

CLUB



HONG KONG FOOTBALL CLUB

As one of the finest sporting clubs in Asia, Hong Kong Football Club boasts superb facilities across a broad spectrum of competitive and recreational sports. One of the largest and most successful clubs in local sports competition, the Club also hosts top international sports events and touring sides.

And, as one of the foremost private members' clubs in Hong Kong, Hong Kong Football Club provides leisure, entertainment and a wide variety of Food and Beverage services that enhance the lifestyle of every member of the family. In fact family is a key theme of the Club. We have almost three thousand full Members which relates to the Club being used by some 11,000 people, which includes Members, their partners and their children.

CLUB MAGAZINE

The CLUB Magazine is a monthly publication (except for the combined issue in July and August) which is distributed to the Members of the Hong Kong Football Club, other prestigious clubs in Hong Kong and reciprocal clubs worldwide. The magazine has a circulation of over 3,000 per month and a readership of approximately 6,000 adults (of whom many are parents) and 5,000 children.



MEMBERSHIP PROFILE

- cosmopolitan membership with over 60 nationalities represented
- majority fly Business Class when travelling
- 77% own gold or platinum credit cards
- 72% own shares/stocks
- 74% own a car; 34% own more than two
- 56% of cars owned are under three years old
- four most popular brands of cars are Mercedes, Toyota, Mazda and BMW
- a very high percentage own a number of luxury household items
- 40% own properties in Hong Kong; 65% own properties overseas
- Most of our Members hold down Senior Management positions

PAYMENT

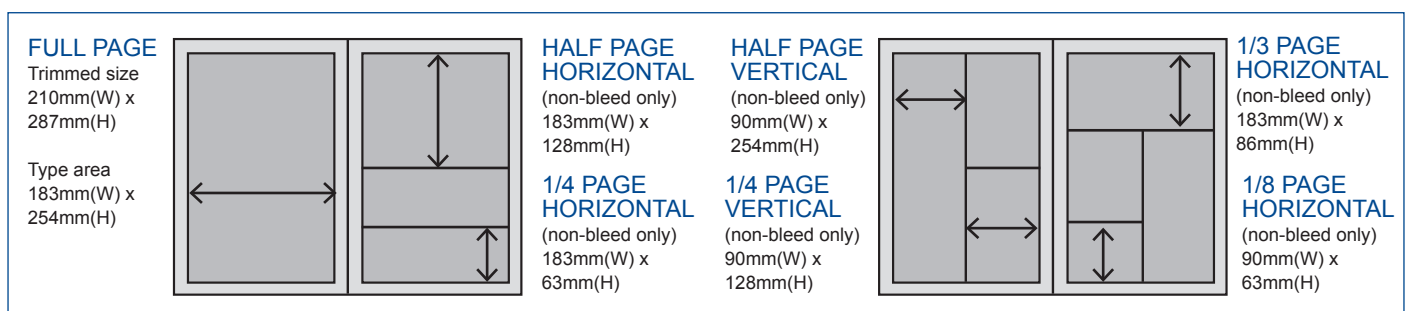
Payment is due upon receipt of invoice, which will be rendered in Hong Kong dollars.

Payment can be made by cheque, cash, direct bank debit, visa or direct debit from Member's account (for Club Members only).

Please see booking form for details.

ADVERTISEMENT SIZES

Advertisement not received by the deadline may not be published in the requested month and there will be no refund.



ADVERTISING BOOKING FORM/CONTRACT

Company/Contact person _____ (Membership no. if applicable): _____

Billing Address (for invoice): _____

Tel: _____ Fax: _____ Email: _____

Total number of insertions: _____ Month(s) _____ Notes: _____

Total Amount: HK\$ _____

Date: _____ Authorised Signature with Company Chop: _____

| SIZE | (Artwork Specs) | COLOUR | BLACK/WHITE | DISCOUNT |
|--|-----------------------|----------------------------------|----------------------------------|--|
| Outside Back Cover | 210mm (W) x 287mm (H) | <input type="checkbox"/> \$7,820 | N/A | <input type="checkbox"/> 15% discount for Members |
| Inside Front Cover | 210mm (W) x 287mm (H) | <input type="checkbox"/> \$6,800 | N/A | |
| Inside Back Cover | 210mm (W) x 287mm (H) | <input type="checkbox"/> \$6,800 | N/A | |
| Full Page | 210mm (W) x 287mm (H) | <input type="checkbox"/> \$5,865 | <input type="checkbox"/> \$3,900 | <i>Additional discounts:</i> |
| Half Page (Horizontal) | 183mm (W) x 128mm (H) | <input type="checkbox"/> \$3,325 | <input type="checkbox"/> \$2,350 | <input type="checkbox"/> 10% discount for 3 insertions * |
| Half Page (Vertical) | 90mm (W) x 260mm (H) | <input type="checkbox"/> \$3,325 | <input type="checkbox"/> \$2,350 | |
| 1/3 Page (Horizontal) | 183mm (W) x 86mm (H) | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> 15% discount for 6 insertions * |
| 1/4 Page (Horizontal) | 183mm (W) x 63mm (H) | <input type="checkbox"/> \$1,760 | <input type="checkbox"/> \$1,275 | |
| 1/4 Page (Vertical) | 90mm (W) x 128mm (H) | <input type="checkbox"/> \$1,760 | <input type="checkbox"/> \$1,275 | <input type="checkbox"/> 20% discount for 11 insertions * |
| 1/8 Page (Horizontal) | 90mm (W) x 63mm (H) | <input type="checkbox"/> \$650 | <input type="checkbox"/> \$500 | |
| FLYER INSERTS Please deliver 3,300 copies to the HKFC by the 25th of the preceeding month of publication. | | | | |
| A4 Size Single Page Flyer 210 mm W x 297mm H) | | | <input type="checkbox"/> \$5,865 | <input type="checkbox"/> Other discounts: _____ |
| A4 Paper Equivalent(A4 paper folded as brochure, under 40grams) | | | <input type="checkbox"/> \$5,865 | |
| A5 Size Single Page Flyer 210 mm (W) x 148mm (H) | | | <input type="checkbox"/> \$3,325 | |
| Postcard Size 108mm (W) x 152.5mm H) | | | <input type="checkbox"/> \$1,760 | |
| Other size: (upon request) | | | \$ | (* must be used within 1 year) |
| ADVERTISE ON THE CLUB NOTICE BOARD (only available upon placing advert in magazine) | | | | |
| Upon placing a <u>minimum of a 1/4 page colour advert</u> in the magazine, you can also place the same advert on the Club Notice Board outside the Coffee Shop (printed in colour A4 portrait size) during the same month when the advert appears in the magazine. | | | <input type="checkbox"/> \$250 | Flat Fee. Discounts do not apply to placement on Notice Board |

BOOKING AND PRINTING DEADLINES

- Magazine is issued on the first of the month
- Booking deadline: 15th of the month preceding publication
- Artwork deadline: 20th of the month preceding publication
- Loose flyer inserts: delivered to the Hong Kong Football Club by the 25th of the month preceding publication

ARTWORK FORMAT

- file formats: tif, jpg or pdf
 - 300 dpi; CMYK; (5mm bleeding for full page)
 - Email (limited to 10MB) to brian_chun@hkfc.com or contact us to require the information of our ftp server.
- Note: The Club reserves the right to edit/reject advertisement that will conflict with the F&B outlets. Please submit a copy of your advertisement before going to print.*

PAYMENT METHOD:

1. Mail booking form with cheque payable to: **Hong Kong Football Club** Address: 3 Sports Road, Happy Valley, Hong Kong
2. Cash payment must be made at the Club's Reception, please do not post cash. We accept only HK dollars.
3. Direct bank payment or visa payment (please contact us for details)
4. Debit from Membership account (Club Members only)

International banking surcharge applies to overseas accounts. There will be a 5% administration fee for visa payments.