

“The 21st Century Director” The Magazine for Business Leaders

To reach a great number of high-caliber readers through this publication

企業領袖必讀刊物 【廿一世紀董事】

透過此刊物直達到高端消費讀者群

Dedicated to the reading interests of company directors and senior management, the magazine features:-

- Articles on business related topics, addressing issues that are of impact on company direction, such as updates on director practices; and
- Insights from directors on leading their companies to success.

本雜誌的主要讀者為公司董事及高層管理人員，內容涵蓋：-

- 商業論題，闡釋影響董事帶領公司的事宜，如有關董事常規的最新資訊；以及
- 董事引領公司邁向成功過程的經驗分享等。

One price for
AD on Annual Album printed copy and e-publication + 4 times of full-page ROP AD on e-circulars

一個價錢可享
全年紀念刊之印刷版及電子版廣告 + 四次電子通訊全版內頁廣告

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貴公司的訊息全年傳閱發行量可達 **32,500**

The magazine is circulated among 【廿一世紀董事】發行到:-

- The entire membership of HKIoD 本會會員
- Listed companies on the Main Board and GEM Board 主板及創業板的上市公司
- Selected private companies 部分私人公司
- Business associations and professional bodies 各大商會及專業團體
- Government officials 政府官員
- Regulators 規管機構
- Kindred organisations 友好組織
- Business centres 商務中心
- Libraries 圖書館





ADVERTISING RATE CARD & ORDER FORM 廣告價目及訂購表格 (2017)

One price for 32,500 in circulation per year:

一個價錢，即可讓訊息每年傳閱於 **32,500** 發行人：

AD on Annual Album published at year-end

Circulation: 2,500 printed copies + 6,000 online copies

全年紀念刊，年終出版

發行人：**2,500** 印刷版本 + **6,000** 網上傳閱

(Please check those apply 請以✓選擇)

Booking Size 廣告規格	Members' Rate 會員優惠價格	Standard Rate 標準價格	AD Dimensions • 廣告尺寸: Trim 210 (w) x 285 mm (h) • Bleed 220 (w) x 295 mm (h) • Type Area 190 (w) x 265 mm (h) Material requirement • 檔案要求: Electronic files of any of the following format: Acrobat, Illustrator, Freehand, In Design, high resolution PDF files with digital print. 電子檔案形式可為 Acrobat、Illustrator、Freehand、In Design，高解像度 PDF 檔。
Full Page 全版	<input type="checkbox"/> HK\$32,700	<input type="checkbox"/> HK\$46,100	
Facing Content 面向目錄	<input type="checkbox"/> HK\$33,450	<input type="checkbox"/> HK\$49,150	
Facing Articles 面向主文	<input type="checkbox"/> HK\$36,050	<input type="checkbox"/> HK\$55,350	
Inside Front 封面內頁	<input type="checkbox"/> HK\$36,050	<input type="checkbox"/> HK\$55,350	
Inside Back 封底內頁	<input type="checkbox"/> HK\$36,050	<input type="checkbox"/> HK\$55,350	
Back Cover 封底	<input type="checkbox"/> HK\$51,700	<input type="checkbox"/> HK\$86,250	
Double Page Spread 雙全版	<input type="checkbox"/> HK\$62,900	<input type="checkbox"/> HK\$91,900	

AND 及

FOUR e-circular AD

Circulation: **6,000** per placement, **24,000** per year

四次電子通訊廣告

發行人：每次 **6,000**，全年共 **24,000**

Months for e-circular AD placements

投放電子通訊廣告之月份

(FOUR times in total; max. two times per month.)

Please check those applicable.

總共四次，每月最多兩次。請以✓選擇月份)

About 20 times of e-circular will be published annually, with an average of two pieces per month. Each issue will cover one or multiple columns below. Full-page ROP AD is available for placement.

電子通訊全年出版約 20 次，平均每兩月兩次，每期連載下列一個或多個欄目。每期電子通訊可投放全版廣告，位置視乎排稿情況。

- ✓ Theme story 主題故事
- ✓ Interview of distinguished directors 卓越董事訪問
- ✓ Interview of HKIoD members 本會會員訪問
- ✓ Invited article 專題邀稿
- ✓ Members' contributed article 會員投稿
- ✓ Members' milestones and HKIoD events 會員里程碑及本會活動匯報

AD positions of each e-circular are limited and on a first-come-first-served basis.

每期電子版廣告頁數有限，先到先得。

- Jan 一月 x ____ times 次
- Feb 二月 x ____ times 次
- Mar 三月 x ____ times 次
- Apr 四月 x ____ times 次
- May 五月 x ____ times 次
- Jun 六月 x ____ times 次
- Jul 七月 x ____ times 次
- Aug 八月 x ____ times 次
- Sep 九月 x ____ times 次
- Oct 十月 x ____ times 次
- Nov 十一月 x ____ times 次

No e-circular AD in Dec.

十二月不設電子通訊廣告。

PAYMENT & DELIVERY • 付款及寄遞

Please deliver the completed order form along with a cheque to **HKIoD, 2104 Shanghai Industrial Investment Building, 48 Hennessy Road, Wan Chai, Hong Kong** 請把填妥的訂購表格及支票送到：**香港灣仔軒尼詩道 48 號 上海實業大廈 21 樓 2104 香港董事學會**

Cheque payable to 支票抬頭：“The Hong Kong Institute of Directors Limited”

CONTACT INFORMATION OF ADVERTISER 訂購者/公司資料

Company 公司: _____

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Cheque No. 支票號碼: _____ Amount 面額: HK\$ _____ Bank 銀行: _____

Date 日期: _____ Signature & Company Chop 簽署及公司蓋章: _____

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 Check here if you do not wish to receive information from HKIoD / 如不欲接受學會資訊請加剔號。