



**Driving Business Success**

## **2008 MEDIA KIT**

The official magazine of the  
Hong Kong Institute of Certified Public Accountants



**Eight Custom Media Ltd**  
[www.eightcustommedia.com](http://www.eightcustommedia.com)



Hong Kong Institute of  
**Certified Public Accountants**  
香港會計師公會

## A PLUS – Essential reading for leading corporate figures and high achievers

The Hong Kong Institute of Certified Public Accountants is Hong Kong's premier accounting body and the only one authorised by law to register and grant practicing certificates to Certified Public Accountants in Hong Kong.

The Hong Kong Institute of Certified Public Accountants has over 39,000 members.

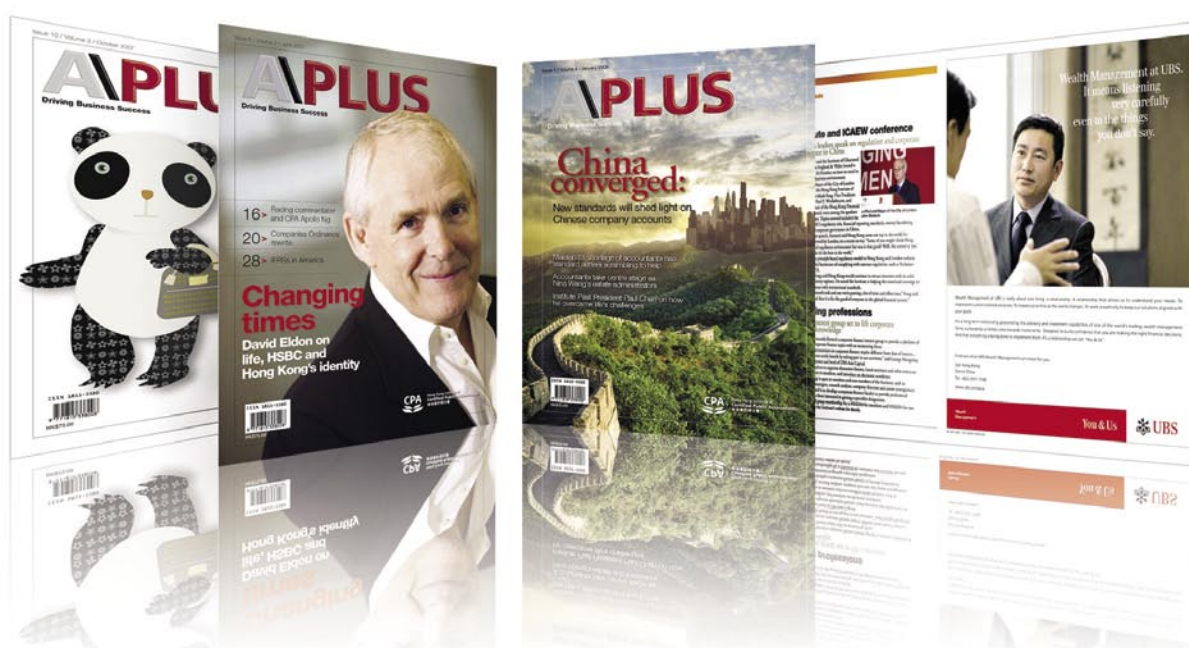
### A PLUS magazine

A PLUS magazine is the official monthly magazine of The Hong Kong Institute of Certified Public Accountants and every month each member is sent their own personal copy of A PLUS, either to their home or place of work. A PLUS is also distributed through selected Hong Kong newsstands.

Recent surveys and focus groups have shown that A PLUS is viewed by members as an essential source of information – a “must read”.

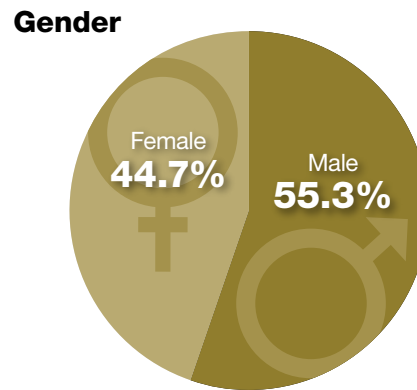
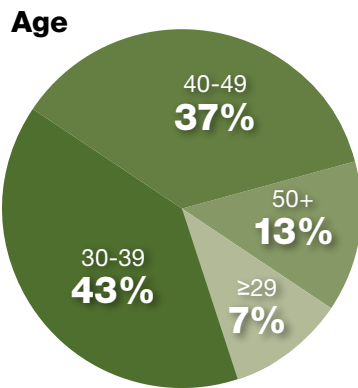
A PLUS features high-level analysis of accounting and financial management issues affecting Hong Kong, interviews with business leaders and updates on the latest accounting regulations, internationally and from mainland China, including:

- Agenda-setting features on finance, accounting and corporate performance
- News from Hong Kong, China and leading international markets
- Key interviews with leading industry personalities
- Analysis of technical accounting and legislative issues
- Career and professional development reports
- Work-related lifestyle section reviewing gadgets, media, health, travel and entertainment

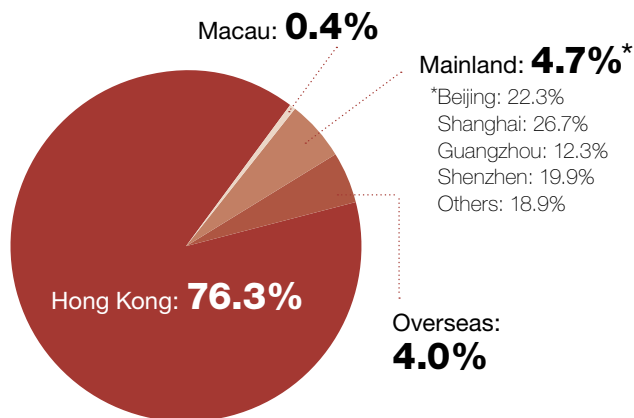


# Hong Kong Institute of Certified Public Accountants membership census 2007

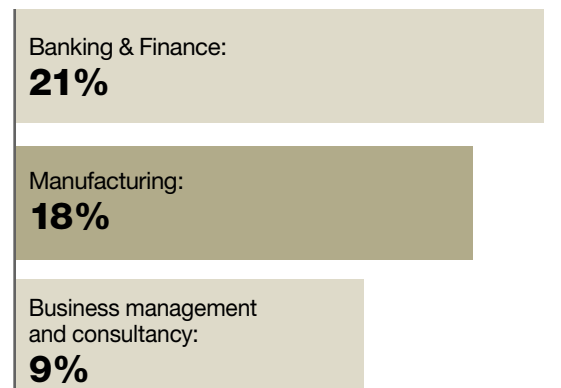
Sample size: 18,000



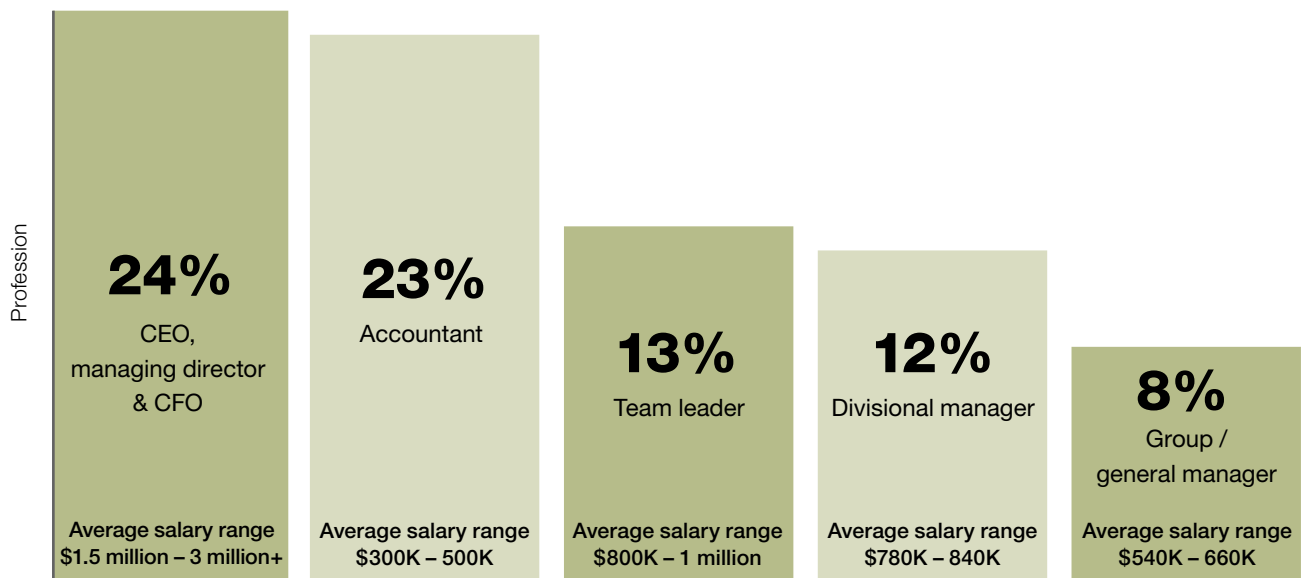
### Location where most work undertaken



### Industry of employment



### Professional accountants in business



## **A PLUS magazine 2007 Readership survey & focus group study**

(conducted by Cimigo Research, Hong Kong – [www.cimigo.com](http://www.cimigo.com))

Readers were asked to complete online surveys and a series of round table focus groups were conducted

### **Key Findings:**

# 49%

of *A PLUS* readers have followed up on an ad at least once with a purchase

# 70%

of recipients spend 15 minutes to 1 hour reading *A PLUS*



# 17%

of recipients spend over 1 hour reading *A PLUS*

# 95%

of readers pay attention to ads in *A PLUS*

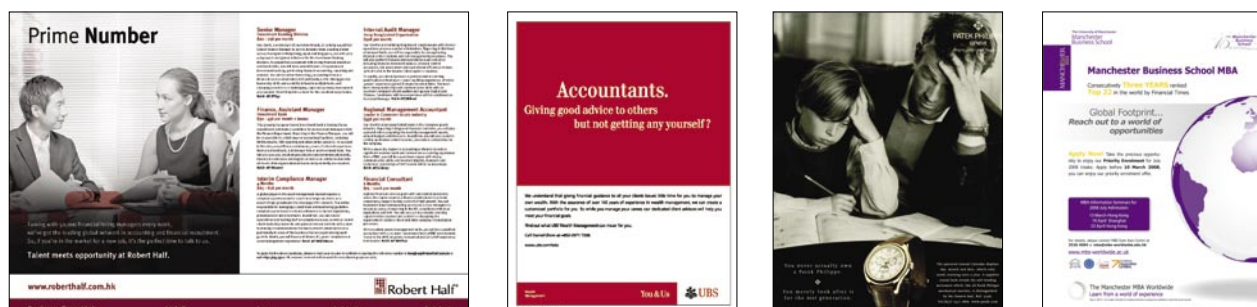
# Advertising options and rates

## Display advertising

The most prominent, high impact advertising for branding & promotional campaigns

Display advertising	x1	x6	x12
Back cover	\$63,000	\$48,600	\$42,300
Inside front cover	\$57,600	\$45,900	\$40,050
Inside back cover	\$57,600	\$45,900	\$40,050
Full page facing "President's Message"	\$49,950	\$38,700	\$34,650
Full page facing "Source" opener	\$47,700	\$37,650	\$32,850
Full page ROP	\$45,000	\$36,900	\$31,500
Half page	\$31,500	\$26,550	\$22,050
Quarter page	\$21,600	\$18,450	\$15,300

Display advertising samples:



## Recruitment

One of the most eagerly read sections of the magazine, the recruitment section in *A PLUS* represents the most cost-effective way of reaching every single registered Hong Kong International CPA, efficiently and without wastage.

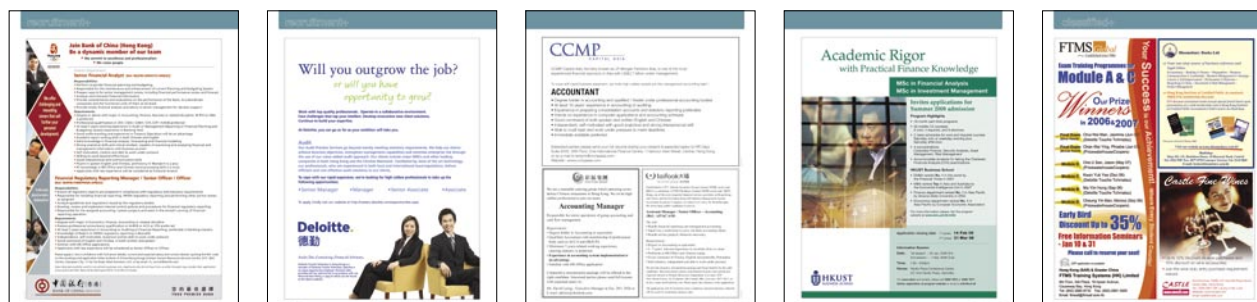
## Classified

Whether you are promoting further education, business services, leisure travel or fine dining, the classified section is the most cost-effective way of connecting with 37,000 affluent, ambitious, professionals in Hong Kong.

Recruitment / Classified (black & white)*	x1	x6	x12
Full page	\$32,000	\$25,600	\$24,000
Half page	\$21,000	\$16,800	\$15,700
Quarter page	\$12,000	\$ 9,600	\$ 9,000

\*colour ad: 20% surcharge

Recruitment / Classified advertising samples:



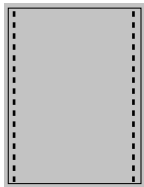
## Material requirement

Digital files only. High-resolution PDF preferred (distilled at 2400 dpi), Adobe Illustrator (version 10 or CS) or Adobe EPS with imbedded images, graphics, logos and **outlined fonts**.

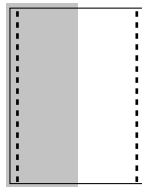
Ad must be accompanied by a hard copy that has been produced from the file supplied. It should be 100% of the final ad size and must adhere to the specifications. A CMYK patch strip for colour quality control should also be included.

## Technical specifications

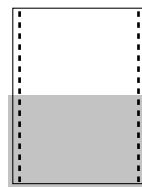
### Display/ROP



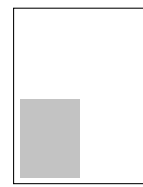
**Full page trim**  
197mm(W) x 260mm(H)  
Bleed size:  
203mm(W) x 266(H)  
Text safe area:  
15mm(W)



**Half page vertical**  
98.5mm(W) x 260mm(H)  
Bleed size:  
104.5mm(W) x 266mm(H)  
Text safe area:  
15mm(W)

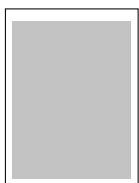


**Half page horizontal**  
197mm(W) x 116mm(H)  
Bleed size:  
203mm(W) x 122mm(H)  
Text safe area:  
15mm(W)

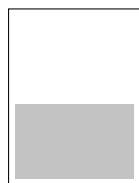


**Quarter page**  
86mm(W) x 111.5mm(H)

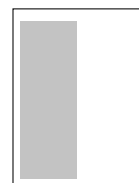
### Recruitment / Classified section



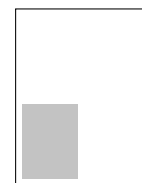
**Full page**  
167mm(W) x 223mm(H)



**Half page horizontal**  
167mm(W) x 110mm(H)



**Half page vertical**  
83mm(W) x 223mm(H)



**Quarter page**  
83mm(W) x 110mm(H)

### Word count:

The following is an estimate of maximum words per ad:

Full page: 800  
Half page: 420  
Quarter page: 180