

HONG KONG

MEDICAL JOURNAL

香港醫學雜誌

2025 Advertising Rate Card

The *Hong Kong Medical Journal (HKMJ)* is the most widely distributed medical journal in Hong Kong, reaching over **14,000** doctors and more than **75,000** other healthcare professionals in Hong Kong.

The **HKMJ** publishes high-quality peer-reviewed articles that promote medical excellence for the health of people in Hong Kong and internationally. As the official journal of the Hong Kong Academy of Medicine and the Hong Kong Medical Association, the **HKMJ** is available to all members.

The **HKMJ** is also freely available online, for hospitals, medical societies, universities, allied health professionals, and other Hong Kong and international readers.

(852) 2871 8809

www.hkmj.org

hkmj@hkam.org.hk

Print Advertising

Total subscribers : 7,000[†]
Print circulation : 1,700[†]

† Correct as at Nov 2024

Print advertising rates (HK\$)

Position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Outside back cover*	43,850	78,920	118,380	140,310	175,390	210,460
Inside front cover*	38,820	69,890	104,820	124,250	155,300	186,360
Inside back cover*	35,900	64,620	96,950	114,900	143,610	172,330
Full-page ROP - Colour*	29,790	53,600	80,410	95,300	119,120	142,930
Full-page ROP - B/W*	21,880	39,400	59,100	70,040	87,540	105,050
Half-page ROP - Colour	19,090	34,360	51,540	61,090	76,360	91,630
Half page ROP - B/W	13,820	24,870	37,290	44,210	55,260	66,320

* Includes complementary 2-month advert on our website (lower banner)
See the [Online Advertising](#) section for details.

Other advertising options

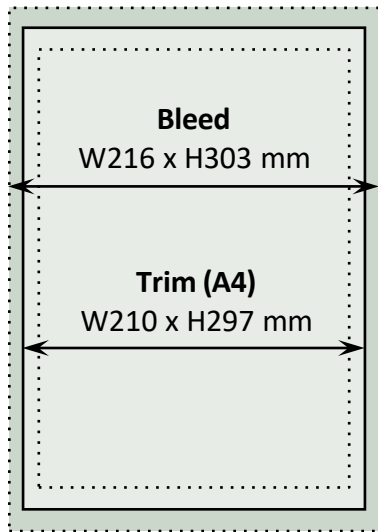
Other advertising options are available on request, such as loose insert, envelope labels and overprinting.

For more information, please contact us at hkmj@hkam.org.hk.

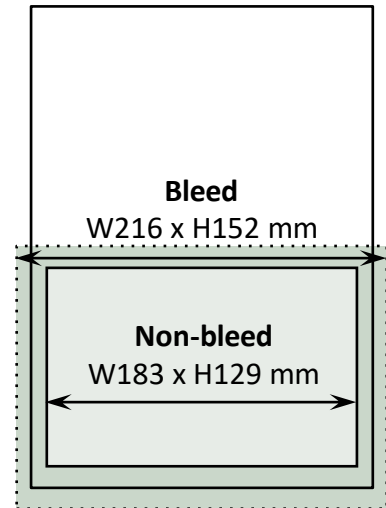
Print Advertising Specifications

A sample copy of the journal showing ad placements can be downloaded from our website at <https://www.hkmj.org/advertisements>.

Full page size



Half page size



Material specifications

- Filetype: .ai or .pdf
- Use CMYK for 4-colour scans (NOT RGB or Pantone)
- 120-line screen
- All fonts and images must be embedded with the file
- Include registration marks

Deadlines

Volume 31	Booking deadline	Material deadline
Feb, No. 1	6 Jan 2025	20 Jan 2025
Apr, No. 2	13 Mar 2025	27 Mar 2025
Jun, No. 3	15 May 2025	29 May 2025
Aug, No. 4	16 Jul 2025	30 Jul 2025
Oct, No. 5	11 Sep 2025	25 Sep 2025
Dec, No. 6	13 Nov 2025	27 Nov 2025

Online Advertising

Website visitors / month : **44,000***
 Page views / month : **55,000***

* average up to Nov 2024

Online advertising rates (HK\$)

Position	2 months	4 months	6 months	8 months	10 months	12 months
Slider	21,240	38,240	57,350	67,980	84,960	101,950
Rectangle	18,380	33,070	49,590	58,780	73,470	88,170
Upper banner †	15,510	27,920	41,870	49,630	62,040	74,450

Specification

- Filetype: .jpg or .gif, <72 dpi
 - Animated GIF of up to 3 images is acceptable (total 5 seconds)
 - One product / service per placement
 - Product / service / company name must be clearly visible on all images
 - Single target URL for advertised product / service
 - Minimum order: 1 month
- † Cycling up to 3 advertisements in rotation



Deadline

Booking and Material

At least **7 working days** before start date.

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Recruitment Advertising

All print recruitment adverts are complemented with a free online version of the same advert at www.hkmj.org/job.

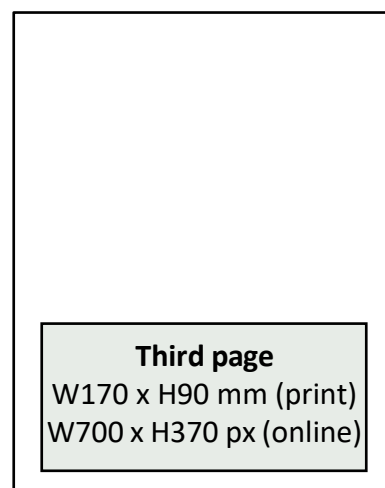
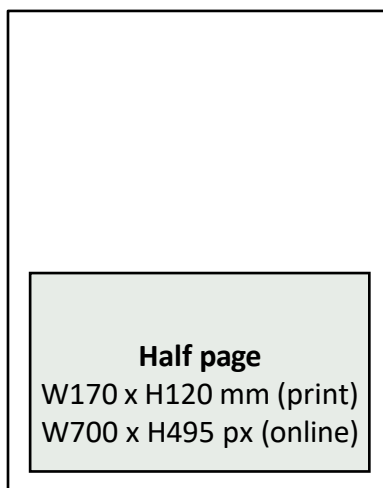
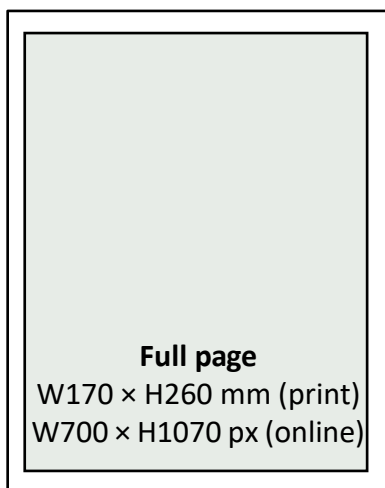
Recruitment advertising rates (HK\$)

Print position	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full-page Colour	21,880	39,400	59,100	70,040	87,540	105,050
Full-page B/W	15,970	28,750	43,100	51,080	63,860	76,640
Half-page Colour	12,580	22,630	33,960	40,250	50,300	60,360
Half-page B/W	9,190	16,540	24,790	29,390	36,740	44,090
Third-page Colour	9,580	17,250	25,860	30,650	38,310	45,980
Third-page B/W	6,980	12,560	18,830	22,310	27,890	33,470
Online only*	2 months	4 months	6 months	8 months	10 months	12 months
Full / Half / Third page	4,170	7,520	11,280	13,360	16,700	20,040

* **Minimum order:** 1 month **Material deadline:** 7 days before posting date

Material specifications

Filetype: .pdf or .ai, ≥ 300 dpi (print)
.jpg or .gif, < 72 dpi (online)



Terms and Conditions

1. The Editorial Board of the *Hong Kong Medical Journal* (HKMJ) reserves the right to accept or decline a booking for advertisement at their absolute discretion and without explanation.
2. The Editorial Board of the HKMJ reserves the right to omit, suspend, or change the position of any advertisement at their discretion.
3. The HKMJ and the publisher shall not be responsible for any delay, or error in the insertion of, or omission to insert any advertisement, or for any damage or loss of any separation, drawings, or other material supplied for the purpose of the advertisement.
4. The HKMJ reserves the right to retract the discounts for block booking if the advertiser cancels any part of such booking.
5. The rates presented are non-commissionable and are based on a net rate structure. HKMJ is not accountable for any commissions or mark-ups between the agency and advertiser.
6. It is the responsibility of the advertiser to make sure that advertising material arrives before the material deadline. For cancelled orders made after the relevant booking deadline, a penalty payment of 50% of the booking cost will be charged within 30 days of notification (subject to the same late payment terms as in point 10 below); cancelled orders after the relevant material deadline will still be charged for. Changes to the advertisement booking details cannot be made after the relevant booking deadline, unless a penalty payment of 10% of the booking cost is made within 30 days of notification (subject to the same late payment terms as in point 10 below). No refunds will be given for any failure to provide advertising materials by the relevant deadline; whether the advertisement will appear in the next available issue will be at the discretion of the HKMJ.
7. Advertising that appears in the HKMJ is not endorsed or guaranteed by the Hong Kong Academy of Medicine or the Hong Kong Medical Association. Claims made by the manufacturer are likewise not endorsed or guaranteed.
8. The advertiser and the advertiser's agency agree to indemnify the HKMJ and its publishers against any costs, damages or other charges incurred as a result of legal action arising from the publication of an advertisement published in accordance with the copy instruction supplied to the HKMJ by the advertiser or the advertiser's agency. In any case where a claim is made against the HKMJ or its publisher, and where the advertiser and/or his advertising agency may ultimately be liable under the terms thereof, notice in writing shall be given to him in order that consultations shall take place before any expense is incurred, or before the claim is settled, defended or otherwise disposed of.
9. The advertiser warrants to the HKMJ and its publisher that he owns the copyright in the copy and has the rights necessary to authorise the HKMJ and its publisher against any damage and/or loss and/or expense which the HKMJ or its publisher may incur as a direct or indirect consequence of the advertiser's announcement.
10. The invoice will be issued subsequent to the publication of the advertisement in HKMJ. Unless otherwise agreed in writing before the booking deadline (or within an agreed extension period), payment is to be made within 30 days from the date of invoice. Late payment will be subject to a 10% late payment fee within the first 30 days overdue and 20% thereafter. Remittances should be made to The Hong Kong Academy of Medicine.
11. The placing of an order with the HKMJ shall amount to an acceptance of the above conditions.
12. Any conditions stipulated in the advertiser's or agency's order form shall be void in so far as they are in conflict with the conditions stated above.

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