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Your indispensable dining-out bible, **HONG KONG'S BEST RESTAURANTS** takes you on a tour of the city's best gourmet offerings representing cuisines from all points of the compass, interpreted by some of the world's best chefs and restaurateurs. With concise food reviews, prices, maps and contact details, Hong Kong's **BEST RESTAURANTS** is all you need to enjoy a world-class culinary destination. **RATE CARD FOR 2010** Published annually, it caters to readers who appreciate the finer things in life, readers who live to eat and eat to live.



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EDIPRESSE ASIA GROUP

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2010

HONG KONG'S
BEST
RESTAURANTS

For over 24 years, there has been just one definitive, annual guide to dining in Hong Kong.

It's *Hong Kong's Best Restaurants*. Every year, *Hong Kong's Best Restaurants* is a much awaited guide to of the city's dining scene, compiled by a team of top food reviewers. For serious foodies, frequent diners, business travellers or tourists, it's the indispensable bible of the best dining Hong Kong can offer.

This opportunity only arises once a year. Take advantage now, and we'll deliver you an eager readership. For breakfast, lunch or dinner.

When you advertise in *Hong Kong's Best Restaurants*, you get:

- Exposure to affluent, discerning readers who are actively seeking good food and fine dining experiences
- A year's shelf life. This guide will be kept and referred to frequently
- Exposure on the official website www.taasty.com

MATERIAL SPECIFICATIONS

(Detailed production specifications & guidelines are available upon request)

CTP Process: Supply material in one of the below formats only:

- PDF file in high resolution (with fonts and images embedded)
- InDesign CS2 file (with fonts in MAC format and images embedded)
- Illustrator CS2 file or below (with fonts outlined)
- Photoshop file (with fonts rasterized)

Note: Films will not be accepted

Remarks:

1. All picture resolutions not less than 300dpi (relatively scale 1:1).
2. Files to be saved as CMYK where possible.
3. Digital colour proof (i.e. Epson) made by ISO 27L standard MUST be provided to ensure colour quality. Laser printouts are not accepted.

PRINTING: By offset. Perfect bound. All four-colour advertisements printed on art paper.

Booking Deadline: Six weeks preceding the month of publication.

Closing Deadline: No postponement accepted after the fifth week preceding the month of publication. Closing date for all material is the first day of the month preceding the month of publication.

Advertising Rates (in HK\$) for 2010

(All rates indicated are per insertion)

| Full Colour | English Edition Only | Chinese Edition Only | Both English and Chinese Editions |
|-----------------------------|----------------------|----------------------|-----------------------------------|
| Front Cover | 98,000 | 88,000 | 158,000 |
| Outside Back Cover | 78,000 | 68,000 | 128,000 |
| Inside Front Cover | 40,000 | 38,000 | 68,000 |
| Inside Back Cover | 38,000 | 35,000 | 68,000 |
| Full Page | 36,000 | 35,000 | 58,000 |
| Book Mark | 98,000 | 88,000 | 158,000 |
| Photo on Review Page | 2,500 | 2,500 | 4,500 |

Accredited Advertising Agency Commission: 15% of gross

Guaranteed Positions: Depending upon availability of space and subject to the following surcharges:

- Fixed position: 20% loading
- Page facing editorial: 15% loading

Non-Standard Advertising: Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black). Rates for inserts, special colours, metallic inks, gatefolds and other non-standard advertising are available from the Publisher.

Payment: Payment is due upon receipt of invoice, which will be rendered in Hong Kong dollars. Payments are to be made in this currency. In the event of dispute over amount due, advertiser/agency agrees to remit full amount due before resolving dispute.

Overdue Bills: A delinquency charge of 1.25% interest will be made on any invoice outstanding for more than 30 days from the date of invoice. Publisher reserves the right to change payment terms to cash at any time and to refuse to publish further advertisements until full payment.

GENERAL CONDITIONS AND TERMS OF ACCEPTANCE

01. Requests for advertising space must be accompanied by a signed insertion order made out to Edipresse Hong Kong Limited, 6/F Guardian House, 32 Oi Kwan Road, Wanchai, Hong Kong.

02. The Publisher reserves the right to edit, revise, reject or cancel any advertisement at any time.

03. The Publisher will not be liable for any errors or omissions resulting in consequential or other loss or damage of any kind whatsoever (whether anticipated or not) whether occasioned by (i) failure of any advertisement to appear on the specified date (or at all); (ii) errors in any advertisement published; (iii) errors in key numbers; (iv) changes made after closing date; (v) colour quality or errors appearing in advertisement which are placed after our published deadlines or due to late delivery of digital film from the advertiser or his designate; (vi) or for any other reason whatsoever.

04. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorised and is able to grant rights to publish the entire contents and subject matter thereof and that such publication will not violate any law or regulation or infringe upon any right including without limitation right of privacy, decency and intellectual property. If the agency is making an advertising related request on behalf of the advertiser, the agency confirms that it is authorized to bind the advertiser to any resulting commitment. In consideration of the Publisher's acceptance of advertisements for publication, the agency and/or advertiser will jointly and severally indemnify, defend and save the Publisher harmless against any and all loss or expense resulting from claims or suits or loss or damage based upon the contents or subject matter of such advertisements including, without limitation, claims or suits for libel, violation of right or privacy, plagiarism and copyright infringement.

05. Advertisements must be inserted within one year from date of first insertion to earn frequency discounts.

06. In the event of material insertion instructions not being received by the published deadline, the Publisher reserves the right to repeat a previous advertisement of the same size or to run a house advertisement for which the advertiser will be liable for full payment.

07. Cancellation of an advertisement order will be accepted only if it is received by the Publisher, in writing, not later than close of business six weeks prior to the first day of publication. Any cancellation made after this deadline will render the advertiser and/or agency liable to pay the contracted rate in full for the cancelled advertisement whether or not it is published.

08. If the advertiser or agent gives notice of cancellation or reduction of any part or portion of the work contracted for, then any preferential rates and/or position protection originally agreed shall cease to apply and the normal rates as set out herein shall apply instead. Likewise, on cancellation or curtailment by the advertiser or agent of a contract for a number of advertisements, any preferential rates and/or position protection shall cease and the normal rates as set out herein shall apply to advertisements or insertions already used up to the date of cancellation or curtailment.

09. The Publisher reserves the right to destroy all digital files, transparencies, photographs or other material after a period of six months. Such material will not be returned to an agency or advertiser unless requested in writing.

10. While every reasonable care is taken, neither the Publisher nor its agent is responsible nor liable for any loss or damage to digital files, transparencies, photographs and other material submitted to the Publisher. The agency and/or advertiser understands that materials submitted solely at its own risk.

11. Advertising schedules composed of mixed space units are entitled to normal discounts except that smaller units cannot be added to larger units to gain the larger space frequency discount.

12. Digital files supplied by the advertiser or agency must be to the correct specifications. The Publisher will not give any rebate or compensation for advertisements for which incorrect digital material has been supplied.

13. All advertising copy that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement", "advertorial" or "marketing feature".

14. The Publisher does not guarantee any given level of circulation or readership for an advertisement or insert.

15. Stipulations on advertising orders which differ from the above rates or conditions are not considered binding unless expressly acknowledged in writing by the Publisher.

16. It is understood that the advertiser and agency are jointly and severally liable for payment of invoices for advertising published hereunder.

17. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to *Hong Kong's Best Restaurants* in any way except with the prior permission of the Publisher in each instance.

18. All complaints or claims regarding advertisements published must be made in writing within 15 days following the date of publication and be sent by registered post or recorded delivery to the Publisher. Complaints or claims received after this deadline will not be entertained.

19. Oral commitments on special positions, make good advertisements, compensation or any other matter will not be binding unless expressly acknowledged in writing by the Publisher.

20. The placing of an order for insertion of an advertisement shall amount to an acceptance of these terms and conditions and any terms inconsistent with these (including oral commitments, rates and rules) shall be void unless varied in writing and signed by the Publisher.

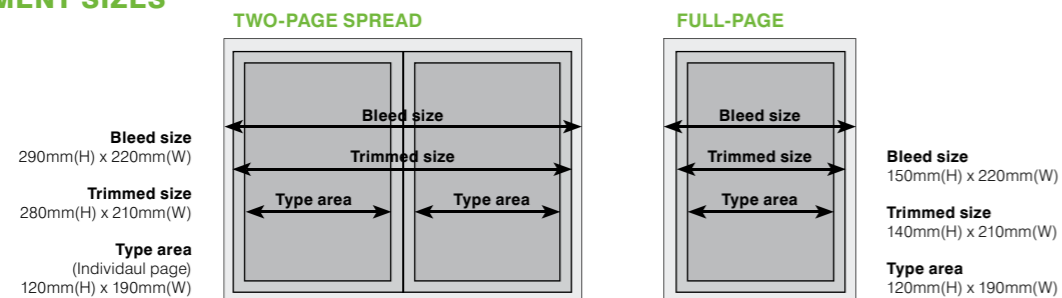
21. Incorrect rates or conditions on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at time of publication.

22. No waiver or indulgence by the Publisher shall be effective save in relation to the matter in respect of which it was specifically given in writing.

23. This agreement shall be construed under and be governed by the law of the Hong Kong Special Administrative Region and the parties submit to the jurisdiction of the Hong Kong courts.

24. If a provision in these terms is deemed to be void and unenforceable, in whole or in part, it shall be severable from and not be deemed to affect or impair the validity of any other provision.

ADVERTISEMENT SIZES



- Screen Line: 175 lpi for colour
- The Publisher reserves the right to trim 10mm off each edge to the trimmed page size. Type matter and illustrated material not intended to bleed must be kept to this tolerance.
- Perfect bound gutter spread safety allowance: 6-7mm on each side of gutter. No live matter should cross the binding gutter.

