



香港韓人商工會

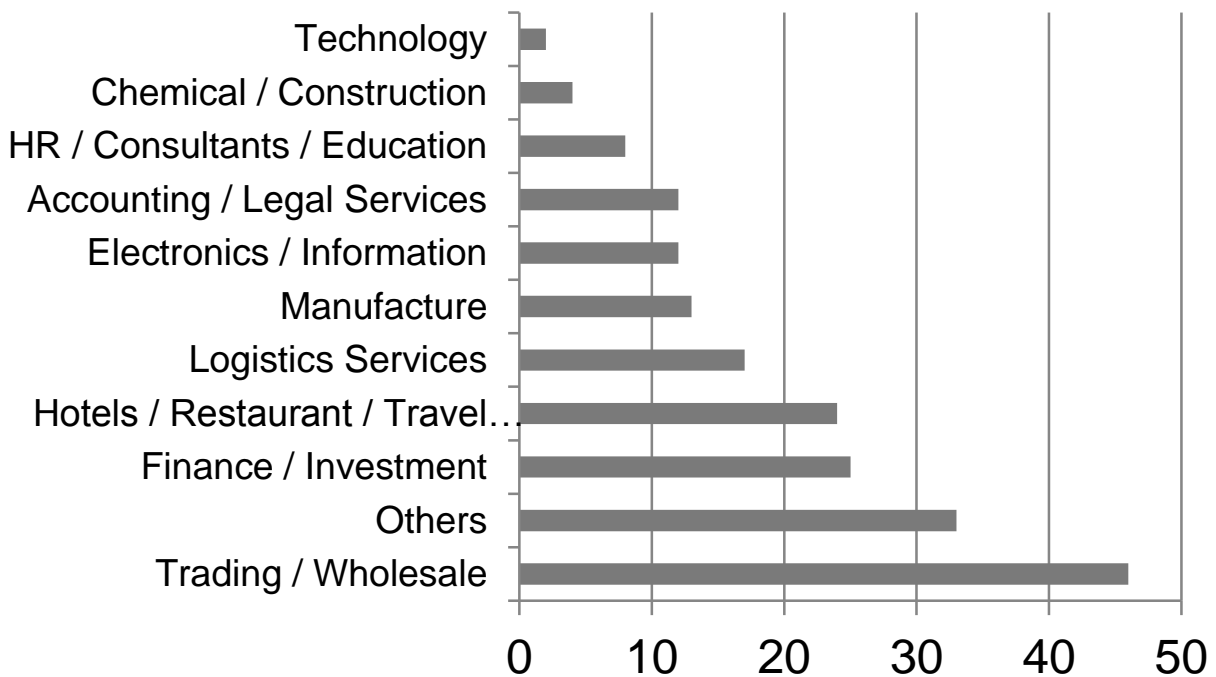
KCCHK
PUBLICATIONS
ADVERTISING RATE CARD
2017



1. KCCHK

❑ WHAT TYPES OF COMPANY ARE OUR MEMBERS?

RATE OF KCCHK MEMBER'S INDUSTRY (%)



Today, the Korean Chamber has more than **3,000 members** representing close to **210 companies** in Hong Kong. The Chamber is active in promoting and expanding commercial relations between the Korea, Hong Kong and the People's Republic of China. The Korean Chamber has good relationships with Hong Kong government, institutions and other business groups.

We are an independent, member driven, non-governmental, non-profit business association, which serves to facilitate business in Hong Kong, Korea and Greater China for members by providing networking, knowledge sharing and company profiling opportunities. As representative of Korea business in Hong Kong, we maintain close relationships with both Korea and the Hong Kong SAR governments.



2. MONTHLY MAGAZINE ADVERTISING

The Monthly Magazine published by The Korean Chamber of Commerce In Hong Kong is distributed to all Korean Chamber members, business partners and Korean public institutions.

The Magazine mainly covers the current business issues, trends and analysis, profiles and interviews. A special supplement section focusing on specific industry and trade is included in the magazine every month.

Frequency

Korean Chamber publishes on or close to the thirtieth of the month of publication, 12 times a year.

Advertising Artwork Material Deadline

15th of the month of publication.

Artwork Material Requirements

- Please specify horizontal or vertical placement of advertisement.
- Color advertisement:
- PDF and JPEG files are acceptable
(However images must be in 300dpi resolution or higher)

Insertion advertisements

- Art work finished size is no larger than A4.

Classified advertisements

Members classified is a service only available to **Korean Chamber members**, allowing members to promote their company and services to readers.

60mm x 60mm, 40 words max, can include logo



2. MONTHLY MAGAZINE E-BOOK ADVERTISING

❑ Advertisement Specifications

Each month, the magazine is also uploaded to Korean Chamber website at www.kocham.hk so that readers can download a copy or read it online. (e-book).

We provide **e-book** of the monthly magazine for readers, [Click HERE](#)

❑ e-book : Video Adv. page



Size : A4 size
(W 210mm x H 297mm)

Video file: mp4

Word : 150 Max



2. MONTHLY MAGAZINE ADVERTISING

☐ Advertisement Specifications

A. Full Page (W 210mm x H 297mm) (No Bleed)	B. Half Page (W 204mm x H 297mm) (No Bleed)	C. Third Page (W 70mm x H 297mm) (No Bleed)	
D. Quarter page (W 105mm x H 148.5mm) (No Bleed)	E. Sixth page (W 70mm x H 99mm) (No Bleed)	Classified (W 60mm x H 60mm) (No Bleed)	
		<p>Only for KCCHK Members</p> <ul style="list-style-type: none"> - 40 words (max) - Logo image 	



2. MONTHLY MAGAZINE ADVERTISING

❑ Advertisement Rates

Prices are in HK\$ and per month;

Non-members will be charged an extra 10%.

***Optional : With extra HKD880(per month), you can choose to insert video ad. In e-book version of magazine (For full page ad. ONLY)**

	1 month	6 month (5% DC)	12 month (10% DC)
A-1 Full Page Back Cover (W 210mm x H 297mm)	HKD 4,000	HKD 3,800	HKD 3,600
A-2 Full Page Inside of Back /Front cover (W 210mm x H 297mm)	HKD 3,000	HKD 2,850	HKD 2,700
A-3 Full Inside Page (W 210mm x H 297mm)	HKD 2,000	HKD 1,900	HKD 1,800
B. Half Page (W 204mm x H 297mm)	HKD 1,200	HKD 1,140	HKD 1,080
C. Third Page (W 70mm x H 297mm)	HKD 800	HKD 760	HKD 720
D. Quarter page (W 105mm x H148.5mm)	HKD 600	HKD 570	HKD 540
E. Sixth page (W 70mm x H 99mm)	HKD 400	HKD 380	HKD 360
Classified- Free (Only KCCMB) (1time per 1year) (W 60mm x H 60mm)	-	-	-



3. DIRECTORY BOOK ADVERTISING

KCCHK Directory Book

The Directory of The Korean Chamber of Commerce in H.K. is a prime marketing tool for individuals and organizations working or investing in Hong Kong. It compiles details of the Korean Chamber's members in Hong Kong. It is also a constant desk reference for Many Korean companies in Hong Kong and various foreign commercial institutions.

It is published annually in June and if you are a member you will receive a free listing including your contact details and company profile.

KCCHK Directory Book Advertising

Over the past several years, our advertisers in the directory have realized significant returns on their advertising investment, reporting noticeable feedback and positive business growth as a consequence.

As an extra added value, we have not raised the rates of the ads over the past several years

Frequency

Korean Chamber publishes the directory annually in June.

Advertising Artwork Material Deadline

Four weeks before publication.

Artwork Material Requirements

- Color advertisement:
- PDF and JPEG files are acceptable
(However images must be in 300dpi resolution or higher)

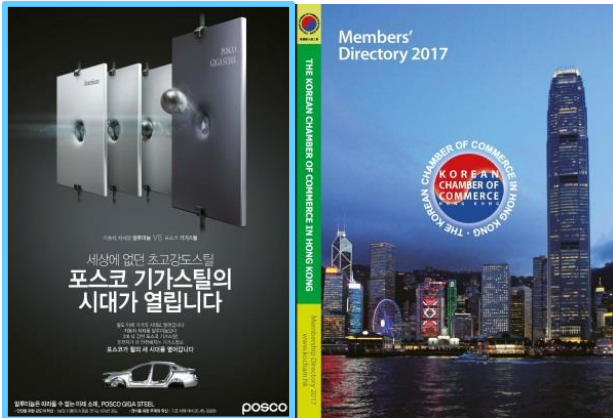
Insertion advertisements

- Art work finished size is **148.5mm(W) X 210mm (H)**.

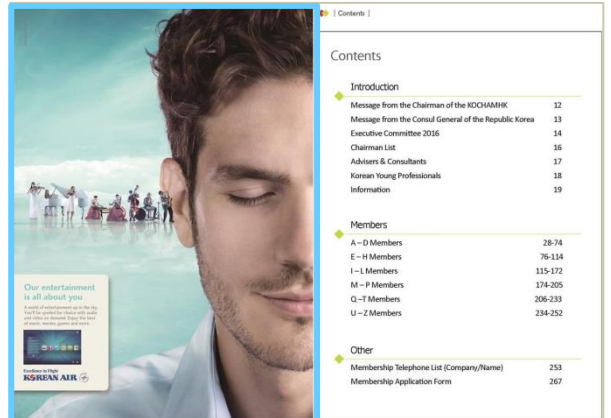


3. DIRECTORY BOOK ADVERTISING

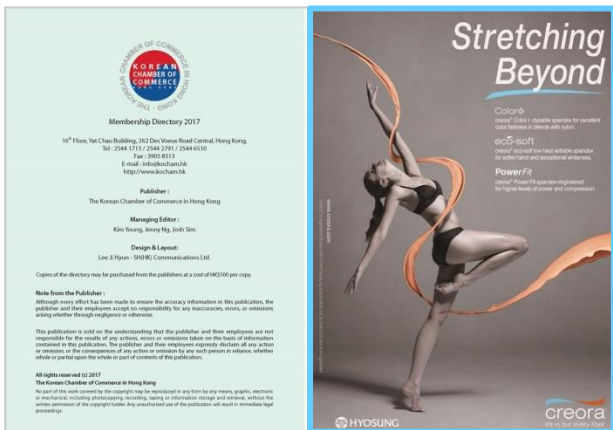
☐ KCCHK Directory Book Advertisement Specifications



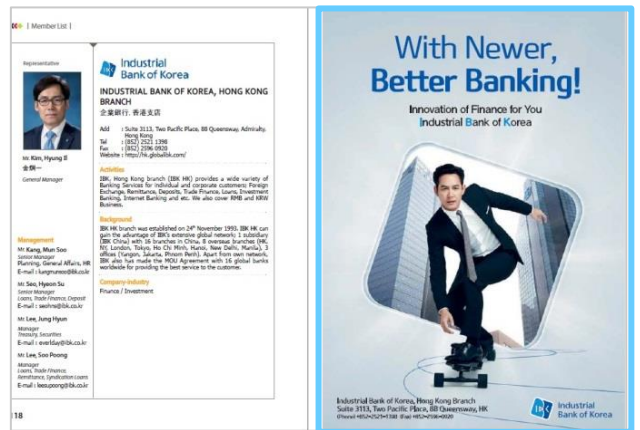
Back hard cover page



Inside of Front cover page



Inside of Back cover page



Full page Adv. next to listing page



3. DIRECTORY BOOK ADVERTISING

Advertisement Rates

- Payments are either monthly or one off
- Non-members will be charged an extra 10%

Advertisement page	1 time per year
Back hard cover page	HKD 15,000
Inside of Front or Back cover page	HKD 10,000
Full page Adv. next to listing page	HKD 5,000