

The Official Journal of the Hong Kong Institute of Human Resource Management

HUMAN RESOURCES

人才薈萃

Distribution: 4,500

The HKIHRM is the most representative professional human resource institute in Hong Kong. It has around 5,400 members, including 600 corporate members.

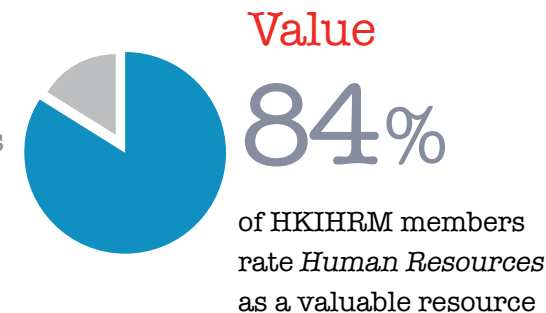
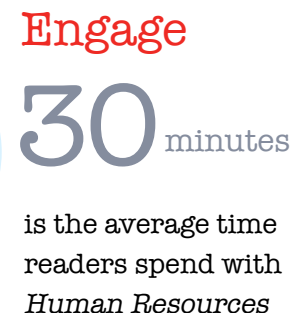
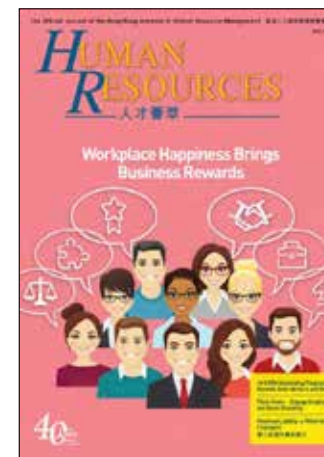
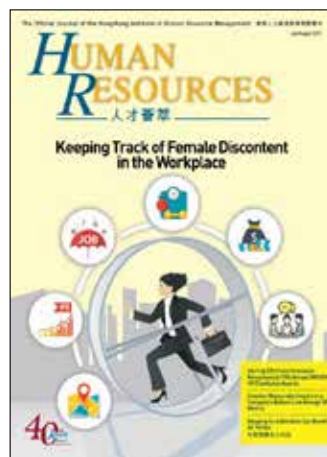
The HKIHRM is a member of the Asia Pacific Federation of Human Resource Management, the continental federation of the World Federation of People Management Associations.



Human Resources is a leading magazine that addresses the unique issues and challenges affecting HR and related professionals in Hong Kong.

In addition to articles on the latest innovations and research affecting the HR profession in Hong Kong, *Human Resources* includes regular features such as:

- HR Toolbox
- Legal Highlight
- Case in Brief
- What's Hot
- China Focus





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Print Specifications

Special Positions	HK\$	US\$
Double Page Spread (DPS)	36,500	4,850
Outside Back Cover (OBC)	36,500	4,850
Inside Front Cover (IFC)	32,000	4,250
Inside Back Cover (IBC)	26,500	3,550

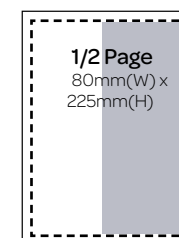
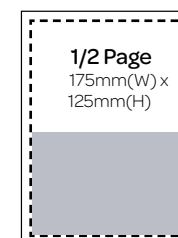
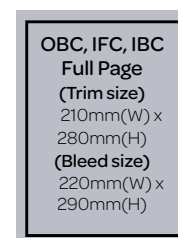
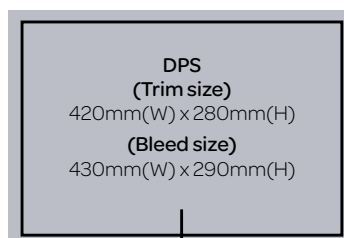
Standard Pages

Full Page	22,000	2,950
Half Page	12,400	1,650

Special Advertising

Loose Insert (up to 10g)	34,500	4,600
Specified Position	10% loading	

Display



Publishing Schedule

10 editions per year:

Jan/Feb, Mar, Apr, May, Jun,
Jul/Aug, Sep, Oct, Nov, Dec.

Specifications

Cover paper: 157gsm Art Card

ROP pages: 95gsm Matt Art Paper

Orientation: Portrait

Trim Size: 210mm (W) x 280mm (H)

Binding: Perfect Binding

Printing: Web Offset

Guidelines for artwork

Format: PDF/ JPG file with all fonts outlined & images embedded

Color Mode: CMYK

Resolution: at least 300 dpi or higher

Remarks: Artwork for advertisements should be submitted with 5mm bleed and crop marks shown. All files should be created using Illustrator, InDesign or Photoshop software.

Please note that up to 7-10mm of artwork may be lost within the spine due to binding.