

The official journal of the Hong Kong Institute of Chartered Secretaries

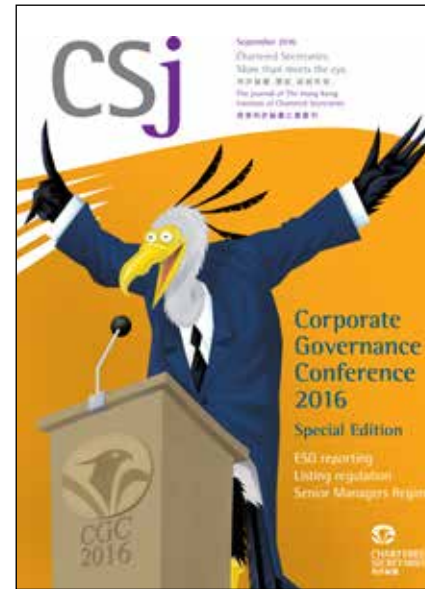
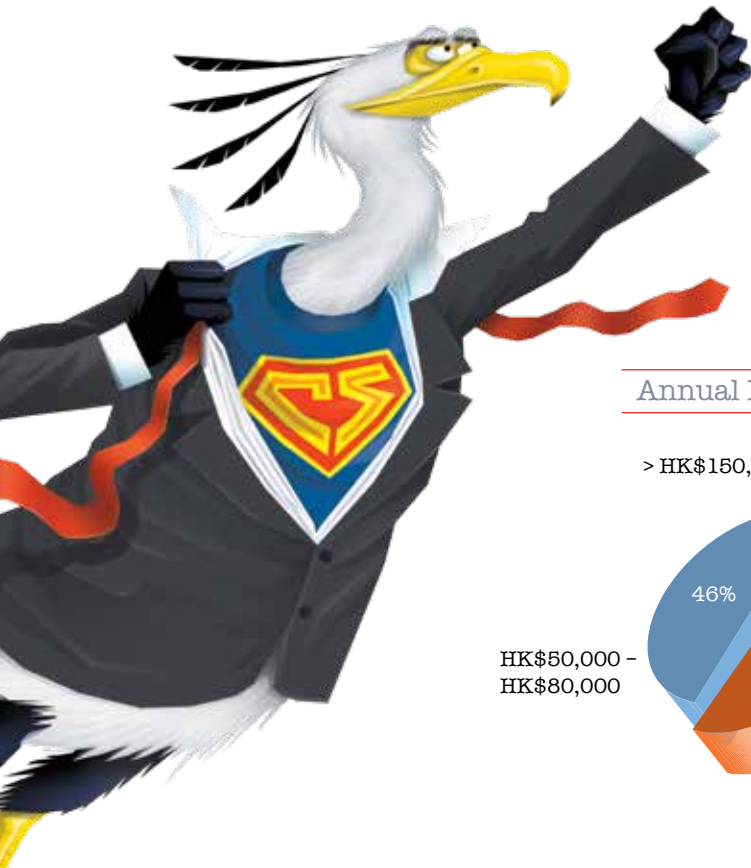
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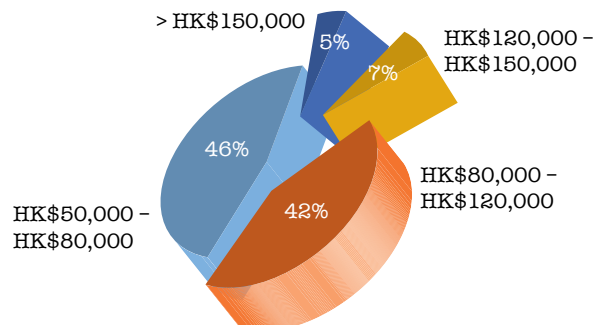
CHARTERED
SECRETARIES
特許秘書

Distribution: 8,000

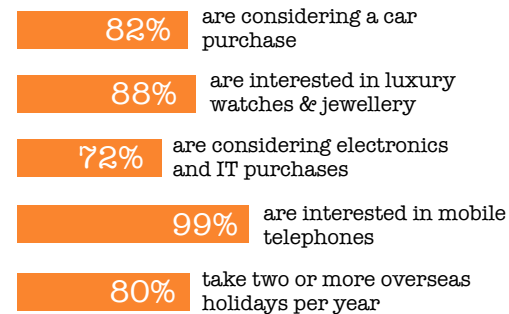
With 54% of members earning over HK\$80,000 per month, Corporate Secretaries are high ranking professionals with the responsibility to uphold the highest standards of corporate governance, business operations and legal compliance.



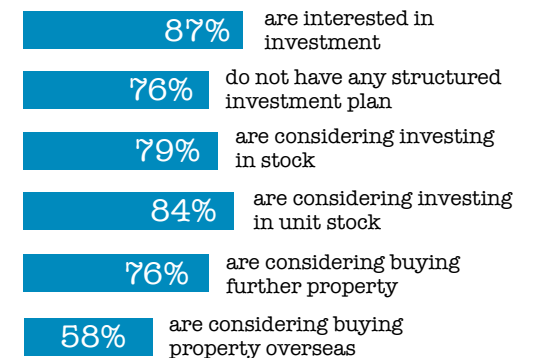
Annual Income (HK\$)



Luxury Goods



Investment





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Advertising Rates

Display	HK\$	US\$
Double Page Spread (DPS)	40,000	5,200
Outside Back Cover (OBC)	40,000	5,200
Inside Front Cover (IFC) / Page One	35,000	4,600
Inside Back Cover (IBC)	30,000	3,900
Full Page	25,000	3,250
Half Page	15,000	1,950

Classified

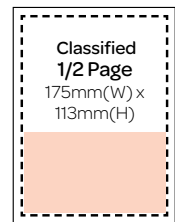
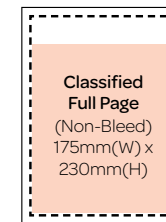
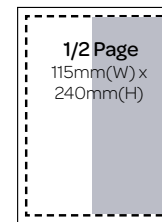
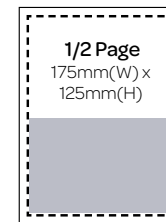
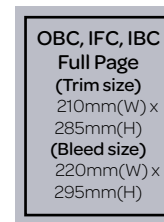
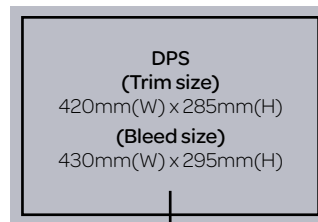
Full Page	15,000	1,950
Half Page	10,000	1,300

Special Advertising

Loose Insert	35,000	4,600
Specified Position	10% loading	

Print Specifications

Display



Publishing Schedule

Monthly

Specifications

Cover paper: 157gsm Art Card

ROP pages: 82gsm Matt Art Paper

Orientation: Portrait

Trim Size: 210mm (W) x 285mm (H)

Binding: Perfect Binding

Cover: Matt Lamination

Printing: Web Offset

Guidelines for Artwork

Format: PDF/ JPG file with all fonts outlined & images embedded

Color Mode: CMYK

Resolution: at least 300 dpi or higher

Remarks: Artwork for advertisements should be submitted with 5mm bleed and crop marks shown. All files should be created using Illustrator, InDesign or Photoshop software.

Loose Inserts

Size NOT exceeding 200mm (W) x 270mm (H);

Weight NOT over 10 grams.