

HONG KONG

# MEDICAL JOURNAL

香港醫學雜誌

## 2023 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.

# Print Advertising

Total subscribers :  
Print circulation :

7,000<sup>†</sup>  
1,700<sup>†</sup>

† correct as at Dec 2022

## Print advertising rates (HK\$)

Position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Outside back cover*	34,660	62,390	93,580	110,910	138,640	166,370
Inside front cover*	30,690	55,240	82,860	98,210	122,760	147,310
Inside back cover*	28,380	51,080	76,630	90,820	113,520	136,220
Full-page ROP - Colour*	23,540	42,370	63,560	75,330	94,160	112,990
Full-page ROP - B/W*	17,300	31,140	46,710	55,360	69,200	83,040
Half-page ROP - Colour	15,090	27,160	40,740	48,290	60,360	72,430
Half page ROP - B/W	10,920	19,660	29,480	34,940	43,680	52,420

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

## Other advertising options

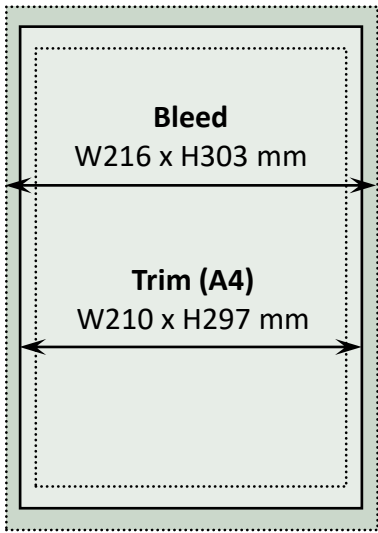
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

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

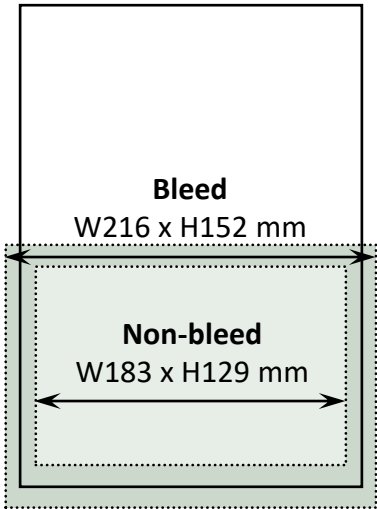
# Print Advertising Specifications

A sample copy of the journal showing ad placements can be downloaded from our website at <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 29	Booking deadline	Material deadline
Feb, No. 1	30 Dec 2022	6 Jan 2023
Apr, No. 2	6 Mar 2023	17 Mar 2023
Jun, No. 3	8 May 2023	19 May 2023
Aug, No. 4	10 Jul 2023	21 Jul 2023
Oct, No. 5	11 Sep 2023	22 Sep 2023
Dec, No. 6	6 Nov 2023	17 Nov 2023

# Online Advertising

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

\* average up to Dec 2022

## Online advertising rates (HK\$)

Position	2 months	4 months	6 months	8 months	10 months	12 months
Slider	16,790	30,220	45,330	53,730	67,160	80,590
Rectangle	14,520	26,140	39,200	46,460	58,080	69,700
Upper banner <sup>†</sup>	12,260	22,070	33,100	39,230	49,040	58,850

## 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.

(852) 2871 8809

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

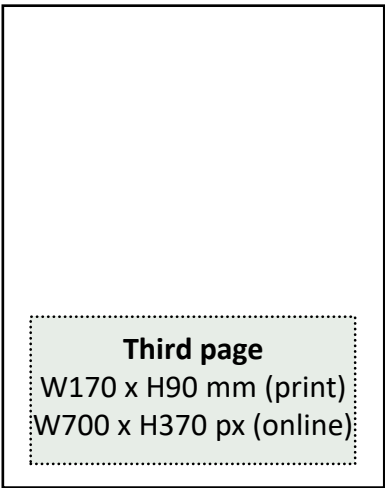
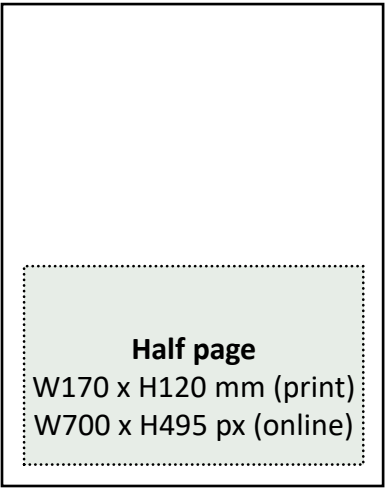
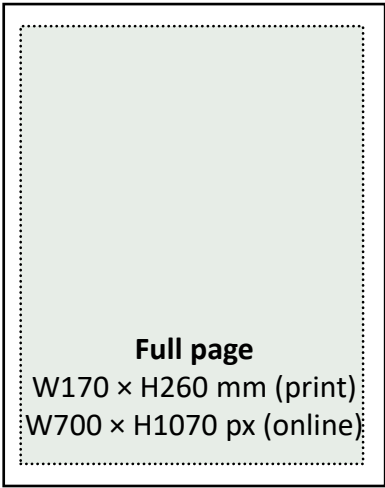
## Recruitment advertising rates (HK\$)

Print position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full-page Colour	17,300	31,140	46,710	55,360	69,200	83,040
Full-page B/W	12,620	22,720	34,070	40,380	50,480	60,580
Half-page Colour	9,940	17,890	26,840	31,810	39,760	47,710
Half-page B/W	7,260	13,070	19,600	23,230	29,040	34,850
Third-page Colour	7,570	13,630	20,440	24,220	30,280	36,340
Third-page B/W	5,510	9,920	14,880	17,630	22,040	26,450
Online only*	2 months	4 months	6 months	8 months	10 months	12 months
Full / Half / Third page	3,300	5,940	8,910	10,560	13,200	15,840

\* 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

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