+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.

Our magazine

The amazing Taipei tea test

Explore the city’s rich history and culture with our detailed guide to Taipei's top attractions.
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

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

+ we are travel media
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.
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
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.
### Advertising rates

<table>
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<th>Publishing rates</th>
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<tr>
<td>Double Spread</td>
<td>$38,016 per insertion</td>
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<tr>
<td>Premium Full Page</td>
<td>$24,124 per insertion</td>
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<tr>
<td>Full Page</td>
<td>$21,120 per insertion</td>
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<tr>
<td>1/2 Page</td>
<td>$13,704 per insertion</td>
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<tr>
<td>Outside Back Cover</td>
<td>$33,344 per insertion</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$29,232 per insertion</td>
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<tr>
<td>Inside Front Cover Spread</td>
<td>$44,240 per insertion</td>
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<tr>
<td>Inside Back Cover</td>
<td>$30,176 per insertion</td>
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### Specifications

#### 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)
- **6% Discount** for 3 issues
- **12% Discount** for 6 issues
- **24% Discount** for 12 issues
- **Pricing available on request**

#### Full Page
- **Trim:** 260mm(H) x 198mm(W)
- **Bleed:** 266 mm (H) x 204 mm (W)
- **Text:** 240 mm (H) x 178 mm (W)
- **6% Discount** for 3 issues
- **12% Discount** for 6 issues
- **24% Discount** for 12 issues

### 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.

### Publication date

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