

Advertising Rate Card 廣告價目表

(Effective from Jan 1, 2018)

內頁廣告 | Inner Page Ad (ROP)

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	Advertising Rate
半頁廣告 Half Page	195mm X 130mm / 102mm X 250mm	\$6,000
全頁廣告 Full Page [^]	215mm X 270mm	\$7,900
跨頁廣告 Spread Page [^]	430mm X 270mm	\$13,500
封面裏全頁 Inside Front Cover [^]	215mm X 270mm	\$10,300
封面裏跨頁 First Spread [^]	430mm X 270mm	\$14,800

封面 及 目錄廣告 | Cover / Content Page Ad

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	Advertising Rate
封面故事 Cover Story	Cover Page & 2-pages advertorial	\$59,000
品牌故事 Brand Story	Back Cover & 2-pages advertorial	\$46,500
封面橫額 Cover Page Banner	45mm X 270mm / 215mm X 45mm	\$3,800
封面推介 Cover Highlight	70mm X 70mm	\$2,200
封底全頁 Back Cover Full Page [^]	215mm X 270mm	\$19,500
目錄底 1/2 版 1/2 Content Page Bottom	195mm X 130mm	\$6,700
目錄推介 Content Page Highlight	70mm X 70mm	\$1,650

特別推廣 | Special Promotion

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	Advertising Rate
內頁推介(1/2) Inner Product Highlight (1/2)	175mm x 105mm	\$7,000
跨頁/全頁編採寫 Advertorial (Spread / Full)	editing & design included	\$17,700 / \$10,800
指定位置 Specified Position	depends on ad Format	\$4,300
Like Gift 推廣 Like Gift Campaign	1-Full Page (with design) & Facebook campaign	\$22,600

[^]需預留每邊 10mm 出血位；跨頁內邊緣需預留每邊 5mm 出血位

[^] Please allow 10mm on EACH SIDE for the bleed margin; 5mm on EACH Side for inner margin

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熱門廣告 | Popular Advertising Features



封面 / 封底

Cover Page / Back Cover



封面 / 品牌故事 (封面 / 封底廣告)

Cover Page / Back Cover & 2-pages advertorial



跨版廣告
Spread Page



全頁廣告
Full Page



編採寫
Advertorial



Like Gift - 雜誌全版廣告 + Facebook活動推廣
刺激 Facebook專頁讚好

Full Page Ad + Facebook Campaign Promotion, stimulate Facebook Like

👍👍👍 Yuk Chun Ma、Kelvin Leung 和其他 2,223 人

依時間排列 ▾

1,885次分享

2,168則留言

顯示先前的留言

Fion Wong 香港百樂酒店Park cafe最新推出嘅自助晚餐，俾用意、法、日3個國家嘅美食做主題 Yukin Wong
讚 · 回覆

廣告規格 Material Specifications

- EPS by Illustrator CS4 / TIFF / JPG (CMYK color, all fonts must create outline, photo quality equivalent to 300 dpi)
- Material Deadline - 7 working days before publish.

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