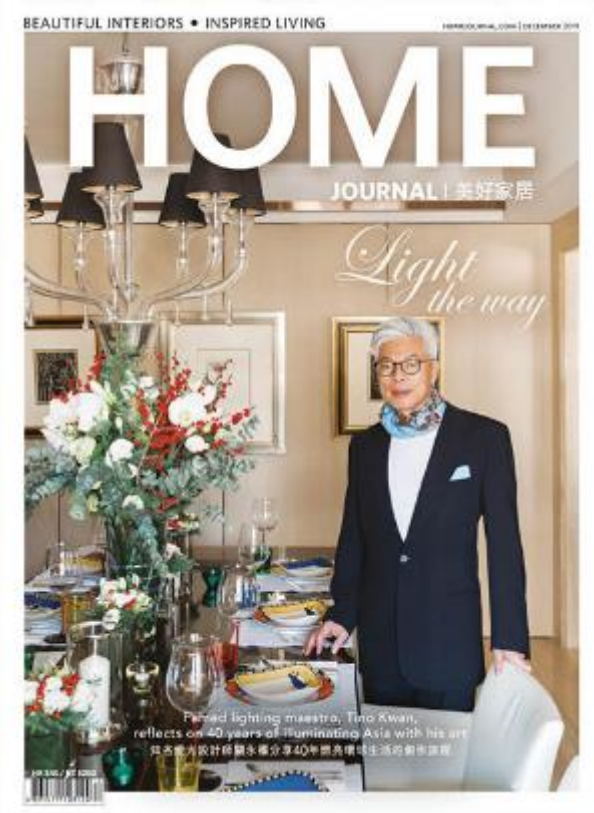


## HOME JOURNAL

(All rates indicated are monthly or per insertion)



TYPES	1	6	12
Cover Sponsorship	Upon Request		
Inside Front Cover	58,750	55,813	52,875
Inside Front Cover Spread	126,900	120,555	114,210
Opposite to Content Page	58,750	55,813	52,875
Inside Back Cover	58,750	55,813	52,875
Back Cover	59,800	56,650	51,000
Full Page (ROP)	47,000	44,650	42,300
Full Page (Preferred Page)	54,050	51,438	48,645
Double Page Spread	94,000	89,300	84,600
½ Page (horizontal/vertical)	29,700	27,820	25,250

### 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.

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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

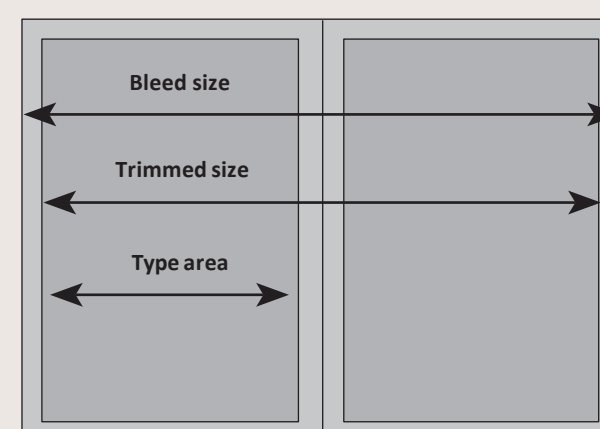
305mm(H) x 450mm(W)

#### Trimmed size

299mm(H) x 444mm(W)

#### Type area (Individual page)

279mm(H) x 202mm(W)



### FULL-PAGE

#### Bleed size

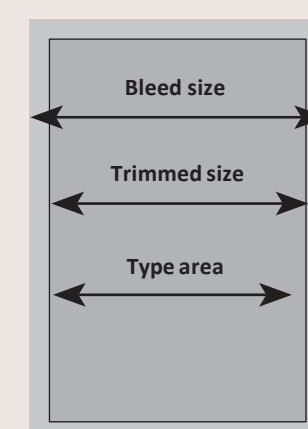
305mm(H) x 228mm(W)

#### Trimmed size

299mm(H) x 222mm(W)

#### Type area

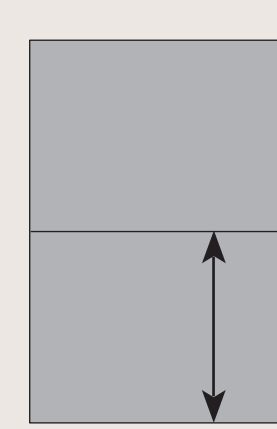
279mm(H) x 202mm(W)



### HALF-PAGE HORIZONTAL

#### (Non-Bleed)

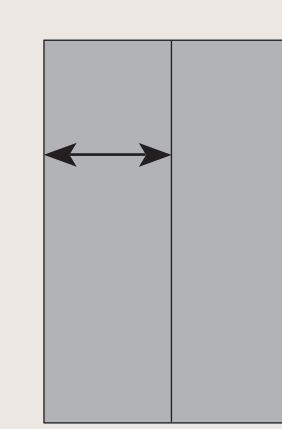
134.5mm(H) x 202mm(W)



### 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, 2021**

Booking Deadline: **18th June, 2021**

Material Deadline: **28th June, 2021**

## 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

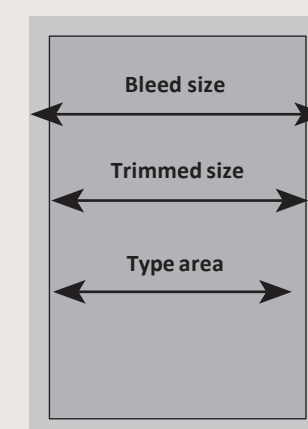
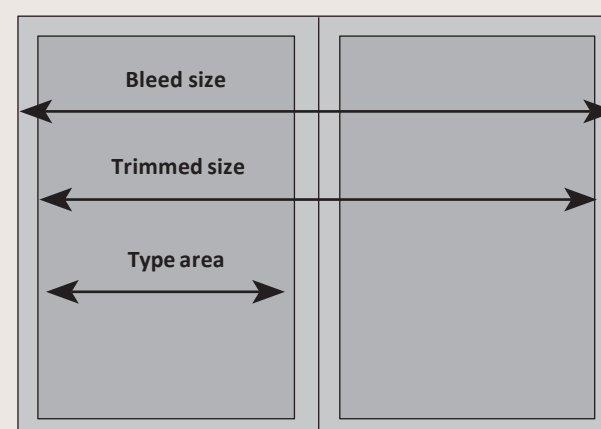
272mm(H) x 221mm(W)

#### Trimmed size

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#### Type area

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## HOME JOURNAL GUIDE

TYPES	1
FULL PAGE COLOUR	47,000

*ONE TIME RATE ONLY*

Publication date: **1<sup>st</sup> week January, 2022**

Booking Deadline: **12th October, 2021**

Material Deadline: **26th November, 2021**

## 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

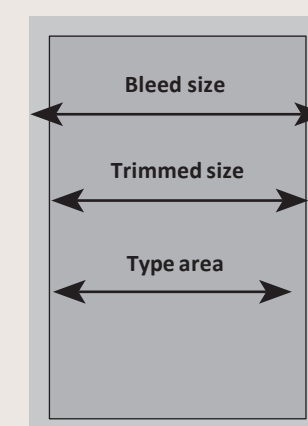
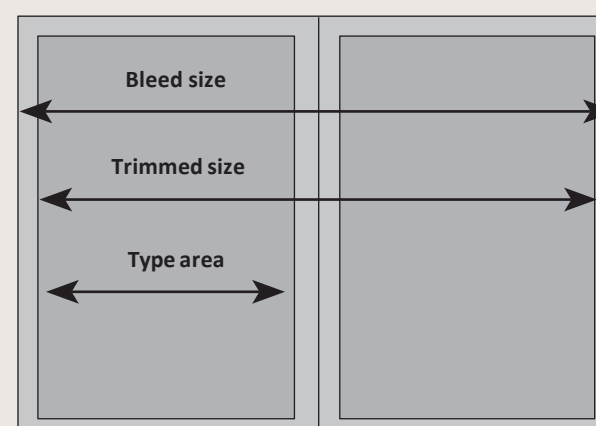
272mm(H) x 221mm(W)

#### Trimmed size

266mm(H) x 215mm(W)

#### Type area

252mm(H) x 201mm(W)



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## TRANSITIONS

TYPES	1
FULL PAGE COLOUR x 2	94,000

*ONE TIME RATE ONLY*

Booking Deadline: **10th September, 2021**

Material Deadline: **21st September, 2021**

## ADVERTISING SIZES

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#### Bleed size

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#### Trimmed size

266mm(H) x 430mm(W)

#### Type area (Individual page)

252mm(H) x 201mm(W)

### FULL-PAGE

#### Bleed size

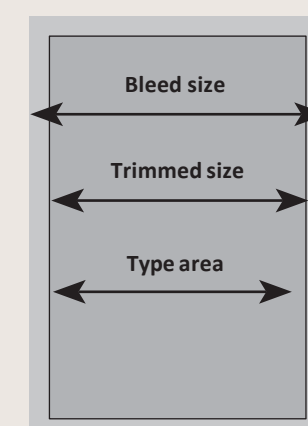
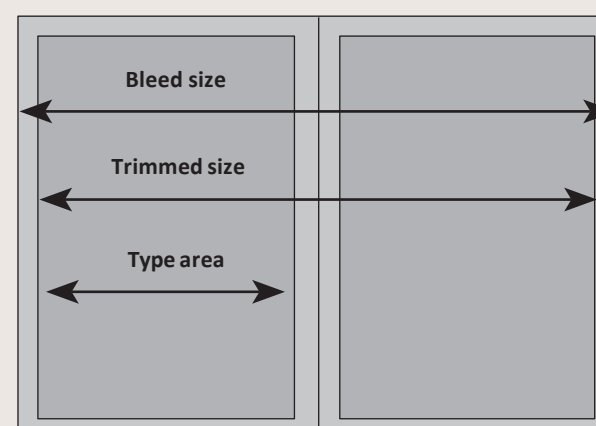
272mm(H) x 221mm(W)

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BACK TO  
CONTENT

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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	30%	9,000
Sticky Ad	Desktop / Mobile	Homepage & ROS	2 Weeks	Desktop: Image:964x70 or 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	Extra	Price HK\$
Advertorial	Desktop / Mobile	Article Page	Feature in Homepage for 1 week & 1 Feed in Facebook	35,000
Premium Custom Advertorial	Desktop / Mobile	Article Page	Feature in Homepage for 1 week & 1 Feed in Facebook	80,000 – 150,000
Advertorial + VR Tour	Desktop / Mobile	Article Page	Feature in Homepage for 1 week & 1 Feed in Facebook	40,000
VR Tour	Desktop / Mobile	Home Tours	1 Year Hosting	8,000
Home Journal Guide Listing	-	Guide	1 Year Listing	24,000
Online Video Advertorial	Desktop / Mobile	Article Page	Feature in Homepage for 1 week & 1 Feed in Facebook	40,000 onwards
Endorsed eDM		eDM	5000+ Subscribers	40,000

## SOCIAL MEDIA

Format	Platform	Duration	Type	Price HK\$
Social Feed	Facebook / Instagram	NA	Video / Image / Link	25,000
Story Post	Facebook / Instagram	NA	Video / Image	15,000
IG TV (Video Assignment)	Instagram	NA	Video	30,000
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