

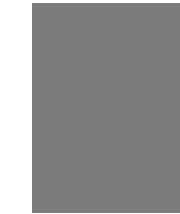


Best Shop Mags

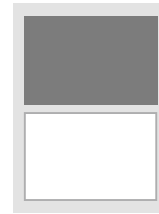
PRINT MAGAZINE **Rate Card**
(Effective from 11 August 2008)

W210MM X H285MM

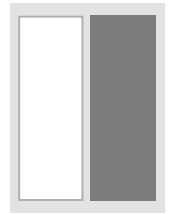
POSITION	HK\$ ⁺
RUN ON PAGE	
Full Page	7,800
Double Page Spread	13,200
1/2 Page (H)	4,500
1/2 Page (V)	4,500
1/3 Page (H)	3,200
1/4 Page	2,400
SPECIAL POSITION	
Inside Front Cover	10,000
Inside Front Spread	18,000
Centre Spread	16,800
Inside Back Cover	9,000
Outside Back Cover	12,500



Full Page
W210mm x H285mm*
* Trim Size



1/2 Page (H)
W180mm x H120mm



1/2 Page (V)
W87.5mm x H225mm



1/3 Page (H)
W180mm x H75mm



1/4 Page
W87.5mm x H120mm

Frequency Discount

INSERTIONS	DISCOUNT RATE ⁺
3 X	5 %
6 X	10 %
12 X	15 %

Frequency discount is only applicable for ads scheduled consecutively

FREE!
ONLINE SHOPCARD

Shopcard Feature:

- Trilingual Shop Information
- Shop View
- Location Browser:
- 6 Steps Shop Location Preview

PLEASE CHECK OUT

http://bestshopmaga.com.hk/shopcard_intro.html

Advertorial — INCLUDE PRODUCTION

POSITION	HK\$ ⁺
Full Page	13,680
Double Page Spread	23,800

Remarks

COMMISSION / LOADING	RATE ⁺
COMMISSION	
Advertising Agency Commission	15 %
LOADING	
Specified Postion Loading	20 %
Consecutive Loading	20 %

ADVERTISING ENQUIRY

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⁺ all rates in Hong Kong Dollars per issue