



OF CALONE OF THE MOST INFLUENCING INTEGRATED AUTOMOBILE PLATFORMS IN HONG KONG







Unique - Extraordinary

Inherited the unique style of BBC TopGear magazine, which is youthful, humorous, colorful and lively. TopGear HK aims at providing breakthrough to the industry and to inspire readers from F1 professional drivers to freshmen.

TOGETAT AUDIENCE PROFILE



MAGAZINE

Male (86%)

20-24 (24%)

25-34 (24%)

35-44 (22%)

45+ (30%)

High Education Level

University and above (75%)

High Occupation Level

Professional, Manager, Executive (48%)

High Income level

Monthly Household Income HK\$50k+ (59%)



WEBSITE

Male (94.5% of total fans)

18-24 (13%)

25-34 (39%)

35-44 (33%)

HK / Macau / Taiwan (86%)



FACEBOOK

No. of fans 172k+

Male (92% of total fans)

18-24 (19%)

25-34 (37%)

35-44 (25%)

Average monthly post reach

2.5 million

Engagement rate 10.8%



YOUTUBE

No. of subscribers 31k

Male (96% of total fans)

18-24 (20%)

25-34 (40%)

35-44 (26%)

No. of video 300+ Total no. of view 6M+

Source: Nielsen Media Index Sep 2017

Source: Google Analytics 2018

Source: Facebook Insight Report 2018

Source: TopGear HK YouTube Jun 2018

TOGE CAT THE MAGAZINE













Frequency: Monthly

Price: HK\$30

Extensive distribution networks:

- Newstands
- 7-11, Circle K, Vango
- Subscriptions

Promotional copies distributed to the targeted networks:

- Passenger lounges of major airlines
- Selected 5-star hotels
- Pacific coffee

THE MAGAZINE

Key contents include:



Car cultures, news, editors' columns, interesting people and stories around the world.



In-depth stories about cars. Exclusive features, lots of rare seen machines, hundreds of stunning photos. Great visuals, strong impact.



Quick reviews of new cars.



Long term tests, product tests, latest technologies and classic cars. Everything about practicality.

TO CEBOOK FACEBOOK

Fans Engagement

【TopGear Driver's Club 請你睇戲!】

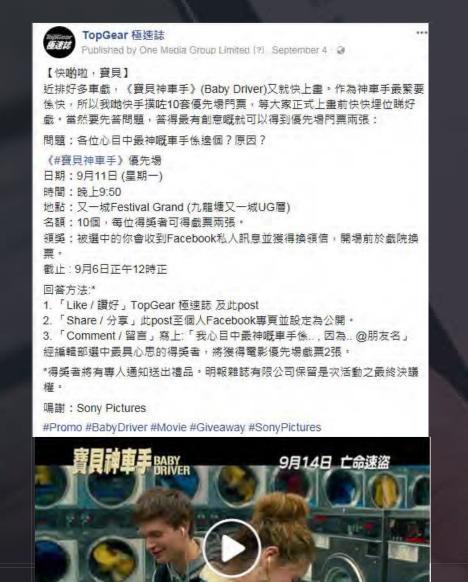


日期: 2017年3月23日(星期四)

地點: 九龍塘 Festival Grand Cinema

時間:晚上9時50分

【快啲啦,寶貝】 10套優先場



這世界由三件事組成

【車轆吹水站】:《TopGear極速誌》 同大家一齊吹一齊傾,一切由車轆開始



【Driver's Club請你睇 香港Formula E】



【入車迷會送Dyson】



FACEBOOK

Top 3 Posts (2018)

#1:【殺上天門山】



Posted on 12 Feb 2018 (100% Organic)

889,541 Reach Impressions 1,555,501 1.75x Ave. Freq. Video Views 253,774 Engagement Rate 17.9% Share 4,425

#2:【貼地手波車 Jazz RS MT】



Posted on 18 Feb 2018 (100% Organic)

 Reach 226,789 Impressions 356,387 Ave. Freq. 1.57x Video Views 105,814 Engagement Rate 25.3% Share 829

#3: 【Kia 完勝林寶】



Posted on 16 Jan 2018 (100% Organic)

 Reach 221,657 Impressions 401,335 • Ave. Freq. 1.81x Video Views 60,675 Engagement Rate 21.1% Share 577



CEAT PRINT RATE CARD

PRIME POSITION

Effective Date: 1 January 2018 Position Size/4C Rate (HK\$) \$ 89,000 **Back Cover** Full Page **Inside Front** \$ 77,000 Full Page Double Page Spread Inside Front Spread \$ 133,000 Facing Inside Front Full Page \$ 67,000 Before Index Double Page Spread \$ 120,000 Facing Index \$ 67,000 Full Page Facing Editor Note/ Masthead \$ 62,000 Full Page Inside Back Full Page \$ 57,000

R.O.P. (First Half)

Size/4C Rate (HK\$) Full Page \$ 57,000 Half Page (Vertical/ Horizontal) \$ 35,000

R.O.P. (Second Half)

Size/4C Rate (HK\$) Full Page \$ 47,000 Half Page (Vertical/ Horizontal) \$ 29,000

FREQUENCY

Monthly

FREQUENCY DISCOUNT

No. of insertions	Discoun
6-11 Insertions	5%
12+ Insertions	10%

Fixed Position: +20% (subject to availability)

+10% Consecutive Pages:

Advertising Agency Commission: 15% (only offer to accredited advertising agency)

SIZE & SPECIFICATIONS

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)

Page Spread

Trim Size: 285 mm (H) x 442 mm (W) Bleed Size : 295 mm (H) x 452 mm (W) Non Bleed Size: 275 mm (H) x 432 mm (W)

Half Page

(Vertical) Trim Size Bleed Size Non Bleed Size

Half Page

(Horizontal) Trim Size 285 mm (H) x 110 mm (W) 142 mm (H) x 221 mm (W) Bleed Size 295 mm (H) x 115 mm (W) 152 mm (H) x 231 mm (W) Non Bleed Size 275 mm (H) x 100 mm (W) 132 mm (H) x 211 mm (W)



DIGITAL RATE CARD

A) TopGear Hong Kong iPad*

Effective Date: 1 January 2018

Format Specifications Hyperlink Specific URL Specific URL 5 mins, screen size will be automatically adjusted, mpeg4 Cost for Bundle with Print (HK\$) \$1,000 \$1,000 \$3,000 \$3,000

B) eDM

Specified Demographic HK\$5/ Member

C) Facebook Newsfeed

- TopGear Facebook homepage

Cost: HK\$21,000

- No. of units per day: Minimum 2
- Boosting handling charge: 30% of the boosting cost or HK\$900 (whichever is higher).

D) Other Services (Quote upon request)

Youtube Inner Video Ad, Digital Custom Publishing

Remarks:

- 1. There will be an additional 50% loading charge for Fixed/ Expandable Ad or order below the minimum buy.
- 2. Ad Inventories and spaces are reserved on a first-come, first-served basis.
- 3. Production cost is not included.
- 4. Booking Deadline: 5 working days prior to the ad posting date.
- 5. Material Deadline: 3 working days prior to the ad posting date.
- 6. 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.







^{*} Quotation will be provided based on client's brief for special effects



DIGITAL RATE CARD (DESKTOP + MOBILE SITE)

www.topgearhk.com

	Format	Dimensions (pixels)	Appear at website	Appear at mobile site	Location	Min. SOV	Rate / Week (HD)
Desktop	Billboard	728(W)*90(H)	Yes	No	Run-of-site	25%	\$8,000
	Crazy Ad	1024(W)*605(H)	Crazy Ad	Mobile-first-view	Crazy Ad (Home Page)	50%	\$15,000
	LREC/ TVC	320(W)*250(H)	Yes	Yes	Run-of-site	25%	\$6,000
	Super Banner	728(W)*90(H)	Yes	No	Run-of-site	25%	\$15,000
Mobile	LREC/ TVC	728(W)*90(H)	No	Yes	Run-of-site	25%	\$6,000
	LREC-video	300(W)*250(H)	Yes	No	Run-of-site	25%	\$6,000
	Mobile-first-view	320(W)*416(H)	No	Yes	Mobile-first-view (Mobile Site First interaction)	50%	\$15,000
	Small-banner	320(W)*50(H)	No	Yes	Run-of-site	25%	\$5,000

Remarks:

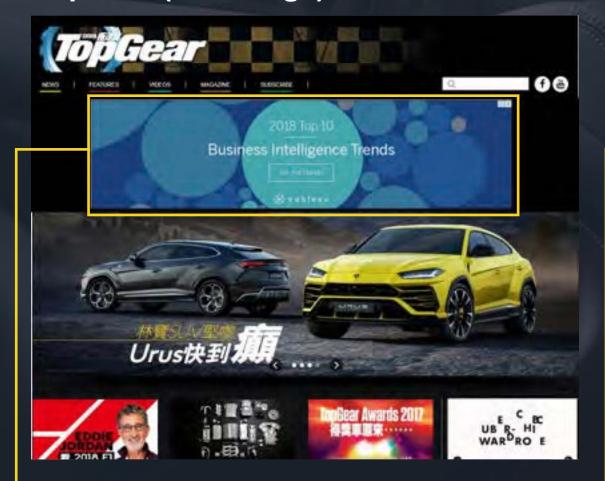
- 1. Homepage Main Visual must be bundled with Channel Cover Story/ Feature with landing page at designated Channel. The booking entitlement for each Homepage Main Visual is ONE week only.
- 2. Frequency capping applies for Overlaid Crazy Ad + Mobile-first-view will be displayed once for every 8 hours per day. The booking entitlement for each Overlaid Crazy Ad + Mobile-first-view is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval).
- 3. Minimum Entry Fee is \$30,000 (nett).



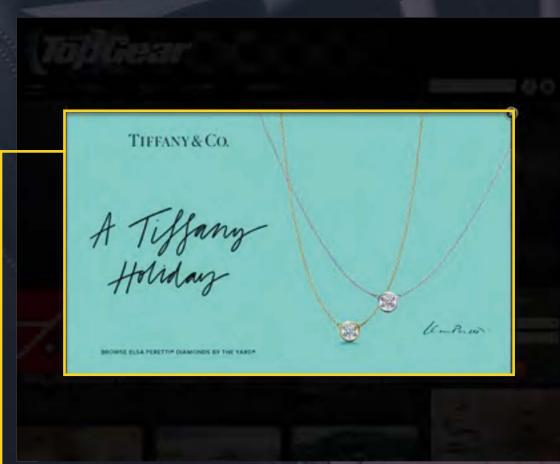
TO DECEMBER DIGITAL RATE CARD - NEW ADV. FORMAT (DESKTOP)

www.topgearhk.com

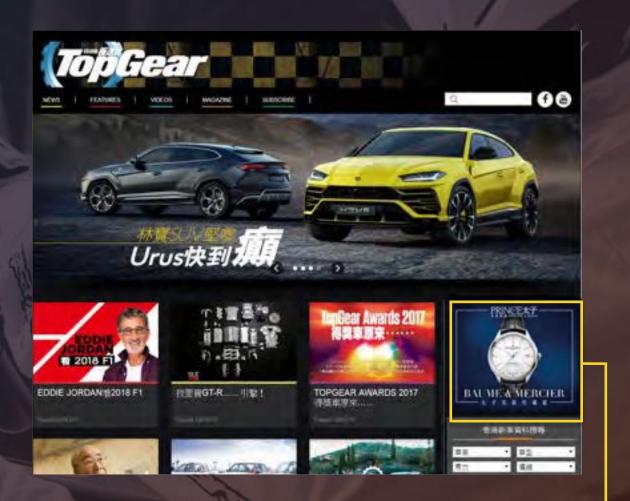
TopGear (Main Page)



Billboard 728 x 90px



Crazy Ad 1024 x 605px



LREC/TVC 300 x 250px



Super Banner 728 x 90px



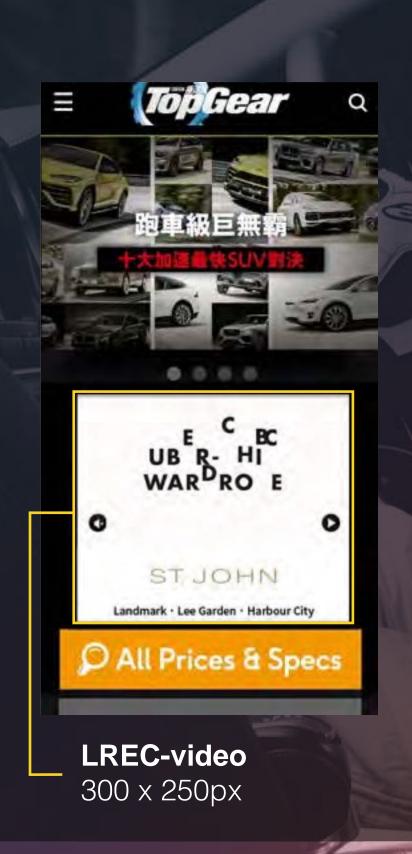
TO DECAT DIGITAL RATE CARD - NEW ADV. FORMAT (MOBILE)

www.topgearhk.com

TopGear (Main Page)





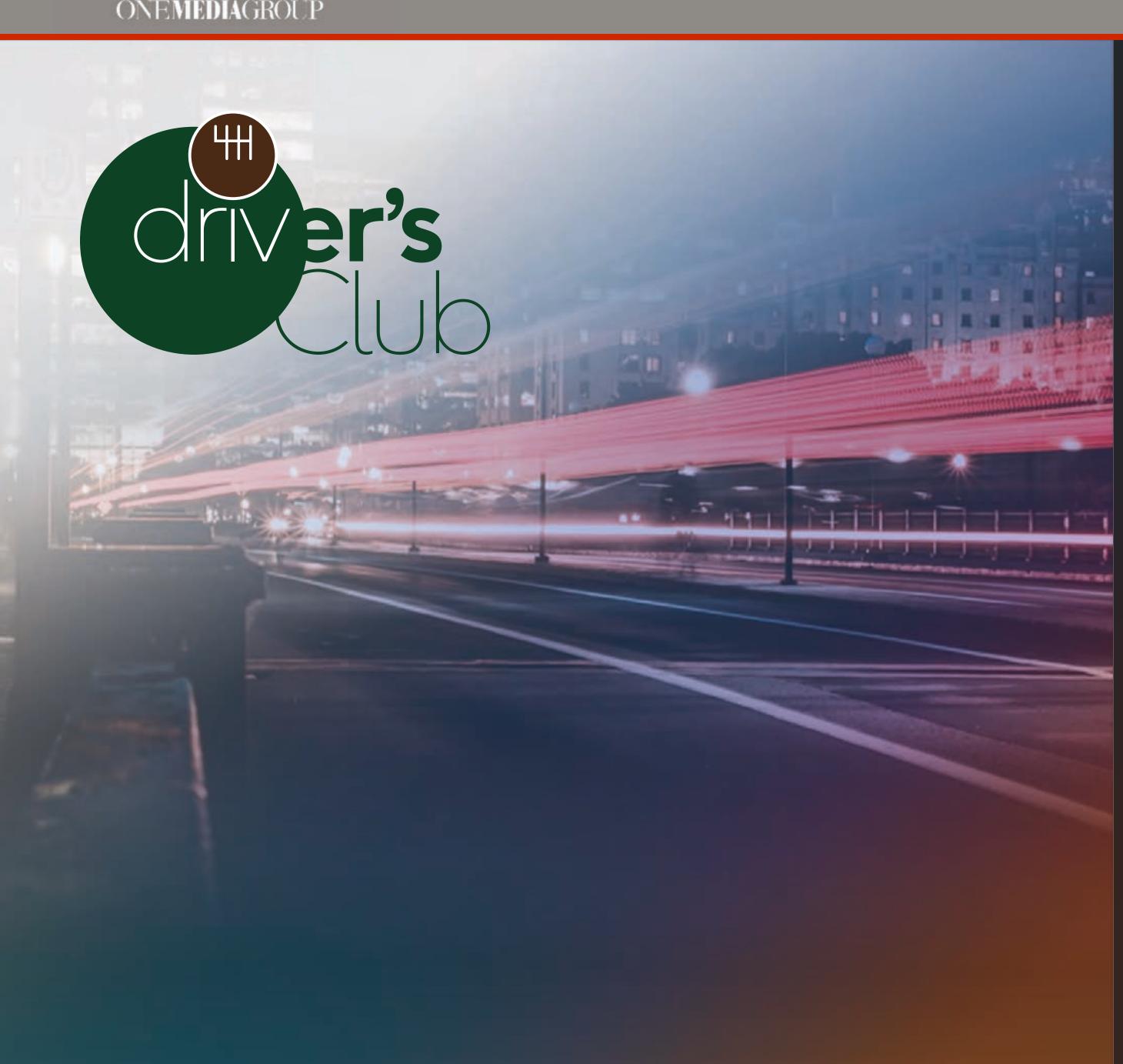




70 4



Small-banner 320 x 50px



TopGear Driver's Club was launched in 2015, members are engaged through various events and activities.

Membership Profile:

- Male 97%
- Car Owners 85%
- High Education Level University or above 61%
- High Income Group MPI HK\$40K+ 30%

Advertising/ Marketing Promotion Options:

- Event/ Seminar
- Test Drive
- Car Show





TO CEAT OTHER PROMOTION OPTIONS (VIDEO PRODUCTION)

Alfa Romeo SZ 兩極愛快跑車 (內附字幕)



Nissan Skyline GT-R:由R32吹到R34 (內附字幕)



Lamborghini Urus 林寶肥牛試味 (內附字幕)



地球馬路有幾危險?(內附字幕)



台灣秘路自駕(全長版)



Official other promotion options (custom publishing)

Digital – eNewsletter

買新車?一撳幫你計好曬



寶馬香港50周年 買車優惠五重賞





車+錶+手機=Casio Edifice



如何出車防曬隔熱而不失霸氣

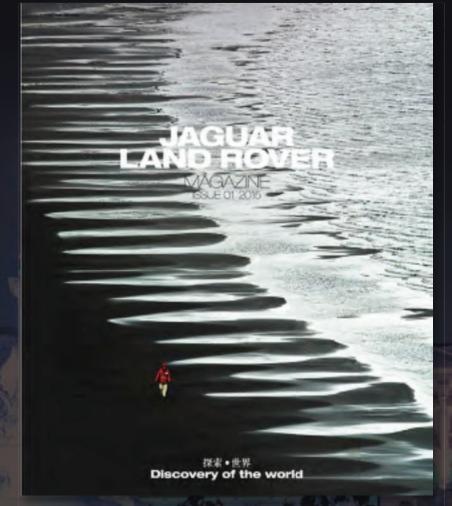




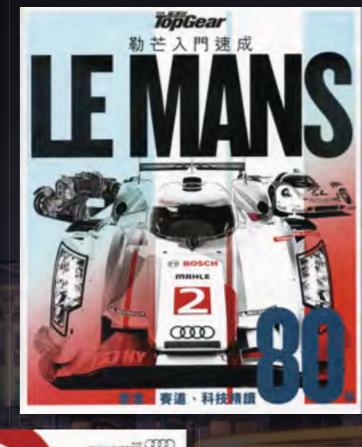
Print











OCCEAT OTHER PROMOTION OPTIONS (EVENTS)

We serve as a one-stop solution for diversified formats of events.











Seminar

TOPGEAR AWARDS





TopGear Awards - The awardees are selected by the TopGear editorial's professional judges every year. With the presence of all representatives of the companies and experts in the field, the event was made more fabulous and successful.

For more: http://marketing2.omghk.com/Topgearhk/9th-Anniversary/presentation.html

















TO GEST 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 ad of similar size.
- 5. No cancellation is accepted 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.

MECHANICAL SPECIFICATIONS

Material : One set of positive process color film with progressive proofs

Screen : 175 screen line (artpaper)
Booking Deadline : 14 days prior publication date
Material Deadline : 10 days prior publication date

Bleed Margin : 5 mm on each side (All text should be within the non bleed size)

DIGITAL FILE SPECIFICATIONS

- 1. Please convert all fonts to outline
- 2. JPEG image options must be over 10
- 3. Photo resolution must be 300dpi
- 4. All photos must be in CMYK format
- 5. PDF files preferred
 - a) Color standard: ISO 39L (complies with ISO 12647-7)
 - b) Digital proof standard: with Fogra Media Wedge control bar, according to ISO 12647-7 tolerance
 - c) PDF standard: PDF (with output intent: ISO 39L)
 - d) We accept files submission via certiAD
- 6. File under 5MB can be delivered by e-mail For file size over 5MB, please upload to an ftp server
- 7. FTP Sever: Please contact our advertising representatives

FILM COLLECTION CENTRE

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

Tel : (852) 3605 3778 Monday to Friday : 9:30am - 8:00pm Saturday : 10:00am - 1:00pm

