

#legend

hashtaglegend.com

media kit 2025



we are #legend

hashtaglegend.com

Luxury fast-forward. **#legend** is the first multichannel luxury lifestyle media platform for likeminded global tastemakers and trendsetters. We bring a new level of expertise, engagement and connection through exclusive content that is edgy, unique, beautiful and relevant. We celebrate legends in all senses of the word – including celebrities, changemakers and brands.

Since launching in 2016, **#legend** has made a name for itself by covering luxury in a unique and provocative way that is dynamic, insightful and inclusive. Our striking photo shoots and thought-provoking features have made us the go-to magazine and online platform for likeminded tastemakers and trendsetters from across the globe.

After eight years in Hong Kong, **#legend** expanded its business to Thailand last year, launching its first bilingual English-Thai issue in September 2024. The Thai edition launched across print, online and social media with a seasoned team who are growing the publication's influence in the region.

covers

// print



// inside fashion



// digital





watch . jewellery . beauty . fashion



culture . celebrity . influencer



dining . travel





motors . design . tech

print distribution



40%
VIP

17%
New-stands /
Bookstores

5%
Promotions /
Business Partners

33%

Hotels, leading banks,
private clubhouses,
fitness clubs, serviced
apartments, spas and
salons, restaurants
and retail outlets



Hotels

Conrad Hong Kong
East Hong Kong Hotel
Four Seasons Hotel Hong Kong
Grand Hyatt Hong Kong
Island Shangri-La
JW Marriott Hotel Hong Kong
Landmark Mandarin Oriental
Mandarin Oriental
Mira Hong Kong
Murray, Hong Kong
Peninsula Hong Kong
Ritz-Carlton
Royal Garden HK
St. Regis
Upper House
W Hong Kong

Beauty & Fitness

Bruneblonde Salon
Busy Bee
Essentials
Hair Culture
Hair Corner
ii Alchemy hair & nail ii
hair & Nail
IL COLPO
iki hair by il colpo
Leonardo3 Museum Hair Corner
M.i Salon
Saloon Roarguns
Ten Feet Tall
via il colpo

F&B Outlets

Classified Restaurants
Elephant Grounds
Starbucks

Private Clubs

Aberdeen Marina Club
American Club Town Club
American Club Country Club
Cigarro Club
Clearwater Bay Golf & Country Club
Craigengower Cricket Club
Dynasty Club
Harbour City - Pacific Club
Hong Kong Aviation Club
Hong Kong Banker's Club
Hong Kong Country Club
Hong Kong Cricket Club
Hong Kong Football Club
Hong Kong Golf Club (Deep Water Bay)
Kowloon Cricket Club
Ladies' Recreation Club
Royal Hong Kong Yacht Club
Shek O Golf and Country Club
Soho House

Airport lounge

Cathay Pacific Hong Kong
Cathay Pacific San Francisco
Cathay Pacific Bangkok
Cathay Pacific Manila
Cathay Pacific Taipei
Cathay Pacific Singapore
Cathay Pacific Tokyo (Narita & Haneda)

Misc

Hong Kong Adventist Hospitals
Hong Kong Sanatorium & Hospital
CLUB ic
The Grounds
Simpson Marine Limited

reader interest

90%

own/collect luxury
watches & jewellery

89%

partake in fine dining at
least once a week

55%

own at least
one luxury car

93%

regular consumers of
luxury fashion brands

95%

shop brand name
beauty and grooming
product regularly

45%

existing art collectors or
have interest to invest
in the next 12 months

over 50%

own one or more
properties in Hong Kong



editorial calendar

JANUARY

**wellness
month**

FEBRUARY

love

MARCH

**women's
fashion & art**

APRIL

**men's
fashion**

MAY

**mother's day
& jewellery**

JUNE

**father's day
& watches**

JULY

#legend100

AUGUST

**beauty
awards**

SEPTEMBER

**women's
fashion**

OCTOBER

**men's
fashion**

NOVEMBER

**jewellery
& design**

DECEMBER

**festive
(Christmas)**

reader profile // print



age

18-25: 26%
26-45: 58%
46 & above: 16%

gender

Female: 54%
Male: 46%

position

C-Suite+: 30%
Senior Mgmt: 45%
Entrepreneur: 18%
Others: 7%



reader profile // online

age

18-25: 28%
26-45: 68%
46 & above: 4%

gender

Female: 58%
Male: 42%

device

Mobile: 80%
Desktop: 20%

position

C-Suite+: 17%
Senior Mgmt: 65%
Entrepreneur: 16%
Others: 2%

avg. visitors
per month

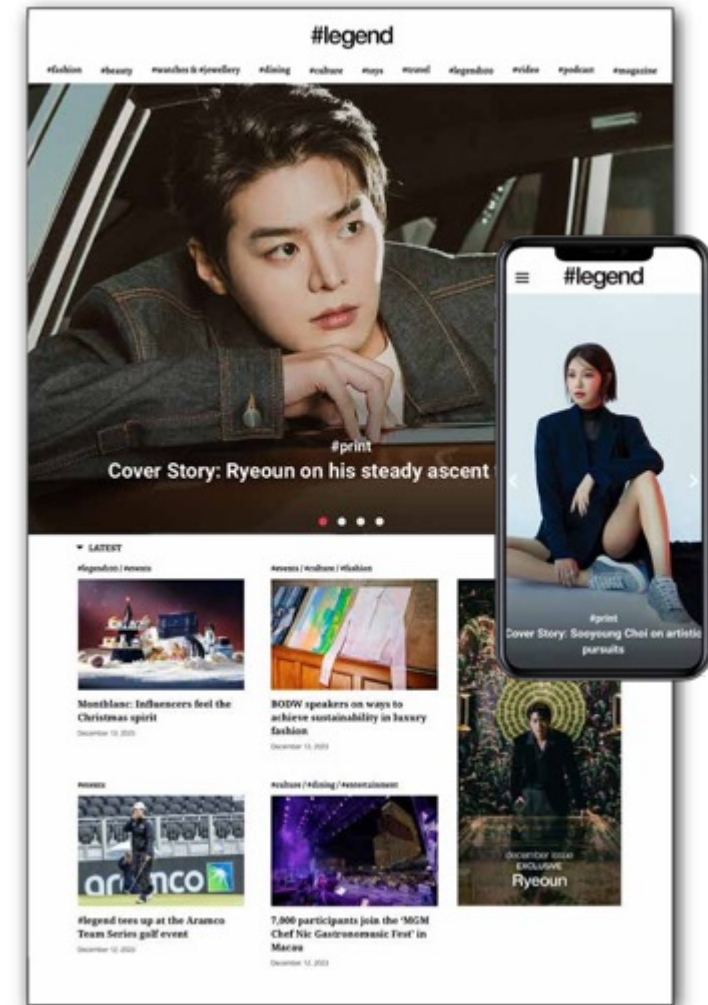
310,000

avg. page views
per month

720,000

total
subscribers

31,000



reader profile // social

instagram

Followers: 123k

age

18-25: 22%
26-45: 58%
46 & above: 20%

gender

Female: 61%
Male: 39%

facebook

Followers: 286k

age

18-25: 43%
26-45: 46%
46 & above: 11%

gender

Female: 54%
Male: 46%

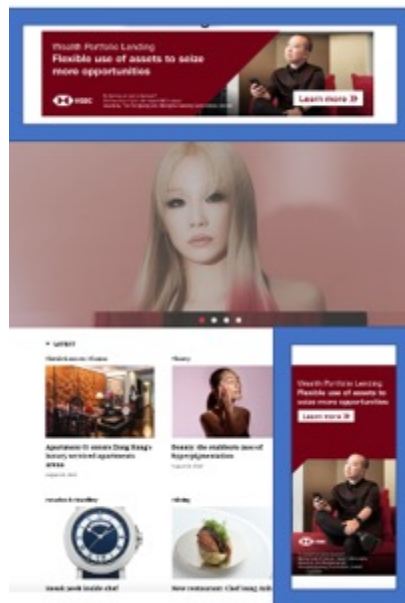
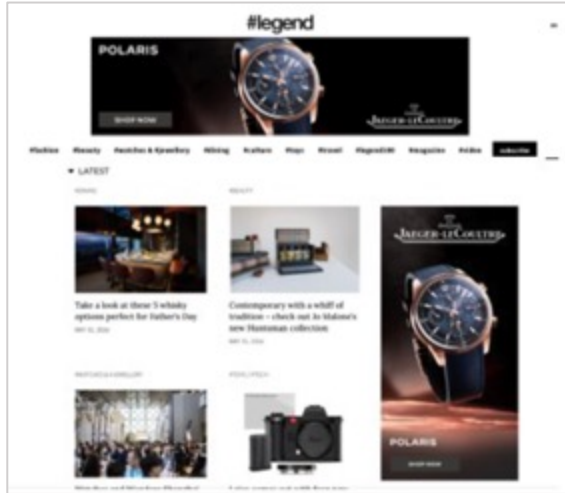


key offerings

print advertising



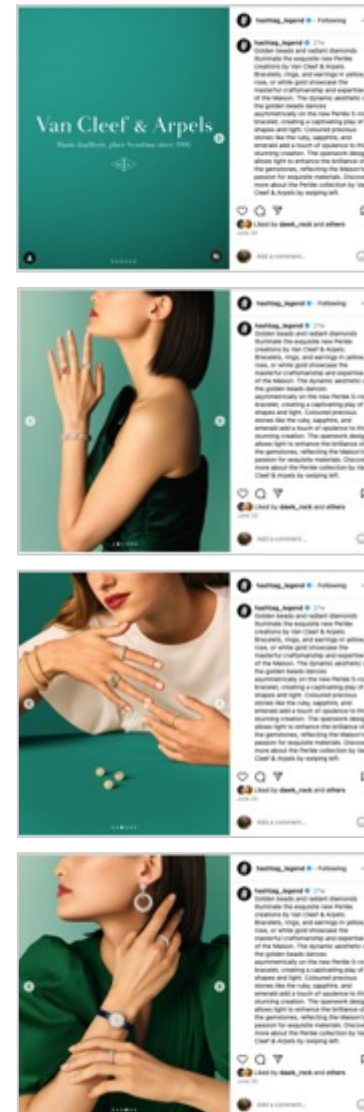
online advertising



custom publishing



social media advertising



events



key offerings // events

Mother's Day panel

organised by #legend in collaboration with Lubuds and Chow Tai Fook



K-Swiss Re-born

#legend organized photoshoots for HK celebrities in Macau



Medicube Pop-up

produced at Moko Mall as part of #legend's private label service



The Macallan House Launch

#legend arranged coverage as well as HK and Korean celeb participation



HKJC Season finale event

#legend organised the event, guest attendance and entertainment for the evening at the Happy Valley Racecourse



Macallan Singapore pop-up event (Time & Space)

#legend arranged the participation of Korean celebrities Lee Jin Uk and Park Sung Hoon



#legend TH

launches its first print issue in Bangkok with a start-studded launch party and billboard ad campaign



#legend HK arranged the attendance of two Korean stars for the **Max&Co fashion show** held in Hong Kong

>2025



events // **Medicube**

Activity:

Medicube's first pop-up store in Hong Kong

New to the Hong Kong market, Korean beauty tech company Medicube approached **#legend** for professional consultancy and event execution for their first pop-up store in Hong Kong.

#legend provided a complete suite of services for the Korean beauty brand including: venue scouting and negotiation, pop-up design and production, vendor liaison, event logistics, as well as media and influencer invitation. Located at the highly-trafficked K11 Art Mall, the pop-up store attracted huge crowds across the 2-week period. The CEO also flew in for an exclusive interview with **#legend** to share the success and future plan of the brand.





events

// **Boghossian Palace Voyage**

Activity:

Boghossian trunk show

Swiss jeweler Boghossian created “Palace Voyages” a high jewellery collection drawing inspiration from grandiose palatial architecture stretching from Beijing to Brighton. The brand hosted an event at the Mandarin Oriental Bangkok where the “Grand Court”, a piece unique that pays homage to Bangkok’s Grand Palace, was shown to a select group of VIP guests.

#legend was tasked to recruit 30 guests from high society as well as potential customers to attend the event.

private label

special projects
// **Mikimoto**

Activity:
Ad campaign shoot with Mikimoto global
ambassadors Dilraba Dilmurat and Song Wei Long

Location:
Shanghai, China

Creative direction for the photos and videos shoot,
line up production in China, content creation
including print, digital and social by **#legend**





celebrity

events
// **The Macallan**

Activity:
Grand opening launch event
of the Macallan House Hong Kong

The Macallan's Hong Kong flagship, The Macallan House was created by the whiskey-maker to provide an immersive experiential space that aims to transport visitors into the heart of the iconic Speyside distillery and understand its mastery.

#legend was tasked to engage both local and international celebrities to attend the event and to participate in media interviews. **#legend** flew in hit actors **Lee Jae-Wook**, of *Alchemy of Souls* fame, and **Ryeoun** from *Twinkling Watermelon* from South Korea and brought Hong Kong actress **Louise Wong**, winner of the Best New Performer award at the 2022 Hong Kong Film Awards.

celebrity

events
// **The Macallan Singapore**

Activity:
Macallan Singapore 200 years

Location:
Singapore

For the celebration of Macallan 200-year anniversary event held in Singapore, **#legend** Hong Kong was tasked to recruit Korean celebrities, **Lee Jin Uk** and **Park Sung Hoon** to participate in touring of the Macallan 200-year anniversary exhibition. The **Squid Game 2** actors were invited to participate in press interviews, photo sessions and the tour of the new Macallan House Singapore the day after the event.





celebrity

special projects
// **Fred**

Activity:
Regional Celebrity Campaign

#legend leveraged its celebrity network across the Asia Pacific region to produce a photoshoot campaign promoting Fred's Force 10 collection

Markets included:
HK, Korea, Australia, Taiwan and Singapore.

Full production, planning and execution by **#legend**

signature events
// **#legend100**

#legend100 began as a measure of top digital players on Instagram and has since become the authoritative index of Hong Kong's most influential key opinion leaders. Digital influencing has grown from a niche subset of participants to an industry of its own that now sees leaders, celebrities and socialites alike magnifying their influence across social platforms.

Our index follows the tremors and shifts in the social media landscape and showcases a carefully curated cohort of 100 influencers across Hong Kong from established players to new-comers in an annual print issue.

In addition to the **#legend100** microsite that was launched in 2020 where each influencer is individually profiled alongside regularly updated feature stories of the 100, we take our list IRL with an eagerly anticipated annual party.





signature events
// **#legend anniversary**

#legend has been celebrating the milestones it has achieved as a leader of luxury lifestyle publishing and giving thanks to supporters of the publication with an annual anniversary party since 2016. This evening brings together many of the city's most esteemed celebrities, influencers, leaders of business, partners and friends of the magazine for an evening of entertainment and fun.





signature events
// **#legendchats**

Grounded in the magazine's roots as a champion of local and Asian creativity, **#legendchats** invites leading players in the creative industry to participate in fireside chats moderated by our Editor-in-Chief. These conversations delve into the speakers' experience and expertise and discussion topics cover everything from art, beauty, fashion with an aim to promote Asian brands, voices and talents and support the future of creative industries.





events
// **Hong Kong Jockey Club**

Activity:
Hong Kong Jockey Club Happy Valley
Racecourse Happy Wednesday Parties

From season opening to season finale, **#legend** was tasked with inviting guests for numerous fun-filled Wednesday nights at the Happy Valley Racecourse. Guests enjoyed evenings organised by **#legend** at the racecourse's multiple venues including the Beer Garden with its stunning track-side view of the races, Club Adrenaline for thrilling entertainment-filled parties as well as the Sponsors Box for intimate dinners.

#legend would propose and execute different event concepts for each Happy Wednesday party. Sensational entertainment from DJs and live singing to contortion and illusion performances, were arranged to ensure guests were wow-ed each time.



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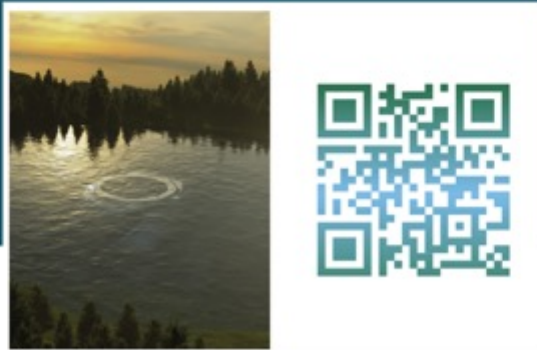


special projects
// **Audemars Piguet**

Activity:
Audemars Piguet Royal Oak
50th Anniversary CGI WebAR Cover

To celebrate the 50th anniversary of the Audemars Piguet Royal Oak, **#legend** partnered with the Swiss watchmaker to create the magazine's first AR enabled cover. Readers are directed to scan their phone cameras on the visual for a unique immersive digital experience.

Full production, planning and execution by **#legend**



rates // print

Rates in HKD per insertion

SPECIAL INSERTION

	1 x insertion	3 x insertion	6 x insertion
Inside front cover spread	180,000	170,000	160,000
1 st double page spread	130,000	115,000	108,000
2 nd double page spread	100,000	98,000	93,000
Editor's letter	92,000	87,000	84,000
Masthead	86,000	81,500	77,200
TOC 1	72,000	68,000	64,000
TOC 2	70,000	68,000	66,000
Inside back cover	35,000	30,000	28,000
Outside back cover	140,000	135,000	128,000

STANDARD INSERTION

	1 x insertion	3 x insertion	6 x insertion
Full page - ROP	25,000	23,000	20,000
Double page spread - ROP	60,000	58,000	54,000
Advertorial	56,000	54,000	52,000

SPECIFICATIONS

Frequency: 12 months a year	Booking: Six weeks preceding the month of publication
Colour: Four colour	Cancellation: No cancellation accepted after 10 weeks preceding the month of publication
Binding: Perfect Binding	Material: Five weeks before publication date

GUARANTEE 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, with CMYK colour setting
Colour Proof: Digital proof with iSO 39L Standard (latest version) directly output from the pdf file

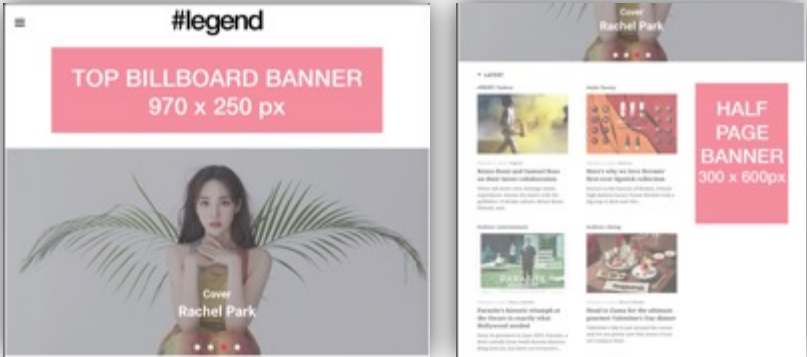


rates // digital

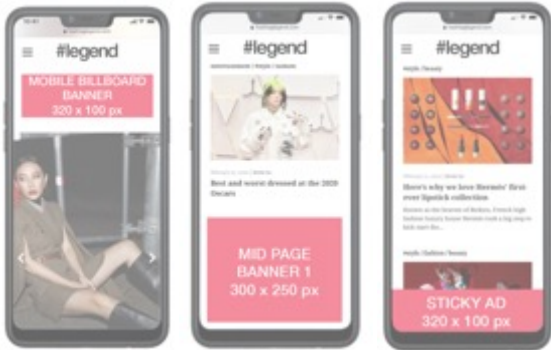
Rates in HKD per insertion

Online DISPLAY ADVERTISING	Dimension (Desktop) width x height	Dimension (Mobile) width x height	Format	CPM	Notes
Billboard banner	970 x 250 px	320 x 100 px	jpeg, gif	HKD\$380	
Half page banner	300 x 600 px	300 x 600 px	jpeg, gif	HKD\$320	
Homepage carousel	1250 x 600 px		jpeg, gif	Weekly rate of HKD\$30,000	Under 2mb
Online advertorial	n/a	n/a	jpeg	HKD\$40,000	Materials provided by client
Standalone eDM	600 x 800	n/a	jpeg, gif	HKD\$46,500	Under 2mb
Social media DISPLAY ADVERTISING	Format	Pixel density	Aspect ratio	Rates	Notes
Instagram image post	jpeg	1080 x 1080 px	1:1	HKD\$30,000	Materials provided by client
Instagram video post	MP4, MOV within 250mb	1080 x 1350 px	4:5	HKD\$35,000	Materials provided by client
Instagram stories	MP4, MOV within 250mb	1080 x 1920 px	9:16	HKD\$15,000	Materials provided by client
Facebook image post	jpeg	1200 x 630 <i>or</i> 1080 x 1080 px	4:5 <i>or</i> 1:1	HKD\$30,000	Materials provided by client
Facebook video post	MP4, MOV within 250mb	1080 x 1920 px	9:16	HKD\$35,000	Materials provided by client

Desktop



Mobile





some of the brands// we work with

AUDEMARS PIGUET
Le Brassus

JB
BLANCPAIN

BOUCHERON
PARIS DEPUIS 1858

BUCCELLATI
MILANO DAL 1919

BVLGARI

Cartier

Ferrari

GUCCI

Hennessy

香港賽馬會
The Hong Kong Jockey Club

HUBLOT

LOUIS VUITTON

The
MACALLAN
HIGHLAND SINGLE MALT
SCOTCH WHISKY

Marriott
INTERNATIONAL

新世界發展有限公司
New World Development Company Limited

PATEK PHILIPPE
GENEVE

澳娛綜合度假股份有限公司
SJM RESORTS, S.A.

qeelin

RICHARD MILLE

RIMOWA

TOD'S

VACHERON CONSTANTIN
GENÈVE

Van Cleef & Arpels

WYNN PALACE
COTAI



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