

M I N G ' S

// VISIONARY FASHION STORYTELLER //

MEDIA KIT 2023

EFFECTIVE DATE
1st Jan, 2023 #10



Atypical Fashion Magazine in Hong Kong

M I N G ' S – launched in 2014 as a monthly supplement of Ming Pao Weekly and then published independently in March 2018, offers stylish content and in-depth articles on fashion, beauty, and luxuries via print, website and social media channels.

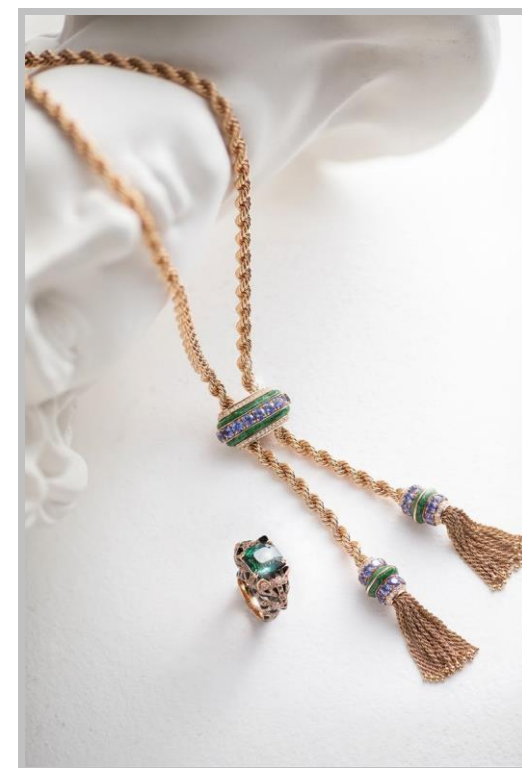
MING'S VISUAL STYLE

- MODERN & EDGY
- ARTISTIC & STYLISH
- CREATIVE



M I N G S Media Kit 2023 #10





MAGAZINE CONTENTS

- 1/ WE ARE MING'S
- 2/ FASHION NARRATIVES IN MING'S UNIQUE STYLE;
- 3/ **COVER PERSON:** ACTORS/ UPCOMING TALENTS/ CREATIVES/ ARTISTS ETC
- 4/ **VIEWS:** EXPLORE FASHION PHENOMENON BEYOND FASHION
- 5/ **INSIGHTS:** ART & CULTURAL STORIES



MAGAZINE CONTENTS

- 6/ **INTERVIEWS OF HONG KONG CREATIVE PEOPLE:** FASHION DESIGNER, ILLUSTRATOR, ETC.
- 7/ **GUEST EDITOR (IRREGULARLY):** INVITE LOCAL TALENTED CREATIVE TO CONTRIBUTE A FEATURE
- 8/ **CURIORSITY OF CABINET:** NEW IDEAS FOR THE MONTH
- 9/ **COLUMNIST:** FROM FASHION TO ART TO LIFESTYLE



STYLING SHOWCASE

CHANEL



CHANEL
PARIS
FRANCE
WWW.CHANEL.COM

ADVERTORIAL

DELVAUX



DELVAUX STATE OF MIND IN CONVERSATION WITH CHRISTINA ZELLER ARTISTIC DIRECTOR OF DELVAUX



DELVAUX有一份執著 追求的是精緻度

DELVAUX有三家工場，一家位於比利時的為核心，另有兩家設於法國。品牌價值之處在於其對工匠提供的訓練，不少品牌會以步驟將工匠分類，以分工合作形式作生產模式；在DELVAUX，每位工匠都需掌握每一個步驟如皮革、縫紉、五金等。除了傳統的皮具工藝，品牌亦一直致力往前發展創新的想法，CHRISTINA以品牌其中一個著名款式的新PVC設計為例，指出品牌要求可以將質量保持在自己的控制之內，特別是研發的步驟，團隊中有人負責生產樣本，有人負責研究和資料搜集。PVC的樣本屬於特別的系列，因為牽涉的不是傳統皮具的處理手法，這情況下就要與其他單位合作，雖然這過程具挑戰性，但能為品牌帶來突出的現代感也是值得的。

個故事，珍低自己喜歡什麼，有什麼吸引到其注意力的過程。以2019的秋冬系列為例，今年以傳統世界的布料處理手法作靈感，包括高訂式的PLEATING和SMOCKING技巧，是在訴說有關衣櫃的故事。

品牌擁有超過200年歷史，CHRISTINA稱自己當然會參考前輩的經驗，但更理解到最後DELVAUX不是遺傳的設計，是要抽起當中最精華的一點，變成一種創新的選擇。BRILLANT和TEMPÊTE其實也是出自品牌的經典之作，但只是加入前者的變化，其實已能帶來創新的感覺。CHRISTINA形容手作為比喻，使得最好的聲音手不是在於要將音成另一個人，而是有新編的變化，卻沒有人會得出你經過這聲音的極端高低。

聯手不是為表面做 只要有意義都會合作

值得一提的是，品牌對修復的工作也有所追求，亦為顧客提供貼心的服務。會投資於DELVAUX手袋的顧客，絕對不會只是手袋用一兩個季度就棄在一旁，她們在這的不是一種潮流，而是一種關於永恆的追求，甚至是一種家內的傳承故事。因此，品牌收藏了接近三十年間推出過的皮貨和配件，但求盡量可以為顧客提供「永恆」的背後服務，讓DELVAUX的精神得以傳承下去。

樂意走進品牌資料庫 成功在於獨特的團隊更新

CHRISTINA指出，創新的過程不是關於日與夜的既定模式，不會存在「好，我現在開始創作」的決心與準備，刺激她的靈感是透過日常的觀察，其實如訴說一

品牌曾經與不少傳奇設計師聯手合作過，包括WALTER VAN BEIRENDONCK，雖有年輕未成名的MARTIN MARGIELA，當時的MARTIN還是一名學生，正為準備用作參加比賽的設計系列尋找合作生產對象，自此與DELVAUX結下不解之緣。近來品牌的合作對象是 JEAN COLONNA，作為時裝設計師，其對手袋設計的手法很不一樣，CHRISTINA說他們的創作過程像互相交流和分享，JEAN也十分尊重品牌的DNA，大家有相似也有很不一樣的地方，這個組合是相當有趣的。另外，CHRISTINA認為DELVAUX與RENE MAGRITTE的合作也是相當天地地說，他的作品相當適合用作設計皮具，抽象的圖案，藍藍的天空，其幽默感十分迷人，會教你如何心齊天，這也是與DELVAUX有著的相似之處。



DELVAUX MUSEUM

請前往DELVAUX.COM預約參觀
開放時間：週一至週四
地址：7, BOULEVARD LOUIS SCHMIDT LAAN,
1040 BRUSSELS

DELVAUX的起源來自旅行家的故事，早於十八世紀已經專為各路旅程打造旅行箱，後來更成為王室認可的旅行箱專家。踏入1900年初，時代改變了，女性變得要獨立自主，品牌因而開拓手袋設計的概念，並於1908年獲得第一個手袋專利，開啟創下皮具設計的傳奇故事。DELVAUX行政總裁JEAN MARC LOUBIER指出，希望前往博物館的人可以看到一些片段，當中其實在訴說三個故事，是DELVAUX品牌自身、其發展故事與比利時的歷史，這博物館，有如解讀DELVAUX的前世今生。

1. 博物館以一個大型BRILLANT手袋櫃作為起點，背景寫上由達文西流傳下來的話句「SIMPLICITY IS THE ULTIMATE SOPHISTICATION」，帶出品牌的理念。當中為DELVAUX行政總裁JEAN MARC LOUBIER。
2. 以各種旅行箱櫃展示品牌早期的歷史故事
3. 解讀的工作室讓我們了解製作手袋時的情況，原來最初會設計用紙樣紙，從而預算、評估及改善其實際尺寸。
4. 當中不乏近百年品牌大膽的迷你BRILLANT系列，以世界各地作為設計靈感，放大展現實用與互動性。

5. 少不了品牌曾經與不少設計師聯手的作品，當中與MARTIN MARGIELA在1983年的合作為之經典。

6. 解讀一系列初期的復古珍藏款式，時至今日看來也不過時，當中能看見今天的設計如何取材自當年的經驗，特別如TEMPÊTE的金屬扣組。

7. 睇你的CLUTCH櫃1900年品牌設計給劇院皮革手袋的雛型，以不同物料和精緻的手工設計而成，包括刺繡釘飾、幾何掛布、加裝紙包的變奏。

8. 其中一款以化妝箱為靈感，內置鏡子、粉盒和化妝棉，相信是不少女生的夢。



DELVAUX IN BRUSSELS 超越時裝的皮具世家

WRITER SARAH LAM
PHOTOGRAPHER MAX CHAN

生於比利時，奉行超現實主義畫家，父從事戰後畫的職業，母從事帽子製作工作。1915年最初繪畫風格遊走印象派，翌年前往位於布魯塞爾的比利時皇家美術學院跟隨CONSTANT MONTALD發展，其畫作受到衝擊是源於JEAN METZINGER的未來主義和立體主義，而最著名的是超現實主義風格則是受GIORGIO DE CHIRICO所影響。他喜歡畫日常生活中的物品，卻寫上不尋常的背景設定，如蔚藍的天空下面卻懸浮著的房子和豪華攝影；否正式的命令方式帶來一種幽默，經典之作寫上「你看到的不是燈斗」字句的燈斗畫作，創作於1929年的作品命題

為「形象的叛逆」，常用於解釋超現實主義的觀點。

DELVAUX與RENE MAGRITTE的共通點是什麼？同是生於比利時，前者是當地最享負盛名的皮具世家，被後世上「比利時愛馬仕」的美譽；後者一度被列為「最偉大比利時人」瓦隆大區的第九位，在弗拉芒大區的第十八位。也難怪品牌會選擇RENE MAGRITTE作為合作對象。為了擴大需要了解品牌的歷史，DELVAUX於品牌的核心地帶開設了博物館，讓我們一起解讀DELVAUX的前世今生。

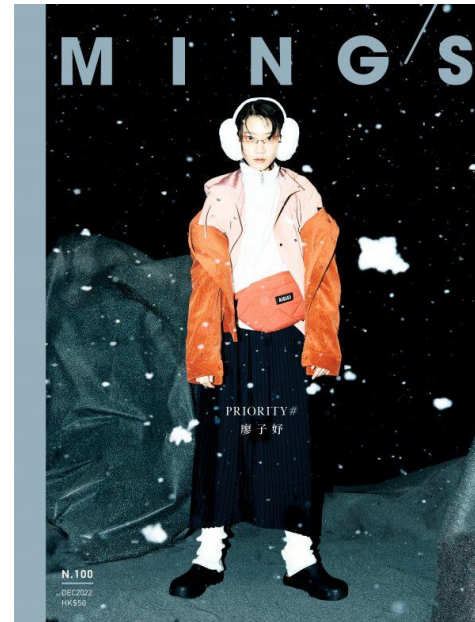
COVER SPONSORSHIP 2022-23



OCT 2022: NEW LANGUAGE
(Calvin Klein)



NOV 2022: DREAM
(Chanel)



DEC 2022: PRIORITY#
(Aigle)



JAN 2023: SELF
(Tiffany & Co.)

MING'S TARGET READERS

MING'S TARGET READERS

- Age Group: 20-45
 - Taste & classy
 - Fashion-conscious
- Creative minds of substance & style
 - Curious/ Passionate/ Stylish
 - Independent thinking



DIGITAL
www.mings.hk

DIGITAL PLATFORM

FASHION

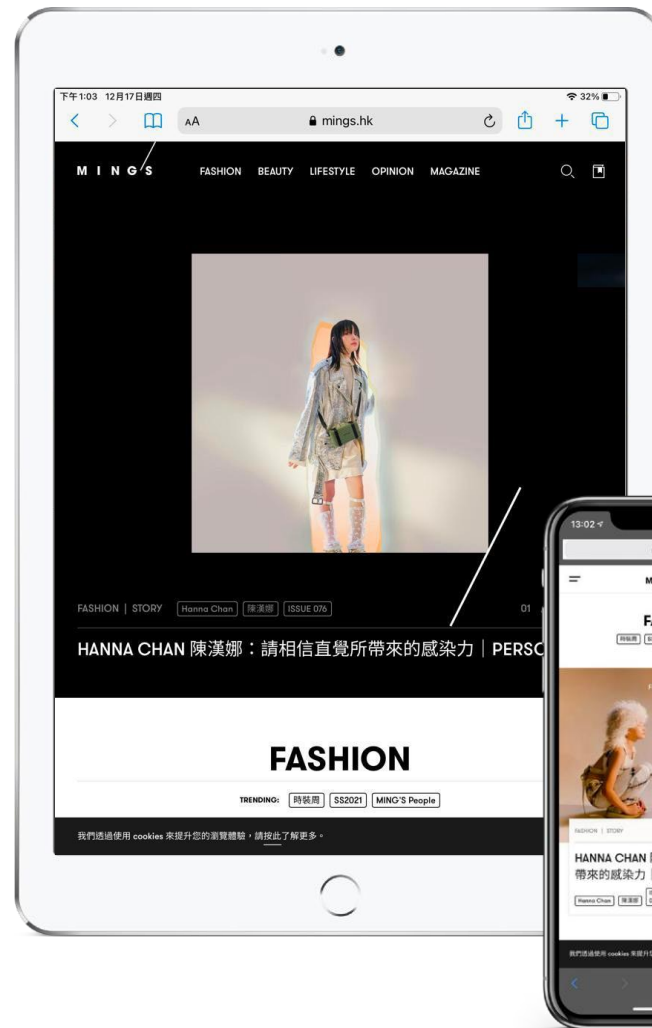
FASHION INSIGHT
& CREATIVES

BEAUTY

FIRST HAND BEAUTY
NEWS

LIFESTYLE

DESIGNERS' INTERVIEW &
ARCHIVE



MAGAZINE

FASHION STORY

SUBSCRIPTION

EBOOK: EBOOK.MPWEEKLY.COM

OPINION

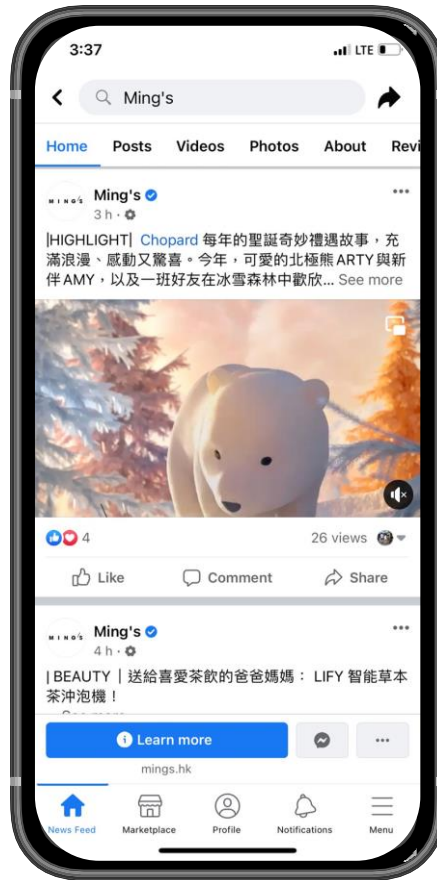
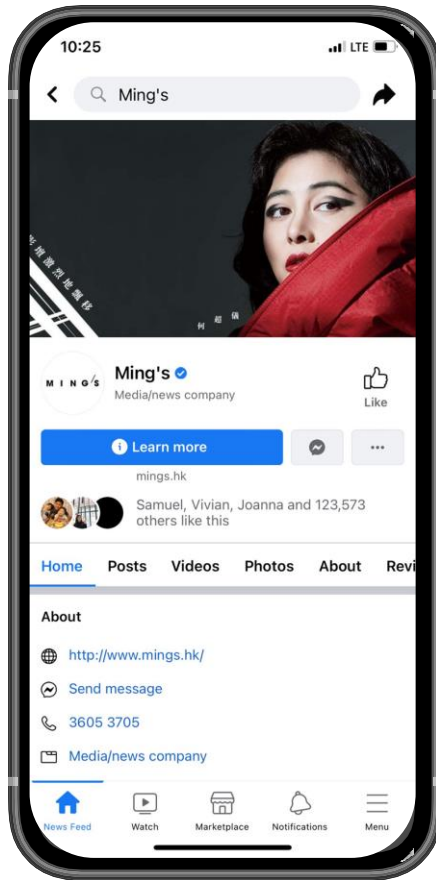
COLUMNISTS SHARING

Website: www.mings.hk

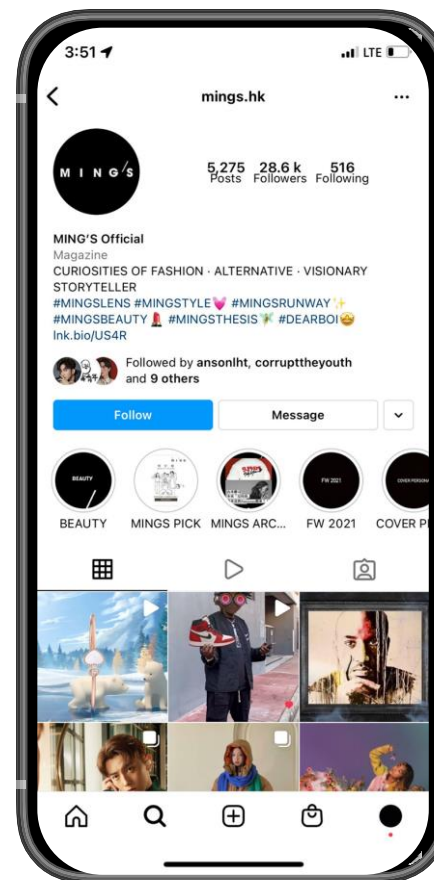


FACEBOOK / INSTAGRAM

 ming's



 mings.hk



DIGITAL PLATFORM

Digital Insight



MAGAZINE

Male (34%), Female (66%)

Age:

18-24 (15%)

25-34 (27%)

35-44 (21%)

45+ (30%)

High Education Level

University and above (60%)

High Occupation Level

Professional, Manager,
Executive (30%)

High Income level

Monthly Household
Income HK\$50k+ (38%)



MING'S

Male (42%), Female (58%)

Age:

18-24 (18%)

25-34 (28%)

35-44 (22%)

45-54 (18%)

55+ (14%)

Avg monthly page view

328k

Avg monthly users

126k+

Avg monthly sessions

140k+



mpw.mings

Followers: 128k+

Male (34%), Female (66%)

Age:

18-24 (14%)

25-34 (39%)

35-44 (30%)

45-54 (10%)

55+ (6%)

Avg monthly post reach

2.37M+

Avg monthly impressions

2.51M+

Engagement rate

3.7%



mings.hk

Followers: 31.2k+

Male (37%), Female (63%)

Age:

18-24 (18%)

25-34 (47%)

35-44 (24%)

45-54 (7%)

55+ (4%)

Avg monthly post reach

277k+

Avg monthly impressions

309k+

Interaction rate

5.6%



MING'S

Subscribers: 6.3k+

Male (66%), Female (34%)

Age:

18-24 (32%)

25-34 (57%)

35-44 (8%)

45-44 (1%)

55+ (2%)

Avg Monthly Video Views

21.4K+

Avg Monthly CTR

5.5%

Avg Monthly Impressions

228.9K+

VIDEO PRODUCTION



YOUTUBE CHANNEL



香港人救自己香港：SIMPLE
LEGEND SHOP 取社商店



Manson 張進翹推出
新歌《無可救藥的浪漫》



「癩佬系」本土街頭品牌 FEASTON



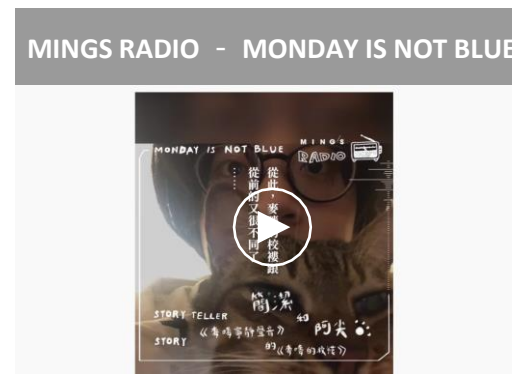
AGA 江海迦的潛意識治癒系音樂



肌研：粧潤 - 如米飯一樣
無添加的天然與甘香



鍾情古布的隱世古著店 RAKUDA らくだ



簡潔 正在為你閱讀《麥嘜寧靜聲音》
的《麥嘜的校樓》



莫釐頭尻 FEASTON 遇上源興隆
麵家老闆阿 PAUL

VIDEO PRODUCTION



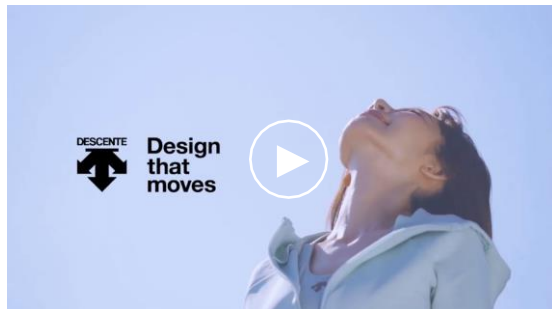
DIPTYQUE K11 MUSEA



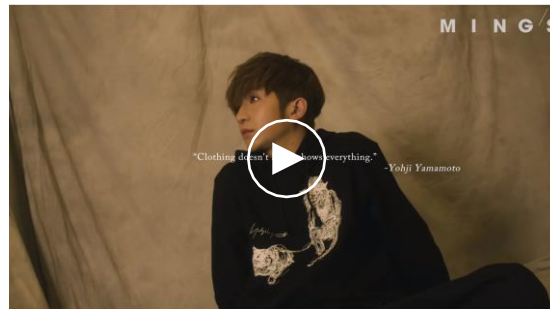
DUNHILL Bespoke Service



Sony earphone MC Cheung



Descente x 明禎



Yoshi Yamamoto Anson Lo



Chanel No.5 Cecilia Choi

Production Details:

- Creative idea and key concept development
- Script writing, art direction and supervision
- Lining up talents (outfits, hair and makeup artists are not included)

Pre-production preparations:

- Site research & inspection; props preparation

Post-production work:

- Editing, voice-over & Chinese sub-title
- Color tuning, sound mixing, background music, graphic illustration
- Buy out fee is negotiable
- Quotation upon request

CLUB MING

Club Ming provides trendy and unique lifestyle information / experience to the members and subscribers of MING PAO WEEKLY, MING'S, MING WATCH, including beauty, fashion, health, travel, investment etc.



Ad Format	Dimensions (pixels)	Package	Appear at	File Fomat	Unit Rate
eDM	750px/W (No Limit with height)	Solo Email One Media Group Members (CLUB MING) - Selected target group based on demographics and interests	EMAIL	GIF / JPG / HTML	@ \$2.0

*Minimum Entry Fee is \$10,000 (net).

BUSINESS SOLUTIONS

TEL (852) 3605 3778
FAX (852) 2595 9170
EMAIL mpwsales@omghk.com
WEB www.mings.hk



APPENDIX

PRINT ADVERTISING SPECIFICATION



Frequency
Monthly

Specification
230mm (W) x 300mm (H)

Paper
Cover: 260gsm B/S Artcard with lamination
Text: 95gsm artpaper

Binding
Perfect binding

Booking deadline
6 weeks prior to publication date

Material deadline
2 weeks prior to publication date

*Exclude the prime positions

PRINT ADVERTISING SPECIFICATION

Cost Remarks

Advertising Agency Commission
15% (only offer to accredited advertising agency)

Fixed Position loading
+30% (subject to availability)

Consecutive Pages
+10%

Advertorial Loading
+15% (advertising material should be submitted 14 days prior to publication date for MING Style's approval)

Additional spot colour
+25% each

Digital File Specification (PDF files preferred)



Image resolution
300 dpi



Images in CMYK
ISO 39L Standard



Outlined fonts
All fonts must be converted to outline

PDF Format

- Version 1.4
- PDF standard: PDF/X-1a
- File must include
 - a.Registration marks;
 - b.Crop Marks;
 - c.Bleed Marks;
 - d.Color Bars;
 - e.Page Information

Color Proof

- Digital Proof in ISO 39L Standard (complies with ISO 12647-7)
- Color proof with proof control "passed sticker"
- If the client/ agency cannot provide the ISO 39L standard and passed sticker, MING'S will not be responsible for any colour discrepancy or compensation

Email

- File under 5MB can be delivered by e-mail
- For file size over 5MB, please upload to an FTP server
- FTP server: Please contact our advertising representatives

Screen ruling

- 175 line / inch

Terms of Business

1. The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
2. Fixed position advertisements are only available at an additional charge.
3. Late delivery of advertising materials or non-compliance with specified deadlines will result in forfeiture of the space booked but the Advertiser and the Advertising Agent shall still be liable to pay the charges therefore.
4. In case of failure to deliver materials before the specified deadline for whatever reason, the publisher may use its discretion in re-running a previous adv. of similar size.
5. No cancellation will be accepted on prime position advertisements.
6. No cancellation is acceptable after the date of material deadline.
7. The Advertiser and/or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.362) and its relevant general guidelines & regulations (the "TDO"). All advertising materials submitted to us/the placing of an order for advertisement shall fully comply with the TDO or any laws and regulations as shall be amended from time to time under the laws of Hong Kong SAR. The Advertiser warrants and confirms the agreement to comply with and to procure its employees & authorized representatives and/or agents to comply with the TDO. The Advertiser (including the Advertising Agency) agrees to indemnify the publisher, One Media Group and keep One Media Group and its directors, shadow directors, employees, company secretary, principal officers, managers, agents, contractors or any of them fully indemnified against any claims, demand, actions, costs, liabilities, damages, proceedings and expenses suffered or incurred.
8. Third Party Rights - No person or entity other than the contracting parties under the advertisement contract/agreement, will have any right under the Contracts (Rights of Third Parties) Ordinance (Gap 623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/agreement.

PRINT ADVERTISING RATE CARD

(Effective from Jan 2023 issue)

Position		Rate (HKD)				Trim Size W*H (mm)	Type Area W*H (mm)
		1x	3x	6x	12x		
Inside Front Cover Spread	Double Page Spread	\$189,000	\$178,500	\$168,000	\$157,500	446 * 300	436 * 290
Inside Front Cover	Full Page	\$96,600	\$92,400	\$89,250	\$84,000	223 * 300	213 * 290
Full Page Facing Table of Contents/ Editors Note	Full Page	\$65,100	\$60,900	\$57,750	\$54,600	230 * 300	220 * 290
1st Half of the Magazine	Full Page	\$54,600	\$51,450	\$48,300	\$46,200	230 * 300	220 * 290
	Double Page Spread	\$107,100	\$100,800	\$95,550	\$90,300	460 * 300	450 * 290
R.O.P.	Full Page	\$53,340	\$50,400	\$47,250	\$45,150	230 * 300	220 * 290
	Double Page Spread	\$106,050	\$99,750	\$94,500	\$89,250	460 * 300	450 * 290
Inside Back	Full Page	\$65,100	\$60,900	\$57,750	\$54,600	223 * 300	213 * 290
Inside Back Spread	Double Page Spread	\$126,000	\$113,400	\$110,250	\$105,000	446 * 300	436 * 290
Outside Back Cover	Full Page	\$144,900	\$136,500	\$126,000	\$115,500	230 * 300	220 * 290

Remarks:

1. Thematic Booklet: Cost subject to creative, material, printing specification and number of copies.
2. Special Creative: The rate for loose insert, special colour, gate-fold & other non-standard advertising formats are available by special request.

* For Double Page Spread, please reserve 3mm on each side for gutter. Bleed margin: 5mm on each side

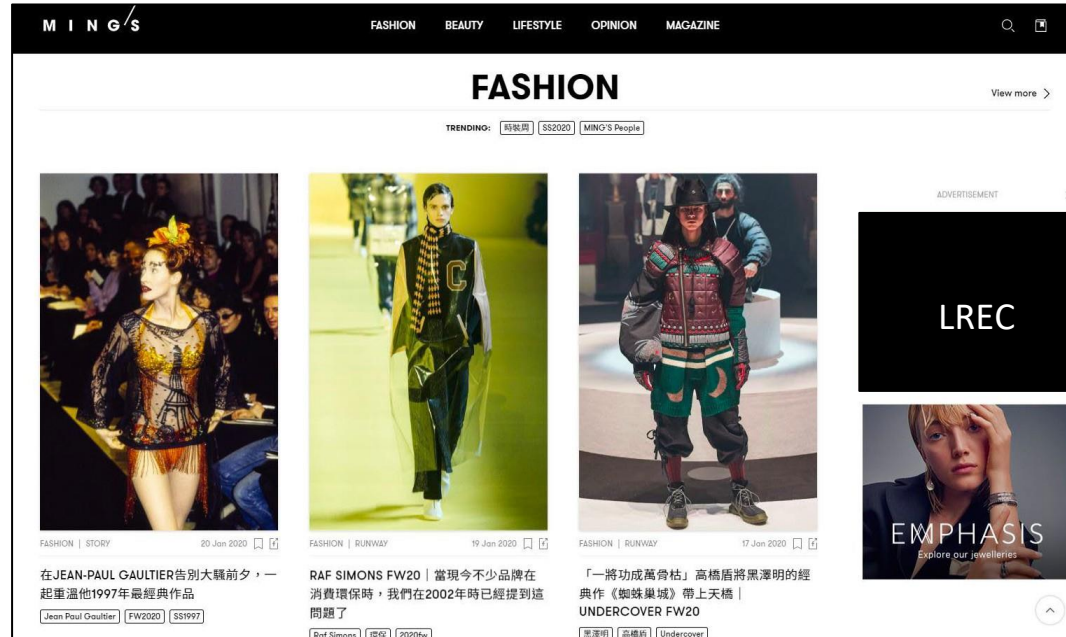
Screen line: 175

LARGE RECTANGLE (LREC)

Mobile and Desktop



(for Mobile)



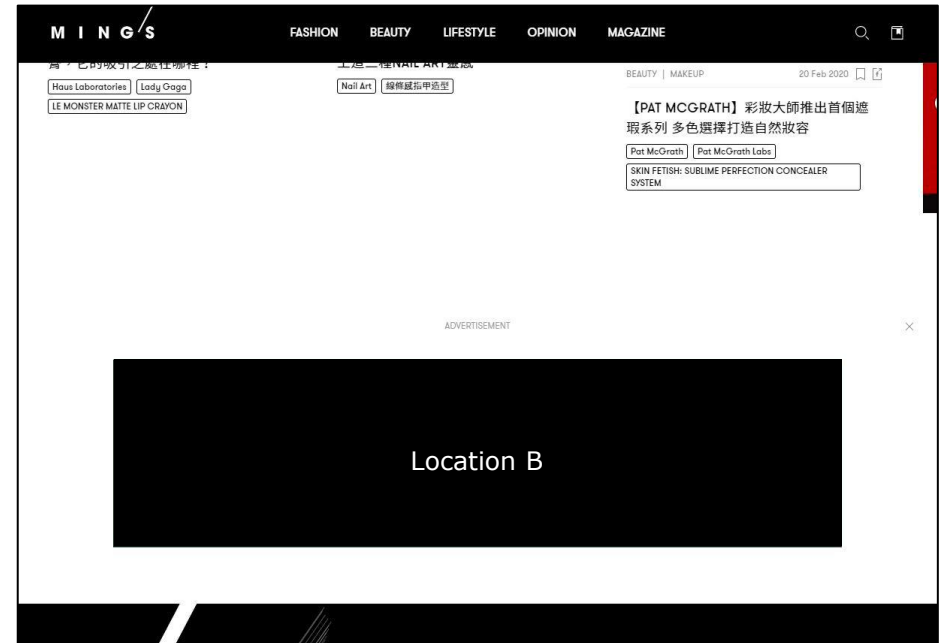
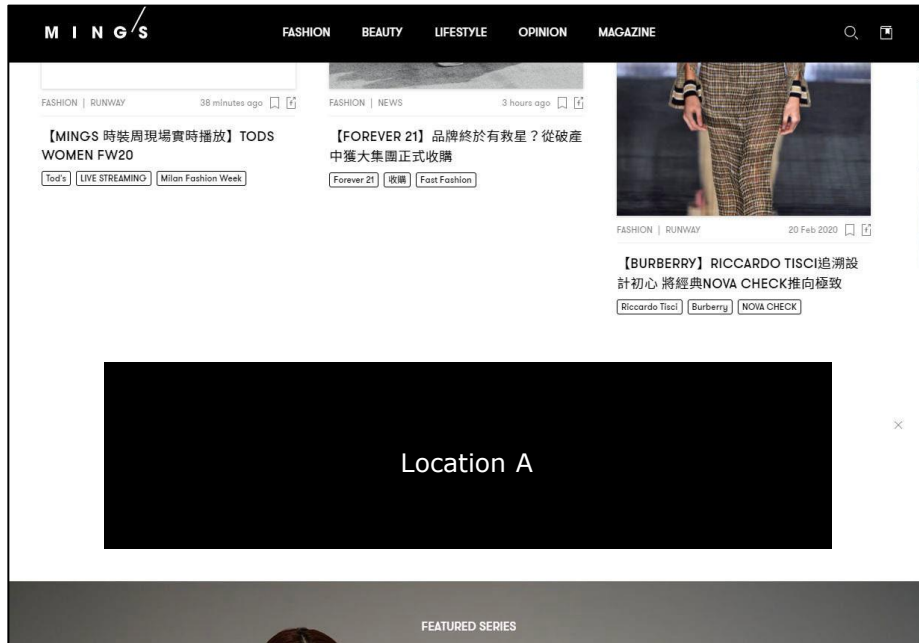
(for Desktop)

Ad Format	Dimensions (pixels)	Appear at	File Format	Location	Min. SOV	Rate / Week (HD)
Large Rectangle	300px/W x 250px/H	Mobile, Desktop	GIF / PNG / JPG	Run-of-Site	20%	\$12,000

Minimum Entry Fee is \$24,000 (nett).

LEADERBOARD

Desktop only



(for Desktop)

Ad Format	Dimensions (pixels)	Appear at	File Format	Location	Min. SOV	Rate (HD)
Leaderboard (Location A+B)	970px/W x 250px/H	Desktop	HTML5: 200KB, GIF / PNG: Under 1MB, JPG: Under 200KB	Run-of-Site	20%	\$24,000

Minimum Entry Fee is \$48,000 (nett).

INTERSCROLLER

Mobile only



(for Mobile)

Ad Format	Dimensions (pixels)	Appear at	File Format	Location	Min. SOV	Rate / Week (HD)
Interscroller	320px/W X 480px/H	Mobile	JPG / GIF / HTML 5	Run-of-Site	20%	\$12,000

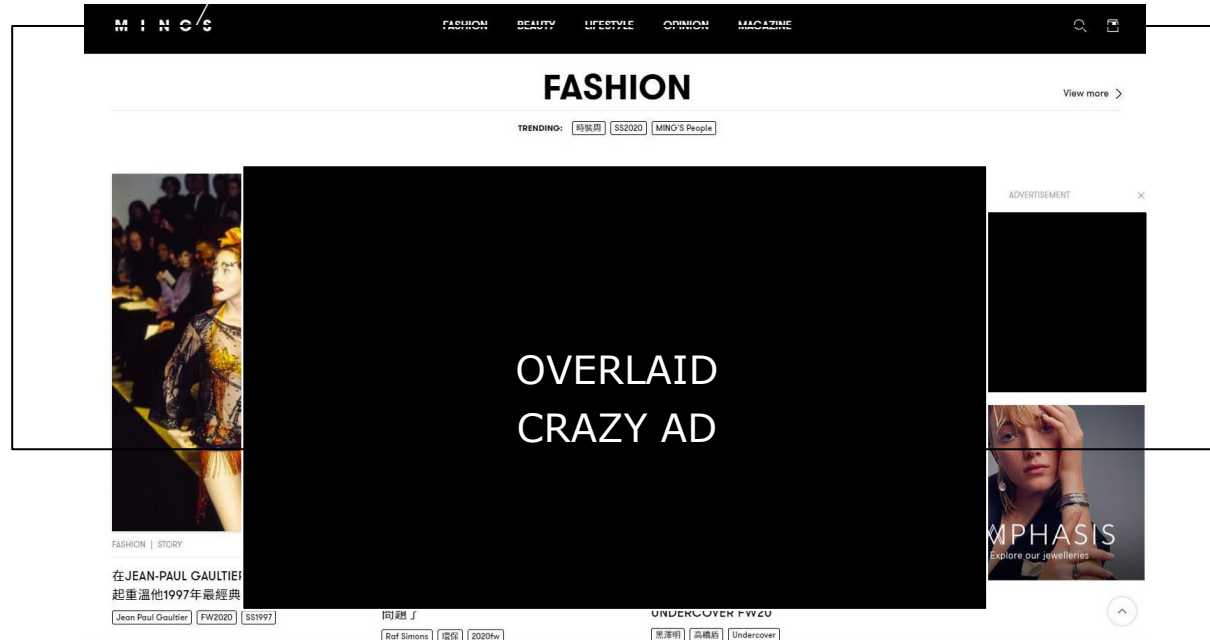
Minimum Entry Fee is \$24,000 (nett).

MOBILE FIRST-VIEW + OVERLAID CRAZY AD

Mobile and Desktop



(for Mobile)



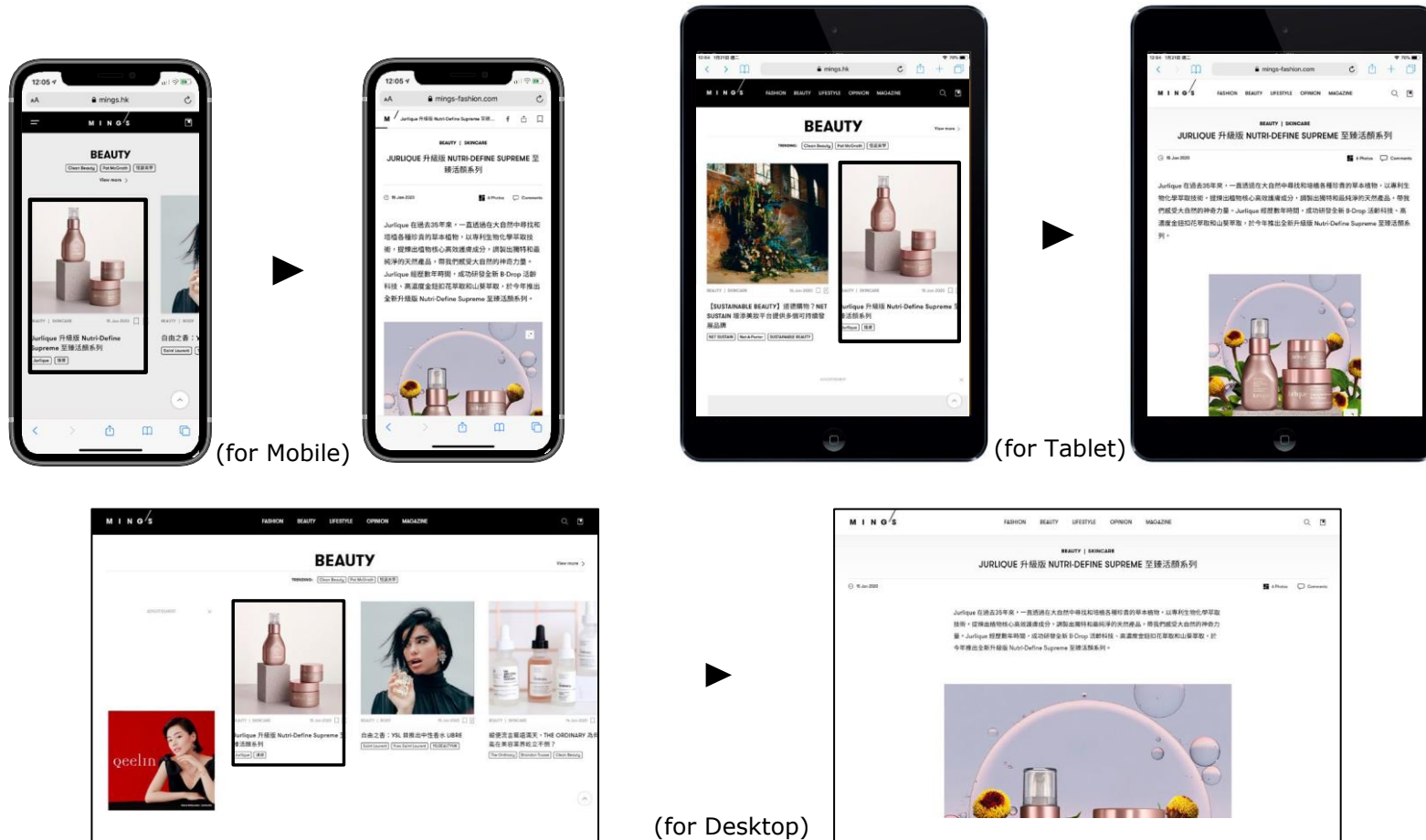
(for Desktop)

Ad Format	Dimensions (pixels)	Appear at	File Format	Location	Min. SOV	Rate / Week (HD)
Mobile First View + Overlaid Crazy Ad	<p>Mobile: 320px/W x 416px/H</p> <p>Desktop: 1023px/W X 605px/H</p>	Mobile, Desktop	GIF / PNG / JPG	Run-of-Site	50%	\$18,000

Minimum Entry Fee is \$36,000 (nett).

CONTENT SPONSOR

Mobile, Tablet and Desktop



Ad Format	Package	Appear at	File Format	Rate (HD)
Content Sponsor	- 1 e-article highlights with Main Visual @ Section Homepage for one week (Inclusive of copywriting and web design)	Mobile, Tablet, Desktop	GIF / JPG	\$40,000

EXPANDABLE CRAZY AD

Mobile only



(for Mobile)



When land to the page, it will popup expanded image, and auto collapse after 15sec



Ad Format	Dimensions (pixels)	Appear at	File Format	Location	Min. SOV	Rate / Week (HD)
Expandable Crazy Ad	Mobile: 320px/W x 416px/H 300px/W x 250px/H (LREC)	Mobile	GIF / PNG / JPG	Run-of-Site	50%	\$15,000

Minimum Entry Fee is \$30,000 (nett).

DIGITAL ADVERTISING SUMMARY

Ad Format	Dimensions (pixels)	Mobile Site	Tablet	Desktop	Location	Min. SOV	Rate /Week (HKD)
Large Rectangular	300 (W) * 250 (H)	✓		✓	Run-of-Site	20%	\$12,000
Leaderboard	970 (W) * 250 (H)			✓	Run-of-Site	20%	\$24,000
Interscroller	320 (W) * 480 (H)	✓			Run-of-Site	20%	\$12,000
Mobile First View + Overlaid Crazy Ad	Mobile: 320 (W) * 416 (H) Desktop: 1023 (W) * 605 (H)	✓		✓	Run-of-Site	50%	\$18,000
Expandable Crazy Ad	320 (W) * 416 (H)	✓		✓	Run-of-Site	50%	\$15,000
Content Sponsor	–	✓	✓	✓	Run-of-Site	50%	\$40,000

DIGITAL ADVERTISING SUMMARY

Platform	Format	Rate (HKD)
Facebook	Link Post/ Image Post/ Video Post/ Story	\$40,000
Instagram	Link Post/ Image Post/ Video Post/ Story	\$35,000
Youtube	Video	\$30,000
Video Production	Quotation upon request	
eDM	Solo Email	(Unit Rate @\$2) \$10,000 +

Remarks:

- Social media boosting handling fee (Min. charge \$1,500) or 30% of boosting amount
- eDM's minimum entry fee is \$10,000 (net).
- eDM can be designed based on your requests, to be delivered to our readers & One Media Group's database.