

ratecard

By runners for runners – in Hong Kong

HONG KONG runner



Hong Kong Runner is the only magazine published for Hong Kong's fast-growing running community. The magazine – published quarterly in Chinese and English – communicates race results, training advice, runner profiles and running news in a friendly, visually attractive format that aims to promote and sustain interest in the sport in Hong Kong.

When your objective is to reach runners, use Hong Kong Runner.

Circulation: 10,000 copies
30,000 READERS (@ 3 readers per copy)
Covering all main races and events in 2011

ADVERTISING RATES All rates in HK\$

Effective January 2011

4 COLOURS	1*	2*	3*	4*
Double Page Spread	34,000	31,000	28,000	25,000
Full Page	20,000	18,000	16,200	14,500
1/2 page	13,000	11,600	10,600	9,400
1/4 page (H/V)	8,500	7,500	6,900	6,100

Black and White (-15%) : Add 10% for bleed ads : 15% to recognised agencies

SPECIAL POSITIONS – All specified positions will carry a 20% loading charge.

Outside Back Cover: 30,000 Inside Front Cover: 25,000

MECHANICAL DATA

Trimmed
210mm (W)
x 297mm (H)
Bleed
216mm (W)
x 303mm (H)
Type
190mm (W)
x 287mm (H)

Full page

Trimmed
210mm (W)
x 145mm (H)
Bleed
216mm (W)
x 151mm (H)
Type
190mm (W)
x 125mm (H)

1/2 page

Trimmed
105mm (W)
x 145mm (H)
Bleed
116mm (W)
x 151mm (H)
Type
85mm (W)
x 125mm (H)

1/4 page (V)

Trimmed
210mm (W)
x 72mm (H)
Bleed
216mm (W)
x 78mm (H)
Type
180mm (W)
x 52mm (H)

1/4 page (H)

Film format: positive/emulsion down/175lpi/with 4C proofs

Material Deadlines

February 2011 : January 31st
May 2011 : May 1st
August 2011 : August 1st
November 2011 : October 31st

Artwork, Films and Colour Separation are charged at cost.
Proofs: No proofs will be provided unless requested on booking.
Materials and storage: see ad contract for details.
Advertisement deadlines:
Bookings: 20 days before publication.
Materials: 15 days before publication.

For more information, please contact us directly:
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