

playtimes

your expert guide to family life

Media Kit | 2017



message from the editor



Playtimes magazine gives parents a fresh and vibrant perspective on parenting in Hong Kong.

Each month, you can look to *Playtimes*' team of experts for the best advice on health, education, fashion and travel.

Playtimes will keep you up to date with all that is hip and happening in Hong Kong – from cool new places to go, to the latest in great stuff for kids, *Playtimes* has Hong Kong covered.

Playtimes offers insight, suggestions and topical features from a parents' viewpoint. It is written in an engaging style and presented beautifully.

It is a must-have for every stylish and modern Hong Kong parent!

Louise

Louise Drake
Editor-in-Chief

Wish You Were Here?

In Hong Kong we are lucky, not only do we get to plan vacations around school holidays we get "best of public holidays, too." So what to do with all those precious days? The well-travelled Julie Fung offers some Hong Kong-specific tips for your next overseas trip.

Sri Lanka
CNY - 28-31 January

One of the best times of year to visit Sri Lanka, take advantage of the longer CNY holidays and enjoy a much-desired overseas escape. The wonders of the Cultural Triangle await. You'll find a relaxing 12-hour journey about one of Sri Lanka's well-protected and preserving the magical hill country, soaking up the unique landscape and learning to like what you see. Next, when through the night in an open-top car you search for tea, elephant and the island's unique wildlife. Head south where you have your pick of beautiful beaches which have been protected, allowing fresh air and stunning views. Along the coast, choose from boutique hotels, private villas, beachfront villas or exciting colonial properties.

Purse-friendly Parties

As are mounting and the bank balance is depressingly low, just as you're starting to plan for the party and all parties, Johnston investigates how you can balance the budget without cramming junior's style at the year's birthday celebration.

Birds & Bees 2.

Should MF parents be open with their children about how they were conceived? Karen Sherwood asks MF families and experts their opinion.

Discussing the birds and bees can be tricky. It's a daunting prospect for parents, though there are additional steps to take to make the conversation easier. Explaining to your child that they were conceived by sperm and egg is a key step, and in some cases with a donor, which is a whole other dimension to the birds and bees discussion. The same MF parents it can be difficult to know how to broach it, especially if they themselves were not broached. Identifying a parenting journey. However, there are tips and tricks that can help both parents and children get comfortable with discussing related concepts.

So why discuss the method of conception with children? It was thought best to avoid awkward conversations in secrecy.

It's a tough sell for a parent to keep their child in the dark, and questions arise that while children may not understand the details of their conception, they will be able to sense the awkwardness of the conversation. Children and misunderstood conversations can lead to many other issues, such as their self-image. If a donor was used, or about sex or other sensitive topics. The British In Vitro Fertilisation Society (BIVF) is a charity that provides support and advice for MF families. The British In Vitro Fertilisation Society (BIVF) is a charity that provides support and advice for MF families. The British In Vitro Fertilisation Society (BIVF) is a charity that provides support and advice for MF families.

Hong Kong Sevens

A FAMILY GUIDE

Missus Sevens reveals her tips on how to enjoy the rugby with the whole family in tow.

Rugby is a sport that has been a part of Hong Kong's culture for over a century. The Hong Kong Sevens is one of the most popular and exciting events in the city, and it's a great opportunity for families to enjoy the sport together. Missus Sevens, a rugby enthusiast and mother of two, shares her top tips for making the most of the Sevens experience with the whole family in tow.

Check to impress: The Sevens is a fast-paced and exciting form of rugby, and it's a great opportunity for families to enjoy the sport together. Missus Sevens, a rugby enthusiast and mother of two, shares her top tips for making the most of the Sevens experience with the whole family in tow.

Get your tickets: The Sevens is a fast-paced and exciting form of rugby, and it's a great opportunity for families to enjoy the sport together. Missus Sevens, a rugby enthusiast and mother of two, shares her top tips for making the most of the Sevens experience with the whole family in tow.

why choose Playtimes...

inform

Playtimes keeps our readers in the know about cool places to go, fun activities to do and great gadgets to get. If you want to know how to live a healthier, happier and greener life in Hong Kong, you'll find it in *Playtimes*.

connect

Playtimes connects families with the best Hong Kong has to offer. Fun stuff, serious stuff, gorgeous stuff, kids' stuff, grown-up stuff. In fact, all kinds of stuff! If you want to really tap in to what's buzzing with families in Hong Kong, take a peek inside *Playtimes*.

engage

Playtimes laughs, cries, hugs, roars, listens and cares just like any other member of the family. Its enthusiasm for family life ensures its place in Hong Kong homes, so if you want to feel part of a great family, get involved in *Playtimes*. It's fun, compelling, responsive and loyal.

respond

Every issue of *Playtimes* gets picked up and read in over 25,000 Hong Kong family homes – that adds up to a lot of readers. **97 out of every 100 readers** said they had **bought a product or used a service** as a result of having seen it in *Playtimes*. That's significant buying power.

resources

Songhua Household Wares, \$488, wachuan.com.hk

Sammy Merry Jane Shoe by HONG KONG \$225, hkv.hongkong

Lucky Ladder Spooky Butterfly Bags, \$45, bumps-to-bumps.com

Pretty in pink
This colour just screams happiness and fun. Sprinkle it throughout your life like little bursts of fairy dust.

Backpack with Butler from \$99, hodge.com

Aluminum Baby Princess Caddy, \$320, www.babyqueen.com

Just Luvable Princess Bed Set, \$212, bumps-to-bumps.com

Baby Buddy Bag, \$99, www.cheapo.com.hk

Madam Chai's Baby Bed, \$445, kaka.com

NEWS

Fair's Fair
The highly popular 8th Mercantile House to the Helen Warner Association at The Duchess of Kent Children's Hospital.

One-Stop Shop
The Hong Kong Children's Hospital has a new One-Stop Shop for parents and carers.

Moving on up
Bumps to Bumps has a new store, located at 20 Queen's Road Central.

Make it personal
The Hong Kong Children's Hospital has a new service to help parents and carers.

Shop Talk

What's like having a twin in Hong Kong?
Babies that are born together are called twins.

Growing up, Hong Kong-style

What do you like most about living in Hong Kong?

Chloe, 11 years What I love about Hong Kong is the culture, food and shopping. There are many things to see and do here. The food is the best. The shopping is great. I like to go shopping with my mom.

Amelia, 15 years The greatest thing is having the opportunity to go out and get something to eat. Whether it's a new restaurant or something new to eat, there's always something going on in Hong Kong.

Jack, 14 years The things that are great are the public transport and the food. There's always something to eat.

Lucy, 12 years I love how safe it is. You can go anywhere and you can be safe. There's always something to do. There's always something to see.

Oliver, 11 years It is very convenient to be in Hong Kong. There are many things to do. There are many things to see.

Ben, 14 years I like how safe it is. You can go anywhere and you can be safe. There's always something to do. There's always something to see.

Oliver, 14 years I love how safe it is. You can go anywhere and you can be safe. There's always something to do. There's always something to see.

Ben, 14 years I like how safe it is. You can go anywhere and you can be safe. There's always something to do. There's always something to see.

who are our readers?

50,000 of Hong Kong's most affluent, influential parents.

23% have monthly household income in excess of HK\$300K
56% over HK\$100K

43% are Hong Kong Chinese
57% are Expatriates from Australia to Zaire

65% have 2 or more kids
30% have 1 child

A lucky 39% take 3 overseas trips a year
61% take 1-2 overseas trips a year

36% go out without kids 2-3 times weekly
47% at least once a week

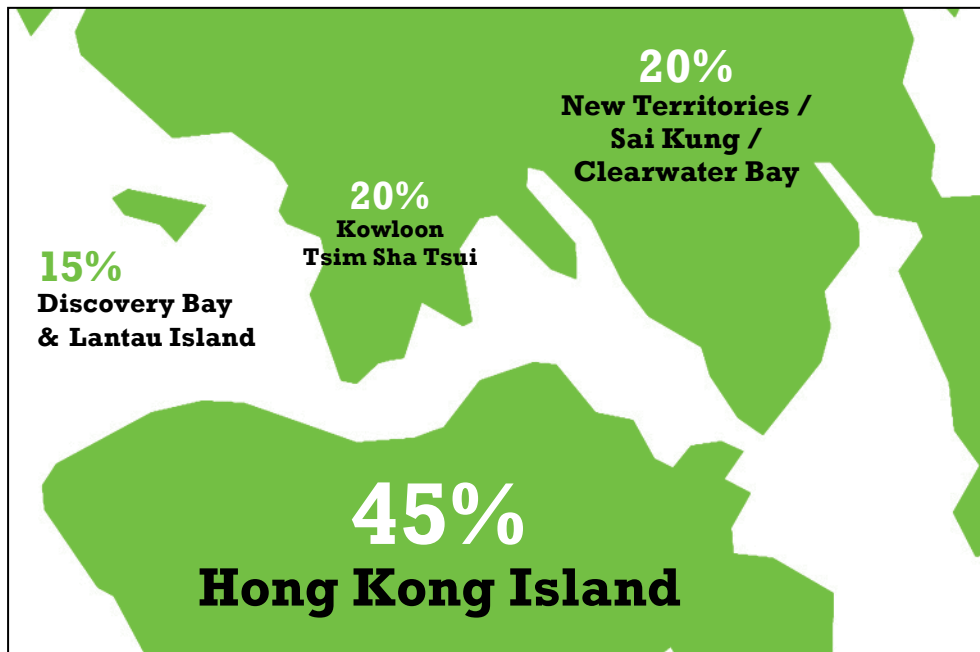
Reader Fast Facts:

- 96% of readers' children do at least one extra curricular activity (sport or extra tuition)
- 90% exercise regularly: badminton, golf, swimming, yoga/pilates, hiking, gym
- 86% employ a domestic helper
- 72% eat out with their children weekly
- 62% have one or more vehicles
- 48% have gym membership
- 43% own their home
- 34% of our readers are Dads

Playtimes' vital statistics

- **Playtimes is a free publication**
- The current print run is 25,000 copies per issue
- Published 11 times a year including one combined issue – Summer in July/August
- The ever popular and useful *The School Book* supplement is published and distributed with the May edition of *Playtimes*
- Over 30 advertisers have been with us since our first issues in 2003
- In 2016 over 700 adverts were placed with *Playtimes*, and 82% of the adverts were by repeat clients

where to find Playtimes



Playtimes magazines are distributed via ESF and international primary schools, kindergartens, pre-schools and playgroups. Your advertisement is delivered directly into the hands of the parents.

The remainder are distributed through selected retail outlets, supermarkets, cafés, children's activity centres, doctors surgeries, social clubs, relocation and real estate companies.

Example distribution outlets 2017

PRIMARY SCHOOLS

- American International School
- Anfield Primary School
- Australian International School
- Canadian International School
- Carmel School
- Delia School of Canada
- ESF Beacon Hill School
- ESF Bradbury School
- ESF Clearwater Bay School
- ESF Glenealy School
- ESF Peak School
- ESF Quarry Bay School
- ESF Sha Tin Junior School
- German Swiss International School
- Grace Christian Academy
- Harrow International School
- Hong Kong Academy
- HK Adventist College
- Hong Kong Adventist Academy
- Hong Lok Yuen International School
- International Christian School
- Island Christian Academy/Generations Christian Education
- Island Christian Academy
- Japanese International School
- Kellett School
- Kiangsu & Chekiang Primary School - International Session

- Marymount Primary School
- Nord Anglia Education
- Norwegian International School
- Po Leung Kuk Camões Tan Siu Lin Primary School
- Renaissance College (ESF)
- Starters School
- The Harbour School
- The ISF Academy
- Victoria Educational Organisation
- Victoria Shanghai Academy
- Yew Chung International School

RETAIL OUTLETS

- A&M Groceries
- Bookazine, Canton House
- Bookazine, Prince's Building
- Bookazine, Shui On Centre
- Bumps to Babes, Central; Ap Lei Chau
- Flexa, Sha Tin; Wan Chai; Ap Lei Chau
- Fusion, Clear Water Bay
- Fusion, Discovery Bay
- Fusion, Fairview Park
- Fusion, Garden Park
- Fusion, Happy Valley
- Fusion, Park View
- Fusion, Rhine Garden
- Fusion, Westlands Centre
- GREAT, Pacific Place
- Greenery Music Centre

- Indigo, Cyberport
- Indigo, Ocean Terminal
- Indigo, Repulse Bay
- International, Baguio Villa
- International, Lei King Wan
- International, Hong Leuk Yuen
- International, Pacifica Mall
- International, Windsor House
- Kokoon for Kids, Cyberport
- Kokoon for Kids, Sha Tin
- Kokoon for Kids, Ocean Terminal
- Little Whale, Discovery Bay
- Little Whale, Mid-Levels
- Marketplace, Jardine's Lookout
- Marketplace, May Road
- Marketplace, The Peak
- Marketplace, Cloud View Road
- Marketplace, Nexus Building, Central
- Marketplace, Happy Valley
- Marketplace, Repulse Bay
- Marketplace, Island Crest
- Marketplace, Model Lane
- Marketplace, Langham Place
- Marketplace, Clear Water Bay
- Marketplace, Austin Rd, Tsim Sha Tsui
- Marketplace, Manhattan Mid-Town, Mei Foo
- Marketplace, iSQUARE, Tsim Sha Tsui
- Marketplace, Telford Plaza
- Marketplace, K11, Tsim Sha Tsui
- Marketplace, Hankow Road
- Marketplace, The Edge
- Marketplace, Lions Rise
- Marketplace, Oxford Road
- Marketplace, Sha Tin
- Marketplace, Gold Coast Piazza, Tuen Mun
- Marriott Hong Kong SkyCity
- Mirth Limited
- Oliver's The Delicatessen
- ParknShop, Shouson Hill
- TASTE, Celestial Heights
- TASTE, Citygate
- TASTE, East Point City
- TASTE, Festival Walk
- TASTE, Hopewell Centre
- TASTE, Maritime Square
- TASTE, Olympian City
- TASTE, Stanley Plaza
- TASTE, Tuen Mun Plaza
- ThreeSixty, Elements Mall Tree
- Uncle Russ, Discovery Bay
- W Hotel
- Wellcome, Causeway Bay
- Wellcome, Palm Springs
- Wellcome, Razor Hill
- Wellcome, Redhill Plaza
- Wellcome, Repulse Bay Arcade

ALSO DISTRIBUTED THROUGH

Doctor's Surgeries, Health Clinics and individual subscribers throughout Hong Kong Island, Kowloon, New Territories & Macau

distribution list 2017 continued

- Wellcome, Sai Kung
- Wellcome, Seymour Terrace
- Wellcome, Watford Road
- Wisekids

PRE-SCHOOLS. KINDERGARTENS & PLAYGROUPS

- Alison's Letterland
- All 4 Kids
- Anfield International Kindergarten
- Baby Buddies, Sheung Wan; Causeway Bay; Jordan
- Bambino English Playschool, Tsim Sha Tsui; Tsuen Wan
- Bebegarten
- Blooming Buds Preschool
- Box Hill (HK) International Kindergarten & Pre-School
- Cosmo Kids
- Deborah Anglo Chinese Kindergarten
- Discovery Bay International School
- Discovery Mind Kindergarten
- Discovery Montessori
- ESF Abacus International Kindergarten
- ESF International Kindergarten, Hillside
- ESF International Kindergarten, Tsing Yi
- ESF International Kindergarten, Wu Kai Sha
- Garden House
- Highgate House School
- HKPPA Heng Fa Cheun Playgroups
- HKPPA Leapfrog Playgroups
- International Montessori School, Mid-Levels; Tin Hau
- International Montessori School Kindergarten
- Island Children's Montessori School
- Littleton Discovery Playgroup
- New Song Christian Kindergarten
- Oaktree Montessori Chinese Education
- Parkview International Pre-School (PIPS)
- Pekip
- Pods Kindergarten & Preschool
- Sai Kung International Pre-School
- Salala Kids House
- Southside Kindergarten
- St Nicholas's English Kindergarten
- Sun Kids
- Sunshine House Discovery Bay
- Sunshine House International Play School
- Sunshine House International Pre-School
- Tadpoles
- The Open Classroom
- The Peak Pre-School
- The Woodland Beachside Pre-School
- The Woodland Harbourside Pre-School
- The Woodland Pre-School (Pokfulam)
- The Woodland Sai Kung Pre-School
- Victoria (Belcher) Kindergarten
- Wellborn International Pre-School
- Wembley International Kindergarten
- Woodland Montessori Pre-School, Mid-Levels
- Woodland Montessori Pre-School, Repulse Bay
- Woodland Montessori Pre-School, Tai Tam
- Woodland Pre-School, Happy Valley
- YMCA of HK International Kindergarten
- YWCA
- Zebedee International Kindergarten
- Club Bel-Air
- Club Metro Town
- Cyberport
- Discovery Bay Management
- D'oro Private Club
- Gold Coast Yacht & Country Club
- Greenvale
- Hebe Haven Yacht Club
- Hong Kong Country Club
- Hong Kong Cricket Club
- Hong Kong Disneyland Resort
- Hong Kong Football Club
- Hong Kong Jockey Club
- Hong Kong Parkview
- Hong Kong Public Libraries
- Hong Luk Yuen Country Club
- Ladies' Recreation Club
- Midvale
- Neo Horizon
- Pacific Club
- Parkridge
- Royal Hong Kong Yacht Club
- The American Club, Central Town Club; Country Club
- The Clearwater Bay Golf & Country Club
- The Park Resort

CLUBS & RESIDENTIAL COMPLEXES

Please note our distribution list is subject to change.

ALSO DISTRIBUTED THROUGH

Doctor's Surgeries, Health Clinics and individual subscribers throughout Hong Kong Island, Kowloon, New Territories & Macau

the rate card for print

All rates are per insertion in Hong Kong dollars.

Display	1 issue	3 issues	6 issues	12 issues
Double Page Spread	\$22,770	\$20,430	\$19,295	\$18,200
Full Page	\$12,650	\$11,385	\$10,750	\$10,150
Half Page	\$8,550	\$7,695	\$7,265	\$6,850
Quarter Page	\$5,695	\$5,125	\$4,840	\$4,555
Banner*	\$4,140	\$3,725	\$3,520	\$3,310

Guaranteed Position: 20% loading

Marketplace	1 issue	3 issues	6 issues	12 issues
Single	\$1,265	\$1,140	\$1,075	\$1,015
Double	\$2,530	\$2,275	\$2,150	\$2,025
Triple	\$3,795	\$3,415	\$3,225	\$3,035
Quad	\$5,060	\$4,300	\$4,140	\$4,050
Half Page	\$7,590	\$6,830	\$6,450	\$6,075

Guaranteed Position: 20% loading

Prime Positions	1 issue	3 issues	6 issues	12 issues
Back Cover	\$22,485	\$20,235	\$19,115	\$17,980
Inside Front Cover	\$19,840	\$17,850	\$16,865	\$15,875
Inside Back Cover	\$18,840	\$16,955	\$16,015	\$15,075
Facing Contents	\$18,515	\$16,665	\$15,740	\$14,810
Inside Front Cover	\$33,065	\$29,750	\$28,105	\$26,450
Double Page Spread				

Inserts

Single Sheet	\$1.50 per insertion
4 - 12 Pages	\$2.50 per insertion
16 - 24 Pages	\$3.75 per insertion
28 - 32 Pages	\$4.75 per insertion
36 - 44 Pages	\$5.75 per insertion

Advertorials**

Double Page Spread	\$28,400
Single Page	\$14,950

Minimum run 8,000 pieces. 10% surcharge for selective distribution.

Frequency discounts apply to contracts with scheduled insertions only. All ads must run within a contract period of no longer than 12 months.

Gatefolds, Belly Bands, Reverse Front Cover Gatefolds, Tip-Ons etc. – Price available on request

Playtimes website

- The *Playtimes* website launched in October 2014 as a complement to the *Playtimes* print magazine.
- The website features articles, giveaways, news and events for parents and families across Hong Kong.
- The website currently receives over 11,000 visitors per month and over 18,000 page views, with these figures increasing constantly.
- The website is constantly updated with a minimum of 16 new articles per month across our 8 categories: Pregnancy, Mother & Baby, Junior, Tweens & Teens, Explore, Health, Style & Education, thereby appealing to a broad spectrum of parents.
- In early 2015, our hugely popular Events section was launched, providing the perfect platform for clients to promote their events to parents and families across Hong Kong.
- The *Playtimes* website offers premium advertising spots at competitive rates, with both category-based and run-of-site options available. Premium ad positions include the leaderboard, events and homepage ads. All category-based ads are displayed on the category homepage as well as every article within that category, providing multiple opportunities to reach your target audience.

Advertorial Articles

- Advertorial articles are available, both as online only and in combination with print advertorials.
- Advertorial articles are pinned to the top of the homepage for 1 week as standard.
- All articles remain online indefinitely, thereby providing the opportunity for your message to reach thousands of potential customers.
- Articles are searchable on keywords, enabling readers who are interested in your products and services to find them easily.
- eDMs are also available to support online and print advertorials and directly reach the mailboxes of over 8,000 *Playtimes* readers.

EDMs

- *Playtimes* sends fortnightly eDMs to our database of over 8,000 readers, as well as offering dedicated, bespoke advertorial eDMs to meet specific client needs.
- All eDMs are edited and formatted by our professional publishing team for maximum appeal both visually and textually, in order to engage the reader.
- *Playtimes* enjoys a highly-engaged database of contacts, with average email open rates of 29% and average click rates of 12.9%.
- Premium advertising opportunities are available on the *Playtimes* fortnightly newsletter eDM, including leaderboard ads and prominent box ads.

Social Media

- *Playtimes* is very active on numerous social media channels including Facebook, Google+, Twitter & Instagram.
- *Playtimes* has a very loyal fanbase on social media, with over 4,000 'likes' on Facebook.
- 74% of our Facebook fans are women aged 25 - 44. Nearly all of them live in Hong Kong.
- *Playtimes* publishes social media posts on a regular basis, sharing links to articles on the *Playtimes* website, news of events across Hong Kong, our latest client giveaways & offers, and client news / updates.
- *Playtimes* also offers clients the opportunity to reach our highly engaged fans and people with similar profiles through sponsored Facebook posts. These posts provide great exposure for our clients and introduce them to new customers across Hong Kong and are pinned to the top of the *Playtimes* Facebook page for 7 days as standard.

Giveaways

- *Playtimes* works with clients to offer fantastic giveaways to our readers.
- Our giveaways typically receive hundreds of entries and provide an opportunity for clients to reach new customers and expand their contact database.

Why Playtimes Online?

- Reach thousands of parents, families and potential customers across Hong Kong via our website ads, our online event calendar, targeted eDMs, social media and giveaways.
- Choose whether you wish to target a specific demographic, or opt for a broader reach via run-of-site ads.
- Achieve long-term results with online advertorials which are featured on our website indefinitely.
- Reach the inboxes of over 8,000 potential customers across Hong Kong via our popular eDMs.
- Reach a potentially different set of fans via our social media channels and expand your reach.
- Enjoy the benefits of being associated with Hong Kong's premium parenting magazine, read by over 50,000 people per month.

the online rate card

Example of Home Page



* All rates are per insertion in Hong Kong dollars.
 * Advertising runs on a Calendar month, from first to last day of the month.
 Artwork for Ads should be provided 1 week in advance.

Website Advertising

Leaderboard – Run of Site	1 month	\$7,000	w970xh90 pixels
Home Page Slider	1 month	\$5,000	w940xh400 pixels
Home Page Box Ad	1 month	\$2,500	w300xh250 pixels
Category Box Ad	1 month	\$2,750	w300xh250 pixels
Events Box Ad	1 month	\$3,000	w300xh250 pixels
Run of Site Box Ad	1 month	\$6,000	w300xh250 pixels
Events Slider	1 month	\$2,000	w940xh400 pixels

File type: .jpeg, .jpg, .png, .gif; Size of file: 150KB (or smaller)

Website Advertorials (300 words)

Online Advertorial		\$8,500	
– includes one week on top row of homepage and Facebook post linking to article			
Box Link to Online Advertorial from Newsletter EDM		\$2,000	w290xh250 pixels

File type: .jpeg, .jpg, .png, .gif; Size of file: 150KB (or smaller)

Example of Category Box Ad



EDM Advertorials/Advertisements

Dedicated Advertorial EDM	1 EDM	\$6,000	300 words
Leaderboard – Newsletter	1 EDM	\$2,500	w600xh100 pixels
Box Ad – Newsletter	1 EDM	\$1,000	w290xh242 pixels
Box Link to Online Advertorial – Newsletter	1 EDM	\$2,000	w290xh242 pixels
Featured Event – Newsletter	1 EDM	\$1,500	w600xh250 pixels

Social Media Advertising

Sponsored Facebook post		\$1,500	
– includes 1 week pinned to top of <i>Playtimes</i> Facebook page			

Advertorial Packages*

PREMIUM PACKAGE	\$23,950 (saving \$7,000)
<ul style="list-style-type: none">• Print Advertorial• Online Advertorial• Dedicated Advertorial EDM• Sponsored Facebook post	
ADVANCE PACKAGE	\$19,950 (saving \$5,500)
<ul style="list-style-type: none">• Print Advertorial• Online Advertorial• Link to Online Advertorial from Newsletter	
STARTER PACKAGE	\$9,500 (saving \$1,000)
<ul style="list-style-type: none">• Online Advertorial• Link to Online Advertorial from Newsletter	

* Based on a single page/300 word advertorial

Display Advertisements

Technical specifications

<p>Half Page – Horizontal Trim size: 175mm x 118mm (WxH) Ad Code: HPH</p>	<p>Half Page – Vertical Trim size: 85.5mm x 240mm (WxH) Ad Code: HPV</p>
<p>Banner – Horizontal Trim size: 175mm x 38mm (WxH) Ad Code: Banner</p>	<p>Quarter Page Trim size: 85.5mm x 118mm (WxH) Ad Code: QP</p>

Double Page Spread

Trim size:
420mm x 270mm (WxH)

Bleed size:
426mm x 276mm (WxH)

Text area:
370mm x 233mm (WxH)

Ad Code: **DPS**

Full Page

Trim size:
210mm x 270mm (WxH)

Bleed size:
216mm x 276mm (WxH)

Text area:
175mm x 233mm (WxH)

Ad Code: **FP**

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.

Upload via

www.wetransfer.com

dropbox

Problems?

Contact your sales manager should you require any further assistance.

Marketplace Advertisements Technical specifications

<p>Triple – Horizontal 176 x 54mm (WxH) Ad Code: THC</p>		<p>Quad 116mm x 112mm (WxH) Ad Code: QC</p>	
<p>Double – Horizontal 116 x 54mm (WxH) Ad Code: DHC</p>		<p>Triple Vertical 56mm x 170mm (WxH) Ad Code: TVC</p>	
<p>Single 56 x 54mm (WxH) Ad Code: SC</p>	<p>Double Vertical 56mm x 112mm (WxH) Ad Code: DVC</p>	<p>Half Page 176mm x 112mm (WxH) Ad Code: HPC</p>	

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.

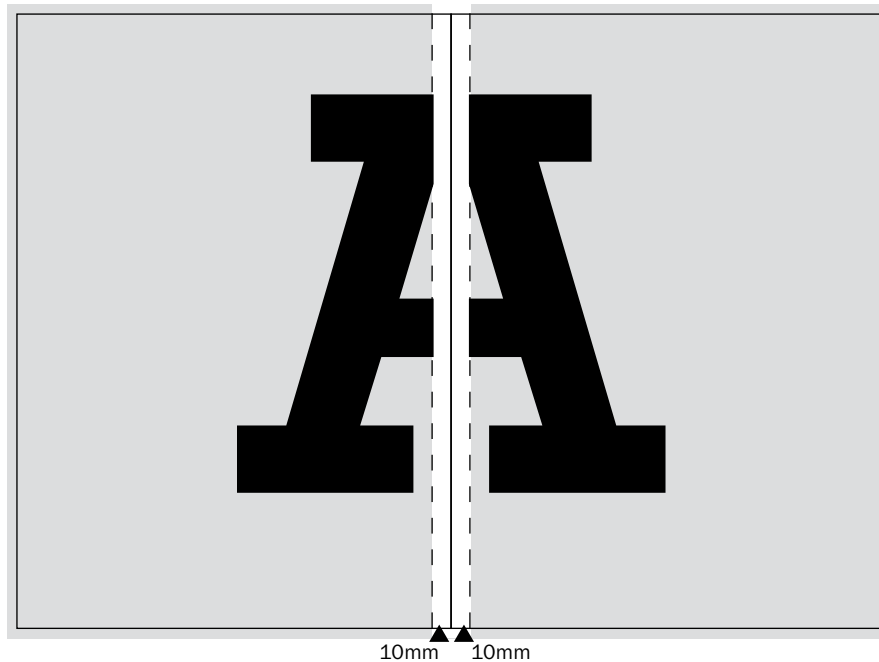
Upload via

www.wetransfer.com
dropbox

Problems?

Contact your sales manager should you require any further assistance.

cover specifications



Double Page Spread

Trim size:
420mm x 270mm (WxH)

Bleed size:
426mm x 276mm (WxH)

Text area:
370mm x 233mm (WxH)

Ad Code: **DPS**

Full Page

Trim size:
210mm x 270mm (WxH)

Bleed size:
216mm x 276mm (WxH)

Text area:
175mm x 233mm (WxH)

Ad Code: **FP**

Display Advertisements

For inside front and back cover advertising please ensure the following:

- 1. Please supply double page artwork as two separate pages**
- 2. Please allow a 10mm gutter on the inside edge of each page to allow for binding area**

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.

Upload via

www.wetransfer.com

dropbox

Problems?

Contact your sales manager should you require any further assistance.

Playtimes publishing schedule 2017*

	Issues	Booking Deadline	Artwork Deadline	Distribution Date
2016	January	16-Dec-15	20 Dec	3 Jan
	February	16-Jan-16	17 Jan	6 Feb
	March	19-Feb-16	20 Feb	1 March
	April	20-Mar-16	21 Mar	3 April
	May	22-Apr-16	23-Apr	2 May
	June	20-May-16	21 May	1 June
	July/August	13-Jun-16	14 Jun	23 June
	September	21-Aug-16	22 Aug	4 Sep
	October	19-Sep-16	20 Sep	3 Oct
	November	20-Oct-16	21 Oct	1 Nov
	December	19-Nov-16	20 Nov	1 Dec