

A PROFESSIONAL WATCH MAGAZINE FOR EVERYONE

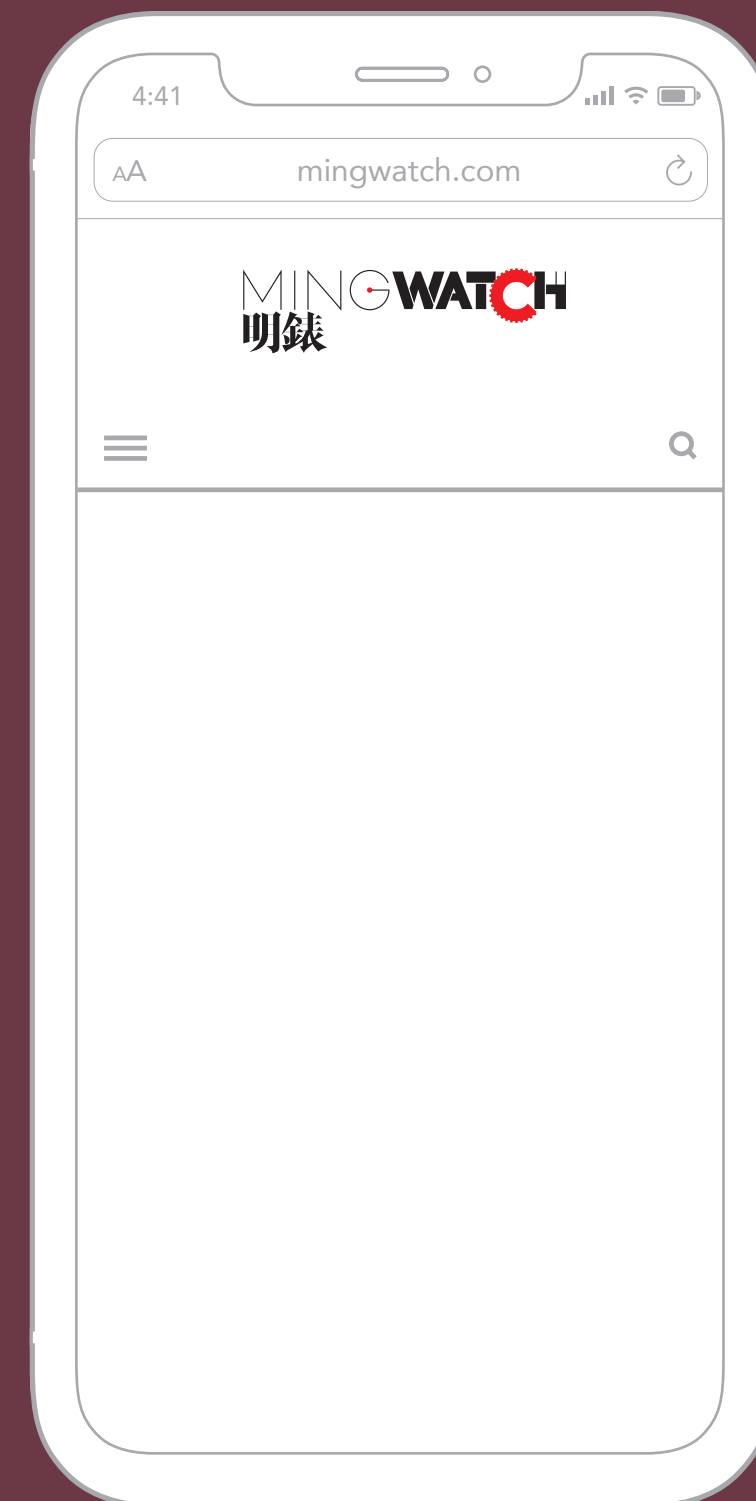
MINGWATCH

明錶

RATE CARD 2020

ISSN 2226-3489
4 892262 011025

MAGAZINE



WEBSITE + MOBILE SITE



www.mingwatch.com

About MING WATCH

"MING WATCH" covers the latest news of high end watch market, recent technical advancement of watch industry, engaging stories of most sought-after timepieces, reports of various auctions.

Our unique contents consist of interviews and forums of industry expex and influential celebrities, with distinctive style of pictorial, layout and design.

Our stories and videos are now available on multi-media platforms including print, e-magazine on iPad/ Android newsstand, website, Facebook, Instagram and YouTube. We have extended our readership to reach discerning watch lovers and collectors beyond Hong Kong, and to cover new readers from young executives and professionals who are looking for comprehensive watch content through our professional multi-channels.

Editorial Team

Simon Shia, the Publisher of "MING WATCH", is one of the most renowned watch critics in Hong Kong. Simon has abundant acquaintance with watch related publishing for over 20 years.

Founded the reputable magazine - "Spiral Magazine" in 2004, the illustrious watch website - "simonwatch.com" and the innovative digital magazine - "A watch magazine" for iPad in 2010. Published well-known watch thesaurus - "The First Lesson of Wrist Watch" and "Fine Timepieces" by Winged Letters Creative and Wan Li Book Co.Ltd. respectively.



Audience Profile of MING WATCH platforms

MAGAZINE

Core readers :

Male Skewed

80%

Aged 30-49

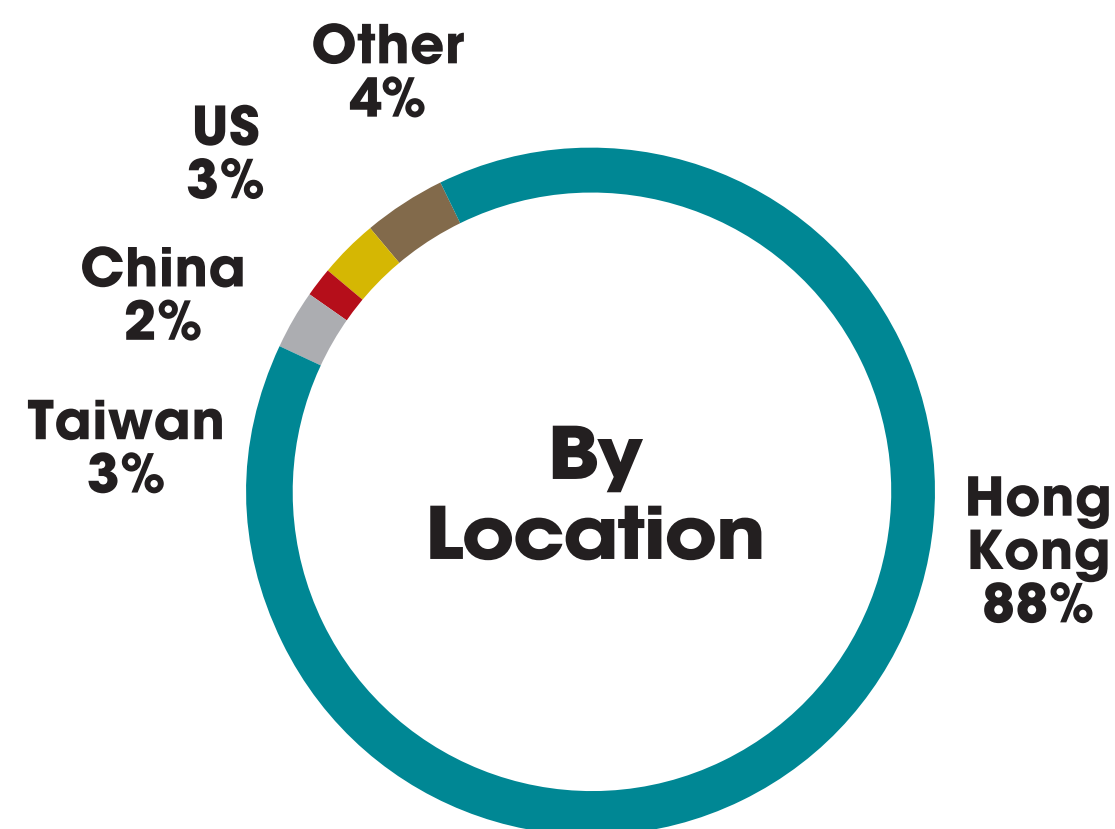
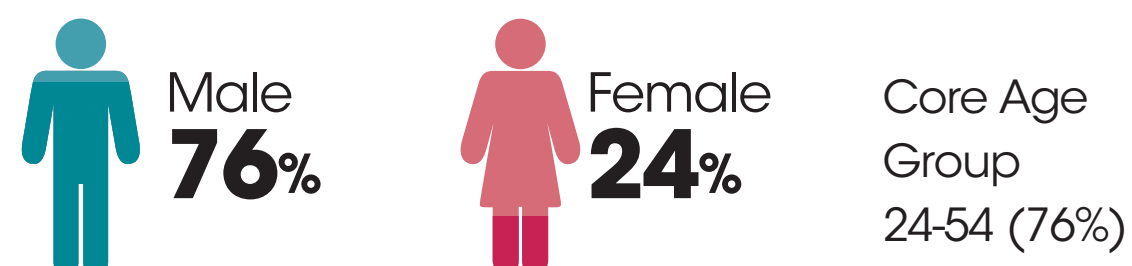
73%

Monthly Personal Income HK\$80K+

30%

Source : 2018 Ming Watch

WEBSITE mingwatch.com



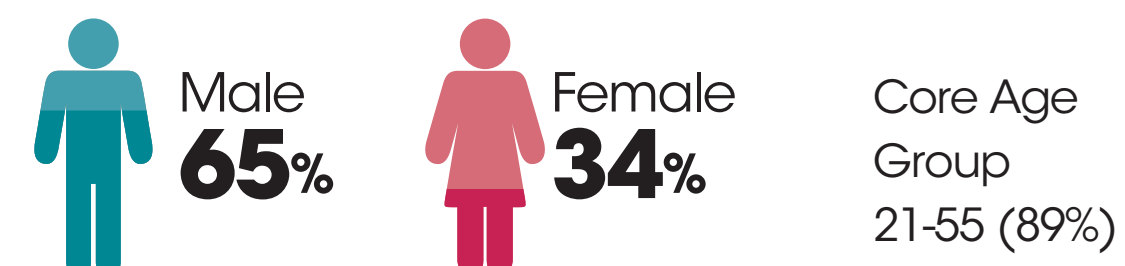
Audience Profile

Business Professionals	23%	Travel Buffs	14%
Mobile Enthusiasts	20%	Luxury Shoppers	13%
Avid Investors	18%	Technophiles	13%

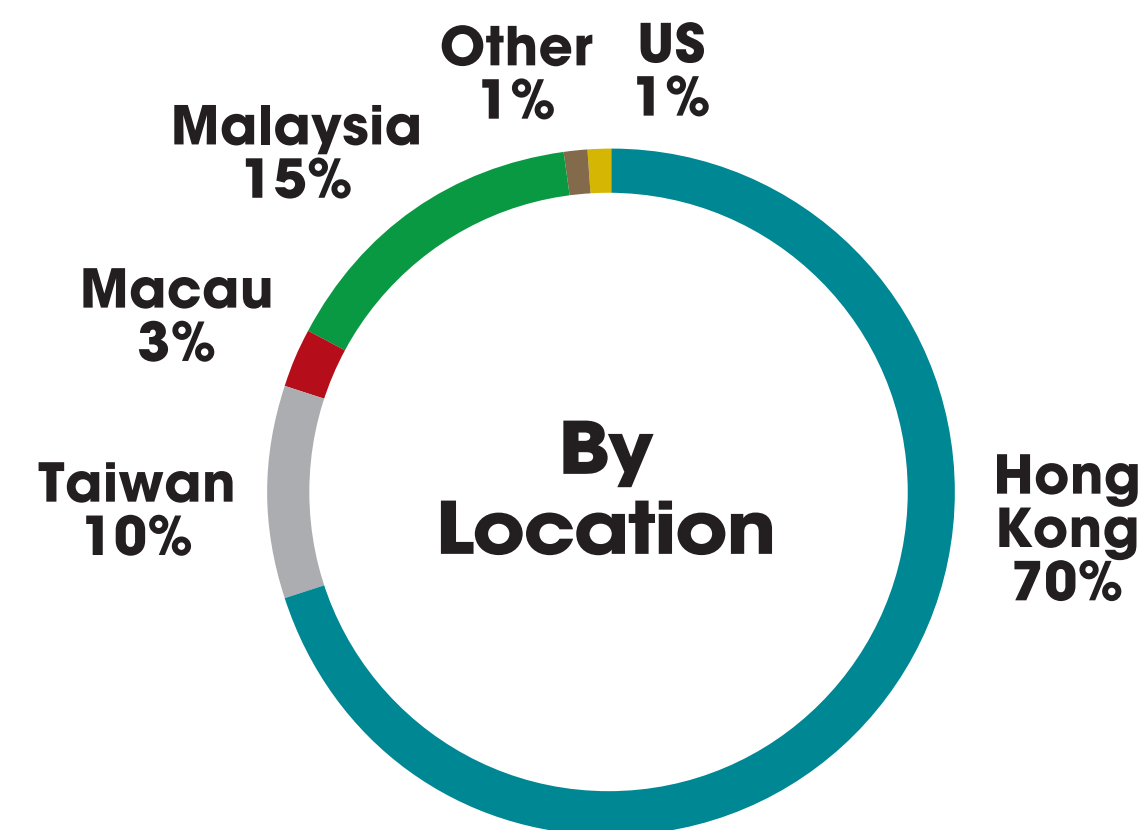
Source: Google Analytics 2019

FACEBOOK [mingwatch.com](https://www.facebook.com/mingwatch.com)

19,000+ Facebook fans and growing readership



* Average Monthly Reach (648K)



Source: Facebook Insight Report 2019

MAGAZINE



Frequency:

Feb, Apr, Jun, Aug, Oct, Nov, Dec

Price:

HK\$ 50

Promotional Copies Distributed to the Targeted Networks:

- Passenger lounges of major airlines
- Selected 5-star hotels in Hong Kong and Macau
- Pacific Coffee

Extensive Distribution Networks:

- Newstands
- Circle K, Vango
- REPLAY
- Chung Hwa Book

Ming watch contents



EVENT

This section covers a variety of trade events locally and globally.



NEW WATCH

News corner provides the most current update of the prestige watch market.



COVER STORY & BRAND STORY

A full length article exclusively unveils the stories behind classic timepieces and the brand, including some unknown tales.



SIMON SAYS

Simon shares his unique perception of watches and myriad knowledge.



FEATURE

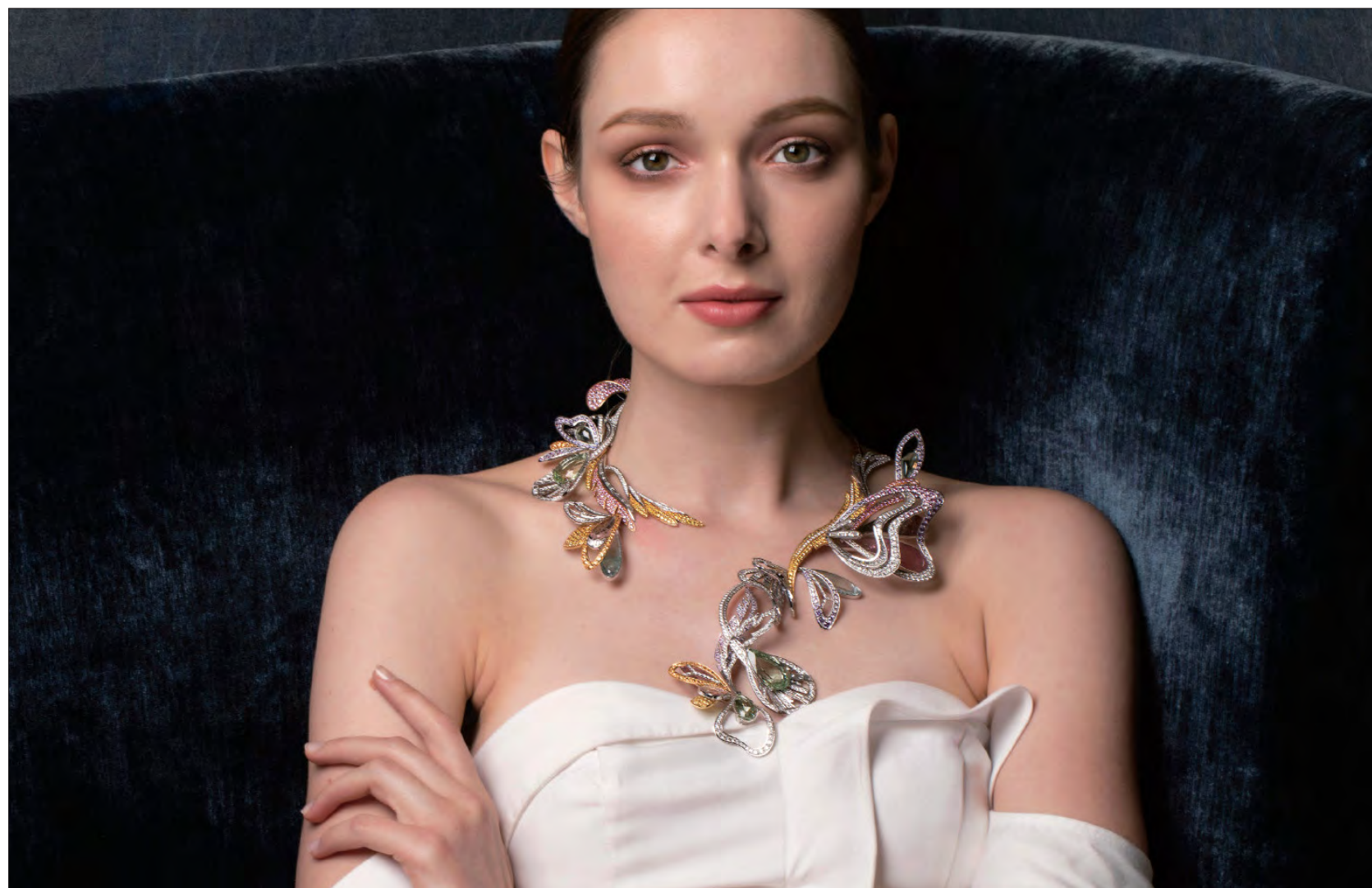
Explore more and further through a series of selected watch topics.



LIFESTYLE

This section covers other information a prestigious watch-lovers may want to know, including wine, apparels, and automobile.

MING WATCH Magazine Rate Card



PRIME POSITION **Effective Date: 1st January 2020**

Position	Size/ 4C	Rate (HK\$)
Cover	Full Page	\$ 250,000
Back Cover	Full Page	\$ 108,000
Inside Front Spread	Double Page Spread	\$ 152,000
Table of Contents 1	Full Page	\$ 66,000
Table of Contents 2	Full Page	\$ 65,000
Table of Contents 3	Full Page	\$ 64,000
Facing Editor Note	Full Page	\$ 60,000
Facing Masthead	Full Page	\$ 59,000
Inside Back Cover	Full Page	\$ 55,000
R.O.P.	Full Page	\$ 55,000
R.O.P.	Double Page Spread	\$ 110,000

FREQUENCY

Feb, Apr, Jun, Aug, Oct, Nov, Dec

REMARKS

Fixed Position Loading: +20%
(subject to availability)

Consecutive Pages Loading: +10%

Advertising Agency

Commission: 15%

(only offer to accredited advertising agency)

MING WATCH Magazine Size & Specifications

SIZE

Full Page

Trim Size

285 mm (H) x 221 mm (W)

Bleed Size

295 mm (H) x 231 mm (W)

Non Bleed Size

275 mm (H) x 211 mm (W)

Double Page Spread

Trim Size : 285 mm (H) x 436 mm (W)

Bleed Size : 295 mm (H) x 446 mm (W)

Non Bleed Size : 275 mm (H) x 426 mm (W)

Inside Front Spread : 285 mm(H) x 428 mm(W)

MECHANICAL SPECIFICATIONS

Material : One set of positive process color film with progressive proofs.
Screen : 175 screen line (Art-paper)
Booking Deadline : 60 days prior publication date
Material Deadline : 45 days prior publication date
Bleed Margin : 5 mm on each side
(All text should be within the Non Bleed Size)

FILM COLLECTION CENTRE

16/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong.

Tel : (852) 3605 3759

Monday to Friday: 9:30am - 6:00pm

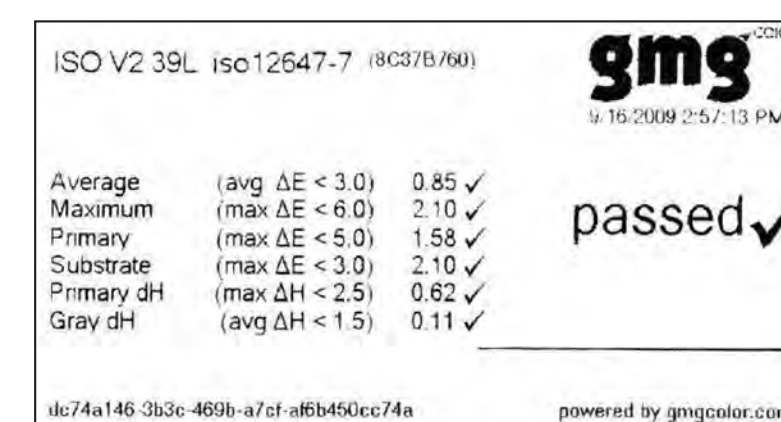
DIGITAL FILE SPECIFICATIONS

PDF files preferred
a) Color Standard: ISO 39L (complies with ISO 12647-2)
b) Digital Proof Standard: with Fogra Media Wedge control bar, according to ISO 12647-7 tolerance
c) PDF Format: 1.3 Version
d) PDF Standard: PDF/ X-1 a (with output intent: ISO 39L)
e) We accept files submission via CertiAD

E-mail : File under 5MB can be delivered by e-mail
For file size over 5MB, please upload to an FTP server
FTP Server : Please contact our advertising representatives
Remarks : Please convert all fonts to outline
JPEG image options must be over 10
Photo resolution must be 300dpi
All photos must be in CMYK format

COLOUR PROOF

a) Digital proof in ISO 39L Standard (complies with ISO 12647-7)
b) Colour proof with proof control "passed sticker"
c) One set of digital proof is required
d) If the client/ agency cannot provide the ISO39L standard and passed sticker, Ming Watch will not be responsible for any colour discrepancy or compensation



TERMS OF BUSINESS

1. The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
2. Fixed position advertisements are only available at an additional charge.
3. Late delivery of advertising materials or non-compliance with specified deadlines will result in forfeiture of the space booked but the Advertiser and the Advertising Agent shall still be liable to pay the charges therefore.
4. In case of failure to deliver materials before the specified deadline for whatever reason, the publisher may use its discretion in re-running a previous adv. of similar size.
5. No cancellation is acceptable after the date of material deadline as stated in this Rate Card.
6. The Advertiser and/or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.362) and its relevant general guidelines & regulations (the "TDO"). All advertising materials submitted to us/ the placing of an order for advertisement shall fully comply with the TDO or any laws and regulations as shall be amended from time to time under the laws of Hong Kong SAR. The Advertiser warrants and confirms the agreement to comply with and to procure its employees & authorized representatives and/ or agents to comply with the TDO. The Advertiser (including the Advertising Agency) agrees to indemnify the publisher, One Media Group and keep One Media Group and its directors, shadow directors, employees, company secretary, principal officers, managers, agents, contractors or any of them fully indemnified against any claims, demand, actions, costs, liabilities, damages, proceedings and expenses suffered or incurred.
7. Third Party Rights - No person or entity other than the contracting parties under the advertisement contract/ agreement, will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap.623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/ agreement.

FACEBOOK Top 3 Posts (2019)

#1: 【SIHH 2019：江詩丹頓 Traditionnelle Twin Beat Perpetual Calendar】

Ming Watch 明錶
January 14, 2019 ·

史無前例的重大突破
【SIHH 2019：江詩丹頓Traditionnelle Twin Beat Perpetual Calendar】
在二百多年的製錶歷史裡，曾經出現過最長的動力儲備量是31天，後來有品牌打破了這項紀錄，推出50天動力儲備量的腕錶，今天，這項紀錄由江詩丹頓來再一次打破。品牌剛於2019年SIHH中推出Traditionnelle Twin Beat Perpetual Calendar腕錶，搭載獲日內瓦印記的自家研製3610手上鍊機芯，機芯由480個零件組成，直徑32毫米，厚度只有6毫米。備有自行切換模式的雙重震頻系統，包括5 Hz高頻活躍模式和1.2 Hz低頻靜待模式。在5 Hz模式之下，動力儲備量有4天；而在1.2 Hz模式之下，動力儲備量更高達65天，打破了以往所有動力儲備量的最高紀錄。而在模式切換期間，走時準確度更絲毫沒有任何誤差。腕錶更具備時分、瞬跳式閏年和月份日期萬年曆顯示，動力儲備顯示，以及震頻模式顯示。鉑金製錶殼直徑42毫米，雖然並非限量，但就只在江詩丹頓的專門店發售。

#VacheronConstantin #VCSHH #Traditionnelle
#TwinBeatPerpetualCalendar #PerpetualCalendar #TwinBeat
#breakthrough #65dayspowerreserve #SIHH2019 #MingWatch



Reach	231,001
Impressions	228,005
Ave. Freq.	0.99

#2: 【江詩丹頓 One of Not Many 展覽】

Ming Watch 明錶
June 27, 2019 ·

展現卓爾不群的製錶精神
【江詩丹頓One of Not Many展覽】
260多年來，江詩丹頓創造了一個獨特的鐘錶世界，工坊製作限量的時計作品，確保非凡卓越的品質。為了體現這種「One of Not Many」的精神，品牌早前特別在中環舉辦了一場以「One of Not Many」為主題的展覽暨酒會派對，邀請了三位來自香港、台灣及韓國的藝術家合作，以不同的創意方式，展現江詩丹頓Overseas、Fiftysix及Patrimony三大時計系列的美學與工藝。

認識江詩丹頓One of Not Many精神：
<http://bit.ly/31V06hz>

#VacheronConstantin #OneOfNotMany #Overseas #Patrimony #Fiftysix
#TraditionnelleTwinBeat #MingWatch



Reach	107,543
Impressions	174,659
Ave. Freq.	1.62

#3: 【過一個粉紅法式情人節】

Ming Watch 明錶
Published by Haley Leung [?] · 12 February 2019 ·

即去#Breguet Pop-Up打卡！
【過一個粉紅法式情人節】
「粉紅月亮」代表浪漫及有助催旺戀愛運！寶璣Breguet為今年情人節特別設計Reine de Naples限量錶款，就正正融入咗呢個浪漫詩意，以幻彩淡粉紅色珍珠貝母配粉紅色月相顯示，全球只發行28枚！紀念寶璣先生於1812年為那不勒斯王后卡羅琳（拿破崙之妹妹）製作的世界上首枚腕錶。

而家去到寶璣1881 Heritage旗艦店，除咗可以睇咗親嘅限量錶，以及同系列嘅高級珠寶腕錶之外，仲可以乘機睇埋情人節Pop-Up展覽，法式宮廷佈置，有超浪漫打卡位，可以同直徑1.5米嘅巨型粉紅月亮影相，仲可以試到由精品香水店Parfumerie Trésor精選嘅皇后香水。而凡於推廣期間於寶璣專門店購買Reine de Naples系列腕錶，更可獲贈粉紅色手錶皮帶一條。女士們，今個情人節大家知道要去邊度揀禮物啦？❤️

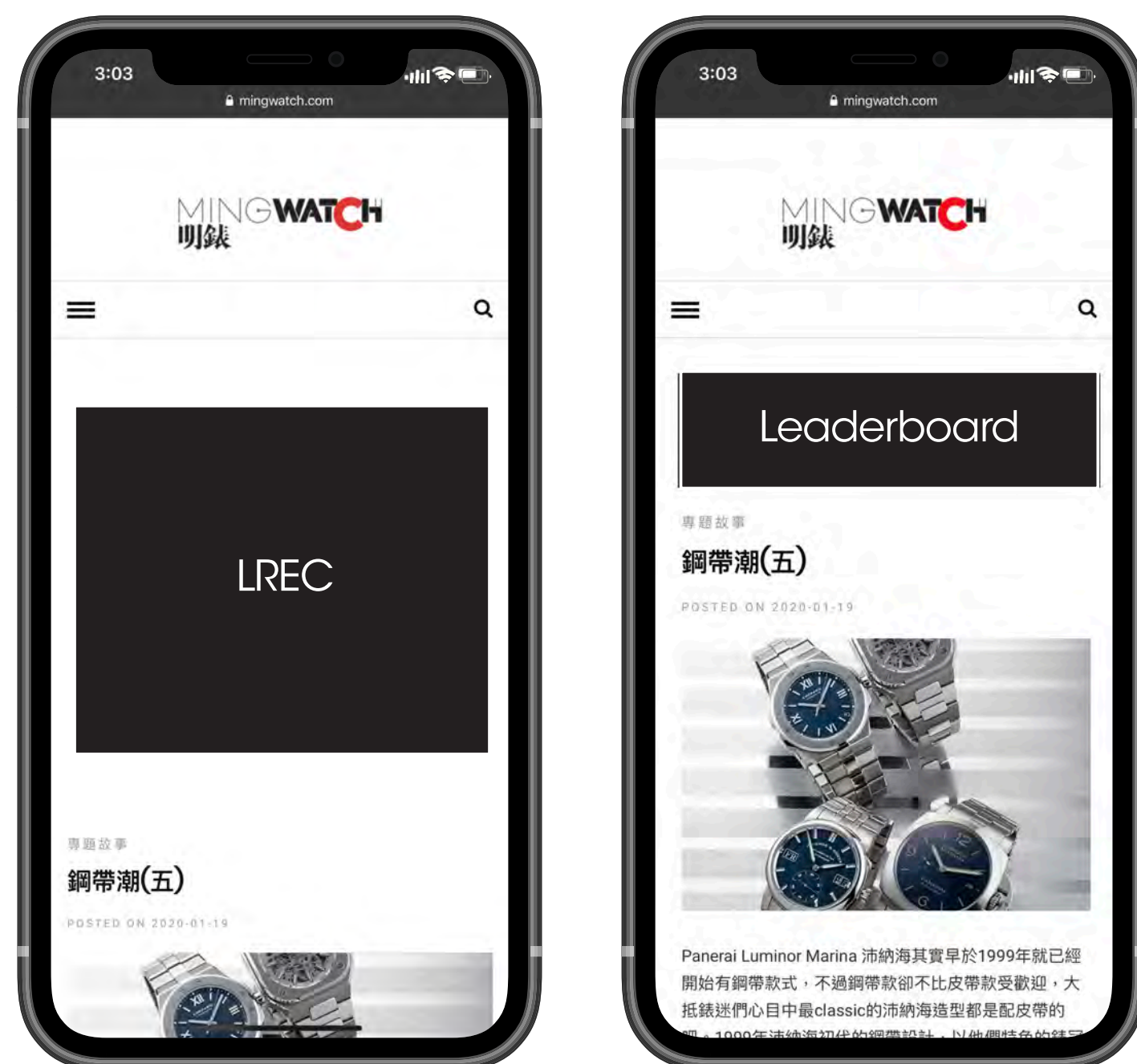
#Breguet1881Heritage #ReinedeNaples #PinkMoonExhibition #BreguetHK
#Breguet #ParfumerieTrésor #Valentines #breguetvalentines #pinkmoon



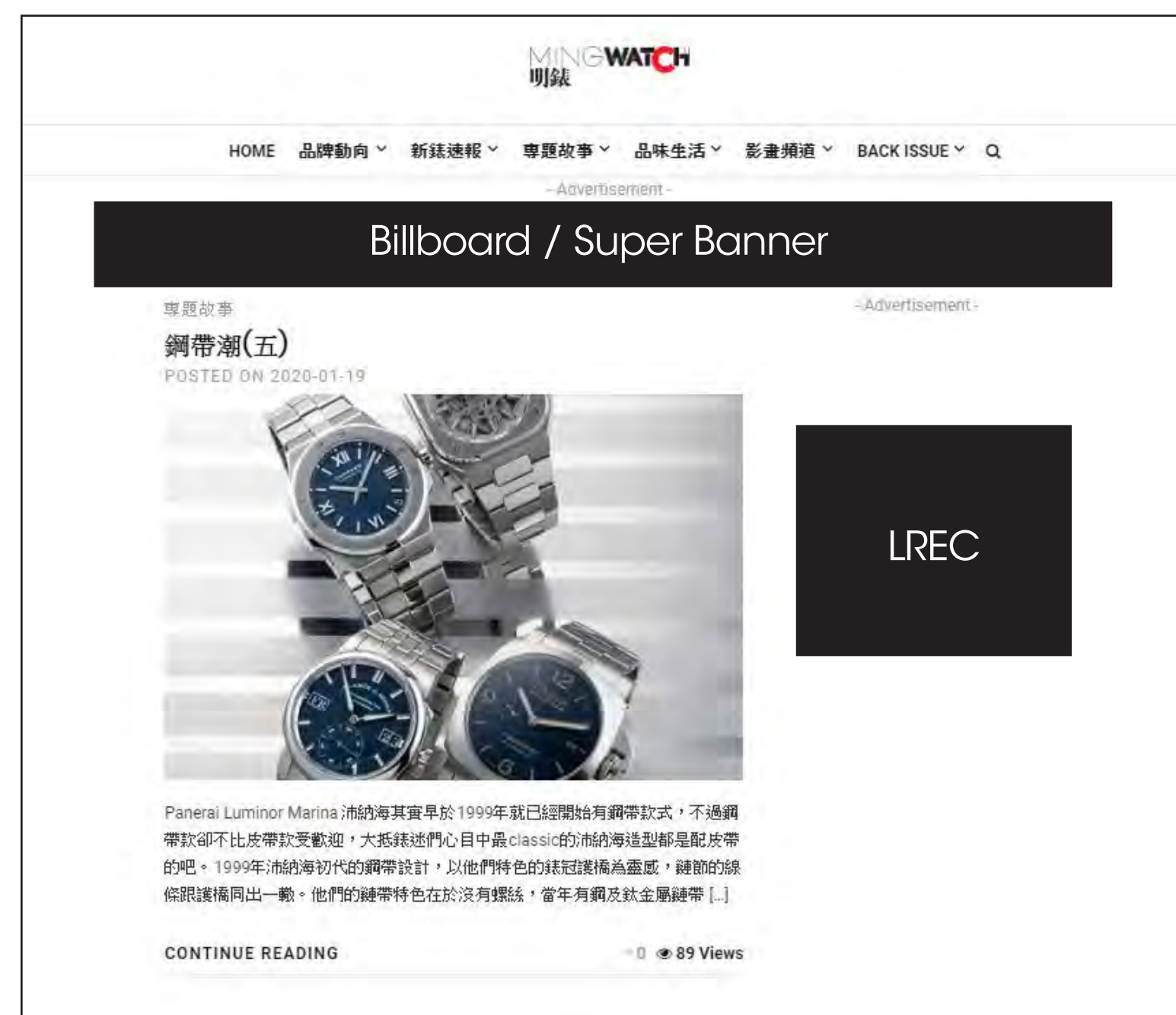
Reach	88,763
Impressions	102,262
Ave. Freq.	1.15

MING WATCH Digital Rate Card

Mobile and Desktop



(for Mobile)

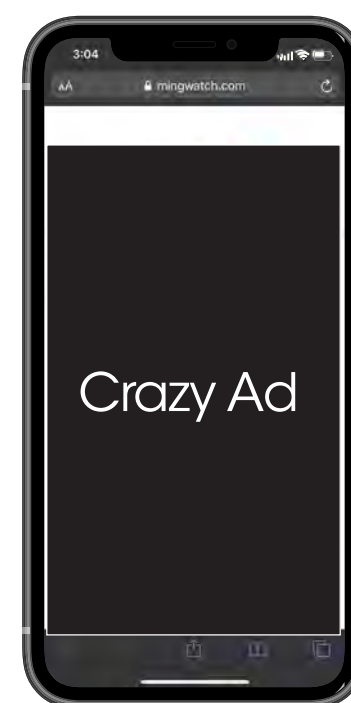


(for Desktop)

Ad Format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate (HD)
Mobile Leaderboard	320(W) x 50 (H)	Mobile	Run-of-site	25%	\$5,000
Billboard	970(W) x 250(H)	Desktop	Run-of-site	25%	\$9,000
Super Banner	728(W) x 90 (H)	Desktop	Run-of-site	25%	\$15,000
Large Rectangle (LREC)	300(W) x 250 (H)	Desktop	Run-of-site	25%	\$6,800
	300(W) x 250 (H)	Mobile	Homepage	25%	\$6,000

MING WATCH Digital Rate Card

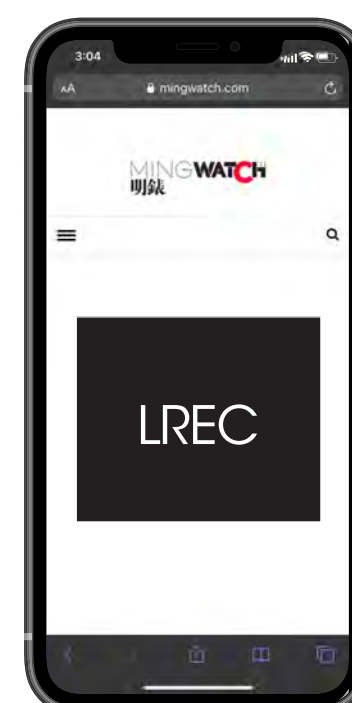
Mobile and Desktop



(for Mobile)



When land to the page, it will popup expanded image, and auto collapse after 15sec



(for Desktop)



When land to the page, it will popup expanded image, and auto collapse after 15sec



Ad Format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Crazy Ad	320 (W) x 416(H)	Mobile	Homepage	25%	\$10,800
	1024(W) x 605(H)	Desktop	Homepage	50%	\$15,000

MING WATCH Digital Rate Card

Mobile only



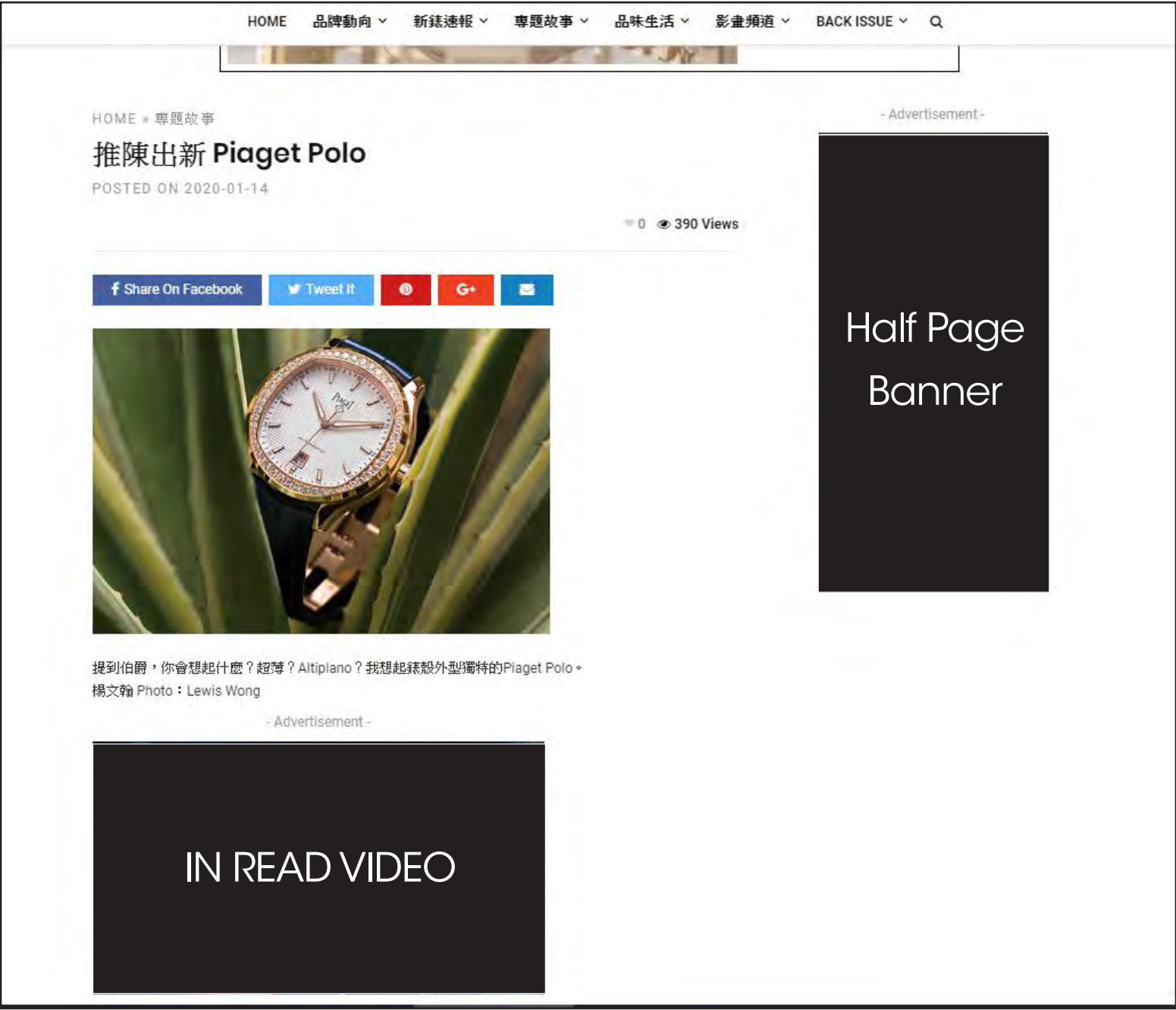
When scroll down to the page, the image will be covered.

(for Mobile)

Ad Format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Underlay	320(W) x 480(H)	Mobile	Homepage	100%	\$15,000

MING WATCH Digital Rate Card

Desktop only



(for Desktop)

Ad Format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Half Page Banner	300(W) x 600(H)	Desktop	Homepage	25%	\$10,800
In Read Video	540(W) x 480(H)	Desktop	Run-of-site	100%	\$18,000

MING WATCH Digital Rate Card

Effective Date: 1st January 2020

Facebook Newsfeed

- Ming Watch Facebook fanpage (@MingWatch)
 - Minimum boosting cost requirement: HK\$3,000
 - Boosting handling charge: 30% of the boosting cost
- Gross Rate: HK\$35,000

Instagram Feed

- Ming Watch Instagram (@mingwatch)
 - Minimum boosting cost requirement: HK\$3,000
 - Boosting handling charge: 30% of the boosting cost
- Gross Rate: HK\$30,000

eDM

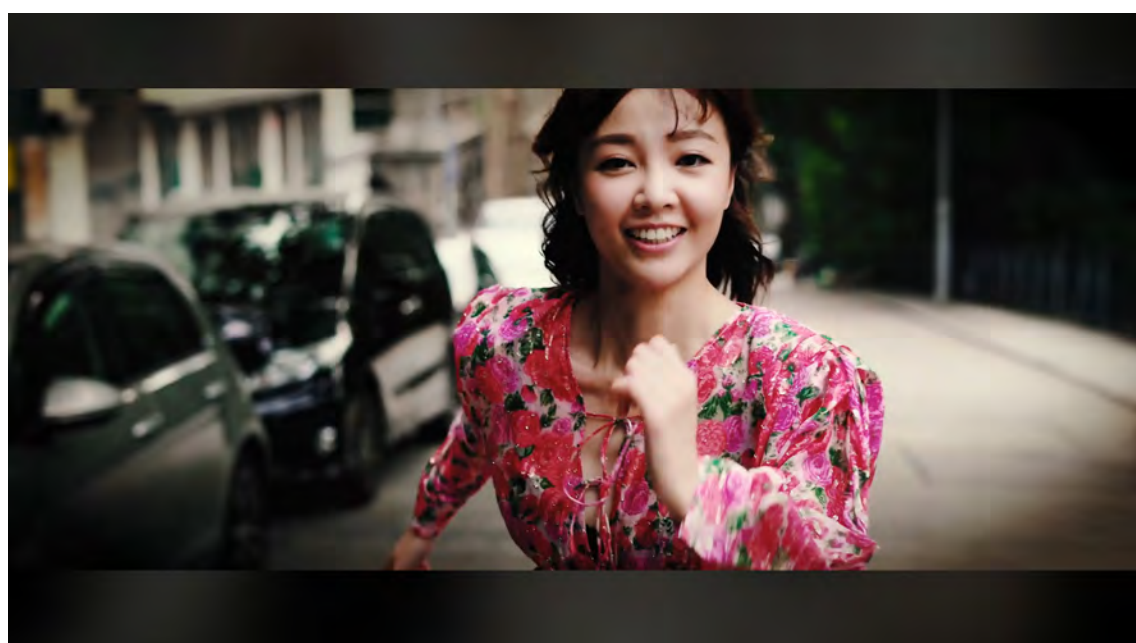
- Specified Demographic
- HK\$5 / Member

Digital Platform Remarks:

1. Ad Inventories and spaces are reserved on a first-come, first-served basis.
2. Production cost is not included.
3. Booking Deadline: website - 7 working days prior to the ad posting date.
4. Material Deadline: website - 5 working days prior to the ad posting date.
5. Material Requirements: The above ad rates apply to the banner format of JPEG, GIF or SWF format and supporting Internet Explorer Browser 6.0/ 7.0 only.



Video Production



首支創意 CM 『一腳踏兩船』上線喇！



『TAIPEI CAR WATCH』



【精工。日本制造。日系之美】



「Sense of Time」文青錶展



Ming Watch 文青錶展之老爺講錶



【懂・分辨・EP07 一行船威過做飛機師？】

- We offer you:**
1. Professional production team, including more than 20 renowned movie/ short film/ documentary/ commercial directors in Hong Kong and China
 2. Well connected with renowned celebrities and artists in Hong Kong, China and Taiwan
 3. Multi-broadcasting channels to provide effective reach to target customers

*Quotation will be provided based on client's brief

Video Production



【懂 · 分辨 · EP08 — Craft Beer 手工啤酒】



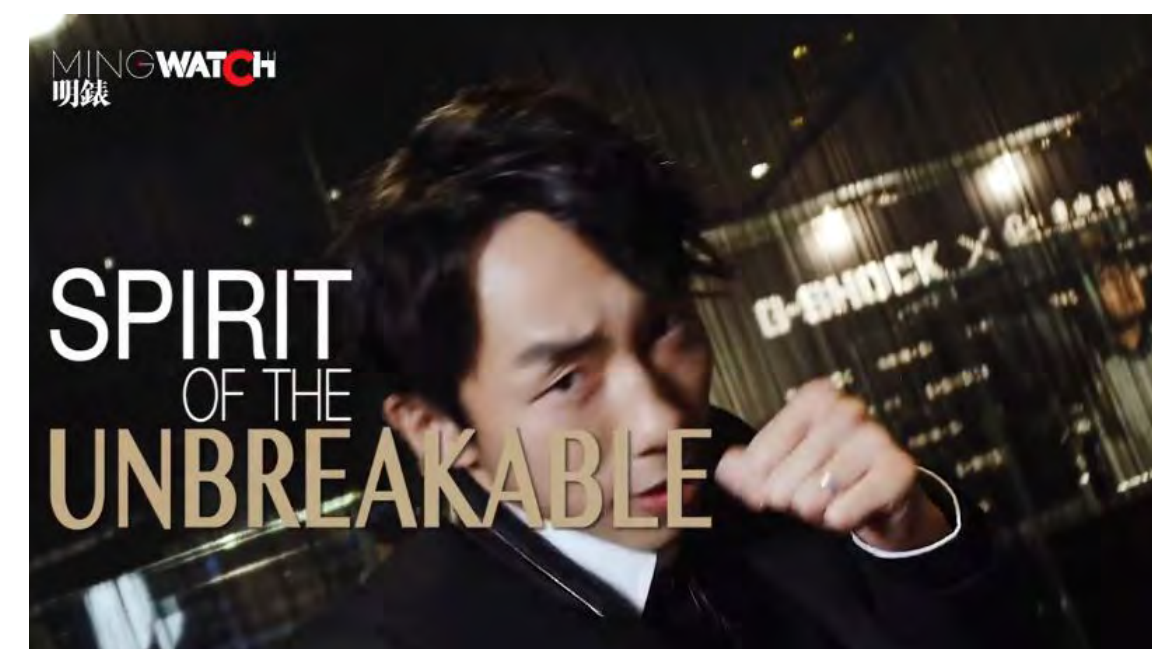
【懂 · 分辨 · EP09 — 刀劍神域】



【Ming Watch 人物專訪：這就是黃宏達 Victor Wong】



【Ming Watch 人物專訪：郭富城】



【Ming Watch 人物專訪：香港拳王曹星如】



【MingWatch Girl】The Gorgeous Girl in Taiwan - Ann Hong

Video Production



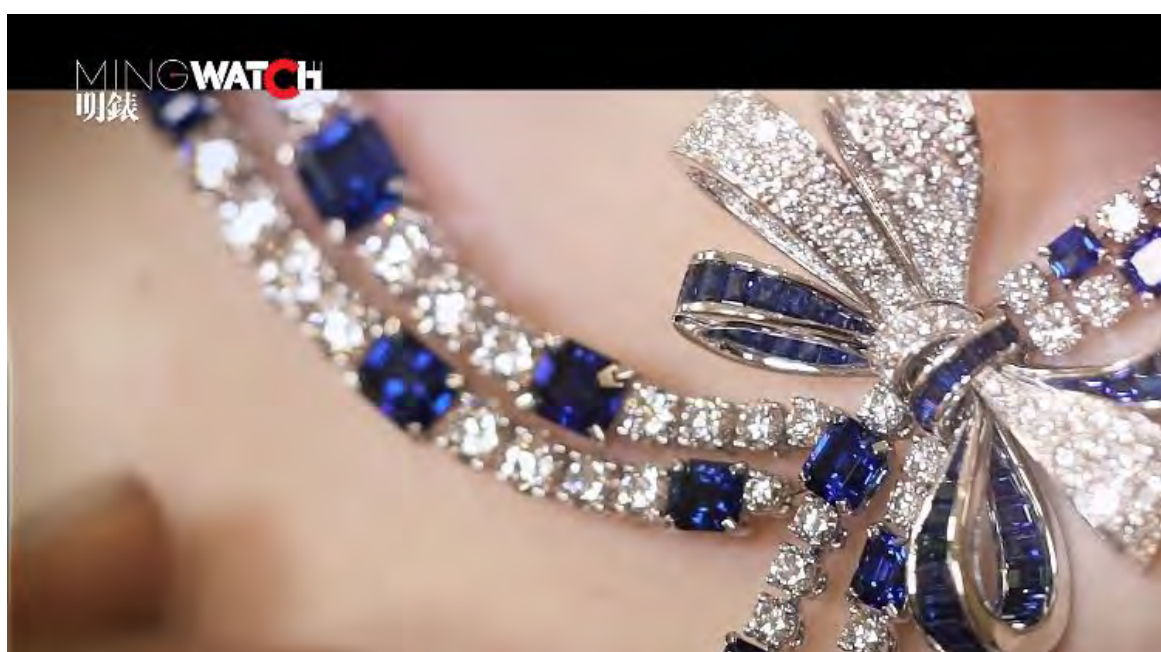
【明錶專訪】- Christy Chan 陳潔玲



【Ming Watch girl】Sadie



【走進大銀幕 Anika 夏嫣】



【GRAFF - A Burst of Colours 高級珠寶展】



【咖啡師的一天】



【老爺帶你行表展 2019 精彩花絮】

Event Management

* Quotation will be provided based on client's brief



Montblanc:
與時間競賽



文青錶展



**HKTDC Hong Kong
Watch and Clock
Fair 2019**



Ming Watch x Grand Seiko
爺帶你睇精工



**Ming Watch x
G2000 BLACK**
老爺分享會





T H A N K Y O U

 www.mingwatch.com

 www.facebook.com/MingWatch

 www.instagram.com/mingwatch

 www.youtube.com/MingWatch

CONTACTS

EDITORIAL

Fax: (852) 2976 5515

Email: mingwatch@omghk.com

ADVERTISING

Tel: (852) 3605 3713 Fax: (852) 2898 2549

Email: mwmadv@omghk.com

MARKETING

Tel: (852) 3605 3719

Email: marketing@omghk.com