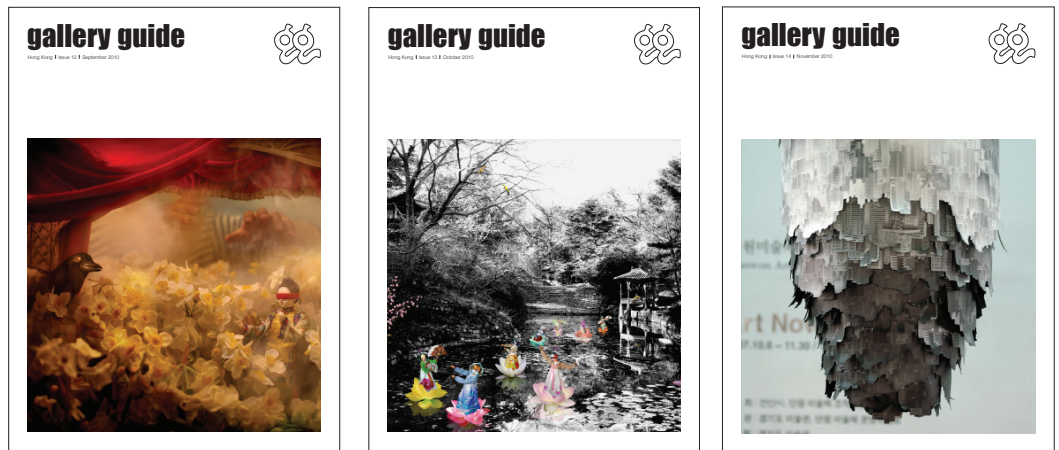




gallery guide

independent and dedicated

Media Kit 2011



ABOUT

The Hong Kong Gallery Guide is designed to be the perfect companion for collectors and art enthusiasts alike. Our dedicated and visionary editorial team realises interviews of established and upcoming artists, and gathers critical reviews and market leaders' opinions - to not only inform, but also accompany collectors into the burgeoning Hong Kong art scene. The publication links the different artistic communities in town and opens a window to the outside world of arts hence establishing Hong Kong with its own unique guide.

The Hong Kong Gallery Guide received instant recognition within the art world as an obvious tool to approach the art market, and became Hong Kong's fastest growing art publication.

"The Gallery Guide has a user friendly size, is visually satisfying and also factually informative. Great book!" *Kevin Ching, Chief Executive Officer, Asia Sotheby's Hong Kong*

"The Hong Kong Gallery Guide is more than a useful compendium of art events in Hong Kong. Its articles give art lovers insights into the Hong Kong art scene and important aspects of Asian art." *Sandra L. Walters, Art Consultant*

"The Gallery Guide is a user friendly Bible to art in Hong Kong."
Tamsin Roberts, Director Ben Brown Fine Arts Hong Kong



INSIDE

Fresh Paint

A roundup of local, regional & international art news.

Happenings

Hong Kong's art and culture events, spotlighting non-profits, museums, occasional pop-up exhibitions and exhibition opening dates.

Calendar

Monthly: the city's most comprehensive overview of current exhibitions at galleries and art spaces.

Cover Story

Editor's choice of an outstanding exhibition or artist, supported by interviews and critical writing in relation with our monthly topic. Lee Sang Hyun, Yang Yongliang, Maleonn & Jiang Pengyi, Qiu Jie, Hiroshi Senju, Peter Granser, Li Shurui, Ma Desheng, Joao Vasco Paiva, Cui Xiuwen, Lee Kit, Dustin Shum, Ming Wong

Interviews

Personal, informed and exclusive conversations with intriguing personalities of the local and international art scene. Caio Fonseca, Yinka Shonibare, Liao Yi Bai, Oda Jaune, Jin Meyerson, Tobias Berger, Leung Chi Wo, Jasper Lau

Reviews

Nonaligned views by independent art-critics of selected shows in, and outside of Hong Kong.

CONTRIBUTORS

Barry Vacker, Catherine Hesse, Doretta Lau, Glen Watson, Janet Fong, Luca Zordan, Lupe Nuñez Fernandez, Manu Park, Marc Peschke, Monica Dematté, Nicolette Wong, Robin Peckham, Tobias Wall, Bonnie E. Engel, Adrian Wong

Profile

A monthly feature introducing emerging talents. Ben McMillan, David Boyce, Emily Lau, Azman Majis, Samuel Swope

Private Initiatives

An introduction to art organisations, foundations, museums and collections that came to life thanks to dedicated and passionate personalities who financed it privately with the aim to benefit the general public. The Min Chiu Society, Three Shadows Beijing, OHD Art Museum, C&G Artpartment, Asia Art Archive, Davina Lee (video projects)

Art Market

An observation of local & regional art fairs, auctions and art related market events, including previews, reviews, and interviews of collectors, gallery owners, art consultants, auctioneers and more. Andy Hei (Director, Fine Art Asia), Evelyn Lin (Specialist, Sotheby's Hong Kong), Bart Dekker (Collector and Founder, artinasia.com), Johnson Tsong-zung Chang (Founder, Hanart TZ Gallery and Hanart Square)

Art Directory

Hong Kong's authority on art related businesses, the directory lists galleries, art spaces, museums, auction houses, artconsultants, foundations and more, with contact details and maps.

Back Page

A guest writer's view or essay on this month's topic. *The Paradox of Photography, On Chinese Ink Painting*



READERSHIP

Our readers are high net worth art professionals and enthusiasts that include local & international collectors and buyers, gallery owners, art fair directors, auction house CEOs & specialists, dealers, artists, critics, scholars and museum personnel. We are a free niche publication offering specific and targeted distribution and as such we have hand selected many of our distribution points which include, but are not limited to, a range of galleries, museums, exclusive hotels, restaurants and business club lounges. We also make a limited number of copies available to the general public at selected high quality outlets.

Average estimated readership per issue is 36.990 and 5.4 readers per copy.

78% of our readers collect past issues.

48% male, 62% female

Age 18 to 24: 22%

Age 25 to 44: 52%

Age 45 and above: 26%

Average annual household income of our readers is above HKD 900.000

Source: Hong Kong Gallery Guide reader survey 2010.

PROFILE

Reach

Subscribers (voluntary and privileged subscriptions), Art Galleries, Luxury Hotels & Serviced Apartments, High end boutique Restaurants & Clubs, Museums, Art Fairs, Auctions, Hand-picked Retail Outlets, Antiques Dealers, Art Foundations, Hong Kong Intl. Airport First & Business class lounges.

Frequency

10 times per year (monthly except special edition double-month Summer & Winter issues)

Circulation

6000 copies per issue (regular)

8500 copies (combined bonus circulation at Art Fairs, Auctions & Special Events in 2010)

Total average circulation: 6850 per issue

Subscription

Hong Kong & Macau: 1 year HK\$ 180,- (10 issues) 2 years HK\$ 350,- (20 issues)

International: 1 year HK\$ 350,- (10 issues) 2 years HK\$ 750,- (20 issues)

CIRCULATION

Regular

200+ locations in Hong Kong

Galleries, Museums, Art Spaces 33%

Collectors & Subscribers (local & international) 17%

Hotels & Restaurants 36%

Auction Houses 4%

Foundations, Organisations, Collections 6%

Other 4%

Bonus

Art Fairs, Auctions & Special Events 12.4% (of total average circulation)



ADVERTISERS

1000 Plateaus, 2P Contemporary Art, 3812 Contemporary Art Projects, Alexander Ochs Galleries, Amelia Johnson Contemporary, Andy Hei Antiques, Archtisans, Art Banking Club, Art Beijing, Art Dubai, Art Experience Gallery, Art Fair Tokyo, Art Singapore, Art Sunday, Art Taipei, ArtHK, Aura Gallery, Artnet, Aye Gallery, Ben Brown Fine Arts, Blindspot Gallery, Caochangdi PhotoSpring, Christie's Hong Kong, Council Auction, de Sarthe Fine Art, Doors2Art, Edouard Malingue Gallery, Fine Art Asia, Fine Art Beijing, Galerie du Monde, Galerie RX Paris, Galerie Urs Meile, Gerhard Kirchheim Collection, Grantpirrie, Hanart TZ, Hong Kong ArtWalk, Hong Kong Visual Arts Centre, Input/Output, InterContinental Grand Stanford Hotel, InvestHK, K11, Kanchan Couture, Koru Contemporary Art, Le French May, Magician Space, Michael Hoppen Gallery, Milla-Kariina Oja, Mischmasch Gallery, NecesCity.com, New Gallery on Old Bailey, One East Larasati Auctioneers, Opera Gallery, Osage Art Foundation, Para/Site Art Space, Pekin Fine Arts, Red Elation Gallery, Refine Consulting, SCAD (Savannah College of Art & Design Hong Kong), Schoeni Gallery, Simon Lee Gallery, Seoul Auction, Soka Art Center, Societe Generale, Sotheby's Institute of Art, Sovereign Art Foundation, Sundaram Tagore Gallery, The Affordable Art Fair, The Cat Street Gallery, The Space, Three Shadows Photography Art Centre, Top Gallery Hotel Art Fair, Tourism Malaysia, UfoArtgallery, Volkswagen Hong Kong, Wellington Gallery

PRESENCE AT ART FAIRS 2011

Jan 12 -16 Art Stage Singapore
Feb 26 - 28 Top Gallery Hotel Art Fair, Hong Kong
Apr 29 - May 2 Art Beijing
May 29 - 31 ArtHK 11 *#
Jul 2 - 4 Art Fair Tokyo
Aug 26 - 29 Art Taipei *#
Sep 16 - 19 Fine Art Beijing
Oct 3 - 6 Fine Art Asia, Hong Kong *
Oct 7 - 11 Art Singapore
Nov 19 - 21 The Affordable Art Fair, Singapore

*media booth #VIP bags

MEDIA PARTNER & SPECIAL EVENTS IN 2010/11 INCLUDED

Para/Site Art Space *Fax and Acconci Studio + Ai Weiwei*
Seminar + Collector's Gathering, One East Larasati Auctioneers
Hong Kong Visual Arts Centre, *Legend of China*, Contemporary Ink Exhibition
InvestHK Creative Industries Reception
Art Banking Club Hong Kong, pre-launch and 2011 official launch
Sovereign Art Foundation, Finalist show and auction/dinner

GALLERY GUIDE EXTRA DISTRIBUTION AT AUCTIONS INCLUDES

Bonham's Spring Sale 2010, Hong Kong
Asian Auction Week Spring Sale 2010, Hong Kong
Larasati Spring Preview 2010, Singapore
Seoul Auction Spring Sale 2010, Hong Kong
Seoul Auction Autumn Sale 2010, Hong Kong
Bonham's Autumn Sale 2010, Hong Kong



ADVERTISING RATES (HKD)

Prime Pages

Back Cover	17.000	4x 15.500	8x 13.000
Inside Front Cover	14.000	4x 12.500	8x 11.000
Inside Back Cover	13.000	4x 11.500	8x 10.000
Inside Front Page	12.000	4x 10.500	8x 9.000
Opposite <i>Content</i> Page	11.500	4x 10.500	8x 9.500
Opposite <i>What's On</i> Page	10.500	4x 9.500	8x 8.500
Opposite <i>Features</i> Page	10.500	4x 9.500	8x 8.500
Opposite <i>Art Market</i> Page	10.500	4x 9.500	8x 8.500

Inside (ROP)

Double Page Spread	17.000	4x 15.500	8x 13.000	
Full Page	9.500	4x 8.500	8x 7.500	
Half Page	7.500	4x 6.800	8x 6.000	
Quarter Page	4.500	4x 4.000	8x 3.500	guaranteed positions +20%

Inserts (1 page)	7.500	4x 5.800	8x 5.100
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Art Directory & Calendar (Hong Kong, Taiwan and mainland China)

Gallery Listing Package 4.500 (per annum)

- Inclusions**
- address, contact details, gallery description
 - listing of opening reception in *Happenings*
 - 10 entries in *Artist Index*
 - 1 *Calendar* entry per issue (image, exhibition details)
 - HKD 4.500 one off discount on listed advertising rate for a full page ad (ROP only)

Gallery Calendar Listing 2.000 (one off listing)

Art Directory

Standard Listing 2.800

Web Banner

85 x 85 pxl 2.500 per month

Deadlines

Advertising booking: 10th of the month
 Advertising artwork: 15th of the month
 Publication date: first week of the month

Payment

Please make cheques payable to Global Mind Asia Pacific Ltd. (please note your company name and invoice number on the back) If you would like to transfer amounts into our bank account please refer to our bank details on your invoice.



SPECIFICATIONS

<p><u>Full Page</u></p> <p>Bleed size: 210 mm(h) x 150 mm(w)</p> <p>Trim size: 190 mm(h) x 130 mm(w)</p>	<p><u>Half Page</u> <i>vertical</i></p> <p>Trim size (no bleed): 177 mm(h) x 60 mm(w)</p>
	<p><u>Quarter Page</u></p> <p>Trim size (no bleed): 87 mm(h) x 60 mm(w)</p>

<p><u>Half Page</u> <i>horizontal</i></p> <p>Trim size (no bleed): 87 mm(h) x 120 mm(w) trim size</p>

Back Cover

Bleed size: 200 mm(h) x 150 mm(w)

Trim size: 190 mm(h) x 140 mm(w)

Double Page Spread

Bleed size: 210 mm(h) x 300 mm(w)

Trim size: 190 mm(h) x 280 mm(w)

Technical Requirements

Please supply ads as high resolution pdf (300dpi)

Ads/images must be in CMYK colour mode

Ads/images must have 300dpi resolution

Finished work can be submitted by email, on disc or uploaded to ftp



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