

HONG KONG

MEDICAL JOURNAL

香港醫學雜誌

2024 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 healthcare 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 8809

www.hkmj.org

hkmj@hkam.org.hk

Print Advertising

Total subscribers : 7,000[†]
Print circulation : 1,700[†]

† Correct as at Dec 2023

Print advertising rates (HK\$)

Position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Outside back cover*	38,130	68,630	102,940	122,010	152,510	183,010
Inside front cover*	33,760	60,770	91,150	108,040	135,040	162,050
Inside back cover*	31,220	56,190	84,300	99,910	124,880	149,850
Full-page ROP - Colour*	25,900	46,610	69,920	82,870	103,580	124,290
Full-page ROP - B/W*	19,030	34,260	51,390	60,900	76,120	91,350
Half-page ROP - Colour	16,600	29,880	44,820	53,120	66,400	79,680
Half page ROP - B/W	12,020	21,630	32,430	38,440	48,050	57,670

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

Other advertising options

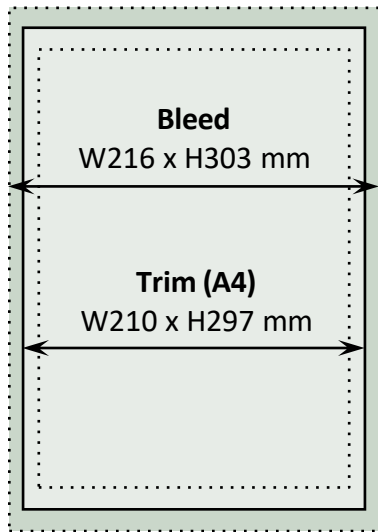
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

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

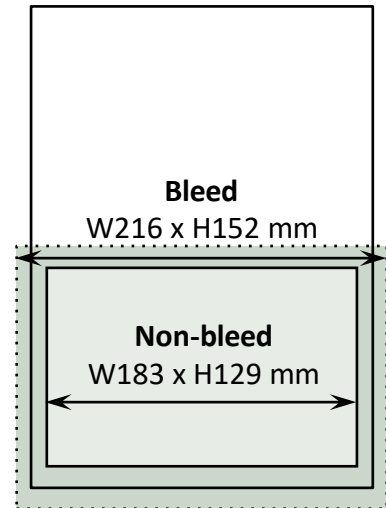
Print Advertising Specifications

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 30	Booking deadline	Material deadline
Feb, No. 1	12 Jan 2024	26 Jan 2024
Apr, No. 2	15 Mar 2024	29 Mar 2024
Jun, No. 3	13 May 2024	27 May 2024
Aug, No. 4	15 Jul 2024	29 Jul 2024
Oct, No. 5	16 Sep 2024	30 Sep 2024
Dec, No. 6	11 Nov 2024	25 Nov 2024

Online Advertising

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

* average up to Dec 2023

Online advertising rates (HK\$)

Position	2 months	4 months	6 months	8 months	10 months	12 months
Slider	18,470	33,250	49,870	59,110	73,880	88,650
Rectangle	15,980	28,760	43,120	51,110	63,890	76,670
Upper banner †	13,490	24,280	36,410	43,160	53,950	64,740

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.

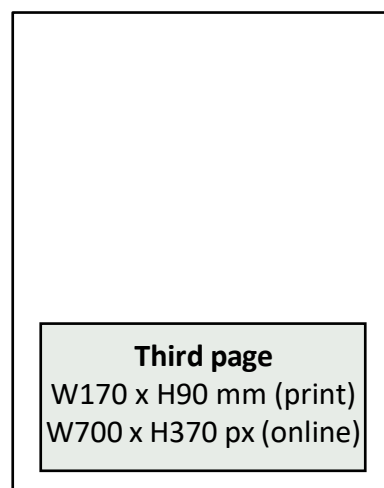
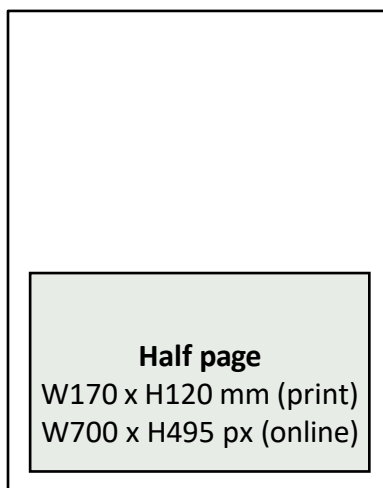
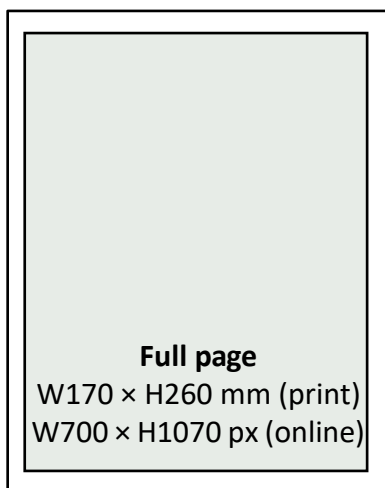
Recruitment advertising rates (HK\$)

Print position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full-page Colour	19,030	34,260	51,390	60,900	76,120	91,350
Full-page B/W	13,890	25,000	37,480	44,420	55,530	66,640
Half-page Colour	10,940	19,680	29,530	35,000	43,740	52,490
Half-page B/W	7,990	14,380	21,560	25,560	31,950	38,340
Third-page Colour	8,330	15,000	22,490	26,650	33,310	39,980
Third-page B/W	6,070	10,920	16,370	19,400	24,250	29,100
Online only*	2 months	4 months	6 months	8 months	10 months	12 months
Full / Half / Third page	3,630	6,540	9,810	11,620	14,520	17,430

* **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. The rates presented are non-commissionable and are based on a net rate structure. HKMJ is not accountable for any commissions or mark-ups between the agency and advertiser.
6. It is the responsibility of the advertiser to make sure that advertising material arrives before the material deadline. 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 10 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, 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 10 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.
7. 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.
8. 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.
9. 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.
10. The invoice will be issued subsequent to the publication of the advertisement in HKMJ. Unless otherwise agreed in writing before the booking deadline (or within an agreed extension period), payment is to be made within 30 days from the date of invoice. 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.
11. The placing of an order with the HKMJ shall amount to an acceptance of the above conditions.
12. 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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