

HKRMA 2017 Annual Report

ADVERTISEMENT RATE CARD

Circulation
2,000cps

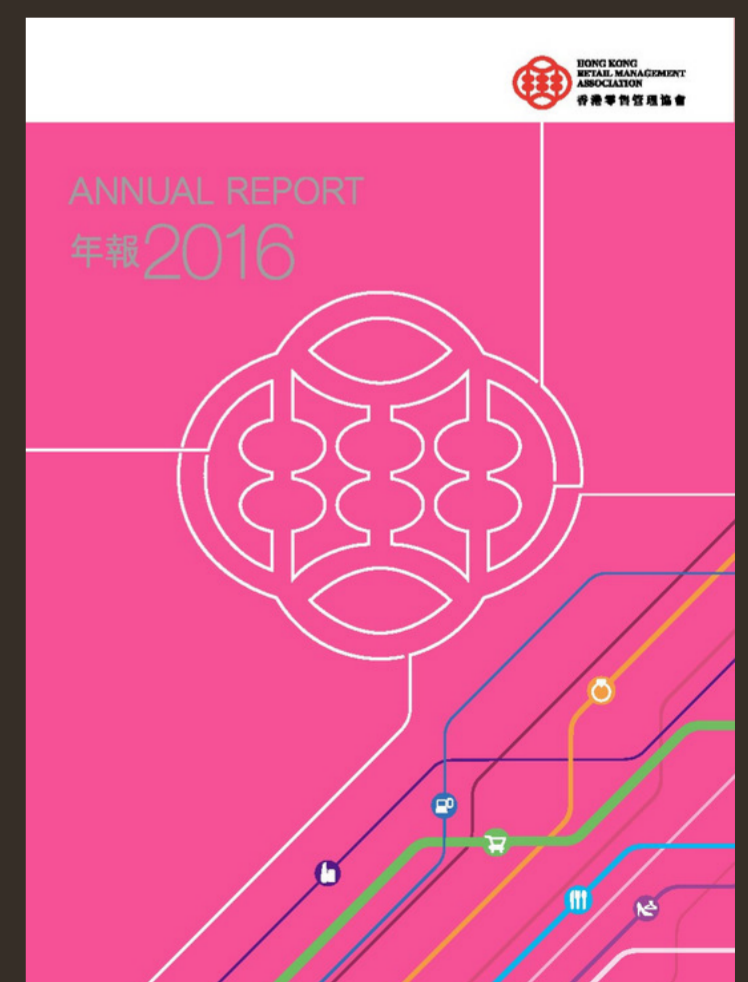
Readers

- HKRMA members & associates
- Key government officials and departments
- Public bodies
- Educational institutions
- Trade bodies
- Retail related entities
- Guests of HKRMA 2017 Annual Dinner
- Members of the Federation of Asian-Pacific Retailers Association (FAPRA)

Important Reference

- The Chairman's Report
- Legislative Issues
- HKRMA's Year-round Programmes and Activities
- Reports of Various Sub-Committees

Click [HERE](#) to
Reserve Advertising
Space Now!



Enquiry: Ms Peggy Ng 2866 8311

HKRMA 2017 ANNUAL REPORT

ADVERTISEMENT PRICE AND SIZE

Booking Deadline: 1 November, 2017

Artwork Deadline: 3 November, 2017

Enquiry: 2866 8311 Ms. Peggy Ng | Fax: 2866 8380 | Email: event@hkrma.org

Options (Colour)	No. of Insert available	Unit Price
<u>(A) Spread Pages</u>		
1. Premium Spread Page (4 pages)	1	\$56,000
2. Premium Spread Page (3 pages)	1	\$45,000
3. Premium Centre Spread + 1 Bottom Banner Advertisement on 1 issue of HKRMA Monthly e- Newsletter (Specification: 739W x 90H)	3	\$31,000
4. Spread	--	\$20,000
<u>(B) Cover Pages</u>		
5. Inside Front Cover Spread (3 pages)	1	\$60,000
6. Next to Inside Front Cover	1	\$18,500
7. Back Cover	1	\$27,500
8. Inside Back Cover	1	\$18,500
9. Next to Inside Back Cover	1	\$16,500
<u>(C) ROP</u>		
10. Full Page	--	\$11,000
11. Half Page	--	\$6,500

Remark

- Reservation will be made on first-come, first-served basis.
- For Premium Spread Page in 4 pages/3 pages (option 1&2), 2 inserts are available for booking and each insert will be placed before each batch of advertisement.
- The ROP advertisements will be divided into 2 batches. For bulk advertisers, advertisements will be placed according to the total value and next by alphabetical order of company name. The rest of ROP advertisements will be placed according to size, i.e. from full page to half page; and each type will be arranged by alphabetical order of company name.
- Please kindly note that your contact information will be provided to HKRMA's production house CD Concept for follow up action.
- No cancellation will be accepted after placement of advertisement.
- HKRMA reserves the right of final decision on all matters related to the 2016 Annual Dinner advertisement.

Payment

- Full payment of the advertisement fee with cheque payable to “Hong Kong Retail Management Association Limited” has to be made to HKRMA within 3 weeks upon receipt of the completed order form by HKRMA.
- Please send the cheque to HKRMA, 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong, together with the signed order form.

Artwork Specification (Material deadline: 3 November 2017)

- Preferred format for printing is Adobe Illustrator CS4 or below, InDesign CS4 or below or HIGH RESOLUTION PDF.
- All fonts are converted to outlines.
- Linked Graphics - Be sure to include or embed all of your placed / imported images when you send your artwork.
- All images must be in CMYK color.
- Artwork resolution is at least 300 dpi.
- Include "bleed" area with your artwork, normally 3mm for each side.
- Please send artwork design to: Ms. Peggy Ng, HKRMA | event@hkrma.org | Tel: 2866 8325

Advertisement Size

Options (Colour)

Trim Size

Bleed Size

(A) Spread Pages

1. Premium Spread Page (4 pages)	280mmH x 605mmW (page 1-3) 280mmH x 195mmW (page 4)	286mmH x 611mmW (page 1-3) 286mmH x 201mmW (page 4)
2. Premium Spread Page (3 pages)	280mmH x 400mmW (page 1-2) 280mmH x 195mmW (page 3)	286mmH x 406mmW (page 1-2) 286mmH x 201mmW (page 3)
3. Premium Centre Spread + 1 Bottom Banner Advertisement on 1 issue of HKRMA Monthly e-Newsletter	280mmH x 410mmW Online adv specification: 739W x 90H	286mmH x 416mmW
4. Spread	280mmH x 410mmW	286mmH x 416mmW

(B) Cover Pages

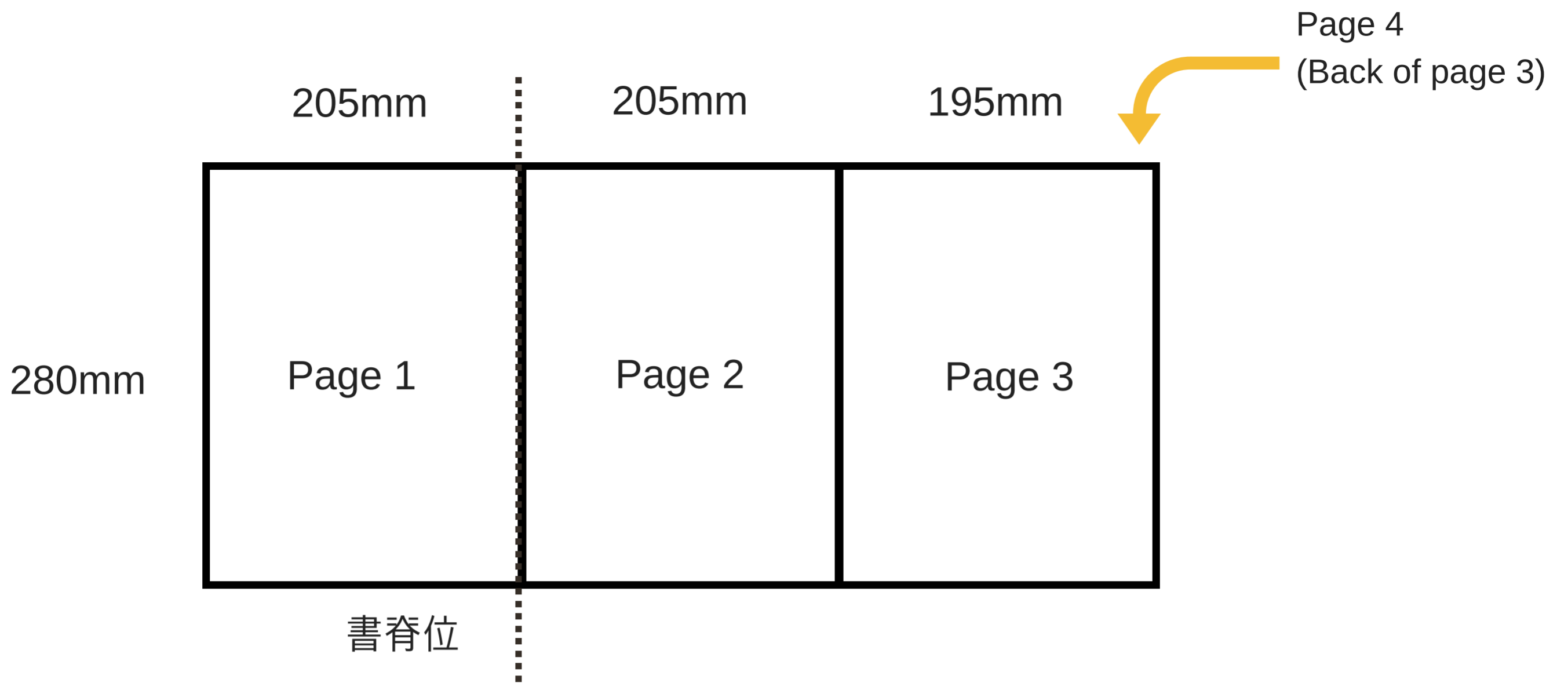
5. Inside Front Cover Spread (3 pages)	280mmH x 190mmW (page 1) 280mmH x 395mmW (page 2-3)	286mmH x 196mmW (page 1) 286mmH x 401mmW (page 2-3)
6. Next to Inside Front Cover	280mmH x 205mmW	286mmH x 211mmW
7. Back Cover	280mmH x 205mmW	286mmH x 211mmW
8. Inside Back Cover	280mmH x 205mmW	286mmH x 211mmW
9. Next to Inside Back Cover	280mmH x 205mmW	286mmH x 211mmW

(C) ROP

10. Full Page	280mmH x 205mmW	286mmH x 211mmW
11. Half Page	125mmH x 180mmW	no bleed allowed

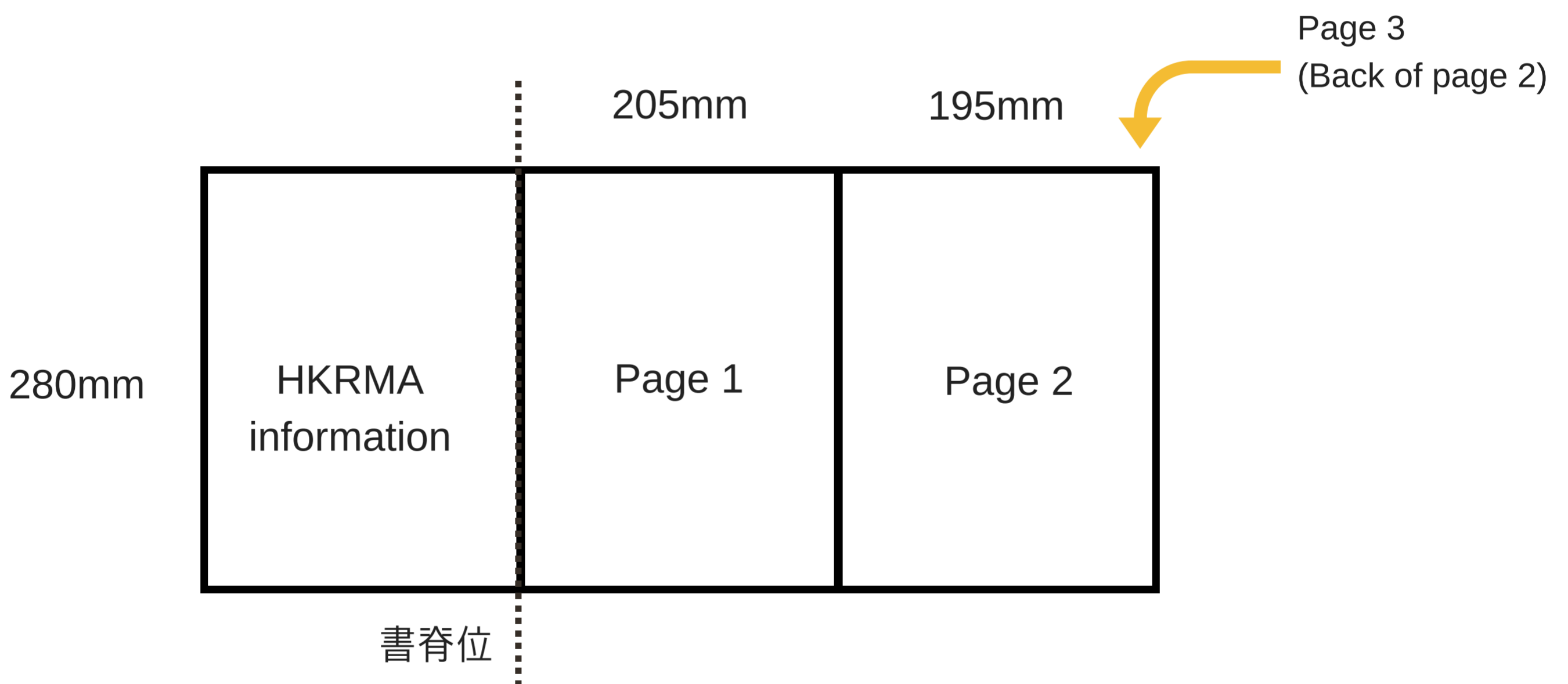
Option 1:

Premium Spread Page (4 pages): \$56,000



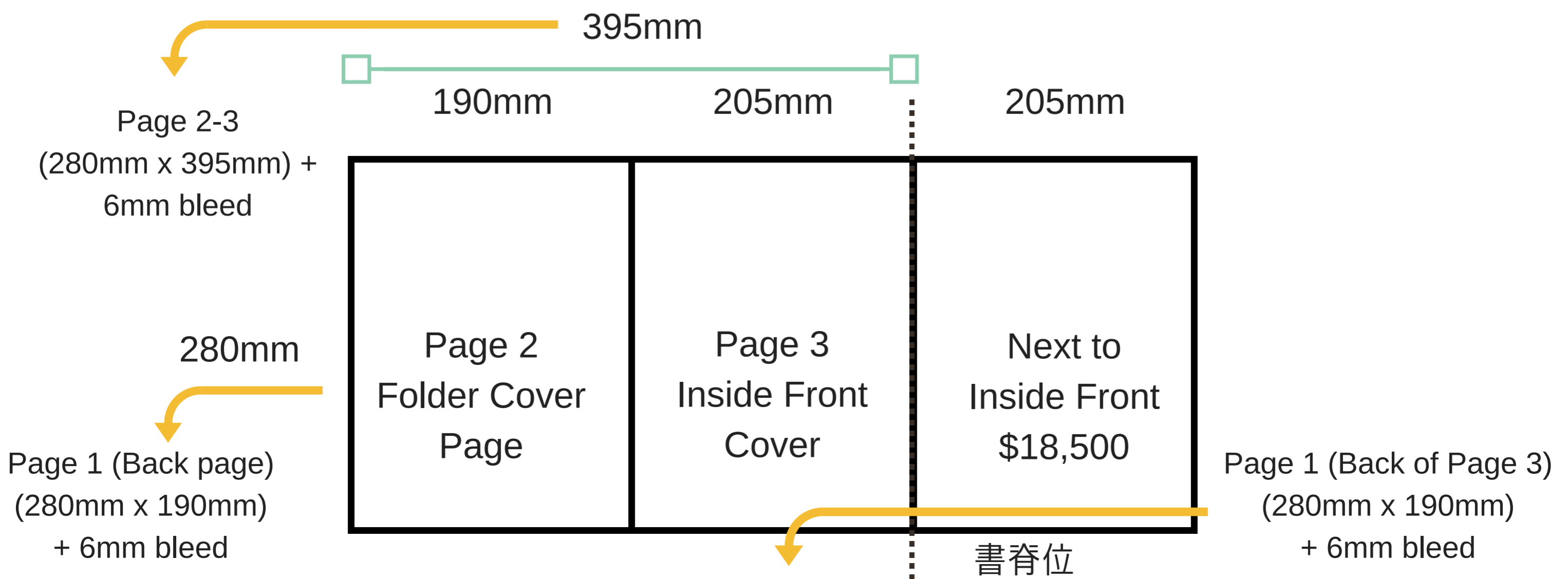
Option 2:

Premium Spread Page (3 pages): \$45,000



Option 3:

Inside Front Cover Spread (3 pages): \$60,000 (Page 1-3)



Option 3: Bottom Banner Advertisement of Monthly e-Newsletter



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION
香港零售管理協會

[網上版 | English](#)

香港零售管理協會通訊

2017年4月

主席的話

2017首半年零售市道預料會有改善

香港零售管理協會主席 鄭偉雄先生

政府剛公佈最新零售銷售數據，雖然2017年2月份出現半年以來最大單月跌幅，按年下跌5.7%，但撇除農曆新年因素以1月及2月合計，零售額下跌3.2%，明顯較2016年首兩月下跌13.6%大幅收窄。

香港零售業經歷兩年的下調，零售商普遍已經因應市況，在經營策略上逐步作出調整，譬如針對本地消費擴充業務。協會預期零售市道已逐漸回穩，如市場無其他不利因素，預測2017首半年零售銷售額的跌幅將會比去年同期收窄。



協會將繼續協助會員公司開拓商機，特別是為中小企零售商度身訂造一系列網上營銷課程，讓會員把握網上銷售的機遇。同時，我們亦會繼續以「優質網店認證計劃」，向表現卓越的香港網店頒授認證，加強消費者於香港網上商店購物的信心。

2017零售研討會- 把握最後報名機會

2017零售研討會將於5月9日假香港會議展覽中心，並以「零售大革新-挑戰與出路」為題，邀請6位業界翹楚，與大家分享全渠道零售商機以及如何以創新購物體驗刺激消費。

同時，我們亦首次舉行商務午餐會，並且邀請到Google HK 代表分享2017年電子商貿大趨勢。誠意邀請各位報名參加或贊助研討會。



4 最新活動

4月24日 (星期一)

2017「香港工商業獎：顧客服務」簡介會

16:00 - 17:30

4月25日 (星期二)

成功數碼營銷方程式 --- 中國市場 (四) 百度工作坊

15:00 - 17:00

4月26日 (星期三)

零售工作坊：掌握及建立顧客的忠誠

09:30 - 17:30

4月27日 (星期四)

提升網店銷售策略工作坊

15:00 - 17:00



Specification:
739W x 90H

2017 香港工商業獎：顧客服務 簡介會 24.04.2017
政府支持 | 廣泛宣傳 | 免費參加

聯絡我們

電話：2866-8311 傳真：2866-8380