



Britain in Hong Kong

2011



The official monthly magazine published by
The British Chamber of Commerce in
Hong Kong and Speedflex Medianet Ltd

ADVERTISING RATES, SPECIFICATIONS AND READERSHIP PROFILE

No. of insertions	1	6	12
COLOUR			
Double Page	\$29,000	\$27,000	\$25,000
Full Page	\$15,000	\$13,500	\$12,500
Half Page	\$9,000	\$8,000	\$7,500
One-thirds Page	\$8,500	\$7,500	\$7,000
Quarter Page	\$7,000	\$6,000	\$5,500
Eighth Page	\$5,000	\$4,000	\$3,000
BLACK & WHITE			
Double Page	\$24,000	\$22,000	\$21,000
Full Page	\$14,000	\$12,500	\$10,500
Half Page	\$7,000	\$6,000	\$5,500
One-thirds Page	\$6,500	\$5,500	\$5,000
Quarter Page	\$5,500	\$5,000	\$4,500
Eighth Page	\$4,000	\$3,500	\$2,500
SPECIAL POSITIONS COLOUR ONLY			
Centre Spread	\$32,000	\$30,000	\$27,000
Inside Front or Inside Back Cover	\$22,000	\$18,000	\$15,000
Back Cover	\$25,800	\$24,500	\$23,100
<i>*Advertising Agency Discount 15%</i>			

Requested Positions 10 per cent loading

Special Requests Rates quoted are for basic process colours (CMYK). Rates for special colours and other non-standard displays can be obtained from the Publisher.

MATERIAL REQUIREMENTS

Colour Set of colour separation film positives and colour proofs.

Black & White Film positives only.

Screen 2,540 dpi, 175 lpi, emulsion side down, right reading.

DEADLINES

Publication dates The journal is published in the first week of every month.

Advertising booking deadline Three weeks before publication.

Material deadline Two weeks before publication.

DOUBLE PAGE

Bleed

580(w)x400mm(H)

Trim

572(w)x394mm(H)



FULL PAGE

Bleed

292(w)x400mm(H)

Trim

286(w)x394mm(H)

Type Area

246(w)x339mm(H)



HALF PAGE

Vertical

Type Area

123(w)x339mm(H)

Horizontal

Type Area

246(w)x170mm(H)



ONE-THIRDS PAGE

Vertical only

Type Area

82(w)x339mm(H)



ONE-QUARTER PAGE

Type Area

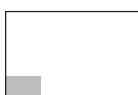
123(w)x170mm(H)



ONE EIGHTH PAGE

Type Area

123(w)x85mm(H)



CLASSIFIED SECTION

Colour HK\$ 300 per column cm

B/W HK\$ 240 per column cm

(1 column is equivalent to 62 mm(w))

Print Run

4,700

Readership

Readership (estimated)

15,000

Sectoral distribution

	%
British Chamber members/ potential members	50
Airlines	20
Complimentary Copies to CBD	22
Embassies/trade organisations	4
other chambers of commerce	2
Business contacts	2
Media/PR companies/ advertising agencies	2

Geographic distribution of controlled circulation

	%
Hong Kong	91.2
China	4.6
Other Asian countries	1.6
UK/Europe	2.6

Demographic information

(for British Chamber members)

By business title	%
CEO/Chairman	2.2
Managing Director	16
Director	27
Senior partner/Partner	11.3
Senior/Vice president	2.1
Manager	21.6
Consultant	1.5
Head of operations/department	2.4
Officer	1.3
Other	14.6

For advertising and general inquiries, please contact: Charles
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SPEEDFLEX

GROUP

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in Hong Kong