

# 商訊

BUSINESS INTELLIGENCE

## MEDIA KIT



We Deliver Decision Makers

## Policy

As a sister publication of *Macau Business*, *Business Intelligence* in Chinese is run and published by De Ficção Multimedia Projects in Macau. It was launched in September 2005 and is released in the beginning of every month.

With its own editorial department and full policy autonomy, *Business Intelligence* aims to be the definitive source of business information with the in depth analysis through the effort of local reporters and correspondents in Hong Kong, Guangzhou, Shenzhen, Zhuhai and Shanghai. The editorial focus falls on the pillar industries of Macau including gaming, tourism, MICE, retail and property sectors, with an attentive eye on the developments of the pan Pearl River Delta region, and economic climate in the Greater China.

## Targeted Readers
























Since its launching, *Business Intelligence* aims to target the following readers: (A) Local high-income individuals, high level management staffs and professionals working in business, financial, recreational, retail, property, IT fields and government; (B) High-level class tourists from mainland, Hong Kong, Taiwan and other Chinese communities travelling to Macau for leisure or business; and (C) Residents and visitors of high expenditure niches in the main cities of Pearl River Delta region as Guangzhou, Shenzhen and Zhuhai.

## Distribution

There are four channels of distribution for *Business Intelligence*: (A) Monthly subscriptions; (B) Sales in bookstores, newsstands and convenience stores in Macau; (C) In guest rooms at local 4-star and 5-star hotels, on jetfoils and flights to and from Macau; and (D) 5,000 copies are being displayed on magazine racks in restaurants, coffee shops, club houses and hotel lobbies in some major cities of the Guangdong province in mainland China — 600 locations in Guangzhou, 200 locations in Shenzhen and 1,000 locations in Zhuhai.

20%	Newsstands, bookstores and convenience stores in Macau
40%	Four and five star hotels, jetfoil, airport and on flights to and from Macau
20%	High-class expenditure places in Guangzhou, Shenzhen and Zhuhai
20%	Subscribers from Macau and overseas

## Partners

<b>Airlines</b>  	<b>Autos</b>  	<b>Hydrofoils and Ferries</b>   
<b>Convenience stores</b>  	<b>Hotels &amp; Resorts</b>       	
<b>Official Show Publication</b>   	        	

## Readership

Based on positive feedback from readers, the circulation of *Business Intelligence* has dramatically increased up to 15,000 copies since its initial publication. The majority of its circulation is in hotels and high-class expenditure places.

### gender

Male	60%
Female	40%

### age

18 - 35	20%
36 - 45	60%
over 46	20%

### monthly income

less than HK\$25,000	5%
HK\$25,000 - 29,999	25%
HK\$30,000 - 49,999	40%
over HK\$50,000	25%
no answer	5%

### occupation

CEO, COO, CFO	15%
Executives	25%
Sen. & Assist. Managers	25%
Senior Officers	15%
Junior Officers	10%
Others	10%

### career background

Banking & Finance	15%
Government	15%
Hotel & Catering	9%
IT & Telecom	8%
Media & Entertainment	12%
Property	10%
Retail	10%
Travel & Transport	3%
Student	5%
Other	13%

### education

College Degree	25%
Bachelor Degree	40%
Master Degree or Above	25%
Others	10%

### where do they stay

3 Stars or less	5%
4 Stars	45%
5 Stars or higher	50%

### Cover Options:

❶ Front cover gatefold	85,000
❷ Front corner	30,000

### Premium Options:

❸ 2-page inside front cover	70,000
❹ 2-page Center Spread	70,000
❺ Back cover	40,000
❻ Full page inside front/back cover	35,000

### Standard Options:

❼ 2-page spread	50,000
❽ Full page	30,000
❾ 2/3 page	24,000
❿ 1/2 page	18,000
⓫ 1/3 page	14,000
⓬ 1/4 page	10,000
⓭ 1/6 page	7,500
⓮ 1/8 page	6,000
⓯ 1/16 page	3,500
⓰ skirt	6,000

### Advertorial:

⓱ 1-page advertorial	35,000
⓲ 2-page advertorial	60,000

- All rates are in MOP/HK Dollar/RMB
- All rates are net of agency commission

### MAGAZINE DETAILS:

Trim Size: 205mm x 270mm  
 Live Area: 181mm x 243mm  
 Bleed: 5mm

### REQUIREMENT FOR FILE SUBMISSION

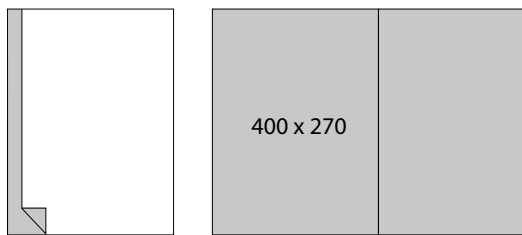
Artwork: Digital file (TIFF, PDF, JPEG)  
 or film positives with proofs.  
 Color: CMYK mode unless a Pantone color is running.  
 Resolution: 300 dpi minimum  
 Publication date: 8th of each month  
 Material closing date: 1 week prior publication

Options: Special papers, die cuts, pull outs, folded spreads, inserts and other options are available upon negotiation. Meet with our marketing and creative team to discuss your advertising needs.

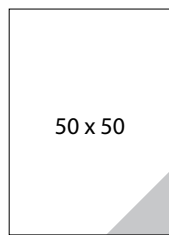
Ad Placements: Ads are generally placed in order of ad size, with larger ads (or multiple-page ads) getting precedence.

*Business Intelligence* reserves the right not to publish any advertisement that is determined to be (1) misleading, (2) unsupported by facts, (3) in bad taste, or (4) otherwise does not conform to the standards of *Business Intelligence*.

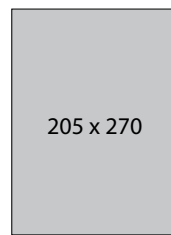
❶ gatefold



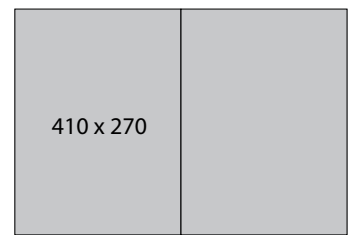
❷ corner



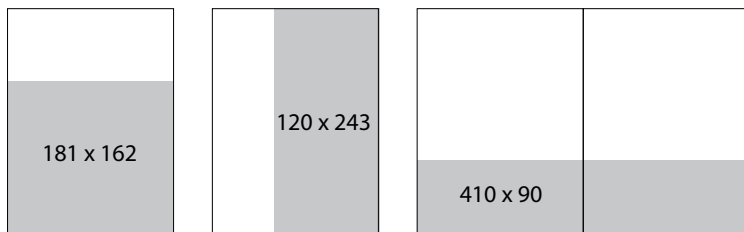
❺ Back cover/  
 ❻ Inside front  
 or back cover/  
 ⓸ Full page



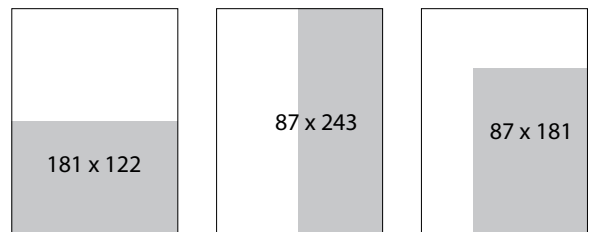
❸ 2-page inside front cover/  
 ❹ 2-page center spread/  
 ⓷ 2-page spread



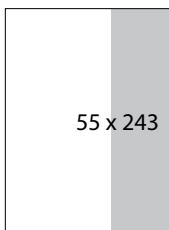
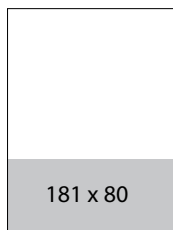
❾ 2/3 page (Horizontal/Vertical/Spread)



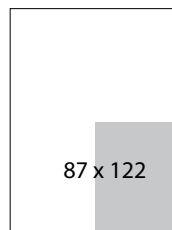
❿ 1/2 page (Horizontal/Vertical)



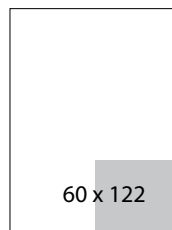
⓫ 1/3 page (Horizontal/Vertical)



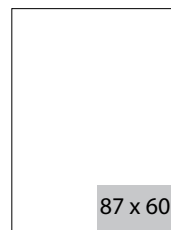
⓬ 1/4 page



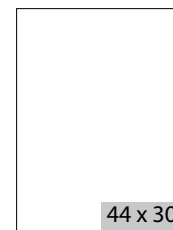
⓭ 1/6 page



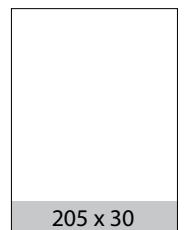
⓮ 1/8 page



⓯ 1/16 page



⓰ skirt



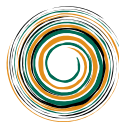
## The Group

De Ficção Multimedia Projects is the leading media group in Macau, with publications in the areas of economics and business. De Ficção is independently owned and publishes the only two business magazines printed in Macau - *Macau Business* (in English) and *Business Intelligence* (in traditional Chinese characters). With three years of experience under its belt, De Ficção has achieved an immense market credibility, penetration and continuous growth: Both in terms of circulation and reach. The magazines enjoy genuine interest not only from the local market but also from foreign and mainland tourists and investors, as well as with regional and international subscribers – which are increasing at a remarkably rate every month. Among our special projects are a yearly bilingual magazine focused on the Macau Grand Prix – *Champions*. Headquartered in the Macau SAR, the group also has offices in Hong Kong and Bangkok.

多媒體傳訊

**De Ficção**

Multimedia Projects



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