

HONG KONG

MEDICAL JOURNAL

香港醫學雜誌

2021 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 :
Print circulation :

7,000[†]
1,500[†]

† correct as at Dec 2020

Print advertising rates (HK\$)

Position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Outside back cover*	32,650	58,750	88,100	104,450	130,550	156,650
Inside front cover*	28,950	52,100	78,150	92,600	115,750	138,900
Inside back cover*	26,750	48,100	72,200	85,550	106,950	128,350
Full-page ROP - Colour*	22,200	40,000	60,000	71,100	88,850	106,650
Full-page ROP - B/W*	16,300	29,350	44,050	52,200	65,250	78,300
Half-page ROP - Colour	14,200	25,600	38,400	45,500	56,900	68,250
Half page ROP - B/W	10,300	18,550	27,850	33,000	41,250	49,500

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

Other advertising options

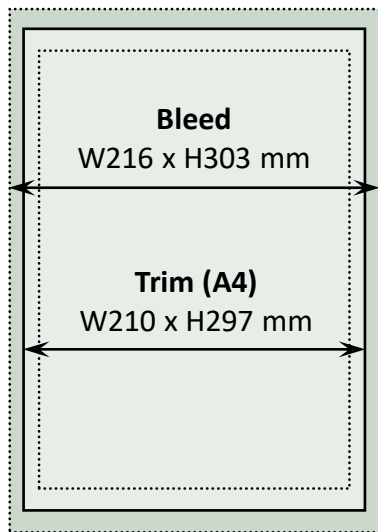
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

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

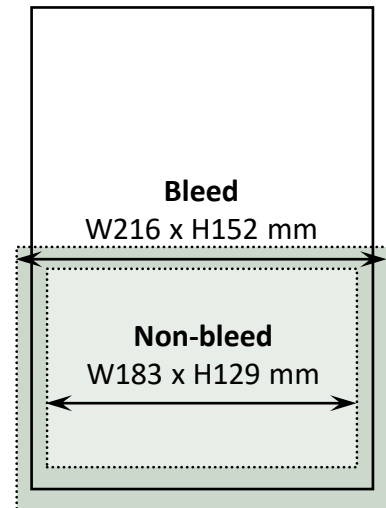
Print Advertising Specifications

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 27	Booking deadline	Material deadline
Feb, No. 1	15 Jan 2021	25 Jan 2021
Apr, No. 2	12 Mar 2021	22 Mar 2021
Jun, No. 3	14 May 2021	24 May 2021
Aug, No. 4	9 Jul 2021	19 Jul 2021
Oct, No. 5	10 Sep 2021	20 Sep 2021
Dec, No. 6	12 Nov 2021	22 Nov 2021

Online Advertising

Website visitors / month : **34,000***
 Page views / month : **47,000***

* average up to Dec 2020

Online advertising rates (HK\$)

Position	2 months	4 months	6 months	8 months	10 months	12 months
Slider	15,800	28,450	42,650	50,550	63,200	75,850
Rectangle	13,700	24,650	37,000	43,850	54,800	65,750
Upper banner †	11,600	20,900	31,300	37,100	46,400	55,700

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
- Minimum order: 1 month
- † Cycling up to 3 advertisements in rotation

The screenshot shows the homepage of the Hong Kong Medical Journal. The layout includes a top navigation bar, a main content area with a sidebar, and a footer. Several ad placements are highlighted with green boxes and labels:

- Upper banner:** W766 x H106 px, located at the top of the page.
- Slider:** W580 x H240 px, located in the main content area.
- Rect:** W150 x H200 px, located on the right sidebar.
- Lower banner:** W766 x H106 px, located at the bottom of the page.

Deadline

Booking and Material

At least **7 working days** before start date.

(852) 2871 8823

www.hkmj.org

hkmj@hkam.org.hk

Recruitment Advertising

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

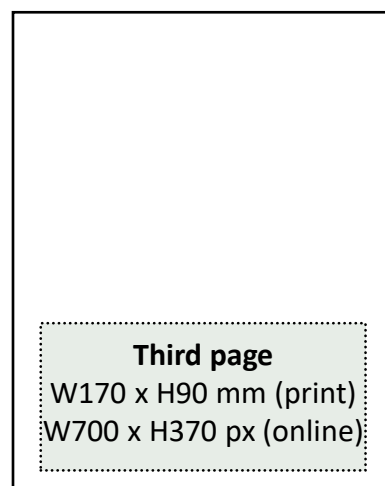
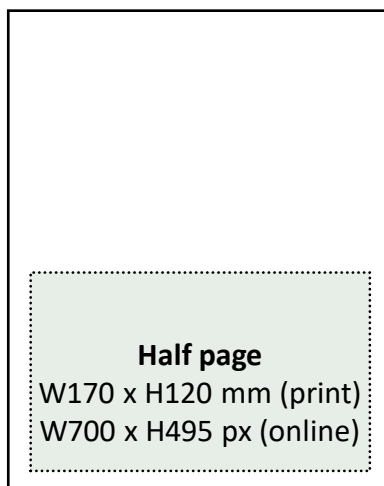
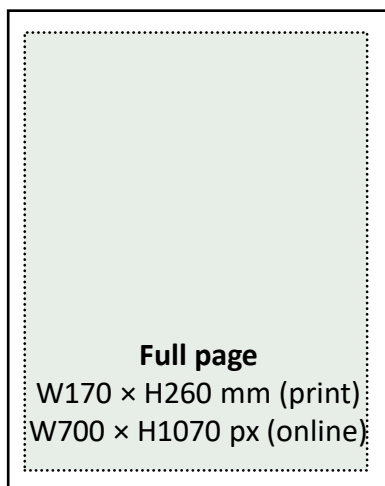
Recruitment advertising rates (HK\$)

Print position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full-page Colour	16,300	29,350	44,050	52,200	65,250	78,300
Full-page B/W	11,900	21,450	32,150	38,100	47,650	57,150
Half-page Colour	9,350	16,850	25,300	30,000	37,500	45,000
Half-page B/W	6,850	12,300	18,450	21,850	27,350	32,800
Third-page Colour	7,150	12,900	19,350	22,950	28,650	34,400
Third-page B/W	5,200	9,350	14,000	16,600	20,750	24,850
Online only*	2 months	4 months	6 months	8 months	10 months	12 months
Full / Half / Third page	3,100	5,550	8,350	9,900	12,350	14,800

* **Minimum order:** 1 month **Material deadline:** 7 days before posting date

Material specifications

Filetype: .pdf or .ai, ≥300 dpi (print)
.jpg or .gif, <72 dpi (online)



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