
A PLUS

MAGAZINE MEDIA KIT

Talk to the money

the 34,834* readers of A PLUS magazine

* April 2005 subscription

THEY'RE BIG EARNERS

42%

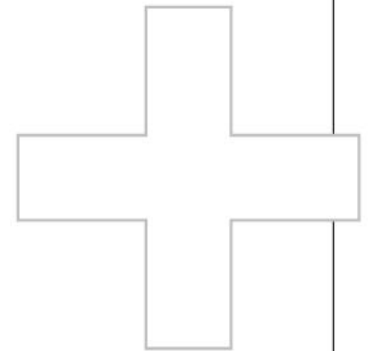
take home **HK\$90,000** plus per month

THEY'RE BIG SPENDERS

39%

fly **business** or **first class**

And they control Hong Kong's corporate
spending and **investing**



Essential reading for leading corporate figures and high achievers

Published monthly, *A PLUS* magazine is the official periodical of Hong Kong's premier accounting body, the Hong Kong Institute of Certified Public Accountants. Previously titled *The Hong Kong Accountant*, the 60-page magazine was relaunched in 2005 as *A PLUS*, brighter, stronger and better than ever.

A PLUS informs, intrigues and inspires Hong Kong's accounting professionals with lively editorial and essential news, including:

- Agenda-setting features on finance, accounting and corporate performance
- News from Hong Kong, China and leading international markets
- Key interviews with leading industry personalities
- Analysis of technical accounting and legislative issues
- Career and professional development reports
- Work-related lifestyle section reviewing gadgets, media, travel and entertainment

Outstanding value for advertisers – see for yourself

Publication	HK circulation	List Rate*
Capital	25,000	\$46,000
Capital CEO	35,000	\$46,000
CFO Asia	7,500	\$111,191
Economist	13,833	\$108,615
A PLUS	35,000	\$45,000

* ROP full page





Hong Kong's most valuable demographic

The readers of *A PLUS* include the CEOs, CFOs, managing directors, financial controllers and financial directors of many of Hong Kong's leading companies, both listed and private. Every day they make major corporate spending and investment decisions.



Advertising rates

Prime positions	1 time	6 times	12 times
Back cover	\$63,000	\$48,600	\$42,300
Inside front cover	\$57,600	\$45,900	\$40,050
Inside back cover	\$57,600	\$45,900	\$40,050
Facing "President's Msg." "Works"	\$49,950	\$38,700	\$34,650
Facing "Source" section marker	\$47,700	\$37,650	\$32,850
ROP advertising	1 time	6 times	12 times
ROP full page	\$45,000	\$36,900	\$31,500
ROP half page	\$31,500	\$26,550	\$22,050
ROP quarter page	\$21,600	\$18,450	\$15,300
Classifieds	(4 Colour) 1 time	(B&W) 1 time	
Full page	\$38,250	\$30,600	
Half page	\$26,166	\$20,580	
Quarter page	\$14,700	\$11,760	

Technical specifications

NORMAL PAGE



Full page trim
197mm(W) x 260mm(H)
Bleed size: 203mm(W) x 266(H)



Half page vertical
98.5mm(W) x 260mm(H)
Bleed size: 104.5mm(W) x 266mm(H)



Quarter page horizontal
86mm(W) x 111.5mm(H)

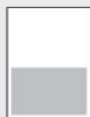


Half page horizontal
197mm(W) x 116mm(H)
Bleed size: 203mm(W) x 122mm(H)

CLASSIFIED PAGE



Full page trim
167mm(W) x 208mm(H)



Half page horizontal
167mm(W) x 100mm(H)



Quarter page
80mm(W) x 100mm(H)



Half page vertical
80mm(W) x 208mm(H)

Material requirement

Set of colour separation film positives with progressive colour proofs CMYK. Screen 2,540 dpi, 175 lpi, emulsion side down, right reading.

A PLUS magazine offers full advertising services for design and copywriting of insertions – please ask us for details.

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