

brouhaha

publishing

www.brouhaha.com.hk

BROUHAHA MAGAZINE

Published monthly (1st of each calendar month)

ABOUT

Brouhaha Magazine brings an international contemporary design and editorial style to the streets of Hong Kong. The tagline 'creative.culture' encompasses the proactive editorial view on the arts, fashion, music, culture, technology, nightlife, events and society issues and trends.

Following a huge buzz on its launch this year, the magazine is successfully securing itself as the indispensable and highly influential guide for English-speaking young people in Hong Kong who previously had no magazine catering for their needs. This new and essentially untapped market of approximately 40,000 affluent and culture-savvy 18-39½ year-olds who read Brouhaha each month is an exciting prospect and we are looking to work closely with advertisers and brands in mutually benefit from this pool of buyers.

Reader bonds are further strengthened by the Brouhaha initiatives of promoting local talent and creatives, as well as offering ample opportunity for the everyday reader to get involved. These are then cemented with follow-up strategies in new media, including the magazine's website, Facebook and Twitter profiles. With an already strong brand profile at street, print and digital level, Brouhaha magazine has a great future working with local and international industries.

Brouhaha Magazine is currently distributed at over 150 points around Hong Kong Island, with imminent expansion to Kowloon.

BROUHAHA RATE CARD (2010-04-02)

Full Page:	\$10,000
Half Page:	\$6,000
Double Page:	\$18,000
Quarter Page:	\$3,800
Inside Cover:	\$10,000 + 20%
Inside Back Cover:	\$10,000 + 20%
Back Cover:	\$10,000 + 40%

To celebrate the launch of Brouhaha magazine, we are pleased to offer a **SPECIAL 40% DISCOUNT** for the next three issues (May, June and July 2010).

Prices quoted above include full colour high-resolution printing.

Distributed at over **150 POINTS** throughout Central, Soho, Lan Kwai Fong, Mid-Levels, Wanchai, Causeway Bay and many other areas.

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ADVERTISEMENT SPECIFICATIONS

MATERIAL SPEC:

100 g/m Woodfree Paper

FULL PAGE

- Trim size: 195mm (W) x 260mm (H)
- Bleed size: 205mm (W) x 270mm (H)

HALF PAGE (LANDSCAPE)

- Trim size: 195mm (W) x 130mm (H)
- Bleed size: 205mm (W) x 140mm (H)

QUARTER PAGE

- Trim size: 97.5mm (W) x 130mm (H)
- Bleed size: 107.5mm (W) x 140mm (H)

HALF PAGE (PORTRAIT)

- Trim size: 97.5mm (W) x 260mm (H)
- Bleed size: 107.5mm (W) x 270mm (H)

ALL ADVERTISEMENT FILES SHOULD BE:

- Resolution: 300 dpi
 - Colour: CMYK
 - File: PDF, Photoshop, Illustrator files, TIFF, JPEG, EPS
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BREAKDOWN OF DISTRIBUTION POINTS:

- Restaurants
 - Bars
 - Cafés/coffee shops
 - Lounges and clubs
 - Lifestyle stores
 - Franchised outlets
 - Fashion retail shops
 - Hair salons
 - Book shops
 - Art galleries
 - Game & recreational centres
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If you would like further information on advertising in BROUHAHA magazine, please contact sales@brouhaha.com.hk