



The Directory of Members of The British Chamber of Commerce in Hong Kong, Macau and Mainland China

Publication in Focus

The British Business Directory 2018 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 30 years of economic and cultural growth of British businesses in Hong Kong, Macau, Mainland China.

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 2018, 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¥)	
	Members	Non-Members	Members	Non-Members	Members	Non-Members
Double page (front section)	7,650	9,000	59,500	70,000	56,865	66,900
Run of page (front section)	3,825	4,500	29,750	35,000	28,475	33,500
Run of Page (Full Directory Page)	2,550	3,000	20,060	23,600	18,615	21,900
Color Corporate Logo Enhancement	1,402.5	1,650	10,625	12,500	10,115	11,900

Premium Positions

Bookmark	8,500	10,000	66,300	78,000	63,240	74,400
Outside Back Cover	7,650	9,000	59,500	70,000	56,865	66,900
Inside Front Cover	6,545	7,700	51,000	60,000	48,620	57,200
Inside Back Cover	5,686.5	6,690	44,200	52,000	42,245	49,700
Facing Content Page	6,630	7,800	51,000	60,000	48,705	57,300
Facing Member Listing	3,060	3,600	23,800	28,000	19,550	23,000
Facing Divider page (Guangdong/Hong Kong/Macau/Index)	5,457	6,420	42,500	50,000	40,545	47,700
Guangdong page (inside)	5,457	6,420	42,500	50,000	40,545	47,700
Hong Kong page (inside)	5,457	6,420	42,500	50,000	40,545	47,700
Macau page (inside)	5,457	6,420	42,500	50,000	40,545	47,700

* Free Color Corporate Logo Enhancements are offered for all Sterling Members and the advertisers with purchase of a full page ad

* 15% discount for members only

DOUBLE PAGE

Bleed

372 mm(w) x 266 mm(H)

Trim

352 mm(w) x 250 mm(H)

FULL PAGE

Bleed

192 mm(w) x 266 mm(H)

Trim

176 mm(w) x 250 mm(H)

Type Area

131 mm(w) x 210 mm(H)

HALF PAGE

Bleed

192 mm(w) x 133 mm(H)

Trim

176 mm(w) x 120 mm(H)

Type Area

131 mm(w) x 100 mm(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: eddy@speedflex.com.hk

ARTWORK FILE REQUIREMENTS

High resolution PDF or 300 dpi (CMKY) JPG.

DEADLINES

Publication dates September 2018.

Advertising booking deadline Three weeks before publication.

Material deadline Two weeks before publication

Print Run	1,000
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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 2017 enjoys broad readability with substantial market penetration. It is distributed directly to CEOs executives and decision makers within companies and organisations, 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 2017 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 2017 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)	18,000
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Total members	1,070
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Total number of companies	509
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Membership by type

Corporate	86%
Startup	10%
Non Profit	4%

For advertising and general inquiries, please contact: Eddy Tam, eddy@speedflex.com.hk

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The British
Chamber of Commerce
in Hong Kong
香港英商會