

企業雄才

內容介紹 About the Publication

《企業雄才》是香港中華廠商聯合會出版的中英文雙月刊，內容包括與經濟、貿易及工業發展息息相關的專稿、政策評論、人物專訪、投資地區及廠商會動態等資訊。

Hong Kong Entrepreneurs is a bilingual (Chinese and English) bi-monthly publication of The Chinese Manufacturers' Association of Hong Kong, which contains feature articles on specific topics regarding economy, trade and industrial development, policy comments, entrepreneur interviews, investment profiles and news on CMA activities.

發行數量及讀者 Circulation & Readership

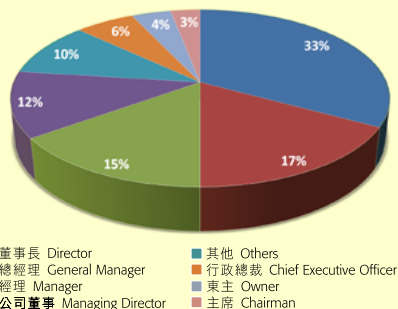
《企業雄才》每期發行5,000本，寄予本會的3,000多間會員公司、政府部門、各國駐港領事館、各大大專院校、銀行、酒店、主要工貿團體及訂閱用戶。而本會會員的組成十分多元化，來自各行各業，首7大行業包括紡織、印染及成衣業、食品製造、進出口貿易、金屬製品製造及電鍍加工業、珠寶及玉石製品業、電腦、電子及光學製品業以及橡膠及塑膠產品製造業。《企業雄才》的讀者網羅全港工商政經界精英，無論在工業及貿易的領域上，均是擔當重要角色的決策階層。讀者亦可於廠商會網頁上免費瀏覽。

Hong Kong Entrepreneurs publishes 5,000 copies per issue. They are circulated to over 3,000 member-companies of the Association, government departments, consular corps, tertiary institutions, financial institutions, hotels, leading trade and industrial associations in Hong Kong, Mainland China and overseas, as well as advertising agencies and individual subscribers. CMA members come from a diverse range of industries. The top 7 industries are textiles and finishing, food and beverage products, import and export trade, fabricated metal products and electroplating, jewellery and gemstones, computer, electronic and optical, and rubber and plastics. Hong Kong Entrepreneurs' readers comprise a qualified group of manufacturers, traders, professionals and elites of Hong Kong who are top decision-makers in the trade and industrial sectors. Readers can also browse the online version on CMA website for free.

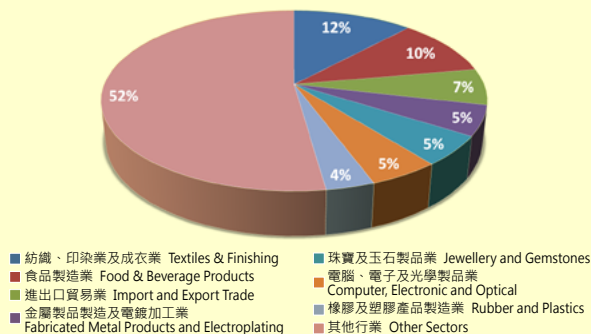
廣告熱線
Sales Hotline
2542 8643



會員企業代表人職級分佈 Classification of Representatives of Member-companies by Position Held



會員行業分佈 Classification of Member-companies by Industries



廣告價目表 RATE CARD

廣告尺寸 Advertisement Size

實際月刊尺寸 Trimmed Size (毫米mm)

	高Height	闊Width
全頁 Full Page	285	x 210
正中雙頁 / 雙頁 Centre Spread / Spread	285	x 420
全頁 Full Page	285	x 210
半頁 Half Page (橫 Horizontal)	143	x 210

(四邊另加5mm出血位 Please add 5mm on all sides for bleed page)



實際月刊尺寸 Trimmed Page Size
出血廣告尺寸 Bleed Page Size
廣告尺寸 Advertisement Size

刊物版式 Magazine Format

柯式印刷，騎馬釘，封面用190克光粉紙，內頁用95克光粉紙。
Offset on art paper and saddle stitch binding. Paper used for cover: 190gsm glossy art paper. Paper used for text: 95gsm glossy art paper.

來稿標準 Material Requirements

電子檔案 Digital file

- 軟件 : Jpg, Tif, EPS 或 PDF
File Format : Jpg, Tif, EPS or PDF
- 遞交方式 : 檔案若不超過5MB可以電郵遞交，若超過5MB請以光碟遞交。
Material : Digital file with a file size under 5MB can be transmitted via email. If the file size is over 5MB, please deliver by CD-Rom.
- 注意 :
1. 所有來稿文字須轉為曲線。
2. 所有相片圖像必須不少於350dpi解像度及為CMYK色彩樣本。
3. 請提供彩色樣本。
- Remarks :
1. All copy/text in the digital file must be converted to path/outline graphics.
2. All images should have a resolution of at least 350dpi and in CMYK colour space mode.
3. Colour sample must be provided.

預訂期限 Booking Deadline

出版前四十日 40 days prior to publication date

來稿期限 Material Deadline

出版前三十日 Film to be delivered 30 days prior to publication date

廣告價目 Advertising Rates

四色 Four-Colour

位置 Position	尺寸 Size	每期港幣 HK\$ per issue
封面內頁 Inside Front Cover	全頁 Full Page	15,700
封底內頁 Inside Back Cover	全頁 Full Page	14,500
封底外頁 Outside Back Cover	全頁 Full Page	18,200
內頁 Inside Page (R.O.P.)	全頁 Full Page	13,300
	半頁(橫) Half Page (Horizontal)	8,800

附寄宣傳品 Loose Insert

每份附寄宣傳單張摺疊後的大小以不超過A4為限。
Insertion(folded size) should be under A4 size.

每份重量 Weight per insert	每份價格 Price per insert
二十克以下 Under 20g	每份\$3.50 (會員優惠：每份\$3) \$3.50 per insert (Member discount: \$3 per insert)
二十克以上 Over 20g	每份\$3.50 (會員優惠：每份\$3) + 額外郵費由廣告客戶支付 \$3.50 per insert (Member discount: \$3 per insert) + extra postage fee incurred

註 Remarks :

*會員優惠只提供予直接刊登廣告(非透過認可廣告代理)的廠商會會員

*指定位置：不指定位置價目+15% Fixed Position Loading: ROP rates + 15%

*專色：每種專色+20% Additional Spot Colour: + 20 % each

*如欲刊登新聞式廣告，請電2542 8643。For advertorial advertisement, please call 2542 8643.

HONG KONG
ENTREPRENEURS

折扣優惠 Frequency Discount

一年內刊登二期或以上(以每份合約為單位)的客戶，可獲折扣優惠：

Discounts will be offered to clients who place 2 or more insertions (in one contract) within a year:

四期廣告或以上 4 insertions or more	八折 20%
三期廣告或以上 3 insertions or more	八五折 15%
二期廣告或以上 2 insertions or more	九折 10%

會員折扣 / 代理佣金

Member Discount / Agency Commission

直接刊登廣告(非透過認可廣告代理)的廠商會會員可獲七折優惠。認可廣告公司刊登廣告可獲廣告費的15%作為佣金。

CMA members who advertise directly without going through recognized advertising agencies are entitled to a 30% discount for display advertising. Recognized advertising agencies are entitled to an agency commission of 15% for display advertising.

付款條件 Terms of Payment

廣告客戶須於本會開出發票後三十日內付款，支票抬頭「香港中華廠商聯合會」。如以轉賬形式付款，客戶需承擔有關的銀行費用。

Invoices are due for payment within 30 days of the issuance date. Cheques should be made payable to "The Chinese Manufacturers' Association of Hong Kong". If payment is made by bank transfer, all bank charges incurred shall be borne by the advertiser.

合約條件 Terms & Conditions

- 所有《企業雄才》廣告合約須與香港中華廠商聯合會簽署。
All advertising contracts of *Hong Kong Entrepreneurs* should be made with The Chinese Manufacturers' Association of Hong Kong (CMA).
- 本會保留拒絕或取消任何廣告刊登之權利而毋須解釋。
The CMA reserves the right to reject or cancel any advertisements without explanation.
- 凡因廣告商或其廣告代理刊登之廣告而使本會及其廣告代理招致索償或其他任何形式的損失，廣告商或其廣告代理須賠償本會及其廣告代理。
The CMA and its authorized advertising agent are indemnified by the advertiser or his advertising agent against all claims, actions, demands, losses, costs and expenses in respect of advertisements published under instructions from the advertiser or his advertising agent.
- 廣告如有錯漏，本會恕不負責。
The CMA shall not be responsible for any omissions or errors in any advertisements published.
- 在任何情況下，廣告來件如未能在截稿日期前送達，本會可視乎情況重刊客戶之舊稿。
In case of failure to deliver material before the specified deadline for whatever reason, the CMA may use its discretion in re-running a previous advertisement.
- 廣告商或其廣告代理交來之底片或其他印刷品，如有損壞或遺失，本會恕不負責。
The CMA shall not be responsible for any loss or damage to films or other printing materials submitted by the advertiser or his advertising agent.
- 廣告商或其廣告代理若要求取消刊登廣告，必須在來稿期限前以書面形式將取消通知送抵本會。取消廣告之通知須在來稿期限前以書面形式將取消通知送抵本會。
Cancellations of advertising contracts will be accepted only if notice in writing by the advertiser or his advertising agent is received by the CMA before the material deadline.
- 凡在新廣告價格公布前預訂之廣告，將仍享有合約所訂舊價直至約滿為止。
Contracts placed prior to the announcement of new rates shall be protected for the duration of the contract.
- 如無接獲通知或取回，所有廣告底片及印刷品在保留三個月後，本會有權棄置。
The CMA reserves the right to dispose of films or printing materials in custody for three months if instructions have not been received to the contrary from the advertiser or his advertising agent.



查詢 Enquiries

廠商會傳訊部 CMA Corporate Communications Division
電話 Tel : (852) 2542 8643 傳真 Fax : (852) 2815 7572