

Advertising Rate Card 廣告價目表

(Effective from Jan 1, 2017)

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	\$5,800
全頁廣告 Full Page [^]	215mm X 270mm	\$7,700
跨頁廣告 Spread Page [^]	430mm X 270mm	\$13,200
封面裏全頁 Inside Front Cover [^]	215mm X 270mm	\$10,000
封面裏跨頁 First Spread [^]	430mm X 270mm	\$14,500

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	\$57,800
品牌故事 Brand Story	Back Cover & 2-pages advertorial	\$45,200
封面橫額 Cover Page Banner	45mm X 270mm / 215mm X 45mm	\$3,700
封面推介 Cover Highlight	70mm X 70mm	\$2,100
封底全頁 Back Cover Full Page [^]	215mm X 270mm	\$18,900
目錄底 1/2 版 1/2 Content Page Bottom	195mm X 130mm	\$6,500
目錄推介 Content Page Highlight	70mm X 70mm	\$1,600

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	\$6,800
跨頁/全頁編採寫 Advertorial (Spread / Full)	editing & design included	\$17,300 / \$10,500
指定位置 Specified Position	depends on ad Format	\$4,200
Like Gift 推廣 Like Gift Campaign	1-Full Page (with design) & Facebook campaign	\$22,100

[^]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 推廣
Like Gift Campaign

雜誌全版廣告 + Facebook
帖子活動宣傳
Full Page Ad + Facebook Post
campaign promotion

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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Online Advertising Rate Card 網上廣告價目表

(Effective from Jan 1, 2016)

桌面版主頁 Desktop Main Page

LREC= large rectangle

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	有效期 Duration / SOV(%)	Advertising Rate
Main Page Upper LREC Banner A	300 X 250 pixel	1 Week / 100%	\$8,400
Main Page Upper LREC Banner B	300 X 250 pixel	1 Week / 100%	\$6,300
Main Page Mid LREC Banner A	300 X 250 pixel	1 Week / 50%	\$4,200
Main Page Mid LREC Banner B	300 X 250 pixel	1 Week / 50%	\$3,700
Main Page Upper Horizontal Banner*	728 X 90 pixel	1 Week / 100%	\$7,400
Main Page Mid Horizontal Banner*	728 X 90 pixel	1 Week / 100%	\$5,300

*廣告會同時在搜尋結果頁面及 Like Magazine 手機版主頁出現。

桌面版內頁 Desktop Content Page

LREC= large rectangle

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	有效期 Duration / SOV(%)	Advertising Rate
Content Page Upper LREC Banner A	300 X 250 pixel	1 Week / 50%	\$6,300
Content Page Upper LREC Banner B	300 X 250 pixel	1 Week / 50%	\$5,800
Content Page Mid LREC Banner A	300 X 250 pixel	1 Week / 50%	\$4,200
Content Page Mid LREC Banner B	300 X 250 pixel	1 Week / 50%	\$3,700

手機應用程式 Mobile Apps

LREC= large rectangle

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	有效期 Duration / SOV(%)	Advertising Rate
Run of Site Horizontal Mobile Banner	728 X 90 pixel	1 Week / 100%	\$8,400
Main Page Mobile Crazy banner	560 X 840 pixel	1 Week / 100%	\$6,300
Mobile Article Top LREC Banner	300 X 250 pixel	1 Week / 100%	\$7,400
Mobile Article Bottom LREC Banner	300 X 250 pixel	1 Week / 50%	\$4,200

其他 Others

廣告位置 Product / Image Ad Section	尺寸 Dimension (W X H)	有效期 Duration / SOV(%)	Advertising Rate
Facebook Posting	N/A	Each time	\$6,300
Like Magazine eDM	700 X 1200	10,000 edm	\$5,300

廣告位置：

桌面版主頁 Desktop Main Page

桌面版內頁 Desktop Content Page



手機版網頁 Mobile Web Page

