



2018 MEDIA KIT

WHO WE ARE



800+ members



~35 nationalities



Nearly 60 years in Hong Kong



100 activities a month

CONTACT US

We offer competitive rates, flexibility with advertising sizing and no minimum monthly commitment.

Email: advertising@awa.org.hk
Tel: 2527 2961

Advertise with AWA

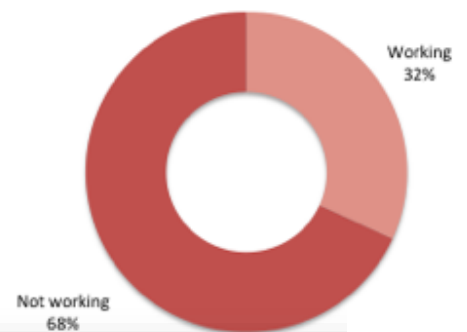
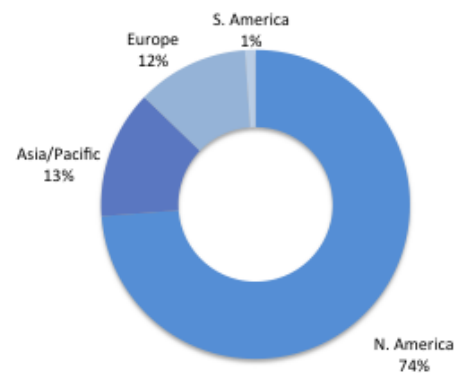
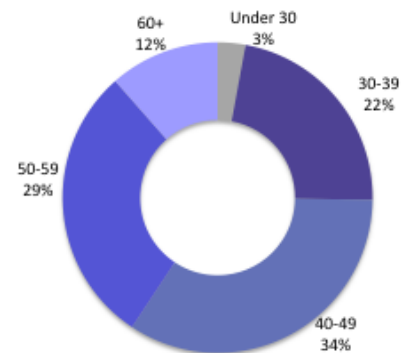
The AWA provides attractive advertising platforms to a unique multinational and upscale audience that is active in both the social and business communities of Hong Kong. We have both long-term residents and recently relocated families, a highly sought after demographic and target market for your products and services.

With 800+ paid members, AWA digital and print media are unique locations for your company to advertise. Our newly re-launched website averages 4,000 to 5,000 hits per month and AWAre, our glossy monthly print magazine, reaches 3,000 current and prospective members.

AWA members use relocation companies, real estate agents and professional services (doctors, accountants and lawyers); are interested in education and travel; and want to maintain an established lifestyle in terms of entertaining, home furnishings, style and personal care.

Your business can access this distinct, diverse female demographic on our website, via weekly and monthly eNewsletters, and our flagship monthly magazine, AWAre. This population is distinctly suitable for custom planned events, products and services.

Member Demographics



Print Advertising

AWAre magazine is the signature publication of the AWA. The magazine is intended for use by the AWA membership as a tool for sharing information about upcoming events, community service opportunities, local and foreign travel, as well as fundraising activities. AWAre features special interest articles, monthly columns, member features, a calendar of upcoming events and much more!



Competitive rates, flexible ad sizes and no monthly commitment combined with this marketable demographic makes AWAre an excellent sales tool.

- Published 9 times per year
- 4C glossy, saddle-stitched magazine written and published by members
- Printed distribution of over 1,000 copies reaches members and prospective members by mail and prospective members through real estate and relocation companies.

DOUBLE PAGE SPREAD R.O.P.

Trim size 420 mm (W) x 285 mm (H)
Full bleed 460 mm (W) x 295 mm (H)

HK\$9,000

FULL PAGE R.O.P.

Trim size 210 mm (W) x 285 mm (H)
Full bleed 230 mm (W) x 295 mm (H)

HK\$5,250

HALF PAGE R.O.P.

Vertical trim size 105 mm (W) x 285 mm (H)
Full bleed 115 mm (W) x 295 mm (H)
Horizontal trim size 210 mm (W) x 143 mm (H)
Full bleed 230 mm (W) x 148 mm (H)

HK\$3,000

LOOSE INSERT

HK\$3,000

DEADLINES

Booking – 3rd of the month preceding publication
Ads will only run after a completed Booking form AND payment are received

Material – 10th of the month preceding publication

SPECIAL PRINT POSITIONS (in HK\$)

Inside front cover DPS	\$13,500
Outside back cover	\$8,250
Inside back cover	\$6,750
Quarter page (105x143 mm (H))	\$1,870
Classified ad (88 mm (W) x 60 mm (H))	\$1,125

MATERIAL REQUIREMENTS

High resolution PDF, JPG, TIF or AI file; at least 300 dpi with embedded fonts, including full bleeds and crop marks where necessary.

SPECIAL DISCOUNTS

- 20% Discount for AWA members on Classified.
- 20% Discount for 3-5 editions – ½ page or more
- 25% Discount for 6-10 editions- ½ page or more
- 15% Discount for 3-5 editions – ¼ page only
- 20% Discount for 6-10 editions – ¼ page only
- Combined print and Digital booking will allow UP TO 50% discount

Digital Advertising

awa.org.hk

AWA's relaunched website reflects its dynamic membership. Member benefits such as AWAForum have moved to this member platform and advertising options have been enhanced to be where our member go on the site. Viewed by members and expatriate families in transition, our web page delivers viewers from around the world. The website is visited regularly by our membership as it is the primary avenue to register for all member events.

- 4,000 to 5,000 views monthly
- Ad placement available on home page, activities landing page and AWAForum

eNews

eNews is issued monthly to more than 2,000 subscribers and reaches both members and non-members who want to be informed about AWA activities. eNews offers advertisers the ability to stay top of mind with our members.

Classifieds

Classified Ads (both print and online) are an excellent and price effective way for small businesses to reach our membership. Advertising options include print, online or a combination of both.

<p>WEBSITE Top Square Ad HK\$ 1,800 -2 weeks 183 x183 px</p> <p>Long Banner Ad 720 x178 px HK\$ 2,000 -2 weeks</p> <p>DUE DATE flexible</p> <p>NEWSLETTER 600 x 300 px image with hyperlink - HK\$2,000 600 x 500 px image with hyperlink - HK\$2,200 600 x 800 px image with hyperlink - HK\$2,400 Text – 500 characters w spaces 1 text link to client web page embedded in text. Due date 5th day of month</p>	 <p>The screenshot shows the AWA website homepage. At the top, there is a navigation bar with 'ABOUT US', 'WHAT WE DO', 'ACTIVITIES', and 'MEMBER RESOURCES'. Below this is a large banner for 'MEMBERSHIP' with the text 'Meet like-minded adventurous women of all nationalities'. There are also buttons for 'Volunteer with Us', 'Membership', 'Around Hong Kong', and '#Islandercy'. A 'HAPPY HOLIDAYS!' message is displayed, along with a 'CROWN' logo and a 'GO KNOWING' button. The 'SPOTLIGHTS' section features three cards: 'AWA WINE FUNDRAISER', 'ART submissions Feb. 1 2016 ON THE FINE', and 'Make a Difference'. At the bottom, there is a 'WHO WE ARE' section with icons representing 800+ members, ~35 activities, ~60 events, and 100 members.</p>
<p>CLASSIFIED 240 x 180 px HK\$1,125</p> <p>Booking – 5th of the month preceding publication Ads will only run after a completed Booking form AND payment are received</p> <p>ARTWORK AD SPECIFICATIONS JPG file format, 75 dpi or higher</p> <p>ADVERTISING TRANSMITTAL DETAILS All ad artwork should be sent to advertising@awa.org.hk by specified due dates. Subject line should be specific, e.g., "ABC Co. June website ad"</p>	

ADVERTISING BOOKING FORM

Company Name _____
 Contact Person _____
 Position _____
 Telephone _____
 Fax _____
 Email _____

Are you an AWA member? Yes No

Please read the contractual terms and sign below.

I have read and agree to the Terms and Conditions stated in this contract,

Advertiser Signature _____

Date _____

AWA Staff Signature _____

Date _____

	Month	AWA Are HK\$	Ad size/Position	AWA Are Insert HK\$	Website Banner Ad HK\$	E-Newsletter Txt & Image HK\$	E-Newsletter Side Banner HK\$

CREDIT CARD AUTHORIZATION

Payment by credit card Visa MasterCard

I _____, hereby authorize The American Women's Association to charge my credit card account for the amount of:

HK\$ _____

Credit Card no. _____ Expiry Date _____

Cardholder's Name _____

Cardholder's Signature _____

PLEASE SUBMIT SIGNED BOOKING FORM AND ARTWORK TO OUR ADVERTISING MANAGER VIA EMAIL advertising@awa.org.hk

TERMS & CONDITIONS

PLEASE READ THE CONTRACTUAL TERMS AND SIGN BELOW.

1. Advertisers may not cancel orders for advertisements after the booking deadline for that month.
2. In the event of copy instructions not received by the magazine deadline, the Publisher reserves the right to repeat a previous advertisement of the same size.
3. The Publisher reserves the right to decline any advertisement.
4. The Publisher reserves the right to revise advertising rates upon 60 days prior written notice.
5. The Publisher reserves the right to cancel advertisements that have not been paid by the 10th day of the prior month before ad is placed.

PAYMENT POLICY:

1. Full Payment can be made via CHEQUE payable to 'American Women's Association of HK, Ltd.' or CREDIT CARD by filling out the credit card authorization box.
2. For single insertions, full payment must accompany insertion orders/booking form prior to the close date of that issue.
3. Advertisers with multiple insertions may pre-pay for their advertisement. Otherwise, they must pay within 30 days from the date of the invoice. AWA reserves the right to cancel further ads until payment is received.

No agency fees will be paid, as AWA is a non-profit organization.

MATERIALS DELIVERY INSTRUCTIONS:

- All materials should be emailed to our advertising manager: advertising@awa.org.hk
- Files over 5MB should be sent via www.yousendit.com
- Please note in the email Subject Line, your company name, the issue month and type of ad
e.g. ABC Co. June website ad
e.g. ABC Co. June e-newsletter text and banner ad
- Loose inserts should be delivered to the following address with the AWA issue clearly noted: