



expat **LIVING** MEDIA KIT



# What's in Our Media Kit?

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**Disclaimer:**

Expat Living Publications Pte. Ltd. has taken every reasonable care to ensure the accuracy and objectivity of the information contained in this Media Kit. All information including rates, special packages, editorial themes, reader demographics and traffic figures are accurate as of September 2016.

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# All About Us



## Welcome to the world of Expat Living!

By incorporating various editorial themes and content options, we give you multiple exposure opportunities. This includes allowing your customers to give their personal endorsements of your product or service.

We target newcomers who spend a large portion of their income setting up home here, especially in the first two years of their stay. We are also a favourite with long-term residents who are constantly on the lookout for recommendations in other areas such as travel destinations, wine and dine outlets, education, entertainment, and beauty and health care.

Set up by a team who understand the needs of people who are away from home and their need for recommendations from peers, *Expat Living* has become a bible to many. It's the only referral guide that takes the reader into their peers' homes, letting others share their experiences, preferences and retail choices.

Our readers use our editorial articles – be they reviews, interviews, expert opinions or comments – as reference sources when choosing products and services. The print copies are collected and used for years. Our digital version is an instant source of information via mobile phone, table or desktop.

Our print magazine is bi-monthly and available at all major bookstores, supermarkets and newsstands. Browsing copies of our publication can also be found at clubs and associations, hotels and serviced apartments, moving and relocation companies, cafés and restaurants, airline lounges, international schools and the waiting lounges at many spas, beauty salons, medical and dental clinics, and hospitals. *Expat Living* has a current print run in Hong Kong of 15,000 copies per issue.

We also help you reach your target market through our digital platforms such as e-newsletters, direct mailers or display advertising and advertorials on [www.expatliving.hk](http://www.expatliving.hk). Through whichever media you choose (and we can help you decide) we can build a marketing package to ensure you reach the right target market and maximise your ad spend.



*Rebecca*

Rebecca Bisset  
Editor-in-Chief

# Why Advertise in Expat Living?

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Print Run – **15,000**  
Print Readership – **60,000+**

*Expat Living* is the only English-language luxury lifestyle magazine that takes readers into real Hong Kong homes. As an indispensable referral guide, it incorporates themes and editorials that give you, the advertiser, multiple exposure opportunities, and allows your customers to give their personal endorsements.

*Expat Living* has strong retention, with 78% of readers keeping their magazines for months and even years beyond release date, using advertisements and editorials as a reference for purchase decisions.

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**Retail:** HK\$48 in over 80 bookstores and supermarkets across Hong Kong Island, Lantau Island, Kowloon and the New Territories

**Subscribers:** 3,000 copies

**Reading Copies:** Airline lounges, coffee shops, doctors'/dentists' waiting rooms, beauty salons/spas, cafés/restaurants, clubs, hotels, associations, embassies, our advertisers' outlets

**Complimentary Copies:** Interior design companies, serviced apartments, relocation companies, movers, real estate agencies, schools

**Free e-Magazine Readership:** Viewed in 50+ countries

# Reader Profile



## Audience / Readership Profile

- Aged between 25 and 54 years
- **89%** are expats (long-term and newly arrived), **11%** local
- **70%** have children
- **77%** take more than 3 leisure trips a year
- **70%** eat out more than twice a week
- **53%** go to the cinema, theatre or another live event once a month
- **56%** spend between 1 and 2 hours reading the magazine
- **75%** either subscribe or purchase the magazine from a store
- **88%** female readers and **12%** male readers

## Print Readers

The typical *Expat Living* reader is a married mother, aged between 35 and 54. She has lived in Hong Kong for about four or five years, has a Dependent's Visa, and does not work. Her husband works in the finance industry and has a managerial role in the company. The family has a monthly allowance of HKD135,000 to HKD150,000.

She has two young children and lives in a 1,000-to-2,000-square foot apartment in the Mid-Levels or Pokfulam residential areas, paying a monthly rental of about HKD50,000. She has a live-in foreign domestic helper.

Eating out takes place up to three times a week in casual restaurants or cafés but the rest of the time the family has home-cooked meals. The family takes three to four leisure breaks a year, booked via a travel agent or directly with the airline/hotel.

She prefers the print format of *Expat Living* and reads every edition, taking between one and two hours to read it. Her husband and sometimes other female friends will read it too. She keeps the magazine for future reference or cuts out useful info. She thinks positively of the magazine and enjoys the travel stories. She visits [www.expatliving.hk](http://www.expatliving.hk) monthly and thinks there should be more local insights and recipes online.

## Online Readers

Our website, [expatliving.hk](http://expatliving.hk), attracts residents (66 percent) along with potential expats (34 percent) who may be researching about living in Hong Kong. The typical online reader is a married mother, aged between 25 and 34. She engages with us through our newsletter, facebook page and website, often through her mobile.

She has young children aged from three to five and is interested in children's enrichment classes, cooking and baking. She shops online, researches for wine and dine options, travel and holiday destinations and makes her purchases online.

# Editorial Themes - Print Magazine

ISSUE	THEME	HOME	LIFE & FAMILY	WINE & DINE	BODY & MIND	STYLE & FASHION	TRAVEL
<b>FEBRUARY MARCH</b>	<b>FAMILY</b>	Living & Family Rooms Art Week Galleries Art at Home & Framing Teen Rooms	Learn a Language Boarding Schools Caring for Elderly Family Parenting	Chinese Cuisine Romance Brunches Fine Dining	Nutrition for Kids Detoxes & Healthy Eating Yoga, Gyms & Pilates	Traditional Accessories Fitness & Casual Fashion	Family Friendly Romance Honeymoon
<b>APRIL MAY</b>	<b>CULTURE &amp; MAKEOVERS</b>	Interior Design Carpets & Flooring Gardening Antiques Asian Furniture	Pets & Vets Movers Day Trips	Afternoon Tea French Food & Wine	Hair Beauty Spas Aesthetics Hair Removal	Weddings Swimwear	Europe Spa & Yoga Holidays Wellness Retreats
<b>JUNE JULY</b>	<b>SUMMER ISSUE</b>	Kids' Rooms Storage Facilities Storage & Shelving Summer Furniture Care	Summer Classes Guide Serviced Apartments Preschools Services	Alfresco Dining Asian Eats Junk Catering	Boot Camps Mani & Pedis Cycling & Hiking Organic Beauty	Poolside Cool Packing for Holidays Capsule Wardrobes Eco-Friendly Brands Summer Sales Guide	HK & Macau Staycations Eco-holidays
<b>AUGUST SEPTEMBER</b>	<b>WELCOME TO HK</b>	Bedrooms Setting Up from Scratch Houseboats	Social Clubs Guide Insurance, Finance & Legal Hiring a Helper	Italian Cooking Classes Private Kitchens Online Grocers	Medical Clinics Pregnancy	Maternity Kids' Fashion	Food & Wine Asia
<b>OCTOBER NOVEMBER</b>	<b>HOME &amp; LIVING</b>	Lights & Lamps Outdoor Home Offices Sound Systems	Family Photographers Boating, Yachts & Cars Kids' Parties	Steakhouses Seafood Pubs Oktoberfest	Men's Health Men's Grooming Counselling Sports Gear	Men's Fashion Tailors Evening & Cocktail Wear	Golf Trips Skiing Adventure Further Afield
<b>DECEMBER JANUARY</b>	<b>CHRISTMAS &amp; NEW YEAR</b>	Dining Rooms Soft Furnishings New Trends	Online Grocers Christmas Gifts Finding a Home Schools	Wine, Wine, Wine Coffee, Tea & Cafes Festive Eating New Year Parties	Winter Health New Year Resolutions Exercise Gym Equipment	Ski Gear Cold Weather Wear Jewellery	Beach Breaks Australia New Zealand

Updated January 2017

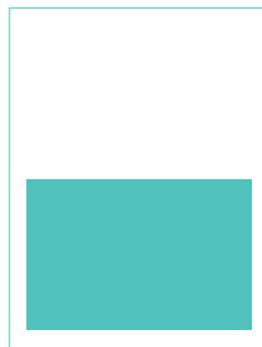
EL reserves the right to reschedule or change the themes at discretion.

# Artwork Specifications - Print

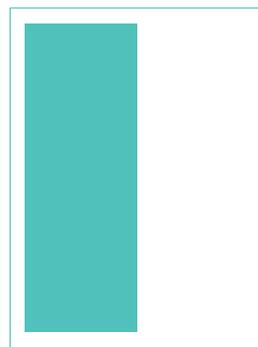
AD PLACEMENT	SIZE (mm) H x W		MATERIAL REQUIREMENTS
	MAIN MAGAZINE	GUIDES	
Double-page Spread	275 x 420	225 x 340	Full bleed 10mm throughout with crop markings Centre portion of DPS artwork, allow working area 10mm inwards
Full Page	275 x 210	225 x 170	Full bleed 10mm throughout with crop markings Working area: 10mm in left and right; portrait / landscape layout
Half Page (Horizontal)	125 x 180	105 x 150	Landscape layout – no bleed required
Half Page (Vertical)	260 x 85	213 x 70	Portrait layout – no bleed required
Quarter Page	125 x 85	105 x 70	Portrait layout – no bleed required
Semi-Display Page	60 x 85	NA	Landscape layout – no bleed required



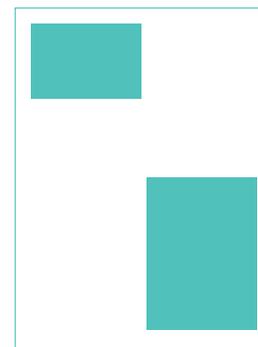
Full page  
275 x 210



Half page horiz.  
125 x 180



Half page vertical  
260 x 85



Semi display 60 x 85  
Quarter page 125 x 85

## General Requirements

- Artwork is subject to proofreading. In the event of error, the client will be requested to re-submit artwork.
- Images must be 300dpi or above
- Acceptable file formats: JPEG, TIFF, PDF
- Colour: CMYK
- Solid black preferred (instead of 100K)

**Please note:** Ad placement in *Expat Living* consistently follows a standard order, beginning with full pages. Half pages, quarter pages and semi-display ads are placed at the end of the relevant section, in a directory format, facing each other in double-page spreads. All ads will be rotated every issue within their size-group. Should you wish to secure a particular position within the magazine (e.g., a certain section or RHS placement), this will entail a 20% loading fee. Terms and conditions apply.

## Delivery Instructions

**Leanda Rathmell | Liana Talib**  
Client Services & Production Manager

**T +65 6812 1787**  
**E production@expatliving.sg**

## Freelance Graphic Designers

Please contact Leanda Rathmell  
for freelancer contact details.

**T +65 6812 1786**  
**E production@expatliving.sg**

EL reserves the right to reschedule or change the themes at discretion.

# Advertising Rates - Print

## Advertising Rates (PRINT)

PLACEMENT	SIZE (mm) W x H	Frequency discounts apply	
		1 insertion	e.g., for 6 insertions
Outside Back Cover	210 x 275	N/A	15,400 Plus 50% off City Guide
Inside Front Cover DPS	420 x 275	N/A	13,860 Plus 50% off City Guide
Inside Back Cover	210 x 275	N/A	10,780 Plus 50% off City Guide
Double-Page Spread ROP	420 x 275	18,700	13,100 Plus 50% off City Guide
Full Page	210 x 275	12,600	8,900 Plus 50% off City Guide
Half Page (Vertical) Half Page (Horizontal)	85 x 260 180 x 125	6,950	5,200 Plus 50% off City Guide
Quarter Page	85 x 125	3,650	2,750 Plus 50% off City Guide
One-Eighth Page	85 x 60	2,300	1,100 Plus 50% off City Guide

**Agency Bookings:** These rates are excluding any agency fees - normally an additional 15%.

**Premium Positioning:** Loading charges are an additional 20%.

**Creative Buys:** Please ask for options available.

**Editorial:** Allocation availability is dependant on package.

**Frequency and expiry: 6** Insertions do not need to be consecutive but must be used with in an 18 month period.

Rates indicated are in Hong Kong dollars per insertion. Rates are subject to change.

## Issue Publishing Schedule

DEADLINE DATES	FEB – MAR	APR – MAY	JUN – JUL	AUG – SEPT	OCT – NOV	DEC – JAN
Bookings with editorial	1 Dec	1 Feb	1 Apr	1 Jun	1 Aug	1 Oct
Ads-only bookings	10 Dec	10 Feb	10 Apr	10 Jun	10 Aug	10 Oct
Material / Artwork	15 Dec	15 Feb	15 Apr	15 Jun	15 Aug	15 Oct
Publishing Date	February	April	June	August	October	December

Artwork extensions available on request.

# City Guide 2017 - Rate Card

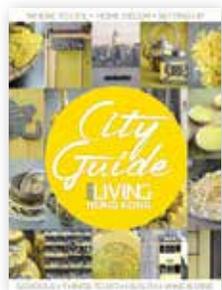
## ADVERTISING RATES

PREMIUM POSITIONS (4-colour only)	SIZE (mm) H x W	ONE INSERTION	EDITORIAL ENTITLEMENT (All advertisers receive one listing)
Outside Back Cover	225 x 170	\$21,000	Full-page editorial plus image
Inside Front Cover	225 x 170	\$19,200	Full-page editorial plus image
Inside Back Cover	225 x 170	\$16,800	Full-page editorial plus image
Page One	225 x 170	\$10,000 + 20% loading	Full-page editorial plus image
Page Two (Facing WM)	225 x 170	\$10,000 + 20% loading	Full-page editorial plus image
Double-Page Spread	225 x 340	\$18,000	Full-page editorial plus image

NON- PREMIUM POSITIONS (4-colour only)	SIZE (mm) H x W	ONE INSERTION	EDITORIAL ENTITLEMENT
Full Page	225 x 170	\$10,000	Full-page editorial with image
Half Page (Vertical)	213 x 70	\$6,000	Half-page editorial with image
Half Page (Horizontal)	105 x 150		
Quarter Page	105 x 70	\$3,000	

\*Rates indicated are in Hong Kong dollars and are per insertion.

**Premium Positioning:** Loading charges apply for the placement of ads in specific sections.



## CITY GUIDE 2017 Deadline

**Early Bird Booking Deadline** 1 March 2017

**Final Booking Deadline (with Editorial)** 1 April 2017

**Final Booking Deadline (Ads only)** 30 April 2017

**Material Deadline** 30 May 2017

**Publishing Date** July 2017

- Prepayment discount of 5% is applicable on all the prices above if payment is received by 15 April 2017 for 2017 edition

## Distributed annually:



# City Guide 2017 - Editorial Content

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## The Complete Referral Guide for moving to Hong Kong includes sections on:

- **Financial advice**  
Opening a local account, applying for a local credit card, managing funds and mortgage advice on buying property in Hong Kong or back home
- **Transport**  
Buying, renting or leasing a car, driving rules & regulations, public transport options
- **Social networking**  
Social and sporting clubs and associations for expatriates
- **Property rental & buying**  
What are your rights, options (including serviced apartments) and best way to get the home of your dreams
- **Property types**  
Overview of neighbourhoods and housing options
- **Household maintenance tips**  
Including breakdown of costs, maintenance services like aircon, plumbing and electrical services
- **Home help**  
The pros and cons of having a live-in domestic helper or part-time help
- **Removalists**  
Moving and packing tips
- **Buying or leasing furniture**  
Antiques, art pieces, carpets, interior furnishings and other household items
- **Outdoor**  
Furniture, garden decorating and landscaping tips, maintenance
- **Children and teens**  
International schools, preschools, nurseries, playschools and enrichment activities
- **Shopping**  
Groceries, electronics, furniture and home accessories
- **Different shopping areas**  
Admiralty. Ap Lei Chau. Central and SoHo. Causeway Bay. Sheung Wan. Stanley. Wan Chai. Tsim Sha Tsui. Kowloon East and Kowloon West. Mong Kok. Sham Shui Po. Yau Ma Tei. Lantau.
- **What's on in Hong Kong!**  
Activities, entertainment, arts and culture, sporting events, recreation and festivals
- **Food**  
Eating options from street food to champagne brunches
- **Health advice**  
Medical and exercise tips and healthy eating options
- **Nearby holiday destinations**  
Day trips and weekend getaway ideas, family-friendly destinations and travel tips

## Reference listings will include:

- Banks
- Clubs and associations, volunteering opportunities
- Legal terminologies for property rental agreements
- Laws in Hong Kong
- Serviced apartments
- Moving companies
- Enrichment and indoor and outdoor activity options
- Babysitters, maid agencies and cleaning services
- Shopping directory
- Schools
- Medical practitioners and fitness places
- Spas and beauty salons
- Tips for travelling with children
- World times
- Maps, important numbers

# Online Advertising

## Display Advertising

### Specifications

- Industry standard leaderboards & MPUs
- Insert mock up with highlighted areas
- Standard banner or rich media formats supported

SPACE	SIZE (px) W x H	RACK RATE
		Home page* & ROS
<b>LEADERBOARD</b>		\$5,200
Desktop	728 x 90	
Tablet	468 x 60	
Mobile	320 x 50	
<b>MPU</b>	300 x 250	\$4,000
<b>Responsive Website</b>	200 x 167	
<b>COMBINED BOOKING</b>	Leaderboard & MPU	\$6,800

\* Rates indicated refer to cost per month.

CATEGORISED BUSINESS DIRECTORY	12 MONTHS
<b>Basic Listing</b> Name, website, contact number and address (if no website available).	FOC
<b>Premium Listing</b> Name, website, contact number, address, email, fax, logo	\$2,500

Leaderboard (728x90px)

Article Skyscraper (300x700px) alongside online advertorial

MPU (300x250px)

# Editorial Themes - Online Only

THEMES & FEATURES	LIVING IN HONG KONG	THINGS TO DO	KIDS	HOMES
<b>JANUARY</b>	Indoor Fun Insurance	Chinese New Year	Medical	Top 5 Home Décor Stores
<b>FEBRUARY</b>	Finding a Job and Working in HK School - Curriculums	Valentine's Day	Hairdressers	10 Great Beds
<b>MARCH</b>	Schools - Facilities	Rugby 7s	Photographers	Custom-made
<b>APRIL</b>	Tax Help Preschools	Easter	Craft Activities	Outdoor Furniture
<b>MAY</b>	Counselling/Help	Junks	Activity-based Play	Bedding & Linen
<b>JUNE</b>	How to Find an Apartment Serviced Apartments	Fun for Adults & Teens Cinemas	Summer Camps	Furniture Rental
<b>JULY</b>	Schools - Performing Arts	Picnics	Birthday Parties	10 Best Sofas
<b>AUGUST</b>	Ladies' Nights School Application Deadlines	Sports & Clubs	Stroller Guide Baby Gear	Guide to Sales Antique & Asian Décor
<b>SEPTEMBER</b>	Networking Events & Clubs Universities & MBA Courses	Adventures	Dental & Teeth Straightening	Horizon Plaza Ap Lei Chau
<b>OCTOBER</b>	Insurance Schools - Learning Mandarin	Halloween	Partyware & Dressing Up	Interior Designers
<b>NOVEMBER</b>	What to Do with Visitors Christmas Fairs	Finding Santa Festive Theatre	Top Toys for Christmas	Gifts for the Home
<b>DECEMBER</b>	Festive Shopping	New Year's Eve Guide	Party Clothes	Christmas Trees & Decorations

Updated January 2017

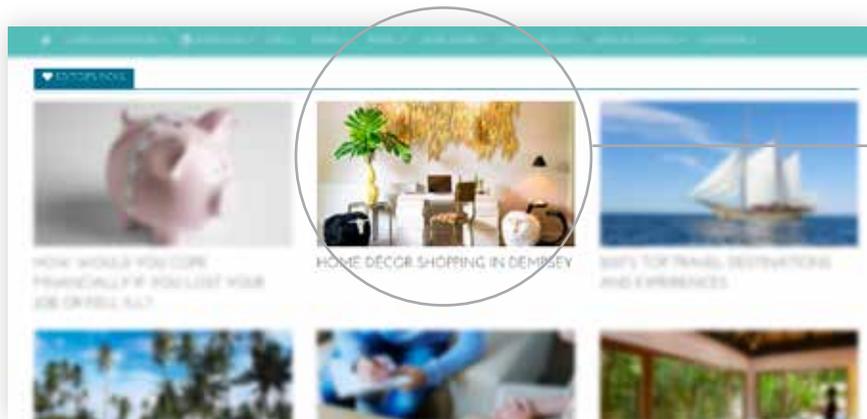
EL reserves the right to reschedule or change the themes at discretion.

# Editorial Themes - Online Only

THEMES & FEATURES	TRAVEL	WINE & DINE	BODY & STYLE	
<b>JANUARY</b>	Winter Sun	Chinese New Year	Vaccinations Where & What	Jewellery
<b>FEBRUARY</b>	Short Breaks for the Year	Online Grocers	10 Ways to Get Fit	Office Wear
<b>MARCH</b>	Holidays on a Budget	Vegetarian/Vegan	Heart Health	Best Facials for Men & Women
<b>APRIL</b>	Cruises	New Territories & Outlying Islands	Massages	Teeth Whitening
<b>MAY</b>	Girls' Minibreaks	Top Asian Restaurants	Pregnancy Fitness	Sports Wear
<b>JUNE</b>	Cool Weather Getaways	Top 5 Restaurants with a View	TCM & HK Cosmetics	Beach Wear
<b>JULY</b>	Travel Agents	Where to Buy Meat & Seafood	Well Woman Checks & Clinics	Shoes & Handbags
<b>AUGUST</b>	Hong Kong Staycations	Top Italian Restaurants	Counselling	Kids' Fashion
<b>SEPTEMBER</b>	Family-friendly Holidays	Family-friendly Brunches	5 Good Hospitals in HK	Maternity Wear
<b>OCTOBER</b>	Christmas Getaways	Thanksgiving	Yoga & Pilates	Best Party Dresses
<b>NOVEMBER</b>	Planning Ahead for CNY	Bars with the Best Live Music	Lasik & Eye Health	Cycling & Hiking
<b>DECEMBER</b>	Camping, Glamping & Alternative Holidays	Festive Eating & Catering	Winter Health & Asthma	Festive Beauty Best Hair Do's

Updated January 2017

# Online: Sponsored Content & Editorial



Advertorial Content Promoted on Homepage and Section Pages



## Sponsored Content / Third-party Sponsor | **\$4,300**

An objective feature or article on a topic or product, written by an *Expat Living* writer in our style, that the client may wish to be associated with.

- Sponsorship tagline 'Brought to you by' at the top/bottom of article page
- Contact information with logo and click through to final destination URL

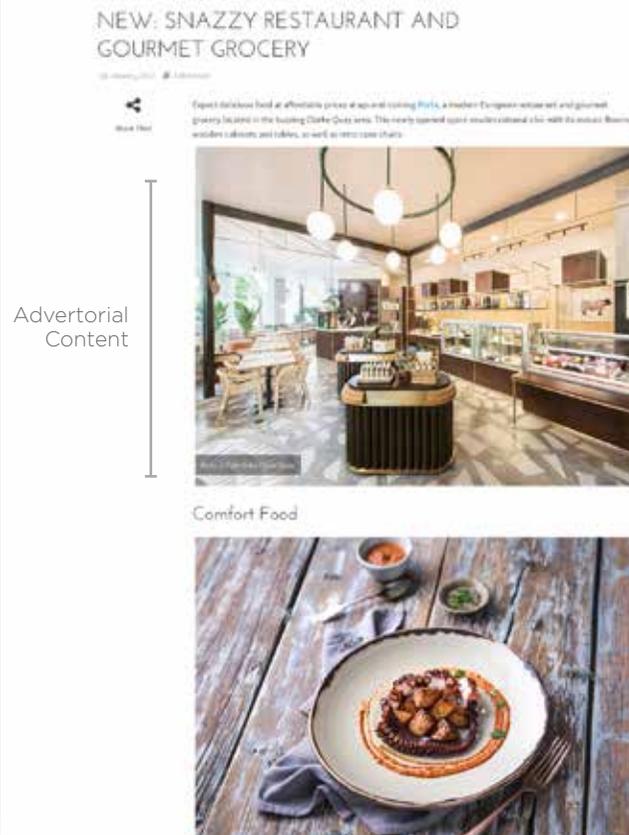
## Advertorial | **\$4,300**

Content about the client in the form of an advertorial, that may be written by the client or by *Expat Living*. All content is subjected to relevant copy-editing to suit *Expat Living's* style.

- Up to 1,000 words, can include multiple images and URLs
- Content promoted on the homepage for one week and a section page for one month (one month in total. The month on the category and homepage overlap)
- Includes free calendar or directory listing

## Advertorial Feature in Newsletter | **\$2,000**

A bolt-on to ensure the above advertorial is featured in *Expat Living's* popular newsletter.

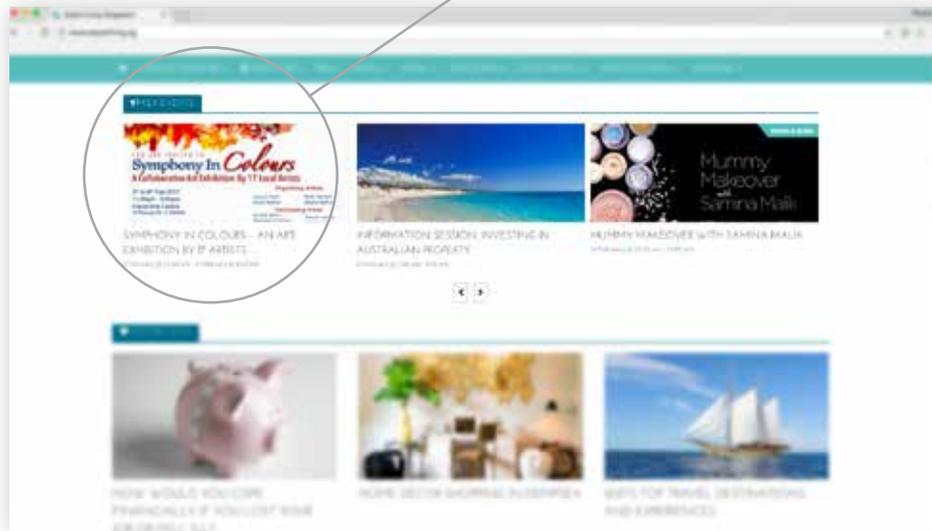


Advertorial Content

## TRENDING NOW SLOT \$1,000

Available as a Top Up for advertorial. Client advertorial will be promoted in the Trending Now box for one week. This box appears in every article on the site. Only one client a week will have this option (limited space).

Key Events' Section on Homepage



### Special Events Package | **\$1,500**

200-word editorial with images.

- Event listed in the calendar
- Promoted in the 'Key Events' section on the homepage for two weeks
- Listed under 'Top 5 events' section in the Newsletter

### Competition Sponsorship

Min value of prize to be \$2,800.

Feature on the basic competitions page.

## ONLINE ROUND UPS

### TOP PLACEMENT | **\$2,500**

- 150 words and a picture or gallery included at the top of a roundup

### SECOND PLACE | **\$2,100**

- 150 words and a picture

### SUBSEQUENT SLOTS | **\$1,800**

- 150 words and a picture, on a first come first served basis.

### Bespoke Super Skyscraper | **\$2,500**

- To feature alongside your advertorial or a single relevant round up.

**Material deadline:** Two weeks prior to go live

## FACEBOOK PROMOTION | **\$1,200**

Available as a top-up for existing advertisers. *Expat Living* will post client advertorials and event listings on Facebook and boost it to ensure an approximate minimum reach of 5,000.



Example of a Facebook Promotion

## Analytics

### Display Advertisements, Advertorial & Sponsored Content

Report submission at the end of every month, detailing:

- Impressions
- CTR

### Digital Mail

Report submission two weeks after the release date, detailing:

- Impressions
- CTR

# Advertising Rates - Digital

## Online: Digital Mail

### e-Newsletter & EDM

e-Newsletter Editorial Slot **\$1,500**

EDM **\$3,500**

#### Package Options:

- e-Newsletter members – 4,050
- EDM members – 3,842

#### Note:

- e-Newsletter blast: second week of the month
- All dates are subject to availability

#### REQUIREMENTS:

##### EDM

- Artwork in JPEG / PDF / TIFF format with 300dpi resolution, or HTML file with link to all necessary image files

**Material deadline:** Two weeks prior to blast date

##### e-Newsletter

- Approximately 25 words of text, image in JPEG / PDF / TIFF format with 300dpi resolution and an html link to a landing page on client's website
- Limited to 9 spots per e-Newsletter
- Content must be upcoming, current and deemed to be of interest by *EL* readers. *EL* reserves the right to reject content that is not deemed suitable.

**Material deadline:** Two weeks prior to blast date.

## EXPAT LIVING NEWSLETTER



### Editor's letter

Christmas is just days away so hopefully the frantic pace of parties has slowed, presents have been sourced, Christmas dinner is sorted and you can now relax and enjoy the holiday season. In the spirit of holidays, we've got a story on six surprising destinations in China which should inspire you to get off the beaten track on your next visit, as well as an itinerary for a weekend in Yangon. If you've stayed in Hong Kong for the school holidays and are looking for something different to keep the kids occupied, why not pay a visit to a museum or a temple? And we haven't forgotten New Year's Eve is just around the corner, so we've put together a list of events for you. Happy holidays from all of us at Expat Living!



### Our faves



Don't leave it too late to plan your end-of-year celebrations! We've rounded up some of the events at key venues around town where you can usher in 2017. Are you looking for a more formal affair with champagne and canapés? Perhaps you want to enjoy a memorable meal or merely party the night away with a DJ? Whatever your taste, there's something for everyone.



There's much more to China than crowds and congestion and Hong Kong is a great base to visit some surprising places on the mainland.



Holidays starting to drag? Get cultural with the kids by visiting one of Hong Kong's museums or taking them on a day trip to a temple.

Not Yet Subscribed?



Here's why you should. In every issue you'll find:

- Inspiring home showcases
- Handy tips on health and beauty
- Our reviews on the best places to dine
- Great travel destinations and stories

Get it now for just ~~\$288~~ \$140

[CLICK HERE](#)

### Top events



The World of Tim Burton  
5 November 2016 –  
23 January 2017



PAPINEO WORLD  
29 November 2016 –  
6 January 2017

## e-Newsletter Banners

SPACE (pixels)

1 Blast

Skyscraper  
195W x 670H

\$1,200

**Material deadline:** Two weeks prior to blast date

### Requirements:

- All artwork to be submitted two weeks prior to month of blast
- Format: GIF, PNG or SWF\* in RGB, including URL
- Frequency discounts may apply to certain packages

\* **FLASH Format:** Flash SWF (version 6 to 8) below 80kb with 15 to 18 frame-rate per second. For animation, maximum timing of 15 seconds and non-continuous looping is advised. Clicktag must be provided together with embedded url in flash file. Hard-coded urls are not advised. Loading files from other domains is not permitted for security reasons.

### Delivery Instructions

Leanda Rathmell | Liana Talib  
Client Services & Production Manager

T +65 6812 1786  
E production@expatliving.sg

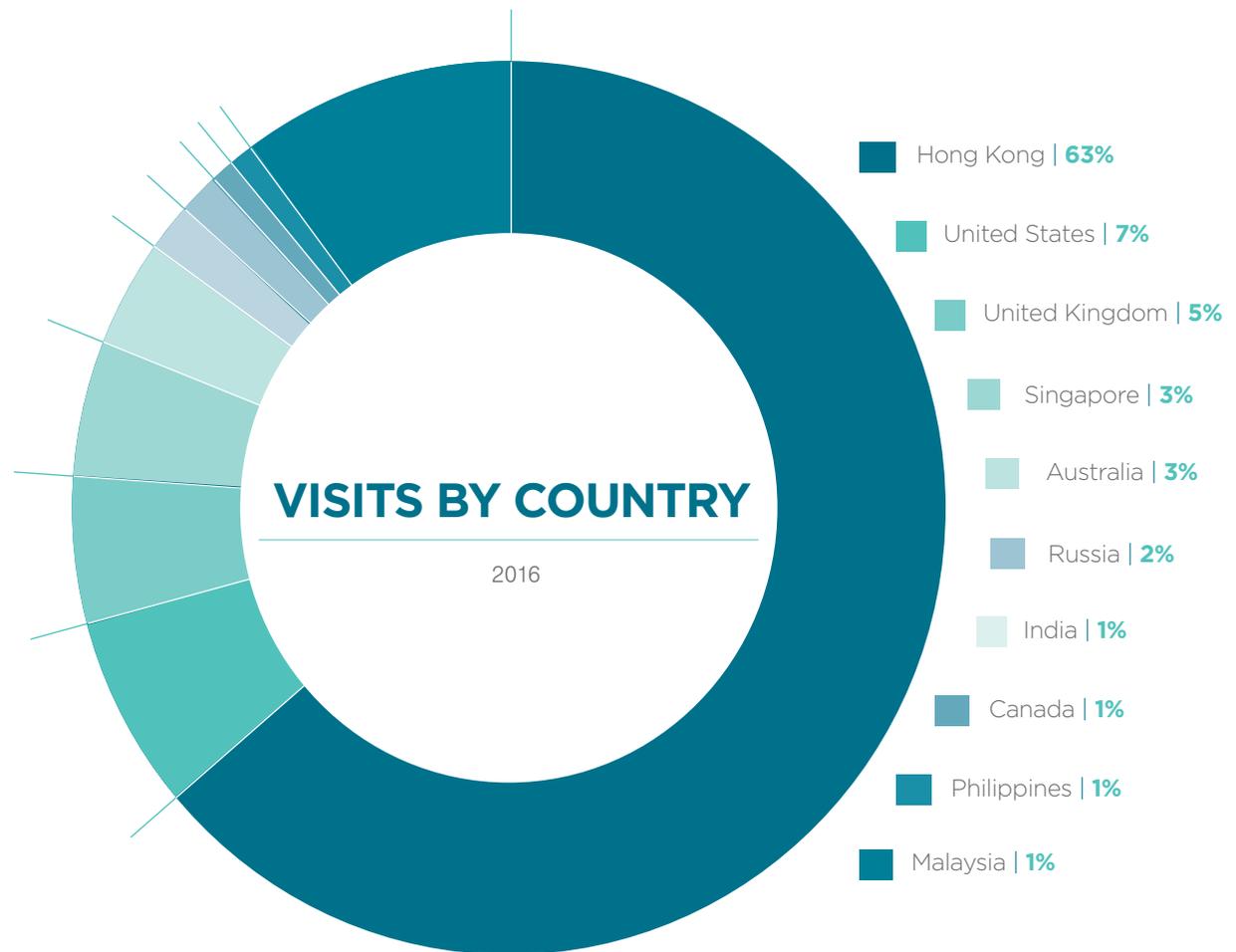
Advertorial  
Newsletter

Editorial  
Newsletter

Skyscraper &  
Events Listing



# Monthly Online Statistics



# Magazine Sections

## HOME



## PROPERTY



## ARTS & LEISURE



## WINE & DINE



## LIFE & FAMILY



## HEALTH & FITNESS



## TRAVEL



## BEAUTY



## FASHION



# Terms & Conditions

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## GENERAL TERMS & CONDITIONS

**1. Limited liability** The Publisher (Expat Living Publications Pte Ltd) at all times reserves the right to edit, revise or reject in whole or part any advertisement with or without notice to the Advertiser and shall not in any way be liable for any loss or damage arising as a result of non-publication or amendment nor shall the Publisher provide any refund or other compensation in the event of non- publication or amendment as aforesaid.

**2. Local law** All advertisements are accepted and published by the Publisher in reliance upon the representations of the Agency and/or the Advertiser that such party is authorized to publish the entire contents and subject matter thereof and that the advertisement or part thereof or the publication of the advertisement does not in any way violate or breach any of the laws of the Hong Kong Special Administrative Region. In consideration of publication of an advertisement, the Advertiser and his Agency, if such is a party to this agreement, jointly and severally agree to indemnify and hold harmless the Publisher, its officers, agents and employees in respect of all or any costs, damages or other charges falling upon the Publisher including but not limited to legal actions or threatened legal actions arising from the publication of any advertisement together with any and all other losses resulting from the publication of any advertisement by the Publisher, including but not limited to any claims or actions in respect of libel, slander, violation of any rights of privacy, copyright infringement, violation of trademark or any other intellectual property rights.

**3. Contract** All orders or requests for advertising space will be honored only after a contract has been entered into between the Publisher and the Advertiser or the authorized agent of an Advertiser. Where an order is issued by an Agent, it is issued by the Agent as a principal. In the event of non-publication, the Publisher's liability shall be limited to refund of the cost of the advertisement and in all other cases as aforementioned the Publisher shall have the option to provide a full refund or that proportion of the charge solely deemed reasonable by the Publisher or in lieu of any refund and at the Publisher's sole discretion publish the advertisement as soon as reasonably practicable.

**4. Agency commission** The usual fifteen percent (15%) Agency Commission discount are available to Advertising Agencies recognized by the Publisher.

**5. Discounts** Any discounts or Agency Commission shall be valid and maintained only if all accounts due and payable to the Publisher are paid in full as per the credit term agreed upon as printed on the contract or within such a period as agreed to in writing between the Publisher and the Advertiser or Agency concerned. Non-payment of accounts or invoices or failure to provide the Publisher with advertising materials as and when required and in the format specified by the Publisher is a ground for the Publisher to revoke this contract. On revocation, the Advertiser shall pay the Publisher the sums detailed in Clause 7 herein. Interest on any unpaid or overdue account balances will be charged at two percent (5%) per month on the total sum outstanding (inclusive or accrued monthly interest) at any time. The Publisher shall not be liable for any loss or damage arising as a result of non-publication and cancellation of the relevant contract.

**6. Advertiser responsibility** For the avoidance of doubt, in the event of any Advertiser or its Agent withdrawing any advertisement or failing to provide the Publisher materials required to effect publication before the Publisher's Deadline, the Advertiser or Agent is responsible for full payment of all and any of the advertising space booked and contracted. In the event of advertising copy instructions and/or advertising materials not being received before the Publisher's Deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement in respect of which the Advertiser will be liable for full payment. The Publisher bears no responsibility for either the publication of, nor the reproduction quality of advertising materials that are submitted after the Publisher's Deadline as stated in respect of receipt of advertising materials.

**7. Cancellation** The Advertiser may only cancel this contract by sending a request for cancellation in writing via registered mail to the Publisher. The Publisher shall not be bound by any stop orders, cancellations, transfers of advertisements or requests for special or specified positions received after the Closing Date as defined on the Publisher's Rate Card. If this contract is cancelled, the Advertiser or Agent for the Advertiser as a party hereto if appropriate, hereby agrees to pay the Publisher the relevant rate on the Publisher's Rate Card, without discounts, for all and any advertisements published. The Advertiser further agrees to pay the Publisher on demand in addition to any costs required to effect recovery from the Advertiser, an administration fee of HK\$5,000. The Publisher holds the right to cancel the contract and recover the aforementioned cancellation costs if the advertiser fails to complete the contract by the expiry date.

**8. Failed payments** The Publisher reserves the right to suspend/stop any contracted advertisements should the advertiser fail to abide with the payment/credit terms as determined on the contract.

**9. Schedule** The Publisher will use its best endeavors to adhere to any schedule of dates for publication and in respect of requested positions for advertisements, but does not give any warranty of guarantee in respect thereof. It is a condition of acceptance of advertisement orders that no such warranty or guarantee is given.

**10. Insertion dates** The Advertiser may request that insertion dates of an advertisement be amended and any such request shall be made in writing to the Publisher and received at least fourteen (14) days prior to publication date as defined on the Publisher's Rate Card. Any amendments to the insertion dates will be made at the Publisher's sole discretion. Requests for any alterations of insertion dates not received in writing within fourteen (14) days prior to Publication Date will not be accepted.

**11. Errors or omissions** The Publisher, its employees or agents shall not be responsible for errors in the insertion or omission of any advertisement, the content thereof and/or any damage or loss howsoever occurring to drawings, films, photographs or other materials provided to the Publisher for the purpose of or in connection with any advertisement. Unless claimed by the Advertiser, all advertising materials provided to the Publisher will be disposed of after three months of publication date or proposed publication date without further notice

**12. Agreements, conditions, rates** Agreements, conditions, rates, rules or regulations not set forth or described herein or appearing in the Publisher's Advertising Rate Card or Mechanical Specifications will not be binding and the Publisher hereby gives notice that such are produced for the guidance of Advertisers only.

**13. Revised advertising rates** The Publisher reserves the right to revise advertising rates upon written notice at any time in respect of any publication. The Publisher also reserves the right to revise and vary the circulation quantity in respect of any publication without prior notice. Advertising rates appearing on contracts do not guarantee any fixed circulation quantity and no warranty of such is made. The Publisher is not bound by any verbal or written circulation claims.

**14. Complaints or claims** All complaints or claims regarding advertisements published must be made in writing to the Publisher within three (3) days following the date of publication and sent by registered post or recorded delivery to the registered office of the Publisher. No complaint or claim will be honored if advertising material does not conform to the Publisher's current Mechanical Specifications. Copies of the Mechanical Specifications are available from the Publisher upon request.

**15. Acceptance of conditions** The placing of an order with the Publisher for the insertion of an advertisement shall amount to full acceptance of all the above conditions. Any further conditions stipulated in the Publisher's order form or elsewhere by the Publisher shall be void in so far as they are in conflict with the above conditions.

**16. Entire agreement** This contract forms the entire agreement between the parties. Both parties agree that the publisher shall not be bound by any other communication between the parties, whether written or verbal, save and except an Advertisement Amendment Form duly signed by both parties. Quotations, sales letters and proposals by the Publisher shall in no way be binding on the Publisher. Both parties further agree that no terms or conditions applied by the advertiser to an order for advertising shall be binding on the Publisher.

**17. Amendments** The Publisher reserves the right to amend, vary, replace or cancel any of the aforementioned terms and conditions without prior notice to the Advertiser. The Publisher shall in no way be liable for any loss or damage arising as a result of changes to the terms and conditions herein.

**18. Views in articles and advertisements** Any views expressed in articles and advertisements appearing in the Publication are not endorsed by the Publisher. No responsibility is accepted by the Publisher for the accuracy of any information contained in any articles or advertisements.

**19. Payment** Payment is due within 14 working days of receipt of the invoice date. Invoice is per unit cost or as otherwise agreed. Invoices shall be dated and sent out upon publication of the magazine. Non-receipt of payment by the due date will result in cancellation of upcoming ads or editorials.

(Special Semi Display/1/8 page package) Immediate prepayment to be paid by credit card, or upon receipt of invoice. Invoices shall be dated and sent out upon contract received. Non-receipt of payment by the due date will result in void of contract.

**20. Late submissions** The Publisher reserves the right to reject late submissions and/or late responses with regards to proofing. In such an instance, where no artwork exists, the Publisher reserves the right to fill the advertisement space in question without prejudicing its right to claim full payment from the party in default for the advertisement space booked.

**21. Inappropriate material** The Publisher reserves the right to reject any advertisement which may be deemed offensive, obscene, immoral, unethical or any other grounds EL may deem inappropriate.

**22. Hold harmless** The Publisher shall not be responsible for verbal representations made by employees or anyone else that are contrary to these policies.

## EDITORIAL TERMS & CONDITIONS

**23. Editorial submission** The advertiser agrees to respond by deadlines stipulated on email reminders to submit editorial material as and when required as part of the advertiser's editorial entitlement, failing which the advertiser will forfeit such editorial entitlements.

**24. Content** Inclusion in an editorial piece as part of an advertising package does not permit the client to decide on issues of content and style. EL reserves the right to choose the editorial approach for each piece. Pieces may be written either through collaboration with the client or through independent editorial research incorporating client coverage.

- Inclusion does not equate to exclusivity: information about other clients may appear within the same piece.

- Size and length (e.g., word count, number of pages) cannot be guaranteed.

- Note: News items must be deemed newsworthy by the magazine in order to be included. Any discount offered on products or services must be significant (e.g., at least 20 percent off the normal price/rate).

**25. Schedule (placement, cancellation and rescheduling)** While clients' preferred months will be taken into account, final scheduling will be decided upon by the editorial staff in line with the overall editorial calendar and agenda.

**26. Cancellation and forfeiting without notice** Clients who forfeit editorial for a scheduled month will not be guaranteed coverage at a later date. Lack of response by a specified deadline is considered forfeiture. EL reserves the right to reject any submitted material that it deems inappropriate for any reason.

**27. Copy editing** EL reserves the right to edit, shorten or otherwise change submitted material at the magazine's discretion.

**28. Use of images** While clients are invited to supply high-resolution, high-quality images, final layout will be decided upon by the magazine, and submitted images may or may not be used. EL reserves the right to use images from other sources. EL refrains from using logos in editorial layouts.

**29. Reviewing edited articles** When deemed necessary, EL may e-mail a client with material for fact-checking. Only errors of fact will be changed. Style and content are at the magazine's discretion.

**30. Layout and design** Design is at the magazine's discretion and layouts will not be sent to clients prior to publication.

# Distribution

## Grab your copy of *Expat Living* at any one of the following retailers in Hong Kong

### Airport

Relay – Terminal 1 – Arrivals Meeters & Greeters Hall, Level 5  
Relay – Terminal 1 – Departures East Hall, Level 6  
Relay – Terminal 1 – Departures Check-in Hall, Level 7

### Aberdeen

Aberdeen Marina Club  
Mirth Home

### Admiralty

Great Food Hall – Pacific Place  
Bookazine – Pacific Place Three

### Causeway Bay

Basheer Design Books  
Commercial Press – Causeway Bay Book Centre G.O.D.  
Metrobooks – Sino Plaza  
Page One – Times Square  
Wellcome (Superstore)

### Central

Bookazine – Prince's Building  
Bookazine – Canton House  
Bookazine – ifc Mall  
Brunch Club  
Chaip Coin Company – World Wide Plaza  
Cham Kee  
G.O.D.  
HMV – Central Building  
Mandarin Oriental Hotel  
Purple Cow Magazine Café – Central Ferry Pier No.4  
Yung Kee (News Stand) – Queen's Road  
Three Sixty – Landmark Atrium

### Chung Hom Kok

Wellcome

### Clear Water Bay

Wellcome - Razorhill

### Discovery Bay

Bookazine  
Wellcome

### Happy Valley

International by PARKnSHOP – Fine Mansion  
International by PARKnSHOP – Chun Fai Centre  
Manning – Dairy Farm Centre

### Hung Hom

PARKnSHOP – Metropolis Mall

### Jordan

Commercial Press – Jordan Book Plaza

### Kennedy Town

Wellcome (Superstore) – The Westwood

### Kowloon

HMV – Telford Plaza I  
Metro Bookstore – Elements Mall  
Page One – Festival Walk  
Taste – Festival Walk  
Three Sixty – The Elements  
Tung Son Magazines Co Nathan Road

### Kwai Chung

Nobletime Limited – Luen Tai Industrial Building  
Taste – Metro Plaza

### Mid Levels

Hits Media Centre  
PARKnSHOP – Caine Road  
PARKnSHOP – Seymour Road  
Wellcome – Seymour Terrace  
Video Max – Robinson Road

### Mong Kok

Metrobooks – Argyle Street

### North Point

Market Place

### Pok Fu Lam

International by PARKnSHOP – Cyberport  
International by PARKnSHOP – Baguio Villa

### Queensway

Jumbo Grade – Three Pacific Place

### Repulse Bay

Market Place – Repulse Bay Arcade

### Sai Kung

Fusion by PARKnSHOP – Silverstrand Mart  
Kidnapped Book Store  
Wellcome (Superstore) – Sai Kung Garden

### Sha Tin

Commercial Press – Sha Tin Book Plaza  
PARKnSHOP – Horizon Suite Hotel  
Market Place – The Palazzo

### Shouson Hill

PARKnSHOP

### Stanley

Beachside Bookshop  
Taste – Stanley Plaza  
Wellcome

### Tai Koo Shing

Jumbo Grade – City Plaza II

### Tai Po

International by PARKnSHOP

### Tai Tam

Fusion by PARKnSHOP – Hong Kong Parkview  
Wellcome – Red Hill Plaza

### The Peak

International by PARKnSHOP – The Peak Galleria  
Wellcome – May Road  
Wellcome – Watford Road

### Tin Hau Temple

International by PARKnSHOP

### Tsim Sha Tsui

Commercial Press – Miramar Shopping Centre  
G.O.D. – Canton Road  
HMV – Elements  
HMV – iSquare  
Page One – Harbour City/TST  
Swindon Books – Lock Road  
Market Place – iSQUARE  
Market Place – K11

### Tuen Mun

Market Place – Gold Coast Piazza

### Tung Chung

Dymocks – Citygate  
International by PARKnSHOP – Caribbean Bazaar  
Taste – Citygate

### Wan Chai

Bookazine – Shui On Centre  
Color Living – Lockhart Road  
Taste – Hopewell Centre  
Variety Shop – Sun Hung Kai Centre

### Wong Nai Chung Gap

Escapade Sports – Leisure Hong Kong Cricket Club

### Wong Tai Sin

Jumbo Grade – Wong Tai Sin Shopping Centre

If you'd like to stock *Expat Living* at your retail outlet, email us at [circulation@expatliving.hk](mailto:circulation@expatliving.hk).

# Recommendations

## What do our readers say about *Expat Living*?

*Expat Living* has established a strong reputation in Singapore from 2002 and in Hong Kong from 2010, as the market leader for magazines of its kind. Our testimonials reflect this. We are confident that our publication will not only reach your target market, but prove incredibly attractive to that market, increasing your business accordingly. *Expat Living* offers the perfect opportunity to reach affluent decision makers. Can you really afford not to advertise with us?



“I just finished reading my copy of August/September and it gets better and better. Love the home articles, but your personalisation is what makes them so readable. Also love the where to go, where to eat, what’s on.... *Expat Living* has become my HK bible.”  
- Julie Lane

“The magazine looks fantastic and has really established itself as a brand in the marketplace. Terrific job with distribution as I see it everywhere”.  
- Tara Bennett

“Having being in Asia for the last three years, I find *Expat Living* a magazine that has a wide audience, often being read and referred to by locals, in addition to specifically expat groups.”  
- Penelope Orphanoudaki

“Big congratulations to everyone involved with its production – it looks sensational! I literally could not put it down after I opened it. I showed *Expat Living* to friends and several have stated that they would like to subscribe. I also talked a couple of husbands into subscribing for their wives as a surprise gift!”  
- Suzanne

“I am an interior designer from the US, just recently relocated to HK, and your magazine has a wealth of information.”  
- Annie Fifer

“What a fantastic magazine! You can tell that a lot of effort has been put into the quality of the content. The fact that my husband commented on the travel articles really amazed me, as he’s not a big reader. I look forward to the next issue!”  
- Natasha Butterworth

“I recently relocated to Hong Kong after eight and a half years in Singapore and have been missing the ease of Singapore life, so I was excited to find *Expat Living* on display at TREE. It has helped me to settle in and find out where to go to buy the items I need or get them made.”  
- Catherine Williams

“A wonderful, interesting and information-filled publication. Many thanks!”  
- Kim Morrison

“Love your glossy magazine! I have already shared it with four people who all want to subscribe.”  
- Alison Davis



## Contact Us

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