



# 明報

**Ming Pao Daily** has committed itself to provide readers with quality news and in-depth analysis. **Ming Pao Daily** is one of the most influential and dominant Chinese language newspapers for most officials and top level executives in both Hong Kong and the mainland China. **Ming Pao Daily** has strict safeguards to ensure the highest quality and credibility for its editorial contents.

<b>COUNTRY</b>
Hong Kong SAR
<b>LANGUAGE</b>
Chinese
<b>CATEGORY</b>
General Interest
<b>PUBLISHER</b>
Ming Pao
<b>ESTABLISHED</b>
1959
<b>FREQUENCY</b>
Daily
<b>CIRCULATION</b>
116,287
<b>AD CLOSE</b>
14-Day

## READERSHIP

<b>GENDER</b>	
Male	48.0%
Female	52.0%
<b>AGE</b>	
15-24	31.0%
25-34	24.0%
35-44	23.0%
45+	22.0%
<b>EDUCATION</b>	
Middle School	20.0%
High School	28.0%
College	52.0%
<b>SOCIOECONOMIC CLASS</b>	
CEO's	48.0%
Skilled Workers	13.3%
Students	20.0%
Others	19.0%

## 2015 ROP MAIN SECTION A RATE CARD – PRICES IN USD

	<b>BROADSHEET - AD SIZES (WIDTH x DEPTH)</b>	<b>B&amp;W</b>	<b>COLOR</b>
Full Page	33 cm x 53.4 cm (13" x 21")	\$13,600.00	\$27,600.00
Half Page Vertical	16.4 cm x 53.4 cm (6-1/2" x 21")	\$7,400.00	\$15,000.00
Half Page Horizontal	33 cm x 26.5 cm (13" x 10-3/8")	\$7,200.00	\$14,600.00
Junior Page	24 cm x 35.4 cm (9-1/2" x 13-7/8")	\$5,750.00	\$11,700.00
1/4 Page	16.4 cm x 26.5 cm (6-1/2" x 10-3/8")	\$3,000.00	\$6,150.00
Square Inch		\$40.00	\$82.00

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