densitometer)

- e) The ink used for proofing should match the colour set established for the press. Proofing houses can obtain quantities of the required process colours from the SCMP at cost.
- f) Proofs that do not meet the basic criteria outlined above will be misleading and the SCMP will not be responsible for those that are unsuitable for press reference.

# Mechanical Details

## Deadlines

### SCMP & Sunday Morning Post

#### Bookings

Written confirmation of orders must be received by the Advertising & Marketing Solutions Department no later than 5pm, 3 days prior to publication.

All bookings are subject to availability.

#### Personal Announcement

for Tuesday to Friday insertion 3pm on day before publication  
for Sunday & Monday insertion Friday, 3pm

#### Materials

All materials must be delivered to the Advertising & Marketing Solutions Department:  
Digital files 3 days prior to publication  
(requiring proofing by the SCMP)  
Full colour 2 days prior to publication  
Black & white/spot 3pm on day before publication  
for Monday insertion Friday, 12 noon

#### Cancellations

ROP 5 days  
Main section P5/ P7/ Back page/ Specific page number 1 month  
Prime positions 10 days  
Spot colour 7 days  
Full colour 7 days  
prior to material deadline  
Front page/main section P3 Cancellations are  
subject to 100% penalty charge  
of the booked insertion

### Post Magazine

#### Bookings

2 weeks prior to publication

#### Materials

7 days prior to publication

#### Cancellations

ROB - 2 weeks.  
Prime positions - 6 weeks

### scmp.com

#### Cancellation deadline

5 working days prior to first campaign date

Cancellations are subject to 100% penalty charge of the booked insertion

This policy applies to both banner-type and eDM orders

# Terms of Business

A dark gray semi-circle graphic is positioned on the right side of the slide, set against a light gray background with a wood-grain pattern. The semi-circle is oriented with its flat edge at the bottom. Inside the semi-circle, the text "Terms of Business" is written in white.

# Terms of Business

# Terms of Business

1. All advertisements are placed and all orders are accepted subject to the terms and conditions as hereinafter set out provided that *South China Morning Post Publishers Limited (SCMP)* expressly reserves its right to amend, vary, replace or cancel any of such terms and conditions without prior notice to the advertiser and the advertiser is deemed to have express knowledge of and be bound by such terms and conditions. No terms sought to be applied by the advertiser to any order for advertising shall be binding upon SCMP. Advertising orders for space will not be considered as contracts.
2. SCMP reserves the right to reject, decline or refuse to publish in whole or in part or the right to amend any advertisement (whether in print or digital version) with or without notice to the advertiser where in SCMP sole opinion SCMP considers necessary or desirable, and SCMP shall not in any way be liable for any loss or damage arising as a result of non-publication or amendment as aforesaid (nor shall any refund of or deduction from the costs of the advertisement or any other compensation be granted by SCMP to the advertiser in the event of such non-publication or amendment). SCMP accepts no liability whatsoever for any omission or inaccuracy or failure of colour printing in any published advertisement whether or not a proof has been supplied and whether or not such omission or inaccuracy or failure is attributable to the neglect or default of SCMP, its employees, directors, officers, consultants, agents and contractors. Where the advertiser requires that its name and address or other information shall not be disclosed and SCMP shall have been so notified by the advertiser on placement of its order SCMP shall use reasonable endeavours to ensure the same except such information (i) becomes public knowledge through no fault of SCMP or SCMP's employees and/or officers (where applicable); or (ii) is required to be disclosed by law, any regulatory or governmental authority or pursuant to a judicial order.
3. SCMP shall have the absolute right at any time to determine, adjust or vary the rate of charges and classification applicable to all advertisements placed. Published rates and charges and those set out on any order form or acknowledgement may be varied by SCMP at any time without notice prior to invoicing. Quotations given by SCMP shall not in any way be binding on SCMP.
4. Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on SCMP's part to publish the same either at all or on any specified date or dates. SCMP shall not be liable for any loss, costs or expenses incurred by non-publication (including non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of SCMP) or by publication of an advertisement cancelled in accordance with provisions of Clause 8 hereof or publication on a date or position or manner materially different from that specified by the advertiser on placement of its order. SCMP's liability shall in case of non-publication be limited to refund of the charge of the advertisement and in all other cases as aforesaid SCMP shall have the option either to grant a refund of such proportion of the charge as shall in SCMP's sole opinion be reasonable or in lieu of such refund and at SCMP's absolute discretion to publish the advertisement as soon as reasonably practicable. In the case of colour advertisements, publication shall be deemed correct unless more than 10% of copies circulated have incorrect colour(s). The advertiser shall be obliged to furnish SCMP with reasonable evidence of this within 48 hours of publication.
5. SCMP shall use reasonable endeavours to accept orders if they are received at the location and by the time specified by SCMP from time to time for that type of advertisement. All advertisement copy and artwork must be received by the latest receipt time specified by SCMP which may be varied by SCMP without notice and SCMP shall have the right to refuse to accept any orders or to decline or refuse to publish any orders if the advertisement copy and artwork of such orders shall not have been received by SCMP by the latest receipt time as aforesaid and SCMP shall in no event be liable for any loss or damage arising as a result of non-publication hereunder.
6. Advertisements of certain sizes and shapes only are normally accepted but advertisements of other sizes and shapes may be accepted subject to special terms.
7. To the extent permitted by, and in accordance with all applicable laws, rules and regulations, SCMP shall take reasonable steps to ensure that competitive advertising does not appear on the same page or facing pages. However due to space limitations no assurance of any kind can be given and SCMP shall not be under any liability whatsoever if the same occurs.
8. Cancellations will be accepted if noticed in writing by the advertiser and received by SCMP at its Head Office before the time specified by SCMP from time to time as the order deadline in accordance with the provisions of Clause 5 hereof.
9. Artwork for advertising material must be fully pasted up and presented to SCMP as positive film or as digital file in such format as SCMP may from time to time direct. Large areas of solid black may be stripped or lined at SCMP's absolute discretion.
10. Late delivery of copy/artwork or non-compliance with cancellation procedures specified as aforesaid will result in forfeiture of the space booked and, in addition, SCMP shall have the express right to recover from the advertiser the full cost of the advertisement placed.
11. SCMP shall not accept any responsibility for damage to or loss of artwork or any other documents or material supplied for the purpose of an advertisement. Advertising material not claimed within three months of the publication date or proposed publication date will be disposed of without further notice.
12. In the event that the collaboration between SCMP and the advertiser and/or its advertising agent(s) hereunder involves the use, access, handling or otherwise of any personal data, the advertiser and/or its advertising agent(s) warrants and undertakes that: (i) they shall comply with all relevant law, rules and regulations including but not limited to the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong); (ii) they shall obtain the consent from the data subject to transfer their personal data to SCMP for the purpose of this Terms of Business; (iii) they shall not retain such data longer than necessary for the purpose(s) as authorized and shall take all reasonable measures to prevent any unauthorized and/or accidental use, access, erasure, loss, modification or processing of the same; (iv) they shall be solely and fully responsible for any complaint or claim from any individual and/or entity regarding use of its or their personal data; and (v) they shall indemnify SCMP for any and all loss, damage, suits, costs and liabilities which may be incurred by or brought against SCMP in relation to (a) breach of any provision of this Clause 12 by the advertiser and/or its advertising agent(s), and/or (b) any complaint or claim as referred to in Clause 12(iv) above.
13. The advertiser and/or its advertising agent(s) shall indemnify and keep indemnified SCMP, its directors, officers, employees, agents and contractors (collectively the "Indemnified Parties" and each an "Indemnified Party") in respect of all loss, damage, costs and expenses including legal fees arising directly or indirectly from: (i) the publication of an advertisement on instructions from the advertiser and/or its advertising agent(s); (ii) a breach of any of the terms, conditions or warranties hereunder by the advertiser and/or its advertising agent(s); and (iii) any third party claims against any of the Indemnified Parties because of (i) or (ii) above. In any case where a claim is or may be made or threatened against any of the Indemnified Parties which SCMP knows of, SCMP will give notice in writing to the advertiser and/or its advertising agent(s) and will take reasonable steps to consult with the advertiser and/or its advertising agent(s) before any claim is settled, defended or otherwise determined provided that a failure to consult shall not affect the advertiser's and/or its advertising agent(s)' liability hereunder.
14. The submission of any form of advertisement constitutes a warranty by the advertiser to SCMP that it has all necessary authorities and permissions for the insertion thereof and that the advertisement or any part thereof or the publication of the advertisement does not contain any material or information that is obscene, defamatory, libelous, slanderous or does not in any way infringe any copyright or any other intellectual property or related rights or contravene, violate or constitute a breach of any laws of Hong Kong and/or PRC or any codes, regulations, guidelines, guidance notes, leaflets, restrictions or prohibitions issued or imposed by the relevant Government authorities, statutory or regulatory bodies or otherwise (collectively the "Laws and Regulations"). In this connection, (i) the advertiser shall and shall procure its advertising agent(s) to provide all required documents and take all necessary steps to SCMP as provided under the Laws and Regulations in order to assist SCMP in complying with the same; and (ii) the advertiser shall indemnify SCMP and/or any other relevant Indemnified Party in respect of any breach of this clause in accordance with the provisions of Clause 13 hereof.



# Terms of Business

15. The advertiser hereby grants a fully paid up, non-exclusive, royalty-free, non-transferable and non-sublicensable licence to SCMP to use the advertiser's logo(s), trademark(s) and/or trade name(s) as the advertiser permits for purposes of advertisement.
16. All cheques, money-orders, etc. should be made payable to *South China Morning Post* Publishers Limited. Rates are expressed in HK dollars but SCMP shall be entitled to receive payment in other currencies, the rate of conversion to HK dollars for payment shall be determined by SCMP from time to time.
17. The advertiser shall be invoiced at SCMP's discretion either upon publication or monthly unless otherwise specified by SCMP. Terms of payment are net 30 days from the date of invoice. SCMP shall have the right to charge interest on any outstanding payment after the due date (without any further notice) at the rate of one percent (1%) per month from date of invoice on outstanding balance to date of receipt of payment by SCMP and in addition SCMP shall also be entitled to recover from the advertiser any costs and expenses (including all legal fees) incurred by SCMP in recovering any outstanding payment and interest thereon.
18. Subject to the terms upon which advertising agents are recognised by SCMP, such agents will be entitled to agency commission of fifteen percent (15%) on all rates.
19. The advertiser is liable at all times for payment of all advertising charges. Where a recognized advertising agent substitutes its order for that of the original advertiser or requires invoices addressed to the advertising agent, SCMP shall hold the agent and the original advertiser jointly and severally liable hereunder.
20. The advertiser and/or its advertising agent(s) shall keep SCMP fully indemnified and hold SCMP harmless from all taxes, duties, assessments, tariffs, levies, excises and charges imposed or resulting from any form of advertisement under this Terms of Business in any country or territory, including, without limitation, Hong Kong Special Administrative Region ("Hong Kong") and the People's Republic of China ("PRC"). Without prejudice to the above, where applicable laws of Hong Kong and/or PRC provide that any withholding, income or other similar tax is to be imposed or applicable on any amount required to be paid by SCMP to you under this Terms of Business, SCMP shall pay such tax to the competent tax authority or authorities and shall be entitled to collect the amount of such tax from you.
21. Any claims pursuant to these terms must be made by the advertiser in writing within 48 hours after publication or date of agreed publication to the Advertising & Marketing Services Department at *South China Morning Post*, G/F-3/F, No. 1 Leighton Road, Causeway Bay, Hong Kong and unless such claims shall have been received by SCMP within the time limit as aforesaid, all claims by the advertiser pursuant to the terms and conditions hereof shall be deemed to have been waived by the advertiser.
22. The advertiser and/or its advertising agent(s) agrees that SCMP may set off or transfer any sum outstanding to the credit of any one or more accounts maintained by the advertiser and/or its advertising agent(s) in or towards satisfaction of any of the advertisers and/or its advertising agent(s) liabilities to SCMP or in any other respect whatsoever whether such liabilities be present or future, actual or contingent, primary or collateral and several or joint. The advertiser and/or its advertising agent(s) waives all rights of subrogation and agrees not to claim any set off or counter claim against any other person liable or to prove in competition with SCMP in the event of the insolvency of such person or to have the benefit of or share in any outstanding debt receivable by SCMP. For the purpose of this Clause, the definition of SCMP shall be deemed to include its holding, subsidiary, fellow subsidiary, associated and affiliated companies.
23. Not all sections of all newspapers are sent to all readers.
24. The above Terms of Business are valid to the extent as permissible under applicable laws.
25. This Terms of Business shall be governed by and construed in accordance with the laws of Hong Kong.

# South China Morning Post

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## **South China Morning Post Publishers Limited**

Morning Post Centre, 22 Dai Fat Street, Tai Po Industrial Estate, New Territories, Hong Kong

## **Advertising & Marketing Solutions Department**

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