

TEXT Ad Rates

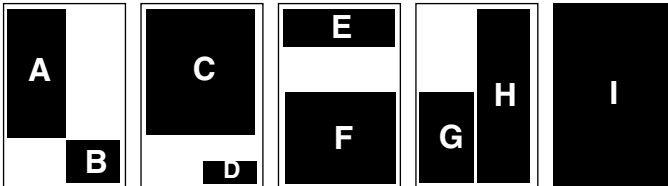
First 10 words	HK\$	180.00
Additional word	HK\$	2.50
Over 100 words each additional word	HK\$	5.50
Border	HK\$	40.00

• Payment Term: **PRE-PAID**

DISPLAY Ad Rates

DISPLAY AD MECHANICAL DIMENSIONS

Note: In all cases measurements show height before the width



(A) 3/8 page	size:	180 mm (H) x 83 mm (W)
(B) 1/8 page	size:	60 mm (H) x 83 mm (W)
(C) 3/4 page	size:	180 mm (H) x 170 mm (W)
(D) 1/16 page	size:	30 mm (H) x 83 mm (W)
(E) 1/4 page (Horizontal).....	size:	60 mm (H) x 170 mm (W)
(F) 1/2 page (Horizontal).....	size:	120 mm (H) x 170 mm (W)
(G) 1/4 page (Vertical).....	size:	120 mm (H) x 83 mm (W)
(H) 1/2 page (Vertical).....	size:	244 mm (H) x 83 mm (W)
(I) Full page	size:	254 mm (H) x 177 mm (W)

Advertisers can provide their own digital art-work in following file formats:

- (A) **Adobe PDF (Preset: PDF/X-1a:2001):**
Color/grey image compression 300dpi, embed all fonts.
- (B) **Photoshop PSD, TIF or JPEG:**
Resolution at least 300 dpi in CMYK mode
- (C) **Illustrator:**
Embed all image and converted outline fonts.

All Print Advertisements
FREE OF CHARGE
 ONLINE

Black and White Prices indicated are for 1 time only

Frequency \ Size	1/16 page (D)	1/8 page (B)	1/4 page (E, G)	3/8 page (A)	1/2 page (F, H)	3/4 page (C)	Full page (I)
1 insertion	\$730	\$1,390	\$1,980	\$2,850	\$3,650	\$4,850	\$6,090
3 insertions each at	\$730	\$1,340	\$1,900	\$2,750	\$3,550	\$4,700	\$5,850
6 insertions each at	\$730	\$1,290	\$1,820	\$2,630	\$3,360	\$4,460	\$5,620
13 insertions each at	\$730	\$1,210	\$1,710	\$2,520	\$3,150	\$4,200	\$5,250
26 insertions each at	\$730	\$1,140	\$1,610	\$2,460	\$2,950	\$3,950	\$4,990

Colour Prices indicated are for 1 time only

Frequency \ Size	1/16 page (D)	1/8 page (B)	1/4 page (E, G)	3/8 page (A)	1/2 page (F, H)	3/4 page (C)	Full page (I)
1 insertion	\$950	\$1,807	\$2,574	\$3,705	\$4,745	\$6,305	\$7,917
3 insertions each at	\$950	\$1,750	\$2,500	\$3,600	\$4,500	\$6,100	\$7,600
6 insertions each at	\$950	\$1,677	\$2,366	\$3,419	\$4,368	\$5,798	\$7,306
13 insertions each at	\$950	\$1,573	\$2,223	\$3,276	\$4,095	\$5,460	\$6,825
26 insertions each at	\$950	\$1,482	\$2,093	\$3,198	\$3,835	\$5,135	\$6,487

Colour Inside Front/Inside Back/Back Cover

Prices indicated are for 1 time only

Frequency \ Size	Inside Front/Inside Back			Back Cover (I)
	1/4 page (G)	1/2 page (F, H)	Full page (I)	
1 insertion	\$2,949	\$5,495	\$9,417	\$10,275
3 insertions each at	\$2,845	\$5,306	\$9,110	\$9,917
6 insertions each at	\$2,741	\$5,118	\$8,806	\$9,560
13 insertions each at	\$2,598	\$4,845	\$8,325	\$9,105
26 insertions each at	\$2,468	\$4,585	\$7,987	\$8,598

- Prices are in Hong Kong Dollars and subject to change without notice.
- Frequency discounts are for **CONSECUTIVE** advertising.
- Payment Term: Pre-paid.
- Credit Card payment not accepted.



Room C, 9th Floor, Queen's Centre,
 58-64 Queen's Road East, Wanchai, Hong Kong.
 Web: www.dollarsaver.com.hk
 Email: info@dollarsaver.com.hk
 Tel: (852) 2528 0825 Fax: (852) 2865 5160

2012 Advertising Schedule

ISSUE NO	ISSUE DATE	ARTWORK DEADLINE	TEXT AD DEADLINE
* 3701	January 2, 2012 (Mon)	December 19 (Mon)	December 21 (Wed)
3702	January 14, 2012 (Sat)	January 5 (Thur)	January 7 (Sat)
* 3703	February 13, 2012 (Mon)	February 2 (Thur)	February 4 (Sat)
3704	February 27, 2012 (Mon)	February 16 (Thur)	February 18 (Sat)
3705	March 12, 2012 (Mon)	March 1 (Thur)	March 3 (Sat)
3706	March 26, 2012 (Mon)	March 15 (Thur)	March 17 (Sat)
* 3707	April 16, 2012 (Mon)	March 29 (Thur)	April 5 (Thur)
3708	April 30, 2012 (Sat)	April 19 (Thur0)	April 21 (Sat)
3709	May 14, 2012 (Mon)	May 3 (Thur)	May 5 (Sat)
3710	May 28, 2012 (Mon)	May 17 (Wed)	May 19 (Sat)
3711	June 11, 2012 (Mon)	May 31 (Thur)	June 2 (Sat)
3712	June 25, 201 (Mon)	June 14 (Thur)	June 16 (Sat)
* 3713	July 9, 2012 (Mon)	June 27 (Thur)	June 29 (Fri)
3714	July 23, 2012 (Mon)	July 12 (Thur)	July 14 (Sat)
3715	August 6, 2012 (Mon)	July 26 (Thur)	July 28 (Sat)
3716	August 20, 2012 (Mon)	August 9 (Thur)	August 11 (Sat)
3717	September 3, 2012 (Mon)	August 23 (Thur)	August 25 (Sat)
3718	September 17, 2012 (Mon)	September 6 (Thur)	September 8 (Sat)
* 3719	October 1, 2012 (Mon)	September 19 (Wed)	September 21 (Fri)
3720	October 15, 2012 (Mon)	October 4 (Thur)	October 6 (Sat)
* 3721	October 29, 2012 (Mon)	October 17 (Wed)	October 19 (Fri)
3722	November 12, 2012 (Mon)	November 1 (Thur)	November 3 (Sat)
3723	November 26, 2012 (Mon)	November 15 (Thur)	November 17 (Sat)
* 3724	December 10, 2012 (Mon)	November 29 (Wed)	December 1 (Sat)

* Deadline brought forward due to public holidays



Room C, 9 Floor, Queen's Centre,
58-64 Queen's Road East, Wanchai, Hong Kong.
Web: www.dollarsaver.com.hk
Email: info@dollarsaver.com.hk
Tel: (852) 2528 0825 Fax: (852) 2865 5160

Circulation Figure - JANUARY 2012

Readership	: Mainly high income expatriates
Mailing List	: 90% named subscription. Selection according to area is possible for inserts.
Distributed Quantity	: 15,000 pcs
Distribution Method	: Direct mail (postal receipt available for verification)
Frequency	: Bi-weekly
Insert Cost	: HK\$1.40 each (max. weight 40g/size not bigger than actual size of magazine)
Website Unique visitors	: 4,000 per month (including PDF version download)

Mailing List Breakdown

Area	Quantity
Central/Waterfront	GPO EC, WC, MC 2,104
Mid-Levels/The Peak	GPO UL 2,632
Wanchai/Tai Hang/Happy Valley	WCH S, WCH E 1,908
Sai Ying Pun	SYP, GPO W 317
Island South	ABD, SKN CHW, WFU 2,274
Island East	EDO TTM 506
Outlying Islands	AMC, CCU, LMA, PCH, TAO, MWO ISL51, 70-72, ISL 74, 82-85, ISL 75, 76 350
Discovery Bay	DBY 513
Sai Kung	SKG, SKG POB 596
KL	CSW, KCL, TKO, TKO POB, KCY KEA, TST 2,096
NT	SWH, SCL, TPO, TSW, YLG, TCL, MOS, KWA 1,188
Total :	14,484

Insert Rate: \$1.40 per piece (Minimum order 3,000 pcs).