

BBC 極速誌  
**TopGear**

**MEDIA KIT 2019**  
**Omni Advertising & Marketing Solutions**

# BBC 極速誌 TopGear

ONE OF THE MOST INFLUENCING INTEGRATED AUTOMOBILE PLATFORMS IN HONG KONG



## 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: 2018 TopGear Hong Kong



## WEBSITE

Male (94.5% of total fans)

Age:

18-24 (9%)

25-34 (35%)

35-44 (35%)

45-54 (14%)

55+ (7%)

HK / Macau / Taiwan (86%)

Source: Google Analytics 2018



## FACEBOOK

No. of fans 173k+

Male (92% of total fans)

Age:

18-24 (19%)

25-34 (40%)

35-44 (28%)

45-54 (8%)

55+ (5%)

Average monthly post reach  
2.5 million

Engagement rate  
10.8%

Source: Facebook Insight Report 2018



## YOUTUBE

No. of subscribers 44k

Male (97% of total fans)

Age:

18-24 (13%)

25-34 (33%)

35-44 (29%)

45-44 (17%)

55+ (8%)

No. of video 440+

Total no. of view 6M+

Source: TopGear HK YouTube 2018

# BBC 極速誌 **TopGear** THE MAGAZINE



**Frequency:** Monthly

**Price:** HK\$30

**Extensive distribution networks:**

- Newstands
- 7-11, Circle K, Vango
- Subscriptions

**Promotional copies distributed to the targeted networks:**

- Passenger lounges of major airlines
- Selected 5-star hotels
- Pacific coffee

# BBC 極速誌 **TopGear** THE MAGAZINE

Key contents include:



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



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



Quick reviews of new cars.



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

# BBC 極速誌 TopGear FACEBOOK

## Fans Engagement

【TopGear Driver's Club  
請你睇戲！】

**TopGear 極速誌**  
Facebook by Top Gear (Group Limited) (Public) · 2017年3月23日 · 48

【TopGear Driver's Club 請你睇戲！】  
9月11日為Driver's Club會員特別有禮《外星生命》。今晚9時，請大家睇戲！  
歡迎大家睇戲！  
截止日期：3月21日下午6時  
\*得獎者將獲特別禮券一張，《TopGear極速誌》獨家專訪及攝影器材。  
立即加入Driver's Club!  
<http://www.topgearhk.com/topgeardriversclub/>

《外星生命》  
這部電影將帶你進入人類史上最重要的發現之一：外星生命！  
「外星人」這名詞聽起來似乎很遙不可及，但隨著人類對宇宙的探索，他們終於發現了「生命體」。  
這部電影將帶你進入一個充滿驚奇、驚險與神秘的世界。  
這是一部由BBC出品，由TopGear極速誌獨家監製的紀錄片。  
這是一部由BBC出品，由TopGear極速誌獨家監製的紀錄片。  
這是一部由BBC出品，由TopGear極速誌獨家監製的紀錄片。

立即行動！  
有機會獲得特別禮券2張！  
(名額：10張)  
《外星生命》(LIFE) 特別場

日期：2017年3月23日(星期四)  
時間：晚上9時50分  
地點：九龍灣 Festival Grand Cinema

【快啲啦，寶貝】  
10套優先場

**TopGear 極速誌**  
Facebook by One Media Group Limited (Public) · 2017年3月23日 · 48

【快啲啦，寶貝】  
即將好戲多場，《寶貝神車手》(Baby Driver)又抵快上畫。作為神車手電影重要預告，所以我們快手捧送10套優先場禮券，希望大家正式上畫前快位搶位睇好戲，當然更要有禮。答得最正就贏取禮券，答得最正就贏取禮券。  
問題：各位心目中最佳神車手是誰？  
《寶貝神車手》優先場  
日期：9月11日(星期一)  
時間：晚上9:50  
地點：又一城 Festival Grand (九龍灣又一城 UG層)  
名額：10張。每位得獎者可獲禮券兩張。  
詳情：波儀中的你會收到Facebook私人訊息及得獎禮券。請按前於戲院換票。  
截止：9月6日中午12時正  
回答方法：  
1. Like / 讚好 TopGear 極速誌 及此post  
2. Share / 分享 此post至個人Facebook專頁並指定為公開。  
3. Comment / 留言 寫上「我心目中最佳神車手是誰」，因為 @張友奇 經理經理中最佳神車手是誰。請按前於戲院換票。  
\*得獎者將獲特別禮券一張。TopGear極速誌獨家專訪及攝影器材。  
匯豐：Sony Pictures  
#Promo #BabyDriver #Movie #Giveaway #SonyPictures

寶貝神車手 BABY DRIVER  
9月14日 亡命途路

這世界由三件事組成

【入車迷會送Dyson】

**TopGear 極速誌**  
Facebook by One Media Group Limited (Public) · 2017年6月22日下午10:00 · 48

【入車迷會送Dyson】  
香港Driver's Club車迷會時不時都會搞下汽車活動，無論係你而家即刻申請入會，又或你哋本身已經係會員，都有幾部Dyson電器等緊你。只要講講你哋最想Driver's Club搞咩活動，答得最正就贏取得吸下塵吹下風。有創意啲唔該！  
參加連結：<http://marketing2.omghk.com/TGmember-recruit/enroll.html>  
7月6日截止，仲有大把時間慢慢諗。  
#Promo #DriverClub…… 查看更多

driver's club  
Driver's Club 招生再送禮

為本地車迷開辦的「Driver's Club」，不啻為會員新鮮車試乘、汽車講座及提供最新汽車產品與服務。總之自設車迷的你，無論新舊車迷，不分年齡性別均可 踴躍入會。

【車轆吹水站】：《TopGear極速誌》  
同大家一齊吹一齊傾，一切由車轆開始

**TopGear 極速誌**  
Facebook by One Media Group Limited (Public) · 2017年9月9日 · 48

【車轆吹水站】  
內容：《TopGear極速誌》知道大家好鍾意講車，今次同大家一齊吹一齊傾，一切由車轆開始，從街頭常見的輪胎現象出發，再鑽探車中理論。  
時間：2017年9月9日(星期六) 11:30am-2pm  
地點：荃灣青山公路香港賽馬會酒店  
主講：羅俊祥，《TopGear極速誌》特約作者、香港汽車業經銷商協會會員、國際汽車工程師學會 (SAE International) 會員  
名額：30人，每位參加者可獲得一位獎券出席  
費用：免費  
報名：<http://marketing2.omghk.com/topgeardriversclub/event.php>  
截止報名日期：2017年8月31日  
現場禮品及獎品提供：HK Yokonama  
註：  
1. 活動提供茶點招待  
2. 獲參加資格者將收到本會發出的通知  
#Promo

車轆吹水站

「車轆吹水站」係咩嘢？  
「車轆吹水站」係咩嘢？  
「車轆吹水站」係咩嘢？

【Driver's Club請你睇  
香港Formula E】

**TopGear 極速誌**  
Facebook by Top Gear (Group Limited) (Public) · 2017年11月9日 · 48

【Driver's Club請你睇香港Formula E】  
上星期第一屆香港賽車Formula E，可唔有人睇知係咩嘢嘢人睇，俾得咁足足一年睇你。係12月2日至3日將於沙田沙田路，由Driver's Club特別贊助，睇你睇睇，睇你睇睇，睇你睇睇。  
#Promo

Driver's Club 請你睇香港Formula E

上星期第一屆香港賽車Formula E，可唔有人睇知係咩嘢嘢人睇，俾得咁足足一年睇你。係12月2日至3日將於沙田沙田路，由Driver's Club特別贊助，睇你睇睇，睇你睇睇，睇你睇睇。

BBC 極速誌  
**TopGear** FACEBOOK

Top 3 Posts (2018)

#1: 【殺上天門山】



Posted on 12 Feb 2018 (100% Organic)

- Reach 891,141
- Impressions 1,555,501
- Ave. Freq. 1.75x
- Video Views 254,711
- Engagement Rate 17.9%
- Share 4,751

#2: 【貼地手波車 Jazz RS MT】



Posted on 18 Feb 2018 (100% Organic)

- Reach 238,939
- Impressions 356,387
- Ave. Freq. 1.57x
- Video Views 125,915
- Engagement Rate 25.3%
- Share 893

#3: 【Kia 完勝林寶】



Posted on 16 Jan 2018 (100% Organic)

- Reach 221,848
- Impressions 401,335
- Ave. Freq. 1.81x
- Video Views 60,777
- Engagement Rate 21.1%
- Share 604

BBC 極速誌  
**TopGear** PRINT RATE CARD

**PRIME POSITION**

Effective Date: 1 January 2019

Position	Size/ 4C	Rate (HK\$)
Back Cover	Full Page	\$ 93,000
Inside Front	Full Page	\$ 80,000
Inside Front Spread	Double Page Spread	\$ 140,000
Facing Inside Front	Full Page	\$ 70,000
Before Index	Double Page Spread	\$ 126,000
Facing Index	Full Page	\$ 70,000
Facing Editor Note/ Masthead	Full Page	\$ 63,000
Inside Back	Full Page	\$ 60,000

R.O.P. (First Half)

Size/ 4C	Rate (HK\$)
Full Page	\$ 60,000
Half Page (Vertical/ Horizontal)	\$ 36,000

R.O.P. (Second Half)

Size/ 4C	Rate (HK\$)
Full Page	\$ 49,000
Half Page (Vertical/ Horizontal)	\$ 30,000

**FREQUENCY**

Monthly

**FREQUENCY DISCOUNT**

No. of insertions	Discount
6-11 Insertions	5%
12+ Insertions	10%

Fixed Position:	+20% (subject to availability)
Consecutive Pages:	+10%
Advertising Agency Commission:	15% (only offer to accredited advertising agency)

**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)



# BBC 極速誌 TopGear DIGITAL RATE CARD

## A) TopGear Hong Kong iPad\*

Effective Date: 1 January 2019

Format	Specifications	Cost for Bundle with Print (HK\$)	Cost (HK\$)
Hyperlink	Specific URL	\$1,000	\$1,000
Inner Video AdMax	5 mins, screen size will be automatically adjusted, mpeg4	\$3,000	\$3,000

\* Quotation will be provided based on client's brief for special effects

## B) eDM

Specified Demographic	HK\$5/ Member
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## C) Facebook Newsfeed

- TopGear Facebook homepage Cost: HK\$48,000
- No. of units per day: Minimum 2
- Boosting handling charge: 30% of the boosting cost or HK\$900 (whichever is higher).

## D) Instagram Feed

- TopGear HK Instagram Cost: HK\$30,000
- Boosting handling charge: 30% of the boosting cost or HK\$1,500 (whichever is higher).

## E) Other Services (Quote upon request)

Youtube Inner Video Ad, Digital Custom Publishing

### Remarks:

1. There will be an additional 50% loading charge for Fixed/ Expandable Ad or order below the minimum buy.
2. Ad Inventories and spaces are reserved on a first-come, first-served basis.
3. Production cost is not included.
4. Booking Deadline: 5 working days prior to the ad posting date.
5. Material Deadline: 3 working days prior to the ad posting date.
6. 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.





## DIGITAL RATE CARD (DESKTOP + MOBILE SITE)

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

	Format	Dimensions (pixels)	Appear at website	Appear at mobile site	Location	Min. SOV	Rate / Week (HD)
<b>Desktop</b>	Billboard	728(W)*90(H)	Yes	No	Run-of-site	25%	\$8,000
	Crazy Ad	1024(W)*605(H)	Crazy Ad	Mobile-first-view	Crazy Ad (Home Page)	50%	\$15,000
	LREC/ TVC	320(W)*250(H)	Yes	Yes	Run-of-site	25%	\$6,000
	Super Banner	728(W)*90(H)	Yes	No	Run-of-site	25%	\$15,000
<b>Mobile</b>	LREC/ TVC	728(W)*90(H)	No	Yes	Run-of-site	25%	\$6,000
	LREC-video	300(W)*250(H)	Yes	No	Run-of-site	25%	\$6,000
	Mobile-first-view	320(W)*416(H)	No	Yes	Mobile-first-view (Mobile Site First interaction)	50%	\$15,000
	Small-banner	320(W)*50(H)	No	Yes	Run-of-site	25%	\$5,000

### Remarks:

1. Homepage Main Visual must be bundled with Channel Cover Story/ Feature with landing page at designated Channel. The booking entitlement for each Homepage Main Visual is ONE week only.
2. Frequency capping applies for Overlaid Crazy Ad + Mobile-first-view will be displayed once for every 8 hours per day. The booking entitlement for each Overlaid Crazy Ad + 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).
3. Minimum Entry Fee is \$30,000 (nett).

# BBC 極速誌 TopGear

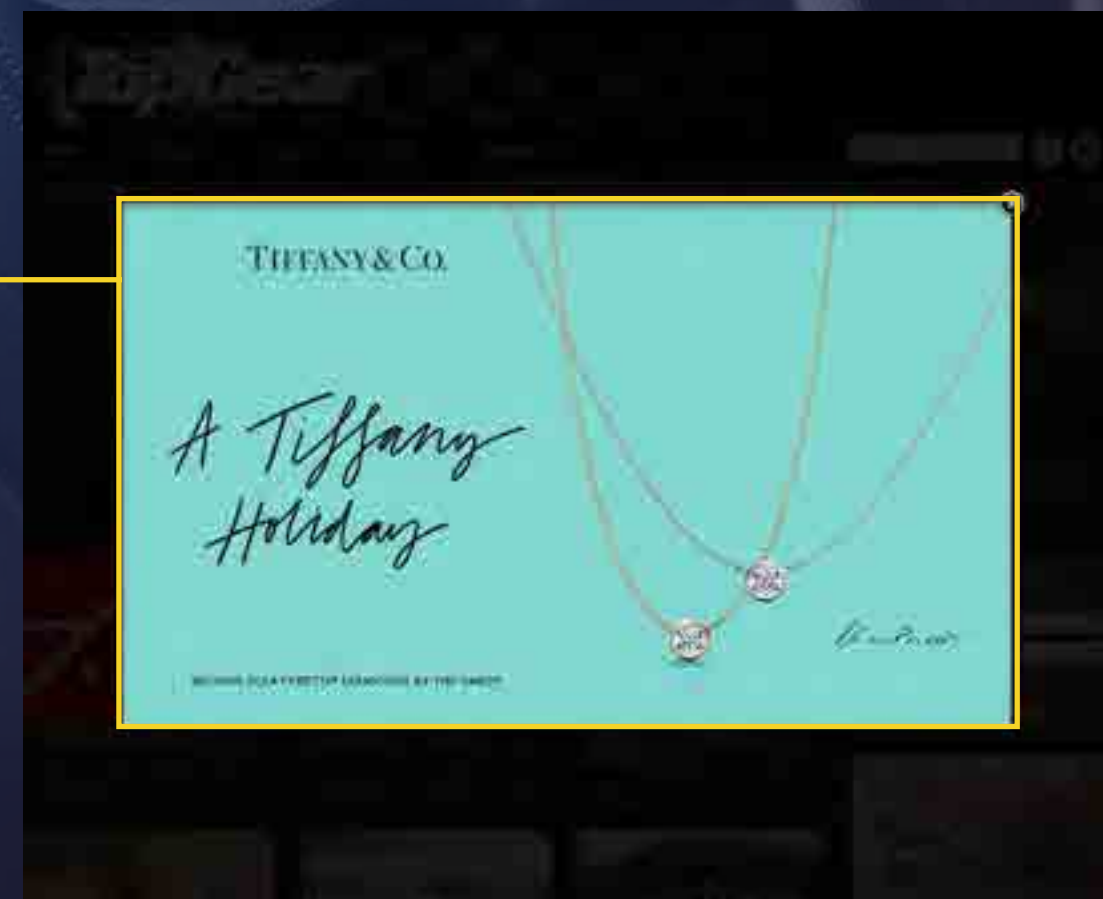
## DIGITAL RATE CARD - NEW ADV. FORMAT (DESKTOP)

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

### TopGear (Main Page)



**Billboard**  
728 x 90px



**Crazy Ad**  
1024 x 605px



**LREC/ TVC**  
300 x 250px



**Super Banner**  
728 x 90px

# BBC 極速誌 TopGear

## DIGITAL RATE CARD - NEW ADV. FORMAT (MOBILE)

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

### TopGear (Main Page)



**LREC/ TVC**  
728 x 90px



**LREC-video**  
300 x 250px



**Mobile-first-view**  
320 x 416px



**Small-banner**  
320 x 50px



TopGear Driver's 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 61%
- High Income Group – MPI HK\$40K+ 30%

**Advertising/ Marketing Promotion Options:**

- Event/ Seminar
- Test Drive
- Car Show

# BBC 極速誌 TopGear OTHER PROMOTION OPTIONS (DIGITAL)

## Digital – eNewsletter / Facebook Newsfeed

買新車？一搵幫你計好曬

【Drive like no other. A date with Jaguar. 試車活動】

TopGear 極速誌  
3月28日

【特約內容】  
【買新車？一搵幫你計好曬】  
IQ題：假設A 200售價\$299,000，David銀行有\$50,000開錢做首期，每個月頂多供\$5,000，可唔可以買到呢部車呢？要供幾多個月呢？（限時五秒）  
答案：梗係得！用Agility嘅話，36個月合約，每月\$4,854；HP嘅話，60個月合約，每月\$4,835...  
點解計得咁快咁準？因為MBFS啱啱出咗一個全新嘅購車方案計算器，畀你直接嚟網上check翻各種上會優惠，首期同尾數要幾多一搵即知。  
依家網上申請預先批核，仲唔使上數文件，David好快就有新車啦！  
網址：<https://goo.gl/v41eu5>  
#Promo #Agility #MercedesBenz

THINK-AGILITY.COM  
先批後買：全新購車方案計算器

TopGear HK 極速誌  
March 2, 2018

【Drive like no other. A date with Jaguar. 試車活動】  
不少人表示香港主流的德國及日本品牌，各車款在設計或性能上愈來愈接近。當中的英國汽車又如何？是否仍然保留有「英倫味」？Jaguar與德國高級品牌有何相異之處？各位可透過這次試駕活動親身發掘。  
日期：2018年3月30日（星期五 復活節假期）  
時間：11:00am-6:00pm（每節一小時，參加者可選擇時段）  
地點：香港沙田凱悅酒店（提供免費泊車）  
試駕型號：Jaguar F-Pace · XE · XF  
費用：免費  
報名：[www.omghk.com/jaguartestdrive2018](http://www.omghk.com/jaguartestdrive2018)  
#Jaguar #FPace #XE #XF #Testdrive

We offer full services in **customized contents**, include content development, design, production and distribution.

An in-house production team with directors, producers, editors and camera crew to deliver high quality **multi-media contents**.

# BBC 極速誌 Top Gear

## OTHER PROMOTION OPTIONS (VIDEO PRODUCTION)

地球馬路有幾危險？(內附字幕)



台灣秘路自駕(全長版)



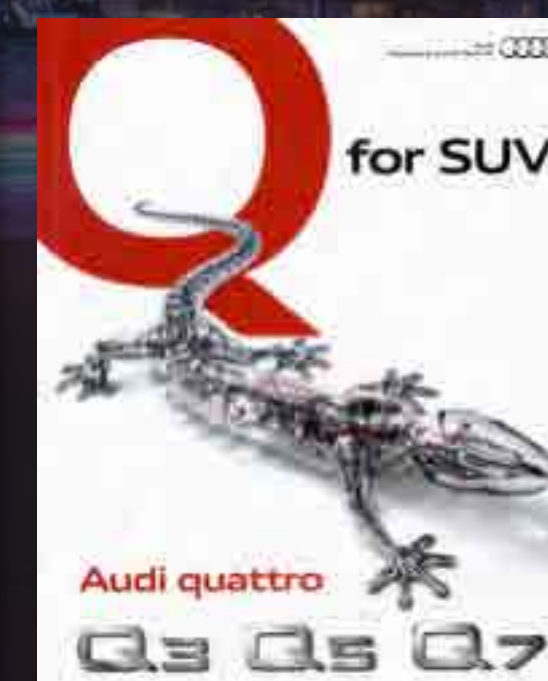
Audi Q2 25 TFSI 細細粒挑戰賽





## OTHER PROMOTION OPTIONS (CUSTOM PUBLISHING)

### Print





# BBC 極速誌 Top Gear

## OTHER PROMOTION OPTIONS (EVENTS)

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



Car Show



Test Drive



Seminar



# BBC 極速誌 **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.

For more: <http://marketing2.omghk.com/Topgearhk/10th-Anniversary/awards.html>



# BBC 極速誌 **TopGear** AWARDS & RECOGNITION



Jun 2018	<b>MEDIA CONVERGENE AWARDS 2017</b> Gold Award: Website (Monthly Magazine) Silver Award: Overall (Monthly Magazine) TopGear Hong Kong	Hong Kong Association of Interactive Marketing
Nov 2017	<b>MAGAZINE OF THE YEAR 2017</b> 1st (Automobile)	Marketing Hong Kong
Jun 2017	<b>MEDIA CONVERGENCE AWARDS 2016</b> Gold Award: Social Media (Monthly Magazine) Mobile (Monthly Magazine) Website (Monthly Magazine) Overall (Monthly Magazine) TopGear Hong Kong	Hong Kong Association of Interactive Marketing

Nov 2015	<b>MAGAZINE OF THE YEAR 2015</b> 1st (Automobile)	Marketing Hong Kong
Mar 2014	<b>MEDIA CONVERGENE AWARDS 2013</b> Monthly Magazine (Overall) Bronze Award Monthly Magazine (Automobile) Bronze Award	Hong Kong Association of Interactive Marketing
Jun 2013	<b>MAGAZINE OF THE YEAR 2013</b> Silver Prize (Motoring)	Marketing Hong Kong
Jun 2012	<b>MAGAZINE OF THE YEAR 2012</b> 3rd (Motoring)	Marketing Hong Kong

# BBC 極速誌 **TopGear** 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 : 14 days prior publication date  
Material Deadline : 10 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

An aerial photograph of a car stunt show. A large plume of purple smoke billows from a car in the center. Several other cars are visible on the track, some performing stunts. A large crowd of spectators is gathered around the perimeter of the track. The image has a blue-to-red color gradient overlay.

# Thank You

**Advertising Department**

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