

# bulletin

工商月刊

## Advertisement Rate Card 廣告收費表

**Established: 1962**  
創刊年份：1962年

**Frequency: Monthly**  
刊物類型：月刊

**Circulation: 10,000** (8,000 print magazine; 2,000 digital magazine)  
每月發行：10,000 (8,000 印刷版；2,000 電子版)



# 2024

The Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, Hong Kong  
香港總商會 香港金鐘道95號統一中心22樓  
[www.chamber.org.hk/bulletinads](http://www.chamber.org.hk/bulletinads)

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工商月刊

*The Bulletin* is the monthly magazine of the Hong Kong General Chamber of Commerce  
《工商月刊》是香港總商會每月出版的刊物

## Features and Reports 專題報導

Every month, *The Bulletin* brings you in-depth reports from industry experts and insights from our exclusive visits and missions.

《工商月刊》每月都邀請行業專家撰文，提供專業資訊，並會分享總商會實地考察活動和海外訪問團的見聞。



## The Voice of Business 商界之聲

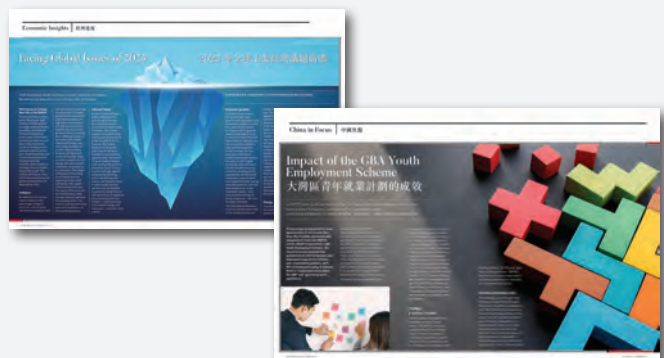
HKGCC has served as the voice of business since 1861. From raising Hong Kong's competitiveness, to regulations and new legislation, to land supply and talent shortages, we make businesses' views heard loud and clear. 總商會自1861年創會以來，一直肩負著商界之聲的重任。我們不時就香港的競爭力、規管與新法、土地供應及人才短缺等各項議題，清晰準確地為商界發聲。



## Economic Insights 經濟透視

*The Bulletin* publishes exclusive research, conducted by our own Economist, on the latest events shaping the economy in Hong Kong, Mainland China and globally.

《工商月刊》定期發表由本會經濟師進行的分析，探討香港、內地以至全球的最新經濟發展。



## Chamber in Review 活動重溫

HKGCC organizes dozens of exclusive talks, and meetings with local, Mainland, and international officials and business leaders.

總商會定期舉辦講座及會議，與來自本港、內地及世界各地的官員及商界領袖分享交流。



## CONTENTS

### 內容

*The Bulletin's* editorial sections include: The Voice of Business • Economic Insights • China in Focus • On the Horizon • Chamber in Review • Interviews • Features • Off Work

《工商月刊》的主要內容包括：

商界之聲 • 經濟透視 • 中國焦點 • 談商論政 • 活動重溫 • 人物專訪 • 專題報導 • 品味人生

### Off Work and Networking 休閒聯誼

All work and no play makes Jack a dull boy, which is why *The Bulletin* also includes features on food and drink, arts and culture, and our networking events. 只工作、不玩樂，令生活變得沒趣，因此《工商月刊》亦會尋訪美酒佳餚，探討文化藝術，以及報導本會的休閒聯誼活動。



## READERSHIP PROFILE 讀者群

84%

HKGCC Corporate Members 總商會企業會員

Major Corporations 大型企業

1. MNCs 跨國公司
2. Hang Seng Index's flagship corporations 恒生指數旗艦公司
3. Fortune Global 500 companies 《財富》世界500強企業

SMEs and Start-up Companies

中小企業及初創公司

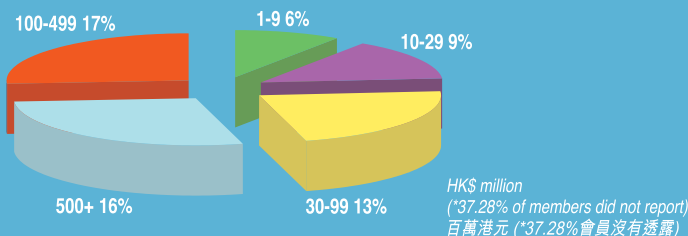
9%

Hotels, Business Organizations, Serviced Offices, etc  
酒店、商業機構和服務式辦公室等

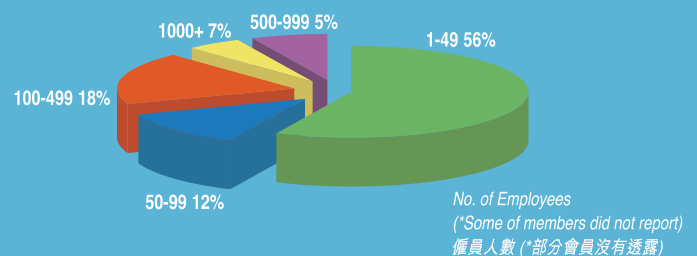
7%

HKSAR Senior Officials, Consulates General and Others  
香港特區主要官員、領事館及其他

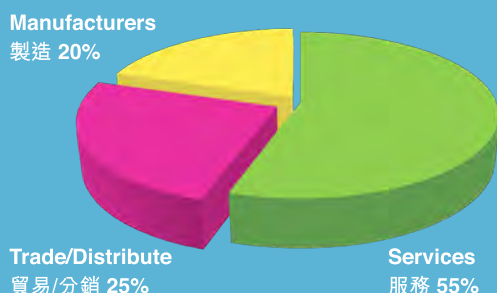
### Sales Annual Turnover\* 年營業額\*



### Employment Size\* 僱員人數\*



### Economic Sector\* 會員所屬行業\*



### Services Sector Covers 服務業包括：

- Financial Services 金融服務
- Professional Services 專業服務
- Property/Construction 地產/建築
- Public Utilities/Services 公共事業/服務
- Technology/eCommerce/IT 科技/電子商務/資訊科技
- Tourism/Hospitality 旅遊/住宿
- Wholesalers/Retailers 批發/零售
- Other Services 其他服務

\*Note: Members may operate in more than one sector \*註：會員或從事多於一個行業

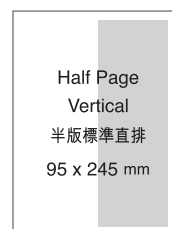


## Advertising Rates 2024 廣告收費表

SIZE 尺寸	1 (ISSUE期)	3 (ISSUE期)	6 (ISSUE期)	12 (ISSUE期)
<b>FOUR COLOUR 彩色</b>				
Double Page Spread 雙頁	31,296	28,166	25,036	23,473
Outside Back Cover 封底	20,469	18,420	16,375	15,351
Inside Front Cover 封面內頁	18,152	16,338	14,522	13,614
Inside Back Cover 封底內頁	16,512	14,895	13,135	12,412
Full Page 全版	16,118	14,506	12,893	12,088
Half Page 半版	9,708	8,737	7,767	7,281
Quarter Page (V) 四分之一版(直排)	4,867	4,380	3,893	3,650

- HKGCC Members receive 20% discount on the advertising rates.  
香港總商會會員可享有八折廣告優惠。
- Specified positions will be charged an additional 15% (subject to availability).  
特別位置額外加收15% (按版面供應為準)。
- Insert Package: Full page ad fee + \$4.0 (member) or \$5.5 (non-member) per insert.  
插入活頁套餐：全版廣告費 + 每頁\$4.0 (會員) 或 \$5.5 (非會員)。  
– Maximum size: 165mm x 230mm 最大尺寸：165 x 230毫米  
– Minimum order quantity: 4,000 最低訂購數量：4,000

## Material Requirements 材料規格



Images: All images must be embedded  
圖像：檔案內必須已嵌入所有圖像

Colour Mode 色彩模式：CMYK

Fonts: All fonts must be outlined  
字體格式：檔案內必須已嵌入所有字體格式

Format 檔案格式：PDF, AI (CS6) or JPG  
Resolution 解像度：300 dpi or above

The Publisher will not assume responsibility for colour reproduction without colour proofs.  
若來稿不附打稿，出版人對最終印本可能出現的色差概不負責。

## General Conditions 一般條件

- Advertising contracts and cheques should be made out to "The Hong Kong General Chamber of Commerce."  
廣告合約及支票抬頭須為「香港總商會」。
- The Chamber reserves the right to decline any advertisement.  
總商會保留拒絕登載任何廣告的權利。
- The Chamber will not be responsible for errors in advertisements.  
總商會概不負責廣告中出現的任何錯誤。
- The Chamber is not responsible for loss or damage to transparencies or other materials.  
總商會概不負責膠片或其他物料的遺失或損毀。
- Contracts placed prior to the announcement of new rates will be protected at the prevailing rate for the duration of the contract or up to a maximum of 12 months.  
新收費公佈前訂立的廣告合約，可於合約有效期或最多12個月內繼續按合約定價收費。
- Contracts for advertising cannot be cancelled.  
廣告合約一經訂立，不得取消。
- The Chamber reserves the right to repeat an advertisement if new instructions are not received before the material deadline.  
若在截稿限期前未有收到新指示，總商會保留再次刊印有關廣告的權利。
- Printing material without further instructions will be disposed of after six months.  
若廣告商未有作出進一步指示，總商會將於六個月後棄置印刷物料。

## Editorial Calendar 2024

### 內容大綱

JAN	HKGCC Japan Mission 總商會日本考察團 Artificial Intelligence 人工智能
FEB	Exhibition Industry 展覽業 Web3 第三代互聯網
MAR	Hong Kong — Art Auction Hub 香港—藝術拍賣中心 Art Basel 2024 巴塞爾藝術展香港展會2024
APR	Hospitality Industry 款待業 Jewellery & Watches 珠寶及鐘錶
MAY	Aviation Sector 航空業 International School Education 國際學校教育
JUN	GBA Business Hotels 大灣區商務酒店 Whisky as Investment 威士忌投資
JUL	EU Mission 歐盟訪問團 Business Education 商業教育
AUG	ESG 環境、社會及管治 Manpower 人力
SEP	Retail Industry 零售業 Health & Wellness 醫療保健
OCT	Hong Kong Business Summit 香港商業高峰會 Fintech 金融科技
NOV	Women Entrepreneurs 女企業家 Personal Investment 個人投資
DEC	Business Forecast 2024 2024年商業預測 SMEs: Digital Transformation 中小企業：數碼轉型

In addition, *The Bulletin* also publishes articles on topical issues impacting the Hong Kong and Mainland economies. All editorial topics are subject to change.

《工商月刊》亦會刊載圍繞香港及內地經濟熱門專題的評論文章。以上主題或會有所更改。

## Our Advertising Representative 本會廣告代表

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