

# GAFFENCU 高峰傲



MAGAZINE  
RATE CARD 2020



[www.igafencu.com](http://www.igafencu.com)



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**GAFENCU** is the monthly magazine for all those who love exploring life to the full, those with a liking for luxury and a penchant for only the very finest.

It's for those whose life is anything but pedestrian and for those who need to stay informed about the very latest developments in the realms of true quality and luxury. It allows for informed choices to be made and bestows upon its readers a confidence that they are among the educated elite when it comes to true discernment.

**GAFENCU** offers only the best of the best of the very best to those men and women who constitute Asia's most admired entrepreneurs, consumers and bon vivants. With an unmatched focus on fashion and style – whether with regard to clothing, accessories or skincare – Gafencu readers epitomise and enjoy a lifestyle others only dream of.

Their world is a world of choices – with the best automobiles, the most collectable timepieces and the

ultimate in home media and entertainment systems all there for the taking. As are the rarest and most collectable wines, the last word in luxury yachts and the ultimate in personal aircraft. At home, they are ever immersed in the most exquisite interiors, with the highest level of sophisticated design and décor expected and appreciated.

**GAFENCU** readers are the ultimate international citizens, travelling the globe and stopping off at only the most exclusive destinations, destinations where five star and beyond hospitality is wholly de rigueur.

They are entrepreneurs, property magnates, business people, those with investments and property throughout Hong Kong and beyond.

**GAFENCU** is the concierge, guide and gatekeeper to these luxury realms, the atlas of affluence and the gazette of understated grandeur, with every issue distilling the quintessence of luxury from the most revered brands, desired destinations and opulent objets d'art.

## Material Requirement

**Gafencu magazine accepts advertising only in PDF/X-1a format. The following are the PDF file requirements:**

**PDF/X-1a File:** Must be made from a Postscript file, with only one ad per file.

**Fonts & Images:** All fonts and high-resolution images (300dpi) must be embedded, all elements must be encoded as CMYK and the output intent must be specified.

**File Verification:** The PDF file should be pre-flighted and verified to ensure proper outputting, including PDF/X-1a compliance.

**Colour Discrepancy:** The publisher cannot be held responsible for any colour discrepancies which may occur when images are converted from RGB to CMYK. For spot or Pantone colours, please check requirements with the Production Manager on (852) 3583 3173.

**Trapping:** Must be included in the file.

**Colour Proofs:** A high-quality colour proof pulled directly from the finished file should be provided as guidance on press. Colour laser/inkjet printouts are not sufficient and the publisher cannot be held responsible for variations in the final printed colour.

**Ad sizes:** Please refer to advertisement sizes facing. The publisher reserves the right to trim 6mm off each edge of the trimmed page dimension.

**Live matter:** 12mm from trim on all sides or 15mm from bleed on all sides.

Gutter safety on spread crossover: 7mm on each side, please allow for grindoff.

**Crop Marks:** 3mm outside the trim size.

# Advertising Rates (HK\$)

English Edition

	1 TIME x	6 TIMES x	12 TIMES x
Full Page	68,063	64,658	57,854
Double Page Spread	129,318	122,852	109,920
Inside Front Cover Spread	176,963	170,203	150,417
Inside Back Cover	85,077	80,823	72,314
Back Cover	98,690	93,755	83,886

**Agency Commission:** 15% of the gross to properly accredited advertising agencies.

**Guaranteed Positions:** Depending upon availability of space, a premium of 20% will be charged.

**Non-Standard Advertising:** Rates quoted are for basic process colours (Cyan, Magenta, Yellow and Black only). Rates for inserts, special colours, metallic inks, gatefolds and other non-standard advertising requests are available from the Advertisement Director.

**Booking Deadline:** Five weeks preceding the month of publication.

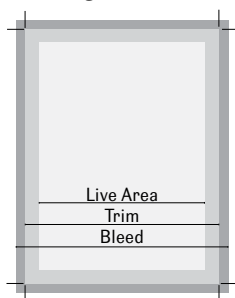
**Material Deadline:** 1st of the month preceding the month of publication.

**Payment:** Due upon receipt of invoice which will be rendered in Hong Kong Dollars and payments are to be made in this currency.

**Overdue Bills:** A charge of 2% per month will be made on any invoice outstanding for more than 30 days from the date of the initial invoice.

## Advertisement Sizes

Full Page



**Bleed Size**

216mm (W) x 281mm (H)

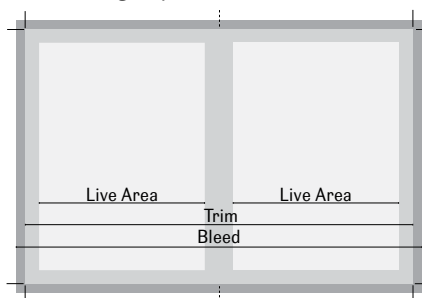
**Trim Size**

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 and 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, upon written notification to the Advertiser, reserves the right to repeat a previous advertisement of the same size for which the advertiser will be liable for full payment at the negotiated rate reflected on the insertion order.
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.
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. Exclusive of negotiated rates as stipulated on Insertion Order(s), incorrect rates or conditions specified in advertising contracts which contravene any of the above regulations will be regarded as clerical error 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.



**HONG KONG**  
Room 1801, Hong Kong Plaza,  
188 Connaught Road West, Hong Kong  
Tel: (852) 3583 3176  
Fax: (852) 8169 0090  
E-mail: [readme@itotalmedia.com](mailto:readme@itotalmedia.com)