



AmCham

The Official Journal of The American Chamber of Commerce in Hong Kong

AmCham HK is our bi-monthly magazine. Unlike other business publications, it is a professionally-written business journal and it offers business news, market analyses and special features to the American and international community in Hong Kong. Regular features include interviews with policymakers and business leaders as well as profiles of senior executives including many AmCham members.

A supplement listing section focusing on specific industry & trade is published and distributed with each issue of the main book.

Our Members

Nearly 1,600 members (40 different nationalities) from over 600 organizations' including multinational firms, small and medium enterprises, entrepreneurs, and non-profit organizations.

AmCham HK Journal

- Published for over forty years
- 98% of our readers reside in Hong Kong
- Current circulation over 2,600 in hardcopies per issue, which includes members, complimentary requested and paid subscribers
- International audience (30-plus nationalities)
- Different editorial topics each month, with special focuses
- Open to all viewers on our website

Who are our Members?

Member Nationality Profile

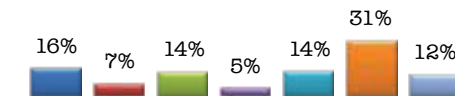


Company Nationality Profile



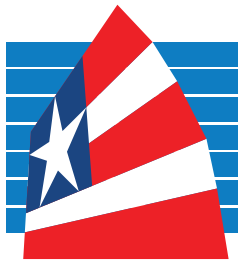
Composition

- Banking/Financial Services
- Education/Training
- Business Management Consultants
- Trading
- Legal Services



- Chief Executive Officer
- General Manager
- Chairman
- Managing Director
- Director
- Partner
- Executive Director





AmCham

For further information, please contact:

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Display Advertising

HK\$

| | |
|-----------------------------|---------------|
| Double Page Spread (DPS) | 35,805 |
| Outside Back Cover (OBC) | 30,345 |
| Inside Front Cover (IFC) | 27,720 |
| Page One | 27,720 |
| Inside Back Cover (IBC) | 23,730 |
| Full Page | 19,530 |
| Half Page | 11,550 |
| Fold Out Front Cover | 47,250 |

Cover Sponsorship Package

| | |
|----------------------------|--------|
| Cover Sponsorship Package* | 47,000 |
|----------------------------|--------|

Supplement Listing

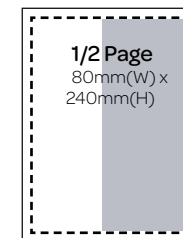
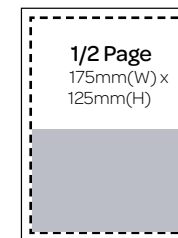
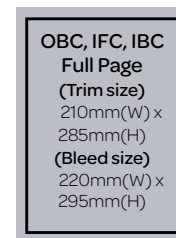
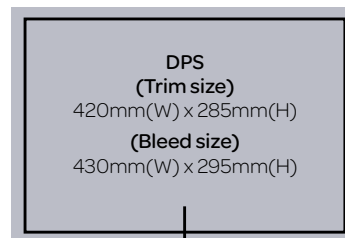
| | |
|-----------|--------|
| Full Page | 11,000 |
| Half Page | 6,500 |

Special Advertising

| | |
|--------------------------|-------------|
| Loose Insert (up to 10g) | 22,000 |
| Specified Position | 10% loading |

Print Specifications

Display



Publishing Schedule

Bi-monthly:

Jan, Mar, May, Jul, Sep, Nov.

Specifications

Cover paper: 157gsm Art Card

ROP pages: 95gsm Matt Art Paper

Orientation: Portrait

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

Binding: Perfect Binding

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.

Please note that up to 7-10mm of artwork may be lost within the spine due to binding.

- * Company logo is displayed in the lower left/right hand corner of the magazine cover - (40 x 15mm (h))
- * 2/3 page company profile - (115 x 245mm (h))
- * A double page spread advertisement or advertorial - (420 x 285mm (h))
- * Banner ad with hyperlink displayed on AmCham's website for one month