



# 地產展望 特刊

## 2023 Real Estate Outlook

**Publication Date: January 25, 2023 (Wednesday) 年初四**

**Format: Self-Standing, Full Color, Tabloid Size**

**Post on website & WeChat**

This supplement is an incredible handbook, which provides all information to the potential homebuyers and highlighted with "New projects of 2023." It would be an effective channel for home builders / developers / realtors to reach their potential buyers in the unique and affluent Chinese market.

Buying a new home is a big decision and an important investment. Our "2023 Real Estate Outlook" editorial will share the housing market outlook and the real estate experts' professional opinion with our readers. Don't miss this opportunity to promote your products and services.

▼ 2022 COVER



### Advertising Rates:

| Artpaper (4C): | Back Cover | Inside Front Cover | Inside Back Cover |
|----------------|------------|--------------------|-------------------|
| Full Page      | \$1,980    | \$1,750            | \$1,500           |
| Newsprint      | Full Page  | Half Page          |                   |
| 4C             | \$900      | \$490              |                   |
| B/W + Red      | \$780      | \$430              |                   |
| BW             | \$630      | \$330              |                   |

Fixed Position Premium: 25%



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|                           | Artpaper  | ROP    |
|---------------------------|---|--------|
| <b>Booking Deadline:</b>  | Jan 09  | Jan 11 |
| <b>Material Deadline:</b> | Jan 13  | Jan 13 |
| <b>E-File Deadline:</b>   | Jan 17  | Jan 17 |
| <b>Specifications:</b>    | 300 line screen (artpaper)<br>200 line screen (newsprint) |        |

| Ad Sizes            |                   | Height | Width |
|---------------------|-------------------|--------|-------|
| Artpaper-Full Page  | Bleed             | 317mm  | 253mm |
|                     | Safety Print area | 291mm  | 227mm |
| Newsprint-Full Page | Non-Bleed         | 285mm  | 221mm |
|                     | Bleed             | 311mm  | 247mm |
|                     | Safety Print area | 291mm  | 227mm |
| Half Page (V)       | Non-Bleed         | 285mm  | 109mm |
| Half Page (H)       | Non-Bleed         | 141mm  | 221mm |