

專題電子雜誌及產品陳列推廣計劃

Thematic e-Magazine and Product Display Promotion Packages

產品專題電子雜誌 Product Thematic e-Magazine	出版月份 Issue Month	讀者人數 Readership	相關香港貿發局展覽會 Related HKTDC Trade Fair(s) (unless otherwise specified)	截止日期 Booking Deadline	產品陳列形式 Product Display Format
消費類電子產品 Consumer Technology	7/2020	321,000	香港春季電子產品展2020 Hong Kong Electronics Fair 2020 (Spring Edition)	29/06/2020	獨立展櫃 Showcase
家居生活智慧 Smart Home	7/2020	382,000	香港家庭用品展2020 Hong Kong Houseware Fair 2020	29/06/2020	展示桌 Table-top
露營及戶外用品 World of Camping & Outdoor Goods	7/2020	202,000	香港禮品及贈品展2020 Hong Kong Gifts & Premium Fair 2020	29/06/2020	展示桌 Table-top
美容、健康及保健 World of Beauty, Fitness & Well Being	7/2020	126,000	香港禮品及贈品展2020 Hong Kong Gifts & Premium Fair 2020	29/06/2020	展示桌 Table-top
初創 Startup	7/2020	179,000	香港春季電子產品展2020 Hong Kong Electronics Fair 2020 (Spring Edition) 國際資訊科技博覽2020 ICT Expo 2020 香港家庭用品展2020 Hong Kong Houseware Fair 2020 香港禮品及贈品展2020 Hong Kong Gifts & Premium Fair 2020	29/06/2020	不適用 Not applicable
時裝 — 東盟及精選亞洲國家製造 FASHION – Made in ASEAN and Selected Asian Countries	7/2020	126,000	香港時裝節2020 Hong Kong Fashion Week 2020	29/06/2020	不適用 Not applicable
眼鏡 SILMO 2020 特刊 Eyewear - SILMO Edition 2020	9/2020	89,000	法國SILMO Int'l Optics and Eyewear Exhibition 2020 SILMO Int'l Optics and Eyewear Exhibition 2020, France	10/08/2020	不適用 Not applicable
消費類電子產品 Consumer Technology	10/2020	321,000	香港秋季電子產品展2020 Hong Kong Electronics Fair 2020 (Autumn Edition)	11/09/2020	獨立展櫃 Showcase
環保產品 World of Green Products	10/2020	382,000	香港國際秋季燈飾展2020 Hong Kong Int'l Lighting Fair 2020 (Autumn Edition) 香港秋季電子產品展2020 Hong Kong Electronics Fair 2020 (Autumn Edition)	11/09/2020	不適用 Not applicable
初創 Startup	10/2020	179,000	香港秋季電子產品展2020 Hong Kong Electronics Fair 2020 (Autumn Edition)	11/09/2020	不適用 Not applicable
銀髮市場 Care for the Elderly	10/2020	383,000	香港秋季電子產品展2020 Hong Kong Electronics Fair 2020 (Autumn Edition)	11/09/2020	不適用 Not applicable
STREAM 玩具 STREAM Toys (Science, Technology, Robotics, Engineering, Arts & Crafts and Mathematics)	1/2021	138,000	香港玩具展2021 Hong Kong Toys & Games Fair 2021	9/12/2020	獨立展櫃 Showcase

海外展覽會專題電子雜誌推廣計劃 (只適用於香港廣告商)

Overseas Trade Fair Thematic e-Magazine Promotion Packages

(only applicable to Hong Kong advertisers)

展覽會專題雜誌 Trade Fair Thematic e-Magazine	出版月份 Issue Month	讀者人數 Readership	相關海外展覽會 Related Overseas Trade Fair	截止日期 Booking Deadline
香港電子產品 Hong Kong Electronics	12/2020	179,000	美國CES 2021 CES 2021, US	11/11/2020
香港禮品及家品 Hong Kong Gifts & Houseware	12/2020	171,000	德國Ambiente 2021 Ambiente 2021, Germany	11/11/2020
香港運動用品 Hong Kong Sporting Goods	12/2020	133,000	德國ISPO 2021 ISPO 2021, Germany	11/11/2020
香港家庭用品 Hong Kong Home & Houseware	2/2021	171,000	美國Int'l Home and Housewares Show 2021 Int'l Home and Housewares Show 2021, US	11/01/2021

價目表 Fee Schedule	純專題電子 雜誌廣告 Thematic e-Magazine Advertisement only	組合一 Package 1	組合二 Package 2
專題電子雜誌廣告 (每本雜誌計) Thematic e-Magazine Advertisement (Per Issue)	一頁 1-page	一頁 1-page	一頁 1-page
展覽會產品陳列 (每個展覽會計) Onsite Product Display (Per Fair)	—	展示桌 Table-top	獨立展櫃 Showcase
推廣計劃費用[^] Promotion Package Offer[^]	HK\$3,800 / US\$590 <small>(原價Original:- HK\$5,800 / US\$900)</small>	HK\$6,800 / US\$1,050	HK\$8,800 / US\$1,360

[^] 港元價格僅適用於香港公司之申請。非香港公司必須以美元價格繳付。
 The Hong Kong dollar price is applicable to Hong Kong applicants only. Non-Hong Kong applicants must pay in US dollars.

電話 Tel : (852) 1830 668
 電郵 Email : supplier@hktcdc.org

「貿發局供應商服務專頁」 Supplier Centre
www.hktcdc.com/supplier-centre



備註 :
Remarks:

- 本局將為專題電子雜誌廣告客戶提供免費廣告設計，備有六個款式供廣告商選擇，惟廣告商須於相關專題電子雜誌出版前兩個月的28號提交資料，以便本局安排設計服務。如當天並非工作天，則提早至前一個工作天。例：若廣告商選擇於《嬰兒及兒童服裝》2020年1月號專題電子雜誌刊登廣告，並使用本局提供的廣告設計服務，則需於2019年11月28日或以前提交資料。
 The HKTDC will provide six design templates complimentary for advertisers to choose from. Advertisers are required to submit materials on the 28th day two months before the e-Magazine's release date if they opt to use the design service provided by the HKTDC. The deadline will be one working day earlier if it falls on a non-working day. Example: For advertisement placement in *Infants & Children Wear* January 2020 issue, materials for design service arrangement should be submitted to HKTDC on or before 28 November 2019.
- 專題電子雜誌及產品陳列推廣計劃名單只供參考之用，香港貿發局保留更改或取消之權利，而不作另行通知。
 The themes of the thematic e-Magazine and product display are for reference only. The HKTDC reserves the right to change or cancel the themes without prior notice.
- 上述出版月份及價格僅供參考，本局保留更改或取消之權利而不作另行通知。歡迎隨時聯絡本局查詢最新的廣告費用及優惠組合詳情。如有任何爭議，本局保留最終決定權。
 The above publishing months and rates are for reference only. Please contact the HKTDC for the latest fees and package details. In case of any dispute, the HKTDC reserves the right to make the final decision.
- 香港貿發局專題電子雜誌的廣告費屬香港工業貿易署「中小企業市場推廣基金」的資助項目，合資格的香港中小企可申請廣告費50%資助，批核與否由工貿署決定，詳情請瀏覽www.smefund.tid.gov.hk。
 HKTDC Thematic e-Magazines are eligible for the Trade and Industry Department (TID) SME Export Marketing Fund (EMF). The maximum amount of the grant a Hong Kong SME may obtain from the EMF is 50% of the advertising fee, subject to final approval from the TID. For details, please visit www.smefund.tid.gov.hk.
- 所有圖片只供參考。
 All photos are for reference only.



Hong Kong Trade Development Council - Publications & E-Commerce Department
 30/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong
 Tel: (852) 1830 668 Fax: (852) 2575 0303 Email: supplier@hktcdc.org

香港貿易發展局 — 刊物及電子商貿部
 香港灣仔皇后大道東213號胡忠大廈30樓
 電話: (852) 1830 668 傳真: (852) 2575 0303 電郵: supplier@hktcdc.org

www.hktcdc.com

台北辦事處
 電話: (886 2) 8788 4545 傳真: (886 2) 8788 4209
 電郵: taipei.office@hktcdc.org