

香港醫訊 THE HONG KONG MEDICAL DIARY



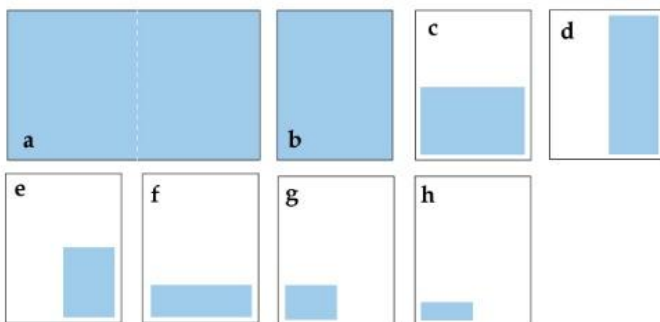
Official publication of the Federation of Medical Societies of Hong Kong

Publication Date: The 1st day of every month

Circulation: 7,000 hardcopies and 2,300 email copies circulated to doctors and dentists in Hong Kong, soft copies accessible on home page <http://www.fmshk.org>

Booking & Material Deadline: The 1st day in a prior month

Advertising Rates - Effective from 5 January 2017			
Size	1 ad	6 ads	12 ads
a Central 2 pages	\$26,000	\$134,000	\$236,000
b Full page	\$14,000	\$72,500	\$128,000
b Inside front cover	\$20,000	\$102,000	\$180,000
b Inside back cover	\$18,500	\$94,500	\$165,000
b Outside back cover	\$22,000	\$112,500	\$198,500
c d Half page	\$8,400	\$43,000	\$75,600
e f 1/4 page	\$4,400	\$22,600	\$39,900
g 1/8 page	\$2,500	\$12,600	\$22,600
h 1/16 page	\$1,700	\$8,400	\$15,000
Others			
Insert	\$19,000	\$96,500	\$170,000
size of insert must not exceed full page trim size, weight of insert must not exceed 30g			
Announcement in Calendar of Events	\$420	\$2,200	\$3,800
HK\$50 per additional 10 word unit			



Printing : off - set

Binding : saddle-stapled

Digital Files:

PDF / TIFF / JPG
300 dpi resolution at actual print ad size.

All relevant fonts must create outline,
all linked files must be embedded.

Bleed Recommendation:

5 mm bleed size on each side.

a Central Page Spread
368mm (W) x 257mm (H)

b Full Page
184mm (W) x 257mm (H)

c Half Page Horizontal
160mm (W) x 115mm (H)

d Half Page Vertical
76mm (W) x 227mm (H)

e 1/4 Page Vertical
76mm (W) x 112mm (H)

f 1/4 Page Horizontal
160mm (W) x 57mm (H)

g 1/8 Page
76mm (W) x 55mm (H)

h 1/16 Page
76mm (W) x 26mm (H)

Terms and Conditions

1. The Publisher reserves the right to decline any advertisement submitted for publication.
2. Advertisements are accepted and published on the representation that the advertiser and/ or its agent are authorized to publish the entire contents thereof, and will indemnify and save the Publisher harmless from claims or suits arising out of publication of advertisements.
3. The Publisher will not be held responsible for any errors in a published advertisement, and will not be liable for any consequential loss or damage due to failure in publishing an advertisement.
4. The Publisher reserves the right to destroy any advertisement material six months after publication.
Cancellations are not accepted after booking deadlines.

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