

HOME JOURNAL

All rates indicated are monthly or per insertion)

TYPES	1	6	12	18
Full Page	47,000	44,200	40,000	37,600
½ Page (horizontal/vertical)	29,700	27,820	25,250	23,700
Inside Cover	52,200	49,000	44,300	-
Back Cover	59,800	56,650	51,000	-

Advertising Material Specifications

All Home Journal publications only accept digital files that meet the following requirements:

- Files must be a PDF version 1.5.
- Landscape orientation ads are only applicable to a double page spread.
- All elements must be CMYK. Please note that RGB or spot colours are not accepted.
- Images must have an effective resolution- 300 dpi is highly recommended.
- PDF must contain crop marks, positioned outside the bleed area.
- Digital Colour proof with colour profile coated FOGRA 39 [ISO 12647-2:2004] must be provided to ensure colour quality. Laser printouts are not accepted.
- All fonts must be embedded.
- Truetype I, CID or MultipleMaster fonts are not accepted.
- Total Ink Weight must not exceed magazine specific limit of 330%.
- Screen Line: 175lpi.
- Perfect bound gutter spread safety allowance: 6mm on each side of gutter. No live matter should cross the binding gutter.

Home Journal accepts digital ads

- Via dropbox (Upload to <http://adupload.edipressemedia.com> then please click "Hong Kong Home Journal Team")
- On disk
- Via email (each PDF file should not exceed 10MB)

The Publisher reserves the right to trim 10mm off each edge to the trimmed page dimension.

Type matter and illustrated material not intended to bleed must be kept to this tolerance.

Perfect bound gutter spread safety allowance

A common design error is to crowd the finished edge with text and/or graphics. This makes the finished product harder to read and less visually pleasing overall.

If you open a book, you will notice an obvious margin that separates the text from the edge of the page.

This is commonly referred to as 'gutter'. Open a magazine and you will find the same thing- there will be elements that do bleed to edge of the page, but everything else is kept a certain distance away from the edge.

The following is a suggestion on the amount of 'gutter' use in your design, with a minimum requirement for IFC spread which is often at least a 6mm away from the paper edge to improve legibility and to minimize accidental cropping.

Position	Recommendation
IFC spread	6 mm + 6 mm
ROP	5 mm + 5 mm

For further enquiries regarding the submission of materials, please contact your advertising representative

ADVERTISING SIZES

TWO-PAGE SPREAD

Bleed size

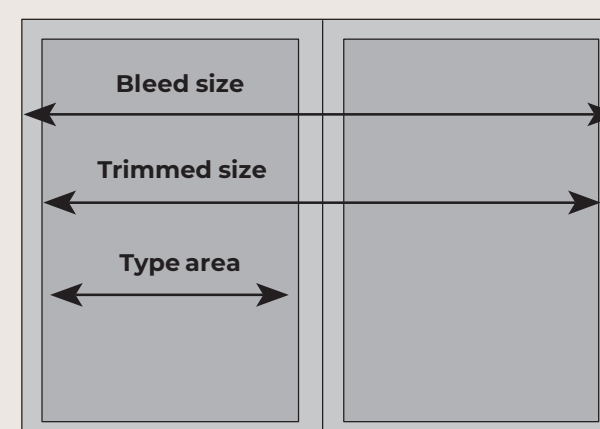
305mm(H) x 450mm(W)

Trimmed size

299mm(H) x 444mm(W)

Type area (Individual page)

279mm(H) x 202mm(W)



FULL-PAGE

Bleed size

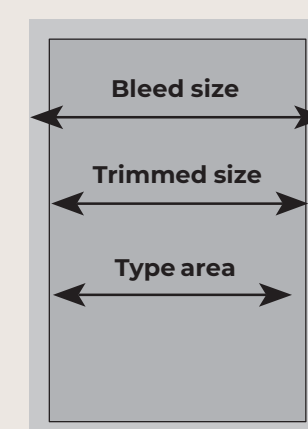
305mm(H) x 228mm(W)

Trimmed size

299mm(H) x 222mm(W)

Type area

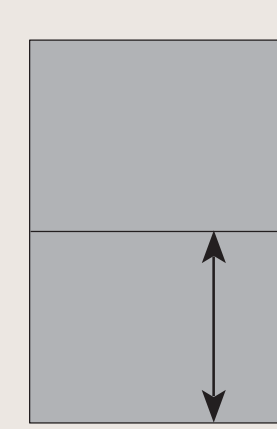
279mm(H) x 202mm(W)



HALF-PAGE HORIZONTAL

(Non-Bleed)

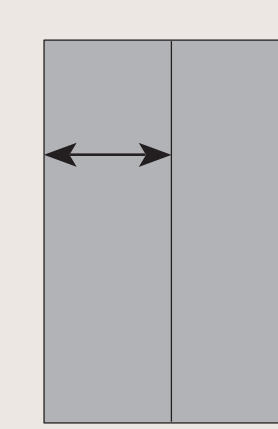
134.5mm(H) x 202mm(W)



HALF-PAGE VERTICAL

(Non-Bleed)

279mm(H) x 96mm(W)



HOME SOLUTIONS



TYPES	1
FULL PAGE COLOUR	47,000

ONE TIME RATE ONLY

Publication date: **End July, 2020**

Booking Deadline: **19th June, 2020**

Material Deadline: **29th June, 2020**

ADVERTISING SIZES

TWO-PAGE SPREAD

Bleed size

272mm(H) x 436mm(W)

Trimmed size

266mm(H) x 430mm(W)

Type area (Individual page)

252mm(H) x 201mm(W)

FULL-PAGE

Bleed size

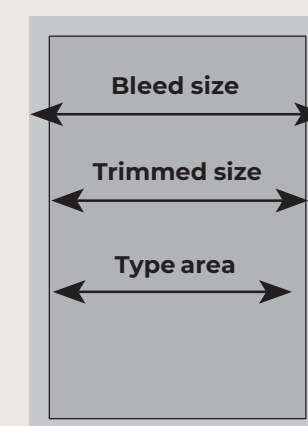
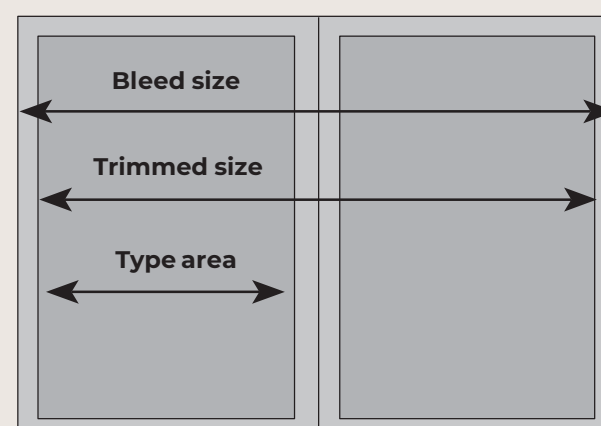
272mm(H) x 221mm(W)

Trimmed size

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Type area

252mm(H) x 201mm(W)



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BUYER'S GUIDE

TYPES	1
FULL PAGE COLOUR	47,000

ONE TIME RATE ONLY

Publication date: **1st week January, 2021**

Booking Deadline: **12th October, 2020**

Material Deadline: **27th November, 2020**

ADVERTISING SIZES

TWO-PAGE SPREAD

Bleed size

272mm(H) x 436mm(W)

Trimmed size

266mm(H) x 430mm(W)

Type area (Individual page)

252mm(H) x 201mm(W)

FULL-PAGE

Bleed size

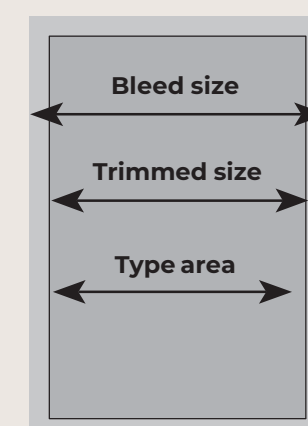
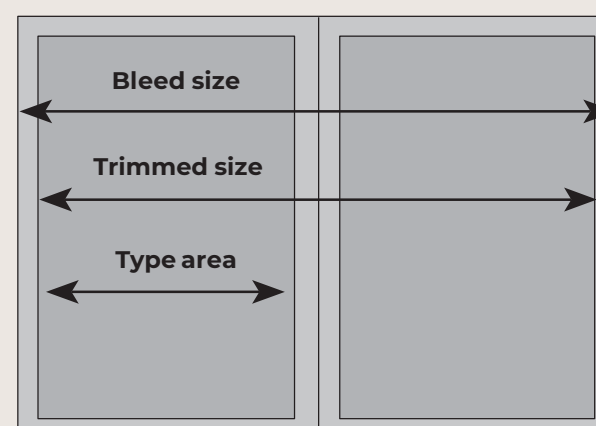
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TRANSITIONS

TYPES	1
FULL PAGE COLOUR x 2	94,000

ONE TIME RATE ONLY

Booking Deadline: **11th September, 2020**

Material Deadline: **21st September, 2020**

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Bleed size

272mm(H) x 436mm(W)

Trimmed size

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Type area (Individual page)

252mm(H) x 201mm(W)

FULL-PAGE

Bleed size

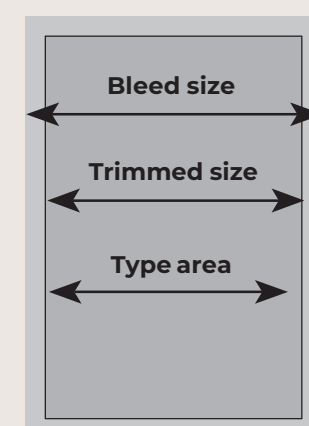
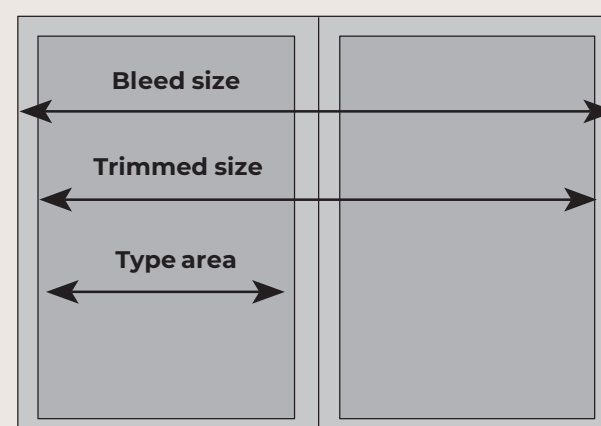
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ONLINE ADVERTISING RATE CARD 1

Format	Platform	Section	Duration	Size	SOV	Price HK\$
Large Rectangle	Desktop / Mobile	Homepage & ROS	2 Weeks	300x250	30%	9,000
Leaderboard	Desktop / Mobile	Homepage & ROS	2 Weeks	Desktop: 728x90 Mobile: 320x50	30%	9,000
Half Page Banner	Desktop	Homepage & ROS	2 Weeks	300x600	30%	13,000
Large Mobile Banner	Mobile	Homepage & ROS	2 Weeks	320x100	30%	13,000
Native Ad	Desktop / Mobile	Homepage & Category Homepage	2 Weeks	Image:750x750 Title max.30 Chinese / 60 English Characters Desktop: Image:964x70 or Title max.30 Chinese / 60 English Characters	30%	9,000
Sticky Ad	Desktop / Mobile	Homepage & ROS	2 Weeks	Image:750x750 Title max.30 Chinese / 60 English Characters	30%	20,000
Interscroller	Mobile	Article Page	1 Week	450x800	30%	26,000
Billboard	Desktop / Mobile	Homepage & Category Homepage	1 Week	Desktop: 1440x250 Mobile: 320x100	50%	9,000

BESPOKE CONTENT PACKAGES

Format	Platform	Section	Duration	Size	SOV	Price HK\$
Advertorial	Desktop / Mobile	Article Page	1 Week	Feature in Homepage 1 Feed in Facebook	NA	25,000
Advertorial + VR Tour	Desktop / Mobile	Article Page	1 Week	Feature in Homepage 1 Feed in Facebook	NA	38,000
VR Tour	Desktop / Mobile	Home Tours			NA	15,000
Buyer's Guide Listing					One Year	24,000
Online Video Advertorial						40,000 onwards

SOCIAL MEDIA

Format	Platform	Duration	Type	Price HK\$
Social Feed	Facebook / Instagram	NA	Video / Image / Link	20,000
Pin to Top	Facebook / Instagram	3 Days	Text: max, 30 Chinese / 60 English Character + shortened URL	5,000
In-Feed text link	Facebook	10 Feeds		15,000
Boost Post Handling Charge	Facebook / Instagram			20% of Ad Spend