



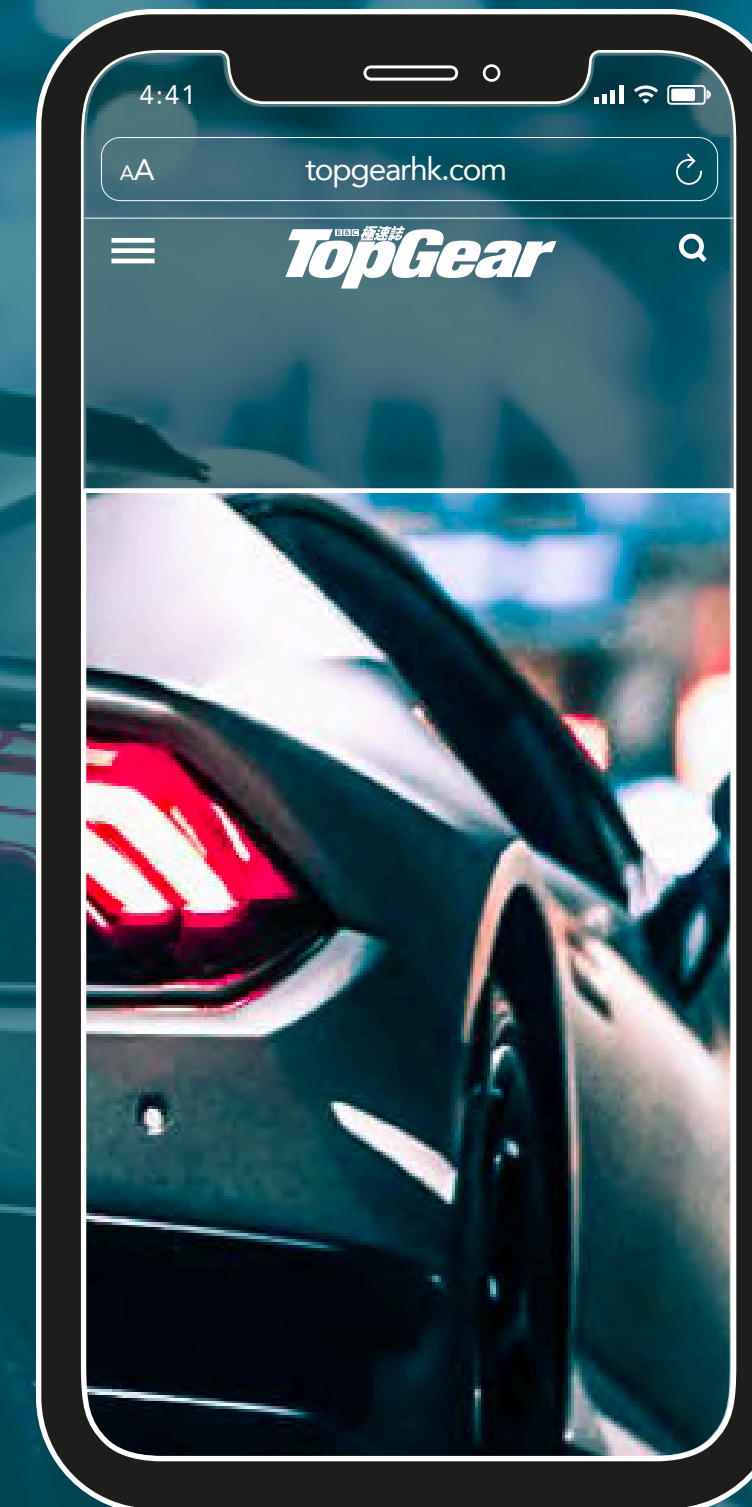
BBC 極速誌
Top Gear

MEDIA KIT 2021
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.

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: 2020 TopGear Hong Kong



WEBSITE

Male (79% of total fans)

Female (21% of total fans)

Age:

18-24 (10%)

25-34 (35%)

35-44 (30%)

45-54 (14%)

55+ (11%)

HK & Macau (83%)

Source: Google Analytics 2020



FACEBOOK

No. of fans 400k+

Male (91% of total fans)

Age:

18-24 (29%)

25-34 (36%)

35-44 (23%)

45-54 (8%)

55+ (4%)

Average monthly post reach
4.1 million

Source: Facebook Insight Report 2020



YOUTUBE

No. of subscribers 142k

Male (95% of total fans)

Age:

18-24 (10%)

25-34 (30%)

35-44 (29%)

45-44 (19%)

55+ (12%)

Total no. of video 530+

Total no. of view 11.7M+

Source: TopGear HK YouTube 2020

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 2021

Position	Size/ 4C	Rate (HK\$)
Back Cover	Full Page	\$ 93,000
Inside Front Spread	Double Page Spread	\$ 140,000
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 (2020)

#1：【呢啲超跑有伏味】



Posted on 10 May 2020 (100% Organic)

• Reach	346,799
• Impressions	374,790
• Ave. Freq.	1.08
• Post clicks	27,564
• Share	42

#2：【搞寸個party啲？】



Posted on 8 May 2020 (100% Organic)

• Reach	237,636
• Impressions	260,109
• Ave. Freq.	1.09
• Post clicks	21,741
• Share	39

#3：【Honda e可以玩養魚？】



Posted on 5 February 2020 (100% Organic)

• Reach	209,492
• Impressions	227,284
• Ave. Freq.	1.08
• Post clicks	16,895
• Share	79

BBC 極速誌 TopGear FACEBOOK

Fans Engagement

【TopGear
再請你睇好戲！】

【入車迷會送Dyson】

【TopGear粉絲破40萬
有大獎送呀】

【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】



BBC 極速誌 TopGear

DIGITAL RATE CARD

A) eDM

Specified Demographic	Effective Date: 1 January 2021 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
11月6日 · 🌐

【特約內容】
【汽車護理討論區】

問：師兄，我想一次過做齊 1. 入油 2. 換機油 3. 洗車 4. 打蠟/吸塵/車廂深層清潔/光觸媒抗菌服務；請問有乜嘢推介？

回覆：Shell油站。Shell而家提供一站式汽車護理服務，而家換油仲送高達\$150 Shell V-Power油券，下次入油不妨搵師傅問下汽車保養嘅意見啦。詳細click入去睇：bit.ly/3IKNrXD

#Promo #Shell #ShellCarCare



TOPGEARHK.COM | 作者：TOPGEAR HK 極速誌
【汽車護理討論區】
出國自駕遊時大家或已親身體驗過外國油站的完善服務，各位車主又是否知道...

瞭解詳情

TopGear HK 極速誌
12月14日 15:00 · 🌐

【特約內容】
【從此佢叫做W223】
「W116、W126、W140、W220、W221、W222」資深車迷一定知埋堆代號係乜嘢意思。今年平治又加多個蘇巴界大家，推出第七代S-Class W223。要令哩部旗艦豪華房車再進化一啲都唔易，平治就採取咗幾個策略，首先係加大，長、闊、高、軸距、前後輪距、車廂空間、尾箱容量.....全部都多過上一代。然後再係加入大量新設備新科技，全車有5個大螢幕兼部份加入OLED技術同埋3D效果，務求做到既資訊豐富又fancy；升級到第二代嘅MBUX系統而家識聽27種語言，運算能力亦比上代快50%；前座按摩機入面有19個摩打，一共有10種按摩程式；加入後輪轉向之後，迴旋直徑足足短咗兩米；備有全球首創嘅後排正面氣袋，進一步提升安全性.....老土喇講，新嘢多到未能盡錄，建議你click入下面條link慢慢研究。
總之，香港會首先引入S 450 4MATIC以及S 500 4MATIC兩個型號，同樣用3.0公升直六引擎加48V mild hybrid輔助，馬力輸出分別為367匹及435匹。
了解全新Mercedes-Benz S-Class詳情：<https://bit.ly/3n5gAxQ>
#MercedesBenz #AllNewSClass #W223



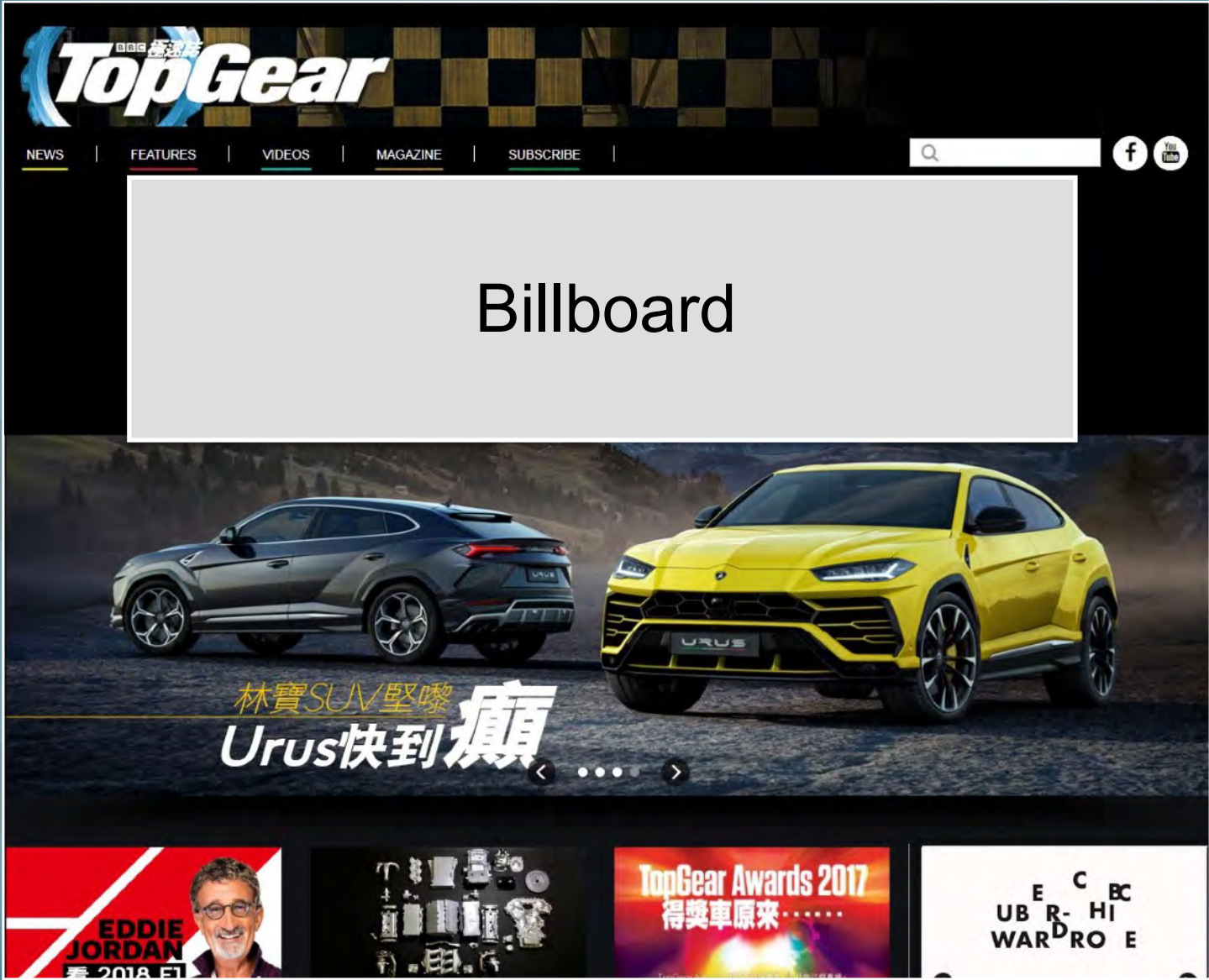
The new S-Class.
全新S系列



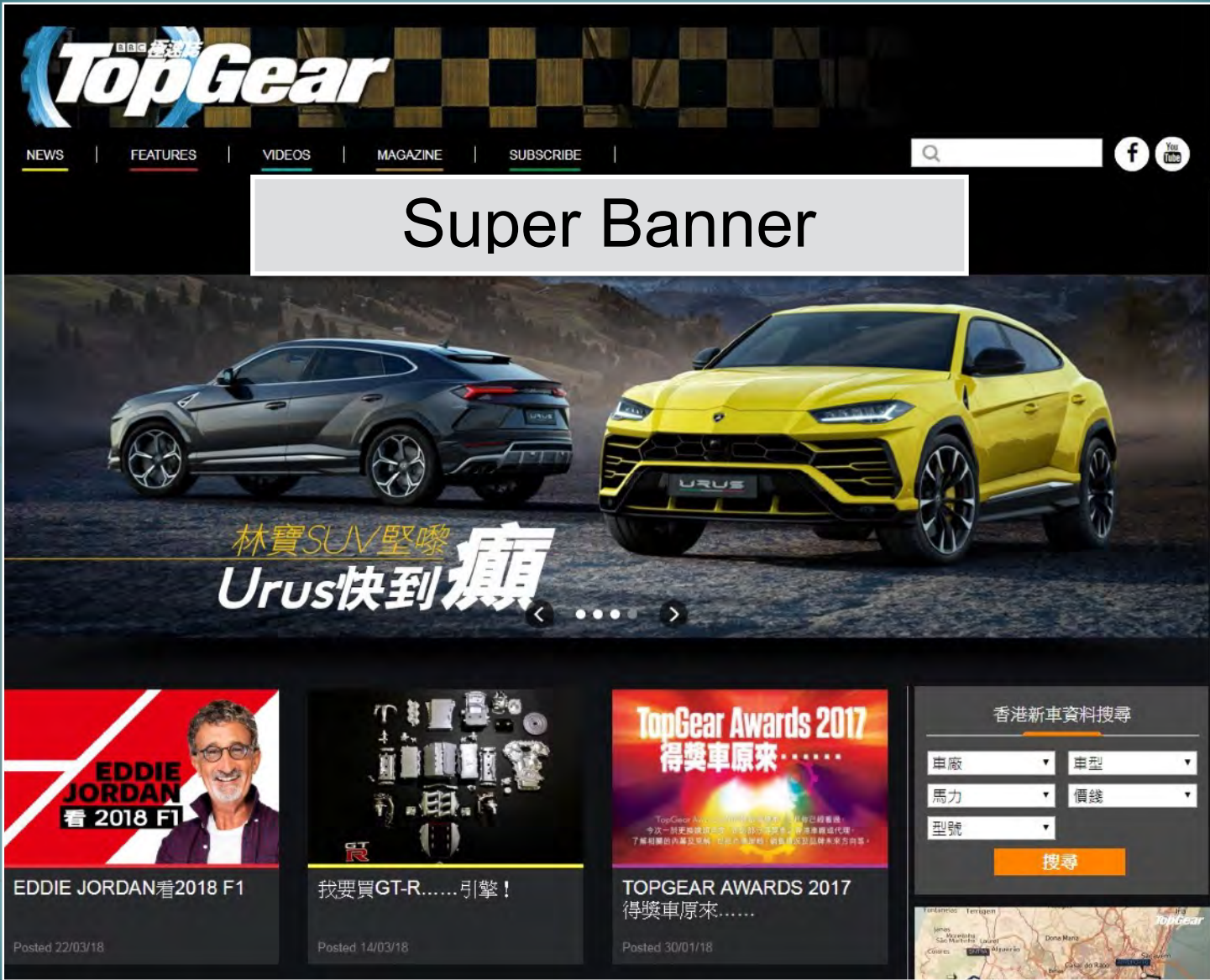
DIGITAL RATE CARD - BILLBOARD & SUPER BANNER

www.topgearhk.com

Desktop only



(for Desktop)



(for Desktop)

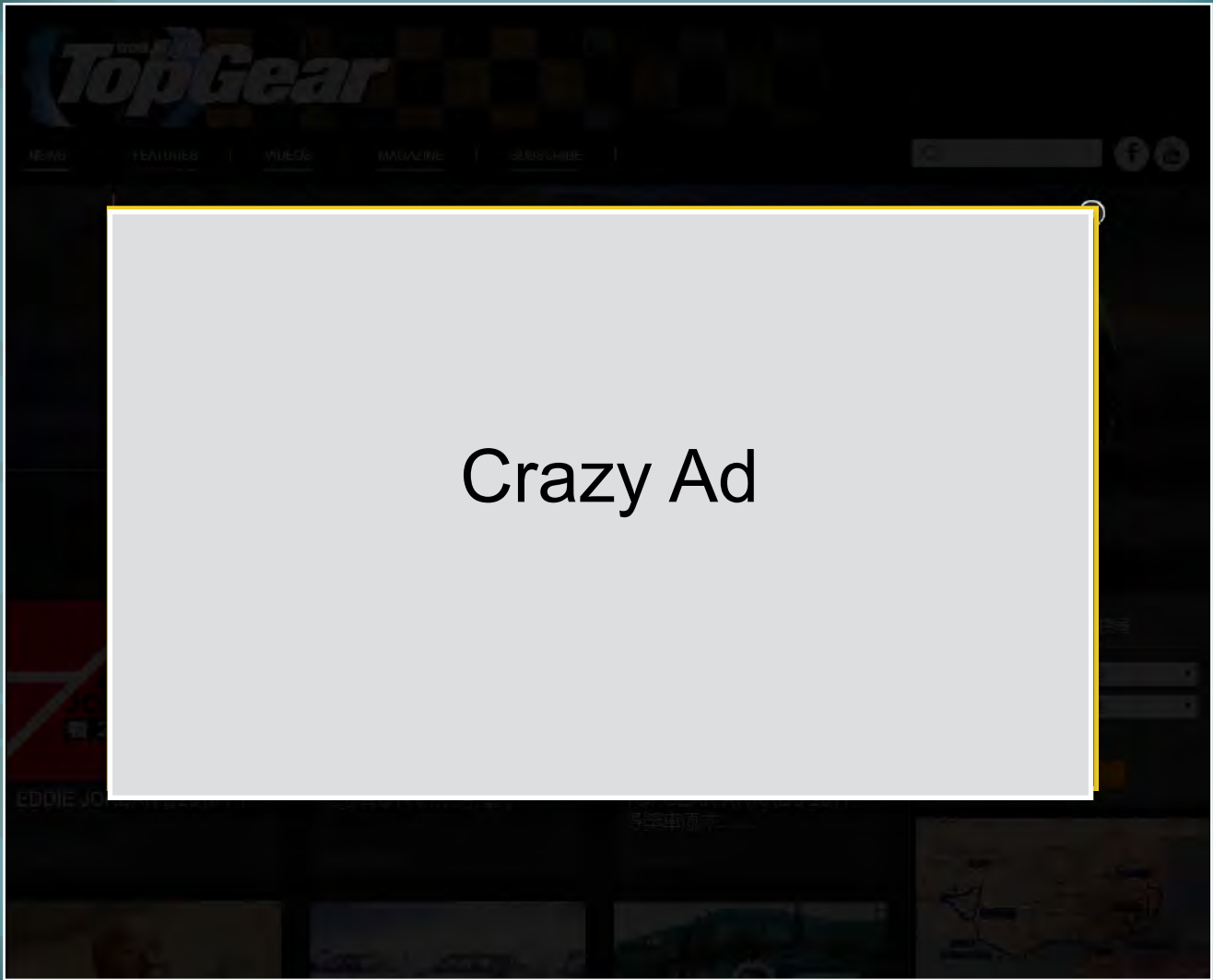
Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Billboard	970px/W x 250px/H	Desktop	Run-of-Site	25%	\$8,000
Super Banner	728px/W x 90px/H	Desktop	Run-of-Site	25%	\$15,000



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

www.topgearhk.com

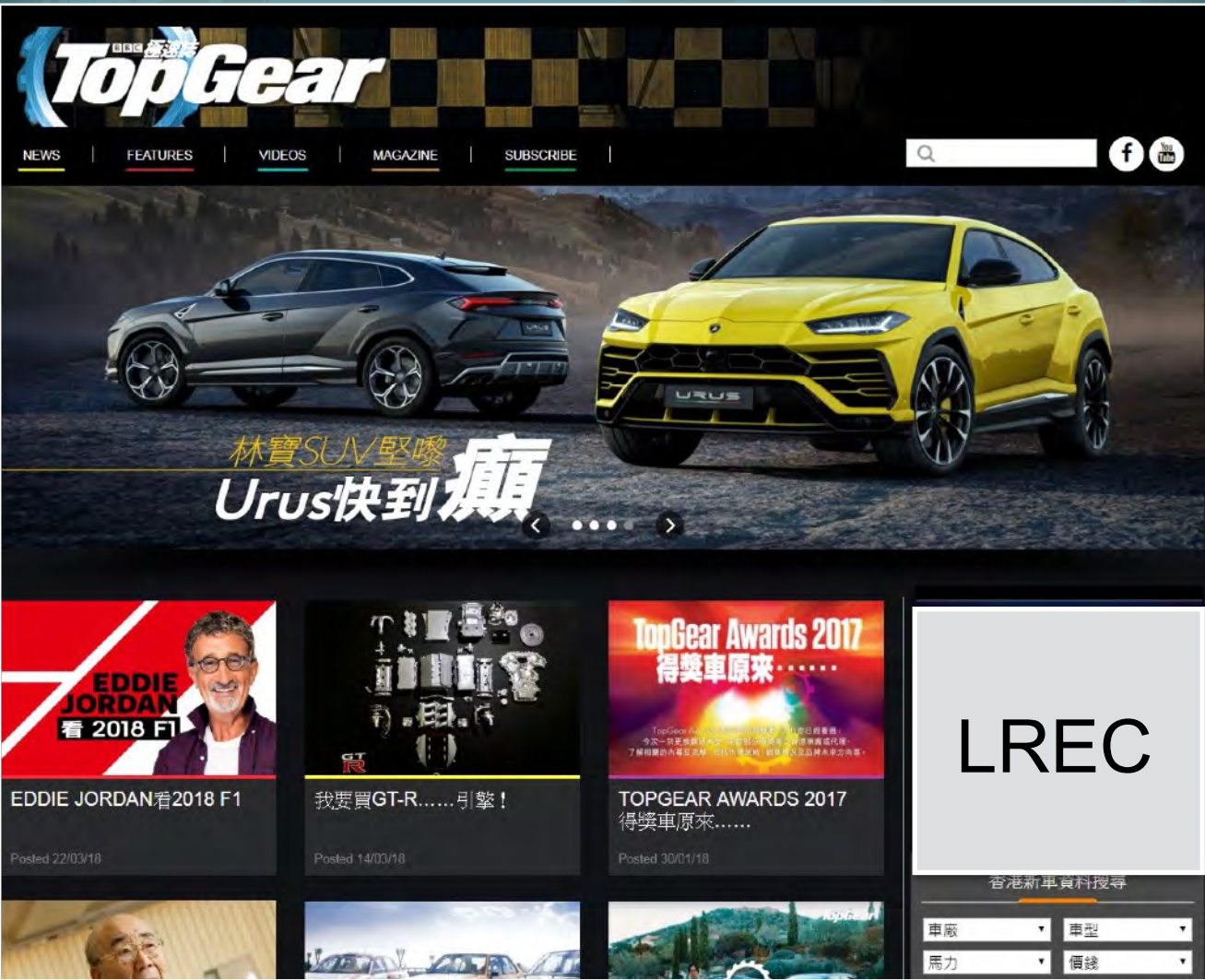
Mobile and Desktop



(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

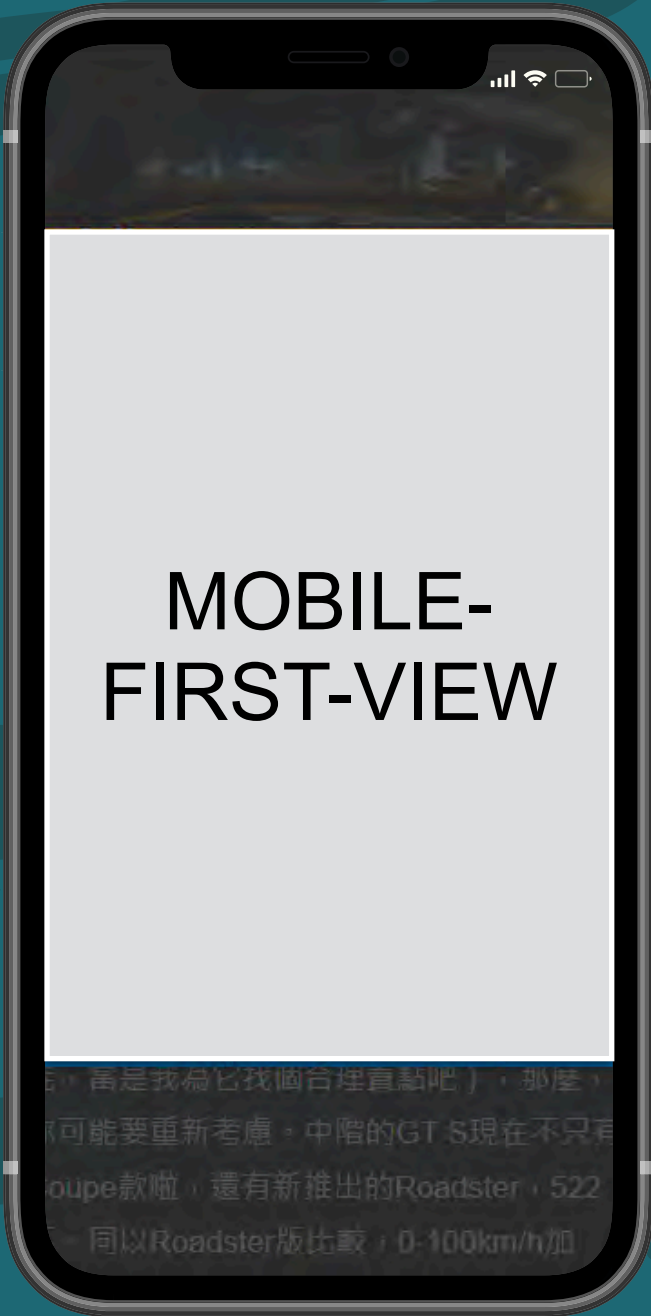
• Frequency capping applies for Crazy Ad will be displayed once for every 8 hours per day. The booking entitlement for each Crazy Ad is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval).



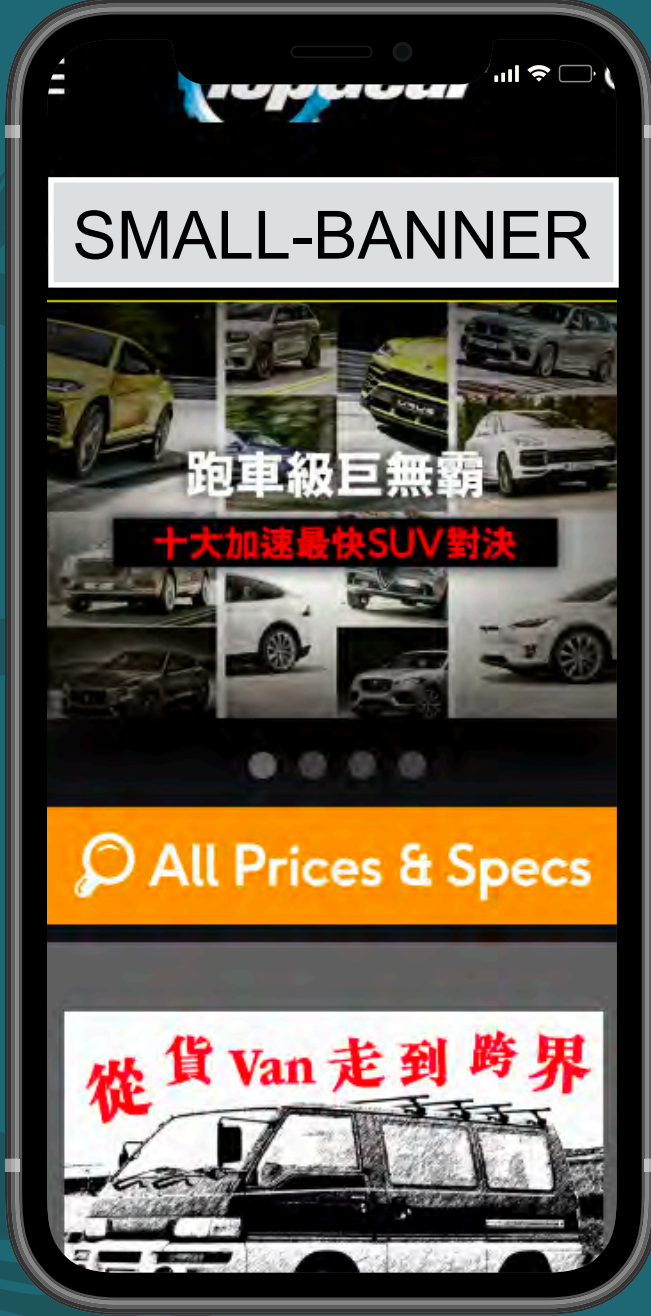
DIGITAL RATE CARD - MOBILE-FIRST-VIEW, SMALL-BANNER & UNDERLAY

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.

【免「嘟」卡超方便泊車系統】



【TopGear吹水站：林德信原來係真車迷】

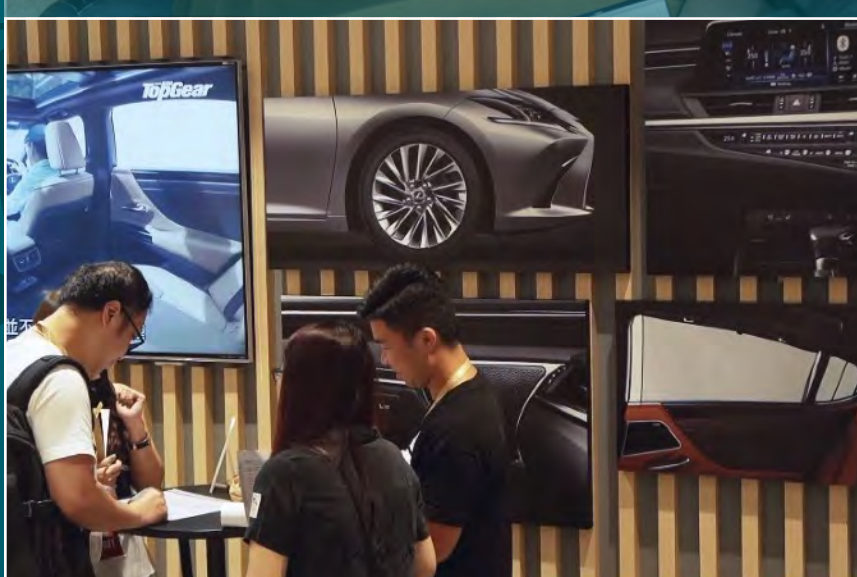


【揸到你傻接力賽】



BBC 極速誌 *TopGear* EVENTS

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



Test Drive



Car Show



Seminar

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>



TopGear BBC 極速誌 **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 3737

E: tgadv@omghk.com

 Website - www.topgearhk.com

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

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

 Instagram - <https://www.instagram.com/topgearhk/>