



iMoney 智富雜誌

Effective
1st Jan, 2018

ADVERTISEMENT RATE Rate Card No.10

COLOUR 彩色	Advertisement Position 廣告版位	Book A Wealth	Book B Focus & Winner
		(HK\$)	(HK\$)
ROP 內頁	Full Page 全版	68,000	64,500
	Half Page 半版	44,000	42,000
	Double Page Spread 雙全版	136,000	130,000
Specified Position 指定位置	Centre Spread 中央雙全版	158,000	141,000
	Back Cover 封底外頁	154,000	—
	Inside Front Cover 封面內頁	110,000	99,000
	Inside Back Cover 封底內頁	81,000	—
	Facing Content 對目錄	80,000	—
	Facing Editor's Note 對編者話(Book A)	77,000	—
	Facing Cover Story 對封面故事	73,000	73,000
	Cover Bottom Banner 封面橫額廣告(下方)	110,000	110,000
	Frequency Discount 刊登期數優惠折扣	10 Insertions 10期 5%	
	20 Insertions 20期 10%		
	30 Insertions 30期 15%		
Agency Discount 廣告公司佣金	15%		
Fixed Position Loading 指定位置 附加費	30%		



Book A



Book B

Magazine Mechanical Data 雜誌來件要求

Size 呎吋	Material Size 來件呎吋
Full Page 全版	270mm (H) x 215mm (W)
Double Page Spread 雙全版	270mm (H) x 430mm (W)
Half Page Horizontal 橫半版	135mm (H) x 215mm (W)
Half Page Vertical 直半版	270mm (H) x 107mm (W)
Cover Bottom Banner 封面橫額廣告(下方)	50mm (H) x 215mm (W)

* Extra 5-10mm on each side for bleeding & text area: 260mm(H) x 205mm(W)

File format 檔案格式

AI 10, Freehand MX, jpg, tif, pdf with 300 dpi (No quark)

Screen Line 網點 150-175 line per inch

Publishing Date

出版日期
Every Saturday
逢周六

Booking Deadline

廣告截止日期
14 days prior to publication date
出版日期前14日

Cancellation Deadline

取消訂位限期
10 days prior to publication date
出版日期前10日

Material Deadline

截稿日期
Every Monday
逢周一

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