



# THE SOCIETY OF PHYSICIANS OF HONG KONG

## 香港內科學會

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[www.sophysiicianshk.org](http://www.sophysiicianshk.org)

## Advertising Booking Form for 2025

The *Journal of the Society of Physicians of Hong Kong* is the official journal of the Society of Physicians of Hong Kong. It is a general medical journal circulated to 7,000 doctors including general practitioners and specialists, covering most doctors in private medical practice. The Journal is also posted on the website.

### Advertising Rate:

Position of Advertisement	Advertising Fee	
Inside front cover	HK\$28,000	<input type="checkbox"/>
Inside back cover	HK\$26,000	<input type="checkbox"/>
Outside back cover	HK\$30,000	<input type="checkbox"/>
Full page (ROP)	HK\$24,000	<input type="checkbox"/>
Half page (ROP)	HK\$15,000	<input type="checkbox"/>
Quarter page (ROP)	HK\$8,000	<input type="checkbox"/>

Issue in 2025:	Theme	
January 2025	Paediatrics	<input type="checkbox"/>
February 2025	Cardiology	<input type="checkbox"/>
March 2025	Clinical Oncology	<input type="checkbox"/>
April 2025	Dermatology	<input type="checkbox"/>
May 2025	Nephrology	<input type="checkbox"/>
June 2025	Obesity / Endocrinology	<input type="checkbox"/>
July 2025	Gastroenterology and Hepatology	<input type="checkbox"/>
August 2025	Rheumatology	<input type="checkbox"/>
September 2025	Haematology	<input type="checkbox"/>
October 2025	Respiratory	<input type="checkbox"/>
November 2025	Infectious Disease	<input type="checkbox"/>
December 2025	(I) Medical Oncology	<input type="checkbox"/>
	(II) Endocrinology	<input type="checkbox"/>

### Advertiser's Information:

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Product or Service Advertised: \_\_\_\_\_

Signature & Chop: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment Method:

Please make cheque payable to "The Society of Physicians of Hong Kong Co., Ltd." and mail to: MIMS (HK) Ltd., 37/F., Citicorp Centre, 18 Whitfield Road, Causeway Bay, Hong Kong (Attn: Ms. Agnes Ku)



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**Specifications for Advertisers**

**Advertisement Specifications:**

Trim size: 276 mm (h) x 206 mm (w)  
(content should be within: 266 mm (h) x 196 mm (w))  
Bleed size: 282 mm (h) x 212 mm (w)  
(3 mm bleed allowance must be included on all sides)  
Colour: 4-colour (CMYK format)

**Digital Advertisement File Specifications:**

The *Journal of the Society of Physicians of Hong Kong* is produced 100% computer-to-plate. Digital data is now the standard for all ad submissions. High-resolution PDF file is preferred but advertisements created using the following software are also accepted:

- Adobe Illustrator® 10.0 or later
- Adobe InDesign®
- Adobe Photoshop®

- All advertisements submitted must be accompanied by a digital colour proof that matches the supplied art/image, and is pulled from the same file.
- Files must be self-extracting archives if compression software is used.
- All files must be in CMYK format only (i.e. standard process colours).
- Adobe Photoshop® files must be saved as EPS or TIFF at a resolution no less than 300 dpi at actual printed size.
- All screen and printer fonts must be included, outlined or embedded (high-resolution PDF file).
- Total colour density must not exceed 300% with one solid only.

**Digital Advertisement File Submission Deadline:**

15<sup>th</sup> of the month prior to the month of your booking.

**Contact Details:**

Ms. Agnes Ku  
Tel: 2116 4320  
Fax: 2559 6910  
Email: agnes.ku@mims.com