

Fresh HK -- miniguides by HK heartbeat

Scheduled for release in May, 10,000 free copies of Fresh HK (printed with soy-based ink on our signature raw paper) will be circulated to our networks, handed out at member events and delivered to local media, consulates, chambers, co-work spaces and included in our relocation partners' arrival kits for new arrivals.

Curated listings and display ads are booked on a first-come first-served basis -- premium positions are available.

- 50-word listings: contact details plus description (20 spots per issue)
- Ad bundle offers include a listing for 12 months on the website directory
- Display ads and packages are available for members -- contract rates available

Fresh HK will be announced in a special direct email to our members and the publication is promoted with ads in our weekly community newsletter and on high-traffic areas of heartbeat.com.hk. To extend our coverage, listings are shared with our followers on Instagram, Facebook and Twitter. Free copies are available to members who would like to distribute Fresh HK to their customers.

Save with these bundles (available until 30 April)

Bundle A -- HK\$8,988

(HK\$17,682 value)

- Full display ad
- 1 year CO (company) membership including 18 digital ad credits:
 - Directory listing in 3 categories
 - Newsletter/calendar/marketplace
 - Sponsored Feature on the website
 - Member profile on the website

Bundle B -- HK\$5,988

(HK\$12,682 value)

- 1/2 display ad
- 1 year SME business membership including 7 digital ad credits:
 - Directory listing in 2 categories
 - newsletter/calendar/marketplace
 - Member profile on the website

Bundle C -- HK\$2,988

(HK\$4,682 value)

- Company Listing
- 1 year PLUS business membership
 - Directory listing in 1 category
 - Member profile on the website

Booking

TITLE: Fresh HK -- miniguide
RELEASE : May 2019 (quarterly)
SIZE : H11mm x W80mm - 20 pages
BOOKING DEADLINE : 30 April 2019
BOOK NOW : Secure your spot by email.

Listings (20 spaces available)

- Description of 50 words will be prepared for your approval
- Contact details include phone, email, website, address and hours

Display Ads -- SPECIAL : BUY 2 GET 3 INSERTIONS

- Display ads are available in full, half and quarter page sizes
- Premium positions are open -- back cover; inside front/back cover

Business membership benefits include:

- Advertising credits for your promotions and events
- Pre-approved posting privileges in the HK heartbeat Facebook group
- Website directory listing (links + up to 100 words) prepared for your approval
- Introduction in the newsletter, on the website and in social media channels
- Personal welcome link in the HK heartbeat community Facebook group
- Special offers with promotion codes for members and readers
- Production (including design and copy writing) of materials
- Business member profile on the website