

AMERICAN CLUB



Media Kit 2017



The American Club
Hong Kong
excellence since 1925

ABOUT THE CLUB



**The American Club
Hong Kong**
excellence since 1925

In a city of many interesting and world organizations, The American Club Hong Kong distinctively stands alone with the highest level of quality. Its combination of outstanding services, five star facilities and world renown reputation makes it Hong Kong's pre-eminent social and business club, enjoyed by one of the most international and affluent memberships anywhere in the world.

As the premium club in Hong Kong, the Club provides a gathering place for the social, recreational, and business activities of its Members and their families in a distinctive American atmosphere. The Club has been performing this role since the day it opened on July 6, 1925 and, ever since, has served as a meeting place in Hong Kong for people of many nationalities.

ABOUT THE CLUB MAGAZINE

FREQUENCY
1st of every month

CIRCULATION
3,200

READERSHIP
10,000

REGULAR ADVERTISER

- | | | |
|--------------------|-------------------------|----------------------------|
| • AKA hotel | • Fookie Motors Co Ltd | • Sentosa Resort |
| • Allied Pickfords | • Habitat Property | • Sino Go |
| • BNY Mellon | • ithink Academy Ltd | • Stanley Gibbons |
| • Brooks Bros | • Jones Lang LaSalle | • Stanley Vet |
| • Camile Bertram | • Kellett School | • Sylvian Learning Centre |
| • Chinachem | • Nikon | • The Edge Learning centre |
| • Cierre hong kong | • Porsche | • Tagus Residences |
| • County Holidays | • Santa Fe | • Tauck Travel |
| • DBS Private Bank | • School of Photography | • Volkswagen |

ABOUT THE MEMBER

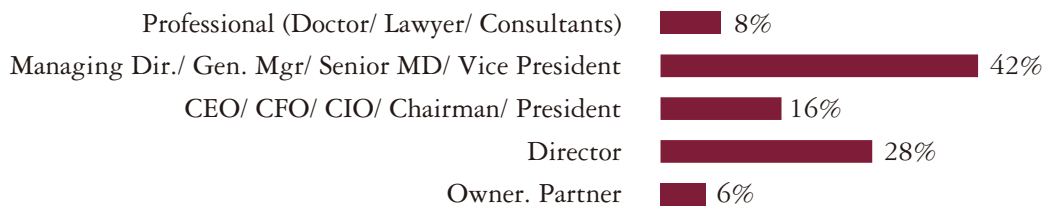


American Club Members are:

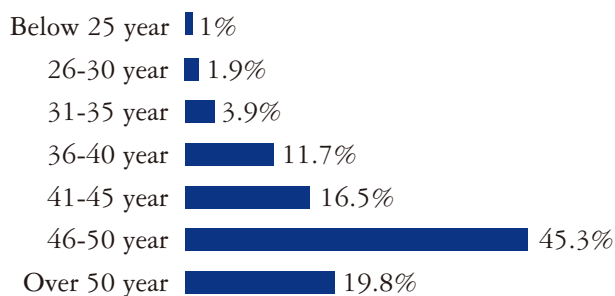
- High Net Worth Individuals
- Decision Makers
- Senior Executives



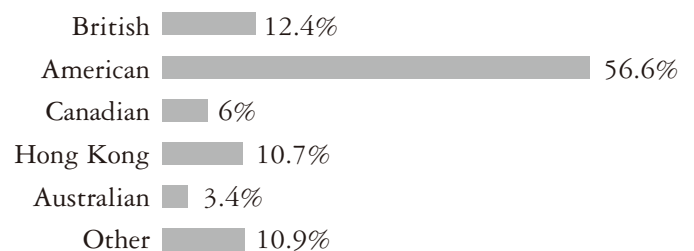
Occupation



Age



Nationality



RATE CARD & SPECIFICATIONS

FULL PAGE R.O.P.

HK\$9,500

DOUBLE PAGE SPREAD R.O.P.

HK\$18,750

LOOSE INSERT

HK\$15,000

SPECIAL POSITIONS

Inside front cover: HK\$12,750

Outside back cover: HK\$18,750

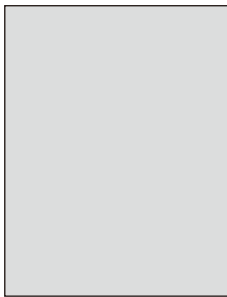
Inside back cover: HK\$12,750

Center spread: HK\$22,500

Inside front cover DPS: HK\$26,250

Beside "President Message" or
"General Manager Message" page: HK\$11,250

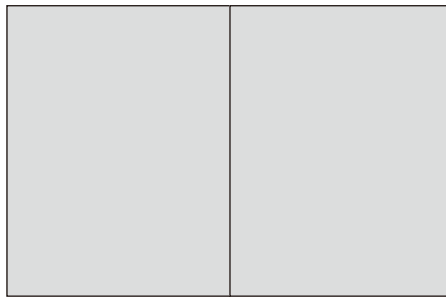
*Subject to availability



Full page R.O.P

Full bleed:
225 (W) x 290 (H) mm
Trim size:
215 (W) x 280 (H) mm

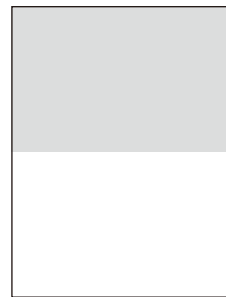
HK\$9,500



Double page spread R.O.P

Full bleed :
440 (W) x 290 (H) mm
Trim size :
430 (W) x 280 (H) mm

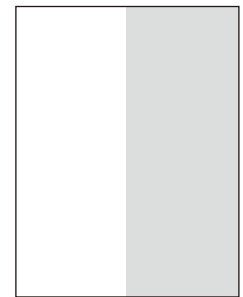
HK\$18,750



Half page R.O.P (Horizontal)

Full bleed:
225 (W) x 150 (H) mm
Trim size:
215 (W) x 140 (H) mm

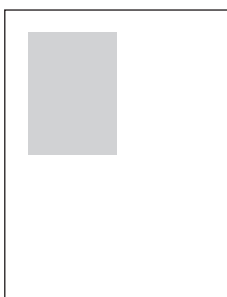
HK\$5,500



Half page R.O.P (Vertical)

Full bleed:
118 (W) x 290 (H) mm
Trim size:
108 (W) x 280 (H) mm

HK\$5,500



Quarter page

Trim size:
83 (W) x 113 (H)mm

HK\$3,500



Classified Ad

Trim size:
83 (W) x 56 (H)mm

HK\$1,500

MATERIAL REQUIREMENTS

High Resolution PDF or JPG. CMYK color mode, 300 dpi, including full bleeds and crop marks.

For advertising inquiries, please contact:

LINK-UP DESIGN LTD.

Mr David Lee

Tel: 2151 0886

Fax: 2117 9946

Email: david@linkupdesign.com