

COSMOPOLITAN

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RATE CARD 2023/24

Effective April, 2023

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 **SCMP HEARST**

ABOUT COSMO



bond inspire & share!

Since our arrival, Cosmo has been evolving with time and... YOU. Cosmo strives to become the most **relatable and credible GURU** for your ever changing needs. Yes, we care about your beauty routine, but we also care about your OOTD and we definitely care about the well being of your body and mind.

Cosmo is here to bond, inspire and share.

#1 beauty fashion digital media in HK

(Marketing Interactive Media
Benchmarking Survey 2022)

#1 media brand on social media

(most FB & IG followers for a
premium lifestyle media in HK)

DIGITAL RATE CARD

social & advertorial

rate card

<u>Platform</u>	<u>Format</u>	<u>Gross Rate (HKD)</u>	<u>Net Rate (HKD)</u>	<u>Discount</u>
<u>INSTAGRAM</u>				
Cosmo	Post x 1	44,705	38,000	-
COSMART	Post x 1	20,000	17,000	-
Cosmo	Story x 2	29,411	25,000	-
COSMART	Story x 2	11,764	10,000	-
IG story 1 and 2 need to be launched within a 3 day period for the same campaign				
All IG stories come with complimentary FB stories of the same content				
<u>FACEBOOK</u>				
Cosmo	Post x 1	42,353	36,000	-
COSMART	Post x 1	25,882	20,000	-
Cosmo Body	Post x 1	17,647	15,000	-
<u>ADVERTORIAL</u>				
Cosmo HK	Online Advertorial x 1	30,000	25,500	-
	*Advt. Shop Now Button	-	-	Free w/ Advt.
All advertorials come with max 5 complimentary "shop buttons" if necessary				
<u>BUNDLE DISCOUNTS</u>				
Cosmo / COSMART/ Cosmo Body	1. Any 2 items	-	-	10% off
	2. Any 3 items	-	-	20% off
	3. Any 4 items	-	-	30% off

***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

day buy

day buy

day buy

day buy

day buy

Placement & Format

DESKTOP (BILLBOARD CANVAS , MREC , SUPER BANNER)

Homepage +
Article pages and
Channel index pages
(Excludes Homepage,
Branded Content Pages
& other Marketing Pages)

MOBILE (LREC, MREC)

Homepage

Gross / Net Daily Rate (HK\$)

50% SOV

23,530 / 20,000

Gross / Net Daily Rate (HK\$)

100% SOV

47,058 / 40,000

day buy

day buy

day buy

day buy

day buy

day buy

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

banners rate card

cpm buy

cpm buy

cpm buy

cpm buy

FORMATS:

MOBILE: LREC, MREC, INTERSCROLLER

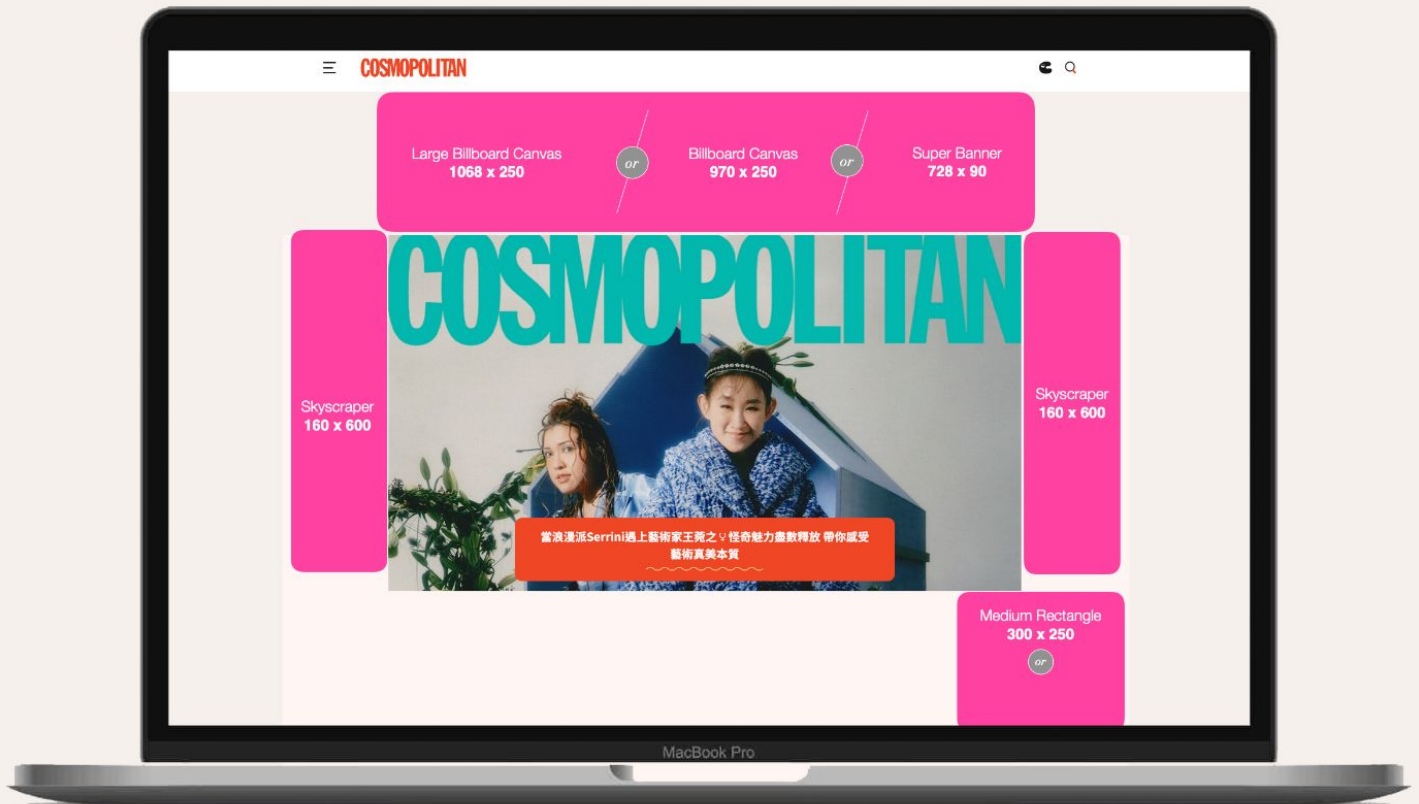
DESKTOP: MREC, SUPER BANNER &
BILLBOARD CANVAS, HALF PAGE

<u>Channel</u>	<u>Gross / Net CPM (HK\$)</u>
Fashion	233 / 198
Beauty	233 / 198
Body	195 / 166
*ROS	179 / 152
*ROS In-Read	198 / 168
*Audience Targeting	
Cosmo Only	336 / 286
SCMP Hearst	256 / 218

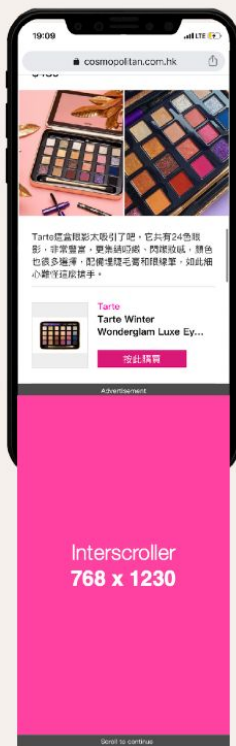
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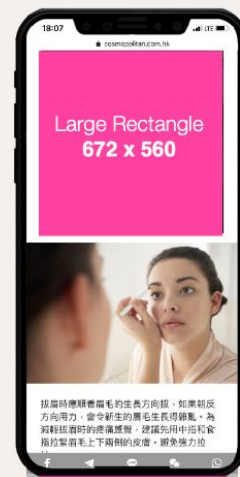
banner formats



Desktop
Images are for reference only



Mobile
Images are for reference only



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SCMPP (Magazines) General Terms and 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 endorses 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.

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. Native Ad Text hyperlink: maximum of 26 Chinese characters with space.
4. The position availability is on a first come, first served basis.
5. Booking Deadline 14 working days prior to campaign launch.
6. 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
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. Ad spec: <https://campaign2.elle.com.hk/advertising-spec/>

INFORMATION REQUIRED FOR SUBMISSION

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

THANK YOU!

THANK YOU!

THANK YOU!

THANK YOU!

THANK YOU!

THANK YOU!

Let's Talk