



Advertising Rate EFFECTIVE: JANUARY 1, 2014

East Week is a renowned weekly magazine in Hong Kong. Its editorial coverage emphasis on **current affairs and entertainment news, along with great columnists, impressive photos, illustrations and trendy designs are all well-received by readers in all ages.** The weekly has adopted a balanced and objective approach in its editorial position and committed to serve the public with best interests. It strives to be **the best weekly magazine to benefits its advertisers to sell their premium, stylish, and luxury products and brand successfully to the board new and loyal readers from different walks of lives.**

East Week has been sold at Chinese bookstores and newsstands at US\$7; however readers can get the content free with Sing Tao Daily on Sunday as a supplemental publication with 116 pages of integrated contents that readers love.

A. INSERTION RATE

Full Color Ad Only

	FULL PAGE	1/2 PAGE	1/4 PAGE
Back Cover	2,080	N/A	N/A
Inside Front Cover	1,870	N/A	N/A
Inside Back Cover	1,575	N/A	N/A
Premium Pages ¹	830	450	310
Specified position in Premium Section	935	N/A	N/A
Run of Page (R.O.P.)	640	342	230

B. FREQUENCY DISCOUNT

	BACK COVER	INSIDE COVERS & PREMIUM PAGES	R.O.P.
4 consecutive times	--	--	5% off
13 consecutive times	5% off	5% off	10% off
26 consecutive times	10% off	10% off	15% off
52 consecutive times	--	10% off	15% off

C. MECHANICAL SIZE

	WIDTH (inch)			HEIGHT (inch)	
Full Page bleed	8 7/8	(8.875)	X	10 7/8	(10.875)
Full Page non-bleed	7 3/8	(7.375)	X	9 5/8	(9.625)
1/2 Page (Horizontal)	7 3/8	(7.375)	X	4 6/8	(4.750)
1/2 Page (Vertical)	3 5/8	(3.625)	X	9 5/8	(9.625)
1/4 Page	3 5/8	(3.625)	X	4 3/4	(4.750)

D. ADDITIONAL CHARGES

Center Spread	30% surcharge or more
Specified Position	20% surcharge or more
Artwork	See Special Services.
Translation / Chinese Typesetting	See Special Services.

NOTES:

1. Premium Pages start and include Page THREE to TABLE OF CONTENT page and all pages before it.