

playtimes

your expert guide to family life

MEDIA KIT | 2020



MESSAGE FROM THE EDITOR



Playtimes gives parents a fresh and vibrant perspective on parenting in Hong Kong, through the printed version and also via our online platforms.

Every day 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



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.

advice

Learning Styles

Visual, auditory or kinesthetic – which learning style does your child favour?
Mya Newland highlights strategies to help your child study



During the 1970s, individualised and student-centred learning theories began to surface due to increased research in the field of educational psychology. In 1980, the developmental psychologist Howard Gardner devised the theory of multiple intelligences. Gardner's research found that when learning tasks are matched with a student's learning style or intelligence they show higher levels of engagement, greater levels of motivation and achieve more academically. Gardner identified eight separate intelligences that each person possesses: musical/rhythmic, visual-spatial, verbal/linguistic, logical-mathematical, bodily-kinesthetic, interpersonal, intrapersonal, and naturalistic.

There is much debate about the pedagogy of learning styles, including the argument that some complex concepts require more than one type of delivery for understanding. Although the theory of learning styles and multiple intelligences may have some limitations, it can be a useful approach for parents who are seeking ways to help their child learn. This article provides strategies relating to three main learning styles: visual, auditory and kinesthetic. Think of these ideas and strategies as tools, or a bag of 'goodies' to pick and choose from during teachable moments at home. After all, understanding how a child learns can provide a better experience for all. "By using the senses, parents can help set up an environment conducive to learning, an environment where an unhappy task can become fun and fulfilling," says Phoebe J. Dunstan, author of *Child Sense*. Parents can involve their children by asking them to choose which activities appeal to them.

Visual learners

Visual learners are often gifted with a strong imagination and an interest in art. They benefit from seeing information on a chalkboard or in an illustration and may grow impatient listening for long periods of time. Telling these learners how to do something may not make sense to them at all – they need to also see it. Allow them the freedom to fiddle up before they sit down, and be patient when each assignment needs to be redone because it doesn't look neat enough.

Strategies for visual learners include:

- Using flash cards
- Studying charts, tables, and maps
- Writing things down and reviewing notes
- Colour-coding information

Auditory learners

Auditory learners show aptitude in music. They are typically good at absorbing information from spoken words. Auditory learners may look like they are not paying attention when you talk to them, but their listening skills are more developed than their visual skills.

Strategies that work well for auditory learners include:

- Rereading what they are learning
- Reading important information aloud, perhaps recording it and playing it back
- Reading a book and listening to the audio book at the same time
- Putting information into a tune and singing it to help remember it
- Limiting distracting noises

Kinesthetic learners

Kinesthetic learners are physical and often show aptitude in sport. They prefer to be active while studying and may not be able to focus while sitting still. The more traditional visual or auditory learning styles just don't work for them; they benefit from creative expressions of their ideas.

Strategies for kinesthetic learners include:

- Reading aloud and tracking words on a page with a finger
- Drawing illustrations, remembering visual details, doodling while listening
- Highlighting and underlining
- Playing with a stress ball or toy while studying
- Moving around or taking frequent breaks, standing, writing, role playing
- Doing hands-on activities, such as building models or playing games
- Allow moving around while listening or talking
- Tackle things by touch in order to learn about them.

news

Kids eat FREE!

Free-flow brunch at The Paean is a pretty tempting proposition, but with children under 12 getting a free brunch (choices from macaroni cheese, sausage and meat, fish nuggets and chips or chicken pests skewers) when brunching with a full paying adult, how can you resist? The cost including free-flow is \$8088 per adult, with additional children costing \$248. Saturday 12:00pm-2:30pm, Sunday 11:00am-1:00pm and 1:30pm-3:00pm.

Food Glorious Food

Local, fresh produce – online

Hong Kong start-up, *Go Green* recently launched a new website, promising to help all busy Hong Kongers buy better food. Offering a curated selection of produce from over 20 specialist growers, *Go Green* not only creates a sleek and present (and delivery) service that makes it possible to purchase organic and free-range produce in a matter of minutes, with your order arriving the next day. www.go.green.com

Dr Fern's Gin ParLOUR

With 'Fern' in the name, this new social spot feels right at home with its green theme, and it's sure there are a few *Playtimes* readers partial to a G&F... There's much more to Dr Fern's Gin ParLOUR, though, than 250 types of gin and exquisite cocktails which change daily depending on the locally sourced organic ingredients. During the day, guests can sip on organic tea and coffee – sustainably sourced from various parts of Australia. Keep a lookout for the afternoon tea coming this month. www.landmark.hk/en/dining/dr-ferns-gin-parlour

VEGGIE PRET

Pret has introduced a Veggie Pret selection to Hong Kong this Spring. With a belief that food begins healthy and everything in between is at its best when it's fresh, natural and prepared with passion, the new menu offers a wider choice of vegetarian options – about 100 in total – that are so delicious they will be enjoyed by even picky, not-let-vegans. Perfect to enjoy with a cup of organic coffee.

resources

A touch of Gold



BUYER'S GUIDE (1) CK GOLD Eau De Toilette \$450, Calvin Klein; (2) Giltier Snowflake Tree Topper \$229, Patti Bazaar; (3) Gold metallic bomber jacket, New Green; (4) Metallic Purses and Bagels \$79, Neat; (5) Christmas Warming Paper \$50, Cotton On; (6) Olive Barter Shower Gel \$70, Lane Crawford; (7) Porcelain Marble Dish \$195, Deconzo; (8) Metallic Rounder Mug \$55, Neat; (9) Golden Pinapple Tray \$245, Deconzo; (10) Fresno Chrome Highbar \$210, Lita White; (11) Velvet Pendants With Fur Patch \$400, Zane; (12) Strawberry Hair Ear Headphones \$2,498, Lane Crawford; (13) Gold Lily Eau De Parfum \$1,100, Harvey Nichols; (14) Seaglass Strongy Beaded \$100, Apt 49

www.playtimes.com.hk

WHO ARE OUR READERS?

60,000 of Hong Kong's most affluent, influential parents.



65%
HAVE 2 OR MORE
KIDS



30%
HAVE 1 CHILD

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



39% TAKE 3 OVERSEAS TRIPS
A YEAR

61% TAKE 1-2 OVERSEAS TRIPS
A YEAR



36% GO OUT WITHOUT KIDS 2-3
TIMES WEEKLY

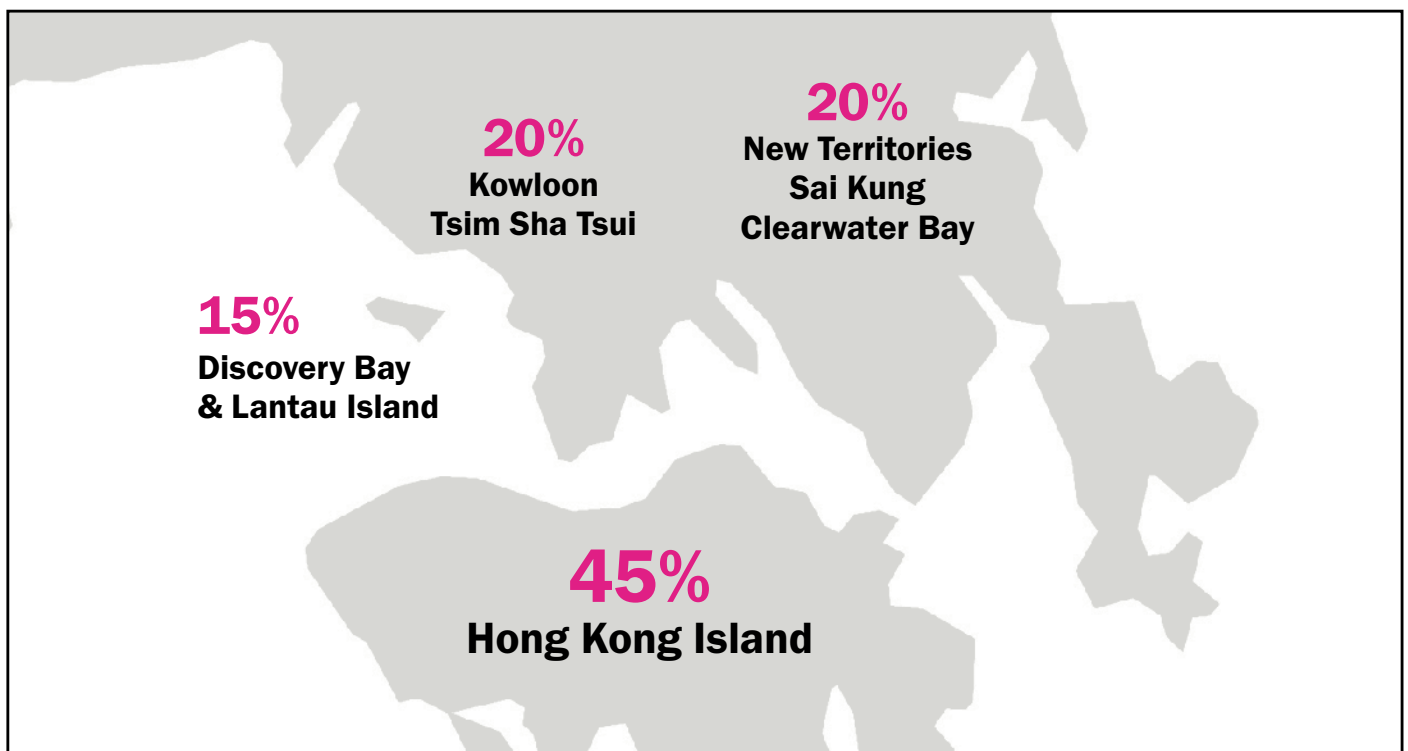
47% AT LEAST ONCE A
WEEK

PLAYTIMES' VITAL STATISTICS

- ***Playtimes* is a free publication**

- The current print run is 35,000 copies per issue
- Published as a print publication four times a year, to coincide with the seasons - Spring, Summer, Autumn and Winter
- The ever popular and useful *The School Book* supplement is published and distributed in May
- Over 30 advertisers have been with us since our first issues in 2003
- In 2017 over 750 adverts were placed with *Playtimes*, and 78 per cent of the adverts were by repeat clients

WHERE TO FIND PLAYTIMES



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

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

WHERE TO FIND US

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**INTERNATIONAL
SCHOOLS**



**PLAYGROUP /
ACTIVITY CENTRES**



MEDICAL



ONLINE PLATFORM



RETAIL OUTLETS



**PRIVATE CLUBS
& RESIDENCES**

WHO ARE OUR WE?

Our clients include international school, retailers, clubs and more than 300 brands



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 9,500 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 60,000 people per month.

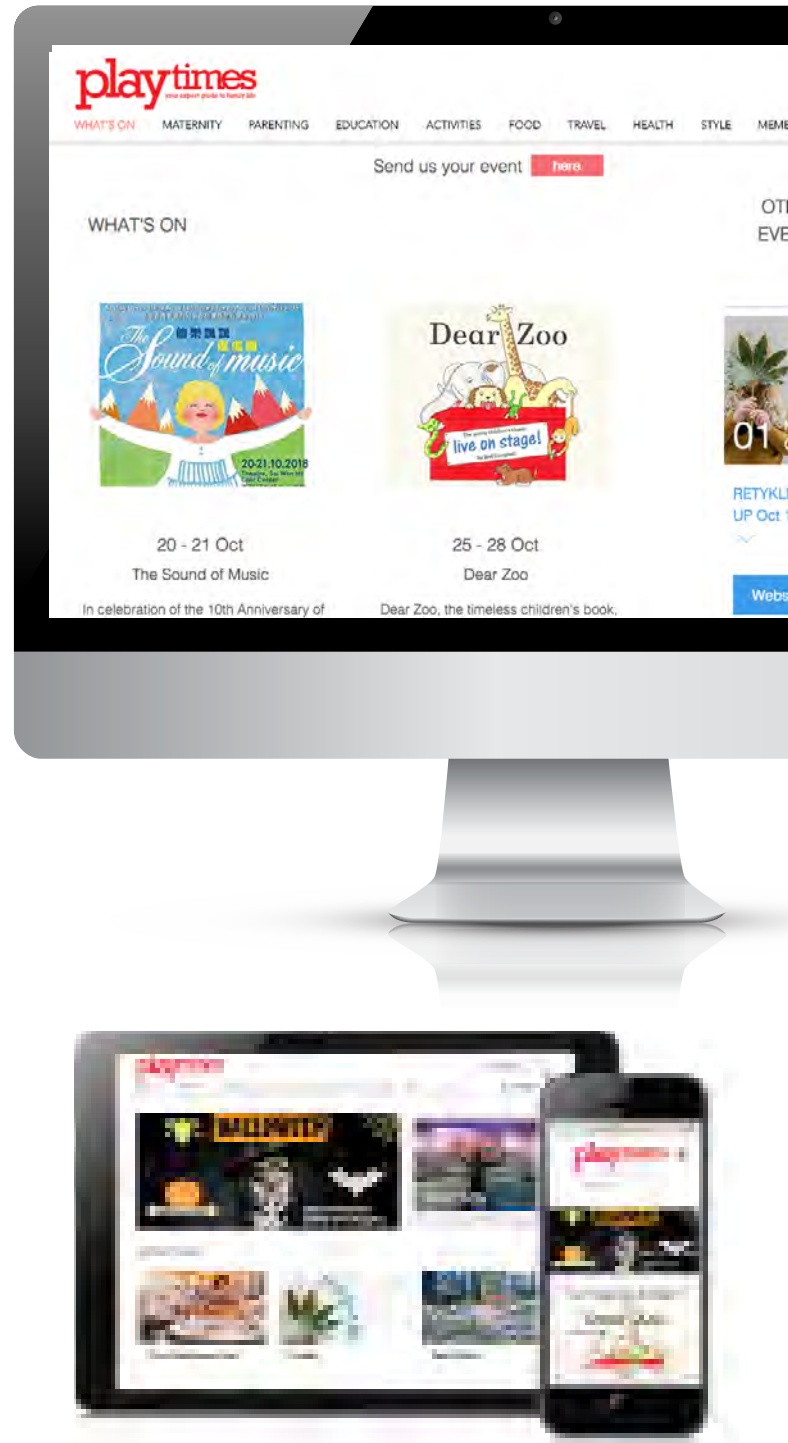
SOCIAL MEDIA

- *Playtimes* is very active on numerous social media channels including Facebook, Instagram, Pinterest & Twitter.
- *Playtimes* has a very loyal fanbase on social media, with 8,000 'likes' on Facebook.
- 84 per cent of our Facebook fans are women aged 25 - 55.
- *Playtimes* publishes social media posts on a regular basis, sharing links to articles on the *Playtimes* website and the digital magazine, 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. Sponsored posts run for seven days and provide great exposure for our clients and introduce them to new customers across Hong Kong.

Social Media Advertising

Sponsored Facebook post

- * 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.



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 one week as standard.
- 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 9,000 *Playtimes* readers.

Advertorial Packages

PREMIUM PACKAGE

- Print Advertorial
- Online Advertorial
- Dedicated Advertorial EDM
- Sponsored Facebook post

ADVANCE PACKAGE

- Print Advertorial
- Online Advertorial
- Link to Online Advertorial from Newsletter

STARTER PACKAGE

- Online Advertorial
 - Link to Online Advertorial from Newsletter
- * Based on a single page/300 word advertorial

EDMS

- *Playtimes* sends fortnightly eDMs to our database of over 9,000 readers, as well as offering dedicated, bespoke advertorial eDMs to meet specific client needs.
- *Playtimes* will always endeavour to format your eDM for maximum appeal to our readers.
- *Playtimes* enjoys a highly-engaged database of contacts, with average email open rates of 29 per cent and average click rates of 12.9 per cent.
- Premium advertising opportunities are available on the *Playtimes* fortnightly newsletter eDM.

EDM Advertorials/Advertisements

Dedicated Advertorial EDM 300 words

1 EDM

Newsletter Advert

W600 x H300 pixels

1 EDM

Box Ad – Newsletter

W292 x H243 pixels

1 EDM

Box Link to Online

Advertorial – Newsletter

W600 x H300 pixels

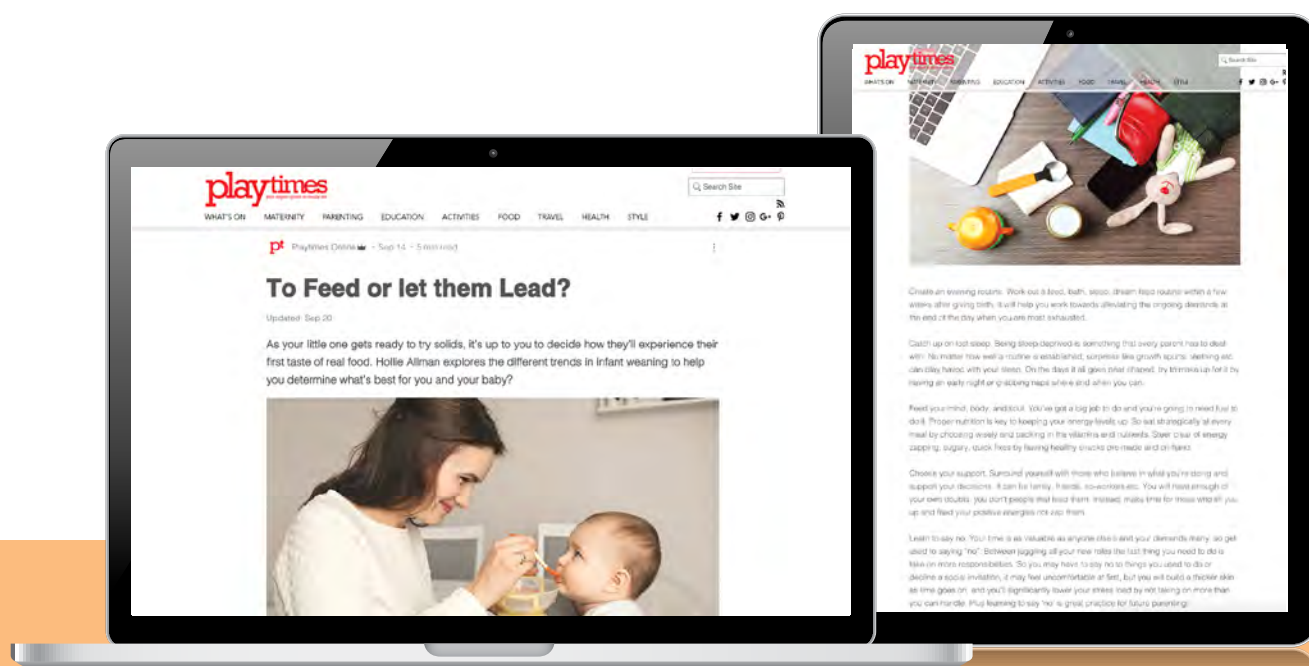
1 EDM

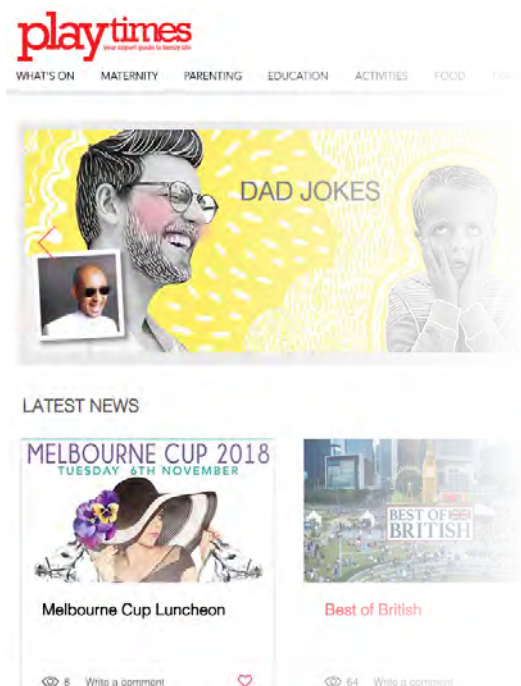
Featured Event – Newsletter W600 x H250 pixels

1 EDM

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PLAYTIMES WEBSITE

- The *Playtimes* website launched in October 2014 as a complement to the *Playtimes* print magazine. It features articles, giveaways, news and events for parents and families.
- The website currently receives over 11,000 visitors per month and over 18,000 page views, with these figures increasing constantly.
- The hugely popular Events section provides the perfect platform for clients to promote their events to parents and families.
- The *Playtimes* website offers premium advertising spots at competitive rates, with both category-based and run-of-site options available. 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.

THE ONLINE RATE CARD

- * 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	W500 x H60 pixels	1 month
Home Page Slider	W600 x H277 pixels	1 month
Home Page Box AD Small	W244 x H200 pixels	1 month
Home Page Box AD Big	W244 x H374 pixels	1 month
Category Box AD Small	W244 x H200 pixels	1 month
Category Box AD Big	W244 x H374 pixels	1 month
Market Place	W244 x H200 pixels	1 month

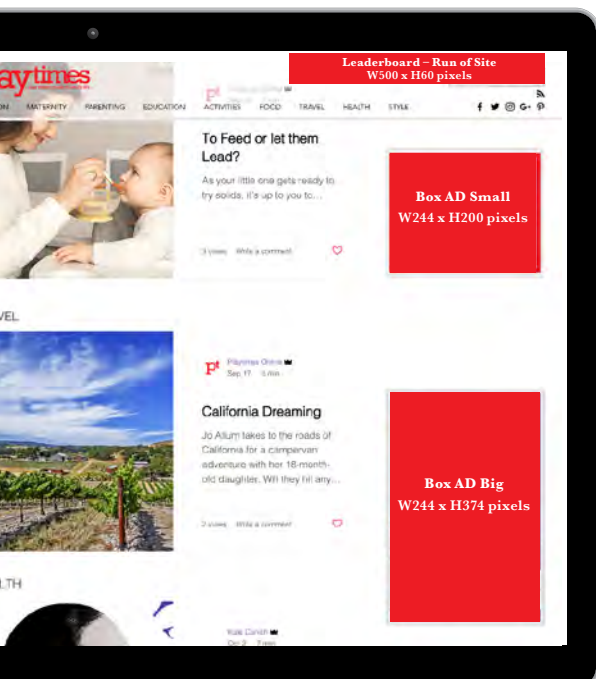
Website Advertorials (300 words)*

Online Advertorial

– includes one week on top row of homepage and Facebook post linking to article

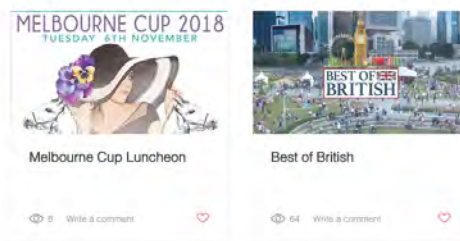
Box Link to Online Advertorial from
92 x H243 pixels **Newsletter eDM**

* Based on a single page/300 word advertorial

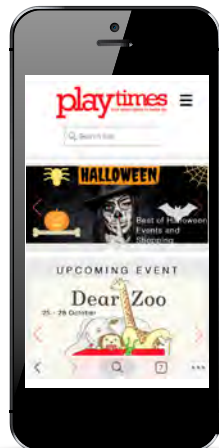
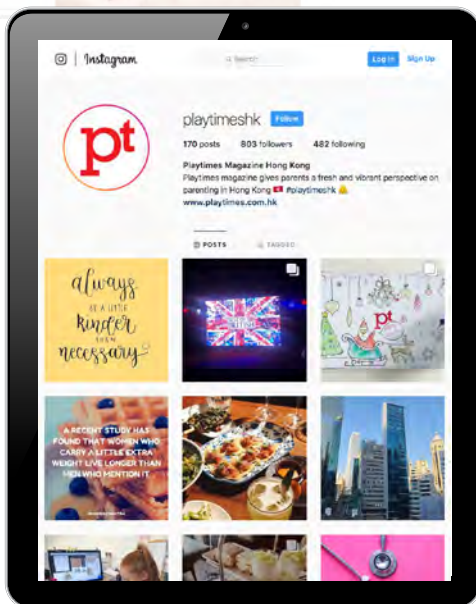
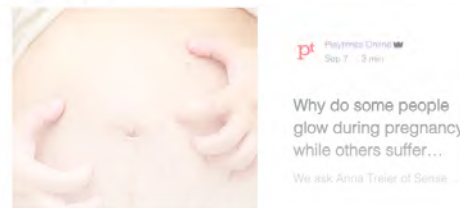




LATEST NEWS



MATERNITY



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.

Print online combination package

Enjoy the best of both world's with these online and print combo packages

4 x full page print adverts
1 x EDM
2 x box ad in Playtimes newsletter
3 x boosted Facebook posts

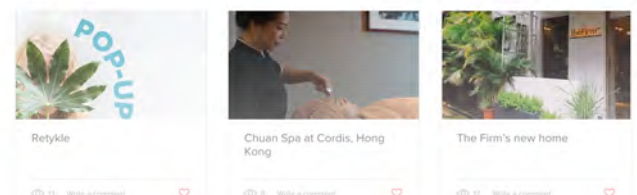
3 x full page print adverts
1 x EDM
1 x box ad in Playtimes newsletter
1 x boosted Facebook post

* All rates are 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.



STYLE NEWS



STYLE



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

OR

www.dropbox.com

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>	

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

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Text area:
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OR

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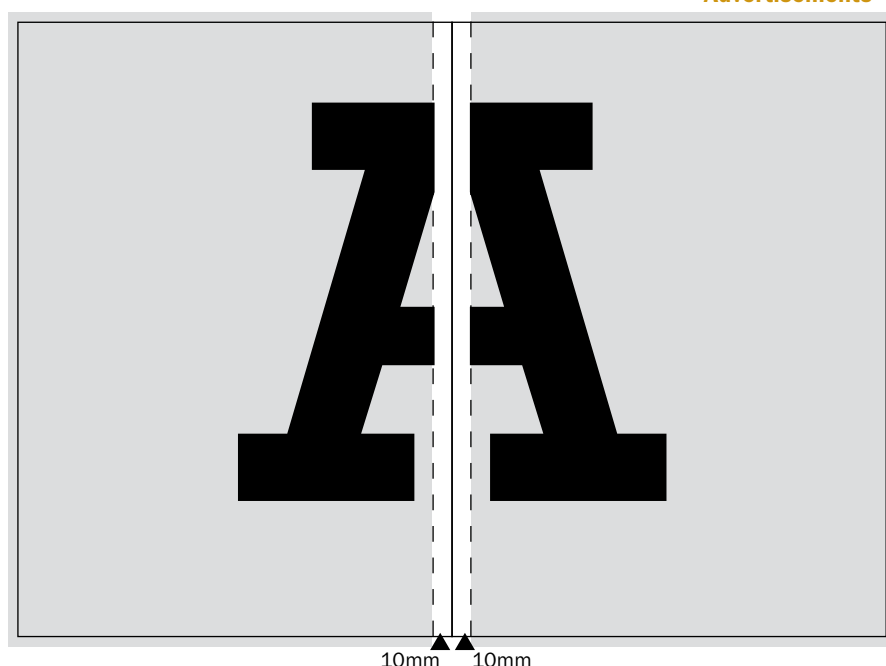
Problems?

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COVER

Specifications

Display Advertisements



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**

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

OR

www.dropbox.com

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Playtimes publishing schedule 2020*

		Booking Deadline	Artwork Deadline	Distribution Date
2019	Spring Issue	28 Feb 20	21 Feb 19	Mid Mar 19
	School Book (See seperate media kit)	15 Apr 19	17 Apr 19	Mid May 19
	Summer Issue	23 May 19	27 May 19	Mid Jun 19
	Autumn Issue	19 Aug 19	23 Aug 19	Mid Sep 19
	Winter Issue	18 Oct 19	23 Oct 19	Mid Nov 19