



MEDIA KIT
2011

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 greater **China's most influential business people and policy makers** – such as the HKEx chairman, Hong Kong's tax chief and the accounting chief of China's Ministry of Finance – whose decisions affect the way business is done.

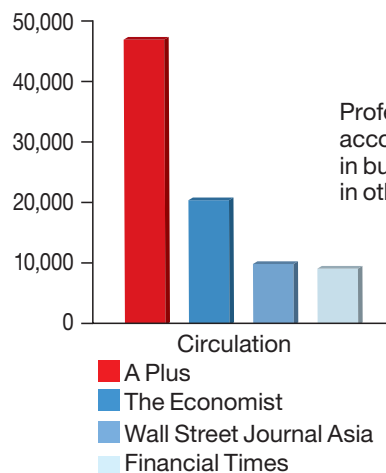
...is the **magazine where powerful business leaders talk** to peer executives.

...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**.



47,000 readers

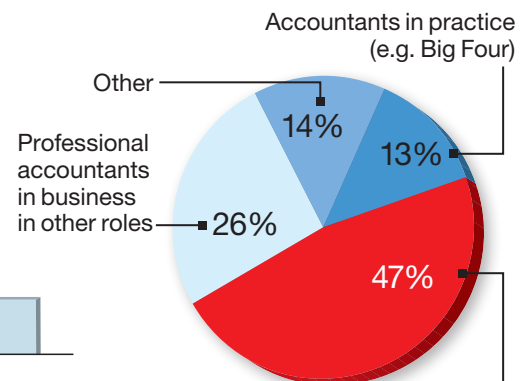
- A higher circulation than most business dailies, weeklies and monthlies in Hong Kong.



Source: Circulation figures by publishers on their media kits

47% business 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 and divisional, group or general managers

Source: Census of Hong Kong Institute of CPAs members

95%

of *A Plus* readers pay attention to and take notice 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 experience, which means they have personal disposable income well above the Hong Kong average.

Source: Robert Half International

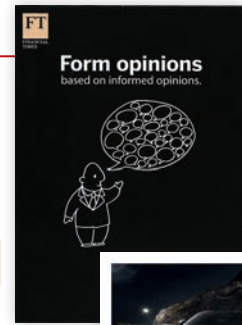
Advertising

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



Weekly e-circular

The weekly electronic newsletter is sent to over 33,000 members every Thursday or Friday and contains essential Institute news and information.

Banner sizes

120px(W) x 150px(H)

120px(W) x 500px(H)

1x	
Banner	HK\$5,500



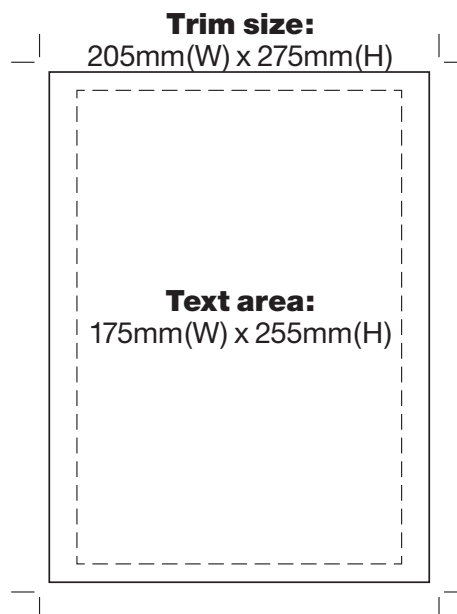
Specification

ROP

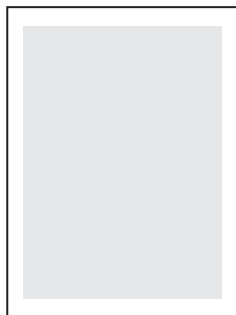
- **Trim size:** 205mm(W) x 275mm(H)
- **Bleed:** +5mm on all sides
215mm(W) x 285mm(H)
- **Text area:** 175mm(W) x 255mm(H)

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



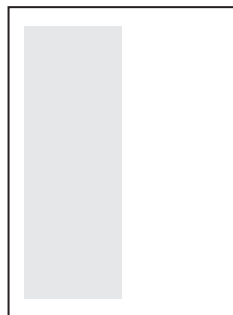
Full page

175mm(W) x 240mm(H)



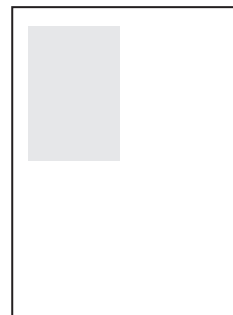
Half page horizontal

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.
- GIF and JPG files only for e-circular banner.

Derek Tsang
M&L

Tel: +852 2656 2676

Email: derek.tsang@mandl.asia