

LIVING IN HONG KONG

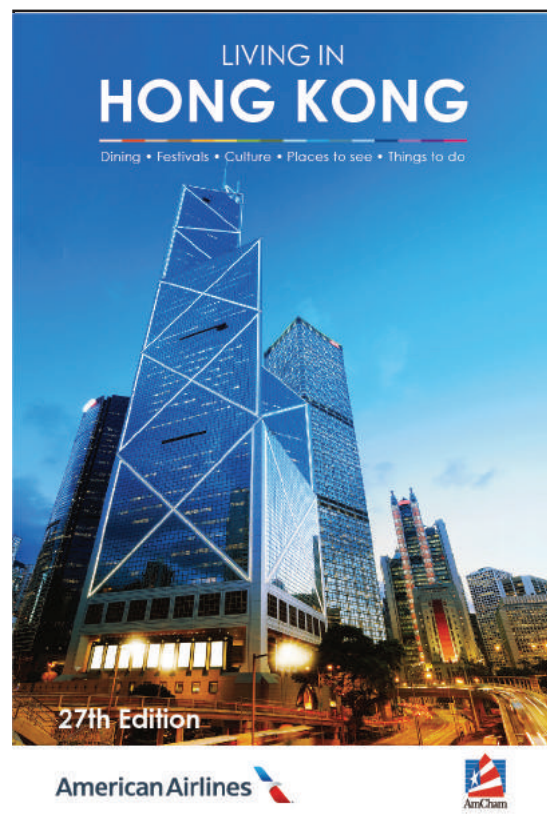
Dining • Festivals • Culture • Places to see • Things to do

Edition | 2018

Published by

AmCham

Published by
AmCham since
1973



Circulation and Demographics

Living in Hong Kong is a compendium-style all-you-need-to-know guide for newcomers to Hong Kong. Its goal is to provide an up-to-date definitive source on all manners of needs. They range from things to know on the first reconnaissance here through finding a home, school, getting settled when arrived and enjoying life in Hong Kong. This consumer-oriented book is designed as a sort of “hotline” with useful phone numbers and contacts to other sources of help.

Living in Hong Kong will be sold through the Chamber office/on its website, and leading bookshops in Hong Kong. International companies in Hong Kong purchase bulk orders of the book for their new employees. It reaches expatriates – most of them high-earners, their families, and newcomers who seek reliable and practical information as they settle in. AmCham members often buy the book for their relatives and friends who are new to Hong Kong. With a diversified membership (currently 43% are Americans), the book is one of the best-selling publications for AmCham.

Display Advertising Rates 2017 Edition

Inside front cover :	\$30,000	Bookmark :	\$32,000
Inside backcover :	\$25,000	Page gatefold :	\$45,000
Backcover :	\$36,000	Full page 4color	\$18,000

* an additional charge of 15% for preferred position

Exclusive (Special 4X Full page 4-color) \$42,000

The package can be advertised in any of the following chapters

- Custom, Religions and Festivals
- Attractions
- Shopping
- Wine & Dine
- Arts and Culture
- Recreation
- Moving to Hong Kong
- Getting Settled and Accommodations
- Southside Comfort
- Serviced Apartments
- Starting a Business
- International Schools
- Advanced Education
- Transportation
- Healthy Living
- Next Door: Guangzhou, Macau and Shenzhen

Display Ad Deadline

Booking &

Material: **May 23, 2018**

Publication: **July 2018**

Material Specs

The trim size for FP4C is 140mm (W) x 210mm (H)

The trim size for DPS is 280mm (W) x 210mm (H)

File Format

- Artwork for advertisements should be supplied as PDF files in 350 dpi
- Screen line must be 175 Lpi
- Artwork should have crop marks and a bleed of 3mm.

Bulk Order

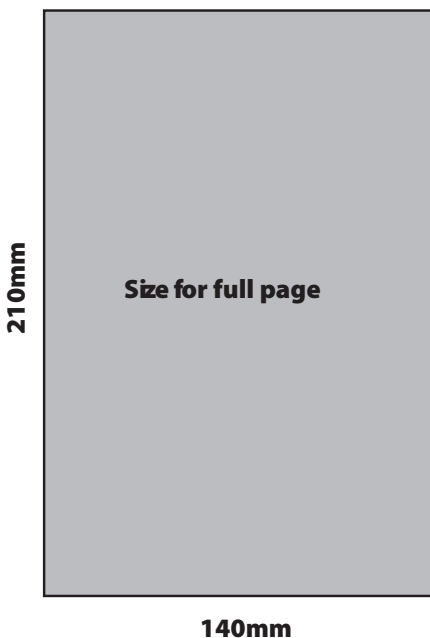
Feature your company logo with an order of 100 copies or more, please contact Advertising Sales Manager for more information.

Contact

AmCham Publication Department

Advertising Sales Manager : Mr. Tom Chan

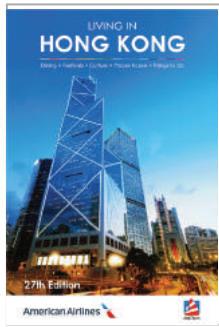
Direct line : 2530 6942, Email : tchan@amcham.org.hk



Size for Bookmark

Vertical: 65mm (W) x 180mm (H)

Rectangle: 95mm (W) x 135mm (H)



**“LIVING IN HONG KONG 2018”
LISTING RATE SHEET**

published by the Ammerican Chamber of Commerce in Hong Kong
PUBLICATION DATE: July 2018
BOOKING & MATERIAL DEADLINE: May 23, 2018



Please book your listing by signing at the space below and returning this form with payment to the *Publications Department, AmCham, 1904 Bank of America Tower, 12 Harcourt Road, HK* by **May 23, 2018**

(Prepayment is required and the payment must be made before the June 23, 2018)

Listing Rate Sheet – Please Select

Size A : 1/2 page 53mm (W) x 177mm (H)	Text plus company logo and 3 photo maximum (Company Name, Telephone & Fax no., Address, Email, Website, Contact & Company profile max words 160)	HKS4,300.00
Size B: Full page 110mm (W) x 177mm (H)	Text plus company logo and 3 photo maximum (Company Name, Telephone & Fax no., Address, Email, Website, Contact & Company profile max words 195)	HKS7,500.00
Hyperlink	URL for Hyperlink with website (Feature included w/ Size B: Full Page Listing)	HKS2,000.00
Total Amount		

Please select the chapter for placement of your listing

Chapter 1. Customs & Culture	Chapter 9. Continued Learning
Chapter 2. Accommodations & Getting Settled	Chapter 10. Healthy Living
Chapter 3. Southside Comfort	Chapter 11. Attractions
Chapter 4. Serviced Apartments & Extended Stay Hotels	Chapter 12. Shopping
Chapter 5. Practical Matters	Chapter 13. Wine & Dine
Chapter 6. Transportation	Chapter 14. Arts & Culture
Chapter 7. Starting a Business	Chapter 15. Sports & Recreation
Chapter 8. International Schools	Chapter 16. Next Door: Pearl River Delta

LISTING BOOKING CONFIRMATION

Contact Person _____ Tel: _____ Fax: _____

Email _____

Check # _____ payable to **The American Chamber of Commerce in Hong Kong**

Authorized Signature _____

Payment by Credit Card by American Express / Diners / Master card / VISA (please circle credit card type)

Cardholder's Name: _____ Card # _____

Card Issuing Bank: _____ Exp Date: _____

Signature _____ (Signature must be the same as that on the credit card)

(Attach and email to tchan@amcham.org.hk)