



HONGKONG AIRLINES
香港航空

+852

MEDIA KIT 2020



Our magazine

+852 is the new, completely reimagined title for Hong Kong Airlines. Named after Hong Kong's international calling code, the airline's energetic and dynamic home city is the magazine's beating heart.

Drawing from the city's strong design and arts tradition, +852 has a bold, graphic design that makes it unique among inflight titles.

Check In

What everyone's talking about in Hong Kong this month | 發現香港本月的焦點所在

8

HOT TICKETS
Giving you the lowdown on the most buzzworthy happenings in the city

八方薈萃
本月探索香港的情報新訊

5

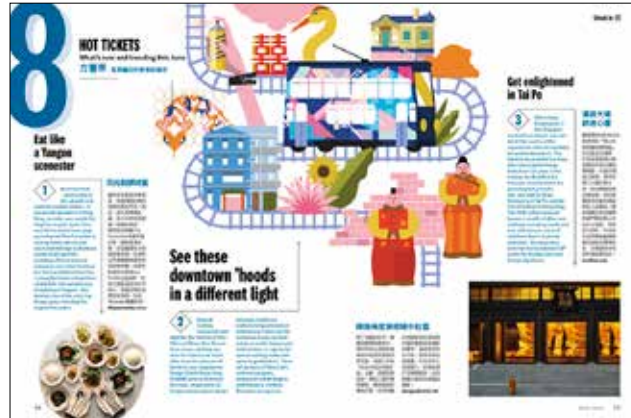
NEIGHBOURHOOD STOPS
What to do and see when you're out exploring Kowloon

五大推介好地方
觀禮區的心靈趣味處

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POINTS OF VIEW
Our experts discuss the future of Cantonese opera

二人講座
本地劇界專家探討熱門話劇的發展前景



A section dedicated to Hong Kong

The magazine begins in the airline's hub with "Check In", a section that's devoted to everything Hong Kong, providing a vibrant, dynamic and topical insider's guide for visitors navigating the city that month.

From highlighting the latest happenings in the world of culture, food & drink, tech and more; to essential stops to make in the city's most happening neighbourhoods; ending with a thoughtful meditation on a hot topic in Hong Kong, this section is the definitive print voice on the latest happenings and adventures across the territory.



Features

Our features celebrate the world-spanning scope of the route network, with inspiring destination-based stories.

+852's feature well kicks off with the signature cover story – always a travel challenge. Each month, we'll send a writer to a different destination with a task for them to complete.

Through the course of the story, the writer will embark on a voyage of discovery, exploring, meeting people and unearthing fundamental truths about the destination.

Readers can look forward to in-depth travel writing that's exciting, active and has a real sense of adventure.

Out of Office

Big ideas that go beyond the boardroom | 精明理念足以燃亮辦公室以外的世界



A by-the-numbers look at the smart wearables market
可穿戴裝置市場 市場數字一覽

- 22 BILLION** USD in sales
How much the market will be worth by 2022
預計2022年的市場價值
- 27 MILLION** Number of "wearable" smart connected health devices expected to be sold by 2022
預計2022年將售出的智能穿戴健康裝置數量 (包括個人定位裝置、智慧手錶)
- 85 MILLION** Number of smartwatches expected to be sold in 2020
預計2020年內售出的智慧手錶數量

With a flick of the wrist
揮腕支付新習慣

Find out how this Hong Kong tech company is trying to make whizzing out your wallet a thing of the past.

香港一家科技公司在努力讓揮腕支付成為未來。了解如何實現這一目標。

Changes are that you already make some payments with a tap of your phone. But if Tappy Technologies has its way, you could be scanning your traditional watch instead. In March, the Hong Kong-based tech company debuted its portable card provisioning solution – the Universal Passive Provisioning Unit – at the Money20/20 Asia convention in Singapore.

大眾目前已可透過手機、在購物之際完成電子支付。如果Tappy Technologies 有它的方式，你或許可以掃描你的傳統手錶。這項技術將於今年三月在星洲舉行的Money20/20 Asia上，展示了揮腕支付新習慣。這項技術將使揮腕支付成為一種無痛、無須帶錢包、且可隨時隨地進行的支付。這項技術將使揮腕支付成為一種無痛、無須帶錢包、且可隨時隨地進行的支付。

This unit allows the user to input their credit card information into their Tappy-enabled traditional timepiece to make hassle-free payments in seconds. After downloading the Tappy app and saving your credit card details, you pair it with your watch via a Bluetooth chip. And just like that, your watch is enabled to make payments.

此裝置允許用戶將其信用卡信息輸入其Tappy-enabled傳統手錶，以在幾秒鐘內完成無痛支付。下載「揮腕支付」應用程序後，您將您的信用卡信息輸入您的Tappy-enabled傳統手錶。然後，您通過藍牙芯片將其與您的手錶配對。只需輕觸您的手錶，即可進行支付。這將使揮腕支付成為一種無痛、無須帶錢包、且可隨時隨地進行的支付。

To prevent fraudulent purchases, the watch straps come with a biometric sensor – you have to tap your finger on it before making payments.

為了防止詐騙購買，手錶錶帶配備了生物識別傳感器——在進行支付前，您必須將手指放在傳感器上。

With this, Tappy hopes to merge the US\$20 billion watch industry with its technology and take wearable payments mainstream, appealing to the crowd that prefers the look and prestige factor of a traditional timepiece over smartwatches.

憑藉此項技術，Tappy希望將其200億美元的手錶行業與其技術相結合，將可穿戴支付推向主流，吸引那些更喜歡傳統手錶的外觀和名譽感，而不是智能手錶的消費者。

Patrick Brown



Patrick Brown is the CEO of the world's largest plant-based food company, Beyond Meat. He is also the author of the book "The Future of Food" and the founder of the plant-based food movement.

"We have approximately zero interest in vegan and vegetarian customers."

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金光閃閃

Going for gold



Discover the latest in luxury grooming products, from smart watches to high-end shaving tools.

探索最新的豪華理髮產品，從智慧手錶到高級剃鬚工具。

Out of Office

Out of Office is a global guide to business – and business travel – that reflects Hong Kong's status as Asia's world city and the high percentage of Hong Kong Airlines' passengers flying for business.

In this section, business travellers can meet the people behind exciting ventures, trends and developments: the young disruptors, the movers and shakers who are changing the world with brave new entrepreneurial ideas. The section also provides a crucial briefing that will leave readers better informed once they've disembarked from their flight.

Also highlighted here are luxury trends and advances in technology through beautifully-crafted product spreads.



Our readers

Hong Kong Airlines Passengers

60%

ARE AFFLUENT
CHINESE
PASSENGERS

63%

ARE PROFESSIONALS,
MANAGERS AND
COMPANY
EXECUTIVES

67%

ARE HOME
OWNERS

47%

ARE BUSINESS
TRAVELLERS

50%

ARE AGED 36
OR ABOVE

52%

FLY AT LEAST
5 TIMES A YEAR



Key facts

Frequency Bi-monthly

Language English & Traditional Chinese

Readership Approximately 1,640,000 per issue

Distribution On board all Hong Kong Airlines' flights, Club Bauhinia & Club Autus, online on hongkongairlines.com



About Hong Kong Airlines

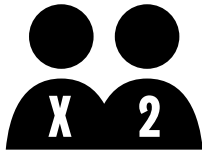
Established in 2006, Hong Kong Airlines is a full-service airline firmly rooted in Hong Kong. We are committed to offering an exceptional customer experience that delivers our brand promise of being “Truly Hong Kong”, showcasing our “Passion for Service” and to “Deliver More” by going above and beyond at every step of your journey. We currently fly to nearly 30 destinations across the Asia Pacific and North America, as well as maintain 91 interline and 19 codeshare agreements with multiple airline partners and ferry service providers.

Latest happenings at Hong Kong Airlines

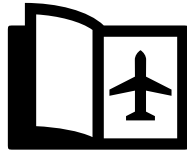
- Hong Kong Airlines has been awarded the internationally acclaimed four-star rating from Skytrax since 2011.



Passenger numbers are **growing 3-5%** every year



Passenger numbers will **double in the next 20 years**



97% of passengers have read inflight magazines in the last 12 months



Travel media has the **most affluent readership** in the world



Inflight media is always **inspiring and positive**



Travel media **reaches real people** without being a digital distraction



Ink is the largest travel media company in the world with **award-winning content**



Travellers are **50% more engaged** reading inflight than when on the ground

Why travel media?

As more people travel, our media grows stronger and stronger every day. Travel media is unique in today's advertising environment, not only because of the increasing consumer numbers, but because we have a deep understanding and knowledge of who is travelling, as well as where and when. Furthermore, travel media is always positive, aspirational and inspiring.



Sources: Global Passenger Survey / GfK / TGI / Higher Level 2016 / SITA

Stars of the show 星級名菜

Spicy braised beef with chili sauce

Spicy braised beef with chili sauce
This spicy beef is braised with chili sauce and served with a spicy chili sauce. It is a popular dish in the region and is often served at family gatherings.

Spicy braised beef with chili sauce
This spicy beef is braised with chili sauce and served with a spicy chili sauce. It is a popular dish in the region and is often served at family gatherings.

Green papaya salad

Green papaya salad
This is a traditional Thai dish made with green papaya, tomatoes, and chili. It is often served as a side dish or a light meal.

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This is a traditional Thai dish made with green papaya, tomatoes, and chili. It is often served as a side dish or a light meal.

Stir-fried rice noodles

Stir-fried rice noodles
This is a popular Thai dish made with rice noodles, beef, and vegetables. It is often served as a main course.

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This is a popular Thai dish made with rice noodles, beef, and vegetables. It is often served as a main course.

Stir-fried rice noodles with beef

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Green curry

Green curry
This is a traditional Thai dish made with green curry paste, chicken, and vegetables. It is often served as a main course.

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This is a traditional Thai dish made with green curry paste, chicken, and vegetables. It is often served as a main course.

Curry noodles

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This is a popular Thai dish made with rice noodles, curry paste, and vegetables. It is often served as a main course.

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This is a popular Thai dish made with rice noodles, curry paste, and vegetables. It is often served as a main course.

Hot noodles with beef curry

Hot noodles with beef curry
This is a popular Thai dish made with rice noodles, beef, and curry paste. It is often served as a main course.

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Creative solutions

Ads & advertorials

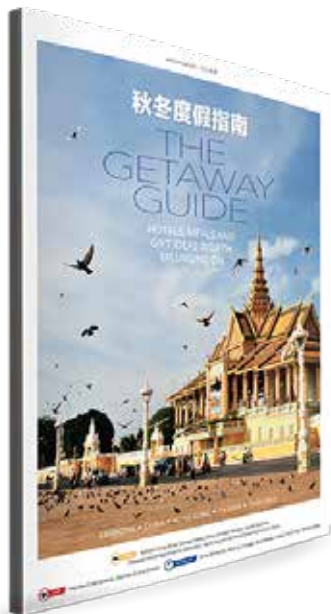
We can design and redesign ads to ensure consistent brand recognition, as well as execute editorial-style stories promoting specific services, venues and destinations to our discerning readers.

Supplements, special sections and gatefolds

We can execute sponsored supplements, inserted into the magazine, or special features sponsored by an advertiser, with specific themes such as golf resorts, shopping promotions, food & drink and others.

Postcard inserts

Printed on high-quality paper stock with a smaller trim than the rest of the pages, postcard inserts are a great way to ensure that readers flipping through the magazine will discover your ad or promotion right away.



ASEAN ADVENTURE GUIDE

WHAT'S INSIDE?

This stylish foldable map offers an exciting overview of the many adventure tourism opportunities in the ASEAN region. Divided into categories such as "On the Water", "On the Road" and "In the Mountains" the illustrated and annotated map will show the best places for rock climbing (eg. Laos and Chiang Mai), surfing (eg. Lombok), mountain-climbing (eg. Philippines), long-distance bike riding (eg. Vietnam) and lots more. The spread of activities will be suited for everyone, from families with children to solo travellers. Plus useful info on appropriate apparel and equipment.

WHY IT'S EXCITING

- There's a lot of buzz around the SOA in the region of ASEAN, and lots of entries are spending
- Arrivals for Cambodia are up 23% in first half of 2017
- Arrivals to Vietnam have increased 30% in the first half of 2017
- The guide targets specific groups such as families, retirees and solo travellers.
- With 104 million international arrivals across the region in 2015 - many of them from China - ASEAN countries are increasingly focusing on marketing the region as one destination rather than 10 separate destinations.

WHO IT'S FOR

- Travel insurance companies
- ASEAN PR & Marketing
- National tourism boards
- Adventure outfitters
- Equipment retailers
- Sponsors of viatavianSO.com
- Sponsors of gasteam.com

Ink we are travel media

Advertising rates

Publishing rates	1 INS USD	
Double Spread	\$38,016	per insertion
Premium Full Page	\$24,124	per insertion
Full Page	\$21,120	per insertion
1/2 Page	\$13,704	per insertion
Outside Back Cover	\$33,344	per insertion
Inside Front Cover	\$29,232	per insertion
Inside Front Cover Spread	\$44,240	per insertion
Inside Back Cover	\$30,176	per insertion



3 ISSUES	6% Discount
6 ISSUES	12% Discount
12 ISSUES	24% Discount
* BOUND-IN INSERT AND SUPPLEMENT	Pricing available on request



Loading fee
Contents 25%
Front half 15%
Specified position 15%
Advertorial 15%

Publication date

Issue	Booking Deadline	Copy/Artwork Deadline	Onboard Date
January/February 2020	1st Dec 19	10th Dec 20	1st Jan 20
March/April 2020	1st Feb 20	8th Feb 20	1st Mar 20
May/June 2020	2nd Apr 20	8th Apr 20	1st May 20
July/August 2020	1st Jun 20	10th Jun 20	1st Jul 20
September/October 2020	1st Aug 20	8th Aug 20	1st Sep 20
November/December 2020	1st Oct 20	8th Oct 20	1st Nov 20

Specifications

Half Page (Horizontal or Landscape)
110 mm (H) X
178 mm (W)

Double Page Spread
Trim: 260 mm (H) x 396 mm (W)
Bleed: 266 mm (H) x 402 mm (W)
Type Area: 240 mm (H) x 376 mm (W)

Full Page
Trim: 260mm(H) x 198mm(W)
Bleed: 266 mm (H) x 204 mm (W)
Text: 240 mm (H) x 178 mm (W)

File requirements

- Digital file formats – adverts to be supplied on CD or by email.
- InDesign CS 4 is the preferred format, supplied with any images used and must be CMYK, high resolution at 300dpi and have all fonts included.
- High resolution PDF files will also be accepted.
- Files must be supplied as single pages.
- Pages must include bleed when required.
- Crop marks must be outside the bleed area. A 3mm off-set is recommended.
- Trapping – the creator should apply any trapping requirements if necessary but must be aware of the various application software limitations. The printer will not apply trapping.
- MAC/PC TIFF, JPG and EPS files will be accepted. All images supplied must be CMYK, high resolution at 300dpi.
- All fonts, images and logos must be embedded.
- Files should not contain any TrueType or MultipleMaster fonts, original JPEG images, or copydot scan elements.

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