

Recruit Magazine Advertising Rate



Effective Advertising Media

Recruit is one of the most respected free recruitment and career-related magazine in Hong Kong, giving job advertisements greater prominence and reach because of:

No. 1 Recruitment Leader

▼ No.1 in readership

According to the Synovate Media Atlas 2008-2010 Recruit is **ranked Top** among recruitment publications based on the average readership per issue in Hong Kong.

▼ Market Leader

Recruit magazine is the market leader with **25% market share** which is almost a double of the second place among all recruitment publications from January to October 2011.

Exclusive Reach over 4.3 million readers

▼ Exclusive distribution inside MTR station*

- ▼ Hand distribution at high-traffic commercial areas and hot spots
- ▼ Universities & Tertiary Institutions

Well-education & Productive Reader

- ▼ 60% of readers have matriculation or tertiary education or university graduates
- ▼ 64% of readers are at prime age range of 20-39*
- ▼ 63% of readers are of over HK\$20,000 monthly household income

Career Enrichment & Education Content

- ▼ Published every Tuesday and Friday, Recruit magazines designated special categories for leisure and labour market news in :

Trends : Hand-on review on dining, shopping, health & beauty.

Diary : Editor's Pick for update-to-date items or event

Cover story : interview with senior management executives for leadership shares.

Industry Focus : Recruitment trend, career paths and salary scales of various industries

Career Ladder : Sharing by experienced HR consultants on winning tips for job hunting and career-enhancement.

Supplement : Analysis of prospect of various industries through market trend and updated course information.

#Source: MTR Daily Average Patronage 2010

*Exclusive distribution along Island Line, Kwun Tong Line, Tsuen Wan Line, Tseung Kwan O Line; and distribution along Tung Chung Line, East Rail Line & West Rail Line. The distribution time and locations will be varied from time to time according to readers' traffic and weather conditions

Print Package

Recruit print package includes print advertisement in Recruit magazine and online job posting on www.recruit.com.hk, offering you additional exposure of your advertisement to potential candidates.

Print Advertisement Package

- **HK\$140 per column cm** for print recruitment advertisement
(Special volume discount for bulk purchase)
- Recruit Magazine is published every **Tuesday** and **Friday** (5 days distribution)
- Place **ONE** print advertisement on Recruit, get **ONE EXTRA** print advertisement on the next publication
- Enjoy **FREE Online Job Posting for 4 weeks** on www.recruit.com.hk
- Enjoy **FREE Candidate Search* for 3 weeks**, which allows employers to actively search for suitable candidates from Recruit database

*Candidate Search is not applicable to personnel agencies.

General Rate

- | | |
|---|---------|
| ➤ Run of Page (per col.cm) | HK\$200 |
| ➤ Member Rate (per col.cm) | HK\$140 |
| - Minimum Size 2col X 5cm | |
| ➤ Standard Spot Colour (Blue, Green, Red, Orange) | +10% |
| - Minimum Size 12 col.cm | |
| ➤ Standard Full Colour | +20% |
| - Minimum Size 12 col.cm | |

Booking Deadline

Tuesday Recruit : 4:00pm on Thursday
Friday Recruit : 4:00pm on Monday

Advertising Rate

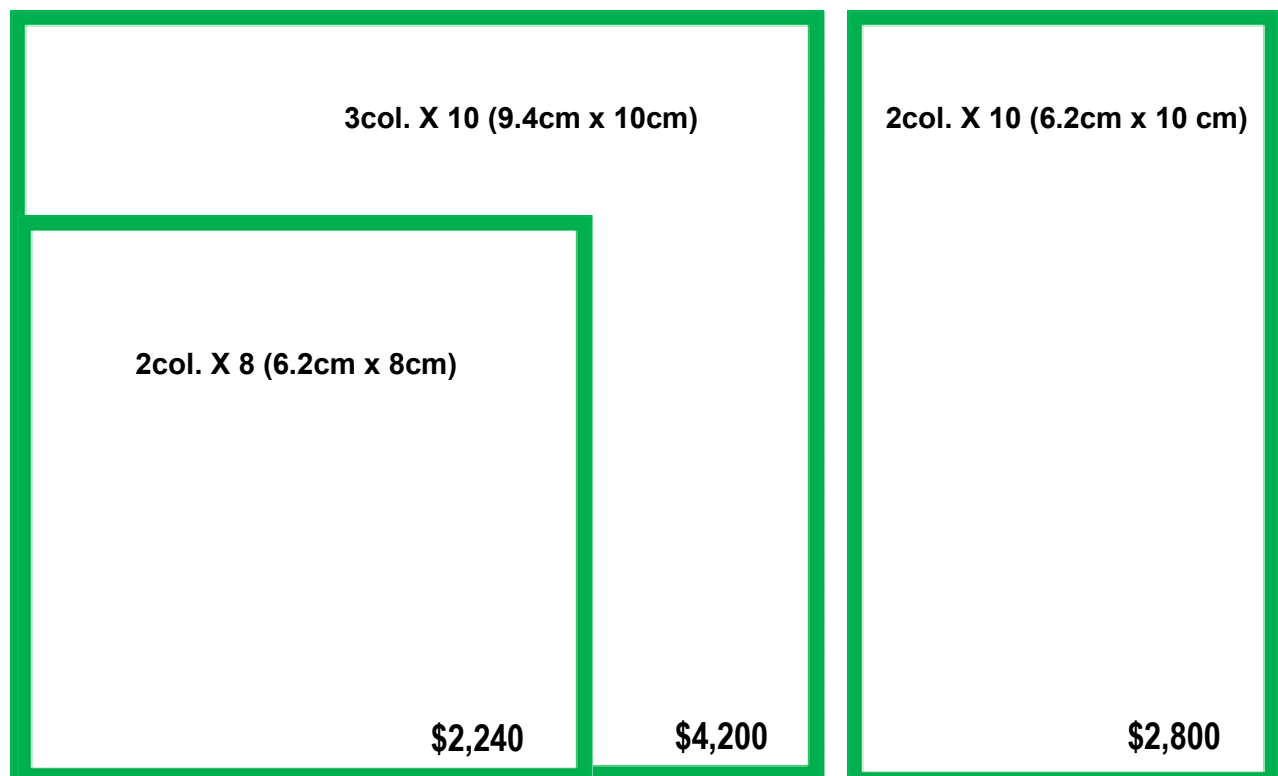
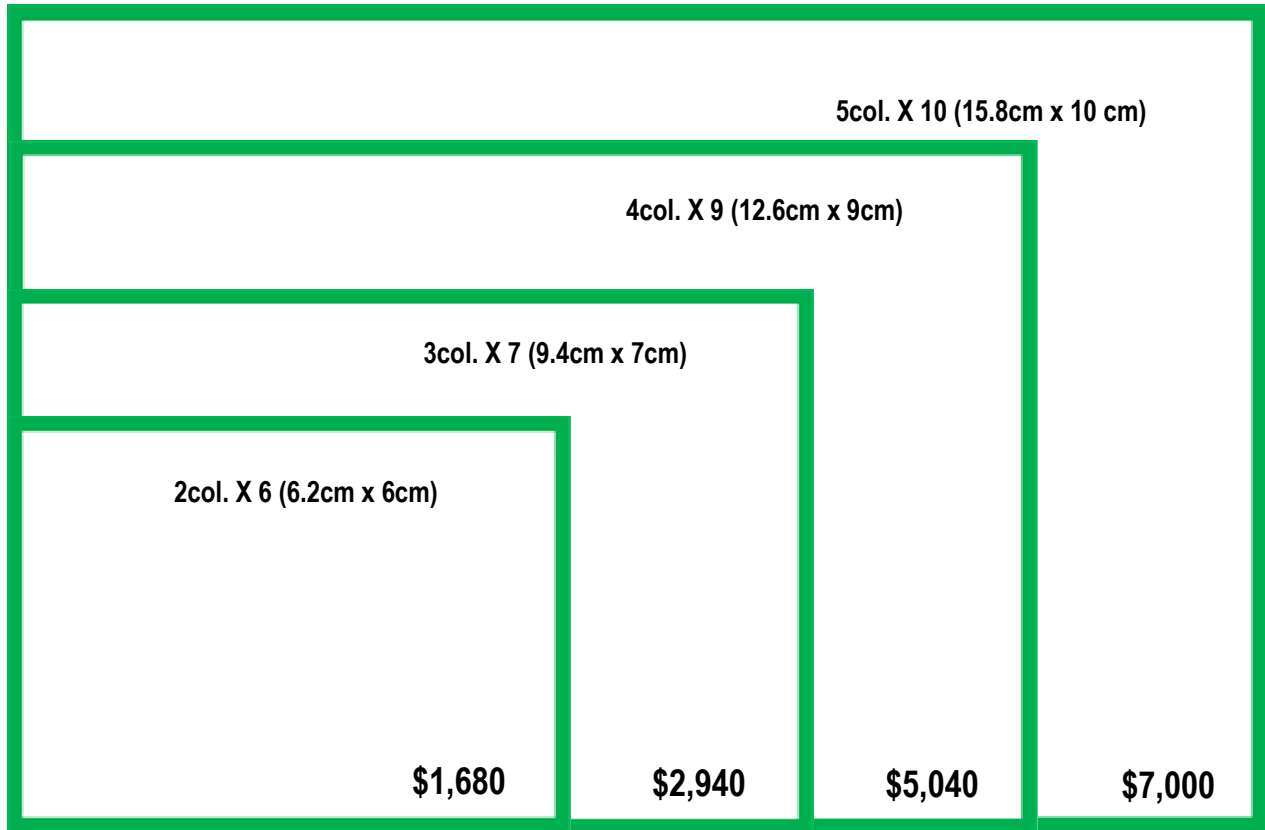
HK\$140 per column cm (Special volume discount for bulk purchase)

(Effective from Jan 2012)

(height) CM	2 Columns (6.2 cm)	3 Columns (9.4 cm)	4 Columns (12.6 cm)	5 Columns (15.8 cm)	6 Columns (19 cm)	8 Columns (25.4 cm)
5	1,400.00	2,100.00	2,800.00	3,500.00	4,200.00	5,600.00
6	1,680.00	2,520.00	3,360.00	4,200.00	5,040.00	6,720.00
7	1,960.00	2,940.00	3,920.00	4,900.00	5,880.00	7,840.00
8	2,240.00	3,360.00	4,480.00	5,600.00	6,720.00	8,960.00
9	2,520.00	3,780.00	5,040.00	6,300.00	7,560.00	10,080.00
10	2,800.00	4,200.00	5,600.00	7,000.00	8,400.00	11,200.00
11	3,080.00	4,620.00	6,160.00	7,700.00	9,240.00	12,320.00
12	3,360.00	5,040.00	6,720.00	8,400.00	10,080.00	13,440.00
13	3,640.00	5,460.00	7,280.00	9,100.00	10,920.00	14,560.00
14	3,920.00	5,880.00	7,840.00	9,800.00	11,760.00	15,680.00
15	4,200.00	6,300.00	8,400.00	10,500.00	12,600.00	16,800.00
16	4,480.00	6,720.00	8,960.00	11,200.00	13,440.00	17,920.00
17	4,760.00	7,140.00	9,520.00	11,900.00	14,280.00	19,040.00
18	5,040.00	7,560.00	10,080.00	12,600.00	15,120.00	20,160.00
19	5,320.00	7,980.00	10,640.00	13,300.00	15,960.00	21,280.00
20	5,600.00	8,400.00	11,200.00	14,000.00	16,800.00	22,400.00
21	5,880.00	8,820.00	11,760.00	14,700.00	17,640.00	23,520.00
22	6,160.00	9,240.00	12,320.00	15,400.00	18,480.00	24,640.00
23	6,440.00	9,660.00	12,880.00	16,100.00	19,320.00	25,760.00
24	6,720.00	10,080.00	13,440.00	16,800.00	20,160.00	26,880.00
25	7,000.00	10,500.00	14,000.00	17,500.00	21,000.00	28,000.00
26	7,280.00	10,920.00	14,560.00	18,200.00	21,840.00	29,120.00
27	7,560.00	11,340.00	15,120.00	18,900.00	22,680.00	30,240.00
28	7,840.00	11,760.00	15,680.00	19,600.00	23,520.00	31,360.00
29	8,120.00	12,180.00	16,240.00	20,300.00	24,360.00	32,480.00
30	8,400.00	12,600.00	16,800.00	21,000.00	25,200.00	33,600.00
31	8,680.00	13,020.00	17,360.00	21,700.00	26,040.00	34,720.00
32	8,960.00	13,440.00	17,920.00	22,400.00	26,880.00	35,840.00

Advertising Rate (Layout)

(Effective from Jan 2012)



General Terms & Conditions

1. All advertisements are placed and all orders are accepted subject to the terms and conditions as hereinafter set out provided that Recruit Advertising Limited. ('Recruit') expressly reserves its right to amend, vary, replace or cancel any of such terms and conditions without prior notice to the advertiser and the advertiser is deemed to have express knowledge of and be bound by such terms and conditions. No terms sought to be applied by the advertiser to any order for advertising shall be binding upon Recruit. Advertising orders for space will not be considered as contracts.
2. Recruit reserves the right to reject, decline or refuse to publish in whole or in part or to amend any advertisement with or without notice to the advertiser where in its sole opinion it considers necessary or desirable, and Recruit shall not in any way be liable for any loss or damage arising as a result of such non-publication or amendment as foresaid (nor shall any refund or deduction from the costs of the advertisement or any other compensation be granted by Recruit to the advertiser in the event of such non-publication or amendment.) Recruit accepts no liability whatsoever for any omission or inaccuracy or failure of color printing in any published advertisement whether or not a proof has been supplied and whether or not such omission or inaccuracy or failure is attributable to the neglect or default of Recruit, its employees, agents and contractors. Where the advertiser requires that its name and address or other information shall not be disclosed and Recruit shall have been so notified by the advertiser on placement of its order Recruit shall use reasonable endeavors to ensure the same but shall not be liable for any disclosure unless such disclosure is made with the express knowledge or authority of Recruit.
3. Advertisements require specific placement or extra processing shall be subject to extra charges. Recruit shall have the absolute right at any time to determine, adjust or vary the classification and rate of charges applicable to all advertisements placed. Published rates and charges are those set out on any order form or acknowledgement may be varied by Recruit at any time without notice prior to invoicing. Quotations given by Recruit shall not in any way be binding on Recruit.
4. Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on Recruit's part to publish the same either at all or on any specified date or dates. Recruit shall not be liable for any loss, costs or expenses incurred by non-publication (including non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of Recruit) or by publication of an advertisement cancelled in accordance with provisions of clause 7 hereof or publication on a date or in a position or manner materially different from that specified by the advertiser on placement of its order. Recruit liability shall in case of non-publication be limited to refund of the charge of the advertisement already paid and in all other cases as aforesaid Recruit shall have the option either to grant a refund of such proportion of the paid charge as shall in Recruit's sole opinion be reasonable or in lieu of such refund and at Recruit's absolute discretion to publish the advertisement as soon as reasonably practicable. In the case of color advertisements, publication shall be deemed correct unless more than 10% of copies circulated have incorrect color(s). The advertiser shall be obliged to furnish Recruit with reasonable evidence of this within 48 hours of publication.
5. Recruit shall use reasonable endeavors to accept orders if they are received at the location and by the time specified by Recruit from time to time for that type of advertisement. All advertisement copy and artwork must be received by the latest receipt time specified by Recruit which may be varied by Recruit without notice and Recruit shall have the right to refuse to accept any orders or to decline or refuse to publish any orders if the advertisement copy and artwork of such orders shall not have been received by Recruit the latest receipt time as aforesaid nor shall Recruit be liable for any loss or damage arising as a result of non-publication hereunder.
6. Advertisements of certain sizes and shapes only are normally accepted but advertisements of other sizes and shapes may be accepted subject to special terms.
7. Cancellations will be accepted if notice in writing by the advertiser is received and acknowledged by Recruit at its head office situated at 26/F, 625 King's Road, North Point ('Head Office') before the time specified by Recruit from time to time as the order deadline in accordance with the provisions of Clause 5 hereof
8. Artwork of advertising material must be fully pasted up and presented to Recruit as positive and not negative film. Large areas of solid black may be stripped or lined at Recruit's absolute discretion.
9. Late delivery of copy/artwork or non-compliance with cancellation procedures specified as aforesaid will result in forfeiture of the space booked and, in addition, Recruit shall have the express right to recover from the advertiser the full cost of the advertisement or other placed.
10. It is responsibility of the advertiser to check the correctness of an advertisement before it is repeated. Errors in the advertisement must be brought to Recruit's notice in writing on the day of publication and in any event no later than 2 working days before the next publication date. Otherwise, complaints will not be entertained.
11. The advertiser and /or its advertising agent(s) shall indemnify and keep indemnified Recruit in respect of all loss, damage, costs and expenses including legal fees arising directly or indirectly from the publication of an advertisement on instructions from the advertiser and / or its advertising agent(s). In any case where a claim is or may be made or threatened against Recruit, Recruit will give notice in writing to the advertiser and will take reasonable steps to consult with the advertiser before any claim is settled, defended or otherwise determined provided that a failure to consult shall not affect the advertiser's liability hereunder.
12. The submission of an advertisement constitutes a warranty by any member of the staff of the advertiser to Recruit that it has all necessary authorities and permissions for the insertion thereof and that the advertisement or any part thereof or the publication of the advertisement does not in any way contravene, violate or constitute a breach of any laws of Hong Kong or any restrictions or prohibitions imposed by the relevant Government authorities or otherwise and the advertiser shall indemnify Recruit in respect of any breach of this clause in accordance with the provisions of clause 11 hereof.
13. Recruit shall not be liable for any loss or damage arising as a result of delaying in distribution or non-distribution due to strikes, lock-outs, typhoon, black/red rain, mechanical or technical difficulties or any other cause beyond the control of Recruit. Recruit shall have its sole discretion to alter the distribution of magazines from time to time including but not limited to its distribution methods, locations, dates and time as it may think fit and practicable without notice.
14. All cheques, money-order, etc. should be made payable to 'Recruit Advertising Limited'. Rates are expressed in Hong Kong dollars but Recruit shall have absolute discretion to accept payment in other currencies the rate of conversion to Hong Kong dollars for payment shall be determined by Recruit from time to time.
15. The advertiser will be invoiced upon publication unless the advertising charges are prepaid. Terms of payment are net 7 days from the date of invoice or otherwise agreed by Recruit. Recruit shall have the right to charge interest on any outstanding payment after the due date (without any further notice) at the rate of two percent (2%) per month from date of invoice on outstanding balance to date receipt of payment by Recruit and in addition, Recruit shall also be entitled to recover from the advertiser any costs and expenses (including all legal fees) incurred by Recruit in recovering any outstanding payment and interest thereon.
16. A volume discount will be allowed to those advertisers signing annual volume contracts on such terms and conditions as may be agreed by Recruit and the relevant advertisers. Recruit reserve the final right to change the terms and conditions of this offer.
17. The advertiser is liable at all time for payment of all advertising charges. Where a recognized advertising agent substitutes its order for that of the original advertising or requires invoices addressed to the advertising agent. Recruit shall hold the agent and the original advertiser jointly and severally liable hereunder.
18. Any claims pursuant to these terms must be made by the advertiser in writing within 48 hours after publication on date of agreed publication to the Sales Manager at the Head Office of Recruit Advertising Limited, 26/F., 625 King's Road, North Point, Hong Kong and unless notice of such claims shall have been received by Recruit within the time limit as aforesaid, all claims by the advertiser pursuant to the terms and conditions hereof shall be deemed to have been waived by the advertiser