



British Business Directory

2012

The Directory of Members of the British Chamber of Commerce in Hong Kong , Macau and the Pearl River Delta, China

Publication in Focus

The British Business Directory 2012 offers a comprehensive forum for exposure and opening communication channels. It further enables listed businesses and advertisers, entry into the prestigious British Chamber of Commerce group of corporate members and affiliated organizations. By listing and advertising, companies gain extra recognition and brand awareness, in addition to enjoying the seal of approval associated with the British Chamber of Commerce membership and affiliation.

The contact information contained in the guide produces a tangible, reliable and accessible product that decision makers and industry heads can pick up and use at any time. Thanks to the quality, presentation and design the directory also conveys an image of 25 years of economic and cultural growth of British businesses in Hong Kong, Macau and the Pearl River Delta.

The directory boasts a plethora of supporting information of tremendous value for both members and other businesses, and is held in high regard in corporate communities and international business circles.

As the sole established, authoritative guide to British Businesses throughout Hong Kong, Macau and the Pearl River Delta, it is a superb means for getting in touch with members and highly conducive of generating business opportunities, enhancing its applicability even further.

Advertising

Professional design and lay-out services complement the inherent value of advertising in the British Chamber Business Directory for 2012, with advertisers enjoying not only highly increased exposure but also presentation using the highest standards available in the publishing industry.

There are numerous types of advertisements available, all at competitive rates. The directory also contains feature pages focusing on specific businesses for added value and highlighted positioning.

Over the past several years, our advertisers in the directory have realized significant returns on their advertising investment, reporting noticeable feedback and positive business growth as a consequence. As an extra added value, we have not raised the rates of the ads over the past several years.

Advertising Rates (4C OR Black & White)			
Position	Price (US\$)	(HK\$)	(RMB¥)
Double page (front section)	9,000	70,000	66,900
Run of page (front section)	4,500	35,000	33,500
Run of Page (Full Directory Page)	3,000	23,600	21,900
Color Corporate Logo Enhancement	1,650	12,500	11,900
Premium Positions			
Bookmark	10,000	78,000	74,400
Outside Back Cover	9,000	70,000	66,900
Inside Front Cover	7,700	60,000	57,200
Inside Back Cover	6,690	52,000	49,700
Facing Content Page	7,800	60,000	57,300
Facing Member Listing	3,600	28,000	23,000

* Color Corporate Logo Enhancements are offered for free with purchase of a full page ad

DOUBLE PAGE

Bleed

372mm(w) x 266mm(H)

Trim

352mm(w) x 250mm(H)

FULL PAGE

Bleed

192mm(w) x 266mm(H)

Trim

176mm(w) x 250mm(H)

Type Area

131mm(w) x 210mm(H)

HALF PAGE

Bleed

192mm(w) x 133mm(H)

Trim

176mm(w) x 120mm(H)

Type Area

131mm(w) x 100mm(H)

Special Requests; Rates quoted are for basic process colours (CMYK). Rates for special colours, other non-standard or half page ad can be obtained from contacting Speedflex at: charles@speedflex.com.hk

ARTWORK FILE REQUIREMENTS

High resolution PDF or 300 dpi (CMKY) JPG.

DEADLINES

Publication dates The first week of March 2012.

Advertising booking deadline Three weeks before publication.

Material deadline Two weeks before publication

Print Run 3,000

Distribution

Chamber Members	60%
Overseas Chambers & Govt Officials	24%
Retail Sales	14%
Associations	1%

Readership and Distribution

As a bilingual publication, the British Business Directory 2012 enjoys broad readability with substantial market penetration. It is distributed directly to CEOs executives and decision makers within companies and organizations, including government agencies, thereby reaching our intended target readership quickly and as intended.

With a circulation in the thousands, the exposure the directory provides proves highly desirable to listed member businesses and advertisers. In addition to direct-distribution audiences, the British Business Directory 2012 reaches many times that number of readers via in-office circulation among staff members and executives.

And distribution isn't limited to the region; the British Business Directory 2012 delivers premium content with prestigious advertisers to corporate, organisational and individual members and readers globally.

With the much talked-about continuing economic growth of Asian economies, the directory is well-positioned as a portal riding the crest of these developments.

Readership

Readership (estimated) **15,000**

Affiliated Publications

"Britain in Hong Kong," our monthly business news & lifestyles magazine. Britain in Hong Kong features professional coverage of the day's top current events, business, legal and regulatory developments and lifestyle issues relevant to businesses operating in Hong Kong, UK and the region.

Content for Britain in Hong Kong is provided exclusively by the member contributors who are experts in their field, and most often work within the community possessing access to the latest information.

Britain in Hong Kong will take on a new look in 2012. After more than 10 years as a tabloid publication, Britain in Hong Kong will be launched as an A4 size publication, similar in look to Time or Newsweek magazine.

For advertising and general inquiries, please contact: Charles Zimmerman, charles@speedflex.com.hk

SPEEDFLEX
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The British
Chamber of Commerce
in Hong Kong