

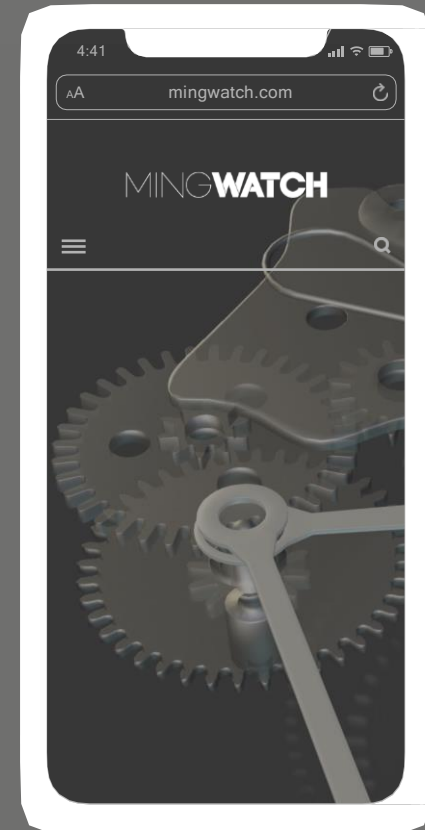
A PROFESSIONAL WATCH MAGAZINE FOR EVERYONE

MINGWATCH

RATE CARD 2023

ISSN 2226-3489
4 892262 011025 >

MAGAZINE



WEBSITE + MOBILE SITE



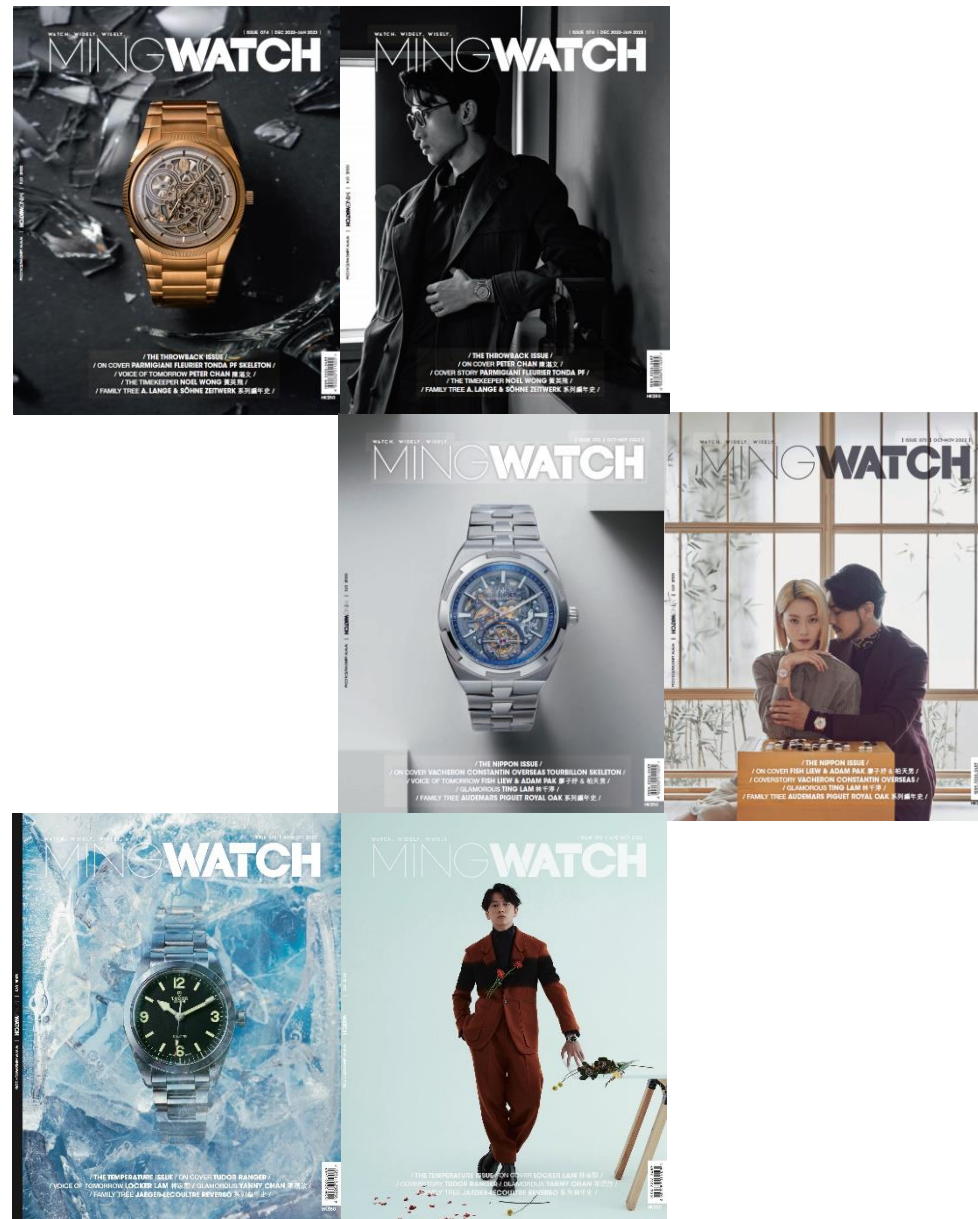
www.mingwatch.com

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 platformsincluding 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.



CONTENTS



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.



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.

MINGWATCH

RATE CARD

PRINT MAGAZINE



Frequency:
Feb, Apr, Jun, Aug, Oct, Dec



Price:
HK\$ 50

Extensive Distribution Networks:

- Newstands
- Circle K

DIGITAL INSIGHT

**MAGAZINE**

Male (80%), Female (20%)

Age:

20-24 (7%)

25-34 (10%)

35-49 (73%)

49+ (10%)

High Income level

Monthly Personal

Income HK\$80k+ (30%)

**mingwatch.com**

Male (67%), Female (33%)

Age:

18-24 (9%)

25-34 (19%)

35-44 (27%)

45-54 (10%)

55+ (35%)

HK / Macau / Taiwan / China
(97%)

Average monthly page view
316k+

**Ming Watch**

Followers: 26k+

Male (69%), Female (31%)

Age:

18-24 (7%)

25-34 (22%)

35-44 (38%)

45-54 (14%)

55+ (19%)

Avg monthly post reach
770k+

Engagement rate
8.5%

**Ming Watch**

Followers: 1,174

Male (73%), Female (27%)

Age:

18-24 (5%)

25-34 (33%)

35-44 (40%)

45-54 (19%)

55+ (3%)

Avg monthly post reach
60k+

Interaction rate
10.4%

**Ming Watch**

Subscribers: 9,914

Male (97%), Female (3%)

Age:

18-24 (4%)

25-34 (30%)

35-44 (28%)

45-44 (22%)

55+ (16%)

Avg Monthly Video Views
44.2k+

Avg Monthly CTR
6.6%

Avg Monthly Impressions
508.5K+

SOCIAL MEDIA SHOWCASE

Facebook Feed

Ming Watch 明錶
Published by Iris Lee · January 13 at 6:30 PM ·

【新錶介紹】CITIZEN Future Force飛行款式腕錶系列全新CA455系列「復古時尚」

CITIZEN Future Force飛行款式腕錶系列推出共4款新錶型號(CA4559-13A, CA4558-16E, CA4554-84L, CA4554-84H)，對比現有款式，全新款式專為功能不變，而注目點落在錶面及錶殼的新併色設計，實屬系列復古又時尚的格調。全新錶款均搭載Cal.8620自動機械機芯，配備專利的光動能(Eco-drive)技術，則可以透過吸收任何光源轉化成動力，毋須定期更換電池；具備10bar防水及24小時日期顯示、計碼碼計等實用功能。

而錶盤上設計沿用Future Force系列的經典指針設計，於3、6、9時位置設有小時標，是以1950至1970年代飛行員計時碼錶的tri-compax三環組合為設計藍本，而黑色錶盤配上銀色對比的指針，備有夜光功能的小時刻度，以三角形取代12時位置以示為方向的指針等細節，亦是向早期的專業飛行員腕錶的致敬設計。新錶錶殼均為43mm，外觀遠勝專業飛行員腕錶但價格親民，定必更廣泛地吸引更多日常佩戴者的目光！

了解全新Future Force CA455系列更多：<https://bit.ly/3X9Tk3o>
Citizen Watch
<https://www.citizen.com.hk/>
CITIZEN專賣店
旺角彌敦道610號南寧街商場中心地下G22號舖
(852) 2997 5305

#CITIZEN #CitizenHK #FutureForce #CA455 #EcoDrive #CitizenGentWatch #PerfectionInTime



Ming Watch 明錶
Published by Anson Tang · September 6, 2022 ·

【Audemars Piguet | 50 YEARS OF ROYAL OAK：星級Royal Oak皇家橡樹50大壽：九月香港展覽，系列歷史大回顧】（立刻預約展覽參觀：<https://bit.ly/3U185fi>）

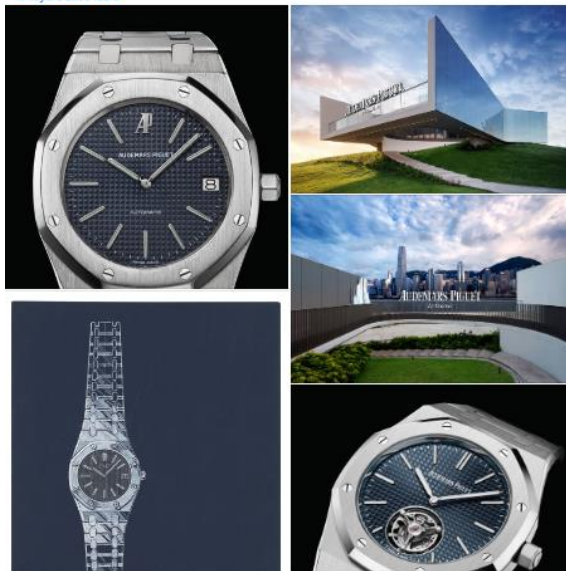
Audemars Piguet 星級的Royal Oak皇家橡樹腕錶，於1972年問世，首時以全網鑲嵌橡膠錶圈，開創了高級運動腕錶熱潮。這在50載，Royal Oak皇家橡樹由一款錶，講化成一整個系列，曾推出多個款式，不同尺寸、材質、設計有傳統又有大膽，風格各異，影響深遠，早已超越製錶業的領域，更成一代時尚icon。

為慶祝Royal Oak皇家橡樹腕錶系列誕生50周年，Audemars Piguet將於2022年9月18日至9月25日在香港西九文化區藝術館舉行「50 YEARS OF ROYAL OAK」展覽，帶領大家探索品牌50年來經典之作。

展覽將會帶來多款令人耳目一新的多元感官體驗，讓參觀者一同見證Royal Oak皇家橡樹腕錶的誕生，探索腕錶從圖影作現至成為持續影響著當代文化界的角色，還大家一起回顧品牌這般驚人的歷史。

展覽日期：2022年9月18日（星期日）至9月25日（星期日）
開放時間：上午11時至晚上8時30分（最後入場時間為閉館前30分鐘）
活動地點：西九文化區藝術館展亭
入場費用：全免
體驗時間：約30至45分鐘
立刻預約展覽參觀：<https://bit.ly/3U185fi>

#AudemarsPiguet #RoyalOak #watchesofinstagram #classicwatch #whatsonmywrist #watchenthusiast #hkwatch #hongkongwatch #watchaddict #watchcollector #watches #watchfam #dailywatches #timepieces #watchoftheday #mingwatch #RoyalOak50Years



Instagram Feed

mingwatch_hk · 追蹤

mingwatch_hk 【H. Moser & Cie. 於香港開設全球首間專門店！與品牌CEO對話！會香港專門店特別版？】

H. Moser & Cie. 取址香港的核心地段，中環畢打街中環大廈地下，與masterpiece by king fook 攜手開設全球首間專門店，成為品牌重要里程碑之一，選擇於香港開設首間專門店，是因為品牌CEO Edouard

348次觀看
12月23, 2022

mingwatch_hk · 追蹤

mingwatch_hk 【Mirror選報 | Ian 全黑Total Look同軒公賀壽】

昨日2月1日為#張敬軒 軒公生日，Ming Watch率先祝他生日快樂！當然作為好友的Mirror成員 Ian #陳卓賢 當然要為他提早慶祝軒公壽，當日以一身全黑西裝加眼鏡的暗黑王子造型，配搭黑色Chauvet Jeux De Liens Harmony Onyx頸鏈出席，小編都想同佢地兩個一齊慶祝生日呀……！

@ianychan @chaumetofficial @hinscheung

#chaumet #ianchan #mingwatch #mingwatchlifestyle #lifestyle #mingwatch #watch #watches #whatsonmywrist #fashion

405個讚
17小時前

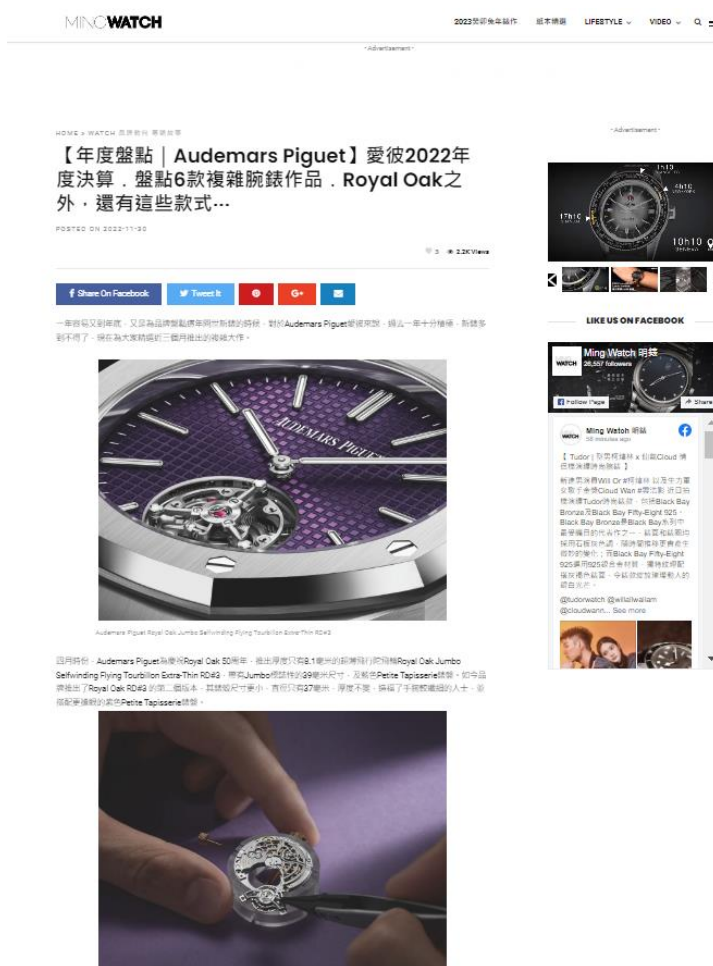
SOCIAL MEDIA SHOWCASE

Audemars Piguet

Facebook Feed



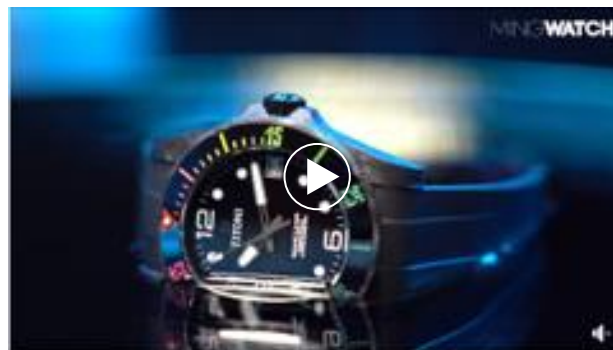
Online Article



VIDEO PRODUCTION



H. Moser & Cie. 與品牌CEO對談



Titoni Seascoper 600 CarbonTech 全黑碳纖維潛水錶



HUBLOT & MINGWATCH present



Panerai Luminor Tourbillon GMT Goldtech



Solvil et Titus Valor 復古潛水錶風格 高質親民



Baume et Mercier 尋找擁有名士利維拉的「無名氏」

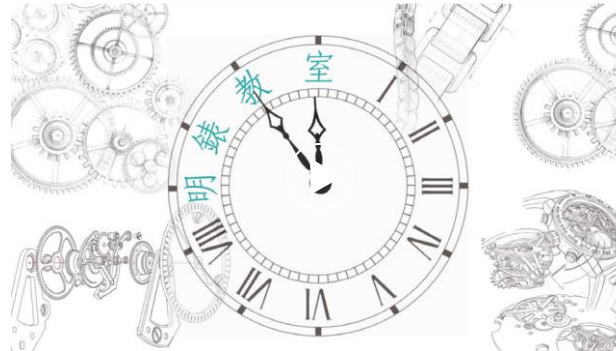
- We offer you:**
1. Professional production team, including more than 20 renowned movie/ short film/ documentary/ commercial directors in Hong Kong and China
 2. Well connected with renowned celebrities and artists in Hong Kong, China and Taiwan
 3. Multi-broadcasting channels to provide effective reach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

*Quotation will be provided based on client's brief

VIDEO PRODUCTION



Phonic In-Ear Monitors 響悅耳機



明錶教室：年曆同萬年曆嘅分別？



TAIPEI CAR WATCH



Know the Difference 懂 • 分辨 — 刀劍神域



Baume & Mercier Clifton Baumatic Collection



【Ming Watch girl】Sadie

- 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

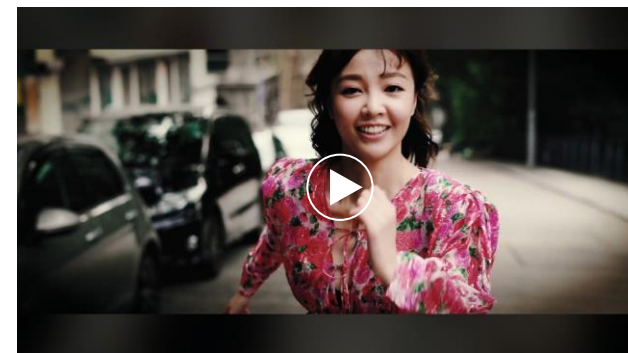
VIDEO PRODUCTION



Know the Difference 懂 • 分辨 - Craft Beer 手工啤酒



Ming Watch 人物專訪 這就是黃宏達 Victor Wong



首支創意 CM 一腳踏兩船 上線喇！



Know the Difference 懂 • 分辨 - 行船威過做飛機師



走進大銀幕 Anika 夏嫻



Ming Watch人物專訪：郭富城

- 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



Ming Watch 人物專訪：香港拳王曹星如



"Sense of Time" 文青錶展映像文案



GRAFF - A Burst of Colours 高級珠寶展

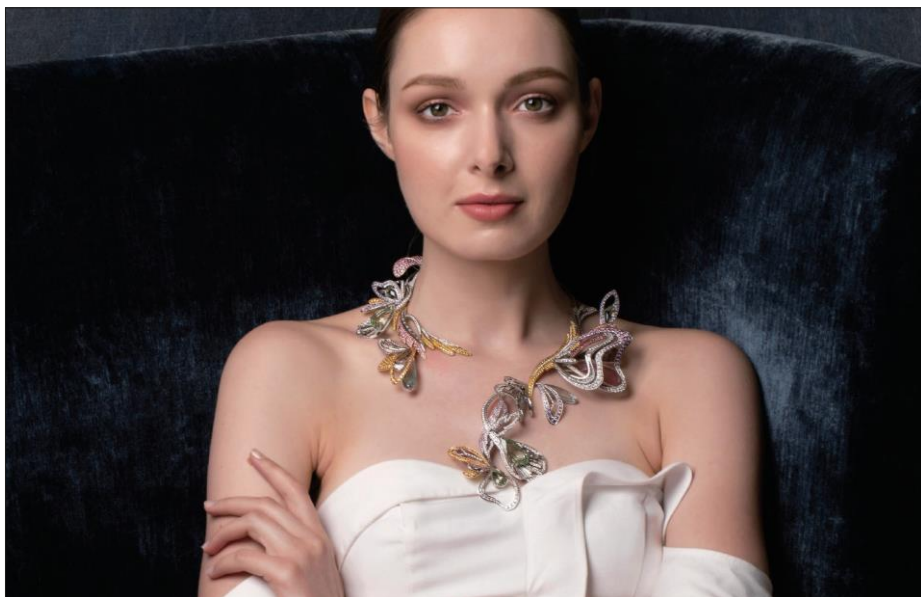


精工。日本制造。日系の美

- We offer you:**
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 2. Well connected with renowned celebrities and artists in Hong Kong, China and Taiwan
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PRINT RATE CARD

**PRIME POSITION**

Effective Date: 1st January 2023

Position	Size/ 4C	Rate(HK\$)
Cover	Full Page	\$262,500
Back Cover	Full Page	\$113,400
Inside Front Spread	Double Page Spread	\$159,600
Table of Contents 1	Full Page	\$69,300
Table of Contents 2	Full Page	\$68,250
Table of Contents 3	Full Page	\$67,200
Facing Editor Note	Full Page	\$63,000
Facing Masthead	Full Page	\$61,950
Inside Back Cover	Full Page	\$57,750
R.O.P.	Full Page	\$57,750
R.O.P.	Double Page Spread	\$115,500

FREQUENCY

Feb, Apr, Jun, Aug, Oct, Dec

REMARKS

Fixed Position Loading: +20%

(subject to availability)

Consecutive Pages Loading: +10%

Advertising Agency

Commission: 15%

(only offer to accredited advertising agency)

PRINT SIZE AND 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

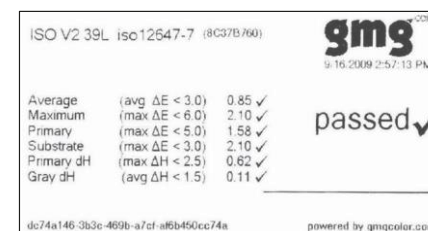
DIGITAL FILE SPECIFICATIONS

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-1a (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

- Digital proof in ISO 39L Standard (complies with ISO 12647-7)
- Colour proof with proof control "passed sticker"
- One set of digital proof is required
- 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

- The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
- Fixed position advertisements are only available at an additional charge.
- 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.
- 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.
- No cancellation is acceptable after the date of material deadline as stated in this Rate Card.
- 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.
- 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.

DIGITAL RATE CARD

Effective Date: 1st January 2023

Facebook Newsfeed

- Ming Watch Facebook fanpage (@MingWatch)
- Min. \$1,500 or 30% handling charge of boost amount whichever is higher

Gross Rate: HK\$35,000

Instagram Feed

- Ming Watch Instagram (@mingwatch)
- Min. \$1,500 or 30% handling charge of boost amount whichever is higher

Gross Rate: HK\$30,000

eDM

- Specified Demographic
- HK\$2 / Member
- Minimum Entry Fee is \$10,000 (net)

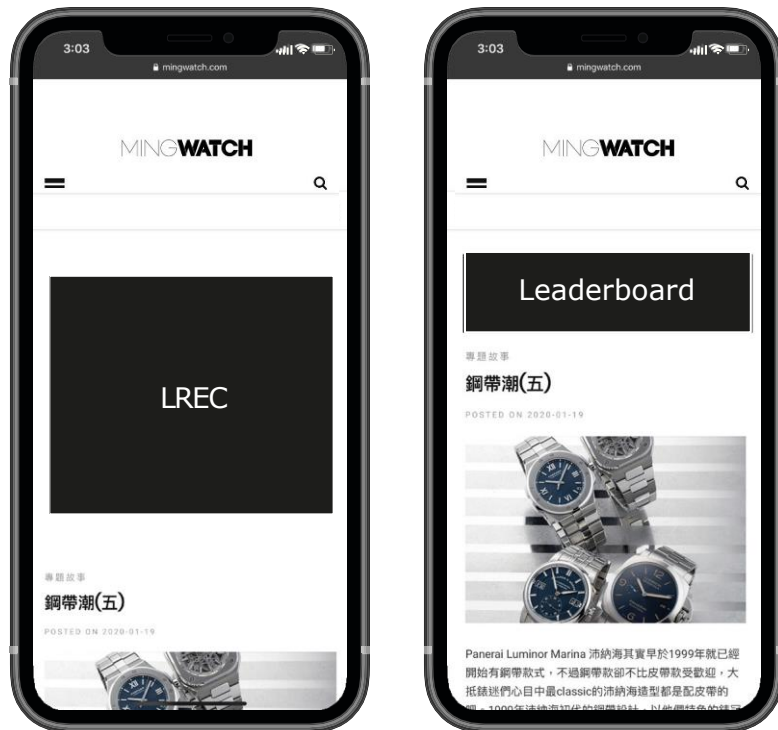
Digital Platform Remarks:

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.

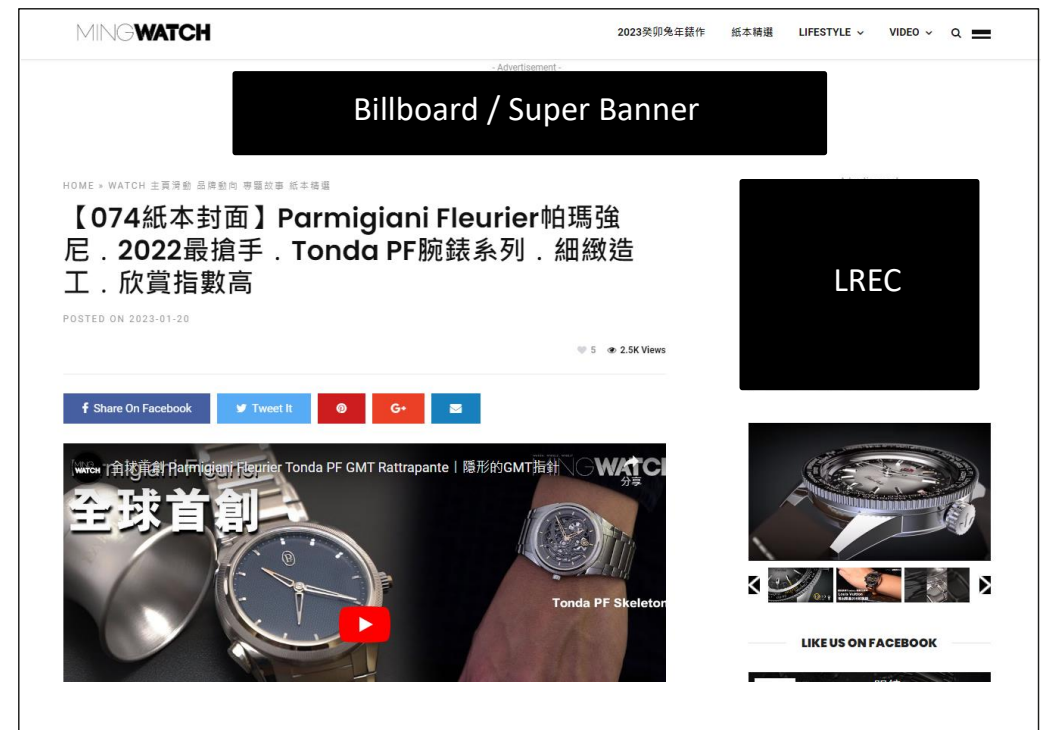


DIGITAL RATE CARD

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

DIGITAL RATE CARD

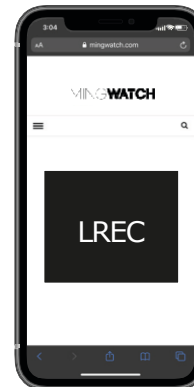
Mobile:

MFV
(MOBILE FIRSTVIEW)



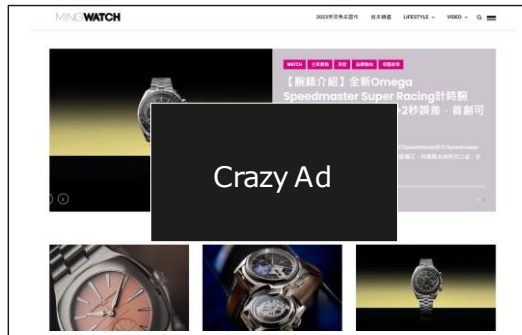
(for Mobile)

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



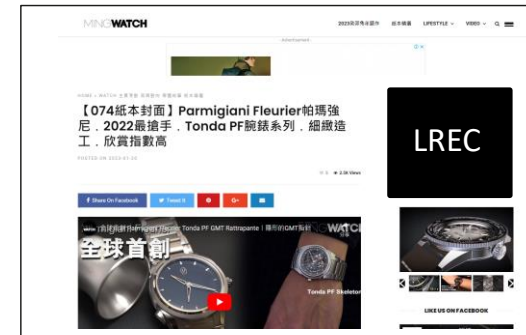
Desktop:

Crazy Ad



(for Desktop)

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



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

DIGITAL RATE CARD

Mobile only



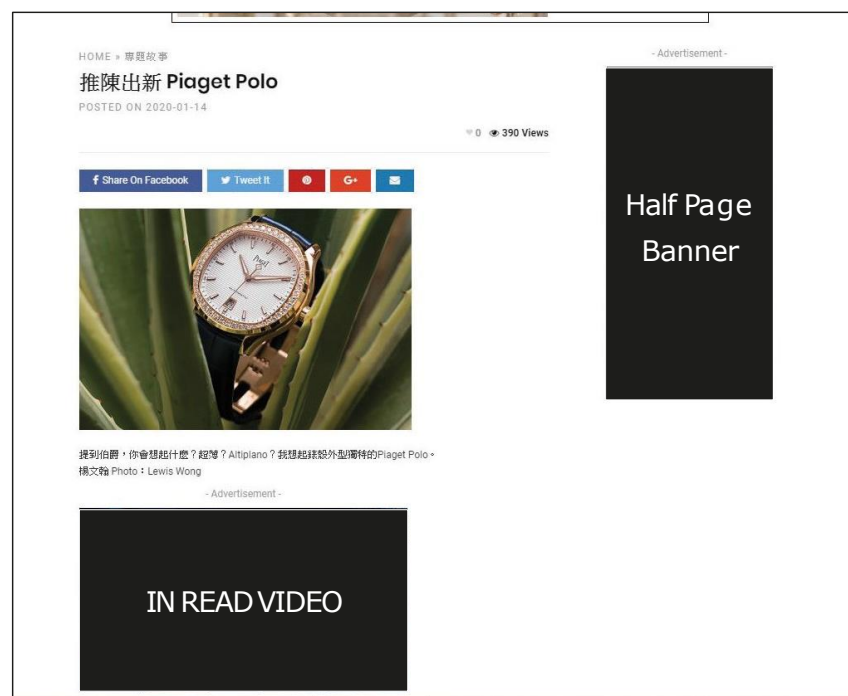
When scroll down to the page, the image will be covered.

(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

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

T H A N K Y O U

 www.mingwatch.com www.facebook.com/MingWatch www.instagram.com/mingwatch www.youtube.com/MingWatch

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Email: marketing@omghk.com