



2018 Advertising Rate Card *(The following rates are in HK\$)*

Journal Information
<p>About the Journal <i>Hong Kong Medical Journal</i> (HKMJ) aims to publish high-quality articles on a wide range of topics pertaining to the art and science of medicine. It is distributed to members of the Hong Kong Academy of Medicine (HKAM) and the Hong Kong Medical Association (HKMA) as part of their membership. It is also available to non-members on a subscription basis.</p> <p>Journal Distribution Total Access (Electronic and Print Subscribers): 7,000 Print Circulation: 1,400 Website Usage <http://www.hkmj.org> Average Monthly Visitors: 15,000 Average Monthly Page Views: 25,000</p> <p>Requirements for Acceptance of Advertising All advertisements are subject to the approval of the Editorial Board. Advertisements appearing in the HKMJ are not endorsed or guaranteed by the HKAM or the HKMA. Claims made by the manufacturer are likewise not endorsed or guaranteed. The HKMJ reserves the right to refuse any advertisements deemed to be unsuitable, tobacco being an example.</p>

2018 Deadlines
<p>February Booking due: 15 Dec 2017 Material due: 29 Dec 2017</p> <p>April Booking due: 14 Feb 2018 Material due: 2 Mar 2018</p> <p>June Booking due: 20 Apr 2018 Material due: 4 May 2018</p> <p>August Booking due: 15 Jun 2018 Material due: 29 Jun 2018</p> <p>October Booking due: 17 Aug 2018 Material due: 3 Sep 2018</p> <p>December Booking due: 19 Oct 2018 Material due: 2 Nov 2018</p>

Print Advertising

	Back Cover*	Inside Front Cover*	Inside Back Cover*	Full Page†	Half Page (horizontal)
Colour	\$29,600	\$26,250	\$24,250	\$20,150	\$12,900
B/W	\$24,250	\$21,650	\$20,150	\$14,800	\$9,350

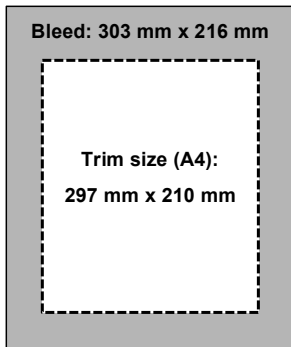
* Complimented with 2-month posting of Upper Web Banner (cycling if more than 1 booking). For file requirements please refer to **Online advertising**.

† Complimented with 2-month posting of individual Rectangle Banner (file size: 220 x 160 pixels) in Main Page (<http://www.hkmj.org/>). For file requirements please refer to **Online advertising**.

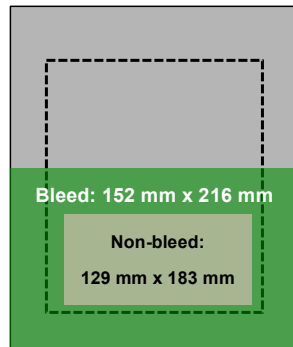
Recruitment Advertising

Print (Run-of-press), complimented with a 2-month online version of the same advertisement (Link: http://www.hkmj.org/job)			
	Full page	Half page	Third page
Colour	\$14,800	\$8,500	\$6,500
B/W	\$10,800	\$6,200	\$4,700

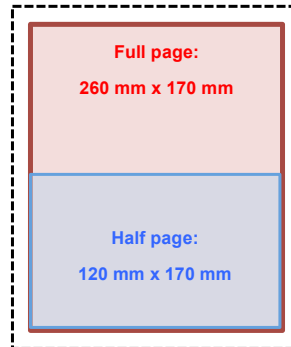
Ad dimensions:



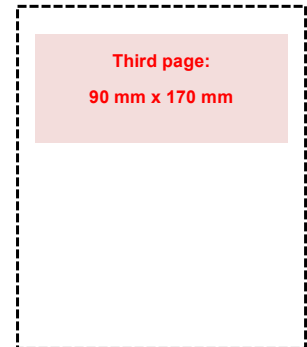
**Back Cover, Inside Back Cover,
 Inside Front Cover, Full-page
 ad (.pdf/.ai)**



Half-page ad (.pdf/.ai)



Recruitment ad (.pdf/.ai)



Online Advertising

Upper Web Banner: 766 x 106 pixels



Lower Web Banner: 766 x 106 pixels

Banner ads on HKMJ website offer a wide reach. As an open-access journal, HKMJ is viewable to anyone interested in health care, and medical and scientific research.

Upper Web Banner: \$16,200 (for 3 months)* †

Lower Web Banner: \$13,450 (for 3 months)* †

* Add on 20% for sole advertising. Add on 10% for first cycling (applicable when there are more than 2 advertisements)
 † Payment must be settled before posting of the online advertisements

File Requirements:

1. File type: .jpg/.gif
2. Maximum resolution of 72 dpi and include a black border
3. Supply target URL
4. Product ads require the product name. Sponsorship/educational grant notice requires company name
5. Animated gif file is acceptable given that it comprises up to 3 images

Recruitment Advertising

Online (Link: <http://www.hkmj.org/job>): \$4,100 (for 3 months*). File format: .doc/.pdf

* Minimum of 1 month; price will be calculated pro rata for bookings of less than 3 months

Discounts for Consecutive Bookings

	2nd consecutive issue	3rd consecutive issue	4th consecutive issue	5th consecutive issue	6th consecutive issue
Print ad	5% discount	10% discount	15% discount	20% discount	25% discount
	2nd consecutive month/period	3rd consecutive month/period	4th (and thereafter) consecutive month/period		
Online ad	5% discount	10% discount	15% discount		

Other advertising options (e.g. loose insert, envelope labels and overprinting etc) are welcome. For more information, please contact HKMJ at <hkmj@hkam.org.hk>.

Commission for advertising agencies: 10% less of the listed price