

total
media
LIMITED



GAfencu 高峰傲
Live life in style

ONLINE / OFFLINE

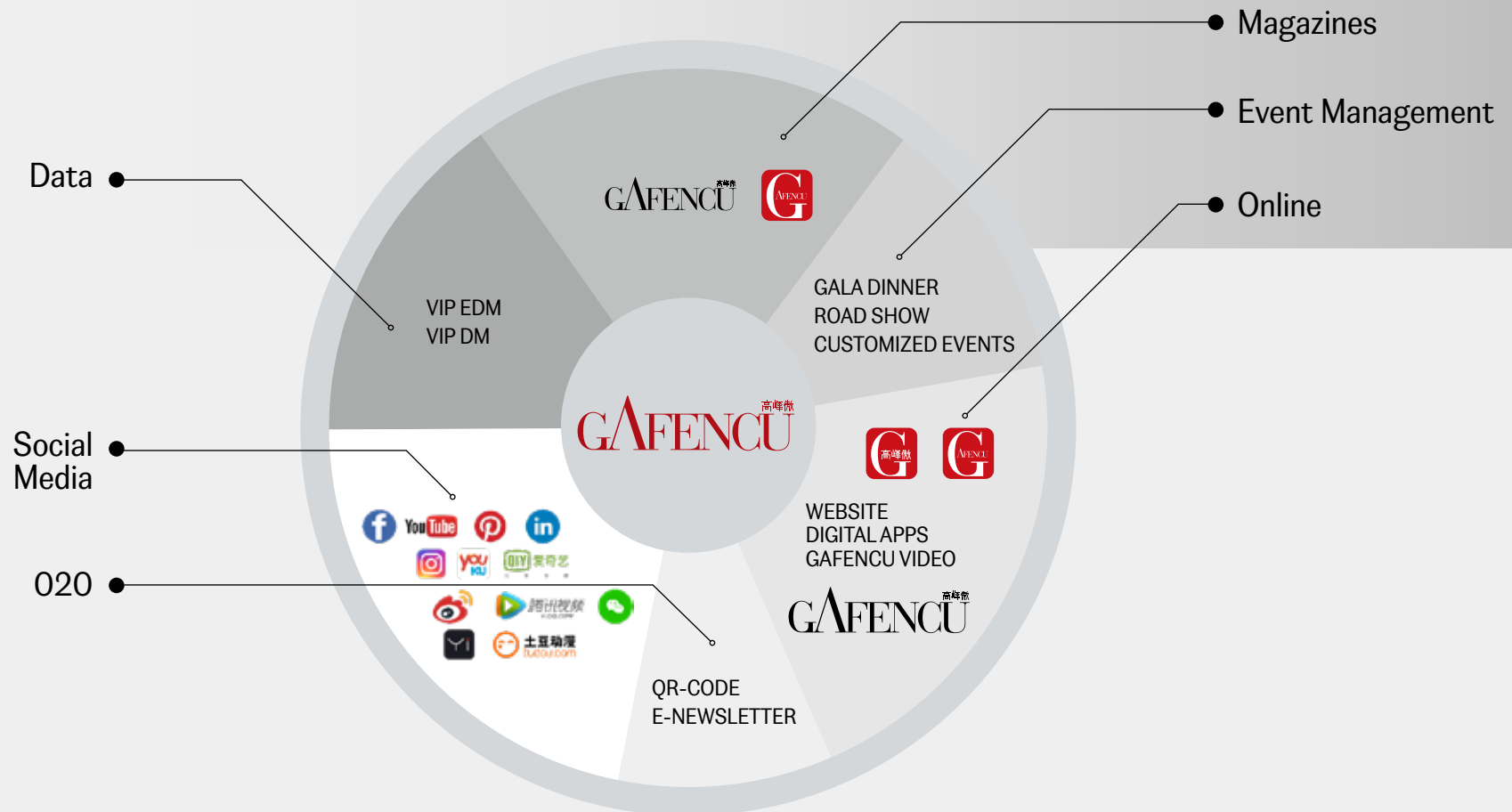
MEDIA Kit

2024

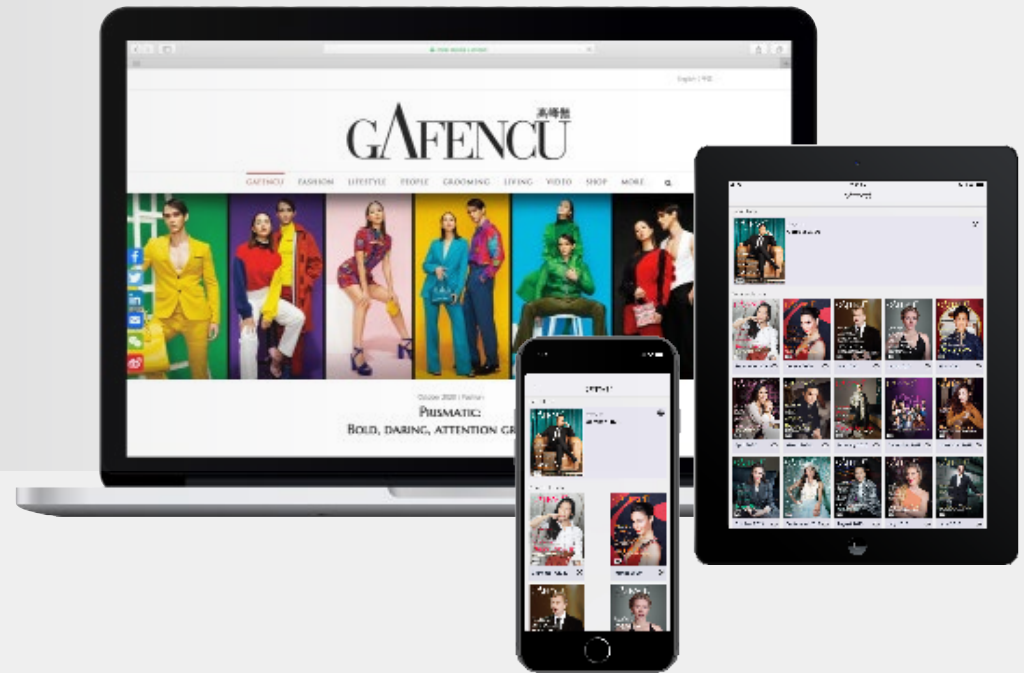
ENGLISH
EDITION

www.igafencu.com

A Complete Integrated *Media Solutions*



Hong Kong's premier luxury lifestyle magazine, providing definitive coverage on Asia's affluent lifestyle.



WEBSITE
PAGE VIEWS

1.25M

SOCIAL MEDIA
FOLLOWERS

57K+

VIDEO
VIEWS

1.8M+

APP
DOWNLOADS

27.7K+

EDM
SUBSCRIBERS

24K

PRINT

20K

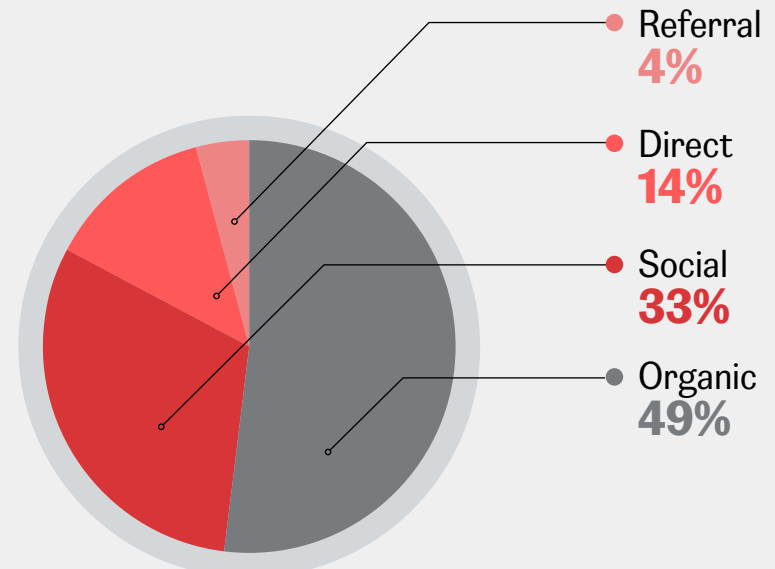
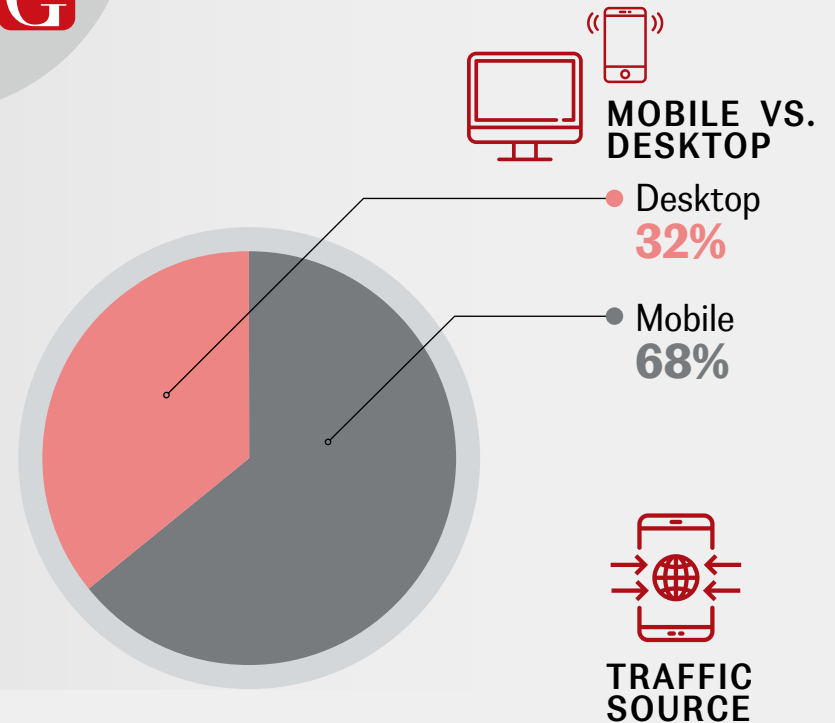
Website Performance

Website Visits:
281,000+

Unique Visitors:
43,000+

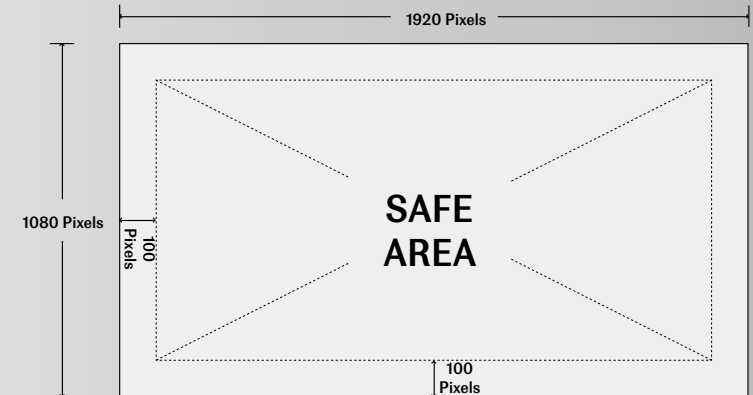
Returning Visitors:
Over 39%

Website Page Views:
1,252,000+



All statistics are ballpark figures, for reference only

Advertising Opportunities



Type matter and illustrated material not intended to bleed must be kept within the safe area.



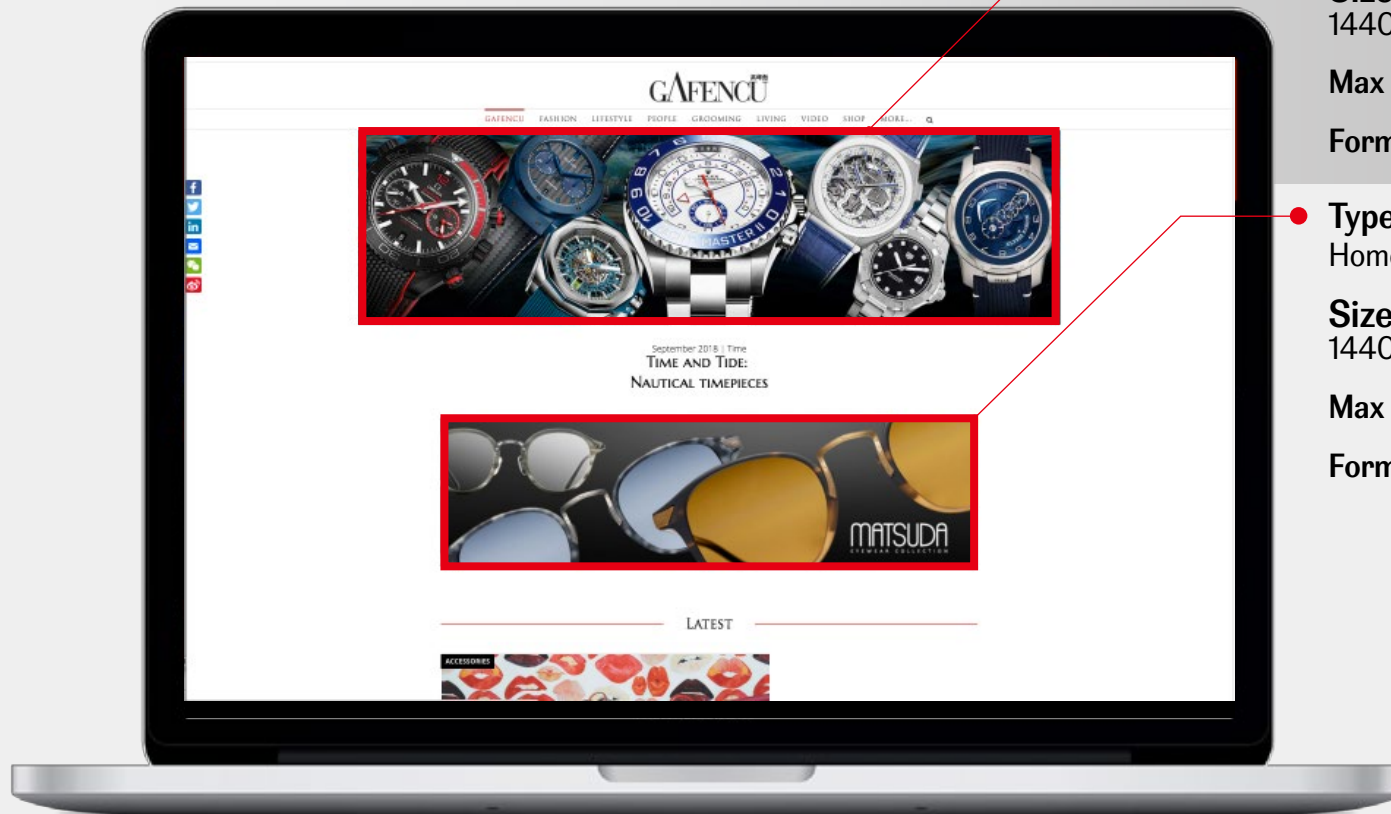
• **Type:**
Full Screen Parallax

Size (WXH) PX:
1920X1080

Max File Size: 300KB

Format: JPG

Advertising Opportunities



Type:
Home Slider Banner (Top)

Size (WXH) PX:
1440 x 400

Max File Size: 300KB

Format: JPG

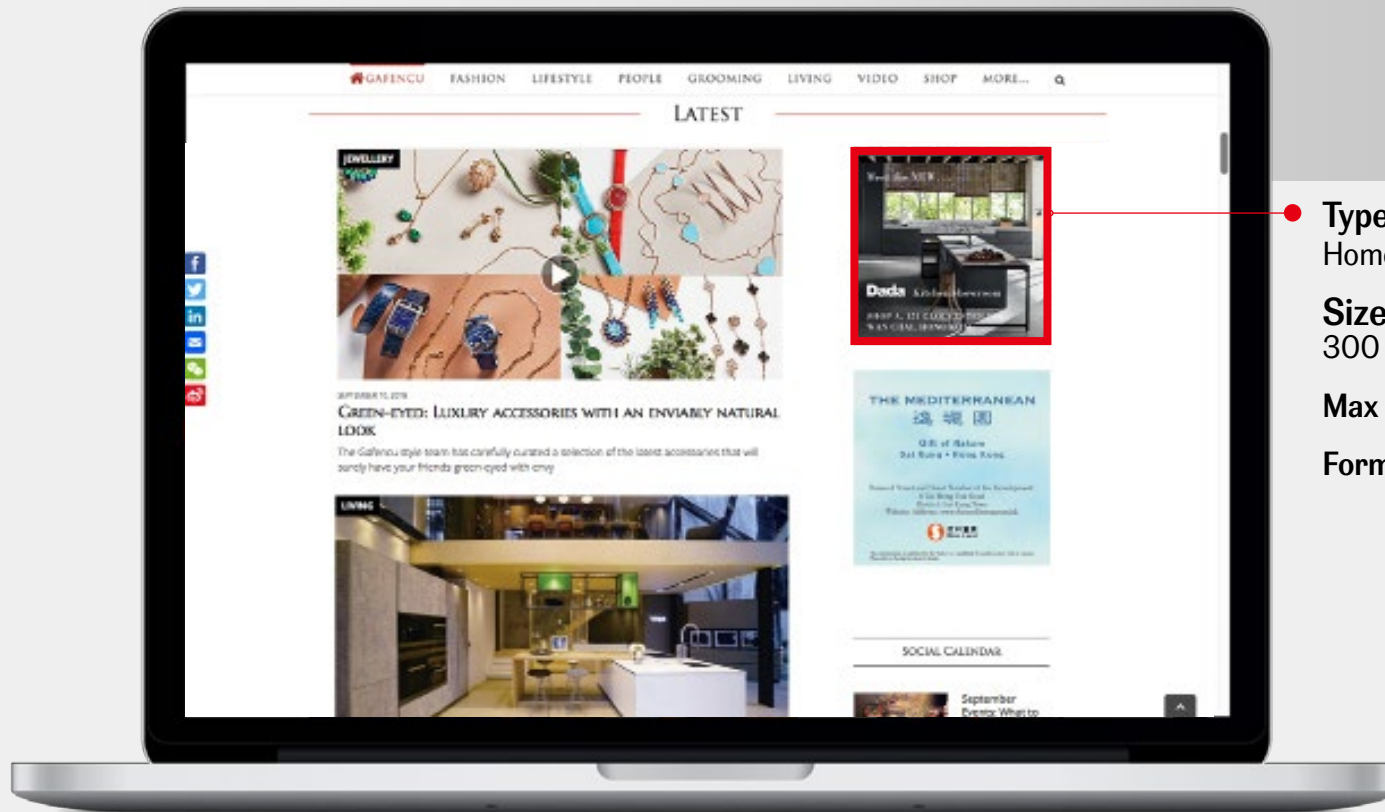
Type:
Home Banner

Size (WXH) PX:
1440 x 400

Max File Size: 300KB

Format: JPG

Advertising Opportunities



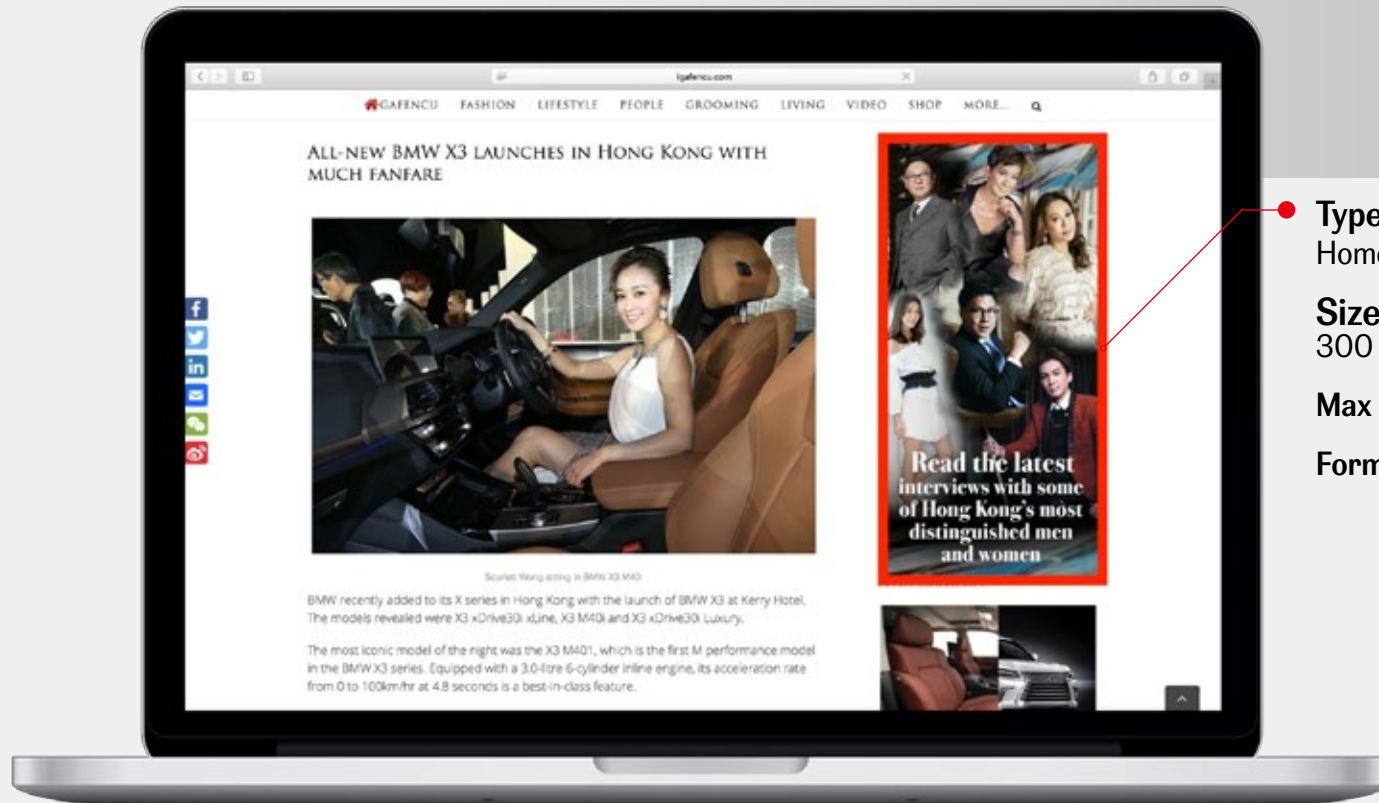
Type:
Home Sidebar

Size (WXH) PX:
300 x 300

Max File Size: 300KB

Format: JPG

Advertising Opportunities



Type:
Home Sidebar (Vertical)

Size (WXH) PX:
300 x 600

Max File Size: 300KB

Format: JPG

Rate Card

Website

AD TYPE	SIZE (WXH) PX	MAX FILE SIZE	FORMAT	PLACEMENT/EXPOSURE PER WEEK			
				HOMEPAGE	CATEGORY PAGE	SUB-CATEGORY	POST
Home Slider Banner (Top)	1440X400	300 KB	JPG	HKD 30,000	HKD 17,000	HKD 15,300	HKD 12,000
Home Banner	1440X400	300 KB	JPG	HKD 15,000	HKD 12,000	HKD 9,000	HKD 7,500
Home Sidebar (Vertical)	300X600	300 KB	JPG	N/A	HKD 12,000	HKD 6,000	HKD 6,000
Home Sidebar (Square)	300X300	300 KB	JPG	HKD 9,000	HKD 6,000	HKD 3,750	HKD 3,000
Full Screen Parallax	1920X1080	300 KB	JPG	N/A	HKD 10,000	HKD 7,500	HKD 6,000

Advertorials

Product endorsement
with or without banner Videos



Advertising

Opportunities

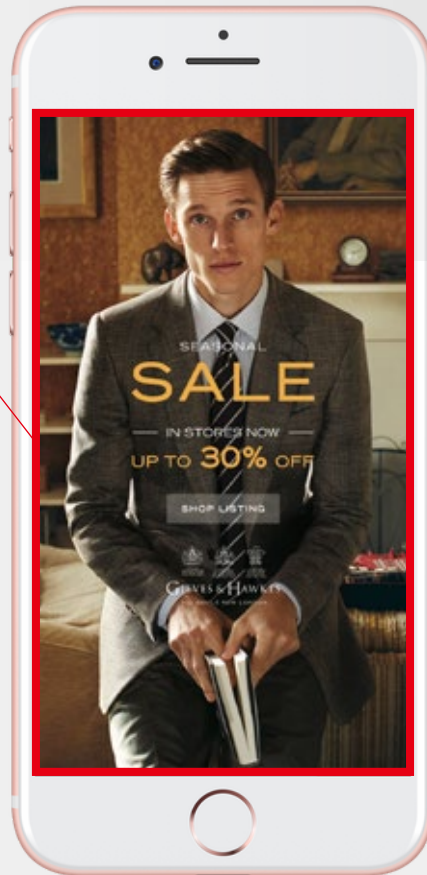
- *Gafencu digital Magazine*

Type:
Splash Screen (Portrait)

Size (WXH) PX:
1080X1920

Max File Size: 300KB

Format: JPG

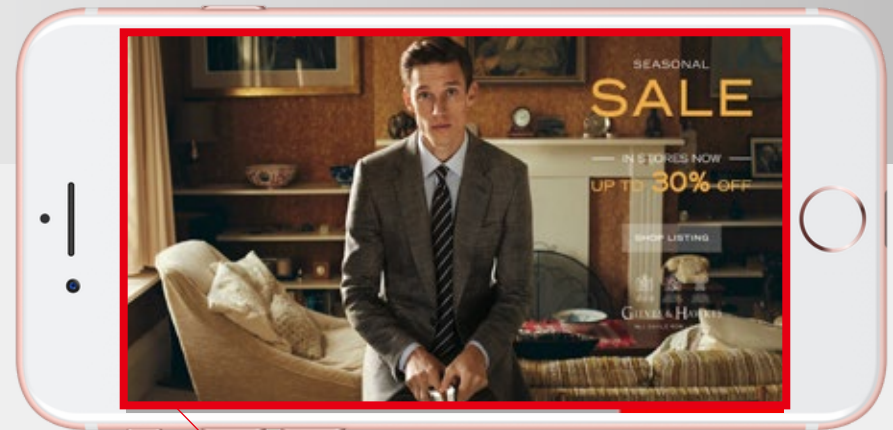


Type:
Splash Screen (Landscape)

Size (WXH) PX:
1920x1080

Max File Size: 300KB

Format: JPG



Rate Card

Digital Magazine

(Per Month)

ADD TYPE	1 TIME X	6 TIMES X	12 TIMES X
FULL PAGE	HKD 34,032	HKD 32,330	HKD 28,930
DOUBLE PAGE SPREAD	HKD 64,660	HKD 61,425	HKD 55,000
INSIDE FRONT COVER SPREAD	HKD 88,480	HKD 85,100	HKD 75,208
INSIDE BACK COVER	HKD 42,538	HKD 40,410	HKD 36,155
BACK COVER	HKD 49,345	HKD 46,875	HKD 41,945

(Per Week)

GAFENCU APP	SIZE (WXH) PX	MAX FILE SIZE	FORMAT	RATE/WEEK
SPLASH SCREEN	Landscape: 1920X1018 Portrait: 1080X1920	300 KB	JPG	HKD 7,500
VIDEO WITH SPLASH SCREEN	MP4	30 MB	MP4	+ 30% on above rate

Advertising Sizes

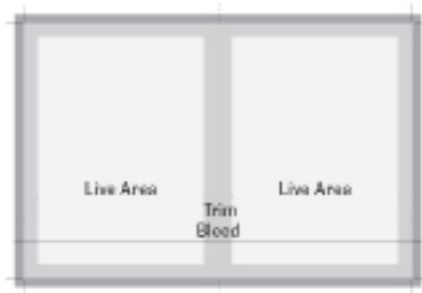
Digital Magazine

Full Page



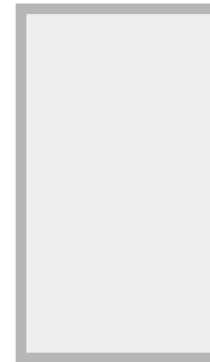
Bleed Size
216mm (W) x 261mm (H)
Trim Size
210mm (W) x 275mm (H)
Live Area
186mm (W) x 251mm (H)

Double Page Spread



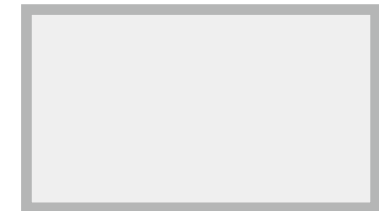
Bleed Size
426mm (W) x 261mm (H)
Trim Size
420mm (W) x 275mm (H)
Live Area
186mm (W) x 251mm (H)

Splash Screen (Portrait)



Size (WXH) PX: 1080X1920
Max File Size: 300KB

Splash Screen (Landscape)



Size (WXH) PX: 1920X1080
Max File Size: 300KB

Gafencu on *Social Media*

Gafencu is one of the most widely-followed fashion, style, gourmet and gadget channels across many of the world's leading social media platforms, including Facebook, Twitter, Weibo, WeChat and Youku.

While many readers have signed up as followers in order to stay informed as to the latest developments from the Gafencu stable of publications, digital platforms and live events, these live daily feeds are also accessible by any Total Media client with an immediate message to convey or as complementary activity to any above-the-line promotional activity.

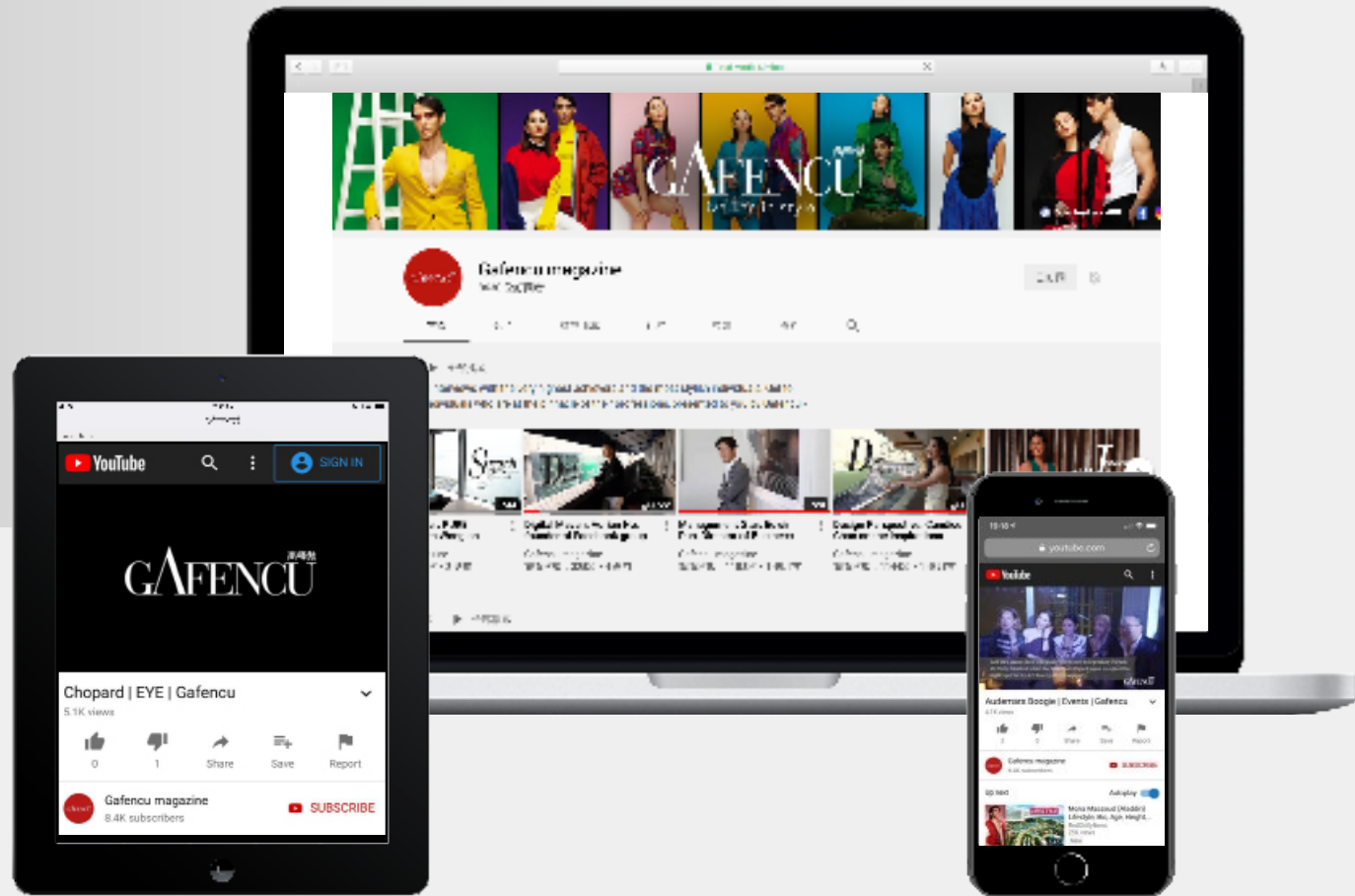


57,984+
followers

1,802,495+
Views

All statistics are ballpark figures, for reference only

Gafencu's videos,
an exclusive glimpse
into the luxurious
world of Hong Kong's
high society



8.4K+
Subscribers
1.8M+
Video Views

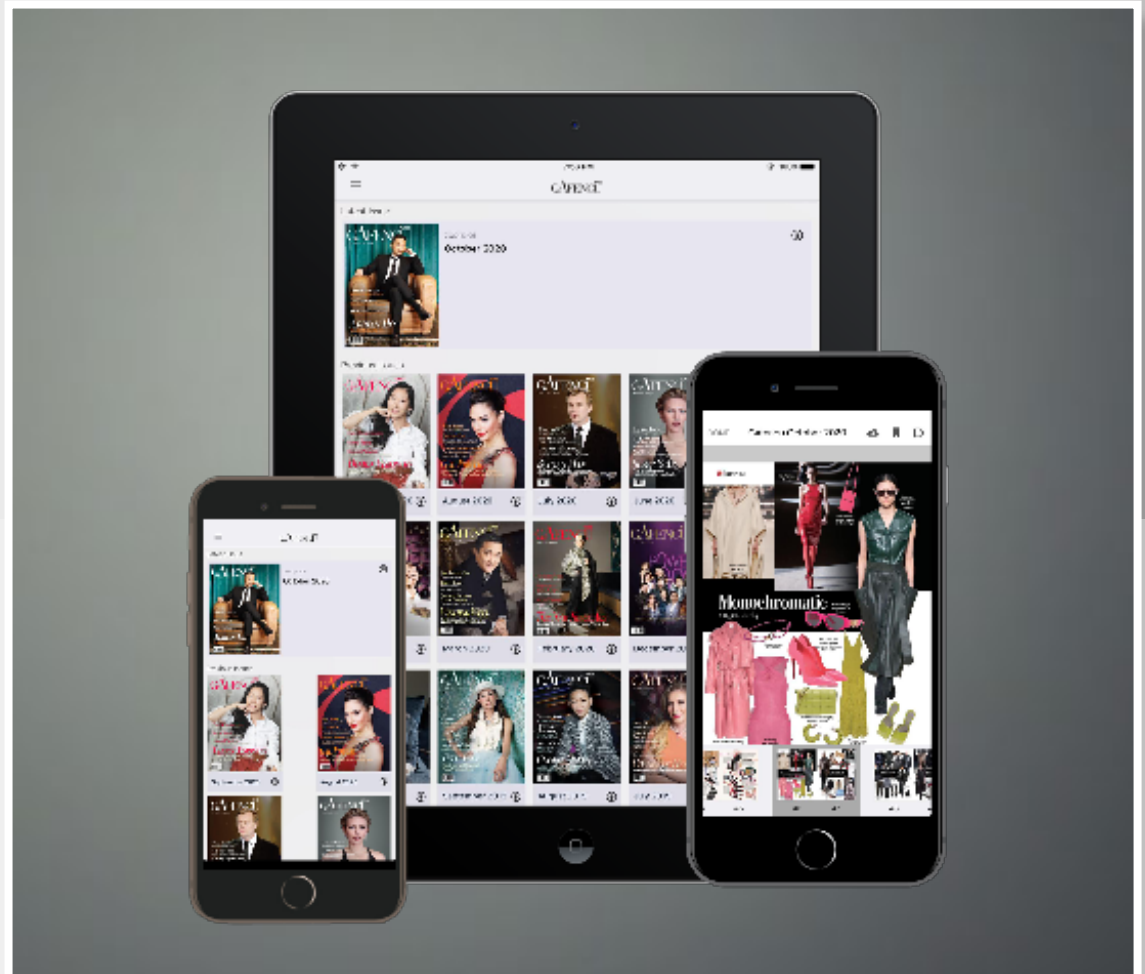
All statistics are ballpark figures, for reference only

Gafencu App

The dedicated Gafencu App gives free and instant access to all of the content of Gafencu's print edition, as well as to a host of archived material and an exclusive daily diet of style, gadget and gourmet alerts.

Available to download for the iPad and the iPhone, as well as for Android mobiles and tablets.

27.7K+
Downloads
61.79%
Active Users



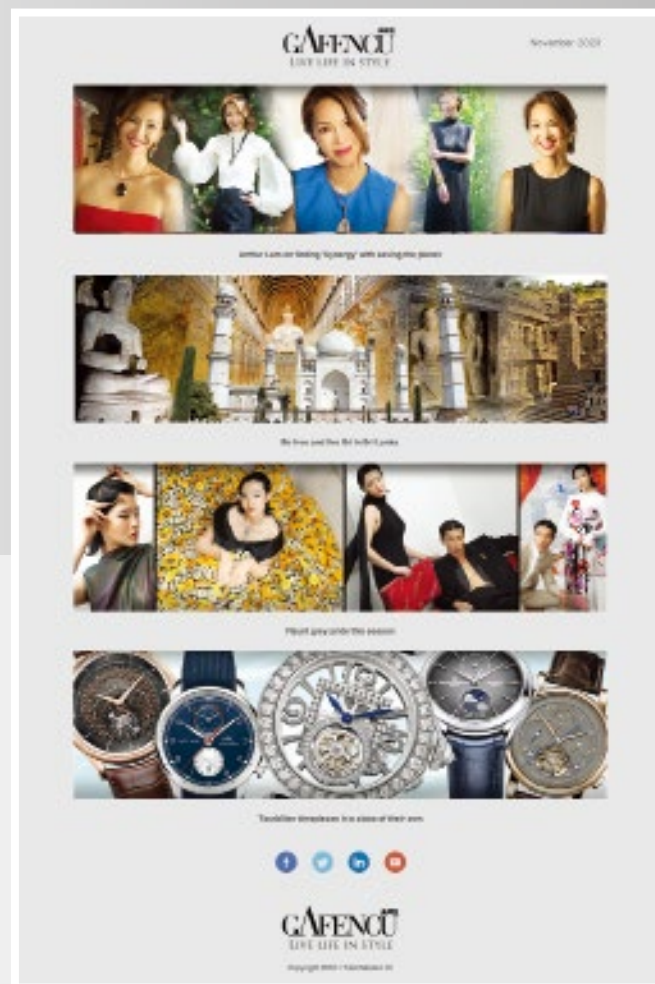
All statistics are ballpark figures, for reference only

E-Newsletter and EDM

Circulated on a monthly basis, the Gafencu E-newsletter is an in-box staple for the affluent, the influential and the well-informed across Southeast Asia.

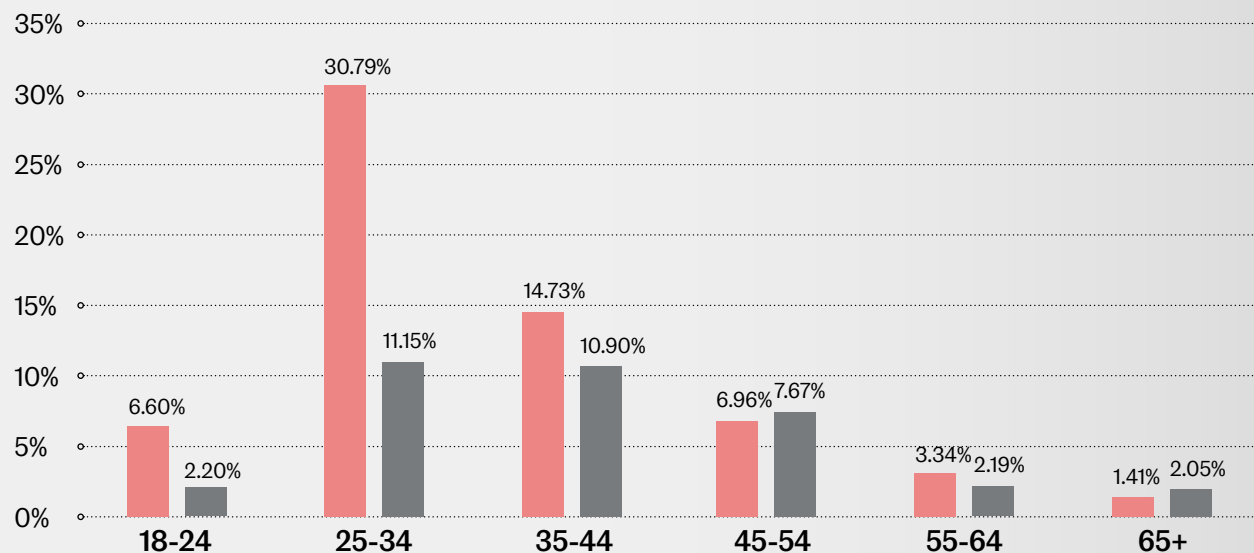
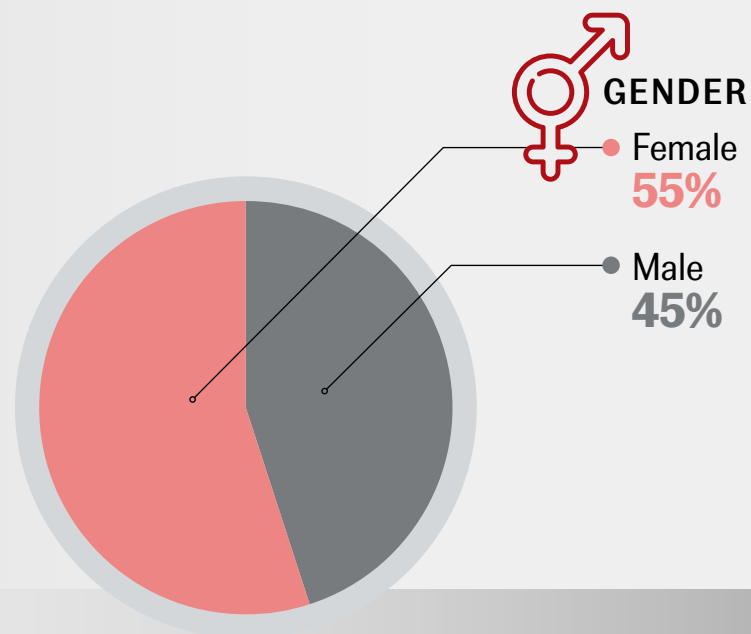
Distributed to a precisely-targeted and regularly updated readership on a requested/wish-list basis, it is the electronic herald for each new print edition of Gafencu, while also carrying sponsored communications from many of the world's most well-feted brands.

24,000+
EDM Subscribers



Visitors

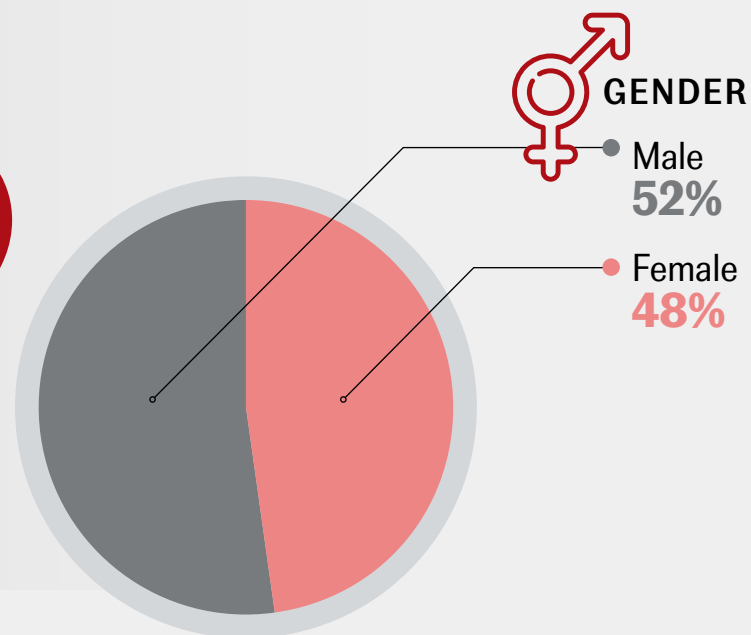
Demographics (Region: Hong Kong)



All statistics are ballpark figures, for reference only

Gafencu Magazine(Print)

One of Asia's longest-established and most successful luxury lifestyle publishing properties, Gafencu's print incarnation is read and appreciated by entrepreneurs, trendsetters and the quietly affluent across Southeast Asia.



Monthly Circulation:
20,000 Copies

Monthly Estimated Readership:
152,000

Average Age:
24-45

Annual Personal Avg. Income:
HK\$5M

Annual Household Avg. Income:
HK\$10M

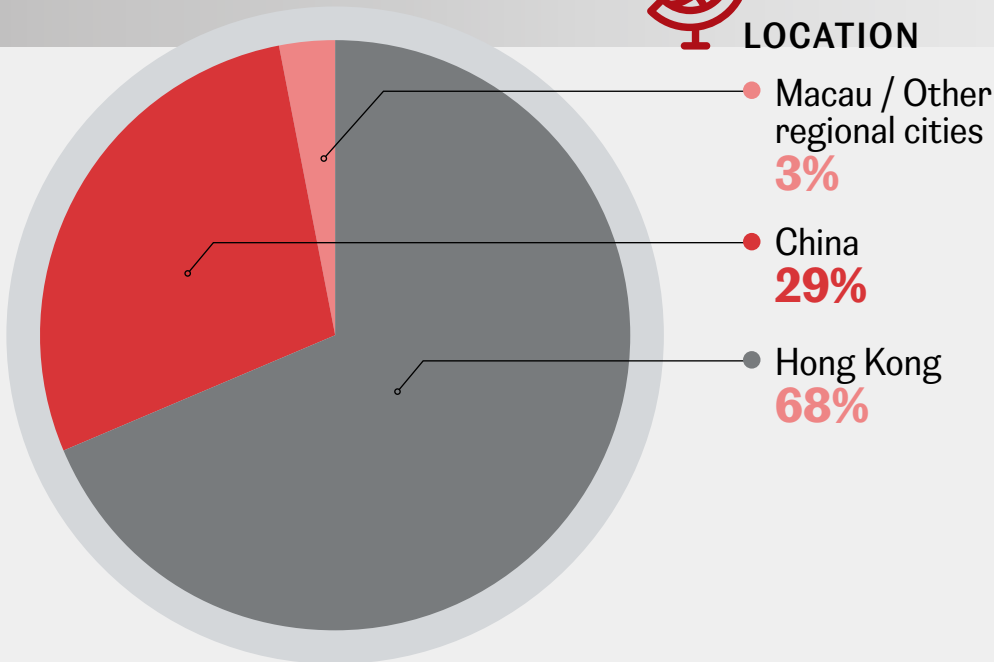


Visitors

Demographics Overview



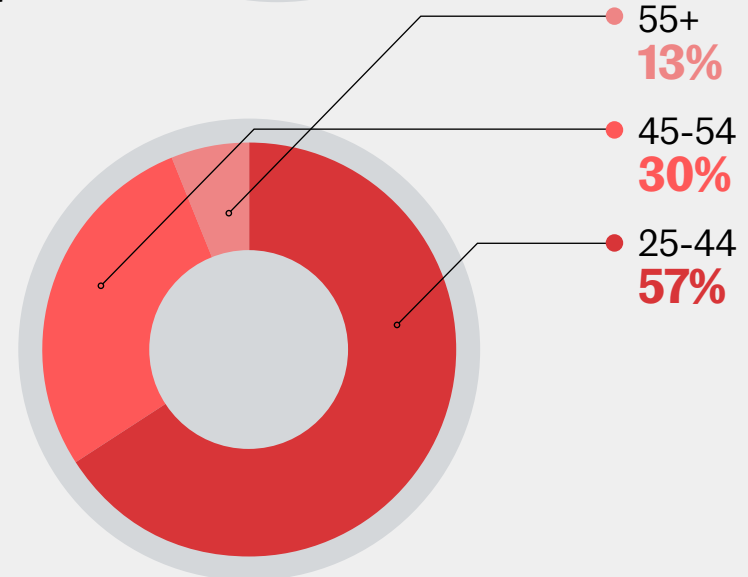
LOCATION



GENDER



AGE RANGE



All statistics are ballpark figures, for reference only

Rate Card

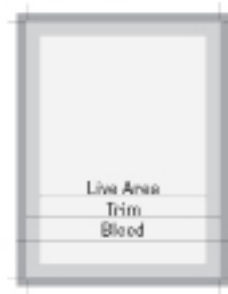
Print Magazine

ADD TYPE	1 TIME X	6 TIMES X	12 TIMES X
FULL PAGE	HKD 68,063	HKD 64,658	HKD 57,854
DOUBLE PAGE SPREAD	HKD 129,318	HKD 122,852	HKD 109,920
INSIDE FRONT COVER SPREAD	HKD 176,963	HKD 170,203	HKD 150,417
INSIDE BACK COVER	HKD 85,077	HKD 80,823	HKD 72,314
BACK COVER	HKD 98,690	HKD 93,755	HKD 83,886

Advertising Sizes

Print Magazine

Full Page



Bleed Size
216mm (W) x 281mm (H)

Trim Size
210mm (W) x 275mm (H)

Live Area
186mm (W) x 251mm (H)

Double Page Spread



Bleed Size
426mm (W) x 281mm (H)

Trim Size
420mm (W) x 275mm (H)

Live Area
186mm (W) x 251mm (H)

General *Conditions & Terms* of Acceptance

1. Any request for advertising space must be signed on a contract form issued by Total Media Limited. Advertisers who engage advertising agencies as their agents should issue an insertion order made out to Total Media Limited.
2. The publisher reserves the right to reject any advertisement.
3. The publisher will not be liable for any consequential loss or damage caused by the failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor its failure to appear on a specified date.
4. All advertisements are accepted and published by the publisher upon the understanding that the agency and/or advertiser is entitled to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and/or agency will indemnify the publisher from any loss or expense resulting from claims or suits based upon contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right or privacy, plagiarism or copyright infringement.
5. Advertisements must be inserted within one year of the date of first insertion to earn frequency rates.
6. In the event of copy instructions not being received by the material deadline, the publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the advertiser will be liable for full payment.
7. Cancellation of an order for advertisement will be accepted only if it is received by the publisher in writing, no later than close of business of the 45th day preceding the first day of the month of publication (e.g. no later than close of business on the 15th August for the October edition). For any applications for cancellation later than that, the publisher shall be entitled to require the advertiser to pay the advertising rates in full for the cancelled advertisement.
8. If the advertiser or agent gives notice of cancellation or reduction of any part or portion of the work contracted for, then any preferential rates and/or position protection originally agreed shall cease to apply and the normal rates as set out shall apply instead. On cancellation or curtailment by the advertiser or agent of a contract for a number of advertisements, then any preferential rates and/or position protection shall cease and the normal rates as set out shall apply to advertisements or insertions already used up to the date of cancellation or curtailment.

General *Conditions & Terms* of Acceptance

9. Where relevant, all restrictions, liabilities and fees specified for the acceptance of print advertisements are also deemed to be applicable to online advertisements accepted for inclusion on any website or other electronic media operated by Total Media Limited.
10. Advertising schedules composed of mixed space units will be deemed acceptable for any appropriate discounts, however smaller and larger units cannot be aggregated in order to qualify for larger size discounts.
11. The publisher accepts no responsibility for any errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after the closing date.
12. The publisher reserves the right to amend any advertising copy liable to be misconstrued as news or feature content with the heading: “advertisement” or “advertorial” or any other title deemed appropriate by the publisher.
13. All advertisements must be paid for within 10 days of publication. The publisher reserves the right to cancel, reject or cease to publish the remaining advertisements in subsequent issues already signed as per the contract if the agreed payment schedule is not met.
14. Any complaints or claims regarding published advertisements must be made in writing within 15 days following the date of publication and be sent by registered post or recorded delivery to the publisher.
15. Any alleged oral commitments with regards to special positions, discounts, compensation or re-run advertisements will not be considered binding until (or unless) acknowledged by the publisher in writing.
16. Any agreements, conditions, rates, rules or regulations not set out above or described in this document and not previously agreed in writing will not be considered to be binding.
17. Incorrect rates or conditions specified in advertising contracts which contravene any of the above regulations will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at time of publication.
18. Any contracts or agreements in exception or contrary to the above regulations and requirements will only be considered binding if acknowledged in writing by the publisher.

Contact Us

1813 Hong Kong Plaza
188 Connaught Road West
Hong Kong
Tel: (852) 3583 3176
Fax: (852) 8169 0090
E-mail: readme@itotalmedia.com

www.igafencu.com

