



Sports+Travel Hong Kong is a free bi-monthly media that targets the active and adventurous 18-60 year olds. Its distribution covers more than 180 locations including, but not limited to, restaurants / cafes, fitness centres, private clubs, adventure shops, adventure travel agencies, airport lounges, airport offices and airline inflight in Hong Kong.

With features and articles on adventure travel destinations and outdoor sports throughout Asia-Pacific and the world, Sports+Travel Hong Kong is a free media that reaches out to thousands of readers who want to take their lifestyle to an adventurous direction.

At Sports+Travel, our stories come from beyond our doors – from real people with real expectations. Covering a wide array of adventure travel around the world, our writers get down and dirty to bring stories that compel, interest and inspire our readers.

Whether we're covering a ski trip to the Himalayas or kiteboarding competition in Egypt, we're passionate about sharing our experiences, and hope to ignite that little adventurous spark in every traveler.

## READERSHIP PROFILE

Both local and expatriate living in Hong Kong who enjoy traveling, adventures, vacations, sports, as well as outdoors.

Most of the readers are business executives and professionals working within the central business district.

## INCREASING AWARENESS

### Targeted Events

SPORTS+TRAVEL regularly partners with people on highly targeted, adventure-sports and adventure-travel related events.

## TYPES OF OUTLETS

- Restaurants / Cafes
- Fitness Centres
- Private Clubs
- Adventure shops
- Adventure travel agencies
- Airport Lounges
- Airport Offices
- Airline Inflight



## ADVERTISERS + PARTNERS

## TOURISM OFFICES

Brunei Tourism  
 Christmas Island Tourism Association  
 Guam Visitors Bureau  
 Hungary National Tourist Office  
 India Tourism  
 Kenya Tourism Board  
 Macau Government Tourist Office  
 Nagoya Prefectural Government  
 Norway Tourism  
 Philippine Department of Tourism  
 Santa Catarina - Brazil  
 Switzerland Tourism  
 Taiwan Visitors Associations  
 Tourism of Thailand  
 Tourism Fiji  
 Tourism of New Zealand  
 Tourism NT  
 Tourism of South Africa  
 Tourism of Terengganu  
 Tourism of Queensland  
 Yemen Tourism Promotion Board

## AIRLINES

Air Asia Berhad  
 Air Pacific  
 Bangkok Airways  
 Fly Guam  
 Garuda Indonesia  
 Hong Kong Airport Airline Lounge  
 Japan Airlines  
 Kenya Airways  
 Siem Reap Airways Int'l  
 Silkair  
 Singapore Airlines  
 Turkish Airlines

## TRAVEL TRADE

Antarctic Shipping S.A  
 AquaMarine Diving - Bali  
 Atlantis International Bali Padi  
 Borneo Nature Tours  
 Borne Rainforest Lodge  
 Crux Professional Limited  
 Diving Adventure Limited  
 Dragon Fly Limited  
 Exotic Holidays  
 G.C Nandas & Sons (HK) Ltd  
 Gecko Canoeing  
 HT Holidays  
 Intrepid Travel  
 Mountain Torq  
 New Holidays  
 Ocean Hunter I & II  
 Phoenix Services Agency HK Ltd  
 Sepilok Tropical Wildlife Adventure  
 SkiJapan.com  
 Swire Travel  
 The Travel Advisers Ltd  
 The Vale Niseko  
 VIP Mountain Holidays  
 Whistling Arrows

xtechallenge  
 xtraventure Training  
 Yellowknife Tours  
 YOS Dive Lembeh YOSDA  
 Zuji

## HOTELS, RESORTS &amp; LODGES

Borneo Rainforest Lodge – Danum Valley  
 Gayana Eco Resort  
 Laguna Resorts & Hotels  
 Lake Kenyir Resort & Spa  
 Lembeh Hills Resort  
 Meritus Hotels and Resorts  
 The Pearl South Pacific Resort  
 The Reef Dive Resort

## OTHERS

Angkor Wat Int'l Half Marathon  
 Green Peace  
 In Motion Asia  
 Ironman 70.3  
 Laguna Phuket Triathlon  
 LX Development Group  
 Outward Bound Hong Kong  
 RC Company  
 Swarovski Hong Kong Ltd  
 The Circuit Twenty-Five  
 Whytecliff Trading  
 WWF

## GEAR SUPPLIERS

3M  
 Arridas  
 Banana Boat  
 Berghaus  
 Beyond Coastal  
 Black Diamond  
 Black Stump  
 Bollé  
 Canon  
 Carl Zeiss  
 Casio  
 Columbia  
 Contigo Tritan  
 Dynamic  
 Eagle Creek  
 Escapade  
 Evolv  
 Eyeque PM  
 Fieldline  
 Gerber  
 Hammer Nutrition  
 Hides  
 High Peak  
 Hoka OneOne  
 Hymini  
 Java Juice  
 Jetpilot  
 Keen  
 La Sportiva  
 Lafuma  
 Leica

Light My Fire  
 Lorpen  
 Lowepro  
 Macpac  
 Mammut  
 Meindl  
 Merrell  
 Montane  
 Moutainsmith  
 Nalgene  
 Nathan  
 Newton  
 Nite Ize  
 O2 Creation  
 Oakley  
 Optic Nerve  
 Optic Nerve Antero  
 Oris  
 Osprey  
 Outdoor Life  
 Outdoor Research  
 Panasonic Lumix  
 Patagonia  
 Podio  
 Polare  
 Pro Cam-Fis  
 Protek  
 Quiksilver  
 RC Outfitters  
 Re:echo  
 Salomon  
 Savant  
 Sea to Summit  
 Seashell  
 Shriro  
 SIGG  
 Silva Siju  
 Smartwool  
 Solio  
 Sony  
 Steripen  
 Sunday Afternoon  
 Suunto  
 Suunto Lumi  
 Swarovski  
 Tatonka  
 Teva  
 The North Face  
 Think Tank  
 Trekmate  
 TrekSta  
 Vasque  
 Vaude  
 Vaude Wizard  
 Velocity VST  
 Vibram  
 Victorinox  
 Voltaic Systems  
 Whytecliff  
 Wilderness Solutions  
 Yashica

## TESTIMONIALS

*"There are always interesting topics covered in this magazine and it is always a pleasure to read. I send copies of this magazine back home (to Fiji) and the staff there are always asking about the next issue. This proves that the magazine is very well accepted in varied audiences as this magazine covers activities of interest from all around the world. Great job and I will continue to work with Chris at SPORTS+TRAVEL in regards to advertising for Air Pacific and Fiji in this magazine."*

**Watson Seeto**  
**Air Pacific**  
**Regional General Manager Asia**

*"Your magazine is a great read for those who look for special tourism experience. The design and layout of the magazine are of high quality with stunning pictures."*

**Ivan Chan**  
**Market Development Manager Hong Kong & Southern China**  
**Tourism New Zealand**

*"We first cooperated with SPORTS+TRAVEL in 2009. We found it very useful. The magazine reaches those people exactly what we intend to target - those young and dynamic individuals, who like to travel by F.I.T, and are not afraid to discover new, unknown territories and sites. The magazine has rich and useful information which can be used as a reference for planning your first overseas adventure trip. It is also a great help to us that the magazine is also available in Singapore edition. Hence it's easier for us to reach one more market through the same partner. We shall definitely keep SPORTS+TRAVEL as one of our important partners in the future!"*

**Robert Vertes**  
**Tourism Attache**  
**Embassy of the Republic of Hungary**

*"I had a good impression on the magazine when I first reviewed it. We have been advertising in the magazine for a lot of issues already because we trust that the good contents of SPORTS+TRAVEL can attract a lot of readers who love travel and sports. This group of readers is exactly what we would like to target."*

**Ekabhop Darakorn Na Ayuthya**  
**Chief of Advertising**  
**Bangkok Airways Co., Ltd.**

*"SPORTS+TRAVEL Magazine has done an excellent work in presenting "Incredible India" as a wonderful tourist destination, especially for adventures, and wildlife etc... We would like to express our thanks to the work of SPORTS+TRAVEL Magazine, and would like to work together with the magazine in the coming year!"*

**Maria Zhang**  
**Marketing Officer**  
**India Tourism Beijing**

*"For a destination like Brunei, offering a quick and easy access to nature based activities, as well as wholesome and invigorating short breaks for those leading a busy and frantic life in a bustling environment like Hong Kong or Singapore, a magazine like SPORTS+TRAVEL is an ideal, well targeted medium to reach such targets, as their readers are more likely to make snap decisions after being inspired by a destination piece, advertorial or editorial. That's why Brunei Tourism trusts that investing in this publication offers a good value for money proposition."*

**Jean Christophe Robles Espinosa**  
**Director of Marketing**  
**Brunei Tourism**

## EDITORIAL THEMES

**Water Issue (Issue 24, January 2012)**

Water occurs in so much of travel. This issue will cover classic articles on islands from the Seychelles to Christmas Island, as well as related activities like kayaking, rafting or sailing. From oceans to rivers, lakes and caves, if there's something to see and do, we'll cover it. There will also be coverage on non-conventional 'water' topics, which includes hot springs or thermal baths around the world, as well as snow-based adventures that take you from ski slopes to the Antarctic.

**History/Heritage Issue (Issue 25, March 2012)**

The history issue covers plenty of ancient sites that are a mainstay of adventure travel, from the abandoned ruins Macchu Picchu to the populous mountainous city of Tibet, and from heritage trains around the world to UNESCO-listed sites. While it covers sections on human history, it will also touch upon some dramatic ancient sites carved by nature, like Uluru or the Grand Canyon.

**Eco Issue (Issue 26, May 2012)**

We're bringing back one of our most popular annual themes - namely Green Travel and Eco-Friendly Destinations. Similar to our past Eco issues, the 2012 Eco Issue will cover the world's best, green destinations and trips, with a specific focus on how to make your trips zero-impact. Featuring boating, biking, camping, climbing, hiking and wildlife destinations, we'll showcase the easy, enjoyable side of green, as well as the hardcore one.

**Journey/Trails Issue (Issue 27, July 2012)**

Back for another year, our popular "Journeys" issue covers everything from rambling through the countryside, to rolling hills to full-on, trans-continental trips. This issue, it's all about big journeys and ambitious adventures by any means possible from trains and trucks, to skis, sledges and of course your own two feet.

**Parks/Wildlife Issue (Issue 28, September 2012)**

A mainstay in S+T, our parks and wildlife issue features some of the best adventures in protected natural habitats, where you can camp, hike, raft or trek in pristine wilderness. Whether seeking solitude, adventure or wildlife, this issue is all about going au naturel in protected places, nature reserves and some of the most unique ecosystems in the world.

**Mountain Issue (Issue 29, November 2012)**

We all like snow, and there's nothing more aspirational for someone sitting in hot, humid Hong Kong, than dreaming of swishing down perfect, white slopes. Or maybe summiting a snow-capped peak. Or trekking a glacier. Falling at year's end, this issue will focus on the best of winter travel, from the Arctic to Australia, covering everything in between from ice climbing in Sichuan to sea kayaking Iceberg Alley in Canada.

## RATES AND DATES

### Advertising Rates

#### Displayed Advertisement

Sizes	HKD (\$)	Layout (\$)
Full Page (ROP)	19,000	1,000
Double Page Spread	29,000	1,600
Half Page Horizontal	14,000	750
Half Page Vertical	14,000	750
Half Page Spread	20,000	1,000
1/3 Page Horizontal	12,000	750
1/3 Page Vertical	12,000	750
1/4 Page	6,500	500
1/6 Page	3,500	500
Outside Back Cover	27,000	1,000
Inside Front Cover	26,000	1,000
Inside Back Cover	24,200	1,000

#### Outfitters Section

Sizes	HKD (\$)	Layout (\$)
Half Page Horizontal	6,000	750
Half Page Vertical	6,000	750
1/4 Page	4,000	500
1/6 Page	2,500	500

- Special sizes can be arranged upon requested
- An additional loading of 20% will be charged for specified positions.

### Closing Dates

Issue	Booking Deadline	Material Deadline
January / February	December 20, 2011	December 27, 2011
March / April	February 20, 2012	February 27, 2012
May / June	April 20, 2012	April 27, 2012
July / August	June 20, 2012	June 27, 2012
September / October	August 20, 2012	August 27, 2012
November / December	October 22, 2012	October 29, 2012

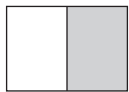
## PRINT RUN

### 10,000

SPORTS+TRAVEL is printed on environmentally-friendly 100% recycled paper in a conscious effort to reduce the impact of carbon emissions. Every year, SPORTS+TRAVEL also publishes an Eco Issue and features relating to eco travel and eco-related issues around the world.

## LAYOUT SPECIFICATIONS

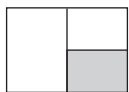
## Displayed Advertisement



**Full Page**  
29.7cm (H) x 21cm (W)



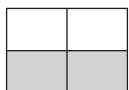
**Double Page Spread**  
29.7cm (H) x 42cm (W)



**Half Page Horizontal**  
14.85cm (H) x 21cm (W)



**Half Page Vertical**  
29.7cm (H) x 10.5cm (W)



**Half Page Spread**  
14.85cm (H) x 42cm (W)



**1/3 page Horizontal**  
7cm (H) x 21cm (W)



**1/3 page Vertical**  
29.7cm (H) x 7cm (W)

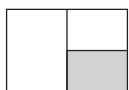


**1/4 Page**  
14.85cm (H) x 10.5cm (W)



**1/6 Page**  
14.85cm (H) x 7cm (W)

## Outfitters Section



**Half Page Horizontal**  
14.15cm (H) x 21cm (W)



**Half Page Vertical**  
28.3cm (H) x 10.5cm (W)



**1/4 Page**  
14.15cm (H) x 10.5cm (W)



**1/6 Page**  
14.15cm (H) x 7cm (W)

## Material Submission

**Material accepted:** Digital ads should be provided on a Macintosh-formatted CD. Those who prefer to use email, please upload files onto a host server (such as yousendit.com or mediafire.com).

**Trim Size Displayed Advertisement:** Please make sure all trimmed artwork is at

Full Page	29.7cm (H) x 21cm (W)
Double Page Spread	29.7cm (H) x 42cm (W)
Half Page Horizontal	14.85cm (H) x 21cm (W)
Half Page Vertical	29.7cm (H) x 10.5cm (W)
Half Page Spread	14.85cm (H) x 42cm (W)
1/3 Page Horizontal	7cm (H) x 21cm (W)
1/3 Page Vertical	29.7cm (H) x 7cm (W)
1/4 Page	14.85cm (H) x 10.5cm (W)
1/6 Page	14.85cm (H) x 7cm (W)

## Trim Size Outfitters Section:

Half Page Horizontal	14.15cm (H) x 21cm (W)
Half Page Vertical	28.3cm (H) x 10.5cm (W)
1/4 Page	14.15cm (H) x 10.5cm (W)
1/6 Page	14.15cm (H) x 7cm (W)

**Bleed:** Please leave a 5mm bleed margin on all 4 sides

**Native files:** Ads may be submitted as native files using recent version of Freehand, Illustrator and Photoshop. Please path all used fonts, and include crop marks, bleed and links to high resolution graphic files.

**Graphics and Photos:** Include all high-resolution digital photo scan and graphics files (at a resolution of 300dpi or higher at the size which they will be used). Save graphics files as EPS, JPEG or TIFF files. Save color photos in CMYK format (convert spot colors to CMYK).

**PDF Files:** Ads may also be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Include color bars and crop and bleedmarks.

**Proof:** Include a color proof (either digital or a printout) of the final file is required for matches on press. Proofs should be output at 100%, and show crop and bleed marks. Publisher will not accept responsibility for color reproduction if there is no client-supplied printed proof, or if it does not meet the above specifications.

**DISTRIBUTION OUTLETS****ABERDEEN**

The Aberdeen Marina Club

**AP LEI CHAU**

Starbuck Coffee - South Horizon *(Reading Copy)*

**CAUSEWAY BAY**

Diving Adventure Limited

Dynmock Winsor House

Escapade Sports

Excelsior Fitness Centre

Goods of Desire

Hong Kong College of Technology *(Reading Copy)*

Hong Kong Dragon Boat Association

Hong Kong Mountaineering Union Association

Hong Kong Rugby Union

Hong Kong Triathlon Association

Island Wake

Overlander

Patagonia Hong Kong

Quiksilver

RC Outfitter

Reecho

Royal Hong Kong Yacht Club

Starbuck Coffee - Causeway Bay Plaza 1 *(Reading Copy)*

Starbuck Coffee - Fashion Walk *(Reading Copy)*

Starbuck Coffee - Hopewell Centre *(Reading Copy)*

Wildfire Causeway Bay *(Reading Copy)*

X Game

Zuji Office *(Reading Copy)*

**CENTRAL**

Café De Punta Del Cielo *(Reading Copy)*

Capo Express

Colour Six Laboratories

Country Holidays Ltd *(Reading Copy)*

Culture Club

Discovery Forest

Dymock Central Building

Dymocks IFC Mall

Dymocks Lyndhurst Terrace

Ebenezer's Central

Ebenezer's Hollywood Road

Euro Treat Limited

Figure Fitness

Fitness First - Platinum Exchange Square

Fitness First – Grand Millennium Plaza

Goods of Desire

Hertz Rent A Car *(Reading Copy)*

Hip Holiday Ltd

Holly Brown Coffee

Hong Kong Book Centre Co. Ltd

Just Green

Just Salad – Worldwide House

Just Salad – Cochrane Street

Kelly & Walsh

Kosmo Café - Lan Kwai Fong

La Baguette

La Fontaine

Le Velo - The Baker

Leaf Tea Boutique *(Reading Copy)*

Life Café

Mammut Central Shop

Mandarin Divers

Mix *(Reading Copy)*

Nature's Village - Central

New Holidays

Optimum Performance Studio

Patagonia Hong Kong

Red Cat Salon

Seasons Fitness

SIA Holidays

Sports Performance

Sports World

Starbuck Coffee - Century Square *(Reading Copy)*

Taco Loco

The Coast

The Flying Pan

Uncle Russ Coffee - Pier 6

**CHEK LAP KOK INCLUDING AIRPORT LOUNGES**

Air Asia Check in counter

China Airlines

Emirates

Japan Airlines *(Reading Copy)*

Korean Air

Lufthansa Qantas

Mix

Plaza Premium Lounge

Singapore Airlines

Thai Airways

The Hong Kong Lounge (Qantas and British Airways)

Wildfire *(Reading Copy)*

## DISTRIBUTION OUTLETS

### CHEUNG SHA WAN

Flying Ball Bicycle Co

### DEEP WATER BAY

Hong Kong Country Club

### DISCOVERY BAY

Discovery Residential Clubs

Dymocks Discovery Bay

Ebenezer's Discovery Bay

Sports World

Uncle Russ Coffee - Discovery Bay Plaza

### HAPPY VALLEY

Craigengower Cricket Club *(Reading Copy)*

Dymocks Happy Valley

ESCAPADE Sports & Leisure

Hong Kong Cricket Club *(Reading Copy)*

Hong Kong Football Club *(Reading Copy)*

Jaspas - Happy Valley

Starbuck Coffee - Happy Valley *(Reading Copy)*

Tribal Swim Bike Run

### HUNG HOM

Hong Kong Polytechnic University Student Union

### INFLIGHT

Sri Lankan Airlines

Swiss International Airlines

### ISLAND EAST

Hong Kong Book Centre Co Ltd

Quiksilver

### JORDAN

Hertz Rent A Car *(Reading Copy)*

Main Street Café

Starbuck Coffee – Elements *(Reading Copy)*

The Kowloon Cricket Club *(Reading Copy)*

Wildfire *(Reading Copy)*

### KOWLOON BAY

Season Fitness

### KOWLOON TONG

City University Travelling Club

Hong Kong Baptist University Student Union

Kowloon Tong Club *(Reading Copy)*

### KWUN TONG

Quiksilver

Travelex Hong Kong

### MID-LEVELS

Eat Right

Jaspas

Ladies Recreation Club

The Helena May *(Reading Copy)*

Wildfire Midlevels *(Reading Copy)*

YWCA - English Speaking Department

### MONGKOK

Big Pack Café

Hong Kong Mountaineering Training Centre

International Elite Dive Centre *(Reading Copy)*

Overlander

Paradive International Ltd *(Reading Copy)*

Quiksilver

### RC OUTFITTERS

Starbuck Coffee - Langham Place *(Reading Copy)*

Sun N Sea Holidays *(Reading Copy)*

X Game

### NORTH POINT

Fitness First - Olympia Plaza

Mountain Services Int'l

### POKFULAM INCLUDING CYBERPORT

Flora Ho Sports Centre (Lindsay Ride Sports Centre)

Hong Kong University Senior Common Room

Le Meridian Go Gym

Starbuck Coffee - University of Hong Kong *(Reading Copy)*

### QUARRY BAY

Fitness First - PCCW Tower

Grand Waterfall

Starbuck Coffee - Kornhill Plaza *(Reading Copy)*

Mandarin Divers

### QUEENSWAY

Island Shangri La Health Club

JW Marriott Hong Kong Health Club

Sri Lankan Airlines Ticketing Office

Kelly & Walsh

### REPULSE BAY

Dymocks Repulse Bay

The Repulse Bay Club

## DISTRIBUTION OUTLETS

### SAI KUNG INCLUDING CLEARWATER BAY

Anthony's Ranch  
Dymock Sai Kung  
Hebe Haven Yacht Club  
HKUST Students' Union  
Outward Bound  
Roccas  
Taste Café

### SHA TIN

Overlander

### SHEUNG WAN

Fitness First - Grand Millenium Plaza  
Rise Plus Group (*Reading Copy*)

### STANLEY

A3 Int'L  
Wildfire (*Reading Copy*)

### TAI KOK TSUI

New Holidays  
Quiksilver  
Starbuck Coffee - Olympia II (*Reading Copy*)  
Videotage Limited

### TAI TAM

ESCAPADE Sports & Leisure at Parkview

### TAIKOO SHING

Mix (*Reading Copy*)  
Quiksilver  
Hong Kong Book Centre

### TAIPO

Hong Lok Yuen Country Club (*Reading Copy*)

### THE PEAK

Goods of Desire

### TSIM SHA TSUI

August Moon Tour & Travel Co Ltd  
Dymocks K11  
Ebenezer's Tsim Sha Tsui  
Fitness First - Plantium The Sheraton  
Fitness First - The Gateway  
Froggy Diver Company Ltd (*Reading Copy*)  
Goods of Desire  
Hong Kong Airlines Holidays (*Reading Copy*)  
Kowloon Shangri-La Hotel Health Club  
Ocean Sky Diving Co Ltd  
Overlander  
Pacific Club

Phoenix Services  
Quiksilver  
Quiksilver - Kimberly Road  
Starbuck Coffee - Harbour City (*Reading Copy*)  
Sunrise Travel & Tours  
Swindon Book Co  
Uncle Russ Coffee - Star Ferry Kowloon  
Wanderlust Vacations Company Ltd  
Wildfire (*Reading Copy*)  
Wincastle Travel (HK) Ltd

### TSUEN WAN

Reecho

### TUEN MUN

Ebenezer's Gold Coast  
Gold Coast Yacht & Country Club  
Lingnan University (student Services Centre)

### TUNG CHUNG

Dymocks Booksellers Ltd Citygate  
Quiksilver

### WAN CHAI

Bunn's Divers Centre  
Café Kenon (*Reading Copy*)  
Cosmo Book Centre  
Dymocks Harbour Centre  
Dymocks Hopewell Centre  
Ebenezer's Wanchai  
Ebenezer's Wanchai 2  
Mammut Hong Kong Pro Shop  
Nature's Village - Wanchai  
Pro Dive USA  
The Flying Pan - Wanchai  
TriSports Hong Kong Limited  
Hong Kong College of Technology (*Reading Copy*)  
Starbuck Coffee - Hopewell Centre (*Reading Copy*)

### WESTERN DISTRICT

Hong Kong Hobie Club (*Reading Copy*)  
Royal Geographic Society Events  
SkiJapan.com 's customers (Hong Kong)

## CONTACT DETAILS

**Sports+Travel Limited**

[www.sportsandtravel.com.hk](http://www.sportsandtravel.com.hk)

**Tel:** (852) 2861-8746

**Fax:** (852) 2961-4800

**Email:** [enquiry@sportsandtravel.com.hk](mailto:enquiry@sportsandtravel.com.hk)