

謝邱安儀 為業界領航
Leading Retail to a
New Level

Mrs. Annie Yau Tse
HKRMA Chairman



《零售商》季刊廣告服務 "RETAILERS" Advertising

SINCE 1983



每期發行量
Copies per issue

PUBLISH 2,000 COPIES PER ISSUE
每期發行2,000本



內容
Magazine Content

零售業最新活動和發展
UPDATED NEWS RELATED TO RETAIL INDUSTRY



電子版本
E-version

設有電子版本
AVAILABLE ON HKRMA'S WEBSITE IN ELECTRONIC VERSION



讀者群
Readership

讀者涵蓋超過20種零售業務
AN EXTENSIVE COVERAGE OF OVER 20 RETAIL CATEGORIES

50%

主管/經理/副經理
Head/ Manager/
Assistant Manager

20%

總經理/副總裁
General Manager/
Vice President

18%

行政總裁/主席/董事/東主
CEO/Chairman/
Director/Owner

12%

行政人員/主任/其他
Executive/ Officer/
Others



廣告優惠
Advertisement Discount

連續二季 **5%**
2 Consecutive Issues
九五折 + 送1期電子通訊按鈕廣告
5% off + Free Online Button Adv
of 1 Issue of e-Newsletter

連續三季 **10%**
3 Consecutive Issues
九折 + 送2期電子通訊按鈕廣告
10% off + Free Online Button Adv of 2
Issues of e-Newsletter

連續四季 **15%**
4 Consecutive Issues
八五折 + 送3期電子通訊按鈕廣告
15% off + Free Online Button Adv
of 3 Issues of e-Newsletter

「零售商」季刊廣告稿件格式

RETAILERS' ADVERTISEMENT ARTWORK SPECIFICATIONS

- 公司需自行負責稿件設計及製作，並將電子稿檔案儲存於 CD 光碟在指定日期前送至本協會。
- 四邊另加 6mm 出血位。
- 電子稿檔案請以高解像度 Adobe Illustrator 10 / Adobe Indesign CS2 / Illustrator CS / Illustrator CS2 / Freehand MX 版本製作。
- 電子稿檔案最少解像度為 300 dpi 原大尺寸，色彩模式為 CMYK，以 1:1 比例。
- 所有圖像格式為 TIF, EPS 或 JPG (最少解像度為 300 dpi 原大尺寸)，色彩模式為 CMYK，以 1:1 比例。
- 電子稿檔案中的文字要轉為線條模式。
- Please submit digital data artwork files in CD format. Separated films are NOT accepted.
- Please add 6mm on all sides for bleeding.
- Format - High resolution Adobe Illustrator 10 / Adobe Indesign CS2 / Illustrator CS / Illustrator CS2 / Freehand MX.
- Digital data artwork files should be supplied in the correct size (1:1 scale) in CMYK mode, with all elements set to 300 dpi.
- All image files to be supplied should be TIF, EPS or JPG with minimum resolution 300 dpi in CMYK mode. The scale should be 1:1.
- Fonts - all fonts in the file must either be available or be converted to paths or outlines.

立即預訂
BOOK NOW



查詢 enquiry 2866 8311 event@hkrma.org

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位置 Position	實際尺寸 Trimmed Size (mm)	版位價錢 HK\$ per insert	
		會員 Member	非會員 Non-member
		封面內頁 Inside Front Cover	210mm (W) x 286mm (H)
封底外頁 Outside Back Cover	210mm (W) x 286mm (H)	11,000	14,300
封底內頁 Inside Back Cover	210mm (W) x 286mm (H)	9,250	12,000
封面內頁下頁 Next to Inside Front	210mm (W) x 286mm (H)	9,250	12,000
封面內頁跨版 Inside Front Cover + Next to Inside Front	420mm (W) x 286mm (H)	14,000	18,100
中央雙頁 Centre Spread	420mm (W) x 286mm (H)	12,100	15,700
雙頁 Spread	420mm (W) x 286mm (H)	9,900	12,800
全版 Full Page HOT ITEM!	210mm (W) x 286mm (H)	5,500	7,150
客戶供稿(全版專題)* Full Page Advertorial*	210mm (W) x 286mm (H)	4,000	5,000
半版 1/2 (橫) Page (Horizontal)	190mm (W) x 124mm (H)	3,850	5,000
	< 210mm (W) x 286mm (H)	3.00/pc (<30g)	3.50/pc (<30g)



特別版位 Prime Positions



內頁廣告 ROP



插頁 Loose Inserts

*全版專題廣告內容必須為零售行業相關的廣告，由客戶提供文字內容，協會負責廣告版面之設計。

Full page advertorial should provide retail related information. Text is to be provided by advertiser while HKRMA will be responsible for the layout design.

	春季 Spring	夏季 Summer	秋季 Fall	冬季 Winter
預訂截止日期 Booking Deadline	18 March	24 June	20 September	23 December
提交稿件截止日期 Artwork submission	24 March	30 June	30 September	30 December

*協會將另行通知確實截止日期。Subject to final notice from the Association.

付款Payment:

- 請在支票背面寫上公司及預訂事項，寄回協會(支票抬頭：香港零售管理協會有限公司)。
- 郵寄地址：香港銅鑼灣禮頓道 33-35 號第一商業大廈 7 樓。
- Please send your cheque made payable to the "Hong Kong Retail Management Association". Please write down your company name and booking items on the back of the cheque.
- Mailing address: 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong



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