

HONG KONG

MEDICAL JOURNAL

香港醫學雜誌

2022 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[†]
1,700[†]

† correct as at Dec 2021

Print advertising rates (HK\$)

Position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Outside back cover*	33,650	60,500	90,750	107,600	134,450	161,350
Inside front cover*	29,800	53,650	80,500	95,400	119,200	143,050
Inside back cover*	27,550	49,550	74,350	88,100	110,150	132,200
Full-page ROP - Colour*	22,850	41,200	61,800	73,250	91,500	109,850
Full-page ROP - B/W*	16,800	30,250	45,350	53,750	67,200	80,650
Half-page ROP - Colour	14,650	26,350	39,550	46,850	58,600	70,300
Half page ROP - B/W	10,600	19,100	28,700	34,000	42,500	51,000

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

Other advertising options

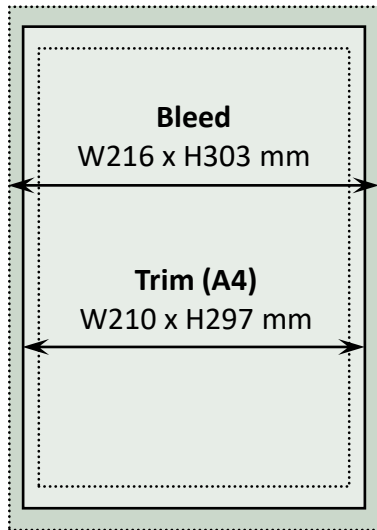
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

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

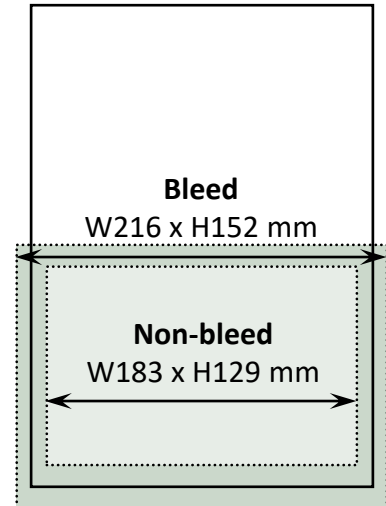
Print Advertising Specifications

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	14 Jan 2022	24 Jan 2022
Apr, No. 2	11 Mar 2022	21 Mar 2022
Jun, No. 3	13 May 2022	23 May 2022
Aug, No. 4	8 Jul 2022	18 Jul 2022
Oct, No. 5	9 Sep 2022	19 Sep 2022
Dec, No. 6	11 Nov 2022	21 Nov 2022

Online Advertising

Website visitors / month : **44,000***
 Page views / month : **55,000***

* average up to Dec 2021

Online advertising rates (HK\$)

Position	2 months	4 months	6 months	8 months	10 months	12 months
Slider	16,300	29,300	43,900	52,100	65,100	78,100
Rectangle	14,100	25,400	38,100	45,200	56,400	67,700
Upper banner †	11,900	21,500	32,200	38,200	47,800	57,400

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



Deadline

Booking and Material

At least **7 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.

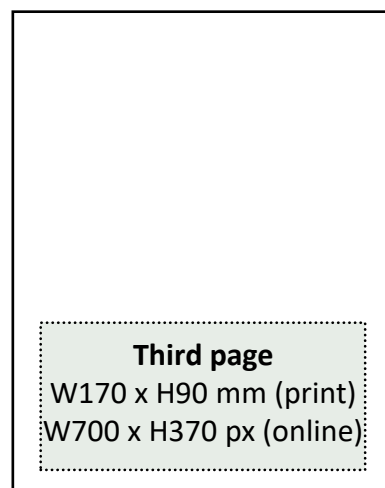
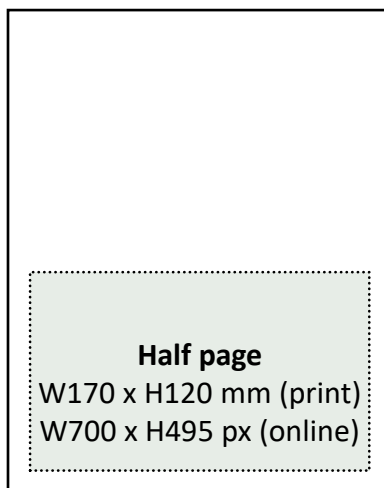
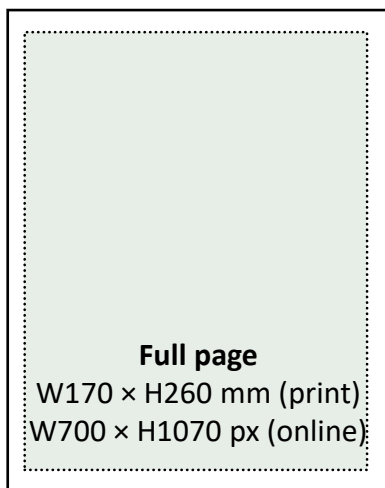
Recruitment advertising rates (HK\$)

Print position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full-page Colour	16,800	30,250	45,350	53,750	67,200	80,650
Full-page B/W	12,250	22,100	33,100	39,250	49,100	58,850
Half-page Colour	9,650	17,350	26,050	30,900	38,650	46,350
Half-page B/W	7,050	12,650	19,000	22,500	28,150	33,800
Third-page Colour	7,350	13,300	19,950	23,650	29,500	35,450
Third-page B/W	5,350	9,650	14,400	17,100	21,350	25,600
Online only*	2 months	4 months	6 months	8 months	10 months	12 months
Full / Half / Third page	3,200	5,700	8,600	10,200	12,700	15,250

* **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.

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