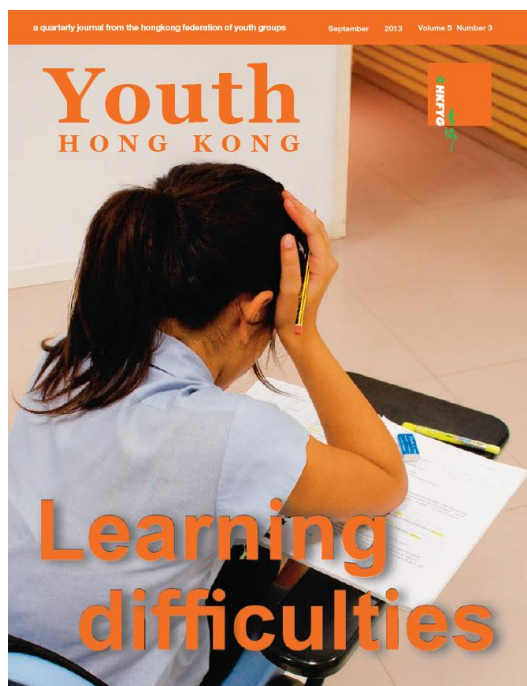
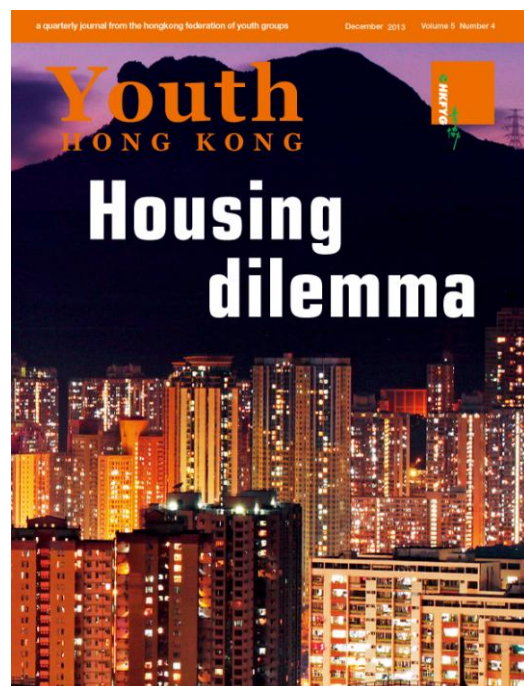


Youth Hong Kong

from The Hong Kong Federation of Youth Groups



Volume 5 Number 3



Volume 5 Number 4

This English quarterly is for everyone concerned with young people. Focusing on Hong Kong phenomena and problems, it carries interviews with opinion leaders which are balanced with discussions among youngsters. Surveys of young people's attitudes and habits and examples of their writing are also featured.

- the only journal of its kind in English with Chinese summaries
- for local and overseas readers
- reveals attitudes, values and aspirations of local youth
- helps teachers, parents and social workers understand youth
- shows the unique side of Hong Kong youth culture

Current issue December 2013: Housing Dilemma

Next issue March 2014: Qianhai and opportunities for youth entrepreneurship

Recent themes

- Crime and rehabilitation
- Creative ideas or creative disconnect
- Poverty
- Growing responsibilities
- Learning difficulties

Regular features

- Young writers
- Views of parents and social workers
- Research data and analysis of trends
- Youth arts and culture
- City and environment

Read online at <http://youthhongkong.hkfyg.org.hk>

With an average of 10,000 readers locally, regionally and internationally, our target includes teachers, policymakers, legislators, business partners, parents and NGOs.

The journal is currently circulated free of charge

- mailed to schools, public libraries, government, institutions, companies, NGOs
- displayed in selected bookstores, clinics and restaurants
- available at all HKFYG youth centres and units

Some comments from readers:

University of Hong Kong Prof Amy Tsui, Pro-Vice-Chancellor & Vice-President (Teaching & Learning)

"This is a very good journal, well done."

St. Paul's College Ms Sharon Chan, English Department

"The articles are very useful. We use it for discussion purposes with students."

Hong Kong University of Science & Technology Ms Silver Chan, Counseling & Development

"The contents are highly relevant to our clients for keeping abreast of youth trends."

Hong Kong Polytechnic University Prof Daniel Shek, Chair Professor, Social Sciences

"An outstanding publication."

Hong Kong Academy for Gifted Education Dr Stephen Tommis, Executive Director

"Really excellent...I would like to share it with my colleagues."

University of Chester, UK Ms Anna Sutton, Dean of Education

"This magazine casts light on the lives of young people in a fascinating city, located in a part of the world everyone wants to know about."

Worldbridge Holding Ms Jean Ng, Executive Training Consultant

"Excellent format, clear and concise, simple to understand."

Lui Cheung Kwong Lutheran College Ms CC Yim, English Panel Chairperson

"I find that the content is not only suitable for Liberal Studies but also for the English learning of our students."

ECF Saint Too Canaan College Catherine Kong, Head of English Department

"Rich in content, with topics that are highly relevant to their HKDSE, it is definitely worthwhile reading material for our students."

Youth Hong Kong

Circulation profile

Circulation per issue (average): 10,000 copies

Circulation breakdown (approx)

<u>Category</u>	<u>Percentage</u>
Partners in business, education, government, NGO sectors	55.1%
Federation outlets (youth centres and service units)	19.9%
China, overseas	11.6%
Bookstores, restaurants, etc.	6.3%
Others	7.1%

We are currently reaching

▪ **Education sector**

- Hong Kong university and tertiary institution departments and service centres
- About 450 secondary schools
- Over 500 primary schools
- About 40 international schools
- Principals, vice-principals, head teachers of English Panels and Liberal Studies, school librarians
- 18 district Federations of Parent-Teacher Associations
- Over 250 individual readers and subscribers in tertiary and other educational institutions

▪ **Government and public sectors**

- Principal officials of government bureaus and departments
- Executive Council and Legislative Council members
- 34 Hong Kong Public Libraries

▪ **NGOs**

- The Community Chest
- The Breakthrough
- Tung Wah Group of Hospitals
- Youth Outreach

▪ **Book stores**

- Book Attic
- Commercial Press
- Cosmos Books
- Dymocks
- Hong Kong Book Centre Ltd.
- Imprint Bookstore
- Page One
- Swindon Book Co Ltd
- University bookstores

▪ **Commercial and Federation distribution points**

- **British Council**
- **Clinics**
 - Human Health Medical Clinic
 - Town Health International Investments Limited
- **Fat Angelo's Italian Restaurant**
 - Causeway Bay
 - Central
 - Tsimshatsui
 - Tsuen Wan
 - Wanchai
- **Island Harbourview Clubhouse**
- **Kubrick-BC**
- **Yaumatei**
- **Mackie Kitchen**
 - Causeway Bay
- **SOHOLife English Training Centre**
 - Sheung Wan
- **Triple O Restaurant**
 - Admiralty
 - Central
 - Shatin
 - Wanchai
- **And more...**

Youth Hong Kong

Advertising rates and placement

<u>Position</u>	<u>Rate per insertion* (HK\$)</u>	
	<u>Single issue</u>	<u>4 consecutive insertions (per insertion)</u>
Double page spread	16,000	13,000
Back cover	12,000	10,000
Inside back cover	10,000	8,000
Full page (R.O.P.)	8,000	6,500
Half page (R.O.P.)	5,000	4,000
1/3 page (R.O.P.)	3,500	3,000
1/4 page (R.O.P.)	2,500	2,000

* artwork production excluded; rates for specific positions negotiable

** special prices are available for combination with feature articles or advertorials

Rates include:

- Acknowledgement of sponsorship on HKFYG websites
- Advertisers' own artwork

Insertion in web version negotiable

* [online at http://youthhongkong.hkfyg.org.hk](http://youthhongkong.hkfyg.org.hk)

Production schedule

<u>Issue</u>	<u>Expected Publication date</u>	<u>Advertisement booking/cancellation deadline</u>
Vol.6 No.1	End March 2014	13 February 2014
Vol.6 No.2	End June 2014	13 May 2014

Mechanical specifications

Colour : **4C or B/W**

Binding : **Saddle-stitched**

Paper : **Cover 128gsm, matt art paper**

Text 80gsm, matt art paper

Material requirements (full page)

Trim size : **203mm (W) x 267mm (H) or 8" (W) x 10.5" (H)**

Digital file formats : **Photoshop (CMYK) / TIFF, JPEG, PDF file**

Resolution : **300 dpi or above**

Fonts : **All fonts must be embedded**

Images : **All images must be embedded**

Notes

1. Language of text should be primarily English. Chinese content, if any, should correspond to the English.
2. Commercial order forms not included in advertisements

**** For further details and conditions, please contact: ****

Ms Ada Chau (3755 7108)

Youth Hong Kong - Advertisement reply slip

Attn: Ms Ada Chau, HKFYG (Fax: 3755 7155)

We would like to advertise in **Youth Hong Kong** with the following particulars as (✓):

<u>Vol.6 No.1 (Mar 2014)</u>	<u>Vol.6 No.2 (Jun 2014)</u>	<u>Vol.6 No.3 (Sept 2014)</u>
Double page spread <input type="checkbox"/>	Double page spread <input type="checkbox"/>	Double page spread <input type="checkbox"/>
Back cover <input type="checkbox"/>	Back cover <input type="checkbox"/>	Back cover <input type="checkbox"/>
Inside back cover <input type="checkbox"/>	Inside back cover <input type="checkbox"/>	Inside back cover <input type="checkbox"/>
Full page (R.O.P.) <input type="checkbox"/>	Full page (R.O.P.) <input type="checkbox"/>	Full page (R.O.P.) <input type="checkbox"/>
Half page (R.O.P.) <input type="checkbox"/>	Half page (R.O.P.) <input type="checkbox"/>	Half page (R.O.P.) <input type="checkbox"/>
1/3 page (R.O.P.) <input type="checkbox"/>	1/3 page (R.O.P.) <input type="checkbox"/>	1/3 page (R.O.P.) <input type="checkbox"/>
1/4 page (R.O.P.) <input type="checkbox"/>	1/4 page (R.O.P.) <input type="checkbox"/>	1/4 page (R.O.P.) <input type="checkbox"/>

Company/organization: _____

Contact person: _____

Tel: _____ Fax: _____

Email: _____

