

“THE 21ST CENTURY DIRECTOR” THE MAGAZINE FOR BUSINESS LEADERS 企業領袖必讀刊物 【廿一世紀董事】

The Hong Kong Institute of Directors (“HKIoD”) is Hong Kong's premier body representing professional directors working together to promote good corporate governance and to contribute towards advancing the status of Hong Kong, both in China and internationally. *The 21st Century Director* is HKIoD's official magazine.

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 directions, such as updates on director practices; and
- Insights from directors on leading their companies to success.

The magazine is circulated among:-

- The entire membership of HKIoD
- Listed companies on the Main Board and GEM Board
- Selected private companies
- Government officials
- Regulators
- Kindred organizations
- Business centres
- Libraries

Through this publication, your message will get across to **a great number of readers that vastly exceeds its 7,000 copies.**



香港董事學會為香港代表專業董事的首要組織，其宗旨是鼓勵全體會員齊心推廣優秀企業管治，並為推進香港在中國及國際間的地位作出貢獻。【廿一世紀董事】是香港董事學會的官方刊物。

主要讀者對象是公司董事及高層管理人員。雜誌的內容涵蓋：-

- 商業論題，闡釋影響董事的事宜，如有關董事實務的最新資訊；以及
- 董事引領公司邁向成功過程的經驗分享等。



【廿一世紀董事】發行到：

- 本會的會員
- 主板及創業板的上市公司
- 部分私人公司
- 政府官員
- 監管機構
- 友好組織
- 商務中心
- 圖書館

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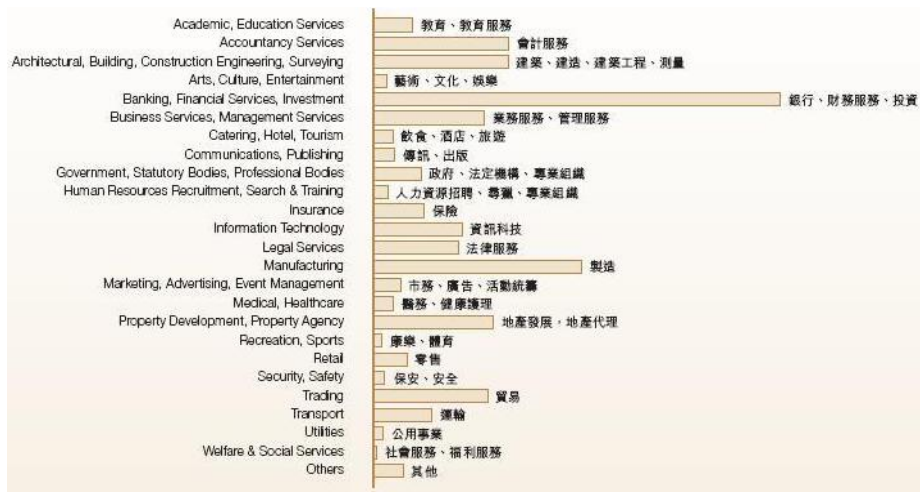
關於【廿一世紀董事】 ABOUT THE 21st CENTURY DIRECTOR

內容 Content	<ul style="list-style-type: none"> - 董事實務及企業管治的最新資訊。 - 訪問商界領袖，分享他們管治公司的經驗和見解。 - 有關商業論題的專題報導。 - 香港董事學會專欄，報導香港董事學會的活動和培訓課程。 - 生活品味專欄。 - 會員里程碑及活動花絮照。 - Latest trends in best director practices and corporate governance. - Interviews with business leaders, telling stories of / giving insights on company direction. - Feature articles on business related topics. - HKIoD section covering the HKIoD's events and training programmes. - Articles on high quality lifestyle. - Members' Milestones and event photos.
語言 Language	Bilingual – English & Chinese 雙語 – 英語及中文
業數 No. of Pages	52 內頁 inside pages (70% 文章 editorial; 30% 廣告 advertisements)
出版次數 Frequency	Half yearly
顏色 Colour	4C

發行人量分佈 Circulation Breakdown of 7,000 copies



香港董事學會會員行業分佈 HKIoD Membership Analysis by Industry



THE 21ST CENTURY DIRECTOR 【廿一世紀董事】
ADVERTISING RATE CARD & ORDER FORM 廣告價目及訂購表格

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Booking Size 廣告規格	Standard Rate 標準價格	Booking Size 廣告規格	Dimensions 尺寸
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半頁 Half Page Per Issue 每期計算 Two Issues 兩期計算	<input type="checkbox"/> HK\$10,000 <input type="checkbox"/> HK\$18,000	Half Page 半頁	Trim 210 (w) x 142 mm (h) Bleed 220 (w) x 152 mm (h) Type Area 190 (w) x 122 mm (h)
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