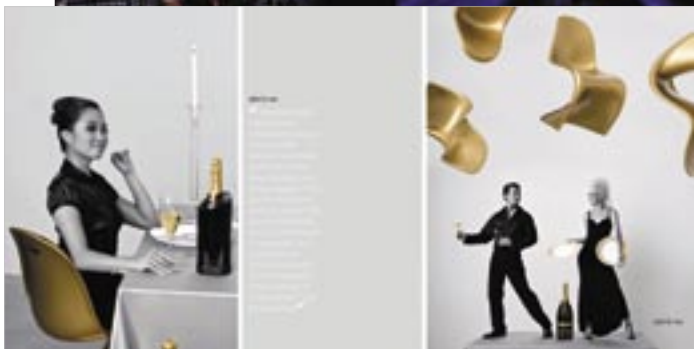
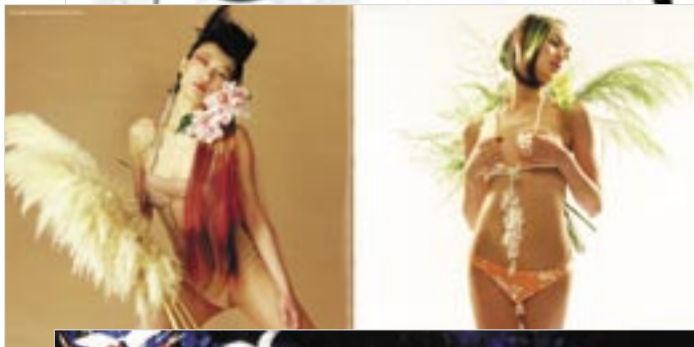




KEE

magazine  
media kit

# kee magazine



Originally launched to provide members of Hong Kong's most exclusive private members club with compelling, thought-provoking reading material, Kee Magazine has grown to take on iconic status among Hong Kong's most discerning individuals.

## Kee'p it bold...

Since its inception six years ago, Kee has remained single-minded in its pursuit of the bold, the beautiful and the extraordinary.

Known for uncompromising content on a range of topics from fashion, design, poetry, art, style, and travel through to headline interviews, retrospectives and profiles of noteworthy personalities, Kee delivers memorable, intelligent, and tastefully presented articles that offer a break from the norm.

Now published six times a year on high gloss paper stock and perfect bound, each edition of Kee magazine is an elegant addition to the best of coffee tables.

## Kee'p it fresh...

Each issue of Kee Magazine is published with a fresh and individual perspective and viewed as a birth of a completely new magazine. Typically Kee Magazine will highlight a topical theme for each issue, reflecting significant and current subject matters of our time. Past Kee themes of note include:

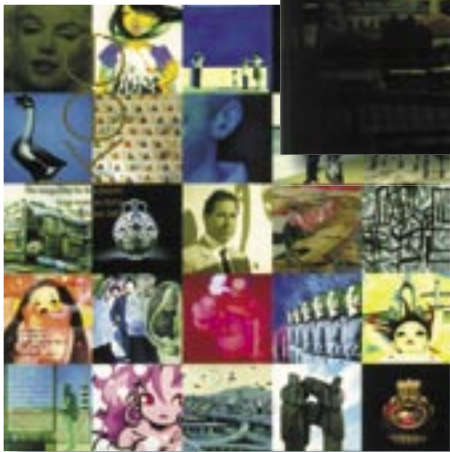
The environment (Kee IX, "Kee'p it green - The Green Issue"), Contemporary China (Kee XXI, "Kee'p it red - The China Issue"), Artistic expression (Kee XXX, "Kee'p it arty - The Arts Issue")

Such themes are expressed and represented through a variety of content, juxtaposed with striking and aesthetically composed visuals.

## Kee'p it out there...

In addition to being mailed to the homes of members and VIPs and enjoyed by guests of the numerous high-end events held at The KEE Club, Kee magazine is also seen in first class airline lounges, hotel suites, selected bookstores and Hong Kong's most prestigious events.

**Kee Magazine challenges individuals and brands to make bolder statements and present their vision in a way that is out of the ordinary.**



## Circulation

- 2,500 – KEE Private Members Club
- 1,500 – VIP List
- 2,700 – Bookstores
- 300 – First Class Airline lounges  
(Cathay Pacific)
- 2,500 – Hotel suites and club rooms  
(Grand Hyatt, Shama Serviced  
Apartments, JIA Boutique Hotel,  
The Peninsula, Mandarin Oriental,  
Mandarin Oriental Landmark, Four  
Seasons Hotel & Apartment, etc)
- 3,000 – Private and corporate functions for  
clients such as Hyatt International,  
LVMH, Standard Chartered Bank,  
Morgan Stanley, Goldman Sachs,  
among others.

12,500 copies, published bi-monthly

# kee magazine

## Readership

KEE Members and VIPs – the movers and shakers, the business samurais, the artists, the entertainers, the glamour crowd and real people with taste.

## Readership Demographics

Male .....	52%
Female .....	48%

## Age

18-25 .....	13%
25-40 .....	70%
40+ .....	17%

## Marital Status

Married.....	65%
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## Occupation

Managerial/Professional.....	63%
CEO .....	25%
Others.....	12%

## Household Income

HK\$850,000+ .....	65%
HK\$1,500,000+ .....	20%
HK\$2,000,000+ .....	15%

## Nationality

Hong Kong Chinese .....	30%
Indian Nationals .....	12%
English.....	10%
US .....	9%
French .....	8%
Swiss .....	8%
German.....	5%
Italian.....	5%
Others.....	13%

# Rates (HK\$)

## Full Page Rates

	x1	x3	x6
Full page ROP	\$21,250	\$19,125	\$17,250
OBC	\$31,875	\$28,750	\$25,500
IBC	\$26,500	\$23,850	\$21,250
Opposite 1st Contents Page	\$28,750	\$25,875	\$23,000
Opposite 2nd Contents Page	\$27,750	\$25,000	\$22,250
Opposite Editor's letter / Contributors Page	\$26,500	\$23,850	\$21,250
Full Page first third of magazine	\$25,500	\$23,000	\$20,500

## Double Page Spread (DPS) Rates

DPS ROP	\$38,250	\$34,600	\$30,850
IFC (1st) DPS	\$57,500	\$51,750	\$46,250
2nd DPS	\$51,750	\$46,800	\$41,600
3rd DPS	\$49,725	\$44,750	\$40,000
DPS before contents	\$47,850	\$43,250	\$38,500
DPS first third of magazine	\$46,000	\$41,500	\$37,000

## Stand out from the crowd

"Z" cover DPS	\$61,250	\$55,250	\$49,500
IFC gatefold (* 4 x full page)	\$68,750	\$61,850	\$55,000
IBC gatefold (* 3 x full page)	\$63,000	\$56,750	\$50,500
Content gatefold (* 3 x full page)	\$60,850	\$54,800	\$48,750

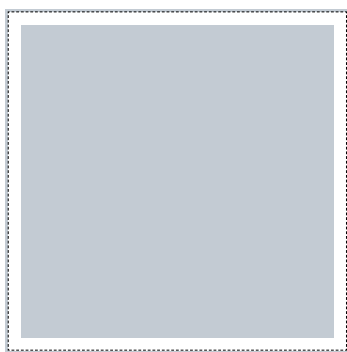
*Currency: All prices are quoted in HKD and are per insertion.*

*Cancellation Policy: No cancellations will be entertained after the booking deadline.*

*Agency Commission: Accredited advertising agencies are entitled to 15% agency commission.*

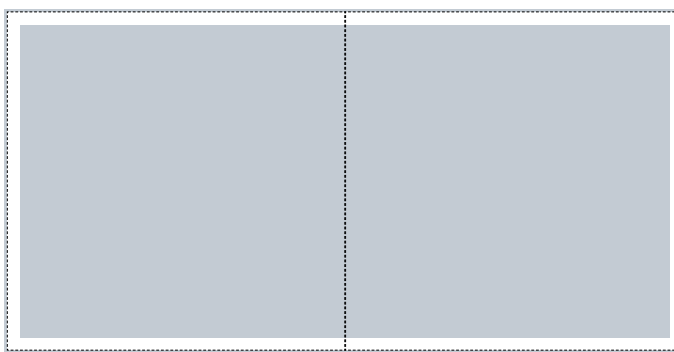
*Terms and Conditions: Payment should be made in full within 30 days of publication.*

# Mechanical Specifications



Full page

Trim size: 270mm(h) x 270mm(w)  
 Bleed size: 276mm(h) x 276mm(w)  
 Type size: 250mm(h) x 250mm(w)  
 Gutter: 5mm per page



Double Page Spread

Trim size: 270mm(h) x 540mm(w)  
 Bleed size: 276mm(h) x 546mm(w)  
 Type size: 250mm(h) x 520mm(w)  
 Gutter: 5mm per page

*Kee magazine will accept no responsibility for colour rendition and no prepress proof will be supplied prior to printing. All artwork must be in pass4press\_v5 PDF format (X-1a: 2001), CMYK. All attached images must be in .tiff format, 300dpi, CMYK (or grey scale for black and white images). All logos and text must be outlined. A set of progressive proofs must be provided.*



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