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Since its arrival, Cosmopolitan has been considered as one of the best women’s magazines in the city.

1984

TODAY

After 36 years of growing and evolving, Cosmopolitan has morphed into who we are TODAY HK’s Leading Beauty & Lifestyle Digital Media.

As we welcome TOMORROW with open arms, Cosmopolitan strives to continue offering top notch content & marketing solutions to our audience & advertising partners, while embracing our DNA of FUN, FEARLESS & SMART.
Impactful Reach & Brand Safe Environment

**Avg. Monthly Website Unique Visitors**
- 1.5mil

**Avg. Monthly Website Page Views**
- 40mil+

**Avg. Display Ad Viewability**
- 71%

**Facebook Fans (all accounts inclusive)**
- 930k

**Instagram Followers (all accounts inclusive)**
- 150k

**Avg. Valid Website Traffic**
- 99%+

**Avg. Monthly Website Page Views**
- 40mil+

**Avg. Display Ad Viewability**
- 71%

**Facebook Fans (all accounts inclusive)**
- 930k

**Instagram Followers (all accounts inclusive)**
- 150k

**Avg. Valid Website Traffic**
- 99%+

Your Potential Customers

**90%**

Penetration of HK's female aged 25 - 44

**1.0mil**

HK Female Aged 25-44 (foreign domestic helpers excluded)

**0.9mil**

Cosmo Female Audience Aged 25 - 44

**DIGITAL AUDIENCE (BY AGE)**

- 18 - 24: 46%
- 25 - 34: 24%
- 35 - 44: 10%
- 45+: 2%

**62%**

Of our audience shop online at least once a month

**$3k**

90%+ of our audience spend up to 3k HKD per month on Fashion & Beauty products

**$50k**

90%+ of our audience also spend up to 50k HKD per year on luxury items

**IMPACTFUL REACH & BRAND SAFE ENVIRONMENT**

They are the highest income group with the largest spending power

They contribute to 60% of HK's e-commerce revenue

Data Source: HK Census 2019, SCMP Magazines Survey 2020, Google Analytics 2020, Data Portal HK 2020, Nielsen HK, 2018
WE’VE GOT YOU COVERED
On every stage of your consumers’ decision making journey.

1. Exposure + Trigger
Creative STORYTELLING through the marriage of our extensive reach & 1st party audience data

2. Exploration + Evaluation
SHORTENING THE GAP between exposure and purchase with credible recommendations, trials, offers / deals and social engagement so that your consumers decide & purchase asap

3. Decision + Purchase
Converting our audience into your CUSTOMER with our performance marketing solutions
Exposure & Trigger storytelling

Introducing MagLab & Cosmo Icon
A CREATIVE CONVERGENCE
of
5 TRUSTED LIFESTYLE MEDIA BRANDS

MagLab converges the editorial power and creative brain juice of SCMP Hearst’s network of 5 trusted lifestyle media brands.

We gather our editors with a PLETHORA OF EXPERTISE to create ORIGINAL VIDEO CONTENTS that take our network’s influential power to new heights.
SOME OF OUR WORK
(CLICK TO WATCH)
Bringing our A - List, FUN and Fearless ICONS to You
Where your brand & products will get comprehensive coverage on Cosmo’s FB, IG, YouTube and Website!
Sponsorship Entitlement:

Social
- 1 x FB Album Post (4 images / motion images)
- 1 x FB Video Post
- 2 weeks exposure of FB Banner Video
- 3 x IG Posts
- 1 x IG Story (each story can have up to 3 cards)
  (placed in highlight bubble named Icon)

Videos
- 1 x Video up to 2 mins (video format / style will depend on brand / editorial direction)

Others
- Photo Shooting Images : 3 outfits
- 1 x Online article
- Website Homepage pinned-top article at least 1 week
- Cosmo E-newsletter - 1 x top spot exposure landing back to article

Special Net Rate : HK$158,000 Net (incl of total $30,000 Social Ad Boost)
Digital Cover Story Main Video

Interview Video

Facebook Banner Video

Fashion / Beauty Challenge Video
Exposure & Trigger

awareness w/reach & audience data

Display Banners & eDMs
### Rate Card

**Placement & Format**

**DESKTOP**
- **(BILLBOARD CANVAS, MREC, SUPER BANNER)**
  - Homepage
  - Article pages and Channel index pages
  (Excludes Homepage, Branded Content Pages & other Marketing Pages)
  - **+ MOBILE**
  - **(LREC, MREC)**
  - Homepage

<table>
<thead>
<tr>
<th>Gross / Net Daily Rate (HK$)</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DESKTOP</strong></td>
<td>17,647 / 15,000</td>
<td>35,294 / 30,000</td>
</tr>
<tr>
<td><strong>MOBILE</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Special Format Loading for Desktop Skyscraper**
- 1 format: 20%
- 2 formats: 25%

**REMARKS**
*Home page, channel index pages projected impressions are not guaranteed.*

Images are for reference only.
### Desktop & Mobile Banners
(Article pages, channel index pages)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Gross / Net CPM (HK$)</th>
<th>Formulas:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MOBILE:</strong> LREC, MREC</td>
<td>Fashion 176 / 150, Beauty 176 / 150, Body 141 / 120, Bride 141 / 120, ROS 125 / 106</td>
<td><strong>DESKTOP:</strong> MREC, SUPER BANNER / BILLBOARD CANVAS, HALF PAGE</td>
</tr>
</tbody>
</table>

**FORMATS:**
- MOBILE: LREC, MREC
- DESKTOP: MREC, SUPER BANNER / BILLBOARD CANVAS, HALF PAGE

**GROSS / NET CPM (HK$):**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Gross / Net CPM (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
<td>210 / 178</td>
</tr>
<tr>
<td>Beauty</td>
<td>210 / 178</td>
</tr>
<tr>
<td>Body</td>
<td>176 / 150</td>
</tr>
<tr>
<td>Bride</td>
<td>176 / 150</td>
</tr>
<tr>
<td>ROS</td>
<td>160 / 136</td>
</tr>
</tbody>
</table>

### REMARKS
- All banner formats on desktop and mobile are sold separately, if one requires a companion format, a 20% loading will be charged.
- Client can only buy up to 60% of projected Mobile Banners inventory without loading. For bookings of SOV above 60% a 100% loading fee has to be added.
- In-read format is only available for ROS buy.
- If any format on desktop is forfeited by the advertiser, there is no guarantee that impressions will be delivered in full.
- In case there are other advertisers buying 100% SOV Banner Domination on desktop, those advertisers will be given priority for desktop inventory, while other advertisers’ banner demand will only be fulfilled via mobile inventory.
- If client / agency requests SCMP Hearst to change the banner creative, a 20% loading will be charged for each change.
Audience Targeting Campaigns are run on ROS only; Data Source: SCMP Hearst, 2020

AUDIENCE TARGETING
Building Audience Segments using SCMP Hearst’s first party data for more precise ad targeting and better campaign performance

How Is Data Collected & Defined?

An audience’s preference is identified based on how they engage with us (e.g. participating in polls, clicking on CTA buttons) or what kind of content they consume.

Audience showing the same behaviour multiple times within 30 days will be grouped to a certain segment.

63%

Through campaigns run in 2020, avg. CTR% of audience targeting banner campaigns have shown an avg. of 63% improvement.

100%↑

A few campaigns have even gained 100%+ improvement in CTR%.

Audience Targeting Campaigns are run on ROS only; Data Source: SCMP Hearst, 2020
**OUR ‘READY TO USE’ AUDIENCE SEGMENTS**

- **Beauty** (incl. make up & skincare)
- **Watches & Jewl.**
- **Entertainment**
- **Bridal**
- **Fashion**
- **Health & Wellness**
- **Shopping**
- **Custom** (please contact us for details)

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**Audience Targeting**

**Rate Card**

- **On-Platform**
  - (cosmopolitan.com.hk only)
  - Gross Rate: HK$ 171 / CPM
  - Net Rate: HK$ 145 / CPM

- **(SCMP Hearst Women’s Network: Cosmo / ELLE / Bazaar)**
  - Gross Rate: HK$ 230 / CPM
  - Net Rate: HK$ 196 / CPM

- **Off-Platform**
  - (1st party data of cosmopolitan.com.hk applied as targeting on GDN - ads to appear on non-SCMP Hearst websites)
  - CPC: HK$10
  - *Min. Commitment: HK$20,000
  - *Clicks to be delivered within 3 weeks
**Custom eDM**

*(single brand)*

Net Rate: HK$ 25,000
Half blast of data base
Net Rate: HK$ 45,000
Full blast of data base (70,000 subscribers)

---

**e-newsletter**

*(mixed brands)*

Net Rate: HK$14,000
Full blast of data base (75,000 subscribers)
Exploration & Evaluation

credible recommendations

Cosmo Beauty Panel, Cosmo Cert & Our Social Media Rate Card
市面上成千上萬美妝產品，每季爭相隆重登場，要在芸芸新品中找到最適合自己的，委實並不容易。
你在選擇美妝產品時，面對林林總總的新品，是否同樣感到困惑迷惘，不知如何入手？

Cosmo Beauty Panel實試美團，集合了一班擁有不同膚質、對美容扮靚持不同態度的團員，她們的「試」命，就是擔當先頭部隊，為你試盡各款美妝新品，真心分享最專業有用的扮靚資訊，她們樂於成為你的美容GPS，在美容路上為你導航；買哪款？用哪樣？怎樣用…？

答案盡在Cosmo Beauty Panel實試美團找到。

從此，Cosmo Beauty Panel實試美團與你結伴同行，你的扮靚旅程，再不迷惘孤單。
直髮夾教室！實試全新Dyson無線直髮夾。

改善顯老法令紋，編輯推介抗衰老好物。

小鮮肉Jeffrey魏浚笙當「一日男友」幫編輯化妝。

直髮夾教室！實試全新Dyson無線直髮夾。

PAST EXAMPLES
Mechanism
Editor’s expert opinion on product trial, vetted and tried and tested with direct and personal advice; best format to be decided by editorial based on actual products

Sponsorship Package
• 1 x Video product trial with editor
• 1 x Online article of the trial video
• 1 x FB video post (including $5,000 ad boosting)
• 1 x IG video post (including $5,000 ad boosting)
• 1 x FB Story + IG Story (including $2,000 ad boosting to be shared)
• 1 x YouTube exposure
• Automatic Nomination(s) for year-end BOTB Award(s)

Special Net Rate: HK$ 78,000

Remarks
- Video content subject to editor’s discretion, all creative, tone & manner will be in Cosmo Panel style and samples shared is only for reference only.
- Provide story flow and script with 2 times amendment only, for extra request on amendment $3,000/time of handling fee will be charged on top.
- Client can share their preference styling of Editor but hair and makeup reference of Editor will not be shared in advanced.
- Video final cut will be shared for fact check only and direction cannot be amended afterward.
- Text of FB, IG, Story and online articles for fact check only, layout and graphic will be in Cosmo Panel Style and cannot be amended.
- No photo shooting will be included, photos including product shot or mood shot will be provided by client or shooting cost $2,000/image will be charged on top.
- Any extra special requests and costs arising from these from advertiser shall be borne by the advertiser
Mechanism
Editor’s expert opinion on product trial, vetted and tried and tested with direct and personal advice; best format to be decided by editorial based on actual products

Sponsorship Package
• 1 x Online article of the trial including photo shooting of 3 x images
• 1 x FB link post (including $5,000 ad boosting)
• 1 x FB Story + IG Story (including $2,000 ad boosting to be shared)
• Automatic Nomination(s) for year-end BOTB Award(s)

Special Net Rate: HK$ 53,000

Remarks
- Content subject to editor’s discretion, all creative, tone & manner will be in Cosmo style and samples shared is only for reference only.
- Any extra special requests and costs from advertiser shall be borne by the advertiser.
- Text of FB, IG, Story and online articles for fact check only, layout and graphic will be in Cosmo Panel Style and cannot be amended.
PRESENTS:

THE ULTIMATE RECOMMENDATION & RECOGNITION!

Only beauty products that achieve a rating of 4+ stars out of 5, while tested and approved by our panel of editors, Guest KOLs / Cosmo Girls

The Cosmo Cert is available for sponsorship for the very first time & it’s

BY INVITATION ONLY!
Sponsorship Package:

- Article on Cosmo Beauty Panel Page of the trials and ratings by 3 editors and 2 Guest KOLs and or Cosmo Girls

- Editors and Guest KOLs and or Cosmo Girls to share their trial in their own social media pages

- Product trial photo-shooting

- 1 x Online Article (w/ SHOP buttons of sponsor’s products)

- 1 x Video of the trial up to 2 min long
  (With 1 Editor & 1 Guest KOL or Cosmo Girl)

- 1 x Facebook newsfeed (incl. $5,000 boosting)

- 1 x Instagram feed (incl. $5,000 boosting) - landing to sponsor’s website

- IG Story - landing to online article (incl. $1,000 boosting)

- Usage of Cosmo Cert Logo for 12 months

- Automatic Nomination(s) for year-end BOTB Award(s)

Special Net Rate: HK$ 98,000 net

Remarks

- Video content subject to editor’s discretion, all creative, tone & manner will be in Cosmo Panel style and samples shared is only for reference only.
- Provide story flow and script with 2 times amendment only, for extra request on amendment $3,000/time of handling fee will be charged on top.
- Client can share their preference styling of Editor but hair and makeup reference of Editor will not be shared in advanced.
- Video final cut will be shared for fact check only and direction cannot be amended afterward.
- Text of FB, IG, Story and online articles for fact check only, layout and graphic will be in Cosmo Panel Style and cannot be amended.
- Any extra special requests and costs arising from these from advertiser shall be borne by the advertiser.
PAST EXAMPLES

最滿意提升肌膚光澤感

我實測產品的光澤及均勻度，發現它徹底地改善了膚質，變得更亮滑，膚色更均勻，甚至是我見過的最好！

4.5/5

COSMO CERT 總體評分

明顯地改善暗瘡膚色

這半年一直安心使用，膚質明顯改善了。顏色也變得細緻，肌膚表面細軟，膚色變得透亮，整天

 seguir使用，皮膚都沒有發黃，很驚喜！抗氧化效

果的確能得！

極速修復和緊緻肌膚

我實測產品的修復和緊緻功能，它能徹底改善膚質，肌膚變得細緻，肌膚表面細軟，護膚的成效更

了。使用時我會配合按摩，更能增加肌膚彈性呢！

質感清新柔滑

Niki Lam 也喜歡

Sally Tsai
Chief Editor

Jackie Tang
Associate Content Director

Priscia To
Senior Content Manager

COSMO CERT TESTED & AP PROVED

COSMOPOLITAN
Exploration & Evaluation

social engagement

our social media rate card
<table>
<thead>
<tr>
<th>Platform</th>
<th>Format</th>
<th>Gross Rate (HKD)</th>
<th>Net Rate (HKD)</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>Post x 1</td>
<td>35,294</td>
<td>30,000</td>
<td>-</td>
</tr>
<tr>
<td>Cosmo Girl</td>
<td>Post x 1</td>
<td>23,530</td>
<td>20,000</td>
<td>-</td>
</tr>
<tr>
<td>Cosmo</td>
<td>Story x 2</td>
<td>23,530</td>
<td>20,000</td>
<td>-</td>
</tr>
<tr>
<td>Cosmo Girl</td>
<td>Story x 2</td>
<td>18,824</td>
<td>16,000</td>
<td>-</td>
</tr>
</tbody>
</table>

IG story 1 and 2 need to be launched within a 3 day period for the same campaign.

All IG stories come with complimentary FB stories of the same content.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Format</th>
<th>Gross Rate (HKD)</th>
<th>Net Rate (HKD)</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Post x 1</td>
<td>40,000</td>
<td>34,000</td>
<td>-</td>
</tr>
<tr>
<td>Cosmo Girl</td>
<td>Post x 1</td>
<td>25,882</td>
<td>20,000</td>
<td>-</td>
</tr>
<tr>
<td>Cosmo Body</td>
<td>Post x 1</td>
<td>17,647</td>
<td>15,000</td>
<td>-</td>
</tr>
<tr>
<td>Cosmo Campus</td>
<td>Post x 1</td>
<td>15,294</td>
<td>13,000</td>
<td>-</td>
</tr>
</tbody>
</table>

**Advertorial**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Format</th>
<th>Gross Rate (HKD)</th>
<th>Net Rate (HKD)</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmo HK</td>
<td>Online Advertorial x 1</td>
<td>30,000</td>
<td>25,500</td>
<td>-</td>
</tr>
</tbody>
</table>

*Advt. Shop Now Button* - - Free w/ Advt.

*All advertorials come with max 5 complimentary “shop buttons” if necessary.*

**Bundle Discounts**

<table>
<thead>
<tr>
<th>Package</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Any 2 items</td>
<td>10% off</td>
</tr>
<tr>
<td>2. Any 3 items</td>
<td>20% off</td>
</tr>
<tr>
<td>3. Any 4 items</td>
<td>30% off</td>
</tr>
</tbody>
</table>

*All formats do not include ad boosting fee.*

- Min. Ad Boosting Fee: HKD 5,000 for FB Newsfeed & IG Post; HKD 2,000 for IG Story
- Ad Boosting Service Charge: 20% of ad boosting fee. (Min. $500 for Story Ads)
Decision & Purchase

performance solutions

The Clicks “Lucky Bag”
& Content to Commerce
**What is it?**

As the name suggests, it’s exactly like the Fukubukuro / “Lucky Bags” (福袋) you get on the new years.

For a fixed price, you receive a GUARANTEED amount of clicks in return (landing to your website — all driven by various media entitlements e.g.

Native Ads | e-newsletters | Banners | Social Feeds | CTA Links / Buttons | Text Links Ads | etc…

**Rates & Entitlements**

<table>
<thead>
<tr>
<th>Gross Rate (HK$)</th>
<th>Net Rate (HK$)</th>
<th># of Clicks Entitled</th>
<th>Avg. CPC (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14,118</td>
<td>12,000</td>
<td>1,000</td>
<td>12</td>
</tr>
<tr>
<td>23,529</td>
<td>20,000</td>
<td>2,000</td>
<td>10</td>
</tr>
<tr>
<td>37,647</td>
<td>32,000</td>
<td>4,000</td>
<td>8</td>
</tr>
</tbody>
</table>

**Remarks:**

- The Clicks Lucky Bag cannot be a standalone purchase. It is only available to advertisers who have a single transaction spending of $50,000 or more
- All entitlements are allocated by Cosmo based on performance. I.e. advertisers cannot white list media entitlements they wish to use
- Materials for banners, eDM, product images and information will need to be provided by the advertiser
- All content of the media entitlements are of mixed brands and are editorial driven with no preview
- Click tracking report will be provided by the end of campaign period
- Committed clicks will normally be delivered within 30 days
EXAMPLES OF THE LUCKY BAG FORMATS

BANNERS

POP UP OFFERS

SHOP BUTTONS & NATIVE ADS

SOCIAL (POSTS)

SOCIAL (NATIVE TEXT LINKS)

EDM / E-NEWSLETTER

& MORE...
Target variety of keywords based on different search intents. Achieve high organic search ranking.

Lead traffic to our content via shop button.

Entice readers & drive traffic to your site.
WHY US?
Because We Are Pretty Dominant in Organic Search Traffic Volume
(even compared to brands / competitors)

Data source: Ahrefs SEO tool estimates Google organic search traffic for Hong Kong users (monthly average)
**How It Works**

**4 Steps:**

1. **Create new and re-pack articles (with good SEO volume)**
   - Capture organic search traffic & lead them to our website content
   - Drive traffic to your eCommerce through SHOP / CTA buttons within our content
   - Convert & Purchase!

**Our Scope of Work**

**Keyword Research**
Based on your brand & product, we will conduct a keyword research to identify the most suitable category & high potential keywords to be implemented into your SEO content

**Create Topic Cluster**
Based on selected keywords, we’ll build topic clusters for containing different types of articles that we believe will help drive results

**Write & Repack Articles**
Produce brand new articles and re-edit existing articles (with good organic search volume), according to keywords & topic clusters built. Also build cross- links & place related article links to enhance SEO performance

**Optimisation & Reporting**
Once campaign is launched, on-going optimisation and regular reporting will be done

**Best Practices**

1. **Min. 3 - 6 month campaign period (6 months recommended)**
   - Ride on promotions and occasions for the best results (e.g. Vday, Mother’s Day, Christmas)
   - Be open to mixed brand articles (these work the best!)

2. Be as transparent as possible with sharing data from your end (transaction data on e-comm. site) for us to better optimise

3. Contact us now for more details on rates and entitlements!
Contact sales.hearst@scmp.com for any sales enquiries.
1. An advertising booking must be followed by a space order with company chop and authorised signature.
2. The Publisher reserves the right to edit or reject any advertising without any reasons thereof.
3. a) Bookings for cover sponsorships and prime positions, i.e. back cover, inside front cover and inside back cover are non-cancellable once advertising contract is signed between relevant parties. In the event of the Advertiser or the Advertising Agency withdrawing his advertisement, it is agreed that the Advertiser and the Advertising Agency shall be fully liable to pay the Publisher in full for the uncompleted portion of the contract.
   b) Bookings for fixed position advertisements are non-cancellable once advertising contract is signed between relevant parties. In the event of the Advertiser or the Advertising Agency withdrawing his advertisement, it is agreed that the Advertiser and the Advertising Agency shall be fully liable to pay the Publisher in full for the uncompleted portion of the contract.
   c) Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on the Publisher's part to publish the same either at all or on any specified date or dates and does not constitute nor create any representation or warranty that the Publisher endorses the content or accuracy of the same. The Publisher shall not be liable for any loss, costs or expenses incurred by non-publication (including non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of the Publisher) or by publication of an advertisement canceled in accordance with the provisions of Clause 3d hereof or publication on a date or position or manner materially different from that specified by the advertiser on placement of its order. The Publisher's liability shall in case of non-publication be limited to refund of the charge of the advertisement and in all other cases as aforesaid the Publisher shall have the option either to grant a refund of such proportion of the charge as shall in the Publisher's sole opinion be reasonable or in lieu of such refund and at the Publisher's absolute discretion to publish the advertisement as soon as reasonably practicable.
   d) Digital advertising: Bookings for digital products, including, but not limited to, website banners, online advertorials, social media advertising products, video production and GIFs, cannot be cancelled if notice period falls short of the requirement stated in the Advertising Rate Card once advertising contract is signed between relevant parties.
   e) The terms and conditions contained in the Advertising Rate Card form part of this Contract.
4. a) The Advertiser and the Advertising Agency shall deliver the advertising materials to the Publisher in the form acceptable to him in accordance with the deadline stipulated in the applicable rate card.
   b) The Advertiser and the Advertising Agency shall ensure that all advertising materials delivered to the Publisher for publication shall comply in all respect with all applicable laws, by-laws, regulations and code in force at the time of publication.
   c) The Advertiser and the Advertising Agency shall ensure that such advertising materials shall be original and shall not contain any content, material, information or language that is inappropriate, misleading, offensive, inaccurate, fraudulent, violent, sexual, pornography, obscene, discriminatory, inflammatory, defamatory, libelous, slanderous, politically related unless it is not biased or in any way infringes any copyright or any other intellectual property or related rights of any third party.
   d) The Publisher will not be responsible for any misleading or wrong information contained in the advertisement including errors in key numbers.
   e) In the event of copy instructions not being received by the material deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the Advertiser and the Advertising Agency will be liable for full payment at rates stipulated in the contract.
5. All advertising materials submitted by the Advertiser or the Advertising Agency will not be returned unless requested in writing. The Publisher may destroy such materials 12 months after the publication of the relevant advertisement and such materials shall be kept with the Publisher prior to destruction thereof at the Advertiser and the Advertising Agency's risk.
6. The Advertising Agency will be entitled to an advertising agency commission of 15% on all gross advertising charges (net of frequency discounts) billed and collected by the Publisher pursuant to the Advertising Contract. The Publisher reserves the right to adjust the agency commission from time to time.
7. All complaints and claims regarding advertisements published must be made in writing within 15 days following the date of the publication.
8. The advertiser and the Advertising Agency hereby jointly and severally undertake:
   A. To pay within 30 days of the publication of the advertisement or at any other credit terms to be determined by the Publisher. Payment should be made by cheque crossed "Non-Negotiable" in favour of "SCMP Hearst Hong Kong Ltd."
   B. To pay interest at 2% per month on the overdue amount should the Advertiser and the Advertising Agency fail to pay on due date.
   C. To pay legal costs, commission for debts collection and any other charges and expenses incurred by the Publisher in recovering the amount due by the Advertiser and the Advertising Agency on a full indemnity basis.
   D. To keep the Publisher indemnified against all claims, damages, costs and expenses that the Publisher may suffer in connection with, arising from or as a result of breach or non-observance by the Advertiser and the Advertising Agency of any of the provisions under Clause 4 to the intent that this sub-clause shall survive termination of the advertising contract.
9. A. The Advertiser and the Advertising Agency agree that the Publisher may at any time by written notice terminate the advertising contract or any other subsisting contracts as from a date specified in such a notice if the Publisher is of the view that it will no longer be feasible to continue with the publication of the magazine.
   B. Upon termination, the Advertiser and the Advertising Agency shall immediately pay all sums due to the Publisher at the time of termination. The credit term being applied pursuant to Clause 8a above shall not apply any longer.
10. Failure or delay on the part of the Publisher to exercise any right, power or privilege herein shall not operate as a waiver thereof, nor shall any single of partial exercise of any right, power or privilege preclude any future exercise thereof.
11. A signed contract shall be governed by and construed in accordance with the laws of Hong Kong SAR and the parties hereby agree to submit to the non-exclusive jurisdiction of the courts of Hong Kong SAR.
• Minimum booking value of $20,000 required per digital booking / contract, including both banners and other digital formats.

• The above advertising rates do not include production cost except for advertorial and any other packages that state otherwise.

• Native Ad Text hyperlink: maximum of 26 Chinese characters with space.

• The position availability is on a first come, first served basis.

• Booking Deadline 14 working days prior to campaign launch.

• Material Deadline (client to provide files) - 7 working days prior to campaign launch. In case of late submission of materials, extension/ postponement of campaign period will not be allowed

• The advertiser and the advertising agency shall be fully liable to pay the publisher for all rates and charges in respect of the uncompleted portion of the advertising services under the contract.

• Booking Cancellation Deadline: 8 weeks prior to campaign launch date. Reschedule of any campaign needs to be notified 6 weeks in advance of campaign launch date and subject to availability. Advertiser must ensure all text and images are legible, properly displayed and scaled proportionally within the website on all common browsers and display resolutions. The publisher reserves the right to withdraw any advertisements that are not displayed properly.

• System will pick the corresponding resolution based on user’s mobile device. If no high resolution format is submitted, system will pick the low resolution format as default.

• Quotations are valid for 1 month from issue date and SCMP Magazine has the right to change prices after 1 month if bookings are not confirmed.

• The publisher reserves the sole and absolute discretion in amending and changing the terms and conditions of this rate card from time to time with reasonable notice, including but not limited to the rates, whether or not to accept the advertisement, placement and positions of the advertisements and all such other changes as the Publishers may deem appropriate from time to time.

Advertising Specs: https://www.scmpmagazines.com/advertising-spec/Ad-Specs.pdf

INFORMATION REQUIRED FOR SUBMISSION
• Name of advertiser
• Creative files
• Alternate text (if applicable)
• Linking URL