

Rates (HK\$)

Full Page Rates	x1	x3	x6
Full page ROP	\$32,830	\$29,550	\$26,650
OBC	\$49,255	\$44,420	\$39,400
IBC	\$40,945	\$37,880	\$32,830
Opposite 1st Contents page	\$44,420	\$39,980	\$35,535
Opposite 2nd Contents page	\$42,875	\$38,625	\$34,375
Opposite Editor's letter / Contributors page	\$40,940	\$36,850	\$32,830
Full page first third of magazine	\$39,400	\$35,535	\$31,670

Double Page Spread (DPS) Rates			
DPS ROP	\$59,100	\$53,455	\$47,665
IFC (1st) DPS	\$88,840	\$79,955	\$71,455
2nd DPS	\$79,950	\$72,305	\$64,275
3rd DPS	\$76,825	\$69,140	\$61,800
DPS before Contents	\$73,930	\$66,820	\$59,480
DPS first third of magazine	\$71,070	\$64,115	\$58,195

Stand out from the crowd			
Z cover DPS	\$94,630	\$85,360	\$76,480
IFC gatefold (* 4 x full page)	\$106,220	\$95,560	\$84,975
IBC gatefold (* 3 x full page)	\$97,335	\$87,680	\$78,025
Content gatefold (* 3 x full page)	\$94,020	\$84,665	\$75,320

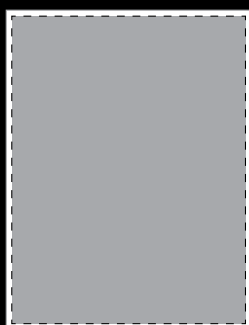
Special Gallery Rate: \$10,000

Gallery Directory Listing (x4 issues): \$4,000

Currency: All prices are quoted in HK\$ and are per insertion.
 Cancellation Policy: No cancellations will be entertained after the booking deadline.
 Agency Commission: Accredited advertising agencies are entitled to 15% agency commission.
 Terms and Conditions: Payment should be made in full within 30 days of publication.

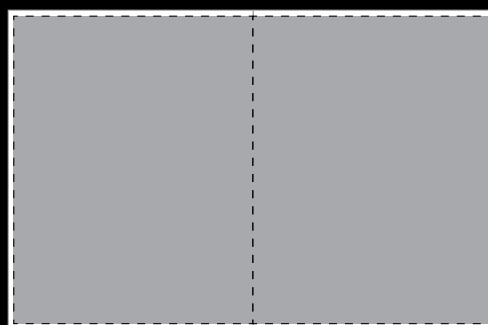
Specifications

Full Page



Trim size: 228mm (w) x 300mm (h)
 Bleed size: 236mm (w) x 308mm (h)
 Gutter: 6mm per page

Double Page Spread



Trim size: 456mm (w) x 300mm (h)
 Bleed size: 464mm (w) x 308mm (h)
 Gutter: 6mm per page

Framed Magazine will accept no responsibility for colour rendition and no prepress proof will be supplied prior to printing. All artwork must be in pass4press_v5 PDF format (X-1a: 2001), CMYK. All attached images must be in .tiff format, 300 dpi, CMYK (or grey scale for black and white images). All logos and text must be outlined. A set of progressive proofs must be provided.



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