

ONE MEDIA GROUP

# DIGITAL PLATFORMS RATE CARD

Effective Date: 1st January 2016

## OUR TITLES



MING PAO WEEKLY 明周



MING'S



MINGWATCH 明錶



PARTYLINE



HIHOKU hi 好酷

## ADVERTISING

Tel : (852) 3605 3759

Fax : (852) 2898 2549

Email : [marketing@omghk.com](mailto:marketing@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

# 万华媒体 ONEMEDIAGROUP

One of the nation's top premier Chinese-language lifestyle media groups in the Greater China, One Media Group has strong exposure of premium titles on print as well as digital platforms, including website, mobile app, social media, etc.

**PLATFORMS:**

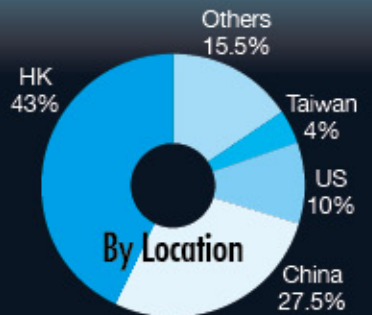


**WEBSITE**

[www.mingpauweekly.com](http://www.mingpauweekly.com)



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.



Sources: Google Analytics (1st November 2015)

**Home Page**



**SUPER BANNER**

720 x 90px

**LREC / TVC**

300 x 250px



**OVERLAID CRAZY ADS**

400x300px



**LREC EXPANDABLE ADS**

Original size : 300x250px

Expanded size : 600x400px



**Average Monthly PV : 2,600,000**

**Average Monthly UV : 236,000**

Traffic Sources: Google Analytics (1st November 2015)

# DIGITAL PLATFORMS

RATE CARD



WEBSITE

www.mingpaoweekly.com



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.

## Home Page



SKINNER ADS

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

# DIGITAL PLATFORMS

RATE CARD



www.mingpaoweekly.com



## MING PAO WEEKLY DIGITAL ADVERTISING RATE

Effective Date: 1st January 2016



IPAD



EMAG



EDM



### A) WEBSITE

#### Banner Advertisement

Format	Dimensions (pixels) / Maximum File size (bytes)	Position	SOV	Cost Per Week (HK\$)
Super Banner	728(W) x 90(H) / 30K	Front Page	25%	\$22,000
		Run of Site	25%	\$18,000
Large rectangle	300(W) x 250(H) / 40K	Front Page	25%	\$24,000
		Run of Site	25%	\$20,000
Overlaid crazy Ads	400(W)x300(H) / 100k	Front Page	25%	\$20,000
Skinner	Full Screen / < 40k	Front Page	100%	\$42,000
LREC Expandable Ads	Original size: 300(W)x250(H) Expanded size: 600(W)x400(H) / 100k	Front Page	25%	\$40,000
Fixed TVC *	Video length from 10s to 30s (Format: MPEG 4)	Front Page	100%	\$28,000
	Video length from 30s to 59s (Format: MPEG 4)	Front Page	100%	\$40,000

\* Video shooting and editing are not included

### B) IPAD

Format	Specifications	Cost for Bundle with Print (HK\$)	Cost (HK\$)
Hyperlink	Specific URL	\$1,000	\$1,000
Inner Video Ad	Max 5 mins, screen size will be automatically adjusted, mpeg4	\$3,000	\$3,000

### C) EMAG

Special URL HK\$600/page

Inner Video Ad HK\$2,000/ page

### D) EDM

Specified Demographic HK\$5/Member

### E) OTHERS SERVICES (QUOTE BY REQUIREMENTS)

Banner Production, Video Production, Event/Seminar, Special effect (Crazy Adv, Expandable Floating Icon, Pop up, etc),

Web solution, Game, E-Commerce, Surveys, Sponsorship, Photo Gallery

#### Remarks:

1. It will be an additional 50% loading charge for Fixed/Expandable Adv or order below the minimum buy.
2. Adv. Inventories and spaces are reserved on a first-come first-served basis.
3. Production cost is not included.
4. Booking deadline : website - 5 working days prior to the ad posting date; iPad - 1 month prior to the issue date.
4. Material deadline : website - 3 working days prior to the ad posting date; iPad - 1 month prior to the issue date.
6. Material Requirements: The above ad rates apply to the banner format of JPEG, GIF or SWF format and supporting Internet Explorer Browser 6.0/7.0 only.

# DIGITAL PLATFORMS

## RATE CARD



www.mings.hk

# ming's

Ming's is a stylish magazine published on the first week of every month alongside with Ming Pao Weekly which is dedicated to the metropolitan woman in our city, sharing our passion and vision through stunning photographs, in-depth articles and quality features on fashion, beauty, luxury, arts and sports.

### Home Page



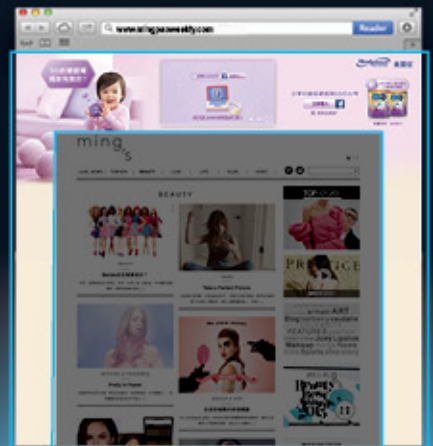
### WIDE SCREEN

995 x 505px

### SUPER BANNER

728 x 90px / 970 x 90px

### Home Page



### SKINNER ADS

Full Screen

### OVERLAID CRAZY ADS

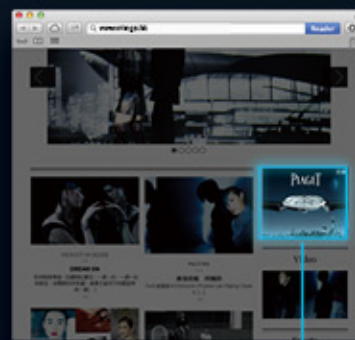
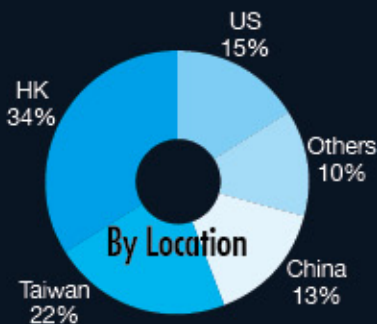
400x300px

### LARGE SKYCRAPPER

300 x 600px

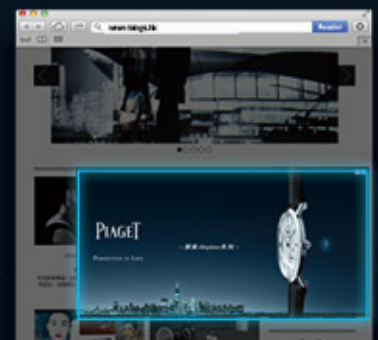
### LREC / TVC

300 x 250px



### LREC EXPANDABLE ADS

Original size : 300x250px  
Expanded size : 600x400px



Sources: Google Analytics (1st November 2015)

# DIGITAL PLATFORMS

RATE CARD



WEBSITE

www.mings.hk

ming's

## MING'S DIGITAL ADVERTISING RATE

Effective Date: 1st January 2016



IPAD



EMAG



EDM



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

### A) WEBSITE

#### Banner Advertisement

Format	Dimensions (pixels) / Maximum File size (bytes)	Position	SOV	Cost Per Week (HK\$)
Super Banner	728(W) x 90(H) / 30K 970(W) x 90(H) / 30K	Front Page	20%	\$22,000
		Run of Site	20%	\$18,000
Large rectangle	300(W) x 250(H) / 50K	Front Page	20%	\$24,000
		Run of Site	20%	\$20,000
Large Skycraper	300(W) x 600(H) / 100K	Front Page	20%	\$25,000
		Run of Site	20%	\$21,000
Widescreen	995(W) x 505(H) / 200K (Format: JPG only)	Front Page	20%	\$25,000
Overlaid crazy Ads	400(W) x 300(H) / 100k	Front Page	20%	\$20,000
Skinner	Full Screen/ <40K	Front Page	100%	\$42,000
LREC Expandable Ads	Original size: 300(W) x 250(H) Expanded size: 600(W) x 400(H) / 100k	Front Page	20%	\$40,000
Fixed TVC * (in Front Page only)	Video length from 10s to 30s (Format: MPEG 4) Video length from 30s to 59s (Format: MPEG 4)	Front Page	100%	\$28,000
		Front Page	100%	\$40,000

\* Video shooting and editing are not included

### B) IPAD

Format	Specifications	Cost for Bundle with Print (HK\$)	Cost (HK\$)
Hyperlink	Specific URL	\$1,000	\$1,000
Inner Video Ad	Max 5 mins, screen size will be automatically adjusted, mpeg4	\$3,000	\$3,000

### C) EMAG

Special URL HK\$600/page

Inner Video Ad HK\$2,000/ page

### D) EDM

Specified Demographic HK\$5/Member

### E) OTHERS SERVICES (QUOTE BY REQUIREMENTS)

Banner Production, Video Production, Event/Seminar, Special effect (Crazy Adv, Expandable Floating Icon, Pop up, etc),

Web solution, Game, E-Commerce, Surveys, Sponsorship, Photo Gallery

#### Remarks:

1. It will be an additional 50% loading charge for Fixed/Expandable Adv or order below the minimum buy.

2. Adv. Inventories and spaces are reserved on a first-come first-served basis.

3. Production cost is not included.

4. Booking deadline : website - 5 working days prior to the ad posting date; iPad - 1 month prior to the issue date.

4. Material deadline : website - 3 working days prior to the ad posting date; iPad - 1 month prior to the issue date.

6. Material Requirements: The above ad rates apply to the banner format of JPEG, GIF or SWF format and supporting Internet Explorer Browser 6.0/7.0 only.



# DIGITAL PLATFORMS RATE CARD



WEBSITE



APP

www.partyline.com.hk



Partyline is a social networking application, provides live coverage of the hottest events in town, including fashion shows of illustrious brands and private parties of well-known celebrities etc. Partyline is also available on iOS / Android app, which allows users to share their first-hand news of the grand party decoration, party-goers, fashion and products instantly.

## Home Page



### SUPER BANNER

728 x 90px



### OVERLAID CRAZY ADS

400x300px

### LREC / TVC

300 x 250px

## Home Page

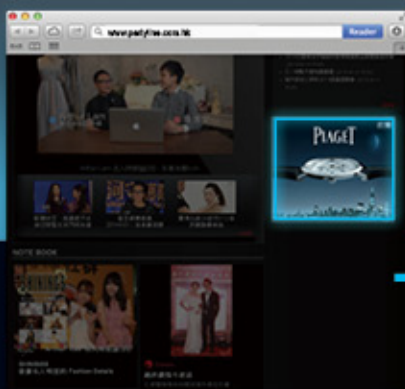


### SKINNER ADS

Full Screen

### SUPER BANNER

728 x 90px



### LREC EXPANDABLE ADS

Original size : 300x250px  
Expanded size : 600x400px



Average Monthly PV : 2,300,000

Average Monthly UV : 907,000

Sources: Google Analytics (1st November 2015)

Traffic Sources: Google Analytics (1st November 2015)

# DIGITAL PLATFORMS

RATE CARD



www.partyline.com.hk



## PARTYLINE DIGITAL ADVERTISING RATE

Effective Date: 1st January 2016



### PARTYLINE PREMIUM PACKAGE: PACKAGE COST: \$98,000(GROSS)

1. Website	Partyline Home Page	<ul style="list-style-type: none"> <li>Main visual (25% SOV) for 2 weeks</li> <li>Wall paper (25% SOV) for 2 weeks</li> </ul>
	Party Details Page in Parties Section	<ul style="list-style-type: none"> <li>1 Party Detail Page</li> <li>Wall paper on Party details page for 4 weeks</li> <li>At least 4 Sections Theme in Party Notebook</li> <li>Including 4 videos (60 – 90 sec per video)</li> <li>Including 30 photos</li> </ul>
2. Partyline iPhone and Andriod app		<ul style="list-style-type: none"> <li>1 pre-roll full page for 2 weeks</li> <li>1 x Party detail page in Parties section (videos and photos will be the same as website)</li> </ul>
3. Promotion		<ul style="list-style-type: none"> <li>Parties coverage will be included in eNewsletter which can reach over 110,000 OMG members</li> <li>100,000 impressions of promotion banner on mingpaoweekly.com</li> <li>1 x fixed icon on hihoku.com for 1 week</li> </ul>

Remarks : For the confirmation of the above package, MPW will offer a special rate for selected OMG members by eDM.

### OTHER FORMATS:

Placement	Ad Type	Pixel & File Size	Selling Method	Gross Rate	Unit
Partyline Homepage	iTVC on Homepage	640(W) x 360(H)	100% SOV	\$68,000	per month
Partyline Homepage	Floating Banner	996(W) x 50(H)/ 35k	100% SOV	\$50,000	per month
Partyline Homepage	Overlaid crazy Ads	400(W) x 300(H)/100k	25% SOV	\$20,000	per week
Partyline Homepage	Skinner	Full Screen/ <40K	100%	\$42,000	per week
Partyline Homepage	Large Rectangle	300(W) x 250(H)/40k	25% SOV	\$190	CPM
Partyline Homepage	LREC Expandable Ads	Original size: 300(W)x250(H) Expanded size: 600(W)x400(H) / 100k	25% SOV	\$250	CPM
Run of Site	Super Banner	728 (W) x 90 (H)	Impression	\$170	CPM
Run of Site	Pre-roll TVC before Party Videos	30sec TVC	Impression	\$290	CPM

# DIGITAL PLATFORMS RATE CARD



www.mingwatch.com

## MINGWATCH 明錶

MING WATCH provides the latest news of the hi-end watch market, also the details of those most sought after time pieces, report various auctions, and share the in-depth knowledge of the traditional watch making.

### Home Page



### SUPER BANNER

728 x 90px

### LREC / TVC

300 x 250px



### OVERLAID CRAZY ADS

400x300px

### Home Page

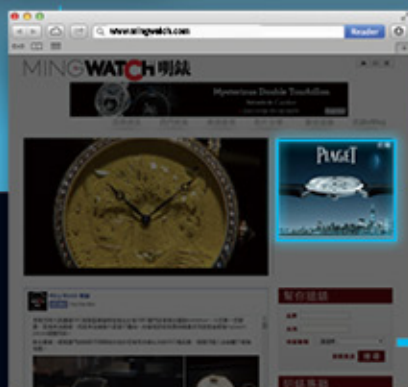
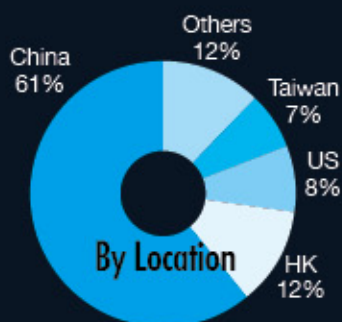


### SKINNER ADS

Full Screen

### WIDE SCREEN TVC

640 x 360px



### LREC EXPANDABLE ADS

Original size : 300x250px  
Expanded size : 600x400px

Average Monthly PV : 2,620,000

Average Monthly UV: 350,000

Traffic Sources: Google Analytics (1st November 2015)

Sources: Google Analytics (1st November 2015)

# DIGITAL PLATFORMS

RATE CARD



WEBSITE

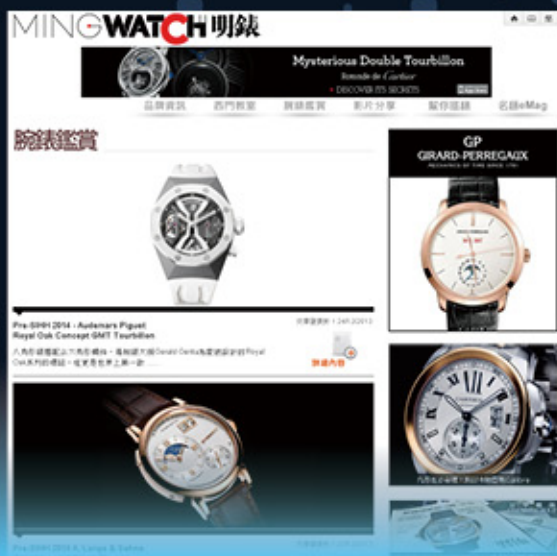
www.mingwatch.com

# MINGWATCH

明錶

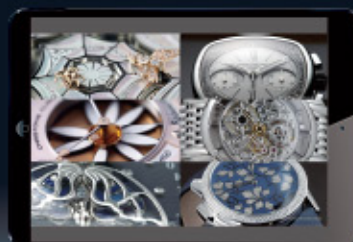
## MING WATCH DIGITAL ADVERTISING RATE

Effective Date: 1st January 2016



IPAD

EMAG



### A) WEBSITE

Format	Dimensions (pixels) / Maximum File size (bytes)	Position	SOV	Cost Per Week (HK\$)
Wall Clock *	Top banner 296(W) x 84(H) / 40k Clock 272(W) x 272(H) / 60K	Front Page	100%	\$10,000
Instream Video Ad	10-30sec, Resolution quality up to 640 x 360	Front Page	100%	\$14,000
	31-60sec, Resolution quality up to 640 x 360	Video Sharing		\$16,000
Super Banner	728(W) x 90(H) / 30K	Front Page	25%	\$18,000
		Run of Site	25%	\$15,000
Large Rectangle	300(W) x 250(H)/40K	Front Page, 1st position	50%	\$20,000
		Front Page, 2nd position	50%	\$16,000
		Run of Site	20%	\$18,000
Middle Banner	640(W) x 150(H) / 30K	Front Page	50%	\$15,000
Overlaid crazy Ads	400(W)x300(H) / 100k	Front Page	25%	\$20,000
Skinner	Full Screen/ <40K	Front Page	100%	\$42,000
LREC Expandable Ads	Original size: 300(W)x250(H)	Front Page, 1st position	50%	\$40,000
	Expanded size: 600(W)x400(H) / 100k			
Bottom Banner	640(W) x 150(H) / 30K	Front Page	50%	\$10,000
Content Banner + Advertorial	Content Banner: 95(W) x 72(H), JPG or GIF Advertorial:500 Chinese characters	Front Page	100%	\$18,000

\* Video shooting and editing are not included

### B) IPAD

Format	Specifications	Cost for Bundle with Print (HK\$)	Cost (HK\$)
Cover	1,004 (H) x 768 (W), JPG in min. 144dpi	\$28,000	\$50,000
1st DPS	748 (H) x 1,024 (W), JPG in min. 144 dpi	\$16,000	\$30,000
2nd DPS	748 (H) x 1,024 (W), JPG in min. 144 dpi	\$14,000	\$28,000
DPS	748 (H) x 1,024 (W), JPG in min. 144 dpi	\$12,000	\$24,000
ROP	1,004 (H) x 768 (W), JPG in min. 144 dpi	\$8,000	\$16,000
Hyperlink	Specific URL	\$1,000	\$1,000
Video Ad	Max 5 mins, screen size will be automatically adjusted, mpeg4	\$3,000	\$3,000
Press Release	PDF / 3MB	\$1,000	\$1,000

### C) EMAG

Special URL HK\$600 /page

Special Effect (not include production) HK\$2,000 /page

### D) OTHERS SERVICES (QUOTE BY REQUIREMENTS)

- Banner Production
- Special effect (Crazy Adv, Expandable Floating Icon, Pop up, etc)
- Game
- Sponsorship
- Video Production
- E-Commerce
- Photo Gallery
- Event/Seminar
- Web solution
- Surveys

#### Remarks:

1. It will be an additional 50% loading charge for Fixed/Expandable Adv or order below the minimum buy.
2. Adv. Inventories and spaces are reserved on a first-come first-served basis.
3. Production cost is not included.
4. Booking deadline : website - 5 working days prior to the ad posting date; iPad - 1 month prior to the issue date.
4. Material deadline : website - 3 working days prior to the ad posting date; iPad - 1 month prior to the issue date.
6. Material Requirements: The above ad rates apply to the banner format of JPEG, GIF or SWF format and supporting Internet Explorer Browser 6.0/7.0 only.

# DIGITAL PLATFORMS RATE CARD



www.hihoku.com



Hihoku is an interactive entertainment portal, which provides users with the latest information of celebrities, music, movies, feature interview, as well as online shopping. It accumulated a comprehensive database of Chinese celebrities and artists serving the Chinese community around the globe.

**SUPER BANNER**  
728 x 90px

**OVERLAID CRAZY ADS**  
400x300px

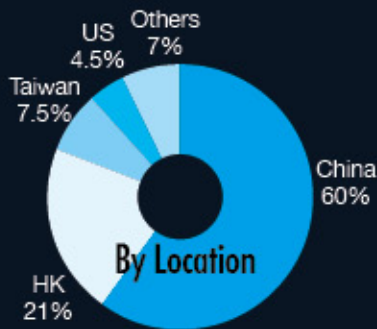
## Home Page



**LREC EXPANDABLE ADS**

Original size : 300x250px  
Expanded size : 600x400px

**LREC / TVC**  
300 x 250px



**Average Monthly PV : 2,410,000**

**Average Monthly UV : 818,000**

Sources: Google Analytics (1st November 2015)

Traffic Sources: Google Analytics (1st November 2015)

# DIGITAL PLATFORMS

RATE CARD



www.hihoku.com



## HIHOKU DIGITAL ADVERTISING RATE

Effective Date: 1st January 2016



### WEBSITE

#### Banner Advertisement

Format	Dimensions (pixels) / Maximum File size (bytes)	Position	SOV	Cost Per Week (HK\$)
Super Banner	728(W) x 90(H) / 30K	Front Page	25%	\$22,000
		Run of Site	25%	\$18,000
Large rectangle	300(W) x 250(H) / 40K	Front Page	25%	\$24,000
		Run of Site	25%	\$20,000
Small Square	200(W) x 200(H) / 30K	Front Page	25%	\$22,000
		Run of Site	25%	\$18,000
Overlaid crazy Ads	400(W) x 300(H) / 100K	Front Page	25%	\$20,000
LREC Expandable Ads	Original size: 300(W)x250(H) Expanded size: 600(W)x400(H) / 100k	Front Page	25%	\$44,000

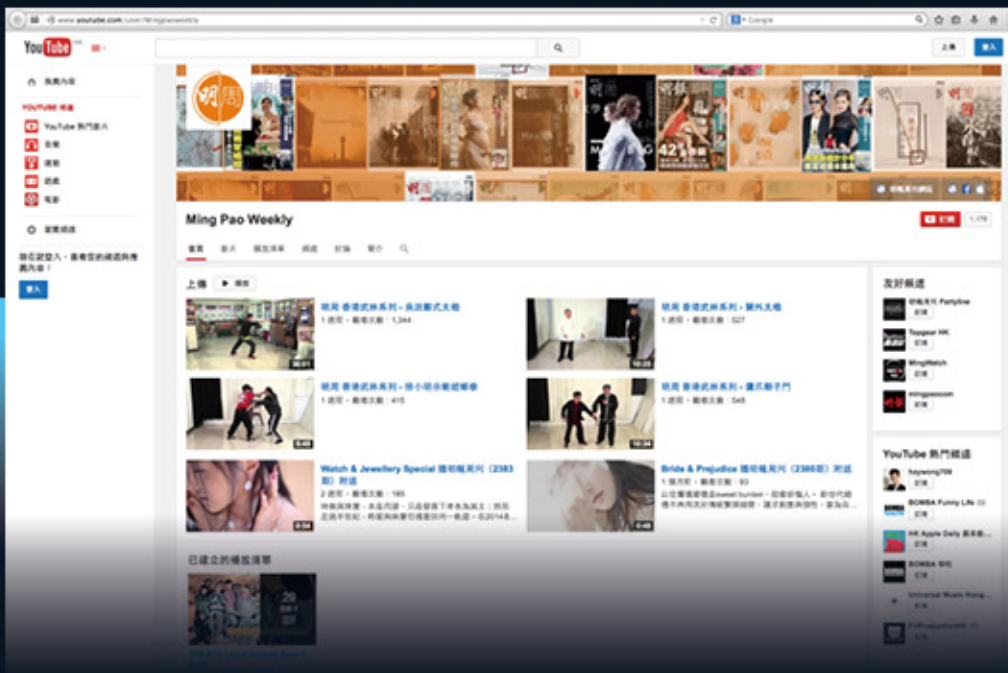
### Facebook fans page

Advertorial postings on various platforms' facebook fans pages reach target users with different profiles. Publications with facebook fans page include:

- Ming Pao Weekly
- ming's
- TopGear Hong Kong
- MING WATCH
- Partyline
- Hihoku
- Oversea property



### YouTube Official Youtube Channel



Video and advertisement upload on official youtube channel for virtual marketing:

- Ming Pao Weekly
- ming's
- TopGear Hong Kong
- Partyline






## Digital Magazine in Different Stores and Platforms

**TopGear 極速誌**  
By Ming Pao Magazines Ltd.


Open iTunes to buy and download apps.



**Description**  
TopGear 極速誌 透過與英國ITV下著名電視節目Top Gear的合作，可獲得極品品牌和高級、更可獲得英國的獨家採訪、趣中帶趣的天下新聞、和以讀者生活為基礎的專題、影片和攝影等內容。一點不虛傳的汽車雜誌

**What's New in Version 1.3.1**  
Function enhancement

**iPad Screenshots**



**Free**  
Category: Books  
Updated: 03 May 2014  
Version: 1.3.1  
Size: 12.9 MB  
Languages: English, Chinese  
Developer: Ming Pao Magazines Limited  
© Ming Pao Magazines Ltd.  
Rated 4+

**Compatibility** Requires iOS 5.0 or later. Compatible with iPad.


**Customer Ratings**  
We have not received enough ratings to display an average for the current version of this application.

Top. In-App Purchases

**iTunes Preview**

**明報週刊**  
By Ming Pao Magazines Ltd.


Open iTunes to buy and download apps.



**Description**  
《明報週刊》為「壹傳媒集團 (One Media Group, OMG)」旗下最暢銷的週刊之一。於1969年創刊，四十多年來一直深受香港市民歡迎。內容包括：《明報》新聞、時事、生活資訊、及國際時事、一週、全球流行文化資訊、及最新潮流、影視、音樂、及生活資訊。

**What's New in Version 1.2.0**  
Function enhancement



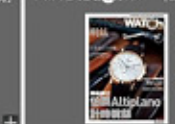
**iPad Screenshots**



**Free**  
Category: Lifestyle  
Updated: Aug 23, 2013  
Version: 1.2.0  
Size: 5.9 MB  
Languages: English, Chinese  
Seller: Ming Pao Magazines Limited  
© Ming Pao Magazines Ltd.  
Rated 4+


**Customer Ratings**

### 万华媒体 數碼雜誌訂閱


明周	TopGear	MINGWATCH
1年/52期	1年/12期	1年/7期
		
<input type="checkbox"/> eMag(1年) 2458 HK\$10 <input type="checkbox"/> eMag(1年) 087 HK\$20 <input type="checkbox"/> iPad版 HK\$788 <input type="checkbox"/> iPad版(1年) HK\$245 <input type="checkbox"/> iPad版 + iPad版 HK\$955 <input type="checkbox"/> iPad版 + iPad版(1年) HK\$315 <input type="checkbox"/> 印單版(1年) + iPad版 HK\$1158 <input type="checkbox"/> 印單版(1年) + iPad版(1年) HK\$332	<input type="checkbox"/> eMag(1年) 087 HK\$20 <input type="checkbox"/> eMag(1年) HK\$245 <input type="checkbox"/> iPad版(1年) HK\$245 <input type="checkbox"/> iPad版(1年) + iPad版(1年) HK\$315 <input type="checkbox"/> 印單版(1年) + iPad版(1年) HK\$332	<input type="checkbox"/> eMag(1年) 027 HK\$30 <input type="checkbox"/> eMag(1年) HK\$108 <input type="checkbox"/> iPad版 HK\$108 <input type="checkbox"/> iPad版 + iPad版 HK\$245 <input type="checkbox"/> 印單版(1年) + iPad版 HK\$430

**Google play**

**MING WATCH**  
Ming Pao Magazines Limited



歡迎訂閱



說明

**24Reader**

所有由www.24reader.com購買之書籍將於閣下的 iPhone / iPad / iPod Touch 或 Android 上閱讀。| 對此服務更多關於支援設備的資料 |

電子書 雜誌(紙本) 雜誌(紙本) 雜誌 月費計畫 新書上架列表

"ming watch" 的搜尋結果共3個



Available on the App Store  
GET IT ON Google play  
Available on Samsung Apps  
Download from Windows Store  
Download from Microsoft Phone Store  
Get it on BlackBerry App World

# DIGITAL PLATFORMS

## RATE CARD



eDM blasting to 150,000+ One Media Group's members with demographic options (including gender, age, etc), which enables customization to reach the target members.

**Neutrogena**

**先分解,後美白!**  
白得快 LAST得更持久!

Neutrogena 全新 Complete Whitening Mask, 添了「先分解,後美白」科技, 能徹底先從毛孔把黑色素剷除, 同時分解黑色素, 讓美白成分能由毛孔迅速滲入, 加速由內而外「先分解,後美白」。只需兩個簡單步驟, 美白效果不但即時見效, 更LAST得咁!

48小時持久亮白  
如非即時見效, 請回此

賞你分享!

**ESTEE LAUDER Re-Nutriv 白金美妝誌**

李美鳳、李玟  
化妝修護同步呵護  
打造緊緻亮澤肌膚

明報周刊讀者尊享禮遇

由2012年9月24日至30日期間, 試過此系列之任何Estee Lauder專門系列或美妝產品, 即可尊享以下優惠:

- 免費禮品**  
免費獲贈 Re-Nutriv 精緻系列之護膚品及試用裝之任(價值 HK\$102)
- 購物優惠**  
購買任何 Re-Nutriv 系列護膚品系列滿 HK\$300, 可免費獲贈 Re-Nutriv 精緻系列護膚品一套 (價值 HK\$102)

Estee Lauder 護膚品及美妝精選  
專門系列: 白金系列、四時系列、亮白、2、3、4、5、6、7、8、9、10、11、12、13、14、15、16、17、18、19、20、21、22、23、24、25、26、27、28、29、30、31、32、33、34、35、36、37、38、39、40、41、42、43、44、45、46、47、48、49、50、51、52、53、54、55、56、57、58、59、60、61、62、63、64、65、66、67、68、69、70、71、72、73、74、75、76、77、78、79、80、81、82、83、84、85、86、87、88、89、90、91、92、93、94、95、96、97、98、99、100

我們最關乎的是私人護理及諮詢所有有關電子產品之要求。如閣下希望收到本公司發出的宣傳電郵, 請將此表入為準確填寫為天地的「資料電郵管理」更次有關詳情。

本廣告由萬華傳媒集團提供, 如有查詢請以 400888888。

## ACTIVE OMG MEMBERS

Total Number of OMG Members:

275,652

Number willing to receive Marketing Promotion:

159,374

Updated on 1st January 2016



eDM

## eDM - Member Demographics Options

### Gender

Male  
Female

### Age (can check any age range)

Example:

Age 18 or below

19 — 25

26 — 35

36 — 45

46 — 55

Age 56 or above

### Marital Status

Single  
Married

### Education Level

Primary  
Secondary  
Matriculated/ Technical  
Institute  
Non-Degree Tertiary/University  
or above

### Occupation

Manager & Executive  
Professional  
Assistant Professional  
Clerk & Assistant  
Service & Sales  
Skilled Agricultural & Fishery  
worker  
Craft & related worker/  
Technical Professional  
Plant and Machine Operators  
and Assemblers  
Non-technical staff  
Civil Service  
Education and Academic  
Student  
Full-time Housewife

### Monthly Personal Income

\$14,999 or below  
\$15,000 - 19,999  
\$20,000 - 29,999  
\$30,000 - 39,999  
\$40,000 or above

### Industry

Manufacturing  
Media/Publishing/Printing  
Banking/Finance/Insurance/Property  
Accounting/Auditing/Legal Service  
Advertising/Public Relations/Marketing  
Aviation/Tourism  
Architecture & Construction  
Catering & Hospitality  
Chemical/Plastics/Paper  
Design  
Wholesale/Retail/Import & Export  
Social Welfare  
Energy/Petroleum/Electricity/Water  
Supply/Waste Management  
Fashion/Textile & Clothing  
Business Service  
Information Technology/Engineering  
Property Development and  
Management  
Transportation/Logistics/  
Telecommunication



### SPECIAL RATE CARD

## OPTION 1 / RUN OF NETWORK BANNER AD

Run of network includes : MPW 明周 , ming's, Partyline, MINGWATCH 明錶 , Hihoku.com.

Format	Dimensions(pixels)/Maximum File size(bytes)	Position	SOV	Cost Per Mille(HK\$)
Super banner Run of site	728(W)x90(H)/30K	Run of site	25%	HK\$27 CPM
Large rectangle	300(W)x250(H)/40K	Run of site	25%	HK\$34 CPM

\* Exact banner ad cost base on numbers of CPM (cost per 1,000 impression)

## OPTION 2 / ONLINE + SOCIAL MEDIA + EDM SPECIAL PACKAGE

### 1) Run of network super banner on the below websites (300,000 impressions)

- Ming Pao Weekly 明周 - www.mingpaoweekly.com
- ming's - www.mings.hk
- Partyline - www.partyline.com.hk
- MINGWATCH 明錶 - www.mingwatch.com
- Hihoku.com - www.hihoku.com

### 2) 1 x posting on the below facebook fan pages

- Ming Pao Weekly fan page
- ming's fan page
- TopGear Hong Kong fan page
- MINGWATCH fan page
- Partyline fan page
- Hihoku fan page

### 3) 1 x eDM to OMG VIP database (10,000 members)

#### Materials Submission

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

Please contact our advertising representatives for details.

**PACKAGE COST**  
**HK\$23,800**

#### TERMS OF BUSINESS

1. The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
2. 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.
3. 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.
4. No cancellation is acceptable after the date of material deadline.
5. The Advertiser and/or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.382) 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.
6. 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.