

HONG KONG

# MEDICAL JOURNAL

香港醫學雜誌

## 2019 Advertising Rate Card

The *Hong Kong Medical Journal (HKMJ)* is the most widely distributed medical journal in Hong Kong, reaching over **14,000** doctors and more than **75,000** other health care professionals in Hong Kong.

The *HKMJ* publishes high-quality peer-reviewed articles that promote medical excellence for the health of people in Hong Kong and internationally. As the official journal of the Hong Kong Academy of Medicine and the Hong Kong Medical Association, the *HKMJ* is available to all members.

The *HKMJ* is also freely available online, for hospitals, medical societies, universities, allied health professionals and other Hong Kong and international readers.

(852) 2871 8823

[www.hkmj.org](http://www.hkmj.org)

[hkmj@hkam.org.hk](mailto:hkmj@hkam.org.hk)

# Print Advertising

Total subscribers : 7,000<sup>†</sup>  
Print circulation : 1,400<sup>†</sup>

† correct as at Dec 2018

## Print advertising rates (HK\$)

| Position                | 1 issue | 2 issues | 3 issues | 4 issues | 5 issues | 6 issues |
|-------------------------|---------|----------|----------|----------|----------|----------|
| Outside back cover*     | 29,600  | 53,280   | 79,920   | 94,720   | 118,400  | 142,080  |
| Inside front cover*     | 26,250  | 47,250   | 70,875   | 84,000   | 105,000  | 126,000  |
| Inside back cover*      | 24,250  | 43,650   | 65,475   | 77,600   | 97,000   | 116,400  |
| Full-page ROP - Colour* | 20,150  | 36,270   | 54,405   | 64,480   | 80,600   | 96,720   |
| Full-page ROP - B/W*    | 14,800  | 26,640   | 39,960   | 47,360   | 59,200   | 71,040   |
| Half-page ROP - Colour  | 12,900  | 23,220   | 34,830   | 41,280   | 51,600   | 61,920   |
| Half page ROP - B/W     | 9,350   | 16,830   | 25,245   | 29,920   | 37,400   | 44,880   |

\* Includes complementary 2-month advert on our website (lower banner)  
See the [Online Advertising](#) section for details.

## Other advertising options

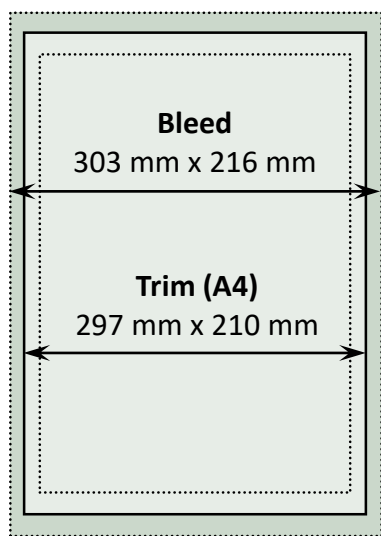
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

For more information, please contact us at [hkmj@hkam.org.hk](mailto:hkmj@hkam.org.hk).

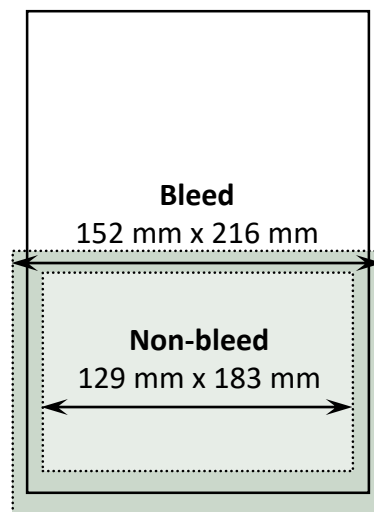
# Print Advertising Specifications

A sample copy of the journal showing ad placements can be downloaded from our website at [www.hkmj.org/ads](http://www.hkmj.org/ads).

## Full page size



## Half page size



## Material specifications

- Filetype: .ai or .pdf
- Use CMYK for 4-colour scans (NOT RGB or Pantone)
- 120-line screen
- All fonts and images must be embedded with the file
- Include registration marks

## Deadlines

| Volume 25  | Booking deadline | Material deadline |
|------------|------------------|-------------------|
| Feb, No. 1 | 21 Dec 2018      | 4 Jan 2019        |
| Apr, No. 2 | 15 Feb 2019      | 1 Mar 2019        |
| Jun, No. 3 | 18 Apr 2019      | 3 May 2019        |
| Aug, No. 4 | 14 Jun 2019      | 28 Jun 2019       |
| Oct, No. 5 | 16 Aug 2019      | 30 Aug 2019       |
| Dec, No. 6 | 18 Oct 2019      | 1 Nov 2019        |

# Online Advertising

Website visitors / month: **18,000\***  
 Page views / month : **29,000\***

\* average up to Oct 2018

## Online advertising rates (HK\$)

| Position     | 2 months | 4 months | 6 months | 8 months | 10 months | 12 months |
|--------------|----------|----------|----------|----------|-----------|-----------|
| Slider       | 15,000   | 27,000   | 40,500   | 48,000   | 60,000    | 72,000    |
| Rectangle    | 13,000   | 23,400   | 35,100   | 41,600   | 52,000    | 62,400    |
| Upper banner | 11,000   | 19,800   | 29,700   | 35,200   | 44,000    | 52,800    |

## Material specifications

- Filetype: .jpg or .gif
- Include a black border
- Maximum resolution: 72 dpi
- Product adverts require the product name
- Sponsorship/educational grant notice requires company name
- Animated GIF of up to 3 images is acceptable
- Supply target URL

The screenshot shows the homepage of the Hong Kong Medical Journal. At the top, there is an 'Upper banner' area. Below the navigation menu, there are several content sections. A 'Slider' advertisement is placed in the main content area. To the right, there is a 'Rect' advertisement. At the bottom of the page, there is a 'Lower banner' area. The website layout is clean and professional, with a focus on medical content.

# Recruitment Advertising

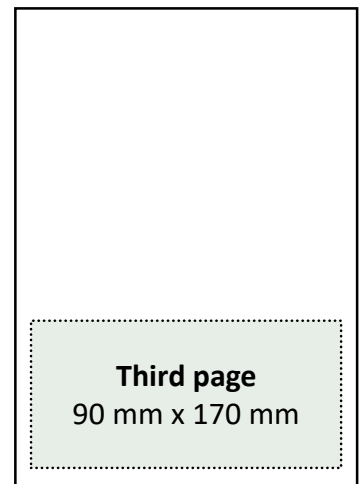
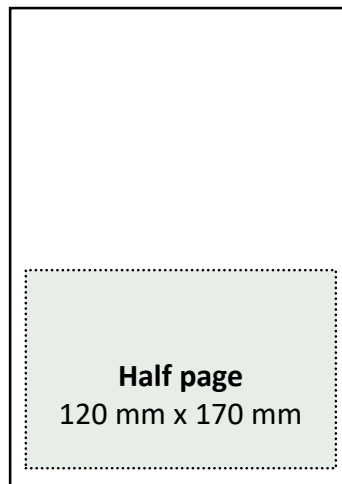
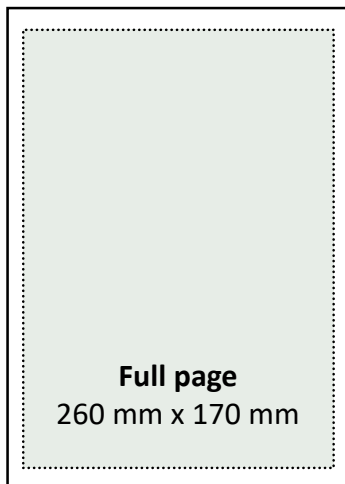
All print recruitment adverts are complemented with a free online version of the same advert at [www.hkmj.org/job](http://www.hkmj.org/job).

## Recruitment advertising rates (HK\$)

| Position          | 2 months | 4 months | 6 months | 8 months | 10 months | 12 months |
|-------------------|----------|----------|----------|----------|-----------|-----------|
| Full-page Colour  | 14,800   | 26,640   | 39,960   | 47,360   | 59,200    | 71,040    |
| Full-page B/W     | 10,800   | 19,440   | 29,160   | 34,560   | 43,200    | 51,840    |
| Half-page Colour  | 8,500    | 15,300   | 22,950   | 27,200   | 34,000    | 40,800    |
| Half-page B/W     | 6,200    | 11,160   | 16,740   | 19,840   | 24,800    | 29,760    |
| Third-page Colour | 6,500    | 11,700   | 17,550   | 20,800   | 26,000    | 31,200    |
| Third-page B/W    | 4,700    | 8,460    | 12,690   | 15,040   | 18,800    | 22,560    |
| Online only       | 2,800    | 5,040    | 7,560    | 8,960    | 11,200    | 13,440    |

## Material specifications

- Filetype: .pdf or .ai.



# Terms and Conditions

1. The Editorial Board of the *Hong Kong Medical Journal (HKMJ)* reserves the right to accept or decline a booking for advertisement at their absolute discretion and without explanation.
2. The Editorial Board of the *HKMJ* reserves the right to omit, suspend, or change the position of any advertisement at their discretion.
3. The *HKMJ* and the publisher shall not be responsible for any delay, or error in the insertion of, or omission to insert any advertisement, or for any damage or loss of any separation, drawings, or other *material* supplied for the purpose of the advertisement.
4. The *HKMJ* reserves the right to retract the discounts for block booking if the advertiser cancels any part of such booking.
5. It is the responsibility of the advertiser to make sure that advertising material arrives before the deadline stated below. For cancelled orders made after the relevant booking deadline, a penalty payment of 50% of the booking cost will be charged within 30 days of notification (subject to the same late payment terms as in point 7 below); cancelled orders after the relevant material deadline will still be charged for. Changes to the advertisement booking details cannot be made after the relevant booking deadline stated below, unless a penalty payment of 10% of the booking cost is made within 30 days of notification (subject to the same late payment terms as in point 7 below). No refunds will be given for any failure to provide advertising materials by the relevant deadline; whether the advertisement will appear in the next available issue will be at the discretion of the *HKMJ*.
6. Advertising that appears in the *HKMJ* is not endorsed or guaranteed by the Hong Kong Academy of Medicine or the Hong Kong Medical Association. Claims made by the manufacturer are likewise not endorsed or guaranteed.
7. The advertiser and the advertiser's agency agree to indemnify the *HKMJ* and its publishers against any costs, damages or other charges incurred as a result of legal action arising from the publication of an advertisement published in accordance with the copy instruction supplied to the *HKMJ* by the advertiser or the advertiser's agency. In any case where a claim is made against the *HKMJ* or its publisher, and where the advertiser and/or his advertising agency may ultimately be liable under the terms thereof, notice in writing shall be given to him in order that consultations shall take place before any expense is incurred, or before the claim is settled, defended or otherwise disposed of.
8. The advertiser warrants to the *HKMJ* and its publisher that he owns the copyright in the copy and has the rights necessary to authorise the *HKMJ* and its publisher against any damage and/or loss and/or expense which the *HKMJ* or its publisher may incur as a direct or indirect consequence of the advertiser's announcement.
9. Payment is to be made within 30 days of the acceptance and confirmation of page positions/issue appearance, or whenever invoiced thereafter. Late payment will be subject to a 10% late payment fee within the first 30 days overdue and 20% thereafter. Remittances should be made to The Hong Kong Academy of Medicine.
10. The placing of an order with the *HKMJ* shall amount to an acceptance of the above conditions.
11. Any conditions stipulated in the advertiser's or agency's order form shall be void in so far as they are in conflict with the conditions stated above.

## Advertising Inquiries

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