

# 2018 ANNUAL REPORT

## ADVERTISEMENT RATE CARD

### Circulation

- 2,000 cps

### Readers

- HKRMA members & associates
- Key government officials and departments  
Public bodies
- Educational institutions
- Trade bodies
- Retail related entities
- Guests of HKRMA 2017 Annual Dinner
- Members of the Federation of Asian-Pacific Retailers Association (FAPRA)

### Important Reference

- The Chairman's Report
- Legislative Issues
- HKRMA's Year-round Programmes and Activities
- Reports of Various Sub-Committees

**CLICK HERE**

**TO RESERVE ADVERTISING SPACE NOW!**

**Enquiry: Ms Peggy Ng 2866 8311**

**Booking Deadline:  
31 October 2018**



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# HKRMA 2018 ANNUAL REPORT

## ADVERTISEMENT PRICE AND SIZE

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Booking Deadline: 31 October 2018

Artwork Deadline: 2 November 2018

Enquiry: 2866 8311 Ms. Peggy Ng | Fax: 2866 8380 | Email: [event@hkrma.org](mailto:event@hkrma.org)

Options (Colour)	No. of Insert available	Unit Price
<b><u>(A) Spread Pages</u></b>		
1. Premium Spread Page (4 pages)	1 Available	\$56,000
2. Premium Spread Page (3 pages)	1 Available	\$45,000
3. Premium Centre Spread + 1 Bottom Banner Advertisement on 1 issue of HKRMA Monthly e- Newsletter (Specification: 739W x 90H)	3 Available	\$31,000
4. Spread	Available	\$20,000
<b><u>(B) Cover Pages</u></b>		
5. Inside Front Cover Spread (3 pages)	<del>1 Available</del> <b>BOOKED</b>	\$60,000
6. Next to Inside Front Cover	<del>1 Available</del> <b>BOOKED</b>	\$18,500
7. Back Cover	1 Available	\$27,500
8. Inside Back Cover	<del>1 Available</del> <b>BOOKED</b>	\$18,500
9. Next to Inside Back Cover	1 Available	\$16,500
<b><u>(C) ROP</u></b>		
10. Full Page	Available	\$11,000
11. Half Page	Available	\$6,500

### Remark

- Reservation will be made on first-come, first-served basis.
- For Premium Spread Page in 4 pages/3 pages (option 1&2), 2 inserts are available for booking and each insert will be placed before each batch of advertisement.
- The ROP advertisements will be divided into 2 batches. For bulk advertisers, advertisements will be placed according to the total value and next by alphabetical order of company name. The rest of ROP advertisements will be placed according to size, i.e. from full page to half page; and each type will be arranged by alphabetical order of company name.
- Please kindly note that your contact information will be provided to HKRMA's production house CD Concept for follow up action.
- No cancellation will be accepted after placement of the advertisement.
- HKRMA reserves the right of final decision on all matters related to the 2018 Annual Dinner advertisement.

## Payment

- Full payment of the advertisement fee with cheque payable to “Hong Kong Retail Management Association Limited” has to be made to HKRMA within 3 weeks upon receipt of the completed order form by HKRMA.
- Please send the cheque to HKRMA, 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong, together with the signed order form.

## Artwork Specification (Material deadline: 2 November 2018)

- Preferred format for printing is Adobe Illustrator CS4 or below, InDesign CS4 or below or HIGH RESOLUTION PDF.
- All fonts are converted to outlines.
- Linked Graphics - Be sure to include or embed all of your placed / imported images when you send your artwork.
- All images must be in CMYK color.
- Artwork resolution is at least 300 dpi.
- Include "bleed" area with your artwork, normally 3mm for each side.
- Please send artwork design to: Ms. Peggy Ng, HKRMA | [event@hkrma.org](mailto:event@hkrma.org) | Tel: 2866 8325

## Advertisement Size

### Options (Colour)

### Trim Size

### Bleed Size

#### (A) Spread Pages

1. Premium Spread Page (4 pages)	280mmH x 605mmW (page 1-3) 280mmH x 195mmW (page 4)	286mmH x 611mmW (page 1-3) 286mmH x 201mmW (page 4)
2. Premium Spread Page (3 pages)	280mmH x 400mmW (page 1-2) 280mmH x 195mmW (page 3)	286mmH x 406mmW (page 1-2) 286mmH x 201mmW (page 3)
3. Premium Centre Spread + 1 Bottom Banner Advertisement on 1 issue of HKRMA Monthly e-Newsletter	280mmH x 410mmW Online adv specification: 739W x 90H	286mmH x 416mmW
4. Spread	280mmH x 410mmW	286mmH x 416mmW

#### (B) Cover Pages

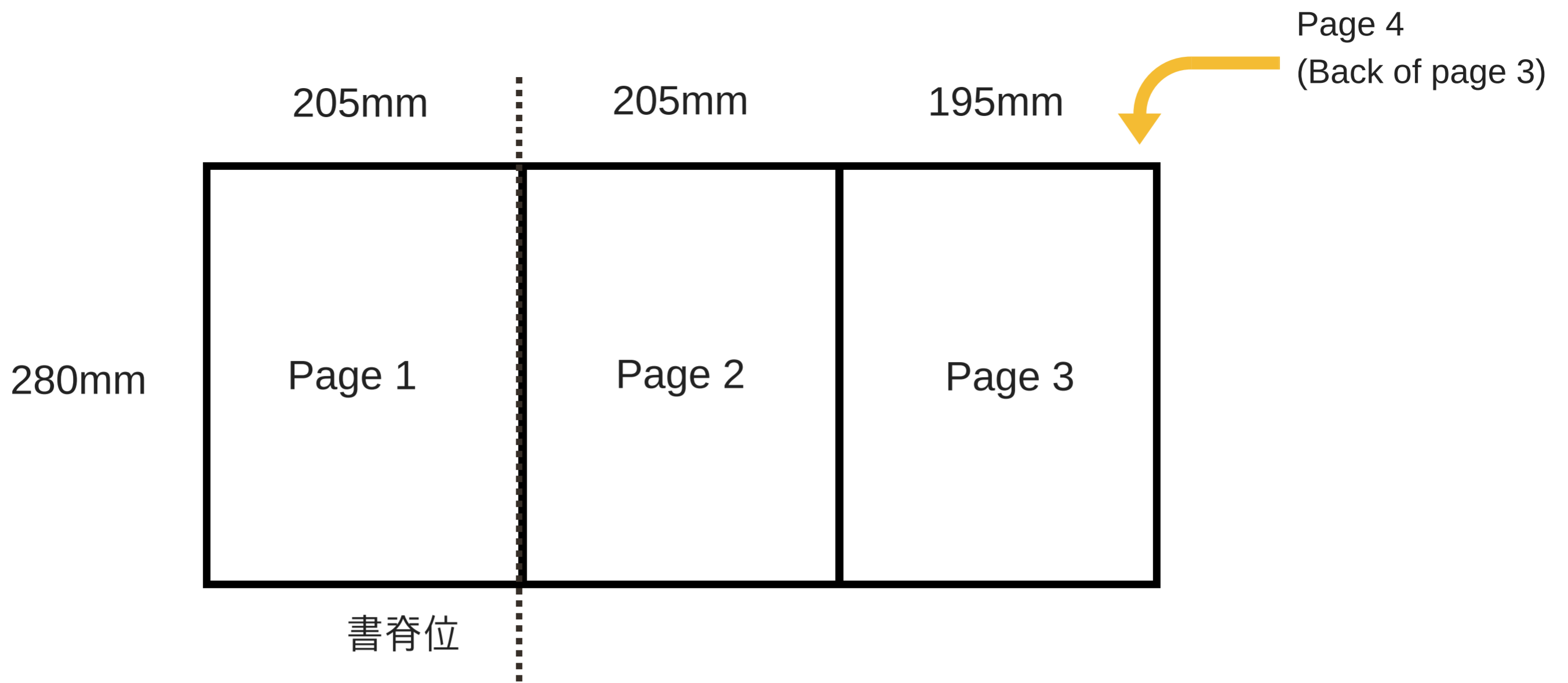
5. Inside Front Cover Spread (3 pages)	280mmH x 190mmW (page 1) 280mmH x 395mmW (page 2-3)	286mmH x 196mmW (page 1) 286mmH x 401mmW (page 2-3)
6. Next to Inside Front Cover	280mmH x 205mmW	286mmH x 211mmW
7. Back Cover	280mmH x 205mmW	286mmH x 211mmW
8. Inside Back Cover	280mmH x 205mmW	286mmH x 211mmW
9. Next to Inside Back Cover	280mmH x 205mmW	286mmH x 211mmW

#### (C) ROP

10. Full Page	280mmH x 205mmW	286mmH x 211mmW
11. Half Page	125mmH x 180mmW	no bleed allowed

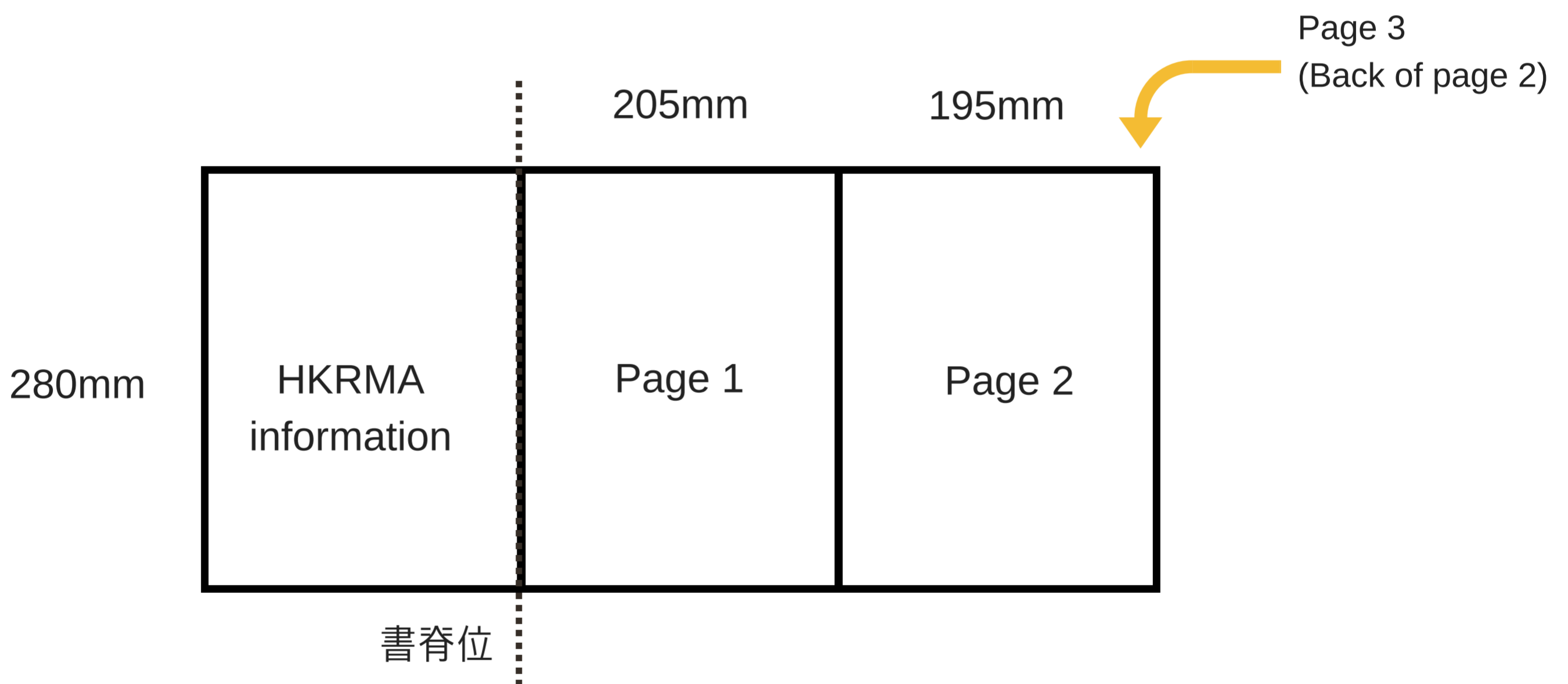
**Option 1:**

**Premium Spread Page (4 pages): \$56,000**



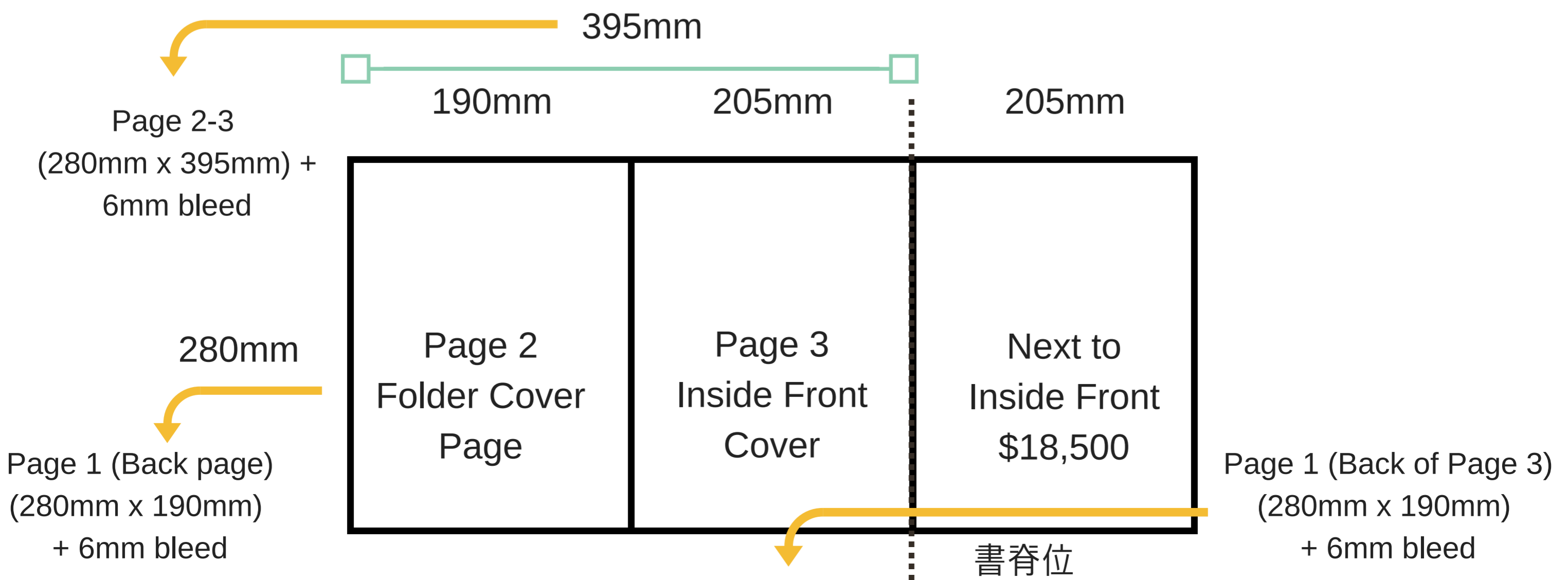
**Option 2:**

**Premium Spread Page (3 pages): \$45,000**



**Option 3:**

**Inside Front Cover Spread (3 pages): \$60,000 (Page 1-3)**



# Option 3: Bottom Banner Advertisement of Monthly e-Newsletter

## 主席的話

### 2018年首季錄得雙位數增長 預期零售業將持續穩健發展

香港零售管理協會主席 鄭偉雄先生



政府公佈2018年3月零售總額升11.4%，達398億港元，香港零售業經歷3年多調整期，今年首季零售銷售已回復達14.3%的雙位數升幅。隨著高鐵及港珠澳大橋於下半年陸續開通，預料將進一步帶動更多內地旅客，尤其大灣區旅客來港，使旅遊、零售及相關行業受惠。

雖然零售商仍持續面對複雜多變的環球經濟因素、人才短缺、經營成本飆升，及毛利受壓等各種挑戰，協會預期本港零售業將會持續穩健發展。

適逢今年35周年誌慶，協會以「匯聚新智慧 零售創未來」為主題，於5月15日成功舉辦「香港零售高峰會」，高峰會獲得各位會員及零售同業大力支持，超過700位零售精英參加出席，共同交流及分享經驗。我謹代表協會感謝多位重量級嘉賓講者的精彩分享，以及各位贊助商的支持。協會特別感謝香港特別行政區行政長官林鄭月娥女士擔任高峰會主禮嘉賓，行政長官致辭時特別指出，零售業能否否準確定位，掌握最新形勢，並且為未來挑戰作好準備，不但關乎業界本身，對香港整體經濟發展也非常關鍵。為此，協會將一如既往團結業界，為零售業的長遠發展出謀獻策，如您還未成為協會會員，誠意邀請您加入！

## 最新活動

2018年6月6日 (星期三)  
[免費中小企講座] O2O全渠道營銷整合管理  
15:00 - 17:00

2018年6月13日 (星期三)  
智慧零售 vs 智慧消費者  
14:30 - 17:30

2018年6月15日 (星期五)  
2018 傑出服務獎迎新會  
14:30 - 17:30

2018年6月22日 (星期五)  
如何打造具超強領導及激勵員工能力的前線主管?  
15:00 - 17:30

2018年10月11日 (星期四)  
會員周年大會暨午餐會  
12:00 - 14:15

[更多活動資訊](#)

## 旗艦活動

### 立即成為優網店 - 2018年度評審費用半價

同時優惠  
評審費用半價

優質網店認證計劃  
立即成為「T.R.U.S.T. 優網店」的一份子

認證的代表性

你的網店T.R.U.S.T.了嗎?

香港零售管理協會舉辦的「優質網店認證計劃」旨在為零售網店提供全面客觀的評估，認證優質的購物網上商店，並為業界釐定認可的優質網店指標，助零售商發展網上零售業務。

現申請成為2018年度優質網店，評審費用可享半價優惠，請[按此](#)參考詳情。

Specification:  
739W x 90H

GOVERNMENT AWARD FREE TO ENROLL  
HKAI: CUSTOMER SERVICE  
香港工商業獎：顧客服務  
2018

### HKRMA Flagship Programmes 香港零售管理協會旗艦活動



An effective service performance benchmarking tool  
最佳持續檢視及評估店舖服務水平的客觀衡量工具



A well-recognized award for retail practitioners  
激勵團隊和培養優質服務文化的零售業界比賽



Raise consumers' confidence in Hong Kong's e-shops  
加強消費者於香港網店購物的信心

Enquiry: 2866 8311

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