

Advertising Rate Card (January 1, 2018)

Healthy Living Magazine 健康生活

Western Edition, Canada

www.MingPaoCanada.com/Van/



Healthy Living Magazine

Healthy Living Supplement will bring you the latest in medical health, healthy diet, fitness and exercise, and of course the latest trends in beauty and cosmetics. This is the chance for your products and services to shine. Contact us today to see how you can promote your health & beauty products and services to Ming Pao's affluent readers!

Full Color – Inside

Position	Full Page	Half Page
Inside ROP	\$ 399	\$ 220

Frequency Discounts	% OFF
8 - 11 times	20 %
12 - 15 times	25 %
16 -52 times	35 %

Material Sizes	Height	Width
Full Page	285mm (11.2")	221mm (8.7")
Half Page (H)	141mm (5.5")	221mm (8.7")
Half Page (V)	285mm (11.2")	109mm (4.3")

★ Specified Page + 20%

Format : Full Color tabloid size
Publication frequency Every Wednesday
Free distribution with Ming Pao Daily News

Booking : 10 working days prior to publish.
 Artwork Production Service : 6 working days (Tuesday by 12pm) prior to publish.
 E-file submission : 4 working days (Thursday by 2pm) prior to publish.

- Conditions & Additional charge :
1. 15% additional charge and extra production charges for advertorial ads. The copy must be submitted in advance for approval.
 2. Ads of smaller size may be pre-empted by ads of larger size.
 3. Confirmation of all bookings will be subjected to availability.
 4. All ads insertions are subjected to "Terms and Conditions" . (attached)