



MEDIA KIT
2015

Readership

A Plus is the official magazine of the Hong Kong Institute of Certified Public Accountants, the only body authorized by law to register and grant practising certificates to certified public accountants (CPAs) in Hong Kong.

Driving business success

A Plus...

...is **read by some of Hong Kong's most influential** business leaders, company decision makers and government policy makers.

...contains agenda-setting business journalism, analysis and opinion that gives readers the **insight** they need to make sense of the world.

...has an **indispensable digest of business news** that affects the decisions of some of Hong Kong's most influential thought leaders.

...interviews the world's **most influential business people and policy makers** – such as the Chairman of Public Company Accounting Oversight Board, former Chairman of the International Accounting Standards Board – whose decisions affect the way business is done.

...is the **magazine where powerful business leaders talk** to peer executives.

...has a high percentage of readers that are C-suite (e.g. CEOs, CFOs and COOs), with **high business spending power** and **high personal spending power**.

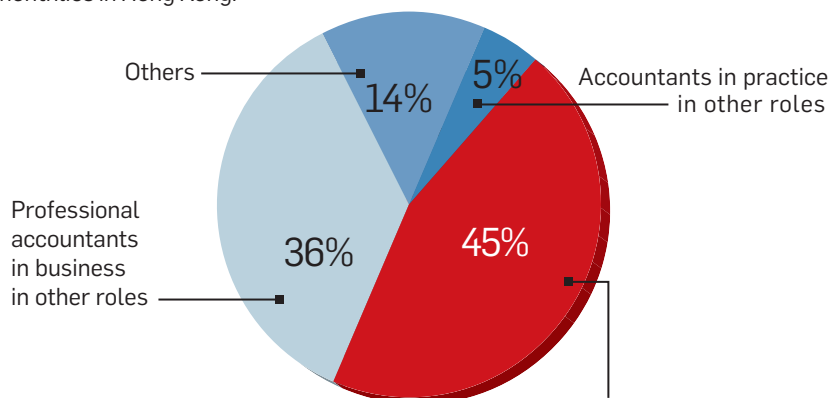


55,000 readers
in print and on digital version

- A higher circulation than most dailies, weeklies and monthlies in Hong Kong.

45% leaders*

- Almost half of CPAs have decision-making power and are likely to make purchasing decisions for their company.



- * Professional accountants working as chairmen, partners, executive or non-executive board members, CEOs, CFOs, COOs, divisional, group or general managers and supervisors

Source: Census of Hong Kong Institute of CPAs members

95%

of A Plus readers pay attention to and take note of advertising in the magazine.

49%

of A Plus readers have followed up on an ad at least once with a purchase.

Source: Cimigo Research, Hong Kong



HK \$100,000

is the typical monthly salary of a CPA with 15 or more years of experience, which means they have personal disposable income well above the Hong Kong average

Source: Robert Half International

Advertising

Display advertising

| | 1x | 6x | 12x |
|---------------------------|------------|------------|------------|
| Double page spread | HK\$85,700 | HK\$81,367 | HK\$77,268 |
| Full page ROP | HK\$49,500 | HK\$46,550 | HK\$42,670 |
| Back cover | HK\$69,300 | HK\$65,350 | HK\$61,778 |
| Inside front cover | HK\$63,360 | HK\$59,992 | HK\$55,230 |
| Inside back cover | HK\$59,940 | HK\$56,525 | HK\$51,006 |

Classified and recruitment

| | 1x | 6x | 12x |
|---------------------|------------|------------|------------|
| Full page | HK\$35,200 | HK\$32,904 | HK\$28,270 |
| Half page | HK\$23,100 | HK\$21,760 | HK\$18,118 |
| Quarter page | HK\$13,200 | HK\$12,600 | HK\$11,800 |

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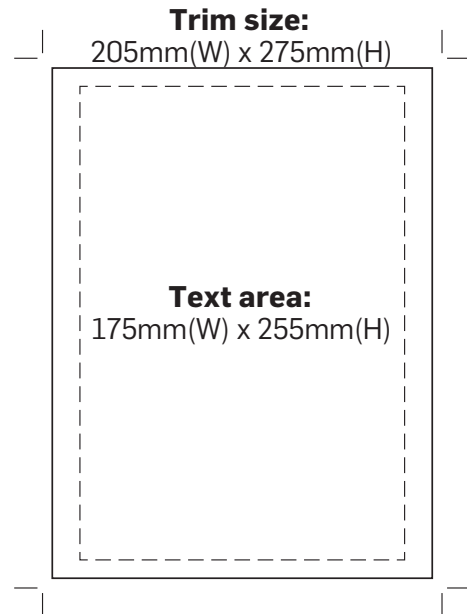
Specification

ROP

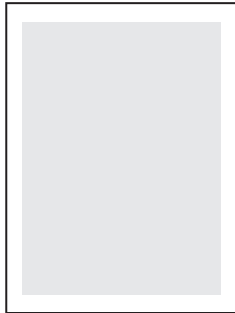
- **Trim size:** 205mm(W) x 275mm(H)
- **Bleed:** +5mm on all sides
215mm(W) x 285mm(H)
- **Text area:** 175mm(W) x 255mm(H)

Note:

- Due to perfect binding, a 15mm gutter area will be on the RIGHT on even number pages, and LEFT on odd number pages.
- Please keep all important information (logos and important design elements) inside the text area. The gutter area should be treated the same as bleed.
- If text runs across the inside gutter on a DPS, please allow 15mm away from the gutter



Classified and recruitment



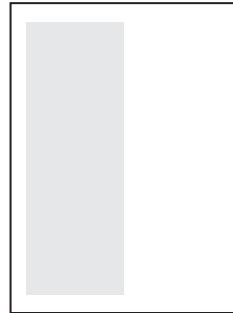
Full page

175mm(W) x 240mm(H)



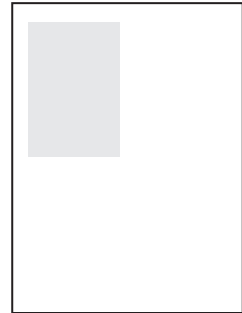
Half page horizontal

175mm(W) x 119mm(H)



Half page vertical

86mm(W) x 240mm(H)



Quarter page

86mm(W) x 119mm(H)

Material requirements

- Digital files only. High-resolution PDF preferred (distilled at 2400 dpi), Adobe Illustrator (version 10 or CS) or Adobe EPS with embedded images, graphics, logos and outlined fonts.
- Ad must be accompanied by a hard copy that has been produced from the file supplied. It should be 100% of the final ad size and must adhere to the specifications. A CMYK patch strip for colour quality control should also be included.

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