
HEBE JEBES

HEBE HAVEN YACHT CLUB
白沙灣遊艇會



MEDIA KIT 2017
www.hhyc.org.hk



About Hebe Jebes

What

Hebe Jebes is Hebe Haven Yacht Club's official 72-page bi-monthly publication, covering club news, regional and international yacht racing and community events.

Who

Hebe Jebes reaches out to a diverse readership that includes some of the most influential families in Hong Kong.

1,500 Print circulation delivered directly to Hebe Haven Yacht Club members:

- 1,200+ active members
- 300+ cadet/overseas members and supporters

20,100+ Total potential readership reach via additional distribution at prestigious clubs throughout Hong Kong.

Hebe Jebes is also read by active members at:

- Royal HK Yacht Club (5,000+)
- Clearwater Bay Golf & Country Club (3,000+)
- Aberdeen Boat Club (1,000+)
- DB Golf Club (1,100+)
(number of active members)
- HK Football Club (8,500+)

When

2017 publication dates

Upcoming Hebe Jebes print publications	Mar/Apr	1 March 2017
	May/June	1 May 2017
	Jul/Aug	1 July 2017
	Sep/Oct	1 September 2017
	Nov/Dec	1 November 2017
	Jan/Feb	1 January 2018

Where

- Mailed directly to Hebe Haven Yacht Club members.
- Additional distribution at yacht, golf and country clubs throughout Hong Kong.
- Extended reach to local and international reciprocal clubs and associations.

Why

Hebe Jebes provides:

- Targeted distribution to a diverse readership including some of the most influential families in Hong Kong.
- Readers willing to pay premiums for the highest quality goods and services.
- Established publication with a loyal readership.
- Multi-platform reach: print + online + direct mail + distinguished clubs + boating events + social events
- Engaged audience includes local and international reciprocal clubs & associations.

74% of readers read the new issue right away



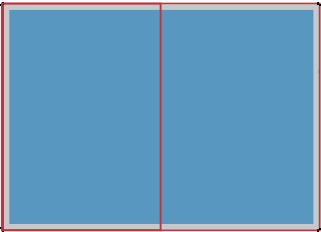
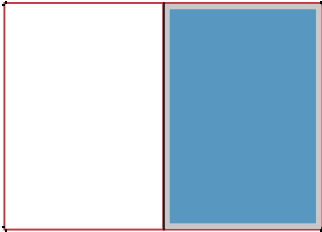
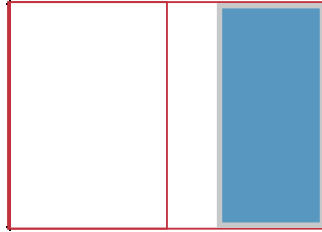
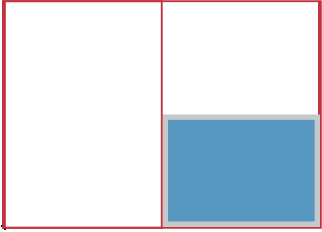

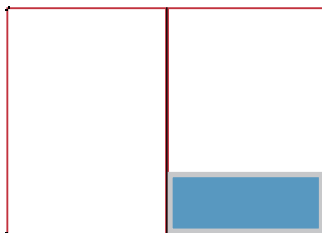
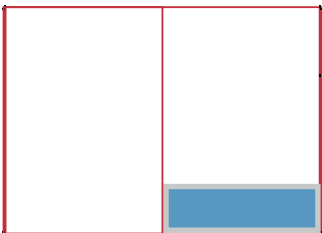
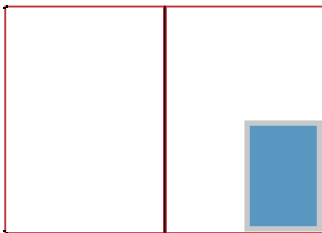
69% of readers find the Classified section useful and informative

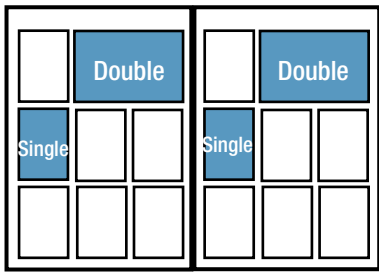


60% of readers keep their back issues for reference



PRINT MEDIA ADVERTISING RATES

Double-page Spread  420mm (W) x 297mm (H) \$9,800	Full-page  210mm (W) x 297mm (H) \$5,500	Vertical 2/3 page  140mm (W) x 297mm (H) \$4,200	Half-page  210mm (W) x 148.5mm (H) \$3,600
Vertical 1/3 page  70mm (W) x 297mm (H) \$2,800	1/3 page  210mm (W) x 99mm (H) \$2,800	1/4 page  210mm (W) x 74.25mm (H) \$2,200	1/4 page  105mm (W) x 148.5mm (H) \$2,200



Classifieds

(logo and contact information only)

	1 issue	Size
Double	\$1,300	123mm (W) x 80mm (H)
Single	\$800	55mm (W) x 80mm (H)

Deadlines

Issue	Material deadline
Mar/Apr 2017	12 Feb 2017
May/June 2017	09 Apr 2017
Jul/Aug 2017	11 Jun 2017
Sep/Oct 2017	13 Aug 2017
Nov/Dec 2017	15 Oct 2017
Jan/Feb 2018	10 Dec 2017

Premium position loading

for full-page ads

Outside Back Cover: \$16,000

Inside Front Cover: \$13,000

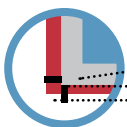
Inside Back Cover: \$13,000

Opposite Contents Page: \$12,000

Value-added service

Guaranteed position

Digital Specs



Include trim & 5mm bleed

- Clear Space 10mm (no text/logo)
- Bleed area (5mm each side)
- Crop mark



High resolution

Resolution has to be in 300dpi or above



Print colours

All colours used have to be in print colours—CMYK
Black text should be C:0 M:0 Y:0 K:100



File format

PDF or TIFF format only



File system

Windows PC or Mac OS platform only

Multi insertion rates • Run in 3 issues 10% discount • Run in 6 issues 20% discount



CONTACT US FOR ENQUIRIES

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THE FINE PRINT

1. Rates quoted are for space only. If materials require design, production and/or alteration, extra charges may occur.
2. Colour proof (hard-copy) cannot be provided, only soft-copy available.
3. Advertisement space bookings/order are non-cancellable after artwork deadline.
4. Digital ad materials: all ad artwork must be supplied in a digital format that meets Excel Media Group Limited's specifications for electronic output.
5. Excel Media Group Limited will accept no responsibility for content or colour accuracy when no proof has been supplied.
6. Advertisers assume responsibility for proofing and accuracy of information on pub-set ads.
7. All ad materials should be sent to Excel Media Group Limited, 101 Fourseas Building, 208-212 Nathan Road, Jordan, Kowloon, Hong Kong or via email at editor@excelmediagroup.org.
8. The publisher will not be responsible for ad material(s) beyond 12 months after publication.
9. Agency commission: in order to be eligible for agency commission, such agency must be recognised by Excel Media Group Limited, commission rate is 15% of ad rate.

For more information, please contact us on (852) 2736 6362.