

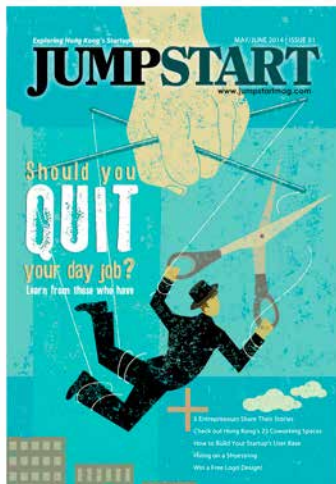
Exploring Hong Kong's Startup Scene

JUMPSTART

Magazine

Jumpstart is Hong Kong's first publication dedicated to startups, small business and entrepreneurs. We connect the growing startup community in Hong Kong.

Readership: Over 27,000



Business-Focused Distribution Network

Jumpstart is printed 6x a year and is available for free at over 350 venues including co-working spaces, chambers of commerce, airport lounges, hotels, coffee shops, private clubs, universities, marketing agencies, VC Firms and other select locations around Hong Kong. *Jumpstart* is also available on iTunes newsstand, Amazon, Issuu, Android and other digital and mobile platforms.

Startup Ideas, Trends and Innovation

Each issue includes upcoming startup events and workshops, articles from leading local and international business experts, interviews and general coverage of Hong Kong's startup community. Special sections include:

- Business Classifieds
- Newly launched businesses
- Ask Allison - Q & A about funding & startups
- Ask Dani - Q & A on business etiquette
- Upcoming startup events + workshops

Our Readers

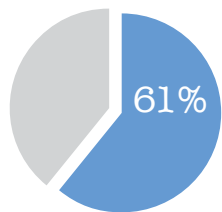
12,000 Print Readers.

Startups, small businesses, investors, accelerator programs, coworking spaces, chambers of commerce, marketing and PR agencies, venture firms, university students, and consumers.

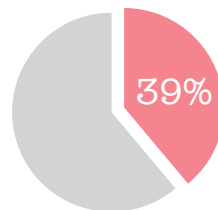
15,000 Online Readers.

Jumpstart magazine and website consumed through iTunes Newstand, Issuu, Android, Amazon and other digital and mobile distribution platforms.

Reader Demographics



Male



Female

Distribution

Jumpstart is available for free at 350+ locations and growing, including:

Goworking Spaces & Offices

8080Space
BizBoxHK
Blueprint
Bridges
CoCoon
Coffice
The Compass Offices
CoworkCHM
The Crafties
Hong Kong Commons
Dim Sum Labs
Fashion Farm Foundation
The Good Lab
Garage Society
Incu-Labspace
Innovation Lab
The Hive
The Loft
Misso
Obi One Workhub
Paperclip
Puerta Del Sol
Retro Spot
Platform
Regus
Smart-Space Cyberport
The Workground
Uno Co-working
Vantage Business Centre
Wynd

Clubs

Clearwater Bay G&C Marina Club
Club Marina Cove
American Club (Central & Tai Tam)
Fringe Club
Gold Coast Yacht and Country Club
The Foreign Correspondents' Club

Chambers of Commerce

Austrian Chamber of Commerce
Australian Chamber of Commerce
British Chamber of Commerce
Canadian Chamber of Commerce
Dutch Chamber of Commerce
European Chamber of Commerce
French Chamber of Commerce
Korean Chamber of Commerce
Italian Chamber of Commerce
Indian Chamber of Commerce
Irish Chamber of Commerce
Hong Kong Chamber of Commerce
Singapore Chamber of Commerce
Spanish Chamber of Commerce
Swedish Chamber of Commerce
Thai Chamber of Commerce

Airport Lounges

CNAC Lounge
Dynasty Lounge
Royal Orchid Lounge
Emirates Lounge
United Lounge
Plaza Premium Lounge EAST
Plaza Premium Lounge WEST
Morning Calm (Korean Air)
SQ Lounge

Hotels

Peninsula Hotel
Le Meridien Cyberport
Kowloon Shangri-La
The Langham, Hong Kong
Harbour Grand Kowloon
W Hong Kong
Sky City Marriott
Ritz Carlton Hong Kong

Shops and Restaurants

Cafe O
Cafeine
Cafe Queen
Choice Cooperative
CoCo Espresso
Colour Brown Coffee
Corner Cafe
The Cupping Room
Homei Cafe
Java Java
La Viola
Pacific Coffee Company
Starbucks
Thinkers
Wired Cafe

Education

Baptist University
Caritas Institute Library
City University of Hong Kong
The Hong Kong Polytechnic University
Raffles College
University of Hong Kong

Other Locations

Atria
BNI Meetings
Central Health
Cyberport
Dymocks
Hong Kong Science & Technology Park
InvestHK
M21
Marketing/PR Agencies
Nest
Pure Fitness
New Town Medical Group
SME Creativity Center

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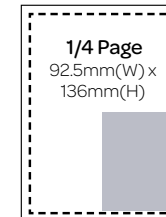
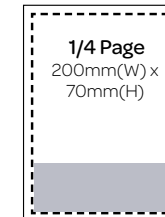
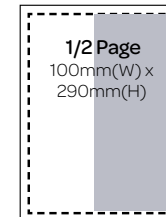
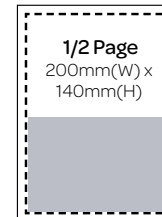
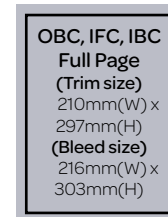
Advertising Rates

Display

Inside Front Cover (IFC)	HK\$ 20,000
Outside Back Cover (OBC)	HK\$ 20,000
Full Page	HK\$ 15,000
Haft page	HK\$ 8,000
One-fourth page	HK\$ 5,000

Print Specifications

Display



Publishing Schedule

Bi-monthly: February, April, June, August, October & December

Specifications

Orientation: Portrait

Trim Size: A4, 210mm (W) x 297mm (H)

Binding: Saddle-stitch

Printing: Web Offset

Guidelines for Artwork

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

Color Mode: CMYK

Black Text: 100% Black

Resolution: at least 300 dpi or higher

Remarks: Artwork for advertisements should be submitted with 3mm bleed and crop marks shown.

Deadline of Artwork

Date: 25th of every odd month

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