

“Supply Chain Plus” Magazine (Issue 20)

Advertisement Placement Rate Card

The magazine issued by GS1 Hong Kong is published twice a year. It reaches out to a wide spectrum of community spanning professional bodies and trade associations, public sectors as well as industry verticals including logistics, healthcare, apparel, fast moving consumer goods, food and beverage, household goods, agriculture and fresh produce, consumer electronics, information technology and telecommunication, etc.

View the previous issue [HERE](#).



Comprehensive circulation

30,000 reader circulation for each issue, covering the audience of:

- over 15,000 GS1 Hong Kong’s corporate branding members, covering Hong Kong most representing brands and retail owners, like Swire Coca-Cola HK Limited, Dairy Farm Group, P&G, etc.
- major Hong Kong industry associations
- major GS1 Hong Kong and associated industry events participants, e.g. GS1 Hong Kong SCM Excellence Summit (<http://www.gs1hksummit.com/>)

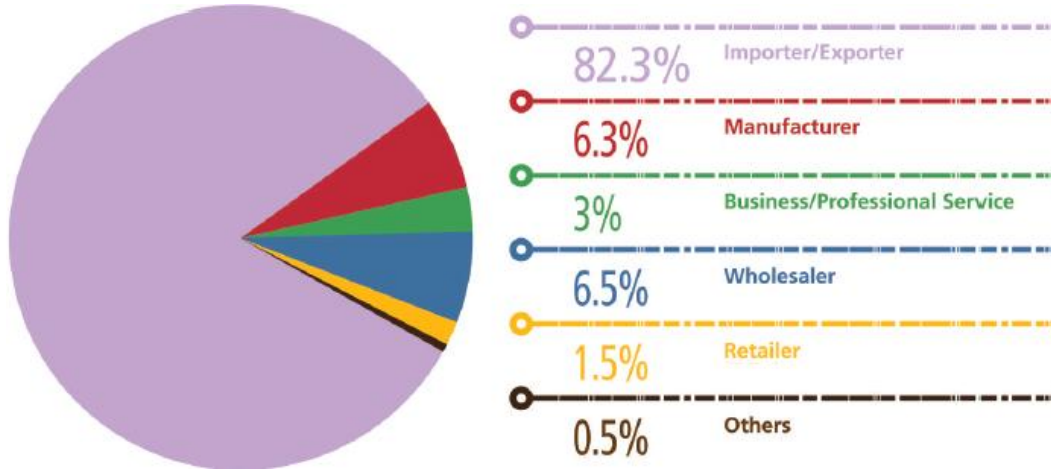
Key contents

- “Cover Story” – an in-depth report and analysis on the major topics in the supply chain industry
- “Corporate Initiatives” - a comprehensive report on local supply chain major events and valuable news
- “Industry Watch” – insights of the Hong Kong key supply chain initiatives and outlook
- “Worldwide Trends” - a news center of the global supply chain movement
- “Coming Up” - a useful calendar of upcoming local supply chain events and workshops

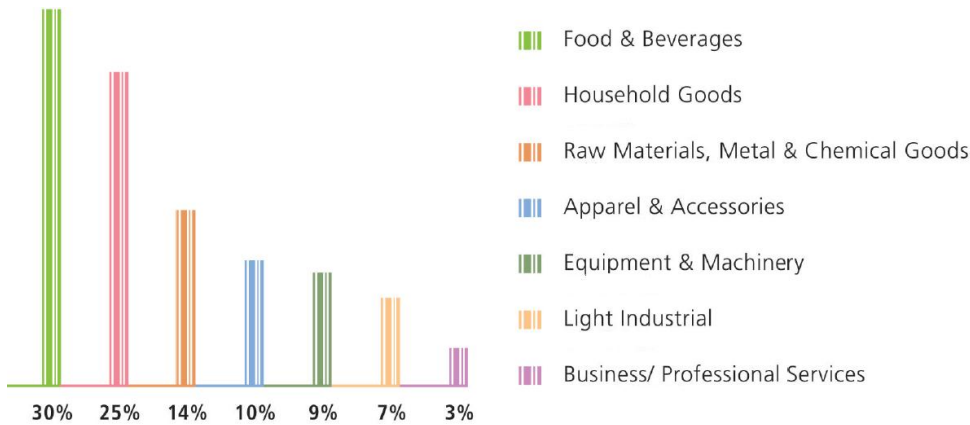
Supply Chain Plus Readership Distribution

Supply chain leaders and professionals	23%
President and CEO level of executives	28%
Business decision makers	35%
Managers	10%
Others	4%

Major Brands Membership Industry Distribution



Major Brands Membership Product Category Distribution



Advertising Rate 2015	
One A4-sized Color Ad	Fee □ HK\$6,000

Production Schedules	
Deadline of Confirmation and Payment	Mar 20, 2015
Deadline of Material Submission	Mar 27, 2015
Publication Date	Apr, 2015

Please contact Ms. Esther Li via email at estherli@gs1hk.org or by phone at +852 2863 9763 to request an advertisement placement order form.

Expose your business through our magazine NOW!