

BBC 極速誌
TopGear

MEDIA KIT 2018 - Advertising & Marketing Solutions

BBC 極速誌 *TopGear*

Hong Kong's greatest car media with Integrated platform

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& Recognitions



BBC 極速誌 TopGear



「這些便利店廿四小時供應不知名食物 和三不四的漫畫」



引擎



「Huracán每一彎都虎嘯龍吟 連珠炮賽搖撼峭壁危石」

Unique selling point

TopGear Hong Kong has inherited the unique style of its origins of BBC TopGear magazine, which is youthful, humorous, colourful and lively. Our magazine aims at providing breakthrough to the industry, and targets readers ranging from F1 professional drivers to freshmen.

Integrated media platforms

TopGear Hong Kong has expanded our coverage by integrating our dedicated website, Facebook page and Youtube channel. Videos and daily news are created with unique 'TopGear style' to differentiate with other competitive channel. Our integrated platforms are dynamic and interactive to engage with readers and fans. Our professionalism, creativity and flexibility is our major strength to provide best advertising solution, productions and marketing services to advertisers.

BBC 極速誌 **TopGear** THE MAGAZINE - TopGear Hong Kong



Publication Date: Monthly

Price: HK\$30

Extensive distribution networks:

- Newstands
- Bookstores
- Shell Gas Stations
- 7-11, Circle K, Vango
- Subscriptions

Promotional copies distributed to the targeted networks:

- Passenger lounges of major airlines
- Cathay Pacific cabins
- Selected 5-stars hotels
- Pacific coffee

^{BBC 極速誌} **TopGear** THE MAGAZINE - Content

TopGear Hong Kong aims at providing a breakthrough contents, target readers ranging from F1 professional drivers to freshmen.

Key contents includes:



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.

BBC 極速誌
TopGear

OTHER INTEGRATED PLATFORMS



Website

www.topgearhk.com



E-magazine

for iPad/Android users



Youtube channel

[https://www.youtube.com/
user/topgearhongkong](https://www.youtube.com/user/topgearhongkong)



Facebook page

[https://www.facebook.com/
topgearhk/](https://www.facebook.com/topgearhk/)

BBC 極速誌 **TopGear** AUDIENCE PROFILE



MAGAZINE

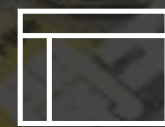
Core Readership
Male (86%)
20-24 (24%)
25-34 (24%)
35-44 (22%)
45+ (30%)

High Education Level
University and above (75%)

High Occupational Level
Professional, Manager, Executive (48%)
Trader & Proprietor (2%)
office workers (9%)

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

Source: Nielsen Media Index Sep 2017



WEBSITE

Core Readership
Male (91%)
18-24 (7%)
25-34 (33%)
35-44 (40%)
HK/Macau (80%)

Source: Google Analytics 2017



FACEBOOK

No. of fans 158k+
Core Readership
Male (92%)
18-24 (22%)
25-34 (37%)
35-44 (24%)
Monthly average post reach
6.6 million
Engagement rate
2.5%

Global benchmark: 0.12% for Media

Source: Facebook Insight Report 2017



Youtube

No. of subscribers 24k
Core Readership
Male (91%)
18-24 (7%)
25-34 (33%)
35-44 (40%)
No. of video 300+
Total no. of view 4M+

Source: TopGear hk youtube Nov 2017

TopGear FACEBOOK - Fans Activities

• Car related movie ticket give-away • Event ticket give-away • Seminars

【TopGear Driver's Club 請你睇戲！】

【快啲啦，寶貝】10套優先場

【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】

TopGear 極速誌
Published by TopGear/TopGear (?) March 20

【TopGear Driver's Club 請你睇戲！】
快D加入成為Driver's Club會員就有機會得睇《外星生命》，未做嘅快啲click入下圖條link加入！數量有限，送完即止！
截止日期：3月21日下午6時
*得獎者將獲專電通知領獎事宜，《TopGear極速誌》保留是次活動之最終決定權。
立即加入Driver's Club
<http://www.topgearhk.com/topgeardriversclub/form.php>

《外星生命》
國際太空站的六人小組探測到人類史上最重大的發現之一：在火星上的「生命體」。眾人為此破天荒接連興奮不已，但隨著更深入的研究後，他們發現這個「生命體」似乎遠超出人類的想像且難以駕馭，甚或威脅人類生命和摧毀文明！正當他們與權如何處理眼前異種的兩難處境時，殊不知在太空艙內的自己即將要面對一場不可估計的生死迷途……

條款及細則：
1. 參加者必須是TopGear Driver's Club會員及為年滿十八歲之香港永久居民。
2. 贈品數量有限，送完即止；一切資料以網站系統接收表格的時間為準。
3. 得獎者將會獲專電或專人通知。
4. 參加者必須提供有效之地址，否則將被取消資格。
5. 參加者只可參加每個明電送大禮活動一次，否則將被取消資格。
6. 如有任何疑問，歡迎電郵至 marketing2@omghk.com 查詢。
7. 資料傳送過程中若發生任何問題，本刊及「萬華媒體集團有限公司」恕不負責。
8. 網站所收集之個人資料將用作日後提供資訊及市場推廣之用途。
9. 如有任何爭議，「萬華媒體集團有限公司」保留是次活動之最終決定權。



立即行動！
有機會獲得特別場戲票2張！
(名額：10個)
《外星生命》LIFE 特別場


日期：2017年3月23日(星期四)
時間：晚上9時50分
地點：九龍塘 Festival Grand Cinema

TopGear 極速誌
Published by One Media Group Limited (?) September 4

【快啲啦，寶貝】
近排好多車戲，《寶貝神車手》(Baby Driver)又快上畫。作為神車手最緊要係快，所以我哋快手摸咗10套優先場門票，畀大家正式上畫前快快位位睇好戲。當然要畀先啲，答得最有創意嘅就可以得到優先場門票兩張。
問題：各位心目中最佳神車手係邊個？原因？
《#寶貝神車手》優先場
日期：9月11日(星期一)
時間：晚上9:50
地點：又一城Festival Grand (九龍又一城UG層)
名額：10個，每位得獎者可獲戲票兩張。
頒獎：被選中的你會收到Facebook私人訊息並獲得換領信，開場前於戲院換票。
截止：9月6日正午12時正

回答方法：
1. 「Like / 讚好」TopGear 極速誌 及此post
2. 「Share / 分享」此post至個人Facebook專頁並設定為公開。
3. 「Comment / 留言」寫上：「我心目中最神車手係...，因為...@朋友名」
經編輯部選中最具心思的得獎者，將獲得電影優先場戲票2張。
*得獎者將有專人通知送出禮品，明報雜誌有限公司保留是次活動之最終決定權。

鳴謝：Sony Pictures
#Promo #BabyDriver #Movie #Giveaway #SonyPictures



寶貝神車手 BABY DRIVER 9月14日 亡命速盜
這世界由三件事組成

TopGear 極速誌
Published by One Media Group Limited (?) August 18

【車轆吹水站】
內容：《TopGear極速誌》知道大家好鍾意講車經，今次同大家一齊吹一齊傾，一切由車轆開始。從街頭常見的輪胎現象出發，再鑽探當中理論。
時間：2017年9月9日(星期六) 11:30am-2pm
地點：荃灣青山公路香港帝景酒店
主講：龍慶祥，《TopGear極速誌》特約作者、香港汽車高級駕駛協會會員、國際汽車工程師學會 (SAE International) 會員
名額：30人，每位參加者可攜帶一位親友出席
費用：免費
報名：<http://marketing2.omghk.com/topgeardriversclub/event.php>
截止報名日期：2017年8月31日
現場禮品及展品提供：HK Yokohama

註：
1. 活動提供茶點招待
2. 獲參加資格者將收到本主辦單位通知

#Promo



車轆吹水站
「新車落地當然即刻換21吋大胎啦！」
「計我話八字腳的日本VIP改裝是...」
「電動車加嘍勁又想慳電，你話好難話用超闊還是超窄胎？」

TopGear 極速誌
Published by One Media Group Limited (?) November 2 at 12:00pm

【Driver's Club請你睇香港Formula E】
上年係第一年香港搞Formula E，可能有人唔知頭唔知路冇入場，後得咗足足一年嘅你，係12月2至3日終於可以攞返你失去咗嘅野，宜家Driver's Club就畀你實現願望，預啱一批貴賓入場券及大堆禮物送畀大家。
=====

//參加活動辦法//
只要登記成為Driver's Club會員並完成以下步驟，就有機會獲得12月2號晚2017 FIA Formula E HKT Hong Kong E-Prix 門票+會員登記迎新禮品包！
1. 於Facebook「Share」及「Like」呢個post，然後tag@2位朋友
2. 到 goo.gl/1Mgv5C 登記成為 Driver's Club 會員後，再完成下列任務：
a. Upload一張你用手攞住TopGear雜誌十一月號封面照片；
b. 回答創意問題：除咗中環，你會提議Formula E畀香港邊條路舉辦？點解？
經編輯部選中最有創意參加者，就有機會獲取以下門票兩張：
- EMOTION CLUB (Saturday one day pass) 套票2張 (專看看台+五層級美食連免費酒水供應)，共值港幣30,000；
- 星期日看台門票(Saturday Ticket)共24張，價值超過\$57,000；
*登記成為Driver's Club會員者均可得到TopGear太陽燈及汽車頭盔。
得獎者將有專人通知領獎事宜。
截止日期：2017年11月9日 下午12時正

#TopGearHK #DriversClub #CreateYourFuture #ElectricStreetRacing #FormulaEHK #FIA #HKEPrix

TopGear網站 www.topgearhk.com
TopGear Youtube頻道 www.youtube.com/topgearhongkong



睇住 Driver's Club，免費睇到各式汽車活動、試駕新車及禮品包！
11月禮品 - Formula E 入場券 + TopGear太陽燈及汽車頭盔

TopGear 極速誌 Magazine [Learn More](#)

BBC 極速誌 TopGear TOP 3 FACEBOOK POSTS (2017)

#1 : 【BAC Mono 大起底】



Posted on 22nd Sep 2017 (100% organic)

- Reach 2,871,030
- Impressions 6,306,313
- Ave. Freq. 2.2x
- Video Views : 1,487,996
- Engagement 687,360 (24%)
- Share 16,893

#2 : 【密會 Civic Type R】



Posted on 14th Sep 2017 (100% organic)

- Reach 1,152,230
- Impressions 2,362,224
- Ave. Freq. 2.1x
- Video Views : 372,395
- Engagement 253,023 (22%)
- Share 6,515

#3 : 【何謂 SUV 之最】賓利嘅 Bentayga 可以令人好好奇



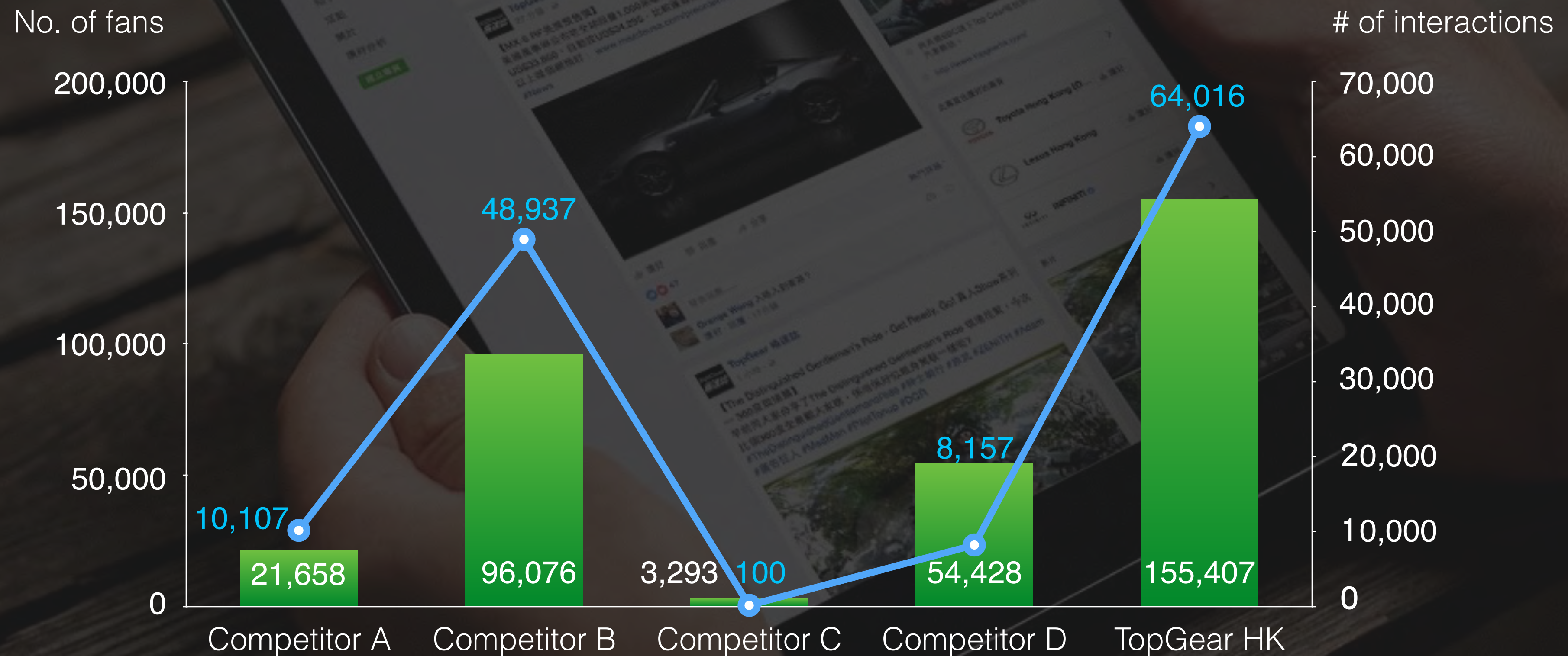
Posted on 30th Jun 2017 (85% organic 15% paid)

- Reach 1,050,618
- Impressions 2,408,747
- Ave. Freq. 2.3x
- Video Views 376,909
- Engagement 161,099 (15%)
- Share 4,223

TopGear COMPETITIVE ANALYSES - Automobile Facebook pages

TopGear HK, the leading professional automobile Facebook page, got highest no. of fans and interactions

- Interactions (Reactions, Comments, Share) Mar-Oct Monthly Average
- No. of FB fans



Source : Facebook Karma (as of Nov 2017)

BBC 極速誌
TopGear PRINT RATE CARD

PRIME POSITION

Effective Date: 1 January 2017

| Position | Size/4C | Rate (HK\$) |
|-------------------------------|--------------------|-------------|
| Back Cover | Full Page | \$ 89,000 |
| Inside Front | Full Page | \$ 77,000 |
| Inside Front Spread | Double Page Spread | \$ 133,000 |
| Facing Inside Front | Full Page | \$ 67,000 |
| Before Index | Double Page Spread | \$ 120,000 |
| Facing Index | Full Page | \$ 67,000 |
| Facing Editor Note / Masthead | Full Page | \$ 62,000 |
| 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 | Discount |
|-------------------|----------|
| 6-11 Insertions | 5% |
| 12+ Insertions | 10% |

| | |
|--------------------------------|---|
| Fixed Position: | +20% (subject to availability) |
| Consecutive Pages: | +10% |
| 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 | 285 mm (h) x 110 mm (w) |
| Bleed Size | 295 mm (h) x 115 mm (w) |
| Non Bleed Size | 275 mm (h) x 100 mm (w) |

Half Page

| | |
|----------------|-------------------------|
| (Horizontal) | |
| Trim Size | 142 mm (h) x 221 mm (w) |
| Bleed Size | 152 mm (h) x 231 mm (w) |
| Non Bleed Size | 132 mm (h) x 211 mm (w) |

BBC 極速誌 TopGear DIGITAL RATE CARD

A) TopGear Hong Kong iPad*

Effective Date: 1 January 2018

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

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

B) eDM

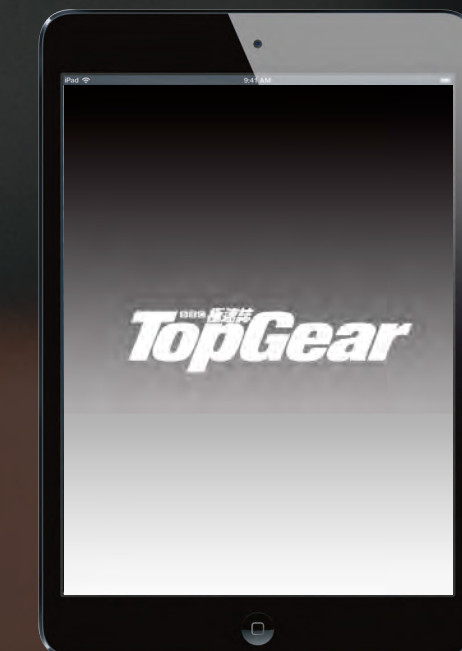
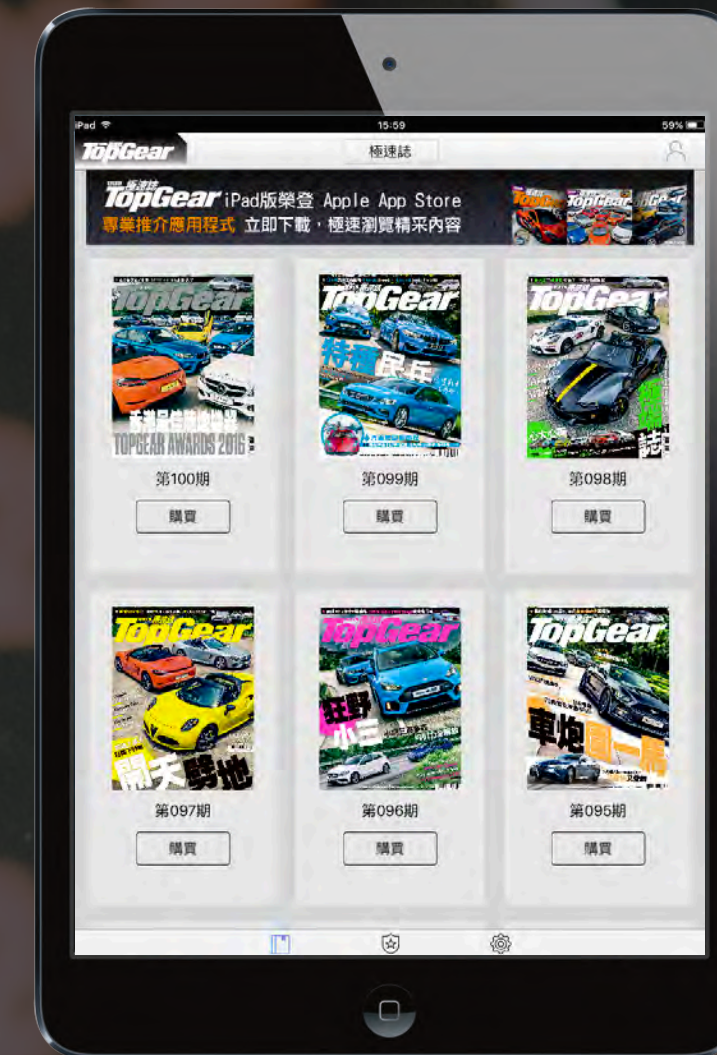
| Specified Demographic | HK\$5/Member |
|-----------------------|--------------|
|-----------------------|--------------|

C) Other Services (Quote by requirements)

Facebook News Feed, Youtube Inner Video Ad, Digital Custom Publishing

Remarks:

1. It will be an additional 50% loading charge for Fixed/Expandable Adv or order below the minimum buy.
2. Adv. 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.



TopGear Driver's Club



TopGear Driver's Club was launched in 2015, members are recruited via variety of events, activities and promotion offers.

Male 97%

Car owners 85%

High Education level – University or above 61%

High income group – MPI HK\$40K+ 30%

Advertising/Marketing Promotion Option:

- Event/Seminar
- Test Drive
- Car Show

BBC 極速誌
TopGear

OTHER PROMOTION OPTIONS (Content Solution and Production)

- We offer full services in **customized contents**, includes content development, design, production and distribution.
- An in-house production team with directors, producers, editors and camera crew to deliver high quality **multi-media contents**



BBC 極速誌 TopGear

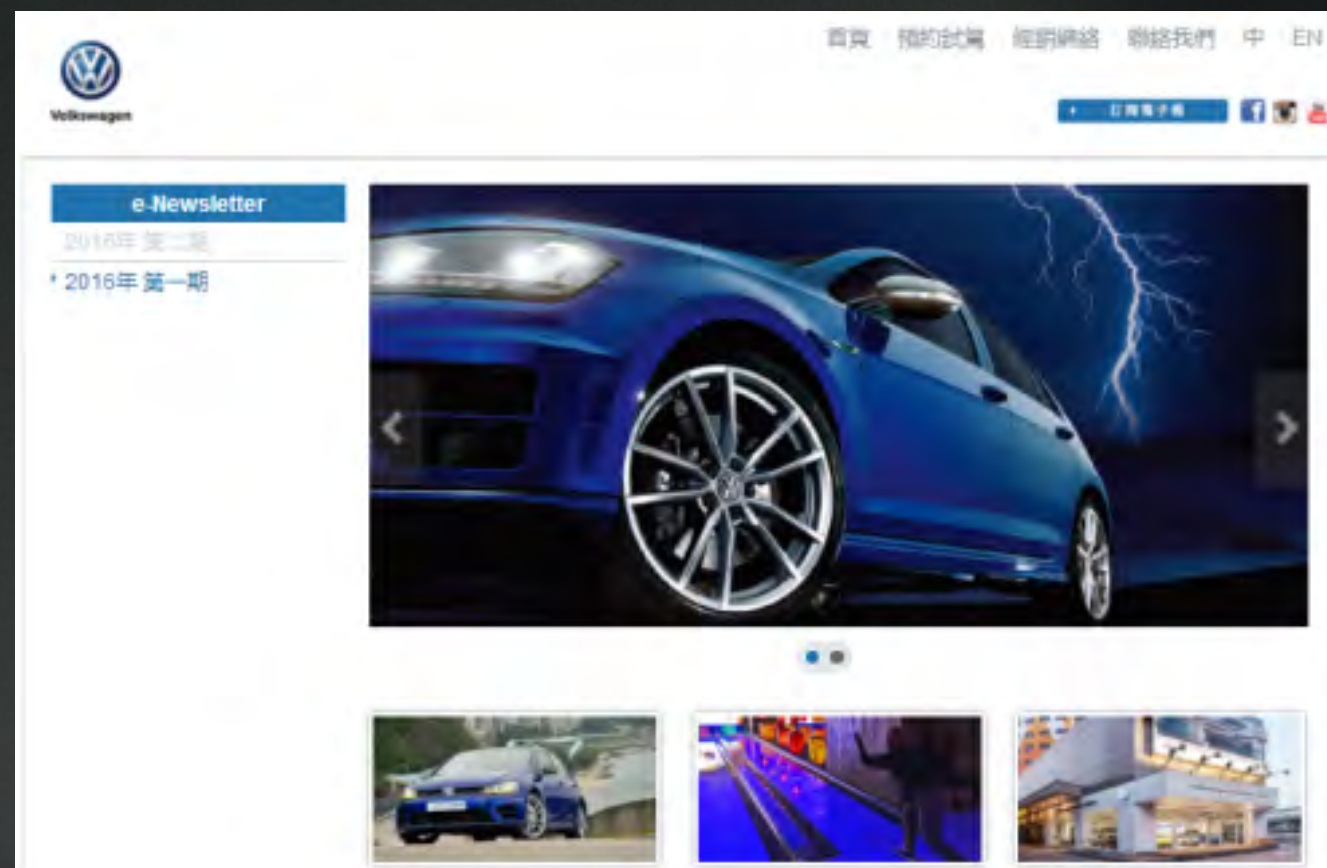
OTHER PROMOTION OPTIONS (Content Solution - Video Production)



BBC 極速誌 TopGear OTHER PROMOTION OPTIONS (Content Solution - Custom Publishing)

1) Digital – eNewsletter

Well experienced in automobile and lifestyle contents.



手工啤酒熱潮



手工啤酒熱潮

香港人常說對於食有要求，啤酒如酒，除了某些市面常見的大牌子外，精釀啤酒在港的消費亦愈來愈高，在華東酒吧都鮮不見到來自歐洲、日本、美國及本地釀造的手工啤酒，儘管在香港的台灣，其實早在幾年前，亦出現了本地自家釀造熱潮，展現當中的熱誠者，便不遠千里「拿門啤酒」，最近，「拿門啤酒」亦正式登陸香港。

「拿門啤酒」在2014年由三位志同道合，又注重細節的工程師創立，蘇名恩與他們的大目標就是在釀造一種型的啤酒，都有能力達到拿門級。今年，拿門啤酒除了兩款啤酒，更可在AIBA亞洲國際啤酒大賽中，贏得一盞一盞啤酒獎牌，其中金牌之Imperial Stout「X數牌」更在亞洲啤酒獎中，奪得「咖啡及巧克力」的香味十分明顯，適合喜歡飲重口味的飲家；另一款熱烈的啤酒，丹德「聖光」的Pilsner，風味帶有少許甜膩氣息，入口有自釀釀造的清甜香氣，十分適合喜歡飲清涼淡爽飲家飲家飲家。

Times Champagne Bar & Restaurant
地址：灣仔軒尼詩道35號三樓大廈19樓
Volkswagen 服務專線：3698 5698
https://www.facebook.com/times15

自駕遊：紐西蘭的塵世美



自駕遊：紐西蘭的塵世美

紐西蘭位處南半球的南半球，是歐美大洲南部的不二之選，這片地處南島、北島島，當中又以南島風光特別美，電影魔戒系列 (The Lord of the Rings) 就是以南島為主要的拍攝場地，連綿綿綿的風光吸引來自世界各地的遊客紛紛，由於地大物博，自駕遊是最佳和自由自在的交通選擇！想帶可預先在網上預訂租車，幫記選擇租車時GPS導航系統的車輛，然後可在位於基督城的租車服務部，其為安全起見，當然要購買車險責任保險。

如你計劃到紐西蘭旅遊，到訪全島最高山嶺 Mount Cook，及以獨特湖色見稱的 Lake Tekapo 湖區聖地聖地 Mount Saint John，還有宏偉的 Lake Fox Glacier 湖區，皆宜租車遊覽這些地方也方便，這些景點多設有停車場供遊客停車，但由於紐西蘭地處南島，道路狹窄，駕駛者請留意道路山崎和崎嶇崎嶇的氣氛，特別是租車者不熟當地地勢及路況，一經駕駛以安全地行駛就才更開心呢！

作者：露露 J. Cella (CJ)
http://www.facebook.com/cellajohanna
Like Share

Like Share
Like Share
Like Share

夏日修身大法



夏日修身大法

夏日炎炎，換上沙衣泳褲體操運動，想男人健身，健康運動才是王道。不過健身時間有限，去健身房又怕人多時間不合，於是決定進行近來外國最流行最熱的懸吊式訓練 (TRX)。CityFit 健身教練 Sam Hui 指出這種運動的好處是有用一條特製的繩帶，便能訓練到全身上下不同部位的肌肉，還可以因應動作的角度自行調節難度，另外由於懸吊式的訓練具有不穩定性的特點，不僅能訓練到平衡感，對於核心肌肉的訓練更有好處。試過之後，才發現看似簡單的路徑，原來也可以變化多端，效果良好。一般繩帶都是懸掛在天花橫樑固定在某處之上，但懸吊式訓練系統的繩帶可以固定在專門標上，不用加繩掛勾，可以隨時隨地進行訓練，認真方便！

貴為 Volkswagen e-Newsletter 的讀者，只需致電服務專線更新客戶資料，更新成功後，即可享以下其中一項健身優惠，名額有限，先到先得，送完即止。

送：半價試版，半小時，限額以下。
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OTHER PROMOTION OPTIONS (Content Solution - Custom Publishing)

2) Print



^{BBC 極速誌} **TopGear** OTHER PROMOTION OPTIONS (Event)

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

1) Test Drive



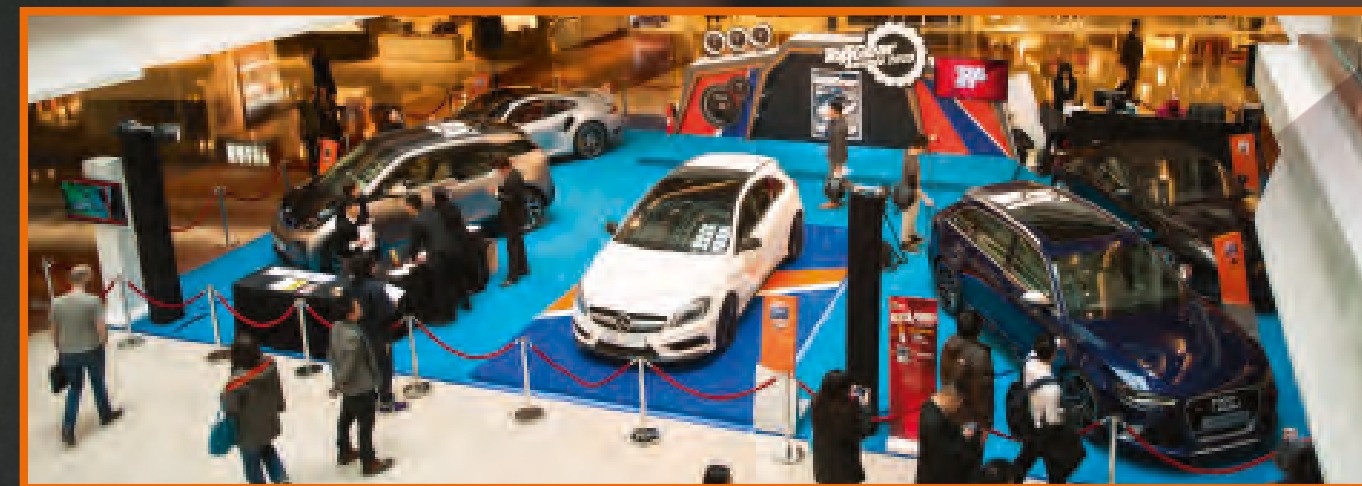
2) Car Show



3) Seminar



^{BBC 極速誌} **TopGear** TOPGEAR AWARDS



The excitement to the closeness of Car Event Highlights

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://www.topgearhk.com/tg100issue/>

BBC 極速誌 **TopGear** Awards & Recognition



| | | |
|----------|--|---|
| Nov 2017 | MAGAZINE OF THE YEAR 2017 1st (Automobile) | Marketing Hong Kong |
| Jun 2017 | MEDIA CONVERGENCE AWARDS 2016 Gold Award: Social Media (Monthly Magazine) Mobile (Monthly Magazine) Website (Monthly Magazine) Overall (Monthly Magazine) TopGear Hong Kong | Hong Kong Association of Interactive Marketing |
| Nov 2015 | MAGAZINE OF THE YEAR 2015 1st (Automobile) | Marketing Hong Kong |
| Mar 2014 | MEDIA CONVERGENCE AWARDS 2013 Monthly Magazine (Overall) Bronze Award Monthly Magazine (Automobile) Bronze Award | Hong Kong Association of Interactive Marketing |
| Jun 2013 | MAGAZINE OF THE YEAR 2013 Silver Prize (Motoring) | Marketing Hong Kong |
| Jun 2012 | MAGAZINE OF THE YEAR 2012 3rd (Motoring) | Marketing Hong Kong |

BBC 極速誌 **TopGear** 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 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

Thank You