

BBC 極速誌
TopGear

MEDIA KIT 2020

Omni Advertising & Marketing Solutions

FACEBOOK.COM/TOPGEARHK | WWW.TOPGEARHK.COM



4 892262 011025

MAGAZINE



WEBSITE + MOBILE SITE



www.topgearhk.com

BBC 極速誌
TopGear

ONE 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.

TopGear AUDIENCE PROFILE



MAGAZINE

Male (86%)

Age:

20-24 (22%)

25-34 (27%)

35-44 (21%)

45+ (30%)

High Education Level

University and above (75%)

High Occupation Level

Professional, Manager, Executive (48%)

High Income level

Monthly Household Income HK\$80k+ (59%)

Source: 2018 TopGear Hong Kong



WEBSITE

Male (85.9% of total fans)

Age:

18-24 (7%)

25-34 (30%)

35-44 (33%)

45-54 (19%)

55+ (11%)

HK & Macau (83%)

Source: Google Analytics 2019



FACEBOOK

No. of fans 356k+

Male (92% of total fans)

Age:

18-24 (27%)

25-34 (34%)

35-44 (20%)

45-54 (7%)

55+ (12%)

Average monthly post reach

3.8 million

Source: Facebook Insight Report 2019



YOUTUBE

No. of subscribers 90k

Male (96% of total fans)

Age:

18-24 (12%)

25-34 (31%)

35-44 (29%)

45-44 (18%)

55+ (10%)

Total no. of video 520+

Total no. of view 7.4M+

Source: TopGear HK YouTube 2019

BBC 極速誌 **TopGear** THE MAGAZINE



Frequency: Monthly

Price: HK\$35

Extensive distribution networks:

- Newstands
- 7-11, Circle K, Vango
- REPLAY
- Chung Hwa Book

Promotional copies distributed to the targeted networks:

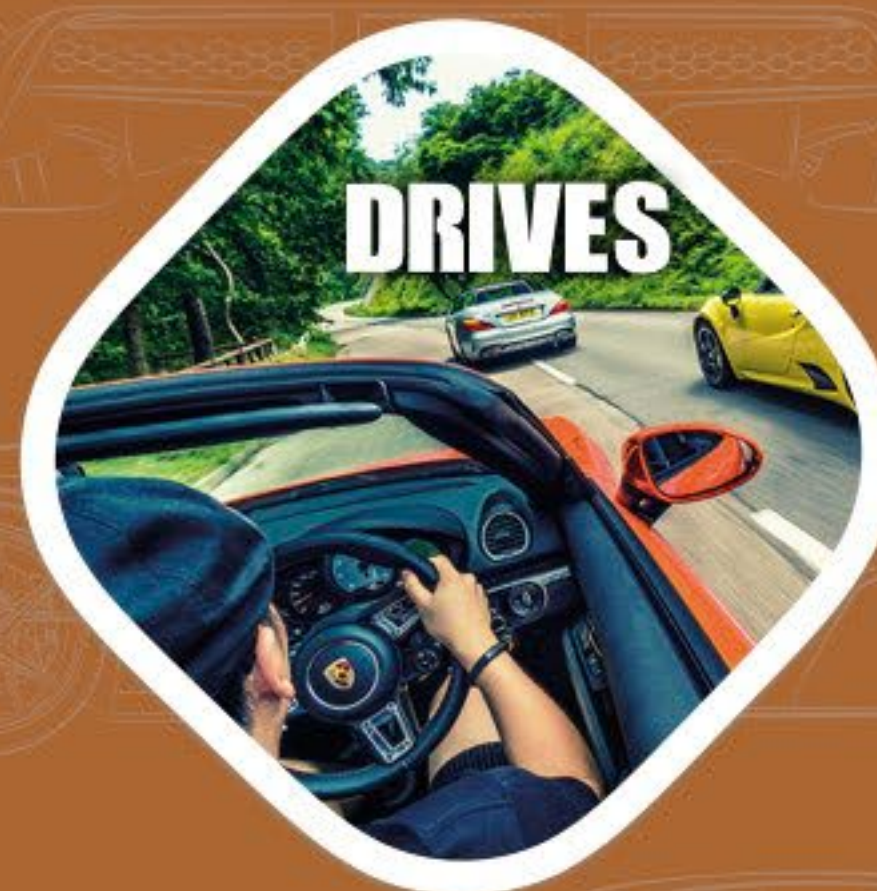
- Passenger lounges of major airlines
- Selected 5-star hotels in Hong Kong and Macau
- Pacific coffee

BBC 極速誌 **TopGear** THE MAGAZINE

Key contents include:



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



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



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



PRINT RATE CARD

PRIME POSITION

Effective Date: 1 January 2020

Position	Size/ 4C	Rate (HK\$)
Back Cover	Full Page	\$ 93,000
Inside Front	Full Page	\$ 80,000
Inside Front Spread	Double Page Spread	\$ 140,000
Facing Inside Front	Full Page	\$ 70,000
Before Index	Double Page Spread	\$ 126,000
Facing Index	Full Page	\$ 70,000
Facing Editor Note/ Masthead	Full Page	\$ 63,000
Inside Back	Full Page	\$ 63,000

R.O.P. (First Half)

Size/ 4C	Rate (HK\$)
Full Page	\$ 60,000
Half Page (Vertical/ Horizontal)	\$ 36,000

R.O.P. (Second Half)

Size/ 4C	Rate (HK\$)
Full Page	\$ 49,000
Half Page (Vertical/ Horizontal)	\$ 30,000

FREQUENCY

Monthly

FREQUENCY DISCOUNT

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

Fixed Position:	+20% (subject to availability)
Consecutive Pages:	+10%

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 FACEBOOK

Top 3 Posts (2019)

#1 : 【男人最中 Mercedes-AMG G63】



Posted on 1 Feb 2019 (100% Organic)

• Reach	284,651
• Impressions	405,900
• Ave. Freq.	1.43
• Video Views	59,865
• Share	213

#2 : 【Mercedes-Benz EQC €8 充電放題】



Posted on 19 May 2019 (100% Organic)

• Reach	194,010
• Impressions	273,567
• Ave. Freq.	1.41
• Video Views	107,596
• Share	241

#3 : 【全新 Mazda3 Skyactiv-X 係 driver's car ?】



Posted on 28 July 2019 (100% Organic)

• Reach	169,537
• Impressions	222,810
• Ave. Freq.	1.32
• Video Views	34,850
• Share	111

BBC 極速誌 TopGear FACEBOOK

Fans Engagement

【TopGear 又請你睇好戲！】

【TopGear之續作新戲！】
《極速傳奇：極速決戰法拉利》將帶來歷史上最受歡迎人心嘅一部關於速度與勇氣、真車真路上大競賽！帶你進入全新、全力對戰極速與技巧的極速、熱血、上流車賽界名人堂。於「約24小時耐力賽」中，與來自世界各地的車隊一較高下，奪取「極速傳奇」之寶座！
你唔識「唔係以下唔識」，記得睇過25分鐘後，即可睇會睇得他人唔識！
時間：香港時間2019年11月14日（星期六）
時間：晚上7時30分（香港時間45分鐘前播出節目）
地點：藍洲廣場、紅磡體育館7樓貴賓及特等房位堂（免費）
注意：1. 加入新戲新戲之Driver's Club群組
(<https://www.facebook.com/groups/topgearclub>) 詳情會於群組內公佈，記得加入！
2. 「Like」讚，「Post」貼，「Comment」留言，一個tag一位好友。
3. 按讚後，(<https://www.facebook.com/groups/topgearclub>) 即可參加抽獎，抽獎日期：2019年11月14日（星期六）23:59
4. 抽獎後，抽獎結果將於抽獎當日公佈，抽獎結果將於抽獎當日公佈。
《極速傳奇：極速決戰法拉利》小組圖片：<https://youtu.be/y0005ecwpm0>



【TopGear 再請你睇好戲！】

【TopGear之續作新戲！】
《極速傳奇：極速決戰法拉利》將帶來歷史上最受歡迎人心嘅一部關於速度與勇氣、真車真路上大競賽！帶你進入全新、全力對戰極速與技巧的極速、熱血、上流車賽界名人堂。於「約24小時耐力賽」中，與來自世界各地的車隊一較高下，奪取「極速傳奇」之寶座！
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【入車迷會送Dyson】

【入車迷會送Dyson】
香港Driver's Club車迷會時不時都會搞下汽車活動，無論係你而家即刻申請入會，又或你地本身已經係會員，都有幾部Dyson電器等緊你。只要講講你地最想Driver's Club搞咩活動，答得最正嘅就有得吸下塵吹下風。有創意唔該！
參加連結：<http://marketing2.omghk.com/TGmember-recruit/enroll.html>
7月6日截止，仲有大把時間慢慢諗。
#Promo #DriverClub…… 查看更多



【Driver's Club請你睇 香港Formula E】

【Driver's Club請你睇香港Formula E】
上年係第一年香港Formula E，可能有人唔知係咩咩咩咩，俾得咁足足一年嘅你，係12月2至3日終於可以睇返你夾去咁嘅野，宜家Driver's Club就幫你實現願望，預咗一批貴賓入場券及大堆禮物送與大家。
//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」嘅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一張你用手機拍TopGear雜誌十一月號封面照片；
b. 回答創意問題：你地中環，你會選擇Formula E嘅香港巡迴賽舉辦？點解？
經過編輯部中環有創意參加者，就有機會獲取以下門票兩張：
- EMOTION CLUB (Saturday one day pass) 套票2張（專屬看台+五星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太陽燈及汽車模型，得獎者將有專人通知得獎事宜。
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



【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

【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：荃灣青山公路香港賽馬酒店
主講：羅慶祥，《TopGear極速誌》特約作者、香港汽車業經銷商協會會員、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/topgearclub/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



BBC 極速誌 TopGear

DIGITAL RATE CARD

A) eDM

Effective Date: 1 January 2020

Specified Demographic	HK\$5/ Member
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B) Facebook Newsfeed

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

Cost: HK\$48,000

C) Instagram Feed

- TopGear HK Instagram
- Boosting handling charge: 30% of the boosting cost or HK\$900 (whichever is higher).

Cost: HK\$30,000

Remarks:

1. Ad Inventories and spaces are reserved on a first-come, first-served basis.
2. Production cost is not included.
3. Booking Deadline: 5 working days prior to the ad posting date.
4. Material Deadline: 3 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.

TopGear HK 極速誌
November 21, 2019

【特別內容】
【加德士汽油換Civic EG6 SiR紀念套裝】
入主特配加德士Techron汽油車Honda Civic EG6 SiR，今年聯勝圖成功創下「最快時間駕駛汽車翻越泰國象山」戰機力士世界紀錄，女車手用6分53秒爬升1,000米，勁呀！為這賀一賀佢，宜家去加德士汽油每滿\$200，可以獲得一個印花，集齊6個再加\$168，就可換購一套全球限量版TOMYTEC紀念套裝，當中包括一部 Honda Civic EG6 SiR 模型車仔，加埋創舉紀念牌以及山象擺設座。
山象擺設座仲有好多位停車位，只要入汽油滿\$500再加\$20，更可隨機換購 TOMICA 經典車款一部，型號包括 Civic Type R、Suzuki Jimny、Toyota 日本的士等，活動由即日進行至2020年1月24日，昇時開大家慢慢細賞唔同車款，優惠受條約及規則約束，詳情：<https://bit.ly/37JXVH3>
#Caltex #RecordRides #GuinnessWorldRecords #加德士特配Techron #獨家收藏印證創舉



CALTEX.COM
CALTEX x TOMICA 獨家收藏 印證創舉 | Caltex Hong Kong
入汽油換購全球獨家限量版 TLV-N 創舉紀念模型套裝及其他經典車款

TopGear HK 極速誌
October 23, 2019

【特別內容】
【平治星級保養服務】
返原廠check車最恰等好耐都擇返部車，仁孚平治星級保養服務保證即日擇返部車，服務包括換引擎機油、檢查輪胎、密登等等，認真快手，但用原廠 XENTRY 診斷系統逼出你部車嘅問題，然後對症下藥，包保準確無誤。
而家仲有「Weekend Express 特快保養服務」保證80分鐘內完成定期保養，無攞車去維修中心好花時間？唔緊要，好多地區都有仁孚「汽車取送點」，會有專人去取送點pick-up你部平治，然後揸去保養，完成之後即日將同一地方昇返你，正！
想愛顧時刻保持最好狀態唔嫌最佳trade-in價值，「平治星級保養服務」幫到你。
#Promo #MercedesBenzHK #ZFHK #ZungFu #MercedesBenz



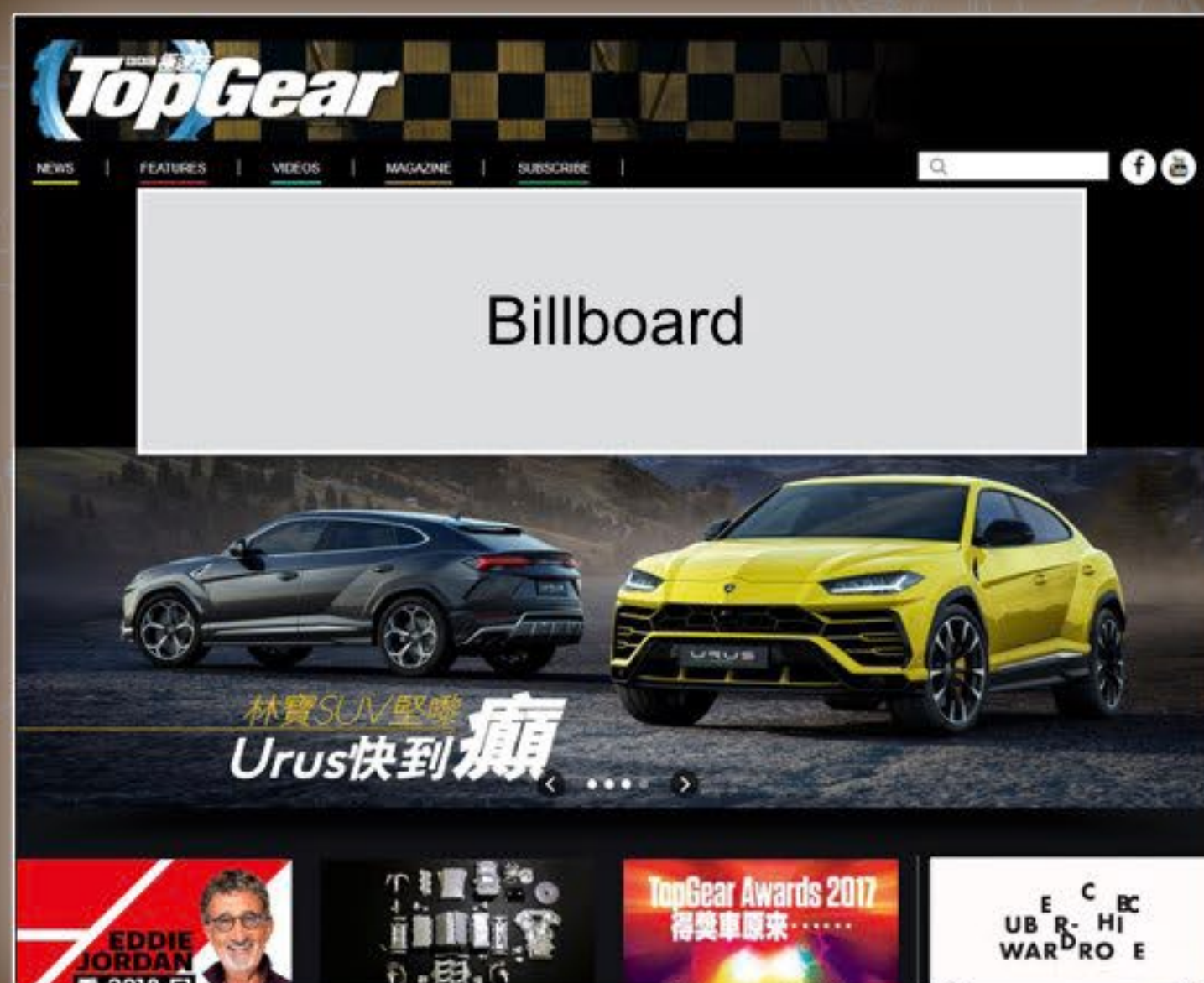
MB ZUNGFU.COM
【平治星級保養服務】
Learn More

BBC 極速誌
TopGear

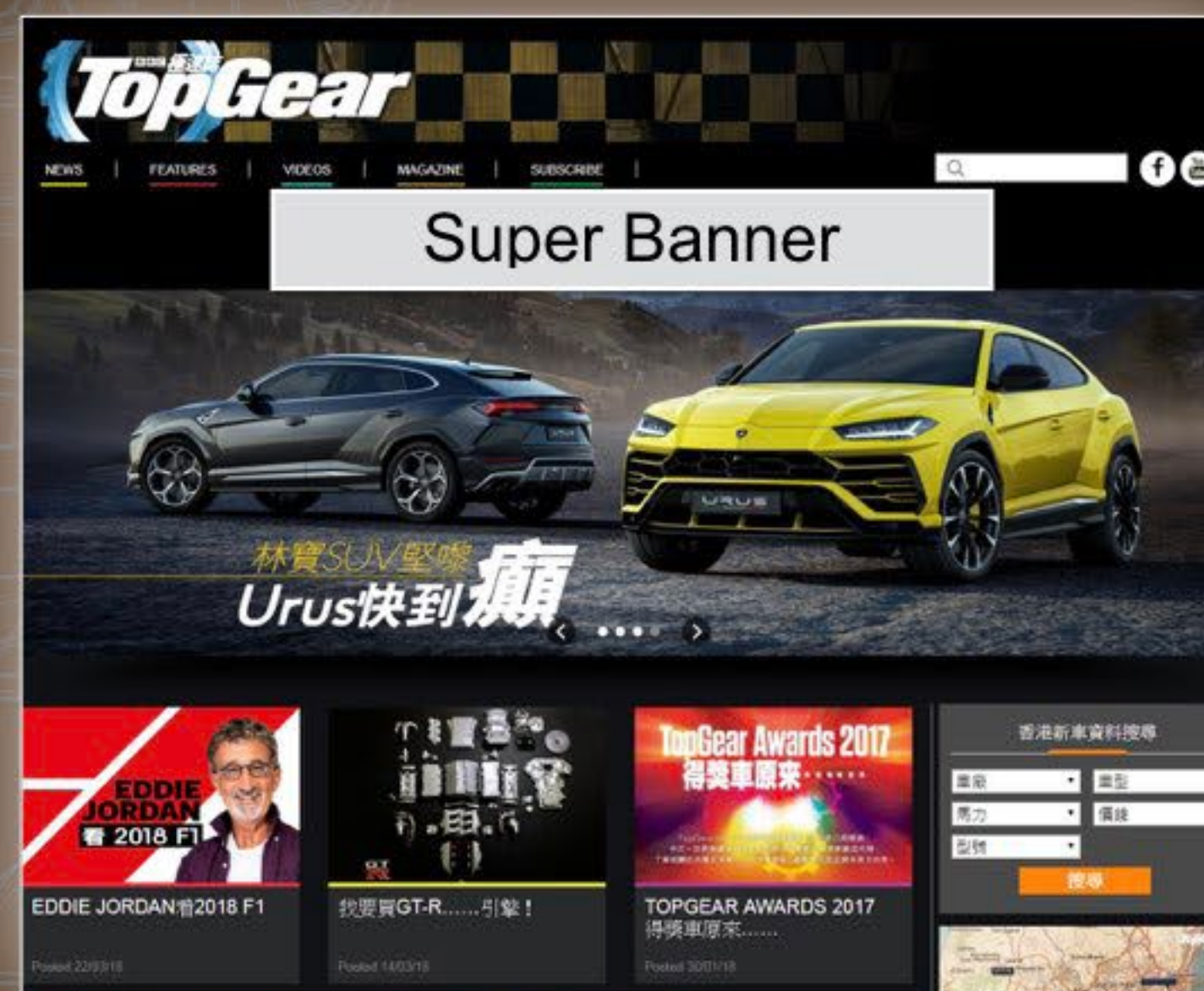
DIGITAL RATE CARD - BILLBOARD & SUPER BANNER

www.topgearhk.com

Desktop only



(for Desktop)



(for Desktop)

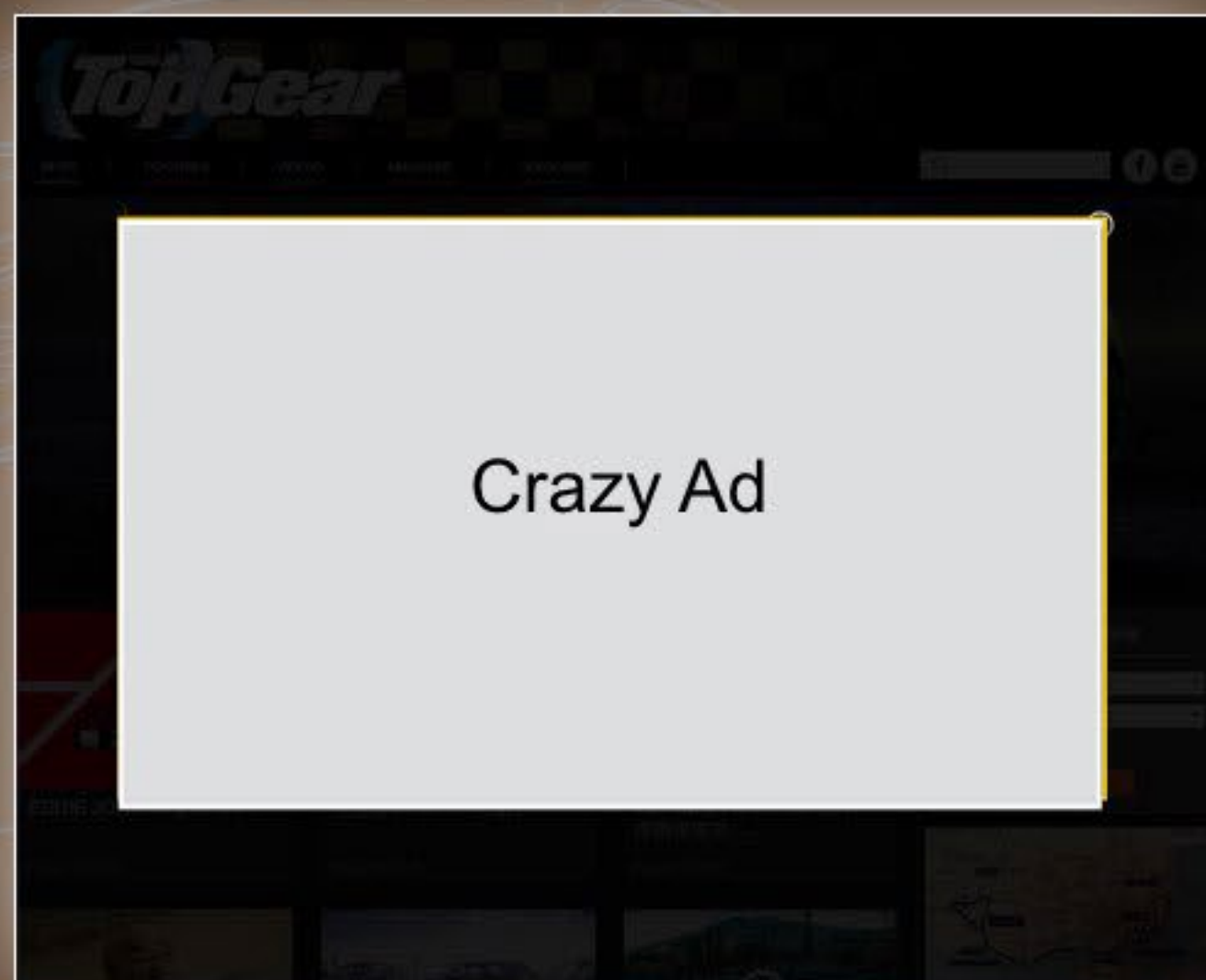
Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Billboard	970px/W x 250px/H	Desktop	Run-of-Site	25%	\$8,000
Super Banner	728px/W x 90px/H	Desktop	Run-of-Site	25%	\$15,000



DIGITAL RATE CARD - CRAZY AD, LARGE RECTANGLE / TVC (LREC / TVC)

www.topgearhk.com

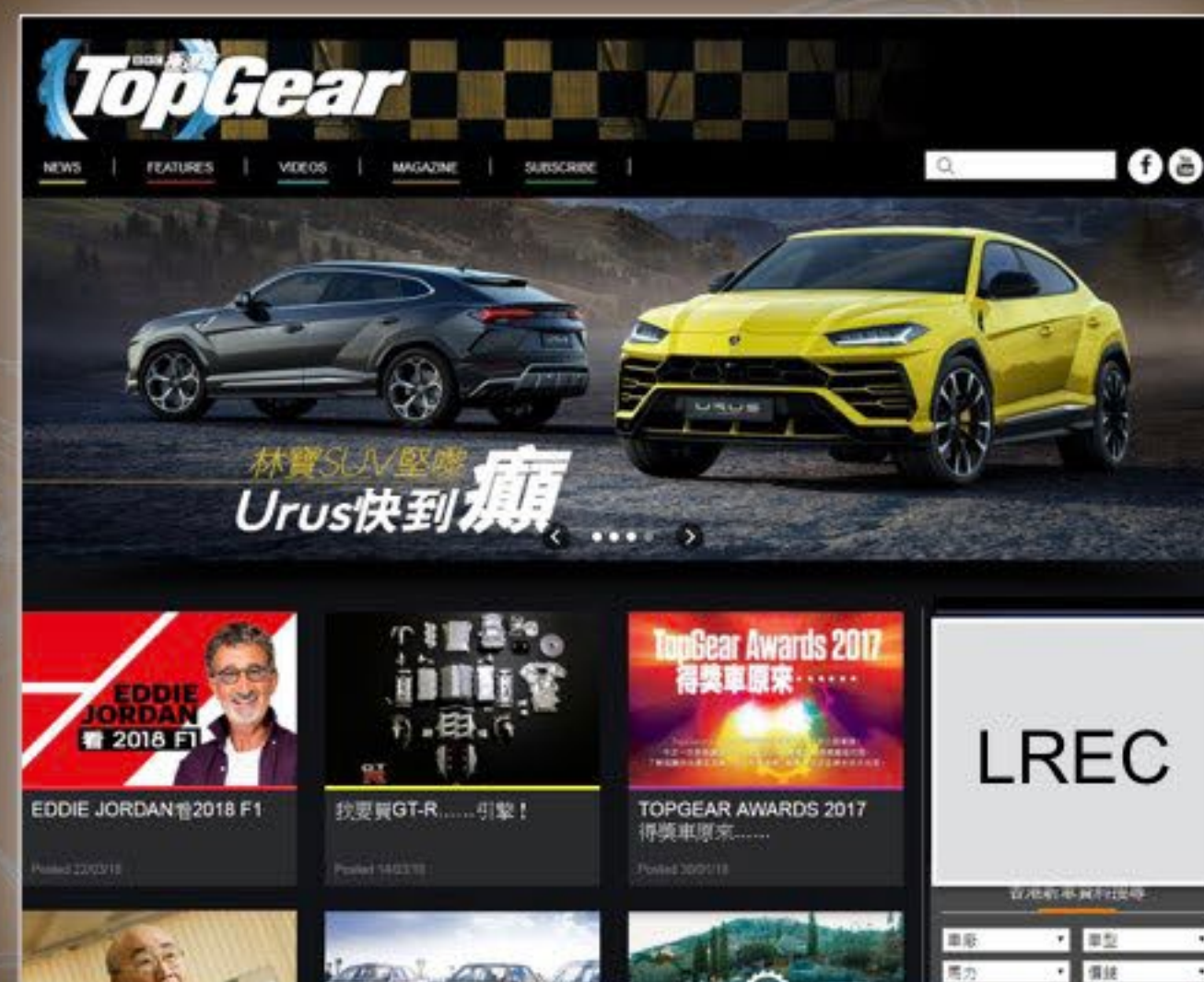
Mobile and Desktop



(for Desktop)



(for Mobile)



(for Desktop)

Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Crazy Ad	1024px/W x 605px/H	Desktop	Crazy Ad (Homepage)	50%	\$15,000
LREC	300px/W x 250px/H	Mobile, Desktop	Run-of-Site	25%	\$6,000

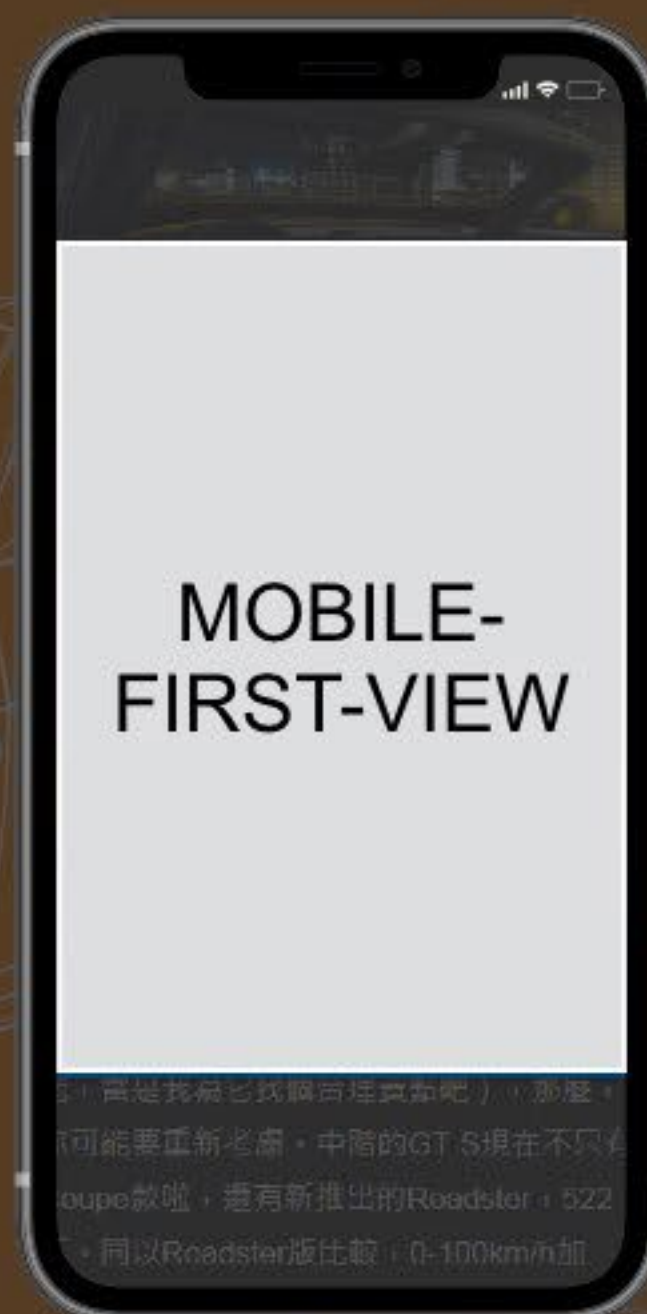
- Frequency capping applies for Crazy Ad will be displayed once for every 8 hours per day. The booking entitlement for each Crazy Ad is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval).



DIGITAL RATE CARD - MOBILE-FIRST-VIEW, SMALL-BANNER & UNDERLAY

www.topgearhk.com

Mobile only



(for Mobile)



(for Mobile)



(for Mobile)

Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Mobile-First-View	320px/W x 416px/H	Mobile	Mobile-First-View (Mobile site first interaction)	50%	\$15,000
Small-Banner	320px/W x 50px/H	Mobile	Run-of-Site	25%	\$15,000
Underlay	320px/W x 480px/H	Mobile	Run-of-Site	100%	\$15,000

- Frequency capping applies for Mobile-First-View will be displayed once for every 8 hours per day. The booking entitlement for each 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).



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 63%
- High Income Group – MPI HK\$60K+ 38%

Advertising/ Marketing Promotion Options:

- Event/ Seminar
- Test Drive
- Car Show

^{BBC 極速誌} **TopGear** VIDEO PRODUCTION

We offer professional production team to deliver multimedia content development and video production.

【豆丁仔Audi Q2過三關】



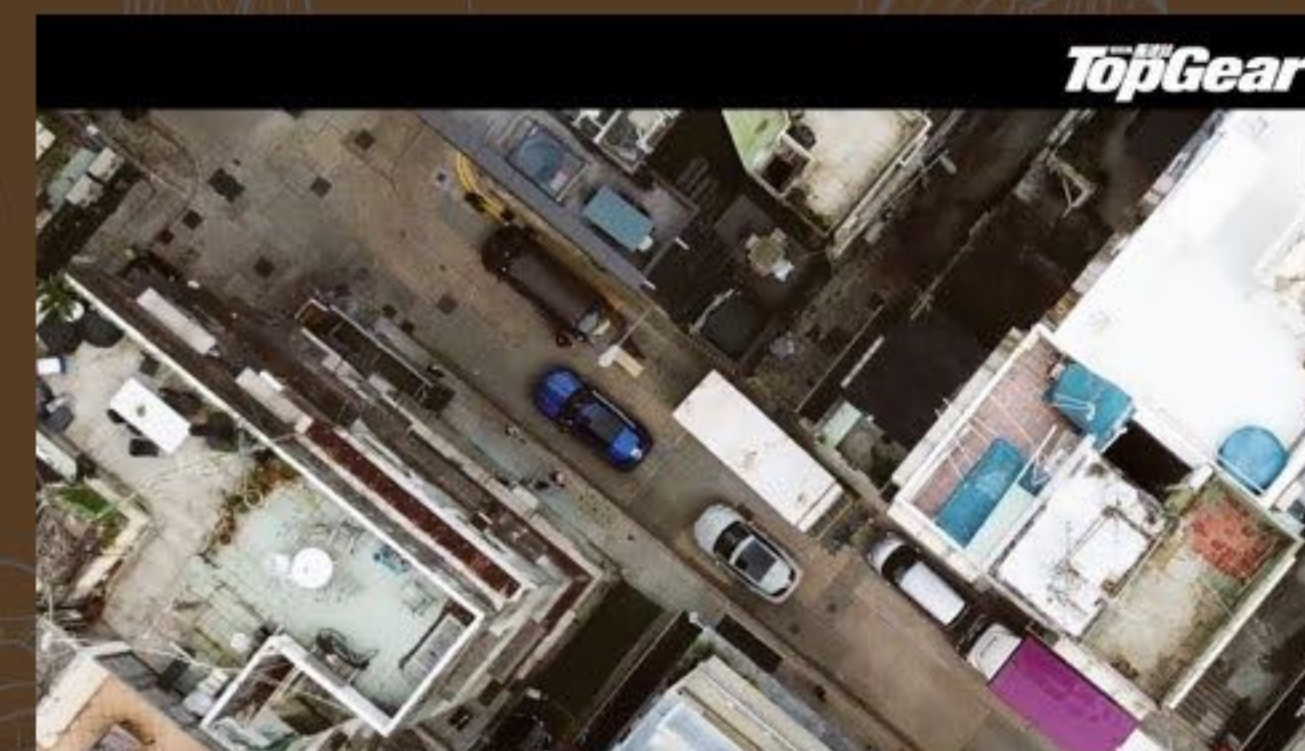
我做到 我去做

我做到 我去做

【入黑·起程】



【德日英SUV討論區】



BBC 極速誌 *TopGear* EVENTS

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



Test Drive



Car Show



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://bit.ly/TopGearsAwards2019>





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 : 30 days prior publication date
Material Deadline : 20 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

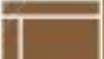


Thank You

Advertising Department

D: +852 3605 3713

E: pykwok@omghk.com

 Website - www.topgearhk.com

 YouTube - <https://www.youtube.com/user/topgearhongkong>

 Facebook - <https://www.facebook.com/topgearhk>

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