

The background of the image is a close-up, teal-tinted photograph of a car's front end, showing the headlight and grille area. The lighting is dramatic, highlighting the contours of the car's bodywork.

BBC 極速誌
TopGear

Media Kit 2023



Unique · Extraordinary

Inherited the unique style of BBC TopGear magazine, which is youthful, humorous, colorful and lively. TopGear HK aims at providing breakthrough to the industry and to inspire readers from F1 professional drivers to freshmen.

BBC 極速誌 TopGear Audience Profile



Magazine

Male 86%

Age:

20-24 (22%)

25-34 (27%)

35-44 (21%)

45+ (30%)

High Education Level

University and above (75%)

High Occupation Level

Professional, Manager, Executive
(48%)

High Income Level

Monthly Household Income
HK\$50K+ (59%)

Source: 2022 TopGear Hong Kong



topgearhk.com

Male (74.4% of Total fans)

Age:

18-24 (12%)

25-34 (23%)

35-44 (30%)

45-54 (23%)

55+ (12%)

Hong Kong / Macau / Taiwan /
China (91.4%)

Average Monthly PageView
260K

Source: Google Analytics 2022



FB: topgearhk

Followers: 410K+
(Male 91% of total fans)

Age:

18-24 (18%)

25-34 (38%)

35-44 (27%)

45-54 (11%)

55+ (6%)

Average Monthly Post Reach
3.9m

Engagement Rate
15.67%

Source: Facebook Insight Report 2022



IG: topgearhk

Followers: 30K+
(Male 93% of total fans)

Age:

18-24 (13%)

25-34 (40%)

35-44 (29%)

45-54 (13%)

55+ (5%)

Average Monthly Post Reach
100K+

Source: Instagram Insight Report 2022



YT: topgearhongkong

Subscribers: 235K+
(Male 92.2% of total fans)

Age:

18-24 (8%)

25-34 (32%)

35-44 (27%)

45-54 (18%)

55+ (15%)

No. of Videos
680+

Total No. of view
50M+

Source: TopGear HK YouTube 2022

BBC 極速誌 TopGear The Magazine



Frequency:

- Monthly

Price:

- HK\$35

Extensive distribution networks:

- Newstands
- 7-11, Circle K, Vango
- REPLAY
- Chung Hwa Book

Promotional copies distributed to the targeted networks:

- Passenger lounges of major airlines
- Selected 5-star hotels in Hong Kong and Macau
- Pacific coffee

Key contents include



TRENDING

Car cultures, news, editors' columns, interesting people and stories around the world.



DRIVES

In-depth stories about cars and reviews of new model. Exclusive features, lots of rare seen machines, hundreds of stunning photos. Great visuals, strong impact.



GARAGE

Long term tests, product tests, latest technologies and classic cars. Everything about practicality.

BBC 極速結 **TopGear** Print Rate Card

PRIME POSITION

Effective Date: 1 January 2023

Position	Size/4C	Rate(HK\$)
Back Cover	Full Page	\$ 97,650
Inside Front Spread	Double Page Spread	\$ 147,000
Facing Index	Full Page	\$ 73,500
Facing Editor Note/ Masthead	Full Page	\$ 66,150
Inside Back	Full Page	\$ 66,150

R.O.P. (First Half)

Size/ 4C Rate (HK\$)

Full Page \$ 63,000

Half Page (Vertical/ Horizontal) \$ 37,800

R.O.P. (Second Half)

Size/ 4C Rate (HK\$)

Full Page \$ 51,450

Half Page (Vertical/ Horizontal) \$ 31,500

FREQUENCY

Monthly

FREQUENCY DISCOUNT

No. of insertions Discount

6-11 Insertions 5%

12+ Insertions 10%

Fixed Position: +20% (subject to

Consecutive Pages: availability)

+10%

SIZE & SPECIFICATIONS

Full Page

Trim Size
285 mm (H) x 221 mm (W)

Bleed Size
295 mm (H) x 231 mm (W)

Non Bleed Size
275 mm (H) x 211 mm (W)

Page Spread

Trim Size : 285 mm (H) x 442 mm (W) Bleed

Size : 295 mm (H) x 452 mm (W) Non

Bleed Size : 275 mm (H) x 432 mm (W)

Half Page (Vertical)

Trim Size
285 mm (H) x 110 mm (W)

Bleed Size
295 mm (H) x 115 mm (W)

Non Bleed Size
275 mm (H) x 100 mm (W)

Half Page (Horizontal)

Trim Size
142 mm (H) x 221 mm (W)

Bleed Size
152 mm (H) x 231 mm (W)

Non Bleed Size
132 mm (H) x 211 mm (W)

Top 3 Posts (2022)



Post on
 26th August
 (100% Organic)

Reach:
 662,364
 Impression:
 716,224

Post clicks:
 52,278
 Share:
 696



Post on
 2nd February
 (100% Organic)

Reach:
 523,929
 Impression:
 533,926

Post clicks:
 49,151
 Share:
 240



Post on
 13th November
 (100% Organic)

Reach:
 383,723
 Impression:
 401,266

Post clicks:
 43,483
 Share:
 151

Fans Engagement

【TopGear
再請你睇好戲！】



【入車迷會送Dyson】



【TopGear粉絲破40
萬 有大獎送呀】



【車輾吹水站】《TopGear極速誌》同大家
齊吹一齊傾，一切由車輾開始



【Driver's Club
請你睇香港Formula E】



BBC 極速結 TopGear Digital Rate Card

A) eDM

Specified Demographic

Effective Date: 1 January 2023

HK\$5/ Member

B) Facebook Newsfeed

- TopGear Facebook homepage

Cost: HK\$48,000

- No. of units per day: Maximum 2

- Boosting handling charge: 30% of the boosting cost or HK\$900 (whichever is higher).

C) Instagram Feed

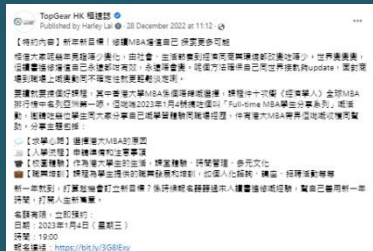
- TopGear HK Instagram

Cost: HK\$30,000

- Boosting handling charge: 30% of the boosting cost or HK\$900 (whichever is higher).

Remarks:

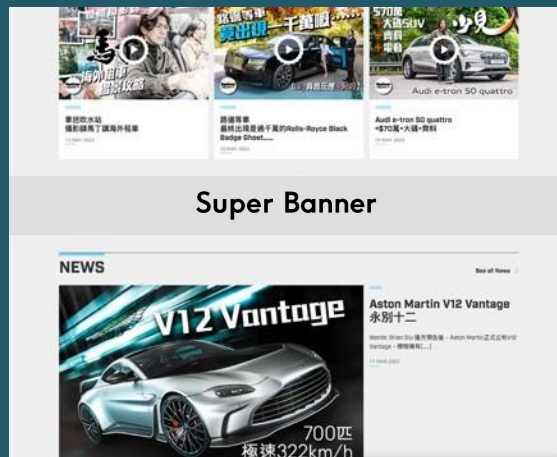
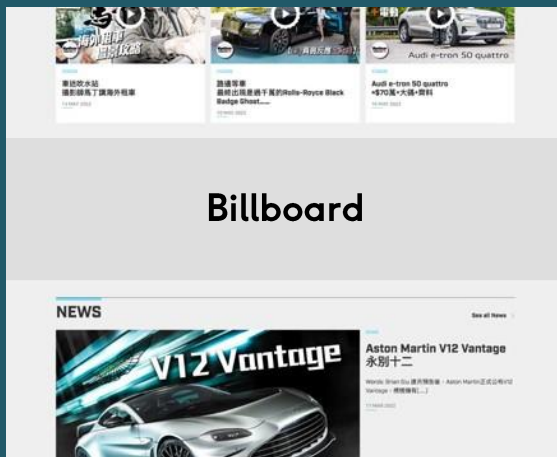
1. Ad Inventories and spaces are reserved on a first-come, first-served basis.
2. Production cost is not included.
3. Booking Deadline: 5 working days prior to the ad posting date.
4. Material Deadline: 3 working days prior to the ad posting date.
5. Material Requirements: The above ad rates apply to the banner format of JPEG, GIF or SWF format and supporting Internet Explorer Browser 6.0/ 7.0 only.



BBC 極速誌 TopGear Digital Rate Card - Billboard & Super Banner

www.topgearhk.com

Desktop only

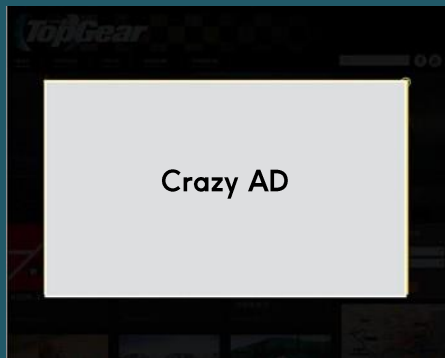


Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Billboard	970px/W x 250px/H	Desktop	Run-of-Site	25%	\$15,000
Super Banner	728px/W x 90px/H	Desktop	Run-of-Site	25%	\$8,000

BBC 極速誌 **TopGear** Digital Rate Card - Crazy AD, Large Rectangle / TVC (LREC / TVC)

www.topgearhk.com

Mobile and Desktop



(for Desktop)



(for Mobile)



(for Desktop)

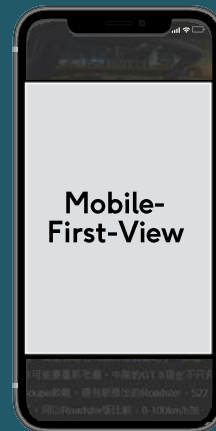
Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Crazy Ad	1024px/W x 605px/H	Desktop	Crazy Ad (Homepage)	50%	\$15,000
LREC	300px/W x 250px/H	Mobile, Desktop	Run-of-Site	25%	\$6,000

• Frequency capping applies for Crazy Ad will be displayed once for every 8 hours per day. The booking entitlement for each Crazy Ad is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval).

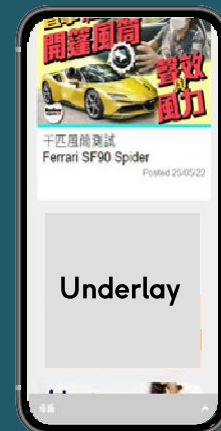
BBC 極速誌 **TopGear** Digital Rate Card - Mobile-First-View & Underlay

www.topgearhk.com

Mobile only



(for Mobile)



(for Mobile)

Ad format	Dimensions (pixels)	Appear at	Location	Min. SOV	Rate / Week (HD)
Mobile-First-View	320px/W x 416px/H	Mobile	Mobile-First-View (Mobile site first	50%	\$15,000
Underlay	320px/W x 480px/H	Mobile	interaction) Run-of-Site	100%	\$15,000

• Frequency capping applies for Mobile-First-View will be displayed once for every 8 hours per day. The booking entitlement for each Mobile-First-View is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval).



TopGear Drivers Club was launched in 2015, members are engaged through various events and activities.

Membership Profile:

- Male 97%
- Car Owners 85%
- High Education Level – University or above 63%
- High Income Group – MPI HK\$60K+ 38%

Advertising / Marketing Promotion Options:

- Event/ Seminar
- Test Drive
- Car Show

We offer professional production team to deliver multimedia content development and video production.

TopGear美食充電地圖



買二手車秘技詳解



電動車保險大追問



We serve as a **one-stop solution** for diversified formats of events.



Test Drive



Car Show



Seminar



BBC 極速結 TopGear Topgear Awards



The excitement to the closeness of Car Event Highlights

TopGear Awards - The awardees are selected by the TopGear editorial's professional judges every year. With the presence of all representatives of the companies and experts in the field, the event was made more fabulous and successful.



Terms of Business

1. The publisher reserves the right to refuse publishing any material supplied by the advertiser or the advertising agent.
2. Fixed position advertisements are only available at an additional charge.
3. Late delivery of advertising materials or non-compliance with specified deadlines will result in forfeiture of the space booked but the advertiser and the advertising agent shall still be liable to pay the charges therefore.
4. In case of failure to deliver materials before the specified deadline for whatever reason, the publisher may use its discretion in re-running a previous ad of similar size.
5. No cancellation is accepted after the date of material deadline as stated in this Rate Card.
6. The Advertiser and/ or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.362) and its relevant general guidelines & regulations (the "TDO"). All advertising materials submitted to us/ the placing of an order for advertisement shall fully comply with the TDO or any laws and regulations as shall be amended from time to time under the laws of Hong Kong SAR. The Advertiser warrants and confirms the agreement to comply with and to procure its employees & authorized representatives and/ or agents to comply with the TDO. The Advertiser (including the Advertising Agency) agrees to indemnify the publisher, One Media Group and keep One Media Group and its directors, shadow directors, employees, company secretary, principal officers, managers, agents, contractors or any of them fully indemnified against any claims, demand, actions, costs, liabilities, damages, proceedings and expenses suffered or incurred.
7. Third Party Rights – No person or entity other than the contracting parties under the advertisement contract/ agreement, will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap.623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/ agreement.

MECHANICAL SPECIFICATIONS

Material	: One set of positive process color film with progressive proofs
Screen	: 175 screen line (artpaper)
Booking Deadline	: 30 days prior publication date
Material Deadline	: 20 days prior publication date
Bleed Margin	: 5 mm on each side

(All text should be within the non bleed size)

DIGITAL FILE SPECIFICATIONS

1. Please convert all fonts to outline
2. JPEG image options must be over 10
3. Photo resolution must be 300dpi
4. All photos must be in CMYK format
5. PDF files preferred
 - a) Color standard: ISO 39L (complies with ISO 12647-7)
 - b) Digital proof standard: with Fogra Media Wedge control bar, according to ISO 12647-7 tolerance
 - c) PDF standard: PDF (with output intent: ISO 39L)
 - d) We accept files submission via certiAD
6. File under 5MB can be delivered by e-mail
For file size over 5MB, please upload to an ftp server
7. FTP Sever: Please contact our advertising representatives

FILM COLLECTION CENTRE

16/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, HK.
Tel : (852) 3605 3778
Monday to Friday : 9:30am - 8:00pm
Saturday : 10:00am - 1:00pm



Thank You

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YouTube - <https://www.youtube.com/user/topgearhongkong>



Facebook - <https://www.facebook.com/topgearhk>



Instagram - <https://www.instagram.com/topgearhk>