

**HONG KONG'S NO.1 TENNIS MAGAZINE**

**HONG KONG**

**香港網球**

# TEENNIS



**BUILD YOUR  
BUSINESS  
AND BRAND**

**OVER THE NEXT 12 MONTHS OUR  
READERS WILL SPEND OVER  
HK\$ 500 MILLION IN HONG KONG**

**Do you want a share of it?**

**Unique promotional  
OPPORTUNITIES**

**Multi media  
OPTIONS**

# 2016 MEDIA GUIDE

# HONG KONG TENNIS MAGAZINE



**H**ong Kong Tennis Magazine, Hong Kong's only tennis magazine, has been set up to work in close cooperation with the Hong Kong Tennis Association to keep players, coaches, parents and fans up to date with news on international and local players, competitions, events and issues. We also aim to raise awareness and promote local tennis activities and playing opportunities available in Hong Kong to new potential players.

**Communicate with an engaged and responsive tennis audience to ensure you get great results for your business and brands.**

Hong Kong Tennis Magazine is **published every two months** and is read by thousands of people who are interested in, and play tennis on, a regular basis. Readers are split **55% female and 45% male** with approximately 70% aged 35+.

Much of the readership comprises coaches, players, fans, tennis clubs, private member clubs, all HKTA Members, plus a wide range of people in the tennis industry, all with a keen interest in sport, fitness and health.

The hard copy print version is produced in a **bi-lingual format, English and Chinese** and has a distribution of around 12,000 copies per issue (with an estimated readership of more than 30,000).

Hong Kong Tennis Magazine's **e-magazine** is available in English and Chinese versions, and **features active links to advertiser websites, emails, promotional videos** and much, much more.

Hong Kong Tennis Magazine hosts all the latest local and regional news on the Hong Kong Tennis Magazine website, [www.HongKongTennis.com](http://www.HongKongTennis.com)



Hong Kong Tennis Magazine's readership demographic is perfect for high end brands and services targeting the upscale market. These affluent and highly educated consumers spend freely on products and services that enhance their active lifestyles. Most are employed in managerial and professional positions. They belong to private member clubs and enjoy traveling, shopping, dining out, sports and luxury living.

These people are passionate about tennis, 98% have played in the last 12 months with 82% having played at least 50 times.

We recently conducted an in-depth readership survey to this affluent group of people, the results are very interesting.

## SURVEY RESULTS

Over the next 12 months our readers families will spend over HK\$ 500 million in Hong Kong.

They will:

1. Purchase over **10,000 tennis racquets**
2. Purchase over **15,000 pairs of sports shoes**
3. Spend over **HK\$ 8 million on sports clothing**
4. Spend over **HK\$ 10 million on sports accessories**
5. Spend over **HK\$ 15 million on luxury brand watches and jewellery**
6. Spend over **HK\$ 1 million per week dining out at Hong Kong restaurants**
7. Buy over **30,000 airline tickets**
8. Buy over **1,000 cars**

***Can you afford not to advertise to this affluent group?***

### Distribution

Hong Kong Tennis Magazine is distributed to the following:

- Hong Kong Tennis Association Members
- Hong Kong Ladies Tennis League Members
- Professional Tennis Management Companies
- Professional Tennis Coaches
- Pro-Tennis Shops throughout Hong Kong
- HKTA, ITF, IMG and WTA Tournaments in Hong Kong around the region
- Schools and Colleges

#### And is available at the Tennis Sections of the:

Aberdeen Marina Club  
American Club  
Chinese Recreation Club Hong Kong  
Clearwater Bay Golf & Country Club  
Club de Recreio  
Club Esplanada  
Correctional Services Department Sports Association  
Craigengower Cricket Club  
Discovery Bay Recreation Club  
Fairview Park Country Club  
Gold Coast Yacht and Country Club  
Heng Fa Chuen Club  
Hilltop Country Club  
Hong Kong Country Club  
Hong Kong Cricket Club  
Hong Kong Football Club

Hong Lok Yuen Country Club  
Hong Yip Service Co Ltd. / Wonderland Club  
India Club  
Indian Recreation Club  
Jardine Lookout Residents' Association  
Kingswood Villas Tennis Club  
Kornhill Recreation Club  
Kowloon Cricket Club  
Kowloon Tong Club  
Kowloon Tsai Home Owners' Association  
Ladies' Recreation Club  
Laguna City Resident Club House  
MTR Corporation  
Municipal Services Staff Recreation Club  
Pacific Club  
Police Tennis Club  
South China Athletic Association  
Spotlight Recreation Club  
The Hong Kong Jockey Club  
The University of Hong Kong Tennis Club  
United Services Recreation Club  
VTC Staff Recreation Club  
Yau Yat Chuen Garden City Club  
Yau Matei & Tsimshatsui Recreation & Sports Association  
YMCA Tennis Club

Hong Kong Tennis Magazine can also be found in all good bookstores and newsstands throughout Hong Kong

[www.HongKongTennis.com](http://www.HongKongTennis.com)

To advertise in Hong Kong Tennis Magazine, please email [edo@ebconceptshk.com](mailto:edo@ebconceptshk.com)

## 2016 ADVERTISING RATES IN HK\$

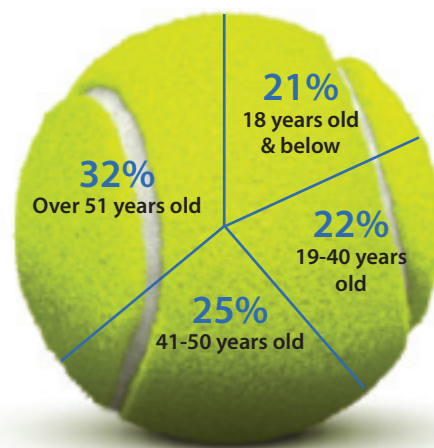
Ad	Casual	3	6
Double page spread	\$27,000	\$24,000	\$21,000
Outside back cover	\$25,000	\$22,000	\$19,000
Inside front cover DPS	\$38,000	\$35,000	\$32,000
Inside front cover	\$20,000	\$17,000	\$14,000
Inside back cover	\$19,000	\$16,000	\$13,000
Full page ROP	\$17,000	\$14,000	\$11,000
Half page	\$9,000	\$7,500	\$6,000
Quarter page	\$4,500	\$4,000	\$3,500
Inserts	\$17,000 per insertion		

Inserts may be subject to additional postage cost, subject to weight.

## FOR ADVERTISING ENQUIRIES

**Edo Bersma, Commercial Director EBconcepts**  
**Tel: (852) 9641 1936**  
**Email: edo@ebconceptshk.com**

## AGE GROUP



## NEXT ISSUE

Next Issue	No.	Booking deadline	Artwork deadline	Main feature
September 2016	2	31 August 2016	9 September 2016	Prudential Hong Kong Open

## MATERIAL SPECIFICATION

### Media

High resolution PDF files with 5mm bleed on each side, with crop marks

If you are unable to supply a hi-res PDF, we work in the following programs: Indesign CS5, Illustrator CS5 and Photoshop CS5

### Images

Resolution 300 dpi; Mode CMYK; Format eps/tiff;  
 Size 100% of final output size

### Fonts

Please outline all screen and print fonts.

### Screen/final output resolution

150 lpi/ 300 dpi

### Colour

Four colour process. Please save all images as CMYK eps/tiff files. Ensure all Pantone colours have been converted to four colour process in each software program used.

If files supplied do not meet these specifications, there may be additional costs charged to correct them. If you are unable to supply files, we have a fully equipped design studio to create your advertisement for a nominal fee.

### Cancellation

The latest date a cancellation is possible, of a previously booked advertisement, is the relevant booking deadline. Advertisers who cancel after the deadline may be charged in full or part (minimum 50 per cent of applicable rate), subject to costs incurred in fill-in production if artwork is not supplied. Rescinded contracts will be subject to surcharge at the assessed actual usage level.

### Production charges

Incomplete material supplied that requires scanning, enlargements, reductions, strip-ins, overlays etc. will incur a charge. Advertisement design options available on a case-by-case basis. Pricing to be discussed.

### Insertions

Material can be inserted subject to the publishers approval. Folding of insertions is available.

### Special units

Rates and specifications for pre-printed insert cards, gatefolds or other special units are available on request. Run-ons and reprints are available.

### Overdue material

The client is responsible for delivering the material to the publisher. When the material is late, the publisher reserves the right to repeat previous advertisements or to pass on any additional production costs that may be incurred substituting late material or creating fill-in editorial.

**Note: It is the client's responsibility to ensure that all advertisements are supplied to the specifications above.**

## Readership



45% Male



55% Female

## DISPLAY AD SPECIFICATIONS

### Full page

297 mm high x  
 210 mm wide  
 + 3mm bleed  
 all edges

### Double page spread

297 mm high x 420 mm wide  
 + 3mm bleed all edges

### Half page

127 mm high x  
 180 mm wide

### Quarter page

127 mm high x  
 90 mm wide

### Classified

55 mm high x  
 90 mm wide

**NOTE:** Keep type/logos approximately 15mm away from trims. Half page ads cannot bleed – they must be in the areas shown. On double page spreads, always allow for the magazine's spine. We recommend that text does not extend across the gutter. Where necessary, only larger type should be used, avoid breaking words across the gutter.