



**SCMP** ADVERTISING

*Insights for Success*

**PRINT MEDIA KIT 2021**

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# PRINT READERSHIP

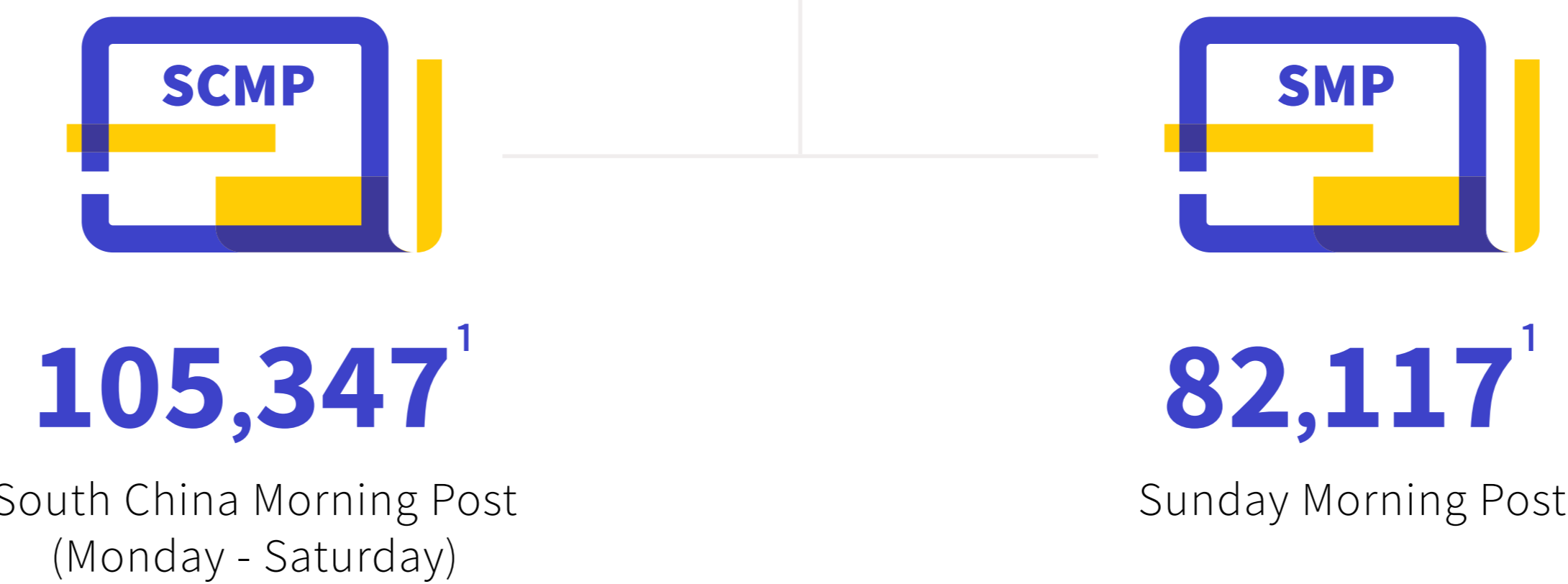
Headquartered in Hong Kong, our teams span across Asia and the United States, working together to connect with news consumers around the world. We are committed to informing and inspiring through journalism of the highest standards.

Our vision is to “Elevate Thought” and our mission is to “Lead the global conversation about China.”

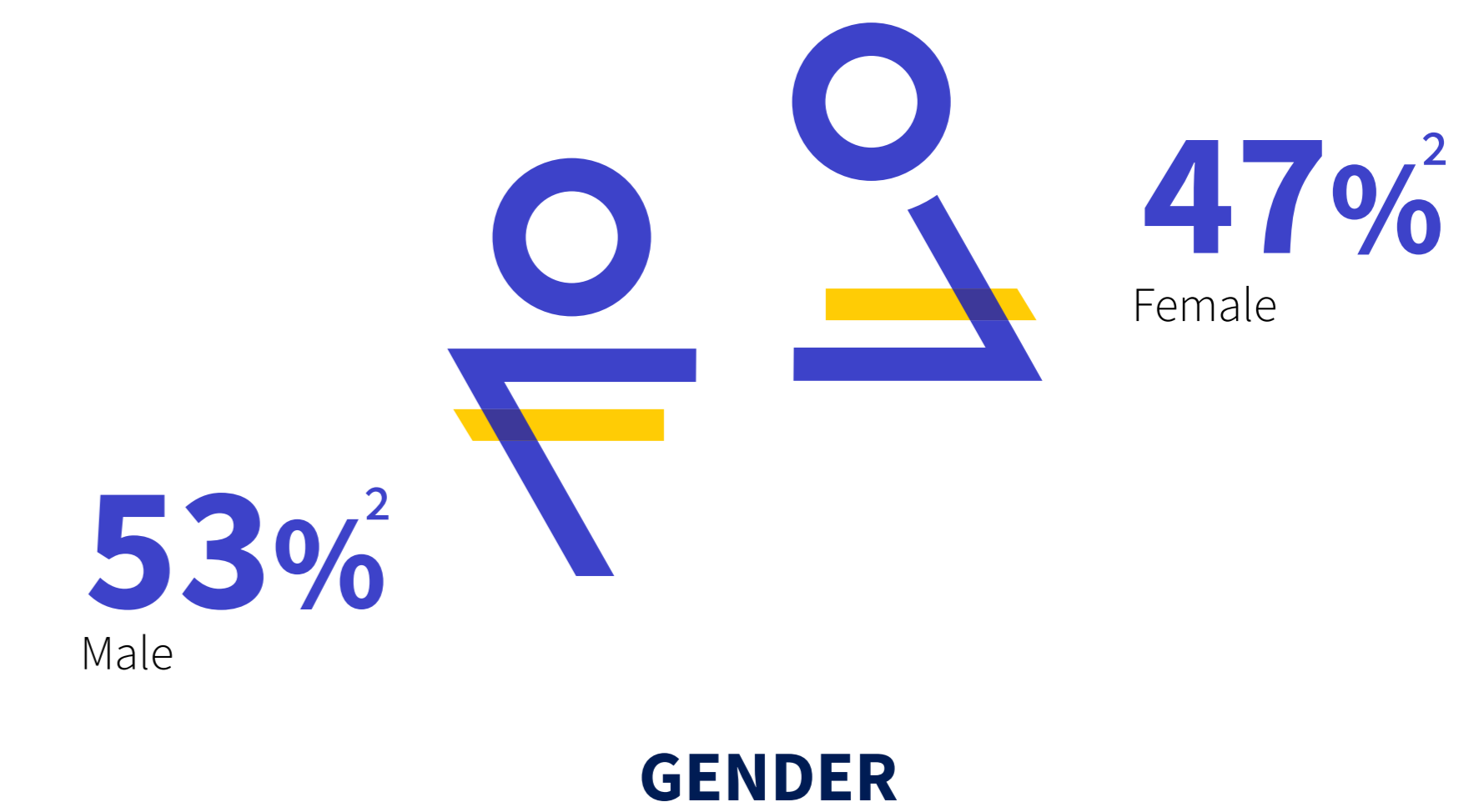
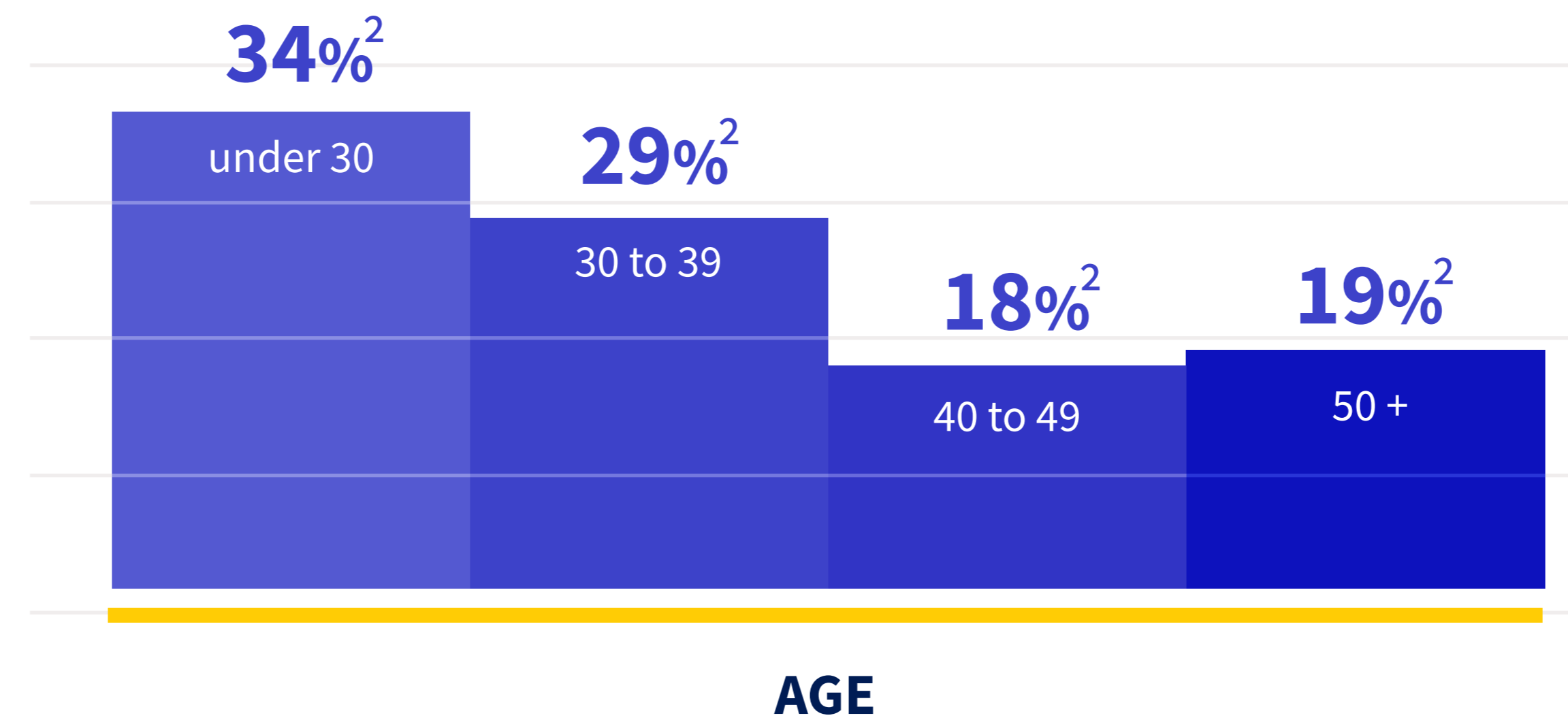
We develop news content 24/7, driven by world-class journalists, editors, visual artists, photographers and videographers, all guided by the principle of “Truth and Fairness”.

SCMP reaches an influential readership everyday with our flagship product the South China Morning Post. We also attract millions of eyeballs monthly through the SCMP.com digital platform. From desktop to mobile site and mobile app to tablet, we offer the delivery options that give your brand the exposure you need. Leverage SCMP’s extensive resources and relationships to create the connections you want, and influence the demographics you need.

## CIRCULATION



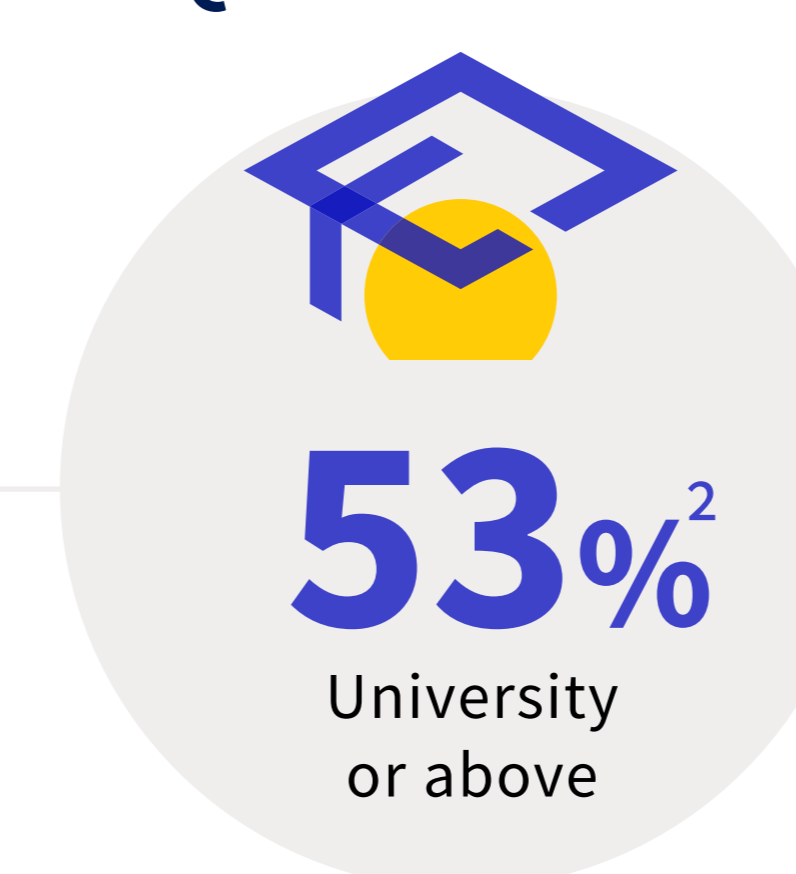
## READERSHIP



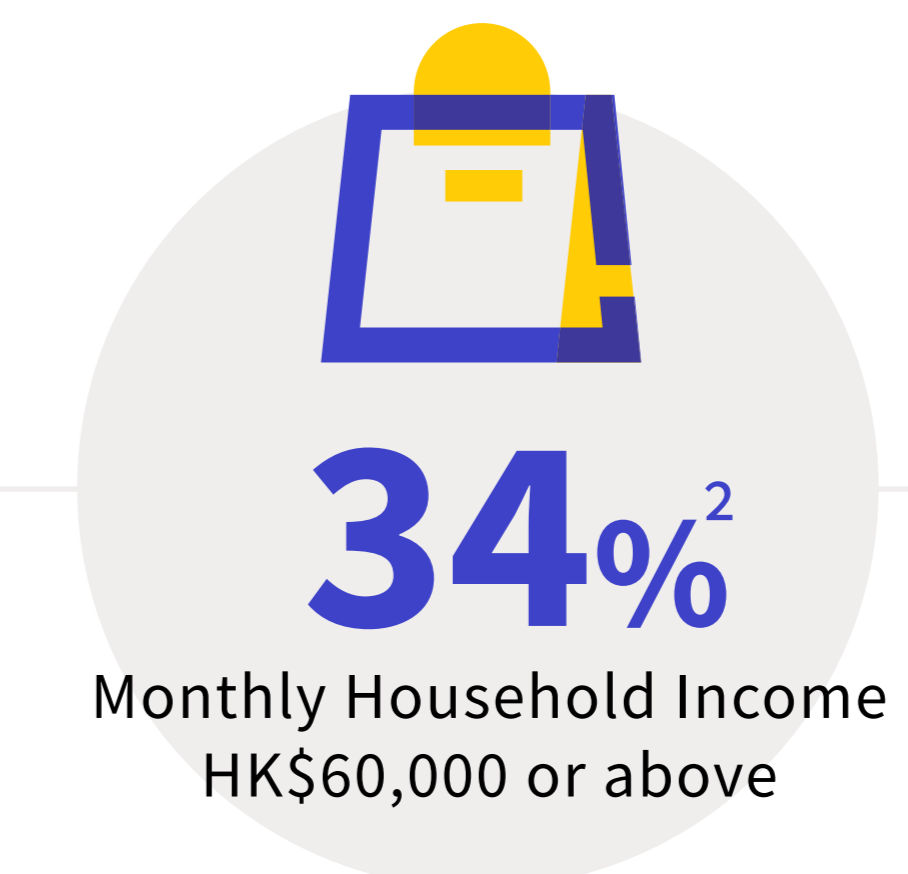
## POSITION



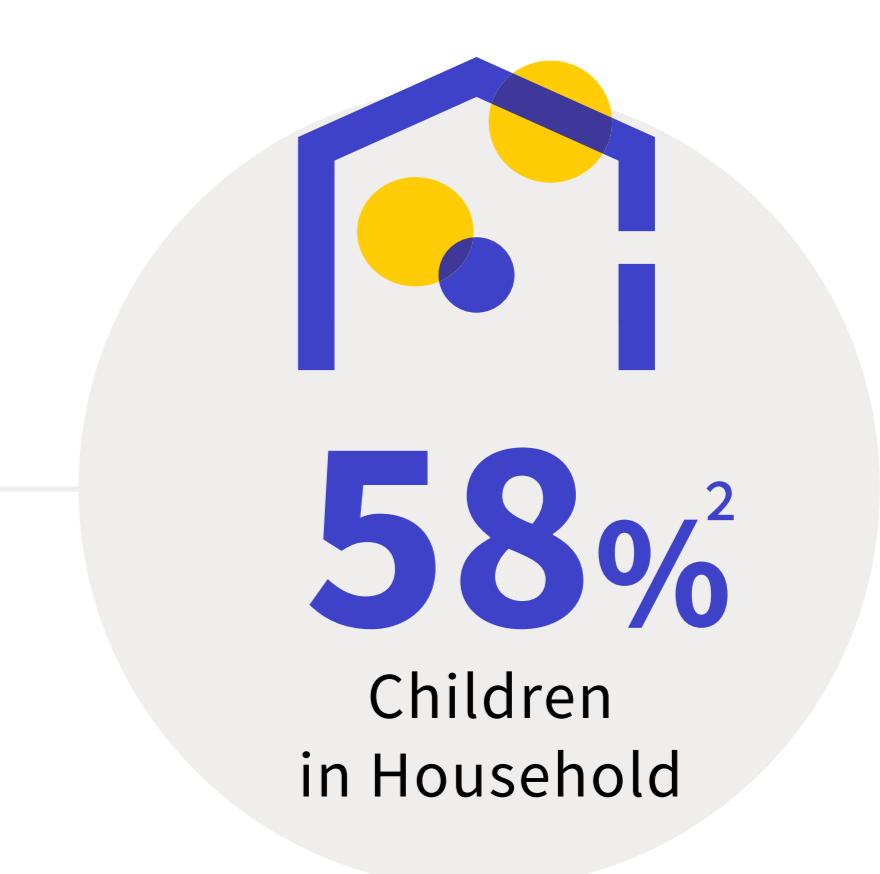
## QUALIFICATION



## PURCHASING POWER



## FAMILY












Sources:

1. Average Net Circulation Per Issue, Print and Digital Editions, HKABC Audit Jul-Dec 2016

2. Print Readership, 2020 Q4 Nielsen Media Index, Hong Kong Report

Amongst local and international daily print publications, we have the highest number of readers with...

The Ipsos Global Business Influencers (GBI) survey is the world's leading study tracking the media, business, financial, luxury, and travel habits of the most senior global business executives. GBI is the industry currency survey of reaching and understanding this audience globally across 17 countries.

Senior and influential business executives	Affluent and keen investors	Luxury product users	Frequent business- or first- class travellers & stayed in luxury hotels
 <p><b>C-suite job level</b></p>	 <p><b>Personal net worth of US\$3m+</b></p>  <p><b>6+ investment/ financial products</b></p>  <p><b>Property worth of US\$2m+</b></p>	 <p><b>Premium car worth &gt;US\$150k</b></p>  <p><b>Fine jewellery worth &gt;US\$10k</b></p>  <p><b>Watch worth &gt;US\$10k</b></p>	 <p><b>10+ hotel night stays for business/leisure</b></p>  <p><b>First/business class business/leisure trips</b></p>

Source: Global Business Influencers Survey 2020 (Print edition): Hong Kong Report/Ipsos



## South China Morning Post - Main

Our new Monday to Saturday Main section is brighter, easier to navigate and features insightful and up-to-date news, analysis and commentary.

- The most widely read section of the newspaper.
- Connects our readers with relevant news, analysis, features and columns spanning Hong Kong, the Mainland China, Asia and the world.
- Daily sections include: Leading the News, Focus, Hong Kong, China, Asia, World and Opinion.
- Monday to Saturday.



## South China Morning Post - Business

Hong Kong's business leaders need a source of information they can trust, which is why the South China Morning Post is the number one publication for Hong Kong's business elite.

- Covers major business stories, industry updates, management issues, legal advice, executive moves and more.
- Monday to Saturday.



## Directory

Published in an easy-to-read format, these sections give specialised information from Monday to Saturday.

- Property, Motors and Boats, Notices and Services Guide all delivered to specialist markets for focused marketing.
- Customer ads featuring in such a focused section providing our readers an invaluable resource for these sectors.
- Published in the Business section from Monday to Saturday.



## Young Post

Reaching 90 per cent of Hong Kong's secondary schools, Young Post is an English-language learning tool and a fun, stimulating, educational read that generations of Hongkongers have grown up with.

- School distribution.
- Tabloid.
- Everyday, from Sunday to Friday.
- Full circulation on Sunday.



## Racing Post

Pick a winner with Racing Post, the South China Morning Post's comprehensive race-day companion to Hong Kong's most popular sporting pastime.

- Preview and background stories, trackwork and barrier-trial coverage, full form guides, form comment by professional analysts, and incisive race-by-race analysis, along with advice from Hong Kong's leading tipsters.
- Tabloid; published on every racing day, Wednesday, Saturday or Sunday.



## South China Morning Post - Special Reports

These sections make sure special interests get the attention they merit. These professional reports cover a wide range of subjects from trade and industry topics to lifestyle themes, and national days to destination guides, these reports are eagerly anticipated by readers and trade professionals alike.

Our Special Reports target specific audiences and create the advertising-friendly platform to help you aim at focused and niche markets.

Themes include:

- Awards & conferences
- Banking & finance
- Country reports
- Education
- Energy & utilities
- Healthcare
- Lifestyle
- Property
- Sports
- Technology
- Travel
- Watches & jewellery



## Sunday Morning Post - Main

Sunday mornings are the perfect time to relax and catch up with the news at your leisure.

Sunday Morning Post gives our leisurely Sunday readers top local and global news, thought-provoking opinion and feature articles, and a more in-depth look at the week's important stories.

- Every Sunday.



## Sunday Morning Post - This Week In Asia

This Week in Asia is a compact news digest that helps business elites keep pace with fast changing times and available in print or on the web, [scmp.com/thisweekinasia](http://scmp.com/thisweekinasia).

- A must-read publication delivering an executive summary on the weekly whirlpool of business news around Asia and China.
- INMA Global Media Awards 2017 : Best New Print Product

Published as a special supplement to the Sunday Morning Post.



## Sunday Morning Post - Post Magazine

Hong Kong's most prestigious Sunday magazine is now even glossier and more compelling for readers and advertisers.

- Insider tips for enjoying Asia's most exciting city. Fascinating features from around the world and a Lifestyle section that's full of the best that life has to offer.
- Post Magazine has a long shelf life in readers' homes that ensures maximum exposure for every client's advertising.
- Every Sunday.



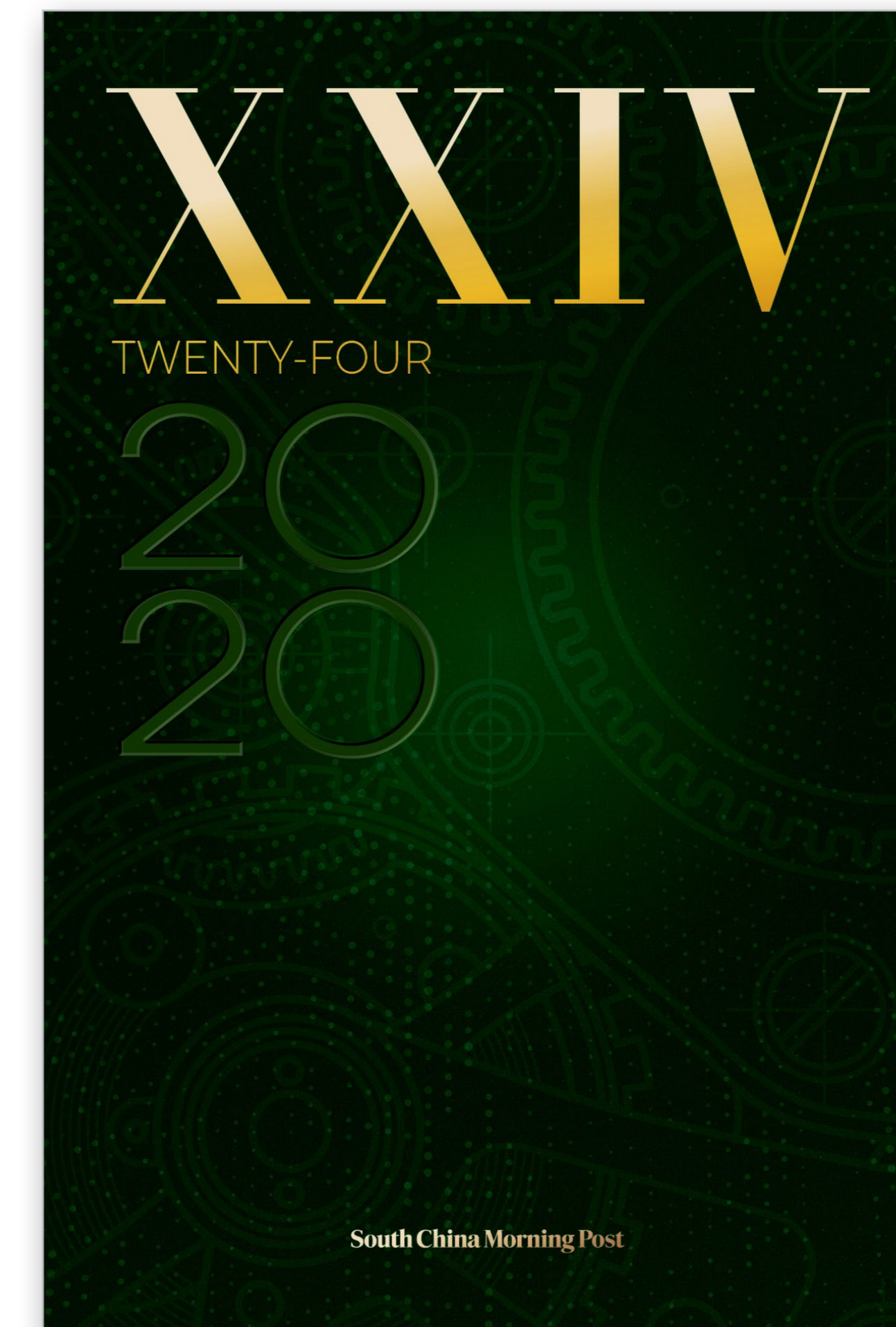
## STYLE

The city’s most insightful guide to the world of culture and luxury. The monthly magazine offers an insider’s look at the things that matter to purveyors of luxury: the business of style, the excitement of celebrity, and the subtleties of a cultivatehad lifestyle.

STYLE’s website is the South China Morning Post’s flagship portal to the world of luxury, with breaking news and feature articles on fashion, celebrity, art, tech, food and wine, travel and luxury goods.

STYLE is truly in a class of its own.

- Full circulation with South China Morning Post
- Monthly



## XXIV

This timepiece-focused luxury publication has been a huge success, reaching the city’s most affluent and discerning consumers.

Through in-depth interviews and insightful features, XXIV tracks the lifestyles of Hong Kong’s most influential personalities, profiling their personal successes and particular choices of luxury wristwatches. XXIV caters directly to both Hong Kong’s top consumers as well as upscale mainland visitors, including business travellers.

- Distribution: South China Morning Post print subscription and selected VIP database including entrepreneurs, executive management of HK-listed companies and professionals. Also available at selected membership clubs, high-end residential clubhouses and private jets.
- Annually - November

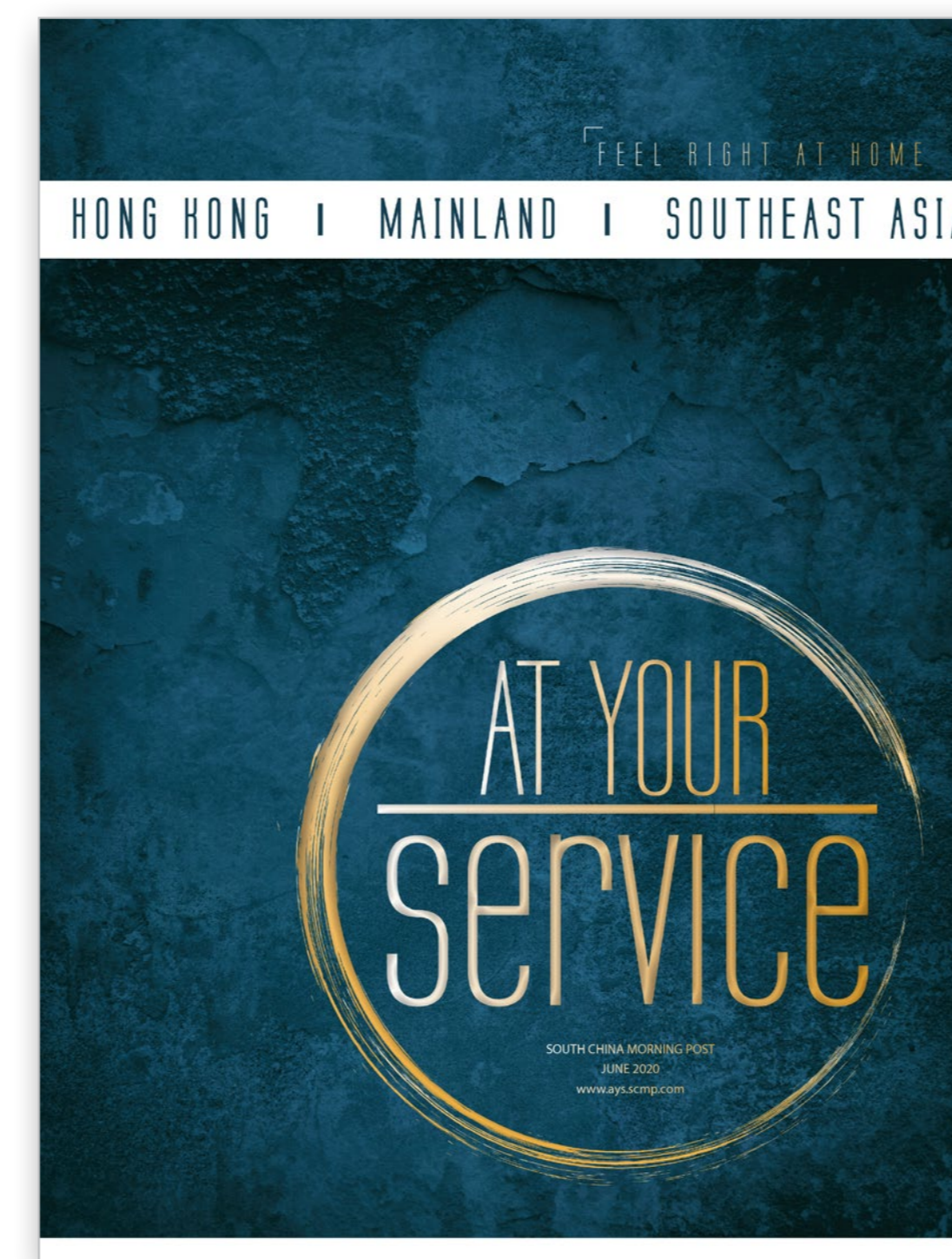




## LuxeHomes Annual

This bilingual publication maps the new landscape of Hong Kong's luxury property market, from the traditional elegance of luxury apartments and houses, to the cool and contemporary new developments in old and new parts of Hong Kong. This guide is a useful reference for those looking to buy, rent or enhance their homes.

- Distribution: South China Morning Post print subscription and selected database including major property agencies, developers, top management, state owned enterprises and multinational executives in mainland China. Also available at selected restaurants & cafés, fitness centres, spas & beauty salons.
- Annually - Fourth Quarter



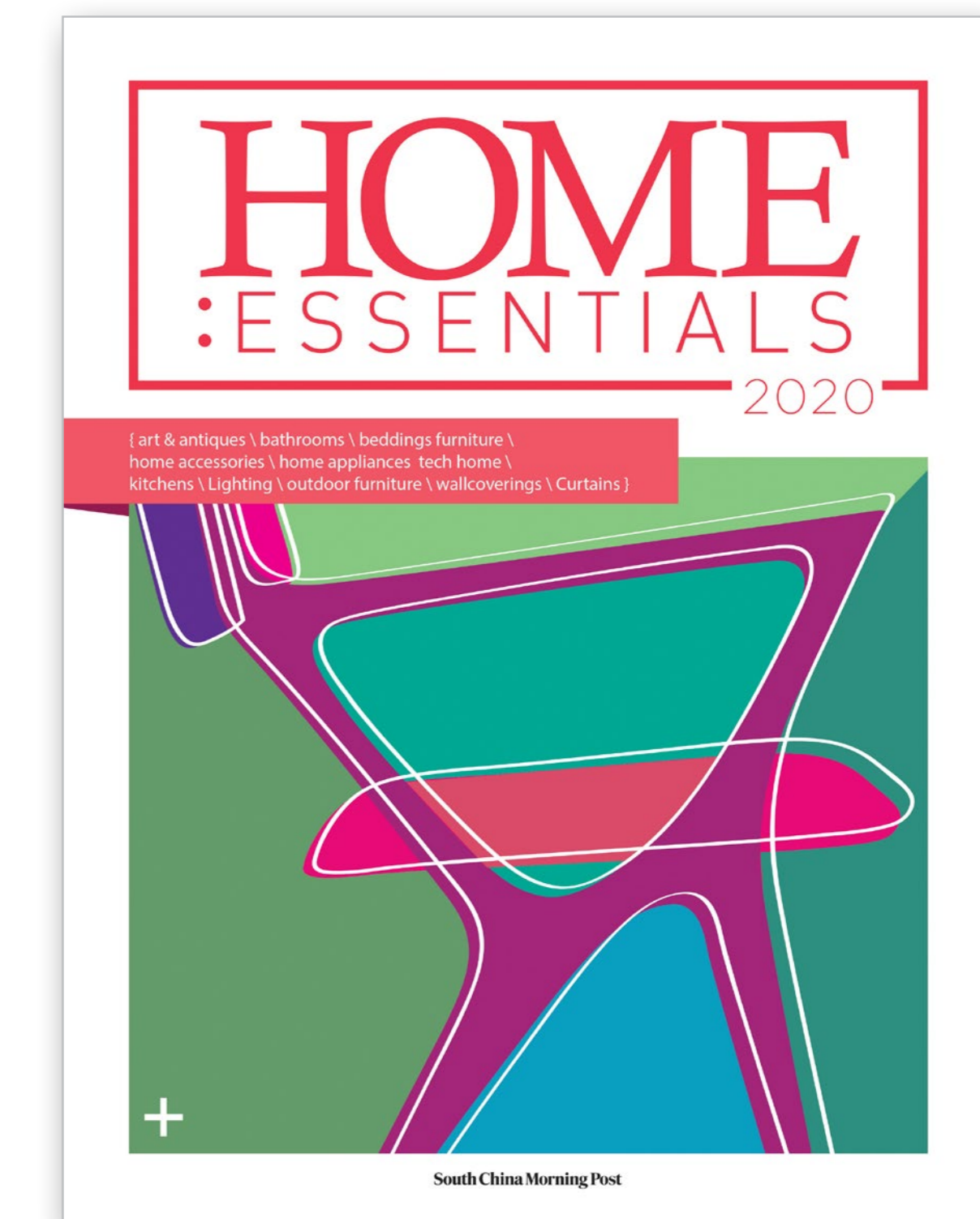
## At Your Service

The most comprehensive guide to serviced apartments in Hong Kong and China, covering Beijing, Shanghai, Guangzhou, Shenzhen, and other second-tier cities, as well as major Asia cities including Singapore, Malaysia and Thailand.

Owners of top quality serviced apartments seeking top quality tenants cannot afford not to be featured in this exhaustive almanac packed full of all the information decision-makers need.

**Complete listings of apartments by district, details of rates, facilities, room arrangements and value-added services. Available in both print and online editions, a dedicated website at [scmp.com](http://scmp.com)**

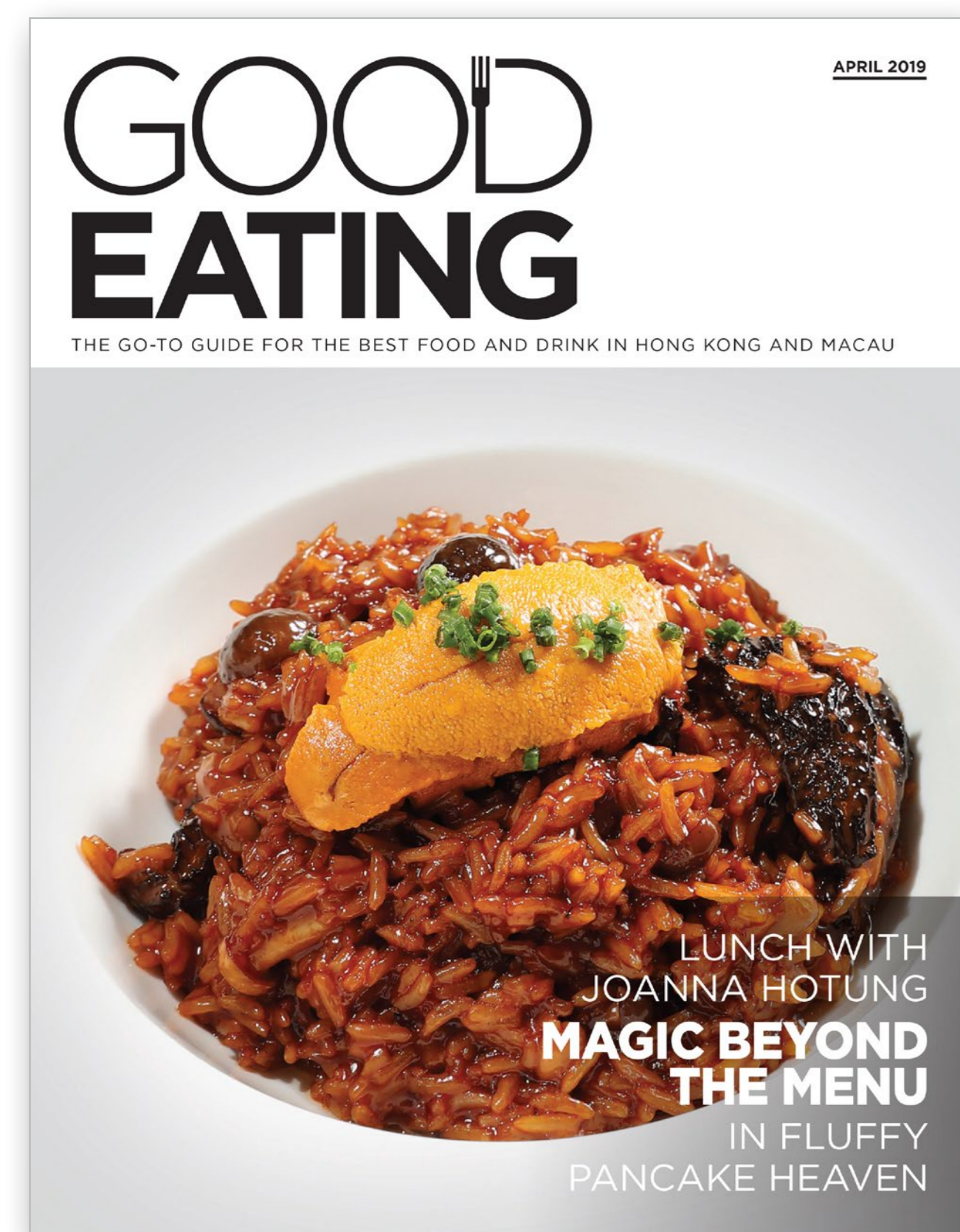
- Distribution: South China Morning Post print subscription and selected database including top management, heads of HR / administration of multinational companies, Chamber of Commerce and Consulate in Hong Kong. Also available at selective international movers in Hong Kong, mainland China and Southeast Asia for free distribution
- Annually - June



## Home Essentials

Deliver great insights and ideas to elite homeowners, interior designers, developers, architects and other professionals, Home Essentials covers the latest trends and topics in home decoration, electric appliances, building methods and materials. From art to antiques, bathrooms to bedding, furniture to furnishings, Home Essentials is more than just a shopping guide.

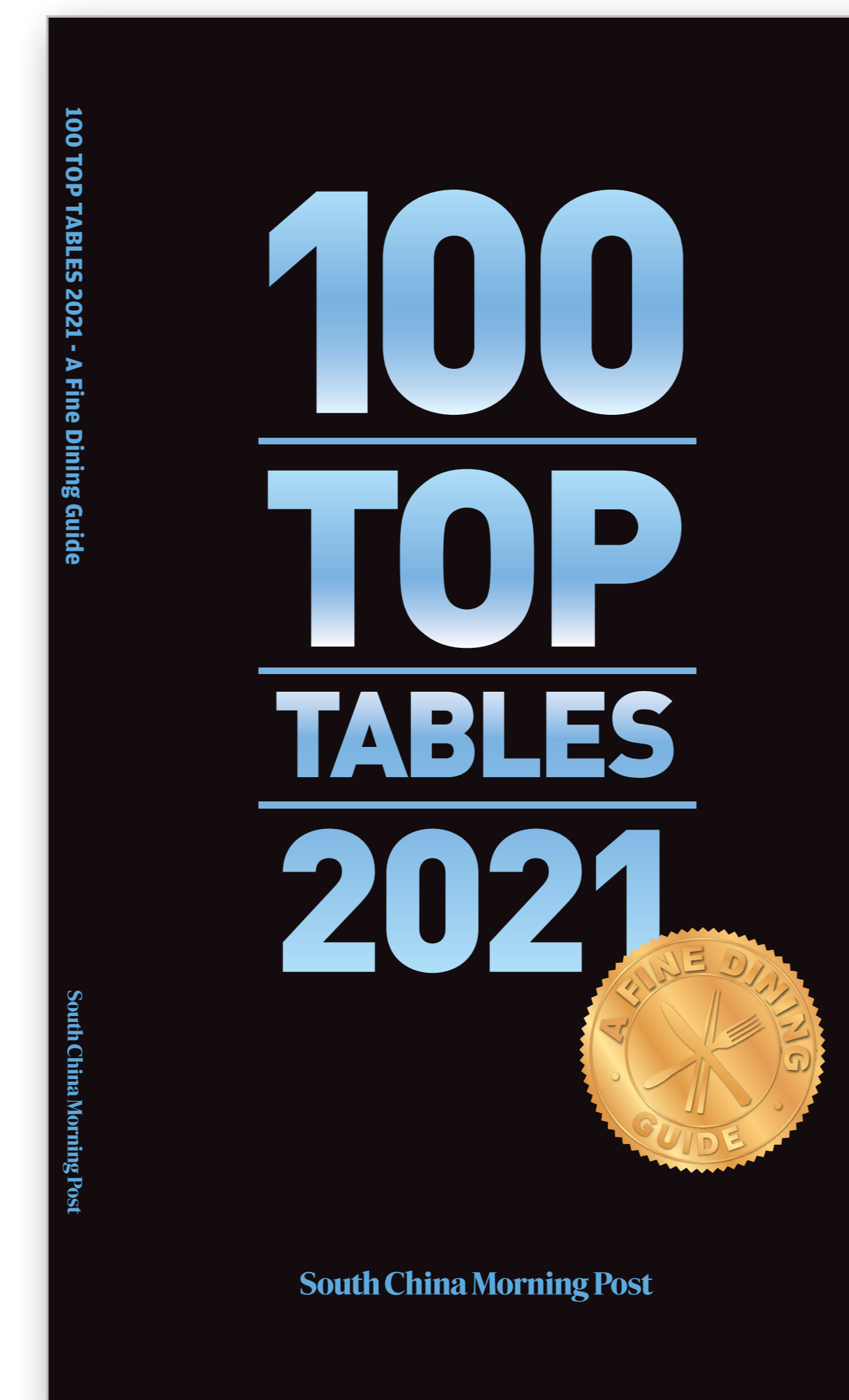
- Distribution: South China Morning Post print subscription and selected database including property agencies, developers, interior design houses and prestigious architecture firms. Also available for pick up at best-known shopping malls for home & furniture.
- Annually - December



## Good Eating

Good Eating explores new themes and takes readers into the heady world of Hong Kong's ever-changing dining landscape. Each issue has a different theme, offering gourmet dining with recommendations on cuisine and restaurants.

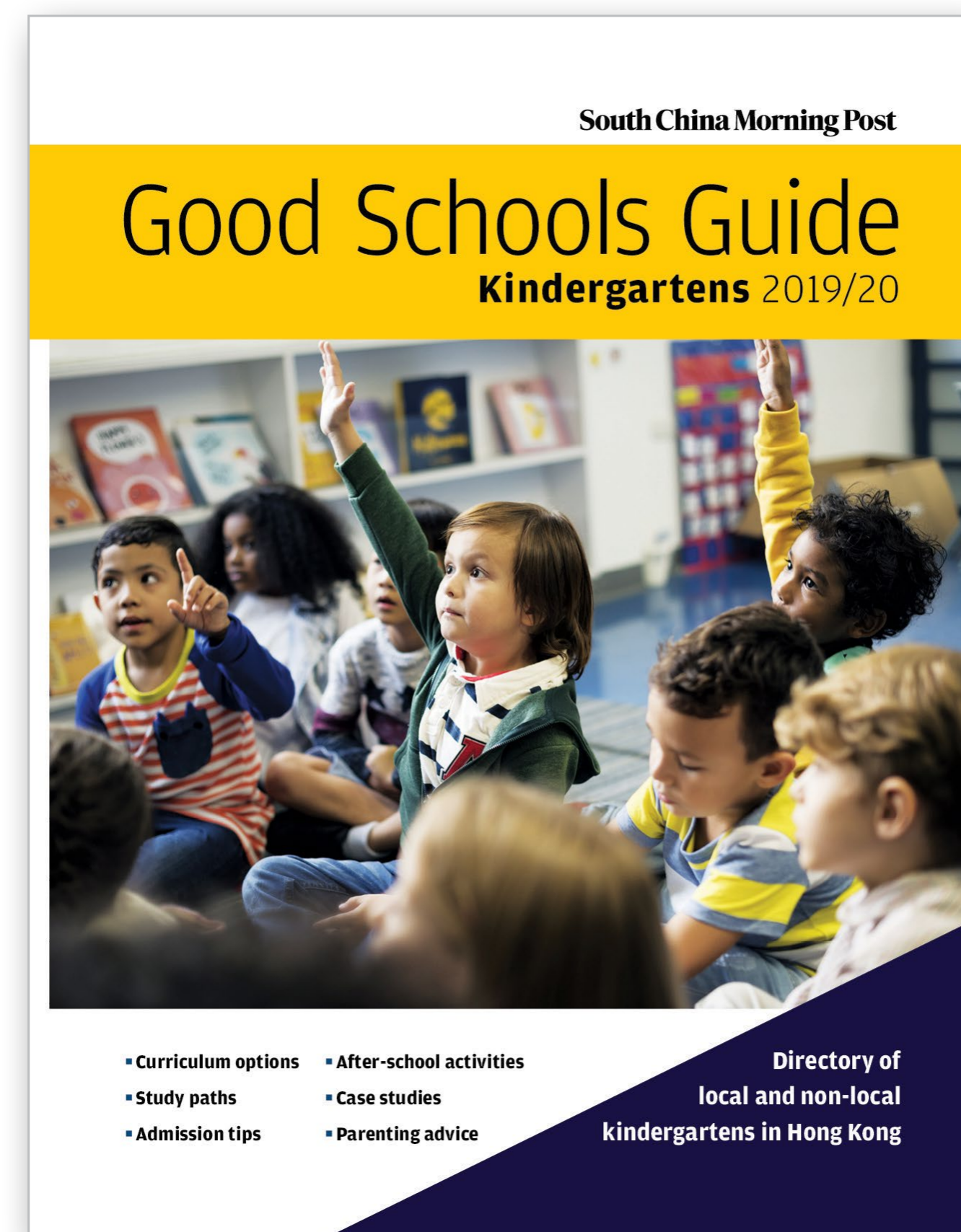
- Full circulation with South China Morning Post
- Quarterly - April, June, September, November



## 100 Top Tables

The annual guidebook is customised to appeal to discerning consumers keen and able to spend on luxury cuisine, including CEOs and executives of listed companies, and members of professional associations, private clubs and other elite organisations. It will cover 100 top restaurants in Hong Kong and Macau in seven categories: Chinese, French, Italian, Western, Steak & Grill, Japanese and Asian.

- Distribution: Hong Kong: South China Morning Post print subscription and selected VIP database including business owners, listed companies, professionals, entrepreneurs and C-suite readers.
- Macau: Selected membership clubs and deluxe restaurants.
- Annually - March



## Good Schools Guide- Kindergartens

The only directory you'll need to navigate through the kaleidoscope of schooling options for kindergartens and playgroups, this guidebook gives you an in-depth look into the curricula, Free Quality Kindergarten Education and tips in choosing the "right" school. The carefully crafted school profile section covers basic information, school fee and admissions details of every preschool in Hong Kong, according to information by the EDB and first-hand research.

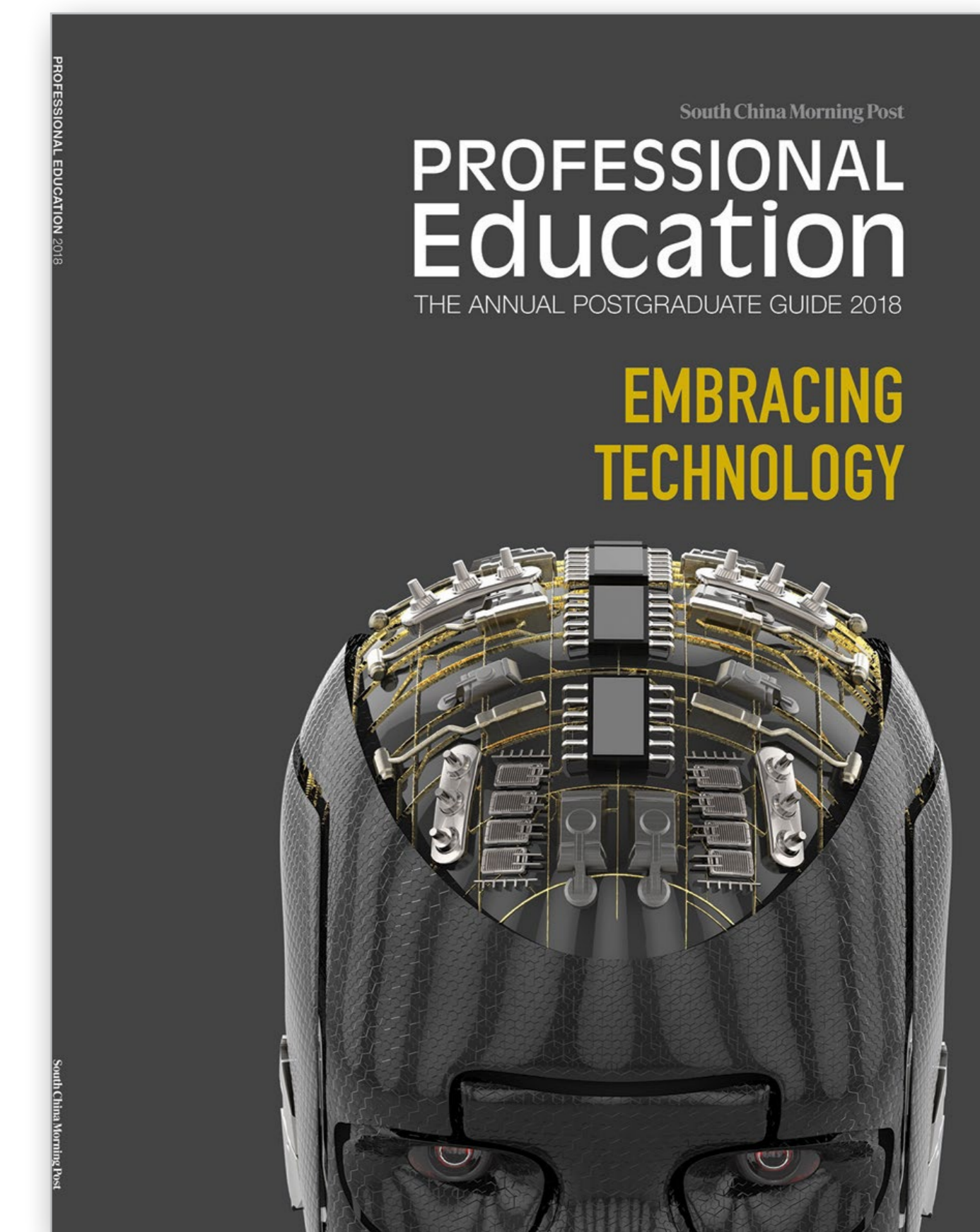
Advertising and exhibition package is available, for more details about placing your advertising, contact us.



## International Schools Guide

This is your map through the flourishing international education landscape. Covering all international schools in Hong Kong from preschool to high school, the guide includes a section of comprehensive updated profiles which will give you an idea of what to expect in terms of subject choices, school fees and so on. Essential application, important dates and curricula lists will be helpful to potential international schools' applicants.

Advertising and exhibition package is available, for more details about placing your advertising, contact us.



## Professional Education

Featuring postgraduate programmes offered by local and overseas universities, the guide provides insights from professors and industry insiders on the career prospects of professional degrees, latest trends in the economic climate and tips in applying for top universities.

- Distribution: South China Morning Post print subscription. Available for pick up at airport lounges in Hong Kong, selected private clubs, co-working spaces, premium bookstores, career centre in universities (SAO) and sending to selected Head of HR/Admin Directors.



## Private Banking Directory

Catering to Hong Kong’s top segment of elite investors, bankers and captains of industry, this listing directory is created to be the city’s most comprehensive reference on Private Banking. The directory spotlighting ultrahigh-net-worth demographics including must-read topics on banker movements, new banking products, insider interviews, profiles of major financial institutions, and much more.

- Designated circulation with SCMP at strategic locations, luxury serviced apartments as well as South China Morning Post print subscriptions. Also sending to selected database including investors, business owners, entrepreneurs and C-suite readers.
- Annually - June



## Christmas

A comprehensive publication for the holiday season that features festive family events and drinking and dining promotions across the city, as well as hot travel destinations. Served as the ultimate holiday gift guide, it provides fashion inspiration for the holiday season with interviews with tastemakers and trendsetters.

- Full circulation with South China Morning Post
- Annually - December



## Special Advertising Formats

The South China Morning Post also offers innovative and attractive special advertising formats in daily and Sunday editions which help you to impress our readers. Contact us to discuss any more creative solutions you may have in mind.



## Special Ad Execution

The South China Morning Post offers highly visible, cost-effective and eye-catching solutions in our daily and Sunday editions to promote brands and products in style, and help them to fight for a share of the advertising landscape.

## SCMP & Sunday Morning Post (Annual contracts)

Discounts will be given to all advertisers (only principals and their subsidiaries; 51% owned or above) who contract for advertising on an annual basis in the South China Morning Post and the Sunday Morning Post. Contracts are effective from the date of signing or later as requested.

The net cost of all special executions will count towards the annual total net spending of the client for contract fulfilment.

The volume discount is not applicable when the special discount offered is higher than the volume discount.

The volume discount is excluded in Directory, Notices, Classified Property, Church Notices and Personal Announcements.

Net spending*	Discount
HK\$350,000	2.50%
HK\$710,000	5.00%
HK\$1,400,000	7.50%
HK\$2,600,000	10.00%
HK\$4,300,000	12.50%
HK\$6,800,000	15.00%

\* Net advertising expenditure in the South China Morning Post and the Sunday Morning Post, excluding spending in the Post Magazine, Classified Post, Jiu Jik, scmp.com, SCMP mobile and tablet editions, cpjobs.com, Morning Studio and outdoor billboard advertising – after volume discount, agency commission and any other special discount.

## Post Magazine

Contracts enjoying frequency discounts must be completed within 12 months.

Insertions (based on full page)	Discount
6	2.50%
12	5.00%
18	7.50%
24	10.00%
36	12.50%
48	15.00%

## Other discounts

Officially registered non-profit organisations and charities may qualify for a discount.

Details on application.

## Newspaper and Magazine ad size:

### SCMP & Sunday Morning Post

	Broadsheet	Tabloid
Column height	54cm	32cm
Columns to a page	7	5*

\* Except Directory

Column width	SCMP/ Sunday Morning Post	Religious Notices / Cinema Ad	Directory	Classified Property	Tabloid
1 column	4.3cm	3.4cm	3.0cm	3.0cm	4.8cm
2 columns	9cm	7cm	6.3cm	6.3cm	10cm
3 columns	13.7cm	10.6cm	9.5cm	9.5cm	15.2cm
4 columns	18.4cm	14.2cm	12.7cm	12.7cm	20.4cm
5 columns	23.1cm	17.8cm	16cm	16.0cm	25.6cm
6 columns	27.8cm	21.4cm	19.2cm	19.2cm	n/a
7 columns	32.5cm	25cm	22.5cm	22.5cm	n/a
8 columns	n/a	28.6cm	25.7cm	25.7cm	n/a
9 columns	n/a	32.2cm	28.9cm	28.9cm	n/a
10 columns	n/a	n/a	32.2cm	32.2cm	n/a
Centrespread	66.4cm	n/a	n/a	n/a	54.0cm

## Digital formats for film output and electronic transmission requirements

The graphic and design department of the South China Morning Post will only accept files in the following digital formats:

1. All images should be in PDF version 1.4.
2. All Images should have a resolution of 300dpi.
3. All digital files must be saved in CMYK colour space (RGB and Pantone colours are not acceptable).

### Points to note

1. All text should be created outline. Owing to licence issues, the Artwork Team does not accept client requests to install new fonts. If texts have not been converted, the closest matching font will be used. The running test, its layout and the original formatting might be altered and errors could occur.
2. All images should be in regular size and bleeding is not necessary.
3. Colour proof must be provided for all digital files.
4. The Maximum file size is 150MB.
5. All black colour text should be made in (K100).
6. All font sizes should not be less than 6 points and lines are 0.3 points or above.

### Upload Website

adportal.scmp.com (Select Ad Material Upload)

### Colour separation guidelines

- a) Application of PCR techniques with a maximum aggregate colour laydown not exceeding 250% in any single area of the illustration is recommended.
- b) All separations must compensate for the dot gain profile on newsprint (approx. 25% - 28%).
- c) Screen ruling 100 lpi.

### Proofing guidelines

- a) Progressive colour proofs should be supplied on 45gsm newsprint.
- b) Proofing direction of the advertisement should correspond with the running direction of the press.
- c) Colour sequence of proofing should follow the ink sequence on the press: magenta, cyan, yellow and black.
- d) Proofing densities for each colour should match the actual density on the press.

Process colour	Max. solid density at 65,000 CPH
Magenta	0.68
Cyan	0.7
Yellow	0.68
Black	0.98

Measured on Dainippon Screen DM400 densitometer

- e) The ink used for proofing should match the colour set established for the press. Proofing houses can obtain quantities of the required process colours from the SCMP at cost.
- f) Proofs that do not meet the basic criteria outlined above will be misleading and the SCMP will not be responsible for those that are unsuitable for press reference.

## Deadlines

### SCMP & Sunday Morning Post

#### Bookings:

Written confirmation of orders must be received by the Advertising & Marketing Solutions Department no later than 5pm, 3 days prior to publication.

All bookings are subject to availability.

#### Personal Announcement:

For Tuesday to Friday insert ..... 3pm on day before publication

For Sunday & Monday insertion ..... Friday, 3pm

#### Materials:

All materials must be delivered to the Advertising & Marketing Solutions Department.

Digital files (requiring proofing by the SCMP) ..... 3 days\*

Full colour ..... 2 days\*

Black & white/spot ..... 3pm on day before publication

For Monday insertion ..... Friday, 12 noon

#### Cancellations:

Front page / main section P3 .. Subject to 100% penalty charge^

ROP ..... 5 days\*

Spot color / full color ..... 7 days\*

Prime positions ..... 10 days\*

Main section P5/ P7/ Back page/ Specific page number ... 1 month\*

### Post Magazine

#### Bookings:

2 weeks prior to publication

#### Material:

7 days prior to publication

#### Cancellation:

ROB ..... 2 weeks\*

Prime positions ..... 6 weeks\*

### scmp.com

#### Cancellations:

Subject to 100% penalty charge^

5 working days\*

This policy applies to both banner-type and EDM orders

^Penalty charge of booked insertion \*Prior to publication / material deadline / campaign date

## Headquarter Hong Kong

South China Morning Post Publishers Limited  
Advertising & Marketing Solutions Department

19/F, Tower 1, Times Square,  
1 Matheson Street, Causeway Bay,  
Hong Kong

Tel: (852) 2565 2435

Fax: (852) 2565 5380

E-mail: [advertising@scmp.com](mailto:advertising@scmp.com)

## China

### Beijing Bureau & Sales Office

Rm. 3-5, Tower D, Guanghualu SOHO 2,  
No. 9 Guanghua Street,  
Chaoyang District, Beijing, China 100020  
Tel: (86) 10 6502 5109  
Email: [amschinasalesteam@scmp.com](mailto:amschinasalesteam@scmp.com)

### Shanghai Bureau

Unit 106, 15F, Yueshang Plaza,  
No.1 Wuning South Road,  
Jingan District, Shanghai, China 200042

### Guangzhou Bureau

Rm. 1209, South Tower, World Trade Centre,  
371-375 HuanShi Dong Lu, Guangzhou, China,  
510095

### Shenzhen Bureau

Rm. 65-66, Level 13, Kerry Plaza, Tower 3, 1-1  
Zhong Xin Si Road, Futian District, Shenzhen,  
China, 518048

## Singapore

### Singapore Sales office

160 Robinson Road, #21-09 SBF Centre,  
Singapore 068914  
Tel: (65) 6734 8628  
Email: [ams.singapore@scmp.com](mailto:ams.singapore@scmp.com)

## United States

### New York Bureau

142 W 57th Street, 11th Floor, New York,  
NY 10019, USA

### Washington D.C. Bureau

1875 K Street NW, Washington, D.C.  
20006, USA