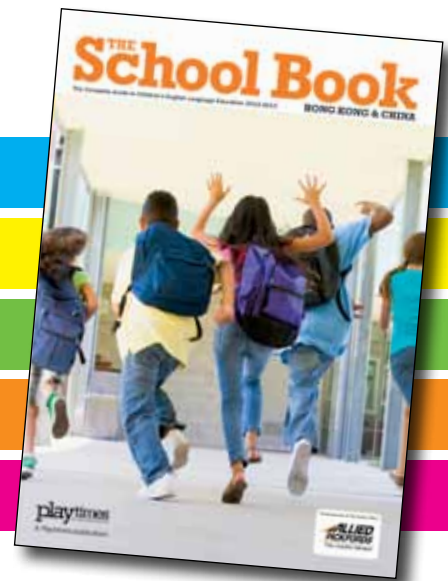


The School Book

The Complete Guide to Children's English Language Education in Hong Kong & China

2013-2014



playtimes
your expert guide to family life

the school book 2013-2014

The Complete Guide to Children's English Language Education in Hong Kong & China

The tenth edition of this comprehensive guide to English language schooling from kindergarten through to secondary school in Hong Kong, Macau & mainland China will be published in May 2013.

This stand-alone publication from the publishers of *Playtimes – your expert guide to family life* allows you to promote your products and services to:

- Reach families BEFORE they move to Hong Kong with our new downloadable pdf version for parents overseas
- Communicate with Hong Kong's most affluent and dynamic parents
- Talk to parents who have just moved to Hong Kong and are making decisions on schooling, housing and all aspects of family life
- Reach parents whose children are approaching school age or moving into another phase of their education



distribution

30,000 free copies via our regular Playtimes network in Hong Kong, Macau & mainland China (full list can be provided) including International relocation companies, consulates, embassies, multi-nationals and advertisers.

Immediate access for parents overseas via our downloadable pdf at www.ppp.com.hk, and links through popular expatriate websites and Chambers of Commerce. The School Book 2013-2014 download is priced at HK\$150.

Also available to purchase from local bookstores and www.amazon.com


the rate card

Outside Back Cover	\$36,800
Inside Front Cover	\$28,750
Facing Contents	\$26,450
First RHP	\$26,450
Inside Back Cover	\$25,300
Opposite Section Pages	\$23,000
Double Page Spread	\$39,100
Full Page	\$20,700
Half Page	\$12,650
Quarter Page	\$9,200
Enhanced Listing (schools only)	\$1,035
Double Page Spread Advertorial	\$43,700
Full Page Advertorial	\$23,000
Inserts/Bellyband	Details on request

(All advertisers receive free copies and school advertisers also receive a free enhanced listing.)

Inquiries at inquiries@ppp.com.hk

technical specs

<p>Full Page Trim size: 297mm x 210mm (HxW) Bleed size: 303mm x 216mm (HxW) Type area: 287mm x 180mm (HxW) Size code: A</p> <p>Half Page – Horizontal Trim size: 135mm x 185mm (HxW) Size code: B</p>	<p>Half Page – Vertical Trim size: 270mm x 90mm (HxW) Size Code: C</p>  <p>Quarter Page Trim size: 135mm x 90mm (HxW) Size Code: D</p>
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Double Page Spread

Trim size:
297mm x 420mm (HxW)
 Bleed size:
303mm x 426mm (HxW)
 Text area:
287mm x 390mm (HxW)

Digital Advertising General Specs

Resolution must be 300dpi at actual size. A high resolution TIFF/JPEG is our preferred format. We will also accept high resolution PDF files.

Please ensure that all files have their fonts embedded. All artwork and supporting graphics must be in the correct colour mode (CMYK). All spot colours must also be converted to CMYK. The publication will not be responsible for the colour mode or the quality of any artwork submitted with a resolution less than 300dpi.

For full page advertisements ONLY, please ensure a bleed of 5mm on all sides. All other advertisements must be designed as non-bleed.

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 Login: playtimes@ppp.com.hk
 Password: fun4me

Questions?

Contact the production manager at 2201 9703 or production@ppp.com.hk