luxury fast-forward

#legend
I am #legend

#legend is the only magazine in the city for the digital generation. #legend believes a luxurious encounter should be exquisite, authentic, cutting-edge, life-altering and, yes, interactive. We value legacy and tradition, but switch gear with our fast-moving times, bringing that know-how into the digital realm.

Our bi-monthly print publication is distinguished by its contemporary design, intelligent features, lively columns and on-the-pulse stories, seamlessly complemented by an online platform of breaking news, fast-twitch commentary, video interviews and innovative digitorials.

From art to dining, fashion, business, travel and wellness, we bring new vision to the full gamut of experience by profiling the legends, game-changers, tastemakers, disruptors and instigators shaping and changing our world.

Time is today’s ultimate luxury. Our passion makes your time better spent.

Inspiring change and disrupting industries – the stuff of legend.
hall of #legend

the region’s most famous faces
fashion, beauty, horology, jewellery – all that dazzles and defines
the legends, game-changers and innovators shaping our world
the best things in life should be savoured
– where to be and what to see with our globetrotting wanderlusters
party and scroll down the red carpet with our social media mavens
#legend – everywhere our readers are

![Images of #legend magazines in various locations]

- **5%** Promotions / Business Partners
- **17%** New-stands / Bookstores
- **43%** Hotels, airline and VIP lounges, leading banks, private clubhouses, fitness clubs, serviced apartments, spas and salons, restaurants and retail outlets

![Pie chart showing distribution]

**Circulation – 31,800 copies**
leaders, titans, pioneers

Our HNWI readers define the 21st century retail lifestyle paradigm

**age**
- 49% 40 and above
- 11% Under 29
- 40% 30 - 39

**gender**
- 39% Male
- 61% Female

**position**
- 26% Senior Management
- 29% MD
- 32% CEO
- 13% Others

**consumer expenditure**
- 79% Luxury fashion
- 68% Luxury watch and fine jewellery
- 82% Beauty
- 89% Wellness, dining and travel
- 21% Yacht, private jet and automobile
- **HK$4 million & above** Average annual household income
As Chairman of Rock Media, Bruce provides strategic vision and direction to the senior management of the company. He is the CEO, Vice Chairman and an Executive Director of Global Brands Group, one of the world's leading branded fashion accessories, footwear and apparel companies. He is also Chairman of the Pure Group, a lifestyle, fitness and yoga group operating in Hong Kong, Singapore and Taiwan and soon to be opening in mainland China. He is an independent non-executive director of Wynn Macau. Bruce also serves on several Advisory councils including the Wharton School and the Women’s Tennis Association (WTA). Bruce enjoys tennis, golf, and hiking.

As CEO of Rock Media, Steve is responsible for the performance of Rock Media and its subsidiary companies. Prior to joining Rock Media, Steve was Chairman and President of ValueOptions of California since 2007. Additionally, during his 25-year career in behavioral health management, Steve held executive positions with several of the industry's leading managed behavioral health organizations, and was also a Clinical Psychologist in private practice. Steve was a former professional tennis player and now an avid golfer.

@dawk_rock
Anne Lim
Co-founder & Publisher
Anne Lim is one of Asia’s most respected publishers and is a key figure behind the success of luxury lifestyle magazine Prestige Hong Kong. Anne has played a managing role in a wide variety of regional and international media, from lifestyle and society publications to business and financial magazines. Anne became the youngest publisher of a major regional magazine when she took the helm of Asia Inc in 1997. During her years at Asia Inc, the magazine won numerous awards for editorial and design excellence.
@annelimchaplain

Gordon Lam
Co-founder & Creative Director
Previously the associate publisher and creative director for Prestige Hong Kong, Gordon Lam started in fashion design and began a parallel career promoting some of London’s hottest night clubs. Returning to Hong Kong in 1998, Gordon co-founded G Spot Production, managing creative development, show production, talent casting and PR and dragon-i, one of Hong Kong’s most popular and esteemed restaurants and clubs.
@bigdaddyglam

Paris Libby
Creative Director-at-large
Based in Los Angeles, Paris Libby began his career as a costume designer for independent films and TV shows. He has styled top celebrities such as Sharon Stone, Robert Downey Jr, George Clooney, Adrien Brody and Eva Longoria for red-carpet events including the Academy Awards, Golden Globes, Emmys and Grammys. Libby’s work as an art director and stylist has been published in Vogue, Elle, InStyle, Flaunt and Rolling Stone.
@paris_libby

Ian Findlay
Based in London, Ian Findlay has worked in publishing as a designer and art director for over 30 years. He has designed magazines for the UK market and numerous titles for businesses in the USA, South Africa and across Europe. He has also designed brochures most notably for M&S, Asprey, Richemont and Coutts and recently a large format book for the private equity company Terra Firma.
editorial team

Kieran Ho
Editorial Director
Style maven Kieran Ho and his creative eye comes to #legend previously from a comprehensive fashion background of design, buying and styling. Previously at South China Media, where he was the in-house stylist, he worked on publications such as Jessica and Marie Claire, orchestrating a multitude of fashion shoots ranging from covers, editorials to client-based projects. Kieran oversees the editorial and fashion coverage across print and digital platforms.

@kieranho

Yi Li Dawson
Digital Editor
Yi Li Dawson is the Digital Editor for #legend and manages #legend's digital and 360° multimedia offerings across fashion, luxury and lifestyle, with a focus on wellness and personality profiles, and continues to look after all marketing and event partnerships. Yi Li has been in the media and digital communications industry for over five years with previous roles in hospitality and online publishing.

@yildawson

Kim Bui Kollar
Fashion Director
Kim Kollar brings her years of experience as the fashion and special projects director at Pedder Group to #legend, overseeing the creative and innovative editorial and fashion aspect of the magazine. In addition to Kim’s vast fashion intel and network, she’s also previously held the esteemed position of Style Director for 3.1 Phillip Lim. When not spearheading legendary fashion spreads and brand collaborations, Kim can be found a regular fixture at fashion weeks across the globe.

@aka.kimbui

Marta Colombo
Features Editor
Marta Colombo is the Features Editor at #legend. Working on both #legend's print and digital platforms, she covers lifestyle with a focus on culture, music and film. Previously a freelancer, she joined #legend as a reporter last October. Marta also worked as an intern for CNN International in Hong Kong.

@martacols

star contributors

Calvin Wang
Fashion Editor-at-large
Previously a Lane Crawford buyer, Calvin Wang has his fingers firmly on the pulse of the most pioneering fashion trends across the region. The stylish gent and talented photographer can be seen taking over the @hashtag_legend Instagram account, offering exclusive behind-the-scenes snaps and captures of some of the world’s biggest fashion shows and events.

@clowverk

Caroline Li
Food Columnist
Girl-about-town Caroline Li has a passion for all things esculent. After training at Le Cordon Bleu in San Francisco, Caroline has worked in some of the city's top restaurants and continues her pursuit of culinary nirvana. Caroline's monthly food column in #legend has her espousing insights on all things gastronomical – from interviewing the founder of Hakkasan to introducing top restaurants to try in Hanoi.

@lovecazz

Sarah Engstrand
Contributing Editor
Sarah Engstrand, previously Deputy Editor of #legend's magazine and digital platform, works for #legend as a Contributing Editor. Previously in PR and communications for F&B and hospitality, she contributes regular features on dining, hospitality and travel for both print and online.

@sdengstrand
you dream it, we create it

<table>
<thead>
<tr>
<th>opportunities</th>
</tr>
</thead>
</table>

**integrate (360 packages)**

Streamline your message across our print, digital and value-added platforms.

**value-added**

**crossover creations**
Working with our creative team, brands can work singularly or together to design and market special edition products to our highly affluent and influential subscribers.

**events**
Our team is well versed in creating outstanding events – from intimate lunches to corporate breakfasts and black-tie galas.

**custom publishing**
Let #legend’s smarter storytelling and cutting edge design embolden your vision.

**digital**

**eDM**
Our subscriber database will be available for sponsored eDMs and puts brands in touch with a carefully targeted market segment.

**digitorial**
Editorial and multimedia presentations created for our partner brands.

**social media**
A survey-based social media platform that provides brands with valuable consumer insights.

**subscriber e-letter**
A weekly newsletter will be published to keep our subscribers up-to-date on everything trending in Hong Kong.
#legend events

### Media x Mumm Party
with Siwon Choi and MC Jin

### MGM Macau Opening and AmfAR with Liam Hemsworth and Siwon Choi

### Media x Mumm Party
with Siwon Choi and MC Jin

### MGM Macau Opening and AmfAR with Liam Hemsworth and Siwon Choi

### #legend 2nd Anniversary Party

### Thomas Sabo Grand Opening
with CL

### DNCE VIP Party

### #legend100hk
Awards Ceremony 2017

### Film Aid

### Art Central
with Bryanboy

### Private dinner
with Jeremy Renner
#legend

Demi Lovato

Joe Jonas

Jeremy Renner

Ruby Rose

Mail Online

just insted

InStyle

ONTD

WWW.COM

cuore

just jared

 Yahoo!

TRUMP MODELS

Mail Online

OK!

VANITY FAIR.it

MARKETING-interactive.com

music television

PEOPLE'S CHOICE

radio.com

msn

Sün

Mirror
Spring style is full of sporty details, utilitarian forms and nomadic functions.

PHOTOGRAPHER / KARL LAM  STYLING / KIM BUI KOLLAR

On Ani K:
- CÉLINE crocheted bra top (HK$16,500)
- CÉLINE chalk dress (HK$33,000)
- CÉLINE earrings (HK$7,400)
- CÉLINE Glove Bootie ankle boots (HK$8,700)

On Frederik:
- VALENTINO jacket (HK$21,800)
- VALENTINO shirt (HK$4,800)
- VALENTINO trousers (HK$5,400)

Lan Kwai Fong
rates in HK$ per insertion

<table>
<thead>
<tr>
<th>Standard advertising</th>
<th>1 Time</th>
<th>6 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page - ROP</td>
<td>HK$80,800</td>
<td>HK$76,800</td>
</tr>
<tr>
<td>Double page spread - ROP</td>
<td>HK$161,800</td>
<td>HK$153,800</td>
</tr>
<tr>
<td>Special Insertion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>HK$138,800</td>
<td>HK$131,800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>HK$108,800</td>
<td>HK$103,800</td>
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<tr>
<td>Inside Front Cover Spread</td>
<td>HK$220,800</td>
<td>HK$209,800</td>
</tr>
<tr>
<td>Content Page</td>
<td>HK$98,800</td>
<td>HK$93,800</td>
</tr>
</tbody>
</table>

sizes in mm (height x width)

<table>
<thead>
<tr>
<th>Type</th>
<th>Trimmed</th>
<th>Bleed</th>
<th>Type area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page - ROP</td>
<td>300 x 230</td>
<td>306 x 236</td>
<td>280 x 210</td>
</tr>
<tr>
<td>Double page spread - ROP</td>
<td>300 x 460</td>
<td>306 x 466</td>
<td>280 x 440</td>
</tr>
<tr>
<td>Front Cover Reverse Gatefold</td>
<td>300 x 227 + 227</td>
<td>306 x 230 + 230</td>
<td></td>
</tr>
</tbody>
</table>

guaranteed positions
Dependent upon availability of space and subject to the following surcharge:
Fixed position: 20%
Page facing editorial: 15%

digital format
File Format: PDF high quality print (modified) Images 300dpi or higher.
CMYK colour setting
Colour Proof: Digital proof with ISO 39L Standard (latest version) directly output from the pdf file
Our game-changing digital offering aims at reaching readers whose consumption of information goes beyond traditional media. With our editorial expertise, we tailor our production to what specifically works best for the online ecosystem – as distinct from print publishing: interactive multi-media stories, fast-twitch commentary, instantaneous coverage of exclusive events and shoppable features.

Unique monthly visitors – 80,000 / Monthly page views – 130,000
Hashtag Legend

facebook

# 335,000+ likes
# 1,500,000+ reach for Donnie Yen’s Top 5 Facts video
# 548,000+ reach for Coco Lee’s cover story in Chinese
# 232,000+ video views of Liam Hemsworth’s cover shoot BTS
# 75,000+ reach for Galile Lok’s go-to make up video

Performance compared to our competitors
@hashtag_legend

# 35,500+ followers
Age 18-34: 73%
55% women
game-changers, tastemakers, disruptors, instigators

Our young viewers define the 21st century retail lifestyle paradigm

**age**
- 29% 45 and above
- 71% 18 - 44

**gender**
- 39% Male
- 61% Female

**desktop vs mobile traffic**
- 20% Desktop / Tablet
- 80% Mobile
Clickable, behind-the-scenes, original storytelling
Creating original content and consulting on social media strategy for brands and influencers in Asia

PHILIPP PLEIN

IC MAGAZINE

ROGER VIVIER

SALVATORE FERRAGAMO

LANKWAIFONG.COM

#LEGEND100HK GIFS

BURBERRY

GUCCI

MARC JACOBS
#legend100 is a series of ground-breaking lists which use a combination of editorial integrity and hard data to rank influences with a focus on engagement ad quality content.
advertising opportunities
help us help you

# Homepage takeover (includes leaderboard banner, LREC and pop up advertisement)
# Skinner
# Middle banner
# Content Sponsorship
# Customized Video
# Slideshow advertisements
# eDM
# Write-up Advertorial
# Editor’s Pick
# All packages are flexible and customisable
<table>
<thead>
<tr>
<th></th>
<th>Homepage 50% SOV</th>
<th>ROS - 50% SOV - without homepage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 Weeks</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>HK$30,000</td>
<td>HK$55,000</td>
</tr>
<tr>
<td>LREC</td>
<td>HK$25,000</td>
<td>HK$45,000</td>
</tr>
<tr>
<td>Skinner</td>
<td>HK$25,000</td>
<td>HK$45,000</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>HK$20,000</td>
<td>HK$40,000</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>HK$20,000</td>
<td>HK$40,000</td>
</tr>
<tr>
<td>Parallax</td>
<td>HK$40,000</td>
<td>HK$80,000</td>
</tr>
<tr>
<td>Customized Video</td>
<td>upon request</td>
<td>upon request</td>
</tr>
<tr>
<td><strong>Customized Content</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Write-up Advertorial</td>
<td>HK$30,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Slide Show Ad</td>
<td>HK$5,000 / slide</td>
<td>N/A</td>
</tr>
<tr>
<td>eDM (12,000 database)</td>
<td>HK$18,000 one-off</td>
<td></td>
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<tr>
<td>Editor's Pick</td>
<td>HK$10,000 one-off</td>
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<tr>
<td>Top Carousel</td>
<td>HK$38,000</td>
<td>HK$80,000</td>
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<tr>
<td>Pop-up Ad</td>
<td>HK$30,000</td>
<td>HK$55,000</td>
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<tr>
<td><strong>Desktop 50% SOV</strong></td>
<td></td>
<td></td>
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<tr>
<td>Sticky adv under the bottom</td>
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<td>none</td>
</tr>
<tr>
<td>Top Stories</td>
<td>HK$15,000</td>
<td></td>
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<tr>
<td>Social Media</td>
<td>HK$15,000</td>
<td></td>
</tr>
</tbody>
</table>

*File Format: JPEG/HTML (for eDM)*
*Video File Format: MP4*
*File Size: Under 1000kb* (HK$1,000 handling fee for post boosting)
# Digital Ad Specifications

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wallpaper</strong>*</td>
<td>None</td>
</tr>
</tbody>
</table>
| **Size**: 1980 x unlimited px | None
| **Leaderboard Banner** | None |
| **Size**: 970 x 90 px | None
| **Top Carousell** | None          |
| **Size**: 1250 x 600 px | None
| **Mobile Sticky Ad** | None |
| **Size**: None | None |
| **Pop up**       | None            |
| **Size**: 920 x 640 px | None
| **Middle Banner** | None          |
| **Size**: 500 x 215 px | None
| **LREC**         | None            |
| **Size**: 300 x 600 px | None
| **Parallax***    | None            |
| **Size**: 1500 x 450 px | None
| **Bottom Banner** | None          |
| **Size**: 970 x 90 px | None
| **Mobile Take Over** | None |
| **Size**: None | None |

<table>
<thead>
<tr>
<th><strong>Homepage (width x height)</strong></th>
<th><strong>ROS (width x height)</strong></th>
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<td>None</td>
<td>None</td>
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* No wallpaper or skinner ads on mobile
** Skinner ad – image appears on the left and right of the page. Mobile skinner ads are not available
*** Cannot have Parallax ad and skinner ad running at the same time

**Materials must** be provided at least 7 working days before ads are launched or ad may be delayed

**Ad submit, Either**

- **a)** Format: JPEG conforming to specified dimensions
  - File size: No more than 1,000 kB
  - Landling URL

- **b)** Format: Responsive HTML code with iframe conforming to specified dimensions
  - File size: No more than 4,000 kB

Remark: Leaderboard banner, LREC, Middle Banner & Skinner are accept MP4 for Video (file size is less than 1 MB), SVG or GIF for animated pictures

**Other type of Ad**:

- **Editor’s Pick**
  - Product image against white background, product description
  - 1000 x 1000px

- **eDM**
  - Size: 594(W) x 736(H)px
  - File format: JPEG or HTML
  - File size: under 1,000KB
  - Additional material: Subject line, Alternate text and URL
Mobile

Take Over ad

Pop Up ad

Ad sequence

Sticky Ad
(stick on the bottom part of the mobile)

Return to Material requirement page
Tory Burch

The perfect balance of structure and easy chic. The Half Moon Striped Satchel is a new take on a favorite shape. Piped in smooth leathers, the colorful rayon ray style is detailed with double zip pockets and an optional, adjustable cross-body strap.

Buy Here
Van Cleef & Arpels invites you to embark on a wondrous journey with the Animal Kingdom.

#legend

Van Cleef & Arpels

L'ARCHE DE NOÉ
RACONTÉE PAR
VAN CLEEF & ARPELS
CONCEPTION & DESIGN
ROBERT WILSON

BOOK YOUR VISIT
to get on board for a joyful encounter with the animal kingdom
March 10th to 26th, 2017 - Asia Society Hong Kong Center

Community & Venue Partner

Asia Society
Hong Kong Center

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