

BAZAAR

Harper's

Rate Card FY23/ 24
Effective April, 2023



時尚芭莎
Harper's
BAZAAR



時尚芭莎 Harper's
BAZAAR

Turns 35!

As the legendary style icon and go-to resource for luxury & lifestyle content, Harper's BAZAAR HK strives to

RESONATE
INSPIRE
GIVE
PERSPECTIVE

to intelligent, sophisticated and professional female of all ages as we walk through different stages of the journey with them



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04. CURIOSITY



05. ENERGY

06. CONFIDENCE



07. SENSATION



08. MINDFULNESS



09. LOVE

10. ANNIVERSARY

11. SHOES & BAGS



12. CHRISTMAS

01. BEST OF 2024



02. SPRING PREVIEW

03. FASHION BIBLE

Rate Card



THEMATIC DISPLAY	GROSS ADVERTISING RATES (IN HK\$)			
	1x	6x	12x	15x
POSITION				
Full page (FP)	51,000	48,500	45,900	43,400
Double page spread (DPS)	102,000	96,900	91,800	86,870
Cover Reversed Gatefold (2pp)	360,000			
Inside Front Cover Spread Gatefold (4pp)	443,000			
Inside Front Cover Spread	200,000			
Inside Back Cover	103,000			
Back Cover	157,000			
Custom Formats	Please contact us for details			

REMARKS:

- Gross rates include 15% agency commission
- Production cost for standard advertorials: HK\$5,000/ page; Standard advertorial production cost includes: 1 x copywriting, 1 x editing, 2 x artwork layouts, 1 x color separation
- Shooting cost: HK\$3,000 per product shot.
- Production cost for special creative, styled features or pictorial advertising will be subject to separate quotations
- 15% Loading will be applied for consecutive pages, special size creative and fixed positional advertisement
- No cancellation will be accepted in less than 6 months for all special & prime position bookings
- No cancellation will be accepted in less than 12 weeks prior to the relevant Hong Kong on-sale date for all BAZAAR-produced advertorials & creative gimmick bookings
- No cancellation will be accepted in less than 8 weeks prior to the relevant Hong Kong on-sale date for all ROP bookings

Material & Booking Deadlines

	THEMATIC ADS		BAZAAR PRODUCED ADVERTORIALS	
Issue	Booking Deadline	PDF File Deadline	Booking Deadline	PDF File Deadline
Apr-23	1 Mar 2023	8 Mar 2023	10 Feb 2023	17 Feb 2023
May-23	3 Apr 2023	11 Apr 2023	10 Mar 2023	17 Mar 2023
Jun-23	28 Apr 2023	5 May 2023	12 Apr 2023	19 Apr 2023
Jul-23	1 Jun 2023	8 June 2023	10 May 2023	17 May 2023
Aug-23	3 Jul 2023	10 Jul 2023	9 Jun 2023	16 Jun 2023
Sep-23	1 Aug 2023	8 Aug 2023	12 Jul 2023	19 Jul 2023
Oct-23	1 Sep 2023	8 Sep 2023	9 Aug 2023	16 Aug 2023
Nov-23	29 Sep 2023	6 Oct 2023	8 Sep 2023	15 Sep 2023
Dec-23	1 Nov 2023	8 Nov 2023	11 Oct 2023	18 Oct 2023
Jan-24	1 Dec 2023	8 Dec 2023	9 Nov 2023	16 Nov 2023
Feb-24	3 Jan 2024	10 Jan 2024	8 Dec 2023	15 Dec 2023
Mar-24	1 Feb 2024	8 Feb 2024	10 Jan 2024	17 Jan 2024

REMARKS:

- Publishing date - around the 25th day of preceding month of cover date
- Booking Deadline - 25 days before publishing date
- Material Deadline - 15 working days before publishing date
- BAZAAR Hong Kong is distributed in Hong Kong, Macau and South China region
- BAZAAR Hong Kong is on around the 28th day of the month preceding the cover date, except March issue.
- BAZAAR Hong Kong is distributed in Hong Kong, Macau and South China region.
- A pre-press cost of HK\$500 per page will be charged if an advertiser fails to supply PDF (CMYK print ready) with digital proof (ISO 39L) on or before the material deadline as stipulated above.
- The Publishers reserves the sole and absolute discretion in amending and changing the terms and conditions of this rate card from time to time with reasonable notice, including but not limited to the rates, whether or not to accept the advertisement, the exact date of publication, placement and positions of the advertisements and all such other changes as the Publishers may deem appropriate from time to time.

Material Specifications

<p>Double page spread</p> <p>Trimmed size 300mmH x 460mmW</p> <p>Bleed Size 310mmH x 470mmW</p>	<p>Inside front spread</p> <p>Trimmed size 300mmH x 446mmW (No gutter)</p> <p>Bleed Size 310mmH x 456mmW (No gutter)</p>	<p>Full page</p> <p>Trimmed size 300mmH x 230mmW</p> <p>Bleed Size 310mmH x 240mmW</p>
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REMARKS :

- Artwork files will only be accepted in digital format
- PDF 1.3 version
- Images Resolution: 300 dpi or above
- Color Images must be in CMYK mode

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Social & Advertorial Rate Card

<u>Platform</u>	<u>Format</u>	<u>Gross ((HK\$)</u>	<u>Net (HK\$)</u>	<u>Discount</u>
Facebook	1 x News Feed	42,353	36,000	-
Instagram	1 x Post	44,705	38,000	-
Instagram	2 x Story (1 card each)	35,294	30,000	-
Instagram	1 x Carousel + (3 - 5 cards)	56,470	48,000	-
Instagram	1 x IG Story Add on to Carousel + (3 - 5 cards)	14,117	12,000	-
<p><i>*All IG Stories will come with complimentary FB Story of the same content</i> <i>*IG story 1 and 2 need to be launched within a 3 day period</i> <i>*IG story add on to Carousel + will have the exact same content as the Carousel + post</i></p>				
BAZAAR HK	1 x Online Advertorial *Advt. Shop Now Button	30,000 -	25,500 -	- Free w/ Advt.
<p><i>* All advertorials come with max 5 complimentary "shop buttons" upon request</i></p>				
<u>Bundle Discounts</u>				
1. Any 2 items		-	-	10%
2. Any 3 items		-	-	20%
3. Any 4 items		-	-	30%

***All formats do not include ad boosting fee.**

Min. Ad Boosting Fee:

HKD 6,000 for FB Newsfeed & IG Post; HKD 3,000 for IG Story

Ad Boosting Service Charge:

20% of ad boosting fee. (Min. \$600 for Story Ads)



Banners Rate Card

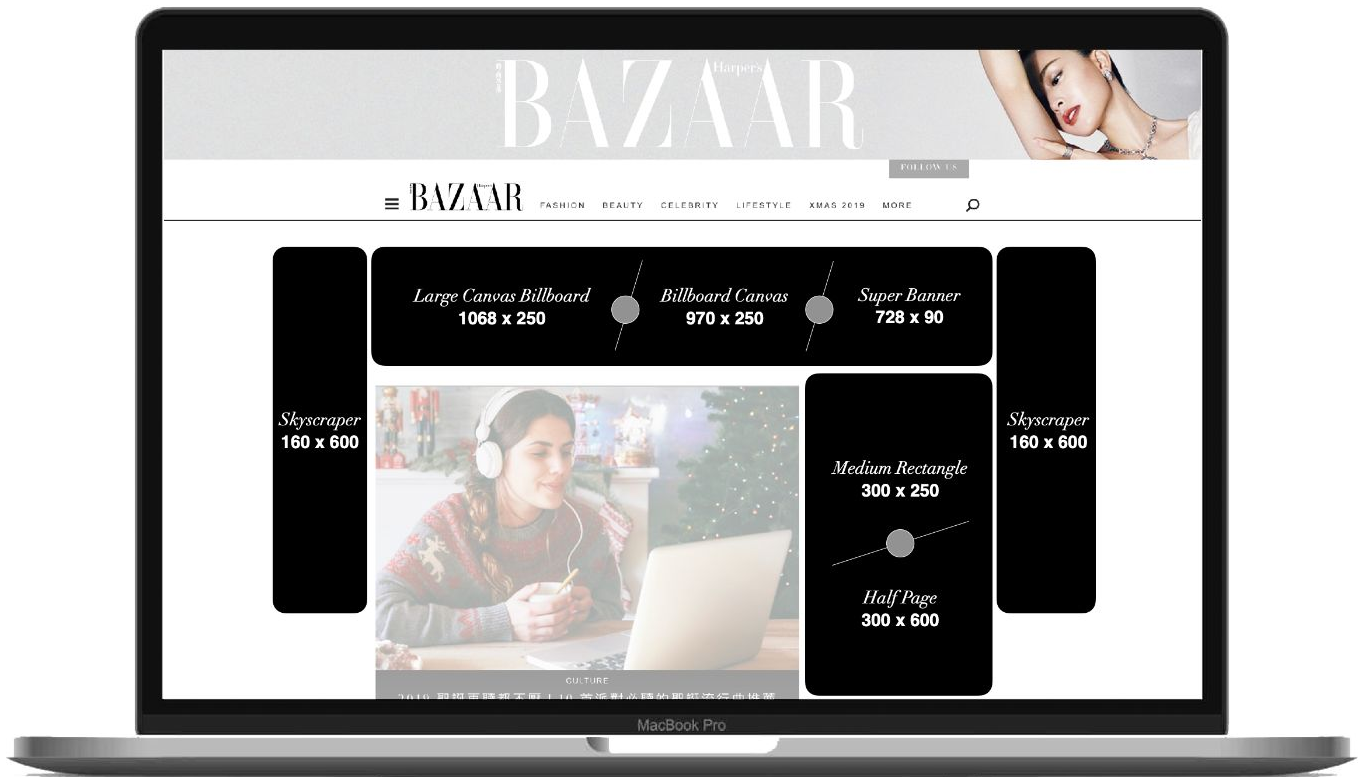


<u>Format</u>	<u>Channel</u>	<u>Gross CPM (HK\$)</u>	<u>Net CPM (HK\$)</u>
Desktop Billboard Canvas, MREC, Super Banner	Fashion + Deluxe	562	478
	Celebrity	410	348
Mobile LREC, MREC, Interscroller	ROS	219	186
	Audience Targeting (Run of SCMP Hearst Network)	256	218
Desktop & Mobile In-read	ROS	198	168

REMARKS:

- Gross rates include 15% agency commission;
- Projected inventories are not guaranteed, all inventories are subject to availability at the time of booking confirmation;
- ROS banners: no guarantee of appearance on key channels
- 10% loading fee to be applied for mobile-only campaigns
- 20% loading fee to be applied to any specific IP (e.g. HKIP) - targeting request
- 30% loading fee will be applied if the Interscroller appears right after companion banners;
- For bookings of SOV above 60% a 100% loading fee has to be added;
- If client/agency requests SCMP Hearst to change the banner creative, a 20% loading will be charged for each change

Desktop & Mobile Banner Formats



Desktop



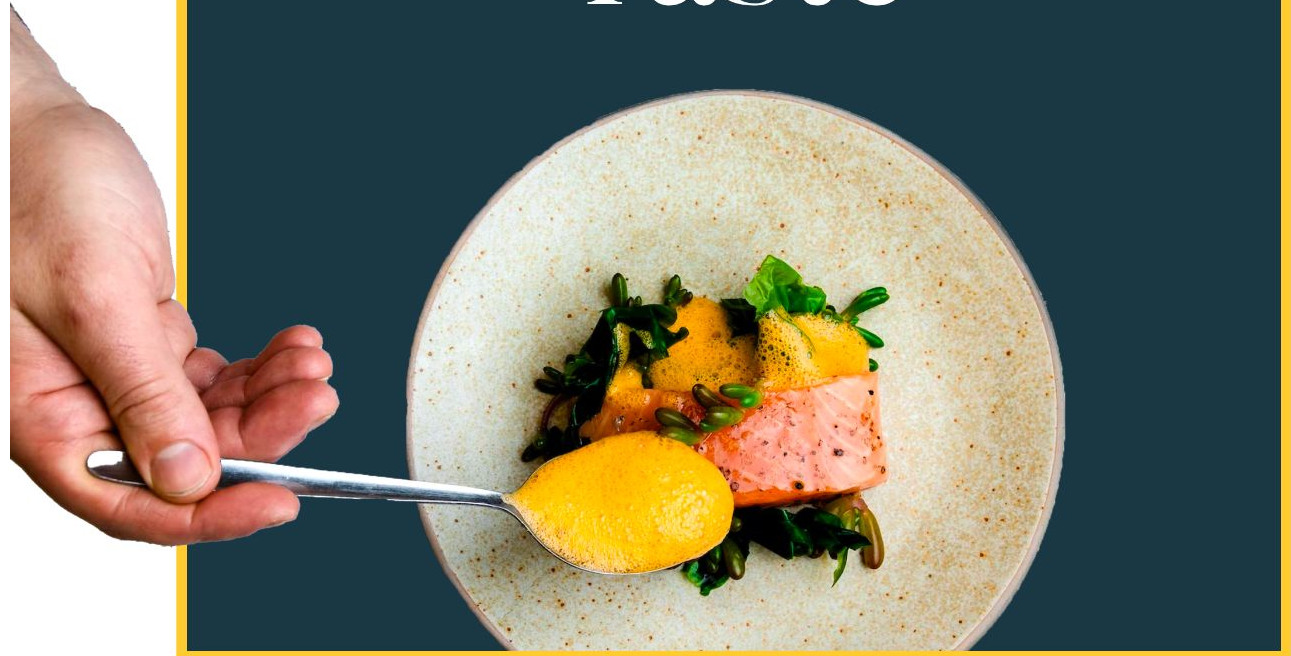
Images are for reference only

Mobile



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BAZAAR
Taste





A Curated Experience for The Sophisticated



Telling stories of the masterminds and places behind Hong Kong's dining scene and curating a culinary experience for our tasteful audience



BAZAAR^{Harper's} TASTE



Your 360 StoryTeller

CONTENT

Restaruant & Chef Features

Seasonal Eats (不時不食)

New Openings & Trending Menus

EXPOSURE

PRINT

WEBSITE

SOCIAL

AWARDS

EXCLUSIVE EVENTS

Rate Card

ADVERTISING MENU

SETS

3 - Course Menu - \$60,000 / Year

Print: 2 page review x 3 months
Print: 1 FP Thematic Ad x 6 months
Social: 1 IG Story x 6 months

5 - Course Menu - \$80,000 / Year

Print: 2 page review x 3 months
Print: 1 FP Thematic Ad x 6 months
Social: 1 IG Post x 6 months
Web: 1 Online Article x 3 months
Web: 1 Standalone eDM x 3 months

The Tasting Menu - \$108,000 / Year

Print: 2 page review x 3 months
Print: 1 FP Thematic Ad x 6 months
Social: 1 IG Post x 6 months
Web: 1 Online Article x 3 months
Web: 1 Standalone eDM x 3 months
Video: 1 IG Reel within 90 seconds
(includes \$5,000 ad boosting)

A LA CARTE

Print	Social	Web
2 page review/chef interview - \$40,000	1 FB Post - \$36,000	1 Online Article - \$25,500
FP Thematic Ad - \$20,000	1 IG Post - \$38,000	1 Standalone eDM - \$30,000
DPS Thematic Ad - \$40,000	2 IG Stories - \$30,000	

All Rates are Net & Final

Package Entitlements must be utilised within a 12 month period from the beginning of contract signed

*Video Story will include introduction of restaurant, chef and menu in the format of an IG Reel Video

More Exciting Happenings



BAZAAR^{Harper's} TASTE Chef's Table

Bringing a unique and tasteful culinary experience for our food lovers via:

**Creative Pairing of Chefs
Cross - Pollinating
Bespoke Menus**

Coming Q3 2023



BAZAAR^{Harper's} TASTE AWARDS

An annual event where we recognise and celebrate the best of the best in town, those who have been instrumental in shaping Hong Kong's exciting F&B landscape.

The Awards will recognise a list of **Top Chefs, Mixologists, Restaurants and Bars**

Coming February 2024

SCMPP (Magazines) General Terms & Conditions

1. An advertising booking must be followed by a space order with company chop and authorised signature.
2. The Publisher reserves the right to edit or reject any advertisement without any reasons thereof.
3.
 - a) Bookings for cover sponsorships and prime positions, i.e. back cover, inside front cover and inside back cover are non-cancellable once advertising contract is signed between relevant parties. In the event of the Advertiser or the Advertising Agency withdrawing his advertisement, it is agreed that the Advertiser and the Advertising Agency shall be fully liable to pay the Publisher in full for the uncompleted portion of the contract.
 - b) Bookings for fixed position advertisements are available at a surcharge of 15% on regular applicable rates or at any other rates to be determined by the Publisher. Requests for fixed position will be honoured in the order in which they are received. The Publisher will use its best endeavours to adhere to the requested positions but does not give any warranty in respect thereof. The Publisher shall be under no liability whatsoever for failure to publish an advertisement or any part thereof. Bookings for fixed position advertisements are non-cancellable once advertising contract is signed between relevant parties. In the event of the Advertiser or the Advertising Agency withdrawing his advertisement, it is agreed that the Advertiser and the Advertising Agency shall be fully liable to pay the Publisher in full for the uncompleted portion of the contract.
 - c) Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on the Publisher's part to publish the same either at all or on any specified date or dates and does not constitute nor create any representation or warranty that the Publisher endorse the content or accuracy of the same. The Publisher shall not be liable for any loss, costs or expenses incurred by non-publication (including non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of the Publisher) or by publication of an advertisement cancelled in accordance with the provisions of Clause 3d hereof or publication on a date or position or manner materially different from that specified by the advertiser on placement of its order. The Publisher's liability shall in case of non-publication be limited to refund of the charge of the advertisement and in all other cases as aforesaid the Publisher shall have the option either to grant a refund of such proportion of the charge as shall in the Publisher's sole opinion be reasonable or in lieu of such refund and at the Publisher's absolute discretion to publish the advertisement as soon as reasonably practicable.
 - d) ROP advertisements may be cancelled or postponed in writing before the booking deadline as per individual magazine specification (please refer to the rate card). The Publisher reserves the right to bill for any difference in frequency discounts arising from such cancellations or postponements. The Publisher shall not consider and accept cancellation or postponement of ROP/ fixed position advertisements after the booking deadline. The Advertiser and the Advertising Agency shall still be liable to pay the Publisher in full for the uncompleted portion of the contract.
 - e) Digital advertising: Bookings for digital products, including, but not limited to, website banners, online advertorials, social media advertising products, video production and eDMs, cannot be cancelled if notice period falls short of the requirement stated in the Advertising Rate Card once advertising contract is signed between relevant parties.
 - f) The terms and conditions contained in the Advertising Rate Card form part of this Contract.
4.
 - a) The Advertiser and the Advertising Agency shall deliver the advertising materials to the Publisher in the form acceptable to it in accordance with the deadline stipulated in the applicable rate card.
 - b) The Advertiser and the Advertising Agency shall ensure that all advertising materials delivered to the Publisher for publication shall comply in all respect with all applicable laws, by-laws, regulations and code in force at the time of publication.
 - c) The Advertiser and the Advertising Agency shall ensure that such advertising materials shall be original and shall not contain any content, material, information or language that is inappropriate, misleading, offensive, inaccurate, fraudulent, violent, sexual, pornography, obscene, discriminatory, inflammatory, defamatory, libelous, slanderous, politically related unless it is not biased or in any way infringe any copyright or any other intellectual property or related rights of any third party.
 - d) The Publisher will not be responsible for any misleading or wrong information contained in the advertisement including errors in key numbers.
 - e) In the event of copy instructions not being received by the material deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the Advertiser and the Advertising Agency will be liable for full payment at rates stipulated in the contract.
5. All advertising materials submitted by the Advertiser or the Advertising Agency will not be returned unless requested in writing. The Publisher may destroy such materials 12 months after the publication of the relevant advertisement and such materials shall be kept with the Publisher prior to destruction thereof at the Advertiser and the Advertising Agency's risk.
6. The Advertising Agency will be entitled to an advertising agency commission of 15% on all gross advertising charges (net of frequency discounts) billed and collected by the Publisher pursuant to the Advertising Contract. The Publisher reserves the right to adjust the agency commission from time to time.
7. All complaints and claims regarding advertisements published must be made in writing within 15 days following the date of the publication.
8. The advertiser and the Advertising Agency hereby jointly and severally undertake:
 - A. To pay within 30 days of the publication of the advertisement or at any other credit terms to be determined by the Publisher. Payment should be made by cheque crossed "Non-Negotiable" in favour of "SCMP Hearst Hong Kong Ltd."
 - B. To pay interest at 2% per month on the overdue amount should the Advertiser and the Advertising Agency fail to pay on due date.
 - C. To pay legal costs, commission for debts collection and any other charges and expenses incurred by the Publisher in recovering the amount due by the Advertiser and the Advertising Agency on a full indemnity basis.
 - D. To keep the Publisher indemnified against all claims, damages, costs and expenses that the Publisher may suffer in connection with, arising from or as a result of breach or non-observance by the Advertiser and the Advertising Agency of any of the provisions under Clause 4 to the intent that this sub-clause shall survive termination of the advertising contract.
9.
 - A. The Advertiser and the Advertising Agency agree that the Publisher may at any time by written notice terminate the advertising contract or any other subsisting contracts as from a date specified in such a notice if the Publisher is of the view that it will no longer be feasible to continue with the publication of the magazine.
 - B. Upon termination, the Advertiser and the Advertising Agency shall immediately pay all sums due to the Publisher at the time of termination. The credit term being applied pursuant to Clause 8a above shall no longer apply.
10. Failure or delay on the part of the Publisher to exercise any right, power or privilege herein shall not operate as a waiver thereof, nor shall any single or partial exercise of any right, power or privilege preclude any future exercise thereof.
11. A signed contract shall be governed by and construed in accordance with the laws of Hong Kong SAR and the parties hereby agree to submit to the non-exclusive jurisdiction of the courts of Hong Kong SAR.

Harpersbazaar.com.hk Advertising T&C

1. Minimum booking value of \$20,000 required per digital booking / contract, including both banners and other digital formats.
2. The above advertising rates do not include production cost except for advertorial and any other packages that state otherwise.
3. The position availability is on a first come, first served basis.
4. Booking Deadline 14 working days prior to campaign launch.
5. Material Deadline (client to provide files) - 7 working days prior to campaign launch. In case of late submission of materials, extension/ postponement of campaign period will not be allowed
6. The advertiser and the advertising agency shall be fully liable to pay the publisher for all rates and charges in respect of the uncompleted portion of the advertising services under the contract.
7. Booking Cancellation Deadline: 8 weeks prior to campaign launch date. Reschedule of any campaign needs to be notified 6 weeks in advance of campaign launch date and subject to availability. Advertiser must ensure all text and images are legible, properly displayed and scaled proportionally within the website on all common browsers and display resolutions. The publisher reserves the right to withdraw any advertisements that are not displayed properly.
8. System will pick the corresponding resolution based on user's mobile device. If no high resolution format is submitted, system will pick the low resolution format as default.
9. Quotations are valid for 1 month from issue date and SCMP Hearst has the right to change prices after 1 month if bookings are not confirmed.
10. The publisher reserves the sole and absolute discretion in amending and changing the terms and conditions of this rate card from time to time with reasonable notice, including but not limited to the rates, whether or not to accept the advertisement, placement and positions of the advertisements and all such other changes as the Publishers may deem appropriate from time to time.
11. Ad spec: <https://www.scmpmagazines.com/advertising-spec/Ad-Specs.pdf>

INFORMATION REQUIRED FOR SUBMISSION

- Name of advertiser
- Creative files
- Alternate text (if applicable)
- Linking URL

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Thank You!
Enquires Please Contact: