

Youth Hong Kong

A journal from the Hong Kong Federation of Youth Groups



Youth Hong Kong is for adult readers who are concerned with young people. Published four times a year, it focuses on themes such as the internet and today's communications, coping with an economic downturn, specific health issues and language use in Hong Kong.

Regular features include:

- Interviews with prominent local educators, government spokespersons and youth
- Research data
- Local culture and events

With an average of 9,000 readers locally, regionally and internationally, our targets are teachers, policymakers, legislators, business partners, parents and NGOs.

The journal is currently circulated free of charge:

- By mailing to schools, government, institutions, companies, NGOs
- At fund-raising events
- At selected bookstores, libraries and restaurants
- At HKFYG youth centres and units

Youth Hong Kong

Circulation profile

Circulation per issue (average): 9,000 copies

Circulation breakdown (Volume 1 Numbers 1 – 4)

<i>Category</i>	<i>Percentage (Qty*)</i>	
Partners in business, education, government, NGO sectors	50%	(17,850)
Federation events	15%	(5,572)
Federation outlets (youth centres and service units)	13%	(4,569)
China, overseas	12%	(4,466)
Bookstores, restaurants, etc.	5%	(1,815)
Others	5%	(1,728)
<i>Total no. of printed copies</i>		<u>36,000</u>

** provisional figures*

We are currently reaching:

▪ **The education sector**

- Over 500 primary schools
- About 450 secondary schools
- About 40 international schools
- Principals, vice-principals, head teachers of English Panels and Liberal Studies, school librarians
- 17 district-based Federations of Parent-Teacher Associations
- Over 250 readers and subscribers in tertiary and other educational institutions

▪ **Government and public sectors**

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

▪ **Distribution locations**

- **Agency for Volunteer Service**
Sheung Wan
- **Bookazine**
Central
Discovery Bay
- **Commercial Press**
Causeway Bay Book Centre
- **Cosmos Books**
Wanchai
- **Dymocks**
Peak Galleria
Stanley
- **Fat Angelo's Italian Restaurant**
Causeway Bay
Central
Tsim Sha Tsui
Tsuen Wan
Wanchai
- **Hong Kong Book Centre Ltd.**
Central
Cityplaza
- **Kelly & Walsh Ltd.**
Pacific Place
- **Kubrick-BC**
Yaumatei
- **Mackie Kitchen**
Causeway Bay
- **Page One**
Times Square
- **Swindon Book Co. Ltd.**
Tsimshatsui
- **The Book Attic**
Wanchai
- **Triple O's Restaurant**
Admiralty
Central
Shatin
Wanchai
- **University Bookstore**
Chinese University of Hong Kong
Polytechnic University of Hong Kong
University of Hong Kong

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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
Full page (R.O.P.)	8,000	6,500
Half page (R.O.P.)	5,000	4,000

** artwork production excluded; rates for specific positions negotiable*

Special prices are available for combination with feature articles.

Rates include:

- Prominent display of sponsor's logo on inside back cover
- Sponsorship acknowledged in HKFYG websites
- Advertisers provide own artwork
- Offers including insertion in online version negotiable

* online version: <http://youthhongkong.hkfyg.org.hk>

Production schedule (Volume 2)

<u>Issue</u>	<u>Publication date</u>	<u>Advertisement booking/cancellation deadline</u>
Number 1	March 2010	8 February 2010
Number 2	June 2010	17 May 2010
Number 3	September 2010	16 August 2010
Number 4	December 2010	15 November 2010

For further details and conditions, please contact Andrey Leung (3755 7041) or email youthhongkong@hkfyg.org.hk.

Mechanical specifications

Colour : 4C
Binding : Saddle-stitched
Paper : Cover 128gsm, art paper
Text 80gsm, art paper

Material requirements

Trim size : 203mm (W) x 267mm (H) or 8" (W) x 10.5" (H)
Digital file formats : Photoshop (CMYK) / TIFF, JPEG, PDF file
Resolution : 300dpi or above
Fonts : All fonts must be embedded
Images : All images must be embedded

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Advertisement reply slip

Attn: Andrey Leung, HKFYG
Fax: 3755 7155

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

Volume 2 (2010)

<u>Number 1 (March)</u>	<u>Number 2 (June)</u>	<u>Number 3 (September)</u>	<u>Number 4 (December)</u>
Double page spread <input type="checkbox"/>	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"/>	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"/>	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"/>	Half page (R.O.P.) <input type="checkbox"/>

Company/organization _____

Contact person _____

Tel _____

Fax _____

Email _____

Signature with company stamp