

THE HONG KONG INDUSTRIALIST

An Exclusive Publication for Hong Kong's Entrepreneurs

The Publisher	:	The Federation of Hong Kong Industries
Background of the Federation	:	<ul style="list-style-type: none">• The Federation of Hong Kong Industries is the territory's premier industrial organisation representing the interests of all manufacturing and export sectors as well as members from the business community.• The Federation is a statutory body and enjoys a unique status as the organisation speaks for business and industry as a whole.• Federation membership currently numbers 3,000 companies and rising. Members range from SMEs to Hong Kong's largest and most influential corporations.• To cater for members' needs the Federation offers a wide variety of services, including its monthly journal, the <i>Hong Kong Industrialist</i>.
Launch Date	:	1960
Language	:	English/Chinese
Frequency	:	Monthly
Publication Date	:	Middle of the month
Circulation	:	7,000 copies
Readers per copy	:	5
Readership	:	35,000

Circulation Breakdown (August 31,2007)

Circulation breakdown of the *Hong Kong Industrialist*, the monthly business magazine published by the Federation of Hong Kong Industries.

By Mail :		(roundup figures)	
Members	:	1) Industry	2,300
		2) Non-manufacturing (services & trading)	700
			3,000
Non-members	:	1) Academics (university professors & researchers, particularly those closely involved in technology & business fields)	1,300
		2) Senior government officials, including senior Hospital Authority officials	260
		3) CEOs and senior executives of industry, service companies, banks, financial companies & professional organisations	850
		4) Senior Chinese officials in charge of investment, trade and business affairs	300
		5) Media	100
		6) Paid subscribers	100
		7) Advertisers, PR agencies	100
			3,010
 By Bulk Distribution :			
		1) Hotel in China (Business centre)	250
		2) Hotel in HK (Business centre)	50
		3) Turbo Cat Ferry	160
		4) HK Management Associations	100
		5) HK Quality Assurance Agency	100
		6) HK Productive Council – Training Division	100
		7) Private Air Line	30
		8) Western Australian Education Office	20
		9) Innovation Technology Centre	50
			860
Sales in counter			10
Promotional copies			10
			<hr/>
			120
			120
		Total	7,000

Average number of readers per copy: 5

1. Display Advertising:

	1 Time	3 Times	6 Times	12 Times
Four Colour				
Outside Back Cover	15,100	14,400	13,700	13,000
Inside Front Cover	13,700	13,000	12,400	11,800
Inside Back Cover	12,000	11,400	10,900	10,400
Centre Spread	24,000	23,000	21,800	20,700
Full Page	11,500	10,900	10,300	9,800
1/2 Page	7,800	7,400	7,000	6,600
1/4 Page	3,500	3,300	3,100	2,900
Banner*	--	--	2,500	2,000
2C				
2C Full Page	9,200	8,700	8,300	7,900
2C 1/2 Page	6,100	5,800	5,500	5,200
2C 1/4 Page	2,800	2,650	2,500	2,400
B/W				
B/W Full Page	8,300	7,900	7,500	7,100
B/W 1/2 Page	5,800	5,500	5,200	5,000
B/W 1/4 Page	2,200	2,100	2,000	1,900

*minimum six insertions, colour advertisement only

2. Loose Inserts: Inserted in *HK Industrialist* or Newsletter

HK\$3.2/members (net) for 3000 or more copies

HK\$3.7members (net) for less than 3000 copies

Quantity: 3,000 FHKI members

Maximum weight: not exceeding 30 gsm

3. EDN (Winfax & Email):

HK\$1.50/members (net) for all available members

4 Advertising Information

Booking deadline : 10 days before publication date

Material deadline : 5 days before publication date

Materials (Digital Working Files) : Photoshop, Illustration 10, Ai, jpg, Tiff. 300dpi
Colour separations with proofs for 4-colour
Advertisements

<ftp://press:fhkipress@202.71.214.100>

Login name:press

Password: fhkipress

Material specifications:	
<i>Hong Kong Industrialist / PRD Industrialist</i>	
Full page (trim size)	21 cm (W) x 28.5 cm (H)
Full page (bleed size)	22 cm (W) x 29.5 cm (H)
Half page (trim size)	21 cm (W) x 13 cm (H)
Half page (bleed size)	22 cm (W) x 14 cm (H)
Quarter page (trim size)	10.5 cm (W) x 13 cm (H)
Quarter page (bleed size)	11.5 cm (W) x 14 cm (H)
Banner	21 cm (W) x 4 cm (H)