

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 around three thousand four hundred full Members which relates to the Club being used by some 11,000 people, which includes Members, their spouses / 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

3,400 Full Members
2,700 Spouse/Partner Members
3,500 Registered Children 11+
4,000 Registered Children -11

Cosmopolitan membership represented by **over 60 nationalities**
 Majority hold **senior management positions**

77% own gold or platinum credit cards
72% own shares/stocks
74% own a car
34% own more than two cars
56% of cars owned are under three years old
 Four most popular brands of cars are **Mercedes, Toyota, Mazda and BMW**

40% own properties in Hong Kong;
65% own properties overseas
 Majority fly **Business Class** when travelling
 A very high percentage own **a number of luxury household items**

DEADLINES & ARTWORK FORMAT

BOOKING & MATERIAL DEADLINE

MONTH	ISSUE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
May 2021	1st week of the issue month	29 March 2021	13 April 2021
June 2021	1st week of the issue month	26 April 2021	10 May 2021
July & August 2021	1st week of the issue month	28 June 2021	9 July 2021
September 2021	1st week of the issue month	2 August 2021	13 August 2021
October 2021	1st week of the issue month	30 August 2021	10 September 2021
November 2021	1st week of the issue month	29 September 2021	11 October 2021
December 2021	1st week of the issue month	1 November 2021	12 November 2021
January 2022	1st week of the issue month	1 December 2021	13 December 2021

ADVERTISING BOOKING FORM / CONTRACT

Company/Contact Person: _____ Membership No. (if applicable): _____

Billing Address (for invoice): _____

Tel: _____ Fax: _____ Email: _____

PRINT RATE & AD TYPE

Outside Back Cover



Trim Size: 210mm (W) x 287mm (H) | Bleed Size: 220mm (W) x 297mm (H) | Type Area: 180mm (W) x 260mm (H)

☐ \$ 8,602

Inside Front Cover



☐ \$ 7,480

Inside Back Cover



☐ \$ 7,480

Full Page



☐ \$ 6,452

DISCOUNT

☐ 15% discount for Members

Additional discounts:

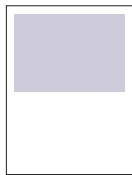
☐ 10% discount for 3 insertions *

☐ 15% discount for 6 insertions *

☐ 20% discount for 11 insertions *

** must be used within 1 year*

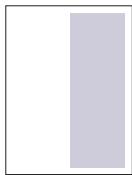
Horizontal Half Page



180mm (W) x 124mm (H)

☐ \$ 3,658

Vertical Half Page



87.5mm (W) x 253mm (H)

☐ \$ 3,658

1/4 Page



87.5mm (W) x 124mm (H)

☐ \$ 1,936

Advertise on The Club Notice Board

Upon placing a minimum of a 1/4 page colour advert 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.

Discounts do not apply to placement on Notice Board.

☐ \$ 250

Total number of insertions: _____ Month(s): _____ **Total Amount: HK\$** _____

Notes: _____ Authorised Signature with Company Chop: _____

Date: _____

Please return booking confirmation form by :

Fax: (852) 2882 7442 or Email: designer@hkfc.com

Post: Hong Kong Football Club, 3 Sports Road, Happy Valley, Hong Kong (Attention to Digital & Communications Department)

ARTWORK FORMAT

- File formats: TIF, JPG or PDF version 1.4.
- Resolution of 300 dpi; saved in CMYK.
- Email (limited to 10MB) to designer@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, 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 (please contact us for details; if it is an overseas bank transfer, then any incurred bank charges will be paid for by the advertisers)
 4. Debit from Membership account (Club Members only)
- International banking surcharge applies to overseas accounts.