

South China Morning Post

No. 1 Choice

**For targeting business leaders
in Hong Kong**

ADVERTISING & MARKETING SOLUTIONS MEDIA KIT 2018

South China Morning Post

Hong Kong's Number One English-Language Newspaper

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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 16th 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
 1st Runner-up - Best Business News Writing - English

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

1st prize - General News

● **25th Malofiej International Infographics Awards 2016 – 6 wins, including:**

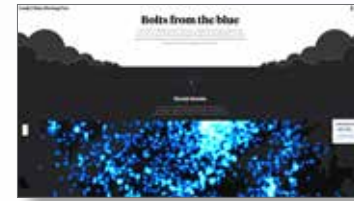
Bronze Award - Online Graphics - Features World and Nation
 Bronze Award - Printed Graphics - Breaking News
 Bronze Award - Features - Science, Technology, Medical and Health issues
 Bronze Award - Features - Arts, Entertainment, Food and Lifestyle

● **The Society for News Design – 38th 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:**

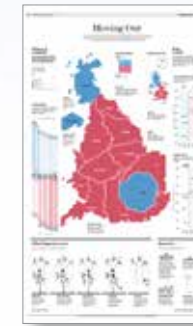
Award of Excellence - Features: Single-subject project
 Award of Excellence - Graphics: Features and planned coverage



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



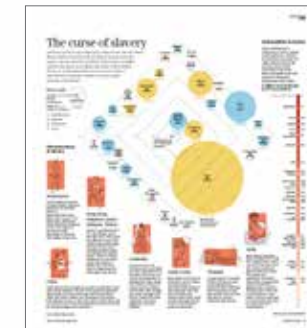
25th Malofiej International Infographics Awards 2016 - Printed Graphics - Breaking News: Bronze Award



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

#1

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.

Source: BE:ASIA 2015 Hong Kong Report/ Ipsos MediaCT



Our Readers



Circulation¹

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

Readership²

335,000
SCMP & Sunday Morning Post Combined

High position

High qualification

High income

Age

| | | | |
|------------|-----------------------|------------|--------------------|
| 41% | 29 years old or below | 50% | 30 to 59 years old |
| 9% | 60 years old or above | | |

Gender

| | | | |
|------------|------|------------|--------|
| 50% | Male | 50% | Female |
|------------|------|------------|--------|

Education

68% University or above

Occupation

53% Professional/Manager/Executive/Trader/Proprietor

Income

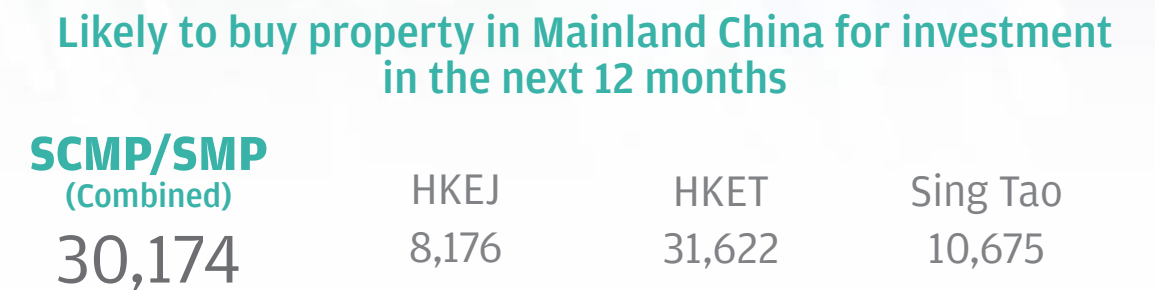
| | |
|------------|--|
| 47% | Monthly Personal Income HK\$40,000 or above |
| 35% | Monthly Household Income HK\$80,000 or above |

Key Statistics


Financial Services




Property (Mainland China)


Car




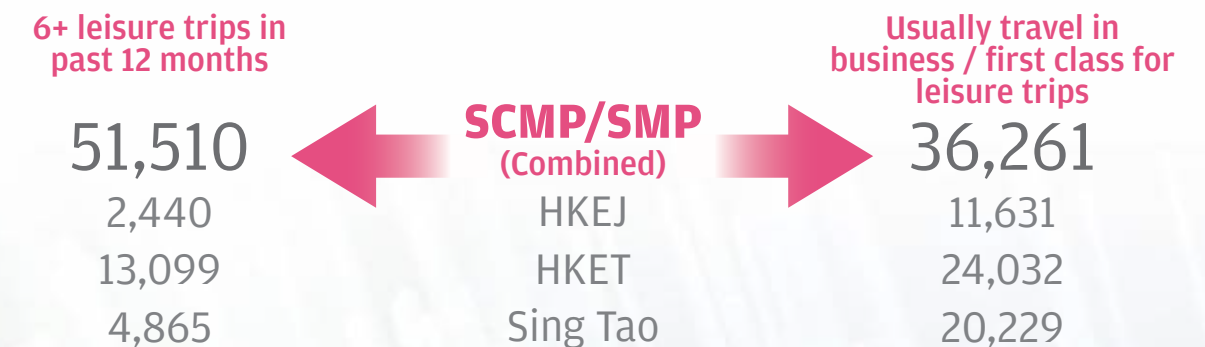

Travel (Business)




Property (HK and Overseas)




Travel (Leisure)

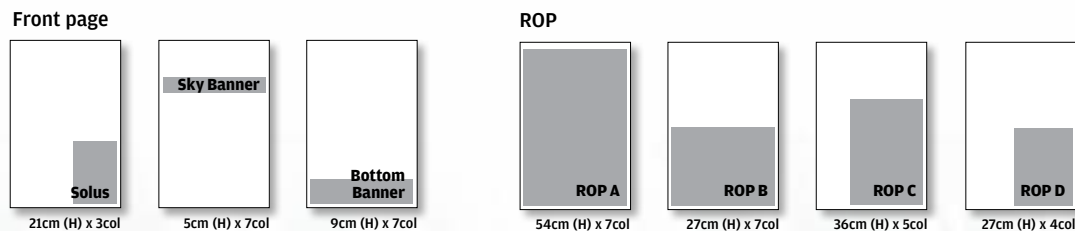


Main

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.

| 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 [^] | 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 |



[^] 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.



Business/ Business Weekend

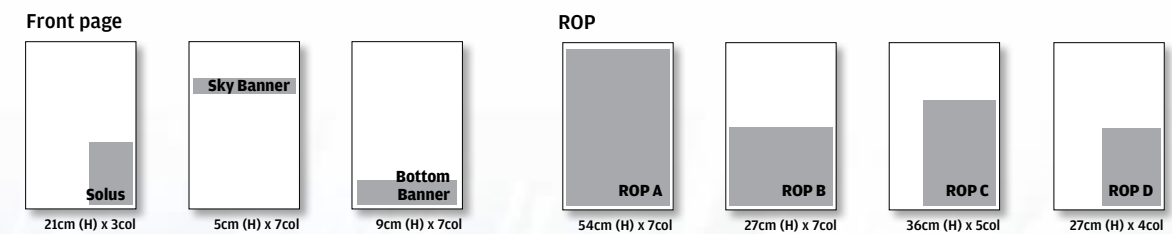
Hong Kong's business leaders need a source of information they can trust, which is why the *South China Morning Post* is the number one publication for Hong Kong's business elite.

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

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

- Every Saturday.

| 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 |



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.

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.

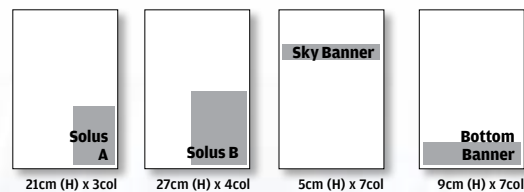
City Weekend: Provides fascinating reads on Hong Kong's who's who and features that will spark lively discussion at the weekend. City Weekend will ensure our readers are kept well-informed.

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

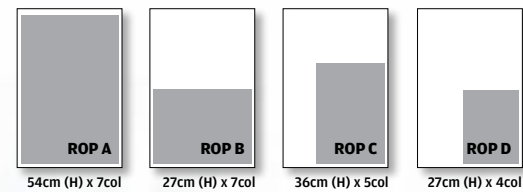
| Position | Size | Remarks | B/W | Spot Colour | Full Colour |
|--------------------|-----------------|-----------------|------------|-------------|-------------|
| Front Page Solus A | 21cm (H) x 3col | Non-cancellable | HK\$31,830 | 42,430 | 63,660 |
| B | 27cm (H) x 4col | Non-cancellable | 49,650 | 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-empt 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 |

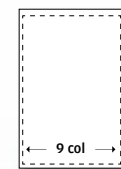
Front page



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



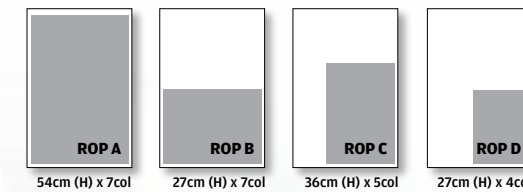
The SCMP's new LIFE broadsheet, appears within the City section of the newspaper five days a week. Created in response to readers' demands, LIFE makes use of the best content around to give readers more of what they want, more often.

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: Travel & Leisure
- 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.

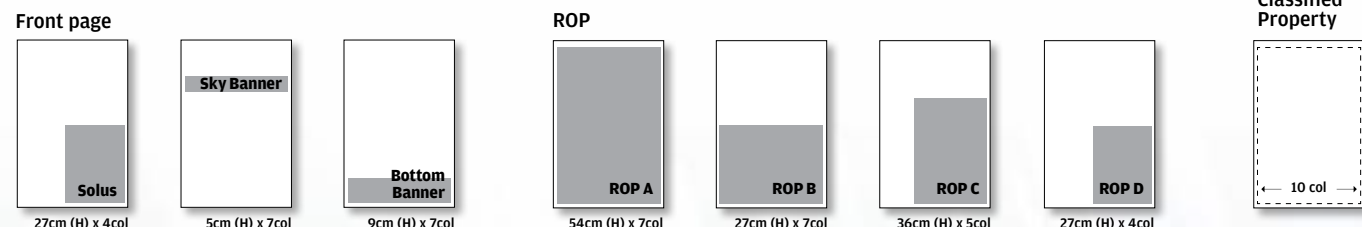
- Property, Motors and Boats, Notices and Services Guide all delivered to specialist markets for focused marketing.
- Customer ads featuring in such a focused section providing our readers an invaluable resource for these sectors.
- Published in the CITY section from Monday to Friday, and in the Business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



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 |

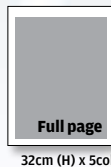
Rates are calculated in 7 columns unless specified.
All rates are expressed in Hong Kong dollars: rates printed in **RED** are per single column centimetre.



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 | 9cm (H) x 7col | 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.

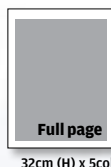
- School distribution.
- Tabloid.
- Column and page sponsorship packages also available.
- Everyday, from Sunday to Friday.
- Full circulation on Sunday.

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 |

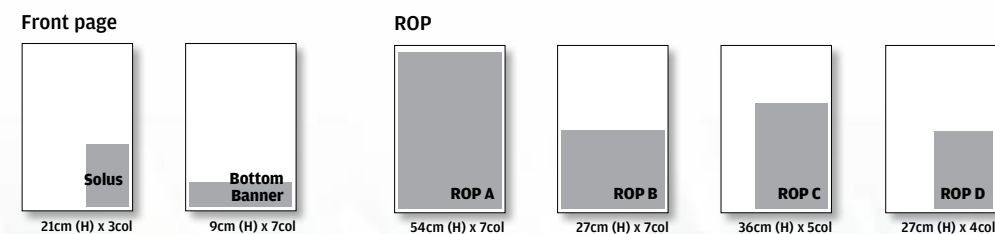
Sunday

| 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.



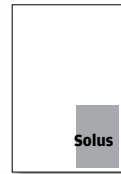
Sunday Morning Post Sport Sunday

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

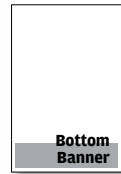
- The most comprehensive roundup of all the sporting action, locally and from around the world.
- Get behind the scenes to focus on what's making sporting headlines, with special interviews and analysis.
- Every Sunday.

| 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

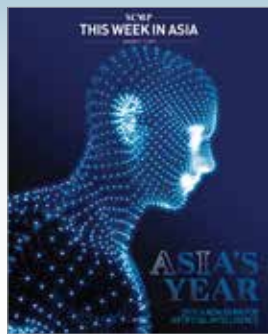


27cm (H) x 4col

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.



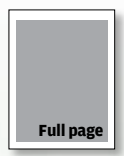
Sunday Morning Post This week in Asia

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.

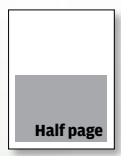
- A must-read publication delivering an executive summary on the weekly whirlpool of business news around Asia and China.
- INMA Global Media Awards 2017: Best New Print Product.
- Every Sunday.

| 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 nd 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 nd 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% |

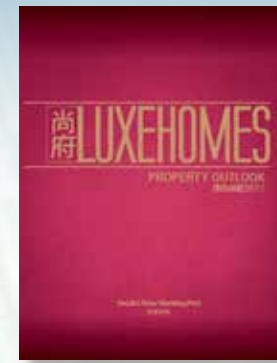


XXIV

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 nd Double Page Spread | 320 x 430mm | 326 x 436mm | 192,820 |
| Facing 1 st Table of contents | 320 x 215mm | 326 x 221mm | 120,510 |
| Facing 2 nd Table of contents | 320 x 215mm | 326 x 221mm | 112,480 |
| Facing 3 rd 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% |



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 st Double Page Spread | 300 x 460mm | 306 x 466mm | 189,000 |
| 2 nd 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 |
| Specified Position | | | +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 nd 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 |
| Specified Position | | | +10% |
| Listing Page (Standard Template) | | | |
| - Full Page | | | 43,260 |
| - Vertical Half Page | | | 21,630 |



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 st Double Page Spread | 250 x 570mm | 256 x 576mm | 194,670 |
| 2 nd 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 |
| Specified Position | | | +10% |

* 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.



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% |

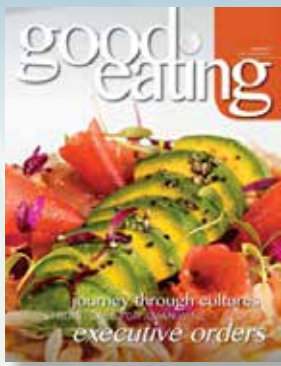


Private Banking Directory

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.

SCMP.COM

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 |



Super Leaderboard



LREC 1



Billboard



LREC 2

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



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

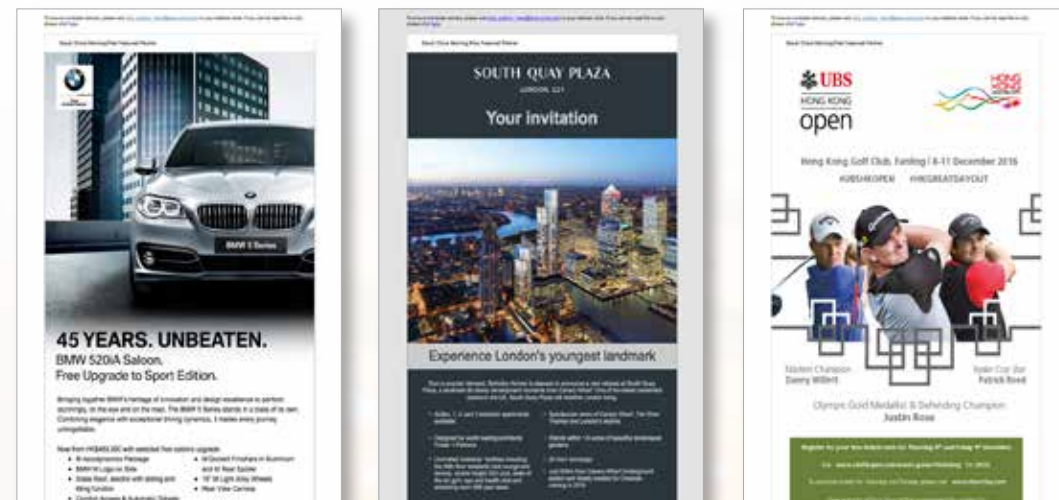
Age, Gender, Household income, interests, Country of residence, etc.
For full details of eDM filtering, please contact our sales department.

• 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

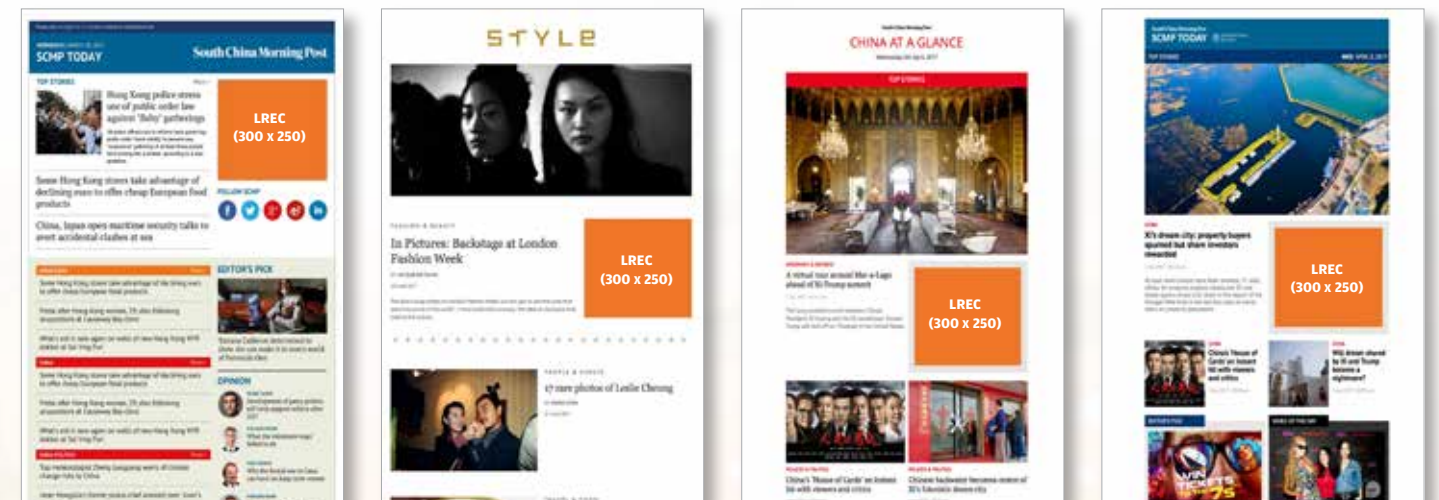
eNewsletter

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 |

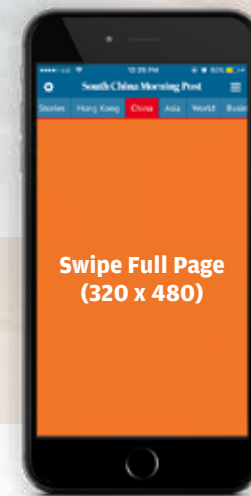


SCMP Mobile Edition

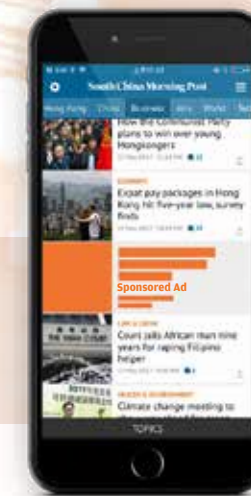
The mobile edition of SCMP.com, including m.scmp.com and the mobile app on iPhone and Android phones, makes it easier to stay in touch with consumers, reaching them the moment they seek information, for news, entertainment, travel, dining, or any other great editorial content.

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.

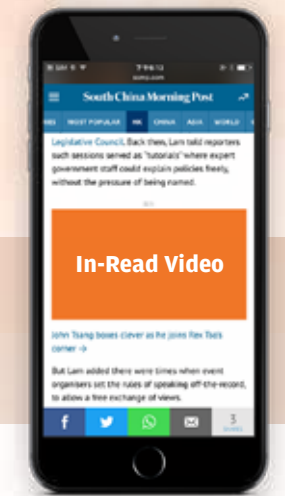
| Ad option | Dimensions (W x H) | File size | File format |
|-------------------|--------------------|-----------------------|------------------------------------|
| LREC 1 | 300 x 250 px | < 50 kb | JPEG / Animated GIF / HTML5 |
| LREC 2 | 300 x 250 px | < 50 kb | JPEG / Animated GIF / HTML5 |
| In Read Full Page | 320 x 480 px | < 50 kb | JPEG / Animated GIF / HTML5 |
| Swipe Full Page** | 320 x 480 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 |



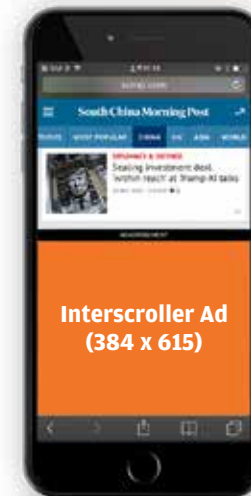
Swipe Full Page



Sponsored Ad



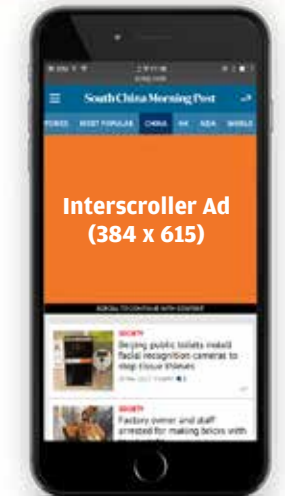
In-Read Video



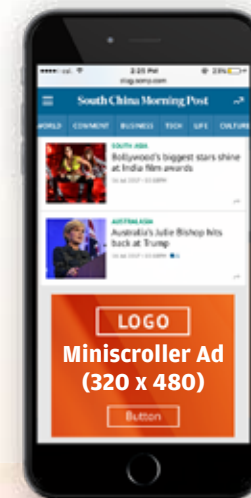
Interscroller Ad (384 x 615)



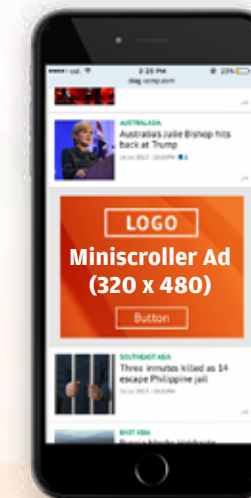
Interscroller Ad



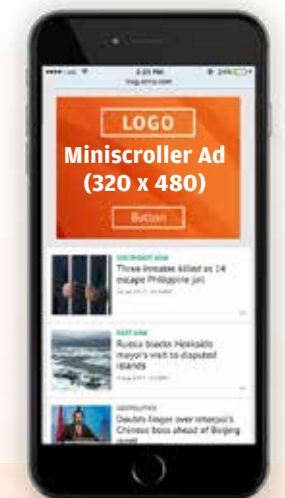
Interscroller Ad (384 x 615)



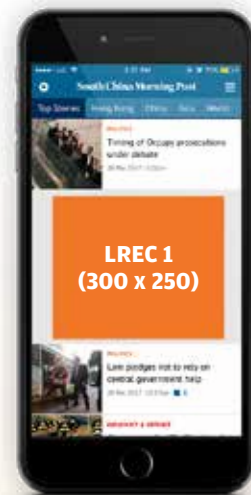
Miniscroller Ad (320 x 480)



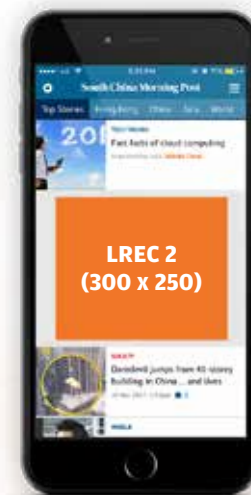
Miniscroller Ad



Miniscroller Ad (320 x 480)



LREC 1



LREC 2



In-Read Full Page

Remarks: * Mobile Web Only
** Mobile App Only

SCMP Tablet Edition

With the new and improved SCMP Tablet Edition, advertisers can reach our preferred business elites in Hong Kong, Asia and across the world - now through new and dynamic interactive ad formats.

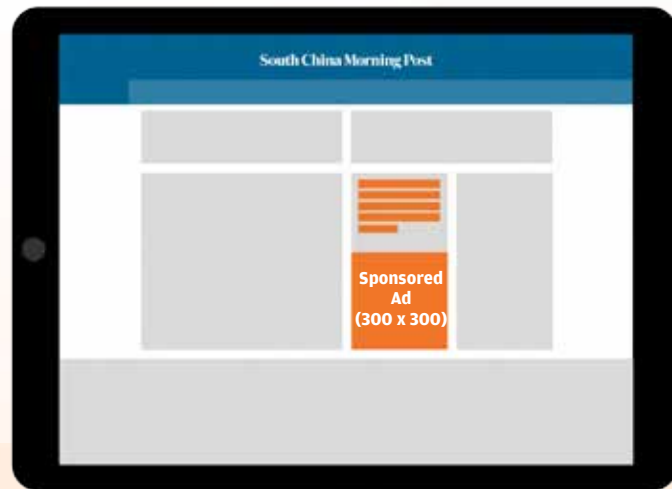
| Ad option | Dimensions (W x H) | File size | File format | Remarks |
|-------------------|--------------------|------------------------|-----------------------------|---|
| LERC | 300 x 250 px | < 50 kb | JPEG / Animated GIF / HTML5 | Week-buy basis (Mon to Sun) at 100% SOV |
| In-read Full Page | 320 x 480 px | < 50 kb | JPEG / Animated GIF / HTML5 | Week-buy basis (Mon to Sun) at 100% SOV |
| Sponsored Ad | 300 x 300 px | Text: 75 Char, < 35 kb | Text / JPEG | Week-buy basis (Mon to Sun) at 100% SOV |



LERC



In-read Full Page



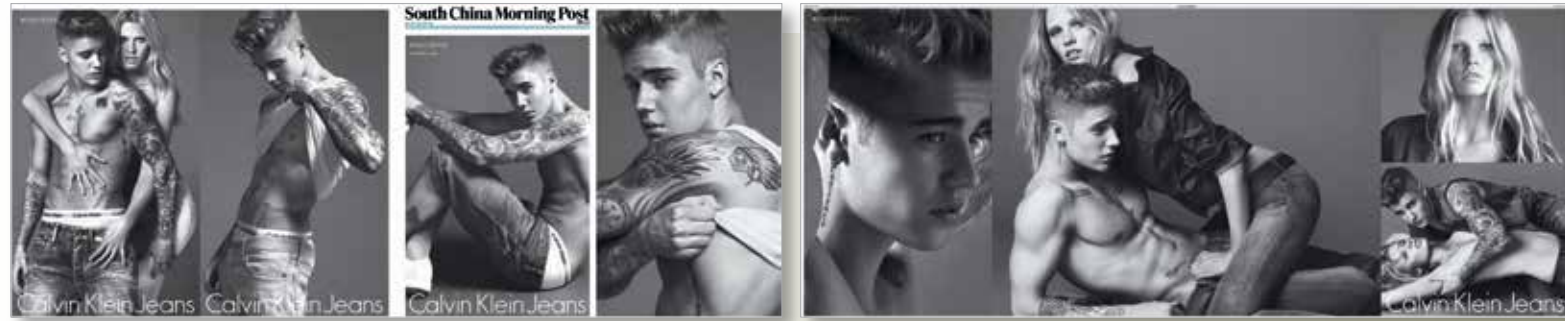
Sponsored Ad





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



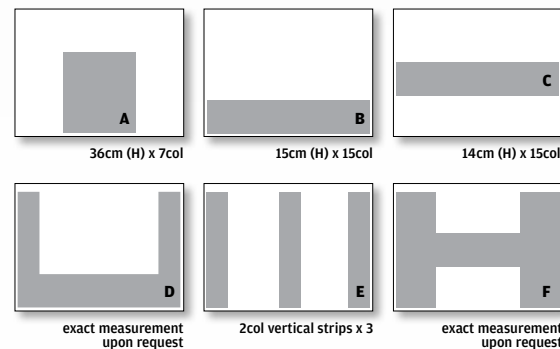
4-Page Centrespread Insert



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



360°

Marketing Solutions





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



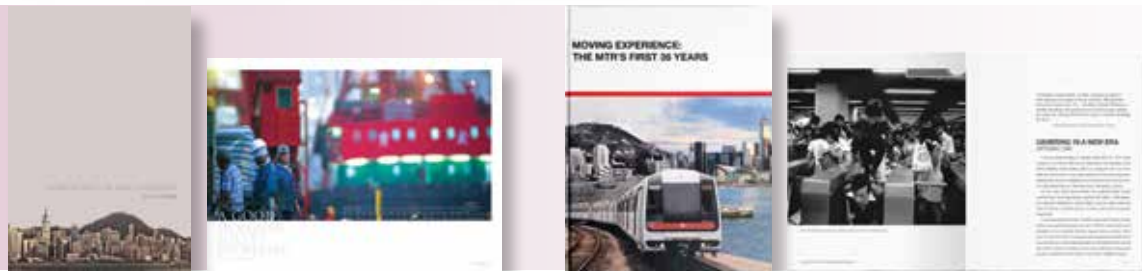
Credit Suisse - Leave Your Mark Campaign Video

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 gray semi-circle is positioned on the right side of the page, set against a light-colored wood-grain background. The semi-circle is oriented with its flat edge at the bottom. Inside the semi-circle, the text "Contract Discounts" is written in white.

Contract Discounts

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 the semi-circle, the text "Mechanical Details" is written in white. The background of the right side of the page features a light gray background with a pattern of thin, parallel lines.

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



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

South China Morning Post Publishers Limited

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