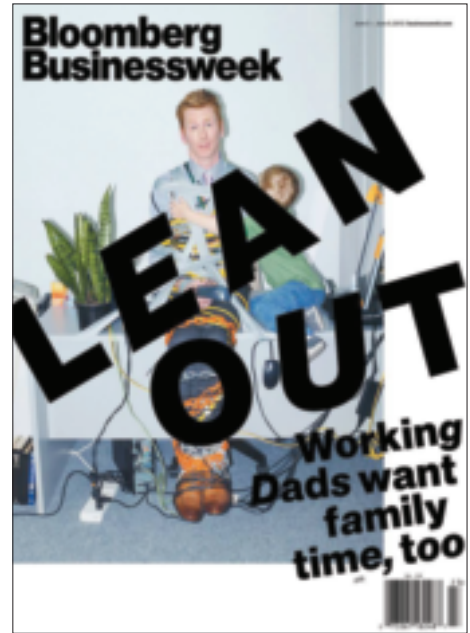




**GOLD – BLOOMBERG BUSINESSWEEK**

Dubbing itself the official source of business and financial market news, the weekly *Bloomberg Businessweek* has enjoyed a huge resurgence under editor Josh Tyrangiel. Available in 72 countries with 152 bureaus, the print version is complemented by a website that sees 13 million monthly unique visitors as well as a weekly mobile and tablet edition that boasts 250,000 subscribers.

《彭博商業週刊》自稱為商業及金融市場消息的正式來源，並在編輯Josh Tyrangiel的帶領下東山再起。《彭博商業週刊》在72個國家設有152個記者站，網站每月的瀏覽人數達1,300萬，而手機及平板電腦登記用戶達250,000人。



**SILVER – FORTUNE**

Established in 1929, *Fortune* enjoys a circulation of 87,203, according to a 2011 ABC Hong Kong statement. The magazine comes out 18 times a year and, like its competitors, targets C-titled personnel, top management, professionals, managerial-level and purchase decision-makers. As well, the magazine caters to the Chinese market with a local language edition and launched an iPad offering late last year, complete with interactive elements and photo galleries.

根據2011 ABC Hong Kong表示，創刊於1929年的《財富》雜誌的發行量達87,203本。該雜誌每年出版18次，跟其競爭對手一樣以最高管理層、高級管理層、專業及經理級人士、以及採購決策者為目標。此外，《財富》推出中文版以迎合中國市場，並於去年底推出設有互動功能及相片廊的iPad版本。



**BRONZE – FORBES**

Aside from hosting localised affiliated sites, *Forbes* has been actively improving its digital offering. In 2012, it renewed its real-time contributor dashboard, home page and follow bar and added new navigation and stick ad offerings on the mobile version. Just a few months ago, the *Forbes* magazine app debuted. It draws in a current 46 million-plus unique visitors per month.

除了設立本地網站外，《福布斯》亦積極提升數碼服務。2012年，《福布斯》提升即時撰稿人網絡、網頁及關注功能欄；又增加全新流動導覽及廣告功能；數月前更推出《福布斯》雜誌應用程式，現時每月吸引超過4,600萬訪客。





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# Bloomberg Businessweek



**GOLD – CAPITAL WEEKLY**

*Capital Weekly* is a magazine covering finance, property, politics in addition to China and worldwide business news. Owned by South China Media, the magazine is packed with a series of four books: *Capital Weekly*, *Capital Money*, *Capital Commerce* and *Capital Wealth Management*.

《資本壹週》內容覆蓋財經、地產、政治、以至中國及環球新聞。該雜誌由南華傳媒出版，一書四冊，包括《資本壹週》、《資本財富》、《資本工商》及《Capital Wealth Management》。



**SILVER – ECONOMIC DIGEST**

New Media Group's *Economic Digest* has been offering local finance professionals news of the global economy and investment market since 1981. Apart from print, the magazine provides iPad and Android versions. The magazine launched an enterprises business seminar in Central earlier this month, which aimed to help entrepreneurs understand the market and establish the best scheme for their business development.

新傳媒集團的《經濟一週》自1981年起一直為本地財經專業人士提供全球經濟及投資市場消息。除雜誌外，《經濟一週》亦提供iPad及Android版本。該雜誌本月初在中環舉行企業營商研討會，目的是幫助創業者了解市場及訂立最佳的業務發展計劃。



**BRONZE – IMONEY**

With a circulation of 80,000, the weekly financial title launched a series of "Trend Reports" to investigate the latest economic and social issues on global and local scales. Continuing its editorial scope in wealth management, business, workplaces, self-enhancement and social issues, *iMoney* is also available on digital and mobile versions.

除了發行量高達80,000本外，這本財經週刊推出一系列綜合分析趨勢報告，調查全球及本地最新經濟及社會問題。《智富雜誌》繼續提供有關財富管理、商業、工作環境、個人增值及社會問題等報導，現時更進軍數碼及流動領域，提供iPad、Android、及桌上電腦版本的電子書。



# 資本

# CAPITAL WEEKLY

# 壹週

# No.1

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# CAPITAL WEEKLY

 Capital Weekly 資本壹週 



\*According to the Magazine of the year survey 2013 conducted by Marketing Magazine, CAPITAL WEEKLY ranks the 1<sup>st</sup> Place, Business Magazine of the year 2013 and the 3<sup>rd</sup> place, Overall Magazine of the year 2013. This is the second year CAPITAL WEEKLY has been credited the 1<sup>st</sup> Place, Business Magazine of the year.



**GOLD – LUXURY PROPERTIES**

This bimonthly bilingual magazine has been in the market since 2004. Claiming a regional circulation of more than 100,000 to selected news stands, marinas and private jet facilities on top of private subscriptions and direct mail distribution, the magazine aims to target high-net-worth individuals in China and the Asia Pacific region. It caters to Mainland Chinese readers with a website in simplified Chinese – [www.lpdiyibiao.com](http://www.lpdiyibiao.com).

雙語雜誌《地標》於2004年創刊，是一本雙月刊，表示發行量超過100,000本，透過特定書報攤、遊艇碼頭、私人機場、以及私人訂閱及直郵分銷，以中國及亞太區的高收入人士為目標。另外又推出簡體中文版本網站[www.lpdiyibiao.com](http://www.lpdiyibiao.com)，以迎合中國內地讀者。



**SILVER – SQUAREFOOT**

Claiming a circulation of 68,000, this biweekly magazine expanded its distribution channels to include Pacific Coffee and chained supermarkets such as GREAT, Fusion and Just Green. It also added a new lifestyle section “The Space” to include property related editorial such as feng shui and market commentary; as well as a beefed-up “China Insights” section that reviews market performance and property related policies.

這本雙週刊擴大其分銷渠道，包括Pacific Coffee、以及GREAT、Fusion及Just Green等連鎖超級市場，並表示其發行量達68,000本。該雜誌亦新增時尚生活專欄「The Space」，報導有關物業的專題，例如風水及市場評價；又增設「China Insights」專欄，以分析市場表現及物業相關政策。



**BRONZE – LOFT**

Claiming a circulation of 15,000, *LOFT* has established Facebook and Twitter accounts and added two EDMs to its roster of 44,000 members: they include the lifestyle and design-focused sections “LOFT LOVES” and “LOFT on LOCATION”, where the editorial team features a property and investment hotspot. The magazine also debuted its first Chinese version of its listings to Mainland readers. In 2012, the team doubled in size with more digital and marketing experts tasked to develop the brand and support the print magazine.

《LOFT》表示其發行量達15,000本，並且開設了Facebook及Twitter帳戶，以及為44,000名會員新增兩項電郵推廣服務，包括以時尚生活及設計為主的「LOFT LOVES」及「LOFT on LOCATION」，當中報導有關物業及投資熱點的專題。該雜誌亦首次推出中文版，以迎合內地讀者的需要。編輯團隊於2012年增聘人手，招攬更多數碼及市場推廣專家以發展品牌及支援雜誌。



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**Tel:** (+852) 2165 2800  
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**Shanghai:**  
Pole Tower, Unit 1902-1905,  
425 Yishan Road,  
Xuhui District  
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**Fax:** (+86-21) 5404 6352

**Beijing:**  
Unit 2204A, E-Tower Building,  
12 Guanghua Road,  
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**Tel:** (+86-10) 6500 8408  
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For additional information, contact us at [queries@bluincmedia.com](mailto:queries@bluincmedia.com)  
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**GOLD – ASIA PACIFIC BOATING**

With a history of more than 35 years, *Asia Pacific Boating* strives to grab the eyes of yachting enthusiasts by offering news and information on luxury boating. The magazine is headed by editor-in-chief Ryan Swift and David Nesh, advertising and marketing director.

《Asia-Pacific Boating》擁有超過35年的歷史，提供有關豪華遊艇的新聞及資訊，致力吸引遊艇愛好者的注意。該雜誌由總編輯 Ryan Swift 及廣告及市場推廣總監 David Nesh 領軍。



**SILVER – YACHTSTYLE ASIA**

Having split from Edipresse Asia last year, *Yachtstyle Asia* is now manned by publisher and managing editor, Suzy Rayment. Hosting four sections – Logbook, Features, On Board and Style – the quarterly magazine is available in bookshops and newsstands in Hong Kong, Singapore, Thailand and Malaysia. It comes out every March, June, September and December.

去年脫離 Edipresse Asia 的《Yachtstyle Asia》，目前由現為出版商兼執行編輯的 Suzy Rayment 執掌。《Yachtstyle Asia》包含「Logbook」、「Features」、「On Board」及「Style」四個欄目。該雜誌以季刊形式發行，於三月、六月、九月及十二月出版，在香港、新加坡、泰國及馬來西亞的書店及報攤有售。



**BRONZE – BOAT INTERNATIONAL CHINA**

As the latest edition to *Boat International*, *Boat International China* joined a global family that started in 1983 and currently distributes to 57 countries. Published quarterly by local partner Edipresse Asia, the yacht and boating magazine in China claims a regional circulation of 36,000 through distribution in hotels, yachting, golf and private clubs, airport lounges, subscription and direct mailing as well as boat shows.

《豪艇國際》創辦於1983年，現時覆蓋57個國家，而中國版《豪艇國際》是最新推出的季刊，由本地合作夥伴 Edipresse Asia 出版。該遊艇雜誌表示中國版的發行量達36,000本，主要透過酒店、遊艇碼頭、高爾夫球場及私人會所、機場貴賓室、登記訂閱及直銷、以及遊艇展覽分銷。

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Blu Inc Media offers you the widest range of marketing solutions across Hong Kong, China and the Asia-Pacific region. We connect our clients with Asia's wealthy, brand-conscious individuals through our magazines, websites, digital editions, social pages and custom-built events.

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425 Yishan Road,  
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Unit 2204A, E-Tower Building,  
12 Guanghua Road,  
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**GOLD – DARIZI**

Debuting in 2007, *Darizi* – which translates to big day – started as a wedding portal targeting the Greater China luxury market. A year later, it turned into a monthly magazine and soon, a mobile endeavour. Boasting a print circulation of 30,000 and 50,000-plus online unique users, the wedding magazine has also been active in holding wedding fairs throughout the city.

於2007年創刊，《大日子》是一個以大中華區奢侈品市場為目標的結婚資訊平台。一年後變成了一本月刊，之後很快又推出流動版本。《大日子》發行量達30,000本，網上用戶人數超過50,000。此外，該雜誌亦積極在香港舉辦婚宴展。



**SILVER – ELLE WEDDING**

As another branch of SCMP Hearst, the biannual wedding magazine comes out in June and December and boasts a circulation of 40,000. Leveraging on *Elle Hong Kong's* editorial team, the magazine started in 2009 and targets brides-to-be with information on wedding planning, gowns, make-up, accessories, honeymoon destinations and gift ideas, to name but a few.

SCMP Hearst旗下的另一本雜誌，是一本雙語結婚雜誌，於六月及十二月出版，發行量達40,000本。由《Elle Hong Kong》編輯團隊於2009年創辦，致力為準新娘提供婚禮策劃、禮服、化妝、配飾、蜜月旅行目的地、以及禮物等資訊。



**BRONZE – WEDDING**

*Wedding* has been working hard on its 360 reach: apart from a monthly print magazine with three books, it is now an online portal and mobile publication on the iPhone and iPad. Last year, it allowed users to elect their best wedding venues via an online voting channel, while earlier this year, it held a street event to get more Facebook likes by giving out free magazines.

《婚禮雜誌》致力提供360度全面資訊，除了一書三冊的月刊外，現時更設有網站、以及提供iPhone及iPad電子雜誌。去年，該雜誌讓用戶透過網上投票選出他們的最佳婚禮場地；今年較早前，又舉辦街頭免費雜誌派發活動，以爭取更多Facebook「讚好」。





# DARIZI 大日子

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DARIZI 大日子  
www.darizi.com



**GOLD – SMART PARENTS**

*Smart Parents* took the top spot in the parenting category this year. It is highly regarded by parents and has become the number one weekly parenting magazine in Hong Kong. Based on a report from Nielsen's Media Index, the number of readers reached 263,000 and both parents and advertisers applaud the magazine for its success. The membership card programme this year again received a big response with members allowed to exclusive events and other privileges.

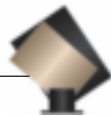
《親子王》奪得今年親子雜誌組別的冠軍寶座，備受家長推崇，並已成為香港首屈一指的家長周刊。根據《尼爾森媒介指標》報告顯示，《親子王》的讀者人數高達263,000，雜誌的成功亦獲得家長及廣告客戶的認同。該雜誌的會員卡計劃為會員舉辦獨家活動及提供其他優惠，今年再次獲得廣大迴響。



**SILVER – BABY-MO**

*Baby-mo* provides mums and mums-to-be with all-round and in-depth professional knowledge in parenting and pregnancy, together with updated news on baby goods and services they will need in parenting or during pregnancy so life is much easier, fun and filled with joy. Every year the magazine co-organises various parental activities for families in which parents, kids or even babies are all welcome to join in and share the joy.

《好媽咪Baby-mo》旨在為香港父母及準媽咪提供全面、深入且專業客觀之育兒及懷孕知識，同時介紹各種潮流、有趣及時尚的衣飾用品，讓育兒及懷孕過程變得輕鬆及充滿樂趣。《好媽咪Baby-mo》一向關心孩子健康成長，每年舉辦及協辦各類型有益身心的親子活動予大家參與。



**BRONZE – PLAYTIMES**

*Playtimes* gives parents a fresh and vibrant perspective on parenting in Hong Kong, offering information on health, education, fashion and travel. From cool new places to go, to the latest in great stuff for kids, *Playtimes* has Hong Kong covered. The magazine is published by P3 and celebrated its 10th anniversary in November 2012. Its 11 monthly issues and the annual School Book are distributed to more than 22,500 families throughout Hong Kong, via preschools, primary schools, learning centres, retail outlets and other places where families gather.

《Playtimes》為香港家長提供最新最快的育兒資訊，包括保健、教育、時尚及旅遊。從潮流新穎好去處、到最新兒童用品應有盡有。《Playtimes》由P3出版，於2012年十一月慶祝創刊10周年。11本月刊及年度《School Book》透過幼稚園、小學、補習中心、零售商店及其他家庭活動地點分銷至全港超過22,500戶家庭。

SMART PARENTS  
**親子王**  
周刊

潮智盡贏  
**父母心**



全港 **No.1** 親子育才天書



榮獲廣告客戶選為「2013年度最佳雜誌」  
(親子育兒組別) No. 1

讀者人數高達 **263,000\***! 全城追捧

\*資料來源：2012尼爾森媒介指標—香港年終報告(調查日期：2012年1月至12月)



**GOLD – FOODIE**

With a tagline, “your guide to good taste”, the food magazine under Fluid offers restaurant reviews, food features, news and recipes. Late last year, it started exchanging health tips and recipes with the UK supermarket publication, *Sainsbury’s Magazine*. Aside from Facebook and an active online portal that claims a readership of 120,000-plus, the title also includes The Foodie Club which offers members restaurant review opportunities, discount deals and admission to the magazine’s events.

以「your guide to good taste」為口號，Fluid旗下的這本飲食雜誌提供餐廳評價、飲食專題、新聞及食譜。去年底，該雜誌開始與英國超級市場雜誌《塞恩斯伯里雜誌》交流健康心得及食譜。該雜誌表示透過Facebook及網站接觸超過120,000名讀者，此外又推出The Foodie Club，讓會員有機會參與餐廳評價、獲取折扣優惠、以及參加雜誌活動。



**SILVER – CRAVE HONG KONG**

Claimed as Hong Kong’s leading gastronomy publication, *Crave Hong Kong* has been delivering style and substance, information and inspiration about food to readers since 2010. The magazine covers a combination of informative restaurant reviews, exclusive chef interviews, interior design features and recipes. Last March, the magazine launched a quarterly magazine *Crave Plus*, targeting Hong Kong’s affluent and educated demographic with content about luxury living.

自稱為香港首屈一指的美食雜誌，《Crave Hong Kong》自2010年起為讀者提供有關飲食的潮流及內容、資訊及靈感。該雜誌的內容覆蓋餐廳評價、大廚獨家專訪、室內設計專題、以及食譜。《Crave Hong Kong》於去年三月推出季刊《Crave Plus》，內容圍繞豪華生活享受，以受過良好教育的香港富裕讀者為目標。



**BRONZE – EAT & TRAVEL WEEKLY**

Published by Next Media, *Eat & Travel Weekly* is magazine featuring food and restaurant, travel and regional, diet, health and fitness and celebrity columns. The magazine publishes every Friday along with *Sudden Weekly* and *Me*. Last October, the magazine launched its first Android app, where users can filter the hottest food news and discounts and share them via Facebook and Twitter.

壹傳媒出版的《飲食男女》是一本集中提供飲食資訊的週刊，內容包括美食及餐廳、旅遊及地區飲食、健康與修身、以及名人專欄。該雜誌逢星期五隨《忽然1周》及《Me》一同出版。去年十月更推出首個Android應用程式，用戶可透過程式搜尋最熱門的飲食新聞及優惠，而且所有資訊可在Facebook及Twitter分享。



# foodie®

your guide to good taste

Bringing together a community of food lovers



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- Over 3,500 Foodie Club members • Regular food-related events
- Active across multiple social media channels



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**GOLD – HOME JOURNAL**

Despite losing deputy editor Jacqueline Tsang to SCMP, the bilingual magazine had much to celebrate. In May 2012, it underwent a major redesign to feature a fresher layout as well as more regional homes and designers. To complement the change was a cocktail event, the launch of homejournal.hk and a design blog from the magazine's in-house editors. Headed by chief editor Tamsin Bradshaw, *Home Journal* will celebrate its 32nd anniversary in 2013.

儘管副主編Jacqueline Tsang過檔南華早報，但這本雙語雜誌今年有很多值得慶祝的發展。2012年五月，該雜誌推出重新設計的清新版面，並新增更多區內家居示範及設計師。另外，為配合轉變，又舉行雞尾酒會、推出homejournal.hk網站、以及由雜誌內部編輯設計的網誌。《美好家居》現時以Tamsin Bradshaw為首，將於2013年慶祝創刊32周年。



**SILVER – PERSPECTIVE**

Launched in 2000, the monthly bilingual magazine boasting 48,000 readers focuses on architecture and the interior design industry worldwide, alongside its sister publications, the annual SOFA and Perspective Plus. Just last year, it celebrated its 10th anniversary of the Perspective Awards. *Perspective* claims a digital and print circulation of 28,000-plus in Hong Kong and China and also offers a digital version on the iPad, iPhone, Android, Mac and PC.

創刊於2000年，這本雙語月刊擁有48,000名讀者，聯同其姊妹年刊《SOFA》及《Perspective Plus》，集中報導世界各地建築及室內設計行業的資訊。《透視》剛於去年舉行第十屆「Perspective Awards」。該雜誌表示，數碼版及印刷版在香港及中國的發行人數超過28,000，並提供iPad、iPhone、Android、Mac、及桌上電腦版本的電子書。

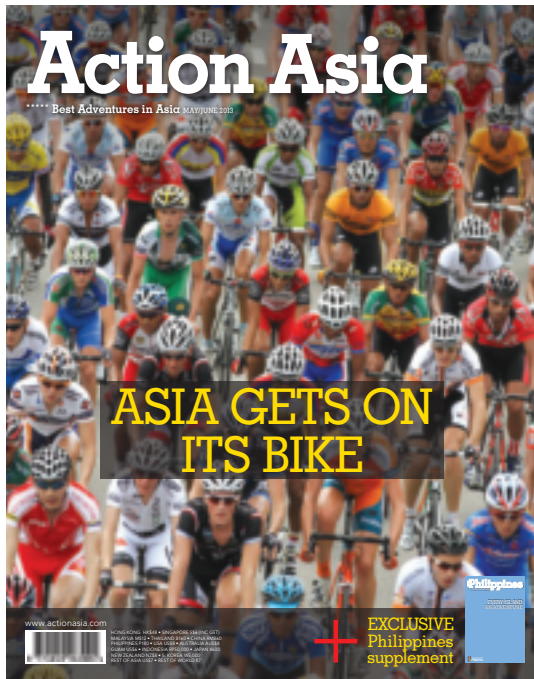


**BRONZE – TODAY'S LIVING**

Aside from *todaysliving.com*, *Today's Living* has been actively pushing its digital offerings with a home live video infotainment web page; its involvement with 24Reader – a platform that provides iOS and Android publications; as well as a bookshelf app consisting of iLiving, iHouse, i2U and iSpecial periodicals. Launched in 1987, the monthly magazine extended its experience to a physical service centre in 2009 and will celebrate its 26th anniversary this year with a special edition.

除todaysliving.com網站外，《今日家居》一直積極推動數碼服務，包括「Home Live」娛樂資訊影片網頁、在光波24書網推出iOS及Android電子書、以及一個包含iLiving、iHouse、i2U及iSpecial期刊的應用程式。《今日家居》於1987年創刊，以月刊形式發行，2009年設立服務中心，並將於今年推出特別號慶祝創刊26周年。





**GOLD – ACTION ASIA**

Established in 1992, *Action Asia* speaks to adventure lovers and fanatics for the wilderness. Attracting advertisers from industries ranging from electronics, airlines, watches and outdoor apparel, *Action Asia* has boosted its digital offerings last year to include a digital magazine on the Apple Newsstand and for Android devices, Magzter and its website, [actionasia.com](http://actionasia.com), is now available on tablets and smartphones.

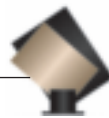
《Action Asia》創辦於1992年，以熱愛冒險及野外的人士為目標。其廣告客戶來自各行各業，包括電子產品、航空公司、鐘錶、以及戶外服飾品牌。《Action Asia》去年更提升數碼服務，包括在蘋果Newsstand以及適用於Android系統的Magzter推出電子雜誌、以及適用於iPad、平板電腦、桌上電腦及智能手機的[www.actionasia.com](http://www.actionasia.com)網站。



**SILVER – SPORTSOHO**

*Sportsoho* is a sports media magazine that shoulders a mission to promote the sports culture in Hong Kong with professional and innovative ways. With its online and offline platforms – from the magazine, different races, website, the Facebook fan page and the recently launched online podcast *Sportunes* the magazine joins together professional athletes, hard-core and amateur sports players. Celebrating its fourth anniversary in February this year, the magazine claims online readers hit 200,000.

《運動版圖》以專業內容、突破創新的方式推動香港運動文化。透過雜誌、各類賽事、網站、Facebook粉絲專頁、及最近推出的Sportunes網上電台，將專業運動員、運動發燒友、業餘運動愛好者聯結起來。該雜誌於今年二月慶祝創刊4週年，並表示其網上會員及讀者人數經已突破200,000。



**BRONZE – GO OUT**

Published by Go Out (HK) Publishing Limited, *Go Out* is a outdoor and fashion magazine that focuses on camping, outdoor, snow and fashion. The style of the magazine is filled with modern and cutting-edge outdoor gear in all sorts of mad colours. Last August, *Go Out* expanded the magazine into the Hong Kong market by launching a Chinese edition with local icon Eason Chan as the cover model.

Go Out (HK) Publishing Limited出版的《Go Out》是一本戶外活動及時尚雜誌，專注報導露營、戶外活動、滑雪及時裝資訊。雜誌充滿色彩繽紛、具現代風格的前衛運動用品。去年八月，《Go Out》推出以本地偶像陳奕迅為封面的中文版雜誌，藉此進軍香港市場。



**GOLD – HK GOLFER**

Times International Creation's *HK Golfer* took top spot in the local category. Uniquely endorsed as the official publication of the Hong Kong Golf Association, the magazine's subscribers are ultra-high-net-worth individuals and include members of the HKGA as well as members of the city's exclusive golf clubs. The title, which focuses on a combination of local and international golfing features and lifestyle elements, celebrated its 10th anniversary in 2012 and has been actively pushing its new media development since, with the launch of a content-rich website, an online edition and, more recently, an iPad version, which aims to build a mobile golfing community for advertisers and readers worldwide.

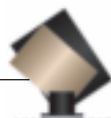
Times International Creation的《HK Golfer》成為本地高爾夫雜誌第一位。作為「香港高爾夫球協會唯一認可的官方刊物」，《HK Golfer》的訂戶是極高收入人士、香港高爾夫球協會會員、以及香港私人高爾夫俱樂部會員。該雜誌結合本地及國際高爾夫專題及生活報導，於2012年慶祝創刊10周年，並一直積極推動新媒體發展，推出內容豐富的網站、電子書、最近更推出iPad版本，藉此為世界各地的廣告客戶及讀者建立一個流動高爾夫社區。



**SILVER – CHINA GOLF**

Published by Wonderful Ace International, *China Golf* covers golf travel, golf clubs, golf tools and fans clubs with a claimed circulation of 108,000 for the China edition and 56,000 for the Hong Kong edition. Starting from 2004, *China Golf* launched its first English edition to go along with the traditional Chinese and simplified Chinese editions.

Wonderful Ace International Ltd出版的《中國高爾夫》內容涵蓋高爾夫旅遊、高爾夫會所、高爾夫工具、以及會員俱樂部，並表示中國版及香港版的發行量分別達108,000及56,000本。除繁體及簡體中文版外，《中國高爾夫》於2004年推出第一本英文版本。



**BRONZE – GOLF VACATIONS**

Published by Senasia Publishing Group, *Golf Vacations* is a bilingual golf and high-end leisure magazine. The magazine is published in Hong Kong, China and Macau. Aside from coverage on travel, home decor, luxury cars, healthy living, sports and lifestyle-oriented issues.

凱亞出版集團出版的《高球假期》是一本雙語高爾夫及高級休閒雜誌，在香港、中國及澳門發行，內容涵蓋旅遊、家居裝飾、豪華汽車、健康生活、體育及時尚生活等。



**GOLD – POST MAGAZINE**

After undergoing a makeover in 2011, the weekly publication is delivered with the *Sunday Morning Post* and follows its weekend average net circulation of 88,131. Editorially, it hosts global features and a lifestyle section that connects the readers with the events of the city.

經過2011年的改革後，這本隨《星期日南華早報》出版的週刊於2012年上半年的每期平均淨發行量達88,131本。內容方面，該雜誌現時提供全球專題及生活專欄，讓讀者時刻緊貼城中大小事。



**SILVER – STYLE**

Relaunched in March 2013, *STYLE* is a monthly newspaper insert that taps into the luxury market featuring topics ranging from art and travel to cars and technology. The magazine also extends its presence online through Facebook, Instagram and an online blog with the editor's take on the hottest and most relevant issues in the month. Heading the team is former deputy editor of *Home Journal*, Jacqueline Tsang.

《STYLE》於2013年三月重新出版，這份月度報紙插頁以奢侈品市場為目標，內容涵蓋藝術、旅遊、以至汽車及科技等主題。該雜誌編輯亦會透過Facebook、Instagram及網誌報導當月最熱門及相關的話題。帶領團隊的是前《美好家居》副主編acqueline Tsang。



**BRONZE – FLASHON**

Launched in November 2010, *FLASHon* is the free fashion weekly that targets modern women through hand distribution, distribution at shopping malls and as an insert with *Oriental Daily* that is sold at high-end residential and commercial areas. Last year, the magazine launched flashon.com that turned the traditional print into a dynamic platform with videos and content featuring the latest parties and events in town. Editorially, *FLASHon* covers topics ranging from home decor, fashion, beauty, art and culture.

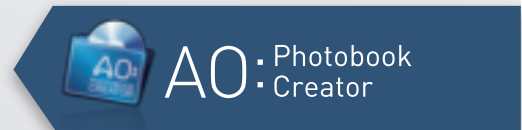
於2010年十一月創刊，《FLASHon》是一本免費時尚週刊，以現代女性為目標，透過人手、商場、以及隨高尚住宅及商廈地區發售的《東方日報》派發。去年，該雜誌推出flashon.com網站，並增加有關城中最新派對及活動的影片及內容，將傳統雜誌轉變為一個具活力的平台。《FLASHon》的內容覆蓋家居裝飾、時裝、美容、藝術及文化主題。



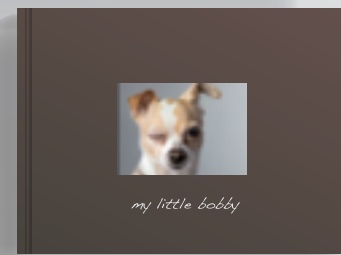
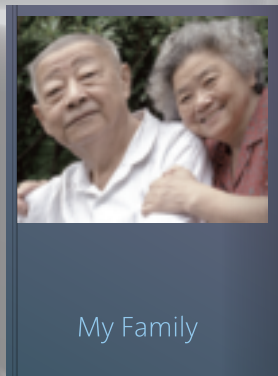
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GOLD – E-ZONE

Apart from leaping on the multi-screen train with versions on iPad, Android and Windows 8, E-Zone has been actively promoting its magazine across different mediums such as its website, Facebook, Twitter, Weibo, YouTube and Plurk. Founded in 1998, the mass market IT magazine of three books claims a circulation of 100,000 per week and features coverage and tutorials on PCs, tablets, smartphones, apps and digital cameras.

除了投身多媒體領域、推出iPad、Android及Windows 8版本外，《E-Zone》亦積極透過各種媒介推廣雜誌，例如Facebook、Twitter、微博、YouTube及Plurk。於1998年創刊，這本大眾資訊科技雜誌一書三冊，並表示其每週發行量達100,000本，內容覆蓋電腦、平板電腦、智能手機、應用程式及數碼相機的專題報導及教學。



SILVER – PC MARKET

Sing Tao Magazine Group's *PC Market* is made up of two books: *PCM Advance* and *PCM Gears*, bringing readers the hottest IT news worldwide since its launch. Apart from its iPhone and iPad app, which have more than 225,000 downloads, the magazine also released an Android app last year in July.

星島雜誌集團旗下的《PCM電腦廣場》一書兩冊，包括《PCM Advance》及《PCM Gears》，一直為讀者提供全球最熱門的電腦科技資訊。其iPhone及iPad應用程式錄得超過225,000次下載率，此外，該雜誌亦於去年七月推出Android應用程式。



BRONZE – PC3

With the aim to inform city goers on everything about consumer technology, *PC3* – alongside its sister publications of Click Publication Group, *IT Pro* and *Apps* – has partnered with Kowloon Motor Bus, RoadShow and ATV to make educational programmes for the public. Editorial coverage includes everything from software, Google, smartphones, computers and tablets, to name but a few. Its online reach spreads across its corporate website and Facebook.

為都市人提供一切有關消費電子科技資訊為目標，《PC3雜誌》與同屬一點通出版集團有限公司的姊妹雜誌《IT Pro and Apps》跟九巴、路訊通及亞洲電視合作為大眾製作教育節目。雜誌的內容涵蓋軟件、Google、智能手機、電腦及平板電腦等一切資訊，並透過企業網站及Facebook接觸網上受眾。





**GOLD – AUTOMOBILE**

Boasting 41,000 copies per month, *Automobile's* biggest milestone last year was scoring world exclusive coverage of the BMW i8 Spyder prototype in April 2012 and taking part in elite world-renowned events such as the annual Concorso d'Eleganza in Lake Como, Italy and the Goodwood Revival in the United Kingdom. It also followed Audi Motorsport throughout its 24 hours of the Le Mans race. Continuing its dedication to motoring beauty, elegance and glamour, *Automobile* takes a well-deserved first place.

《車主》每月發行量達41,000本，去年最大的里程碑是於四月取得BMW i8 Spyder型號的全球獨家報導，並參與世界知名的精英活動，包括在意大利甘武湖舉行的年度Concorso d'Eleganza古董車展，以及在英國舉行的英格蘭古德伍德老式賽車會。另外，又追蹤奧迪賽車隊在法國勒芒24小時耐力賽的消息。憑藉其對汽車美麗、優雅及魅力的不斷追求，《車主》奪得冠軍是實至名歸。



**SILVER – TOPGEAR HONG KONG**

Taking second spot in the motor vehicle category this year, *TopGear Hong Kong* inherits the unique style of the BBC *TopGear*, which is youthful, humorous, colourful and lively. With its target reader ranging from F1 professional drivers to freshmen, *TopGear* aims to provide a breakthrough to car magazines by bringing the latest car trends and knowledge to Hong Kong's car buffs.

榮登今年汽車雜誌第二位的香港版《極速誌》秉承英國版一貫朝氣勃勃、風趣幽默、豐富多彩、生動活潑的獨特風格。該雜誌的目標讀者覆蓋F1職業賽車手以至新手駕駛者，打破汽車雜誌的傳統，為香港愛車人士提供最新的汽車趨勢及知識。



**BRONZE – CAR PLUS**

*Car Plus* provides the information and auto market trends along with professional and in-depth test drive reports and car-related features.

《車王雜誌》提供的專業內容包括新車市場最新動態、試車數據分析、以及各類與汽車相關的專題等。



## BEST MAGAZINE RELAUNCH 最佳重新發行雜誌

Voted the Most Successful Relaunch, *STYLE* resurfaced in March this year as a monthly supplement of the *South China Morning Post*. Offering a new design and fresher approach, the new-and-improved titled opens a window to the world of luxury with features that range from technology to gastronomy to collectibles to fashion. Apart from expanding on social media platforms such as Facebook, Instagram and an online blog featuring entries from the editor, *STYLE* follows the full circulation with SCMP, which according to the latest HK ABC Audit, runs at an average net circulation per issue of 108,047 in the first half of 2012. Heading the team is former *Home Journal* deputy editor Jacqueline Tsang.

獲選為「最佳重新發行雜誌」的《STYLE》於今年三月以《南華早報》月度副刊形式再次面世。新設計加上新形式，這本全新升級的刊物打開了奢侈品世界的大門，內容涵蓋科技、美食、珍藏品以至時裝等主題。除了擴展至Facebook、Instagram、以及由編輯撰寫的網誌等社交平台外，根據HKABC Audit最新的統計顯示，隨着南華早報的全面流通量，《STYLE》於2012年上半年的每期平均淨發行量達108,047本。帶領團隊的是前《美好家居》副主編Jacqueline Tsang。



## BEST MAGAZINE APP 最佳雜誌應用程式

As the winner of Best Magazine App, the *HK Magazine* tablet app has scored five-star ratings on iTunes and Google Play. Currently, the app offers the print edition in an interactive environment with rich media content such as embedded videos, slide shows and audio clips; online-exclusive material, extended feature content, archives, attractive visuals, user-friendly layout options, a bookmarking option, sharing functions to find and save relevant stories, bonus issues that include a tablet-version of the magazine's city guides, as well as discounts and giveaways available only to app subscribers.

作為「最佳應用程式」的得主，《HK Magazine》的平板電腦應用程式在iTunes及Google Play均獲五星評級一點也不為奇。目前，該應用程式提供互動雜誌，包含富媒體內容，例如嵌入式影片、幻燈片及聲音檔案、網上獨家材料、延伸專題內容、檔案庫、具吸引力的視覺效果、方便的瀏覽選項、書籤選項、可以搜尋及儲存相關故事的分享功能；額外功能包括平板電腦版本的城市指南、折扣優惠、以及應用程式登記用戶獨享的禮品。

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高碧(香港)有限公司提供優質打印、個人化產品、寫真集、雜誌、直郵、傳媒資料冊、專業設計及美工服務。該公司採取高科技的工作流程，提供的內部服務包括印前服務、印刷、釘裝、後期加工及送貨等，絕對是你的印刷之選。網址：[www.cpress.com.hk](http://www.cpress.com.hk)。



#### VISION PRODUCTION

Felix Chiu founded the company in 2005 with a passion for visual media and a goal to provide unique professional services on photography and retouch, production consultation, videography, live event video broadcast and event production. The company has worked with numerous regional talents and brands, such as Neoderm, Van Cleef, L'Oréal, CSL, P&G, Philips Lighting, EMSD and CLP. Website: [www.vision.com.hk](http://www.vision.com.hk)

Felix Chiu 抱着對視覺媒體的熱誠，於2005年創立視覺製作，目標是提供獨特專業的攝影與潤飾、製作諮詢、錄像、現場活動直播及節目製作等服務。該公司與眾多區域人才及品牌合作，例如Neoderm、Van Cleef、L'Oréal、CSL、寶潔、飛利浦照明、機電工程署、中華電力等。網址：[www.vision.com.hk](http://www.vision.com.hk)。

### SPADE SPACE

#### SPADE SPACE

An independent company recently established that excels in video production, line/post production, consultation, live broadcasting, content creation, documentary and corporate events. The company has worked with Channel 7 Australia, TVB and TDM during the Beijing Olympics; audio design and engineering for Sanrio Digital cartoons, and with YouTube's FanFest recently in Singapore.

Spade Space 是一家最近成立的獨立公司，擅於影片製作、後期製作、諮詢顧問、現場直播、內容創作、存檔及企業活動。該公司於北京奧運期間與Channel 7 Australia、無線電視及澳廣視合作；負責Sanrio Digital卡通的語音設計及製作；最近又與新加坡的YouTube FanFest合作。



#### KAC DESIGN

KAC has specialised in graphic design, print production and digital communications over the past 18 years. The company provides excellent quality in design with a variety branching from magazines, brochures, newsletters and reports to logos and backdrop production. The company has consistently delivered top quality products and services to a wide range of brands and business events.

KAC過去18年一直提供專業平面設計、印刷製作及數碼傳訊服務。該公司提供卓越的設計品質，服務範圍廣泛，包括雜誌、小冊子、電郵通訊、標誌報告及背景製作，一直為各類品牌及商業活動提供高質素的产品及服務。