

## “The 21<sup>st</sup> Century Director” The Magazine for Business Leaders

To reach a great number of high-caliber readers through this publication

### 企業領袖必讀刊物 【廿一世紀董事】

透過此刊物直達到高端消費讀者群

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

本雜誌的主要讀者為公司董事及高層管理人員，內容涵蓋：-

- 商業論題，闡釋影響董事帶領公司的事宜，如有關董事常規的最新資訊；以及
- 董事引領公司邁向成功過程的經驗分享等。

#### Plan A 計劃甲

One price for  
AD on Annual Album printed copy + 8 times of full-page AD on e-circulars

一個價錢可享  
全年紀念刊之印刷版及電子版廣告 + 8 次電子通訊全版內頁廣告

或可

#### Plan B 計劃乙

**Single purchase e-circulars advertisement**

Choose your own advertising month  
to suit marketing needs and promotion schedules!

購買單次電子版廣告

廣告月份自由選擇，更合乎推廣計劃！

Circulation of your company message up to **101,000** per year  
貴公司的訊息全年傳閱發行量可達 **101,000**

**The magazine is circulated among 【廿一世紀董事】發行到:-**

- The entire membership of HKIoD 本會會員
- Listed companies on the Main Board and GEM Board
- 主板及創業板的上市公司
- Selected private companies 部分私人公司
- Business associations and professional bodies  
各大商會及專業團體
- Government officials 政府官員
- Regulators 規管機構
- Kindred organisations 友好組織
- Business centres 商務中心
- Libraries 圖書館





**ADVERTISING RATE CARD & ORDER FORM 廣告價目及訂購表格 (2018)**

<b>Plan A 計劃甲</b>		<b>Annual Printed + 8 e-circular AD 年終印刷版 + 8 次電子通訊廣告</b>	
<b>One price for 69,000 in circulation per year</b> 一個價錢，即可讓訊息每年傳閱於 <b>69,000</b> 發行人			
<b>AD on Printed Annual Album published at year-end 全年紀念刊，年終出版</b> Circulation: 5,000 copies 發行人：5,000 本			
(Please check those apply 請以✓選擇)			<b>AD Dimensions • 廣告尺寸:</b>
<b>Booking Size 廣告規格</b>	<b>Members' Rate 會員優惠價格</b>	<b>Standard Rate 標準價格</b>	Trim 210 (w) x 285 mm (h) • Bleed 220 (w) x 295 mm (h) • Type Area 190 (w) x 265 mm (h)
<b>Full Page 全版</b>	<input type="checkbox"/> HK\$32,700	<input type="checkbox"/> HK\$46,100	<b>Material requirement • 檔案要求:</b> Electronic files of any of the following format: Acrobat, Illustrator, Freehand, In Design, high resolution PDF files with digital print. 電子檔案形式可為 Acrobat、Illustrator、Freehand、In Design，高解像度 PDF 檔。
<b>Facing Content 面向目錄</b>	<input type="checkbox"/> HK\$33,450	<input type="checkbox"/> HK\$49,150	
<b>Facing Articles 面向主文</b>	<input type="checkbox"/> HK\$36,050	<input type="checkbox"/> HK\$55,350	
<b>Inside Front 封面內頁</b>	<input type="checkbox"/> HK\$36,050	<input type="checkbox"/> HK\$55,350	
<b>Inside Back 封底內頁</b>	<input type="checkbox"/> HK\$36,050	<input type="checkbox"/> HK\$55,350	
<b>Back Cover 封底</b>	<input type="checkbox"/> HK\$51,700	<input type="checkbox"/> HK\$86,250	
<b>Double Page Spread 雙全版</b>	<input type="checkbox"/> HK\$62,900	<input type="checkbox"/> HK\$91,900	
<b>INCLUDE 包括</b>			
<b>FREE Eight e-circular AD 免費 8 次電子通訊廣告</b> Total circulation: <b>64,000</b> per placement 總發行人高達 <b>64,000</b> 次 8 times of e-circular AD will be placed within one year upon confirmation 由落單後計算一年內共可投放 8 次廣告 (Include AD on year-end Annual Album 包括年終紀念刊廣告)			

<b>Plan B 計劃乙</b>		<b>e-circular AD 單次電子通訊廣告</b>		<b>For Plan A or B client</b> Please select preferred e-circular AD placement months	
Circulation <b>8,000</b> per placement <b>電子通訊廣告 每期發行人 8,000 網上傳閱</b>				<b>訂購計劃甲或乙的客戶</b> 請選擇欲投放電子通訊廣告之月份	
<b>Booking Size 廣告規格</b>	<b>Members' Rate 會員優惠價格</b>	<b>Standard Rate 標準價格</b>	<input type="checkbox"/> Jan 一月	<input type="checkbox"/> Jul 七月	
<b>Half Page 半版內頁</b>	<input type="checkbox"/> HK\$2,400	<input type="checkbox"/> HK\$3,000	<input type="checkbox"/> Feb 二月	<input type="checkbox"/> Aug 八月	
<b>Full Page 全版內頁</b>	<input type="checkbox"/> HK\$4,600	<input type="checkbox"/> HK\$5,000	<input type="checkbox"/> Mar 三月	<input type="checkbox"/> Sep 九月	
			<input type="checkbox"/> Apr 四月	<input type="checkbox"/> Oct 十月	
			<input type="checkbox"/> May 五月	<input type="checkbox"/> Nov 十一月	
			<input type="checkbox"/> Jun 六月		
總共_____次電子通訊廣告 x HK\$_____ = 共 HK\$_____			<small>(Placement schedule is subject to the final decision of HKIoD 實際刊登月份需視乎香港董事學會之最終決定)</small>		

**About 20 times of e-circular will be published annually, with an average of two pieces per month. Each issue will cover one or multiple columns below.** 電子通訊全年出版約 20 次，平均每月兩次，每期連載下列一個或多個欄目，位置視乎排稿情況。

- ✓ Theme story 主題故事
- ✓ Interview of distinguished directors 卓越董事訪問
- ✓ Interview of HKIoD members 本會會員訪問
- ✓ Invited article 專題邀稿
- ✓ Members' contributed article 會員投稿
- ✓ Members' milestones and HKIoD events 會員里程碑及本會活動匯報

AD positions of each e-circular are limited and on a first-come-first-served basis.  
每期電子版廣告頁數有限，先到先得。

**PAYMENT & DELIVERY • 付款及寄遞**

Please deliver the completed order form along with a cheque to **HKIoD, 2104 Shanghai Industrial Investment Building, 48 Hennessy Road, Wan Chai, Hong Kong** 請把填妥的訂購表格及支票送到：香港灣仔軒尼詩道 48 號 上海實業大廈 21 樓 2104 香港董事學會

Cheque payable to 支票抬頭: "The Hong Kong Institute of Directors Limited"

**CONTACT INFORMATION OF ADVERTISER 訂購者/公司資料**

Company 公司: \_\_\_\_\_

Contact Person 聯絡人: \_\_\_\_\_ Tel 電話: \_\_\_\_\_ Email 電郵: \_\_\_\_\_

Cheque No. 支票號碼: \_\_\_\_\_ Amount 面額: HK\$ \_\_\_\_\_ Bank 銀行: \_\_\_\_\_

Date 日期: \_\_\_\_\_ Signature & Company Chop 簽署及公司蓋章: \_\_\_\_\_

All orders and submitted advertisements are subject to our Publishing Board's acceptance. 所有訂單及提交廣告需經過學會出版委員會的批核認可。  
 Check here if you do not wish to receive information from HKIoD / 如不欲接受學會資訊請加剔號。