

SOUTH CHINA ELITE

南華
精英

MEDIA KIT 2017 2018

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The Greater Bay Area's most fascinating personalities

About



WHAT IT IS

Showcases extraordinary personalities from the Greater Bay Area

TARGET AUDIENCE

Social elite, startup entrepreneurs and business community professionals including private bankers, lawyers, economists, Chairmen, CEOs, COOs, CFOs, EMBA candidates and wealth management professionals.

LANGUAGES

English and Traditional Chinese

PAGES

116

FIRST ISSUE

2017

WEBSITE

southchinaelite.com

Editorial



COVER STORIES

Showcases the life and work of an extraordinary personality from the Greater Bay Area.

BUSINESS

- Corporate governance
- Business management advice
- Professional development and education
- Private banking and wealth management



INSIGHTS

- Investment
- Real estate
- Economy
- Stock and commodity markets

LIFESTYLE

- Tech toys
- Latest trends
- Health, leisure and hospitality
- Supercars, yachts and aviation



Distribution

South China Elite is distributed throughout Hong Kong, Macau and the Greater Bay Area

- Hotels
- Golf and country clubs
- Private banks
- Airport lounges
- Yacht clubs
- Sport and social clubs
- Luxury car dealerships
- Business school alumni
- Colleges and universities
- Professional industry bodies
- Financial, retail and business expos
- Listed company CEOs, CFOs and COOs
- Listed company directors
- Chambers of Commerce



Specs

Full Page (ROP)

Trim:
229mm (w) x 305mm (h)
Bleed:
235mm (w) x 311mm (h)

Double Page Spread

Trim: 458mm (w) x 305mm (h)
Bleed: 464mm (w) x 311mm (h)

Inside Back Cover

Trim:
226mm(w) x 305mm (h)
Bleed:
232mm (w) x 311mm (h)

Inside Front Cover DPS

Trim 452mm (w) x 305mm (h)
Bleed: 458mm (w) x 311mm (h)

KEY DATES

Publishing Date: 15th of the month

Booking Deadline : 4 weeks before

Material Deadline: 2 weeks before

MATERIAL SUBMISSION

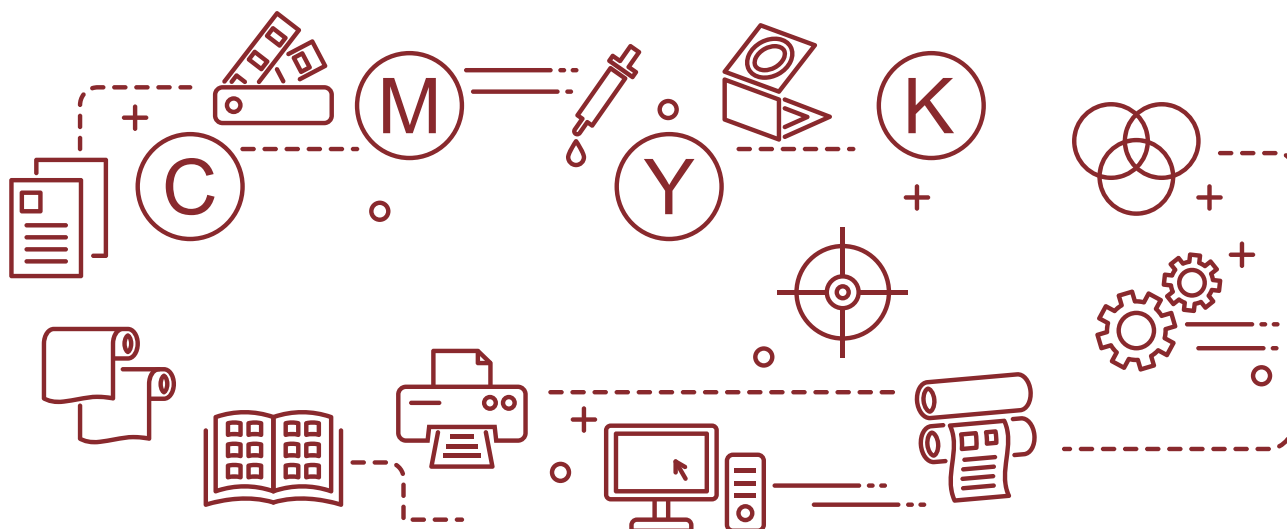
Hi-res PDF 300 dpi

Use **WeTransfer.com** for large files

→ Specs

PDF FILES COLLECTION GUIDELINES

- PDF files can be sent via FTP server, DVD or USB drive.
- PDF Version 1.3 or above, with file resolution 2,400dpi.
- Please use CMYK image mode, we do not accept RGB mode.
- Image format should be EPS or TIFF.
- Image resolution should be minimum 300dpi, bitmap image resolution should be 800dpi to 1,200 dpi. Please do not select OPI settings for PDF conversion.
- All fonts must be embedded. Do not use TrueType fonts.
- Please ensure file sizes are correct, and crop marks and 3mm bleed are included.
- Please specify spot PMS color, UV or other effects on file.
- Do not file into color management settings.
- Do not use a file compression program.



Rates

STANDARD (ROP)

Full Page	HK\$ 50,000
Double Page Spread	HK\$100,000

SPECIAL POSITIONS

2pp Front Cover Gatefold	HK\$195,000
Outside Back Cover	HK\$100,000
Inside Front Cover Spread	HK\$130,000
1st DPS	HK\$125,000
2nd DPS	HK\$120,000
3rd DPS	HK\$115,000
Inside Back Cover	HK\$ 57,500
1st Ad facing TOC	HK\$ 57,500
2nd Ad facing TOC	HK\$ 56,000
1st Ad facing Masthead	HK\$ 54,500
2nd Ad facing Masthead	HK\$ 54,000
Ad facing Editor's Note	HK\$ 53,500

VIP PACKAGE

HK\$300,000

- Front cover
- 12 to 16 pages cover story
- Professional cover photo shoot
- Partial rights to redistribute images and content

DIGITAL PACKAGE

HK\$40,000

- Five professionally curated short-form video interviews (up to 2 minutes each)
- Exposure in O MEDIA social media channels

OTHER TERMS

Fixed positions incur 15% loading

Contracts generally run by calendar year

Other creative advertising options available

Advertising designed by South China Elite incurs a production fee

Materials must comply with our standard operational guidelines

CONTACT US

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SOUTH CHINA ELITE

南華精英

is part of Macau's largest media company



We proudly produce and operate

High Life

SOCE 南華精英

环球博彩™
WGM

inside asian gaming
iag

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iag BREAKFAST BRIEFING

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STRATEGY AND LEADERSHIP
FOR PERSONAL AND BUSINESS SUCCESS

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