

HONG KONG

MEDICAL JOURNAL

香港醫學雜誌

2020 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

hkmj@hkam.org.hk

Print Advertising

Total subscribers : 7,000[†]
Print circulation : 1,400[†]

† correct as at Dec 2019

Print advertising rates (HK\$)

Position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Outside back cover*	31,080	55,944	83,916	99,456	124,320	149,184
Inside front cover*	27,563	49,613	74,419	88,200	110,250	132,300
Inside back cover*	25,463	45,833	68,749	81,480	101,850	122,220
Full-page ROP - Colour*	21,158	38,084	57,125	67,704	84,630	101,556
Full-page ROP - B/W*	15,540	27,972	41,958	49,728	62,160	74,592
Half-page ROP - Colour	13,545	24,381	36,572	43,344	54,180	65,016
Half page ROP - B/W	9,818	17,672	26,507	31,416	39,270	47,124

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

Other advertising options

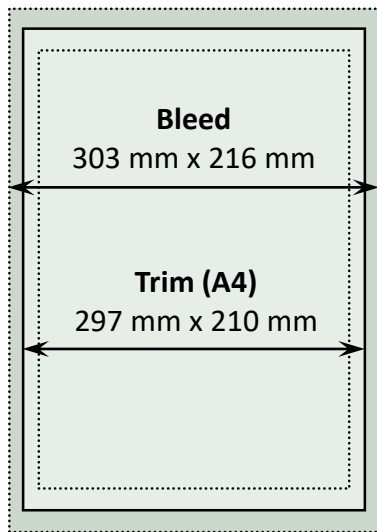
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

For more information, please contact us at hkmj@hkam.org.hk.

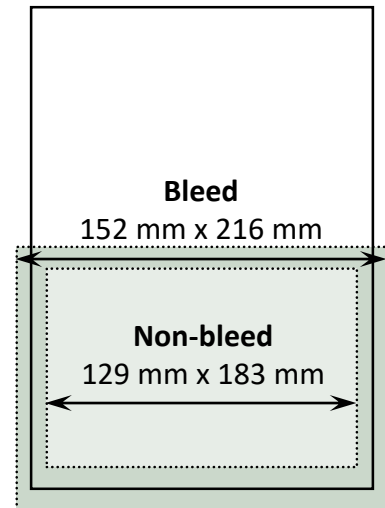
Print Advertising Specifications

A sample copy of the journal showing ad placements can be downloaded from our website at <https://www.hkmj.org/advertisements>.

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	20 Dec 2019	3 Jan 2020
Apr, No. 2	21 Feb 2020	6 Mar 2020
Jun, No. 3	17 Apr 2020	8 May 2020
Aug, No. 4	19 Jun 2020	3 Jul 2020
Oct, No. 5	21 Aug 2020	4 Sep 2020
Dec, No. 6	23 Oct 2020	6 Nov 2020

Online Advertising

Website visitors / month: **22,000***
 Page views / month : **31,000***

* average up to Nov 2019

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

Specification

- Filetype: .jpg or .gif , <72 dpi
- Animated GIF of up to 3 images is acceptable (total 5 seconds)
- One product / service per placement
- Product / service / company name must be clearly visible on all images
- Single target URL for advertised product / service

† Start date: 1st of the month;
 Minimum order: 1 month

‡ Cycling up to 3 advertisements in rotation



Deadline

Booking and Material

At least **10 working days** before start date.

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Recruitment Advertising

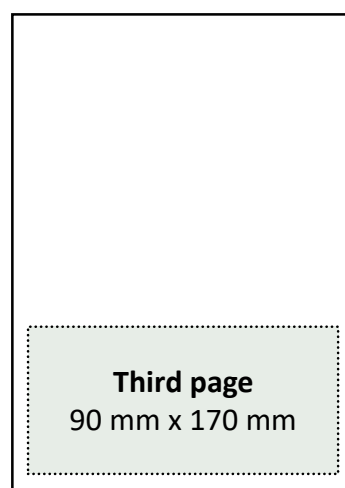
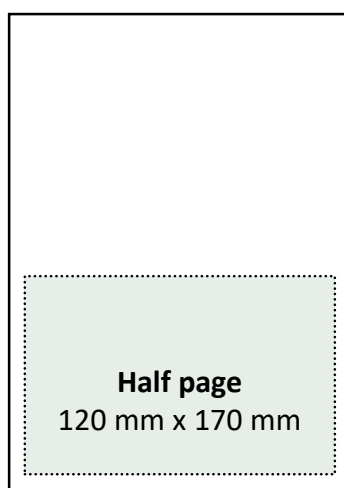
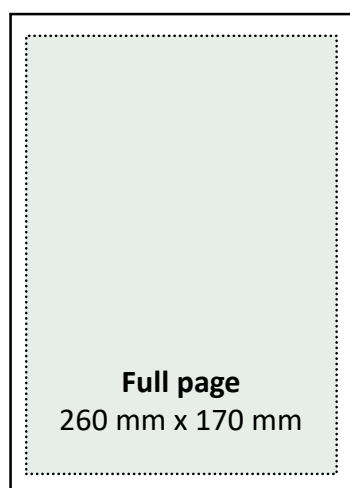
All print recruitment adverts are complemented with a free online version of the same advert at www.hkmj.org/job.

Recruitment advertising rates (HK\$)

Position	2 months	4 months	6 months	8 months	10 months	12 months
Full-page Colour	15,540	27,972	41,958	49,728	62,160	74,592
Full-page B/W	11,340	20,412	30,618	36,288	45,360	54,432
Half-page Colour	8,925	16,065	24,098	28,560	35,700	42,840
Half-page B/W	6,510	11,718	17,577	20,832	26,040	31,248
Third-page Colour	6,825	12,285	18,428	21,840	27,300	32,760
Third-page B/W	4,935	8,883	13,325	15,792	19,740	23,688
Online only	2,940	5,292	7,938	9,408	11,760	14,112

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

Betty Lau, Deputy Managing Editor

betty@hkam.org.hk

Tel.: (852) 2871 8809

General Inquiries

Alan Purvis, Managing Editor

hkmj@hkam.org.hk

Tel.: (852) 2871 8823

Fax: (852) 2515 9061

Hong Kong Medical Journal

10/F, HKAM Jockey Club Building

99 Wong Chuk Hang Road

Aberdeen

Hong Kong