



MING PAO WEEKLY

# PRINTED RATE CARD No.40.1

Effective Date: 1st January 2017

## ADVERTISING ENQUIRY:

Tel : (852) 3605 3778 Fax : (852) 2898 2549 Email : [mpwsales@omghk.com](mailto:mpwsales@omghk.com)

万华媒体  
ONEMEDIAGROUP

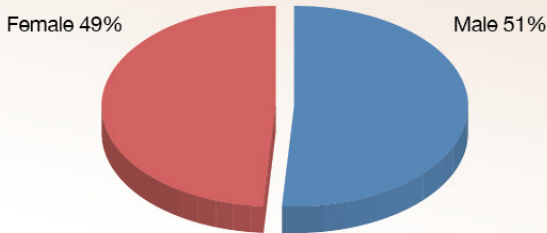
明報雜誌有限公司 香港柴灣嘉業街 18 號明報工業中心 A 座 16 樓  
MING PAO MAGAZINES LTD. 16/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong

## ABOUT OUR READERS DEMOGRAPHIC & CHARACTERISTIC MING PAO WEEKLY

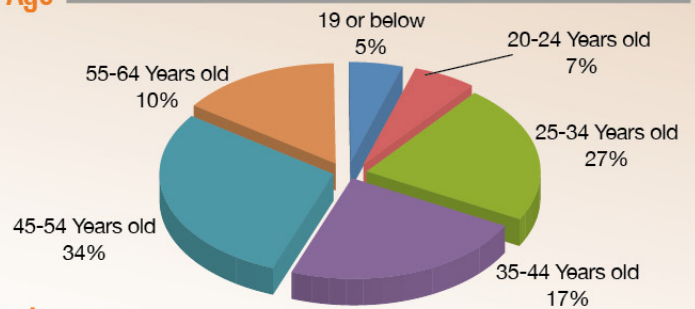
Total readership (Aged 12-64) 320,000 (+14%)

Readers are mature adults of affluent families with high spending power.

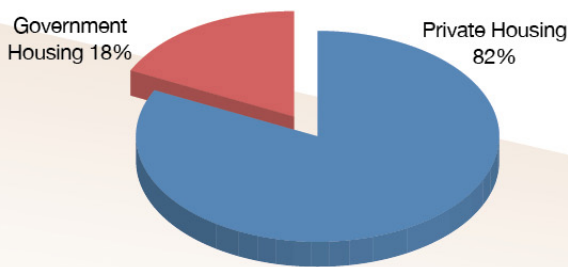
### Gender



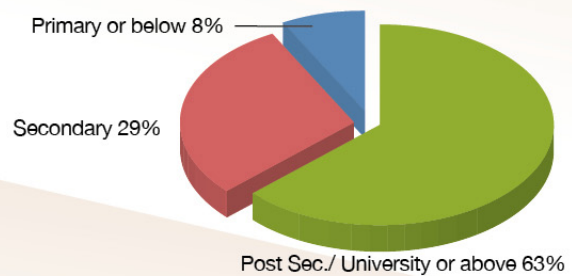
### Age



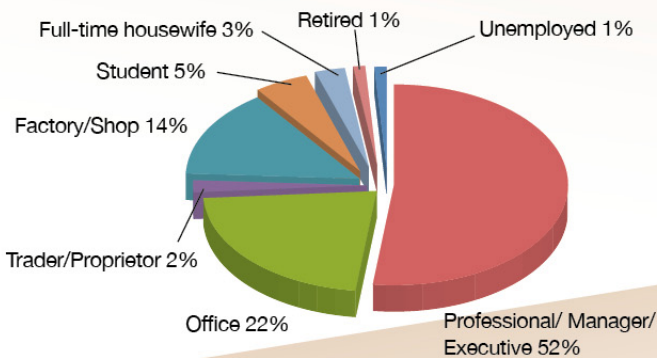
### Housing type



### Education

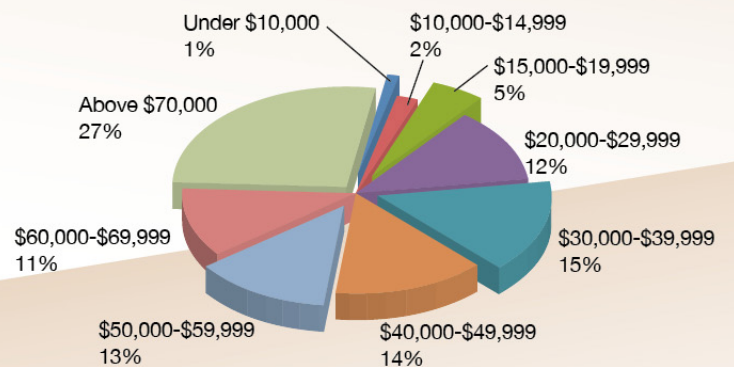


### Occupation



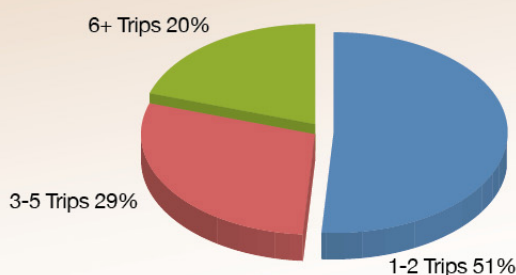
### Monthly household income(HK\$)

51% readers earned monthly household income of HK\$50,000+



### Air trips in past year

49% readers are regular travellers



### Luxury products bought in past 6 months



Source: Nielsen Media Index, Jan - Dec 2015



## Advertising Rates

## MING PAO WEEKLY

Effective Date: 1 Jan, 2017 (No. 40.1)

	Prime Position	Size/4C	Rate (HK\$)
<b>Book A (Main Book)</b>	Back Cover	Full Page	\$ 306,000
	Inside Front Cover	Full Page	\$ 235,000
	Inside Front Cover Spread	Double Page Spread	\$ 468,000
	Facing Inside Front	Junior Page	\$ 152,000
	1st Brand after Inside Front	Full Page / Double Page Spread	\$217,500 / \$ 435,000
	2nd Brand after Inside Front	Full Page / Double Page Spread	\$212,500 / \$ 425,000
	3rd Brand after Inside Front	Full Page / Double Page Spread	\$207,500 / \$ 415,000
	Inside Back	Full Page	\$ 193,000
	Table of Contents	Full Page	\$ 193,000
	Center Spread	Double Page Spread	\$ 365,000
	Facing Partyline	Full Page	\$ 150,000
	Front Section - R.O.P	Full Page	\$ 160,000
		Junior Page	\$ 98,000
		Half Page (V/H)	\$ 80,000
		Quarter Page	\$ 61,000
	Before Centre Section	Full Page	\$ 149,000
		Half Page (V/H)	\$ 74,000
		Quarter Page	\$ 56,000
Back Section - R.O.P	Full Page	\$ 116,000	
	Half Page (V/H)	\$ 67,000	
	Quarter Page	\$ 49,000	
<b>Book B</b>	Back Cover	Full Page	\$ 255,000
	Inside Front Cover	Full Page	\$ 190,000
	Inside Front Cover Spread	Double Page Spread	\$ 380,000
	Spread after Inside Front	Double Page Spread	\$ 333,000
	Table of Contents 1	Full Page	\$ 158,000
	Table of Contents 2 or 3	Full Page	\$ 155,000
	Editor's Note	Full Page	\$ 152,000
	Inside Back	Full Page	\$ 134,000
	Center Spread	Double Page Spread	\$ 268,000
	Inside Page - R.O.P.	Full Page	\$ 116,000
		2/3 Page (Vertical)	\$ 92,000
1/3 Page (Vertical)		\$ 49,000	
Half Page (Horizontal)		\$ 53,000	
Half Page Spread (Horizontal)		\$ 107,000	
<b>Ming's</b>	Front Cover Sponsorship	Full Page	\$ 495,000
	Back Cover	Full Page	\$ 230,000
	Inside Front Cover	Full Page	\$ 175,000
	Inside Front Spread	Double Page Spread	\$ 345,000
	1st Spread after Inside Front	Double Page Spread	\$ 325,000
	2nd Spread after Inside Front	Double Page Spread	\$ 315,000
	Spread before Table of Content	Double Page Spread	\$ 305,000
	Inside Back	Full Page	\$ 128,000
	Inside Back Spread	Double Page Spread	\$ 256,000
	Table of Contents 1	Full Page	\$ 152,000
	Table of Contents 2	Full Page	\$ 142,000
	Editor's Note	Full Page	\$ 132,000
	R.O.P.	Double Page Spread	\$ 222,000
		Full Page	\$ 111,000
Half Page (Vertical / Horizontal)		\$ 50,000	

\* Applicable to Artpaper only

## Remarks

Frequency Discount :	13 - 25 insertions 5%	39 - 51 insertions 15%
	26 - 38 insertions 10%	52 + insertions 20%
Advertising Agency Commission:	15% (Only offer to accredited advertising agency)	
Fixed Position Loading:	+ 30% (Subject to availability)	
Advertorial Loading:	+ 15% (Advertising material should be submitted 14 days. prior publication date for MPW's approval)	
Special Advertising Format:	Rates for loose insert, special color, gate-fold & other non-standard advertising formats are available on special request.	
Additional Spot Color:	+25% each	



## Ming Pao Weekly Size &amp; Specifications

**MING PAO WEEKLY BOOK A (MAIN BOOK)**

Effective Date: 1 Jan, 2017

Size & Specification		Original Classic Size (mm)	Extra Compact Size (mm)
Full Page	- Trim Size	H307 x W240	H275 x W215
	- Bleed Size	H317 x W250	H285 x W225
	- Non Bleed Size	H297 x W220	H255 x W195
Double Page Spread	- Trim Size	H307 x W480	H275 x W430
	- Bleed Size	H317 x W490	H285 x W440
	- Non Bleed Size	H297 x W460	H255 x W410
Junior Page	---	H220 x W156	H196 x W140
Half Page	- Vertical	H290 x W107	H259 x W97
	- Horizontal	H138 x W222	H124 x W199
Quarter Page	---	H140 x W107	H125 x W97
	- Vertical	H290 x W75	H259 x W67
	- Horizontal	H80 x W222	H71 x W199

Bleed Margin : 5mm on each side (All text should be within the non-bleed size)

**MING PAO WEEKLY BOOK B**

Size (mm) & Specification		
Back Cover / Full Page	- Trim Size	H275 x W215
	- Bleed Size	H285 x W225
	- Non Bleed Size (Text Line)	H247 x W190
Inside Front Cover Spread / Spreads after Inside Front / Double Page Spread	- Trim Size	H275 x W430
	- Bleed Size	H285 x W440
	- Non Bleed Size (Text Line)	H247 x W406
2/3 Page (Vertical)	Non-Bleed Size	H247 x W125
1/3 Page (Vertical)		H247 x W60
Half Page (Horizontal bottom)		H118 x W190
Half Page Spread (Horizontal bottom)		H118 x W406

**MING'S**

Size & Specification	Trim Size (W)x(H)	Type Area (W)x(H)
Front Cover Sponsorship	215 X 275	205 X 265
Back Cover	215 X 275	205 X 265
Inside Front Cover	208 X 275	198 X 265
Inside Front Cover Spread	416 X 275	406 X 265
1st Spread after Inside Front*	430 X 275	420 X 265
2nd Spread after Inside Front*	430 X 275	420 X 265
Spread before Table of Content*	430 X 275	420 X 265
Inside Back	208 X 275	198 X 265
Inside Back Spread	416 X 275	406 X 265
Table of Content 1	215 X 275	190 X 247
Table of Content 2	215 X 275	190 X 247
Editor's Note	215 X 275	190 X 247
Double Page Spread*	430 X 275	420 X 265
Full Page	215 X 275	215 X 265
Vertical Half Page	90 X 247	80 X 237
Horizontal Half Page	190 X 118	180 X 108

\*For Double Page Spread, please reserve 3mm on each side for gutter



**MECHANICAL SPECIFICATIONS**

Frequency: Weekly (Every Saturday)  
 Booking Deadline: 14 days prior publication date  
 Material Deadline: 10 days prior publication date

**DIGITAL FILE SPECIFICATIONS**

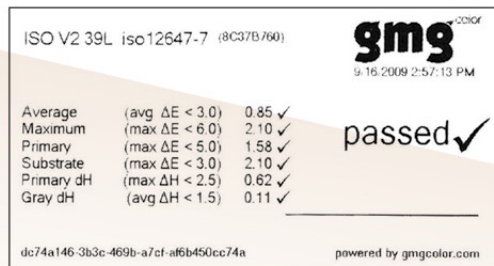
PDF files preferred

**DIGITAL FILE REQUIREMENT**

1. Images resolution : 300 dpi
2. Images in CMYK / ISO 39L Standard
3. All Digital Files must be convert all fonts to outline
4. PDF format :
  - 1.3 Version
  - PDF standard: PDF/X-1a
  - File must included : a) Registration Marks; b) Crop Marks; c) Bleed Marks; d) Color Bars; e) Page information

**COLOUR PROOF**

1. Digital Proof in **ISO 39L Standard** (complies with ISO 12647-7)
2. Colour proof with proof control "**passed sticker**"
3. TWO sets of digital proof for *Original Classic size* and *Extra Compact size* are required .
4. **If the client / agency cannot provide the ISO39L standard and passed sticker, MPW will not be responsible for any colour discrepancy or compensation.**



**EMAIL**

- File under 10MB can be delivered by e-mail.
- File size over 10MB, please upload to an FTP Server.

**FTP SERVER**

Please contact our advertising representatives.

**FILM COLLECTION CENTER**

**Chai Wan** - 15/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, HK.

Tel : 36053-767 / 36053-766 / 36053-778

Mon to Fri : 9:30 am ~ 7:00 pm ; Sat : 10:00 am ~ 1:00 pm

**Causeway Bay** - Room 606A, 6/F., Hang Lung Centre, 2-20 Paterson Street, Causeway Bay, HK.

Tel : 2541-8813

Mon to Fri : 10:00 am ~ 6:00 pm

**TERMS OF BUSINESS**

1. The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
2. Fixed position advertisements are only available at an additional charge.
3. Late delivery of advertising materials or non-compliance with specified deadlines will result in forfeiture of the space booked but the Advertiser and the Advertising Agent shall still be liable to pay the charges therefore.
4. In case of failure to deliver materials before the specified deadline for whatever reason, the publisher may use its discretion in re-running a previous adv. of similar size.
5. No cancellation is acceptable after the date of material deadline.
6. The Advertiser and/or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.362) and its relevant general guidelines & regulations (the "TDO"). All advertising materials submitted to us/the placing of an order for advertisement shall fully comply with the TDO or any laws and regulations as shall be amended from time to time under the laws of Hong Kong SAR. The Advertiser warrants and confirms the agreement to comply with and to procure its employees & authorized representatives and/or agents to comply with the TDO. The Advertiser (including the Advertising Agency) agrees to indemnify the publisher, One Media Group and keep One Media Group and its directors, shadow directors, employees, company secretary, principal officers, managers, agents, contractors or any of them fully indemnified against any claims, demand, actions, costs, liabilities, damages, proceedings and expenses suffered or incurred.
7. Third Party Rights - No person or entity other than the contracting parties under the advertisement contract/agreement, will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap.623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/agreement.