

#legend

media kit
2020





We are #legend

#legend is a disruptive and innovative 360°-multimedia platform that features the essentials in luxury lifestyle. Today, as an omnichannel across the print and online space, #legend targets on the forward-looking millennial and delivers thought-provoking content, events and activations. Living in the fast-paced digital era, #legend strives to inspire, influence and engage the new generation around the world.

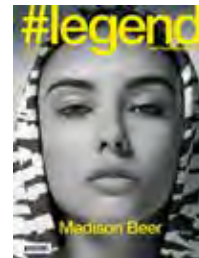
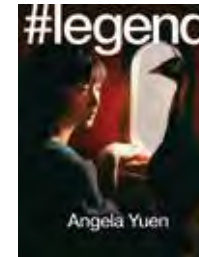
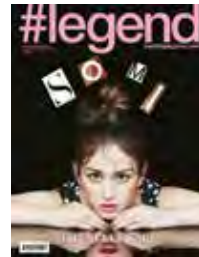
Our bi-monthly print publication is distinguished by its contemporary design, intelligent features, lively columns and on-the-pulse stories, seamlessly complemented by an online platform of breaking news, fast-twitch commentary, video interviews and innovative digital editorials.

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.

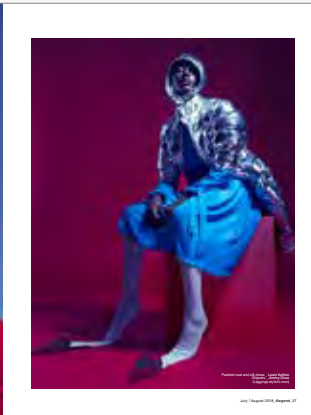
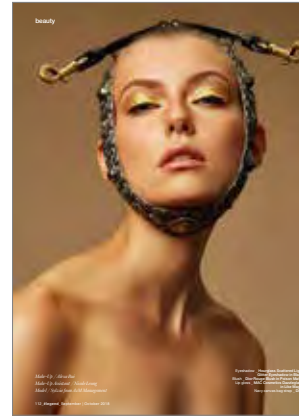
Time is today's ultimate luxury. Our passion makes your time better spent.

Inspiring change and disrupting industries – the stuff of legend.

Hall of #legend



fashion



fame



beauty

beauty

Jennifer Tse x Clé de Peau Beauté




CLÉ DE PEAU BEAUTÉ is a luxury skincare brand that has been a pioneer in the world of high-end skincare for over 50 years. The brand's philosophy is to create products that are not only effective but also a pleasure to use. This is reflected in the brand's packaging, which is designed to be both functional and beautiful. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

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November 2018, #tagad, 212

skincare



SUBLIMINAL
Anytime, anywhere: Chanel's formula for success

HAPPENING IN A HAD NOTHING to do with the success of Chanel Subliminal. La Cérise Yves, the perfume line's first fragrance, is a perfect example of the brand's commitment to excellence. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

November 2017, #tagad, 215

potions



#father's favourite
Ditch the lame tie – or worse, a mug – and treat dad to a gift as sure as he thinks he is

1. CIRE TRUENON
A fragrant scent in a minimalist bottle that he'll be proud to display, the perfume brings together a harmony of textures. Flower with the elegance of soft woods and smooth accents. A scent that could quickly become his signature. It's perfect for the country gentleman who would fit right in on the grounds of a grand estate.

2. RALPH LAUREN Purple Label
A fragrant scent in a minimalist bottle that he'll be proud to display, the perfume brings together a harmony of textures. Flower with the elegance of soft woods and smooth accents. A scent that could quickly become his signature. It's perfect for the country gentleman who would fit right in on the grounds of a grand estate.

3. PENELLOPE'S Begonia's Type
Part of the new Histoires de Parfums collection, this one is for deeper tones. Begonia's Type is a mix of roses and patchouli, creating a soft and sensual scent. A scent that could quickly become his signature. It's perfect for the country gentleman who would fit right in on the grounds of a grand estate.

4. MAISON FRANCIS KURKDIAN
One for the fathers, this fragrance is a mix of roses and patchouli, creating a soft and sensual scent. A scent that could quickly become his signature. It's perfect for the country gentleman who would fit right in on the grounds of a grand estate.

5. LOUIS VUITTON
The new fragrance collection for men captures the spirit of travel in every elegant bottle. New, roses of Moroccan King, and patchouli Begonia's Type transform into a soft and sensual scent. A scent that could quickly become his signature. It's perfect for the country gentleman who would fit right in on the grounds of a grand estate.

30, #tagad, June 2018

beauty



Alta's Hero Products

Alta's Hero Products is a line of skincare products that are designed to be both effective and beautiful. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin. The brand's packaging is designed to be both functional and beautiful.

November 2017, #tagad, 215

beauty



GOOD VIBRATIONS
Italy's best kept beauty secret launches in Hong Kong, celebrates SARAH ENGLAND

IN THE CENTRE of Italy, in the province of Frosinone, just south of Rome, is an ancient quarry named Cava di Marone. It is here that the brand's founder, Sarah England, discovered the secret to creating the perfect fragrance. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

31, #tagad, June 2018

beautique



#plastic not fantastic
The latest trend in beauty has nothing to do with cosmetic formulas. Brands are on to the environmental movement, reducing their plastic use, and embracing a culture of reducing and reusing – here are a few of our favourites

1. VIMARKS
The brand's founder, Sarah England, discovered the secret to creating the perfect fragrance. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

2. KAJA WEISS
The brand's founder, Sarah England, discovered the secret to creating the perfect fragrance. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

3. KARI OKAN
The brand's founder, Sarah England, discovered the secret to creating the perfect fragrance. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

4. AYUDA
The brand's founder, Sarah England, discovered the secret to creating the perfect fragrance. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

5. ALEXP
The brand's founder, Sarah England, discovered the secret to creating the perfect fragrance. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin.

32, #tagad, April 2018

beauty

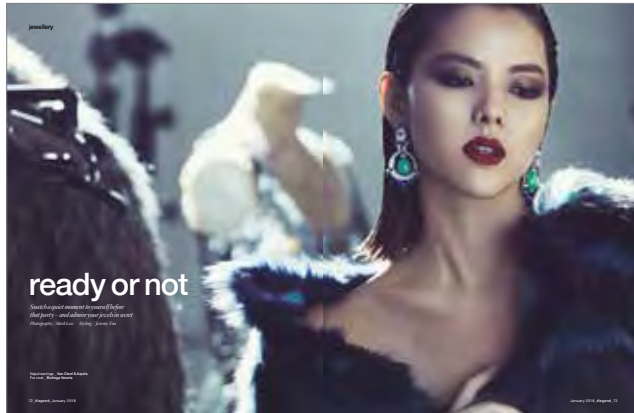


PLUMP, TINT, SHINE!
Makeup that's as fun as it is effective

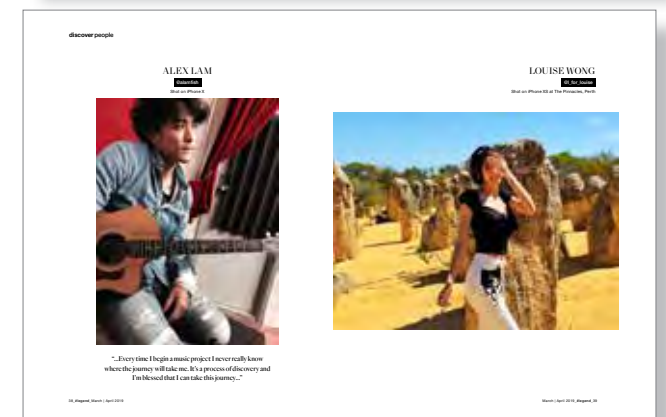
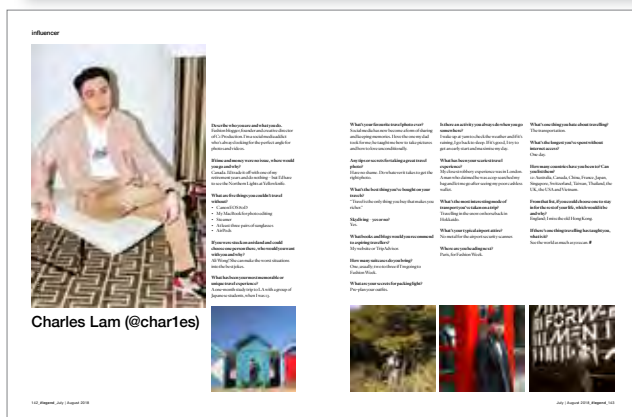
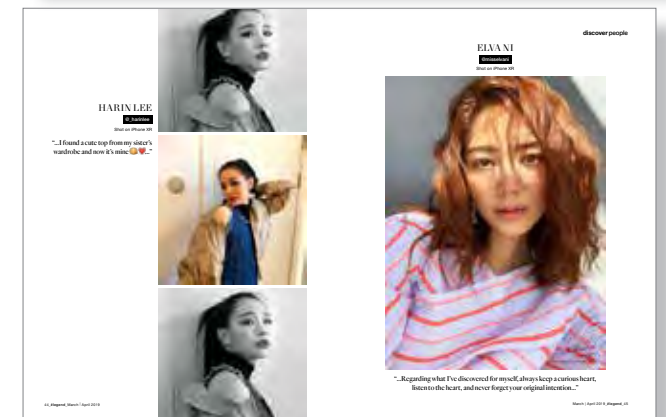
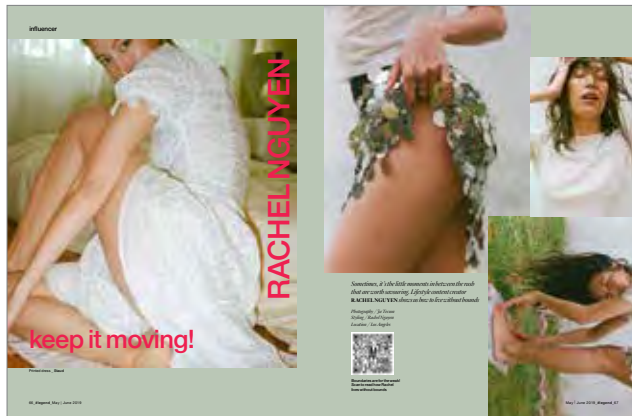
PLUMP, TINT, SHINE! is a line of makeup products that are designed to be both effective and beautiful. The brand's products are made from the finest ingredients and are formulated to provide the best possible results for the skin. The brand's packaging is designed to be both functional and beautiful.

33, #tagad, April 2018

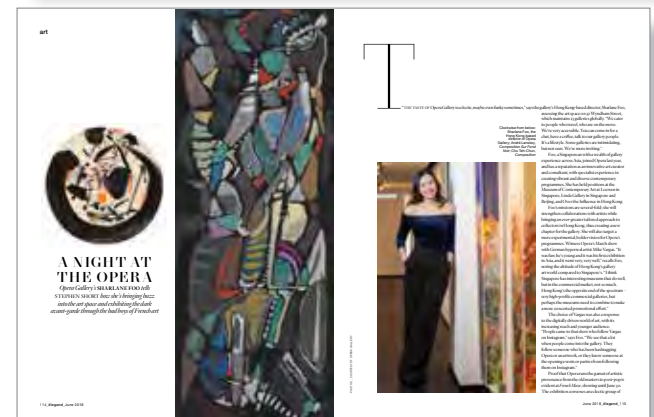
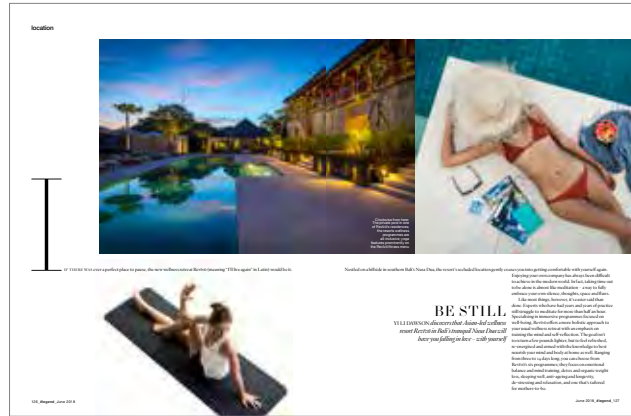
jewellery & watches



influencer



culture

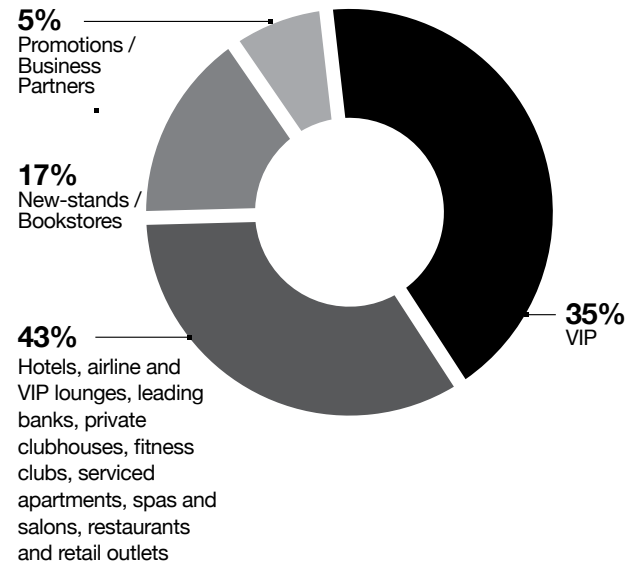


location

PHYSICAL LOCATIONS



Circulation – 31,800 copies



BULK DISTRIBUTION

Hotels

Conrad Hong Kong
East Hong Kong Hotel
Four Seasons Hotel Hong Kong
Grand Hyatt Hong Kong
InterContinental 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
Upper House
W Hong Kong

Beauty & Fitness

Bruneblonde Salon
Ten Feet Tall

F&B Outlets

Polo Bar, Central
Starbucks

Private Clubs

Aberdeen Marina Club, The
American Club Town Club
American Club Country Club
American Club International
Cigarro Club
Clearwater Bay Golf & Country Club
Craigengower Cricket Club
Discovery Bay Recreation Club
Dynasty Club
Harbour City - Pacific Club
Hong Kong Aviation Club
Hong Kong Banker's Club
Hong Kong Country Club, The

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
Voting Members' Box at Shatin Racecourse

Misc

Hong Kong Adventist Hospitals
Hong Kong Sanatorium &
Matilda International Hospital

Gala dinners

China Coast Community Charity Gala
Dorian Ho Bridal Gala
Hong Kong Cancer Fund Gala
Romanov Ball
Youth Diabetes Action Spring Fling

Events

10x10 pitch night
Art Central
Brazaville Foundation Gala
Centrestage fashion expo
Conscious Creativity Festival
DNCE Private Party
FilmAid Gala
HK APA Ball
Jimmy Choo anniversary party
Men of Hope
Peak 24
Polo After Dark
Rolls-Royce
SPCA 95th Anniversary Exhibition
The Innovation

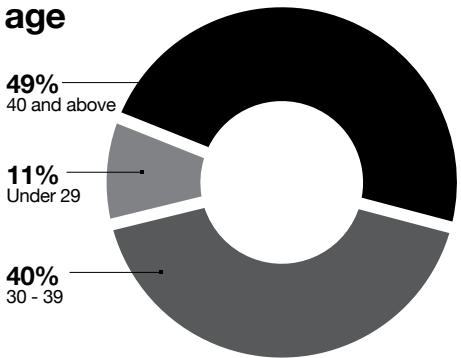


readerships

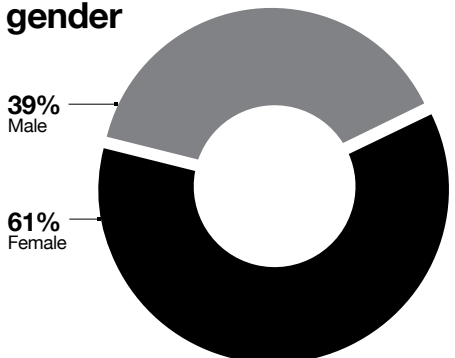
LEADERS, TITANS, PIONEERS

Our HNWII readers define the 21st century retail lifestyle paradigm

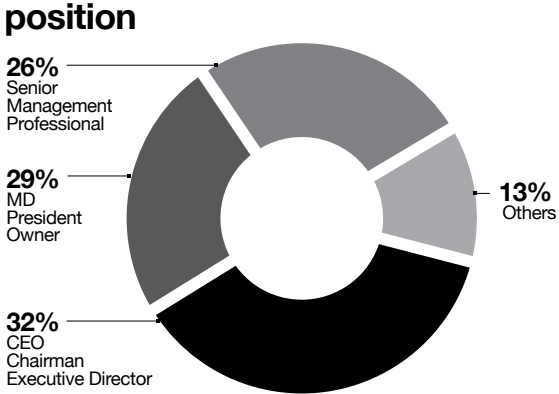
age



gender



position



CONSUMER EXPENDITURE

79%
Luxury fashion

68%
Luxury watch and fine jewellery

82%
Beauty

89%
Wellness, dining and travel

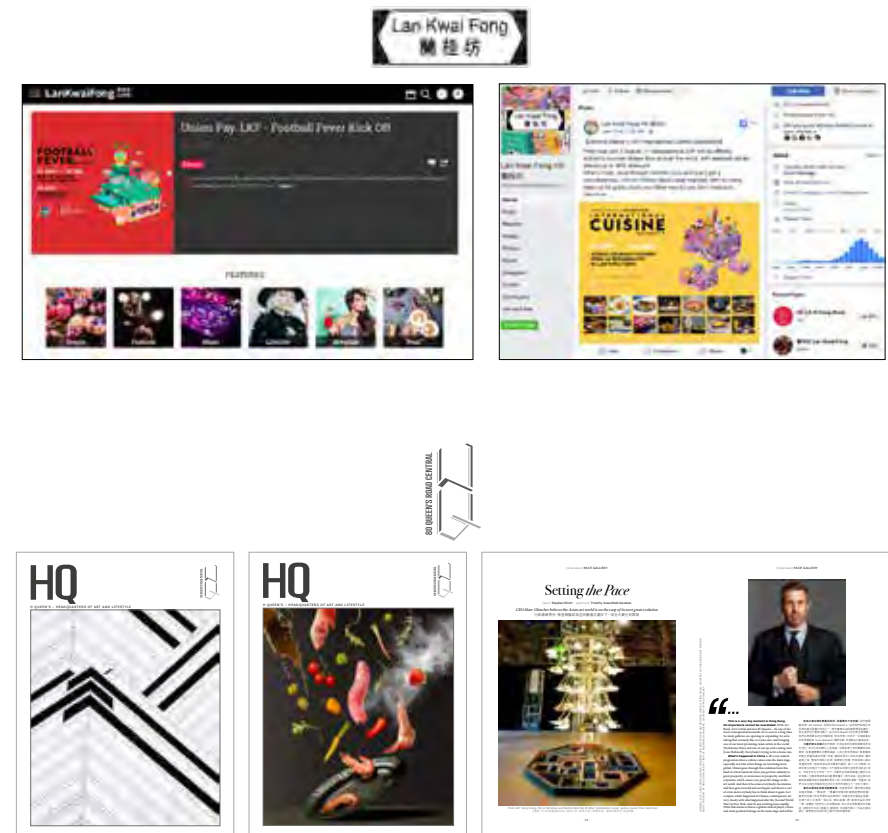
21%
Yacht, private jet and automobile

HK\$4 million & above
Average annual household income

reshares



custom content



recent projects

ROSEWOOD RESIDENCES *HONG KONG*

Celebrity alignment: Hyo-Joo Ko

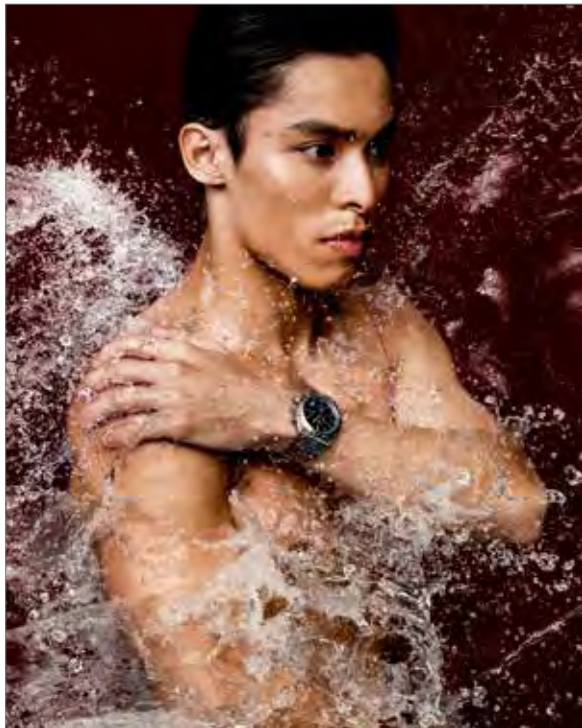
Following: 559K

Engagement rate for post: 4.06%

Views: 55,082



recent projects



Sky Ho



Stephanie Au



Leo Fung

events

ARTUS

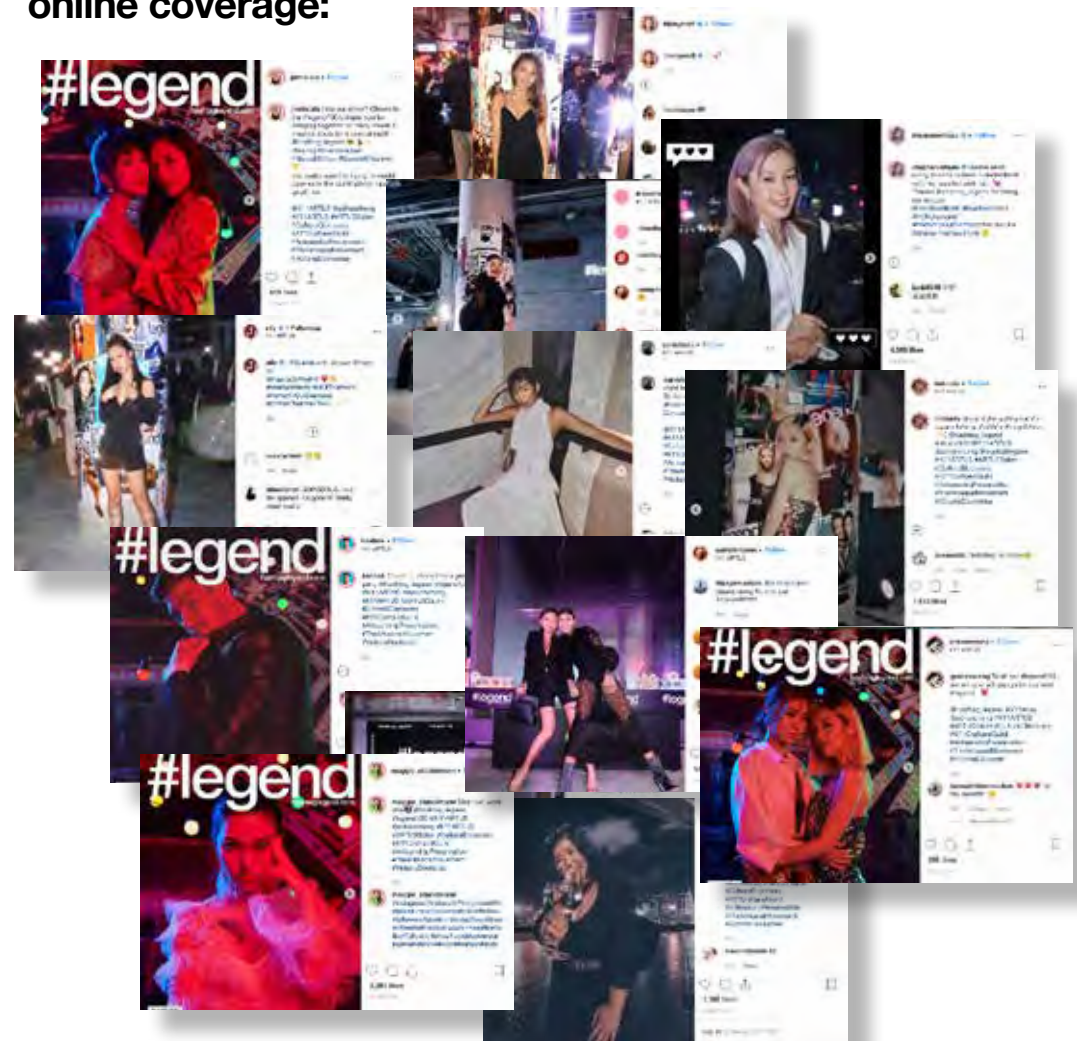
— K11 —

#legend100

In celebration of Hong Kong's top 100 most influential figures, #legend held an exclusive #legend100 party at Hong Kong's newly opened luxury residence K11 ARTUS.



online coverage:



events



Media x Mumm Party
with Siwon Choi and MC Jin



MGM Macau Opening and AmfAR with Liam Hemsworth and Siwon Choi



DFS: Masters of Time X exhibition in Macau with Phillip Lim & Pokras Lampas



Thomas Sabo's Flagship Opening and Dinner with CL



Philipp Plein Singapore Store Opening and Party with HyoYeon Kim



Art Central X Ralph Lauren with Bryan boy & Pokras Lampas



Men of Hopes 2018
Winner Edward Man



opportunity

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.

digital

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.

rate

specs

Frequency: 8 issues a year
Colour: Four colour
Binding: Perfect binding

deadlines

Booking: Six weeks preceding the month of publication
Cancellation: No cancellation accepted after 10 weeks preceding the month of publication
Material: Five weeks before publication date

rates in HK\$ per insertion

Standard advertising

Full page - ROP

1 Time

HK\$80,800

6 Times

HK\$76,800

Double page spread - ROP

HK\$161,800

HK\$153,800

Special Insertion

1 Time

6 Times

Outside Back Cover

HK\$138,800

HK\$131,800

Inside Back Cover

HK\$108,800

HK\$103,800

Inside Front Cover Spread

HK\$220,800

HK\$209,800

Content Page

HK\$98,800

HK\$93,800

For Front Cover , Inside Front Cover and other prime position, please contact Sales Team

sizes in mm (height x width)

Type	Trimmed	Bleed	Type area
Full page - ROP	300 x 230	306 x 236	280 x 210
Double page spread - ROP	300 x 460	306 x 466	280 x 440
Front Cover Reverse Gatefold	300 x 227 + 227	306 x 230 + 230	

guaranteed positions

Dependent upon availability of space and subject to the following surcharge:

Fixed position: 20%

Page facing editorial: 15%

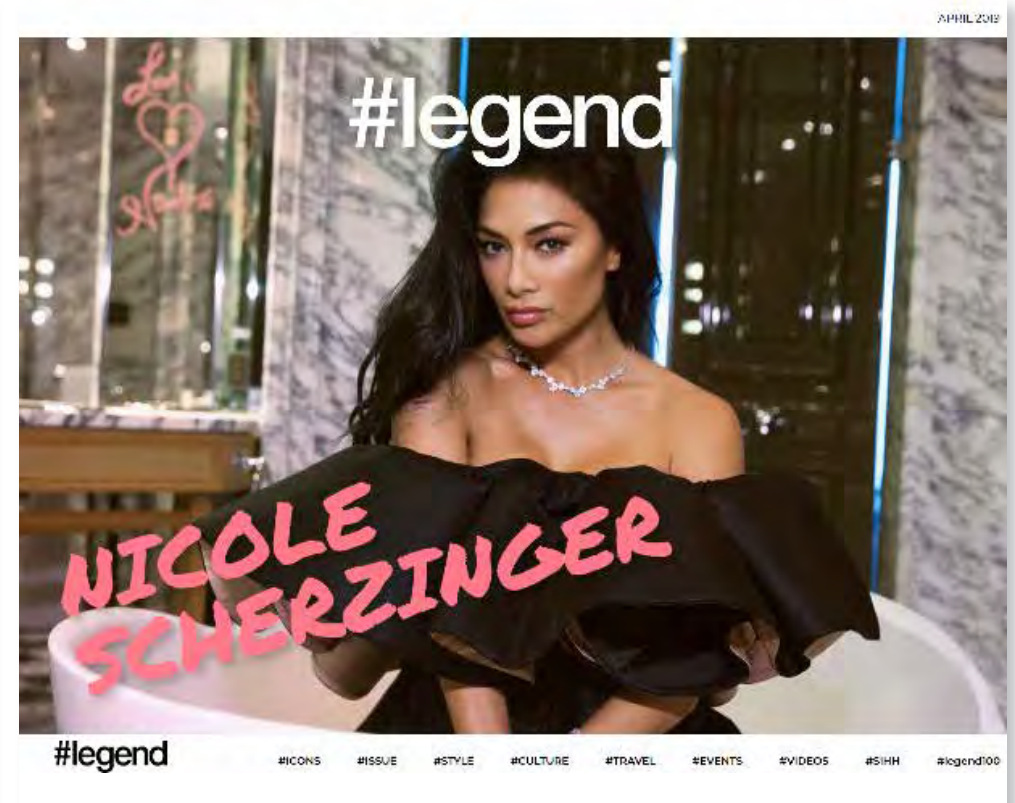
digital format

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

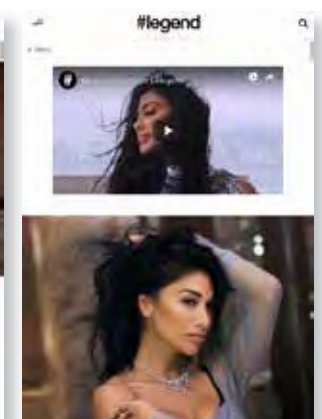


website

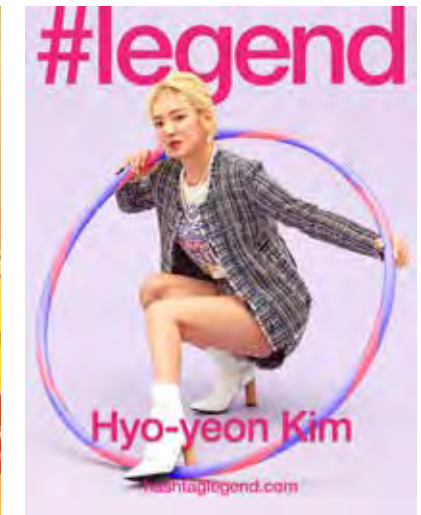
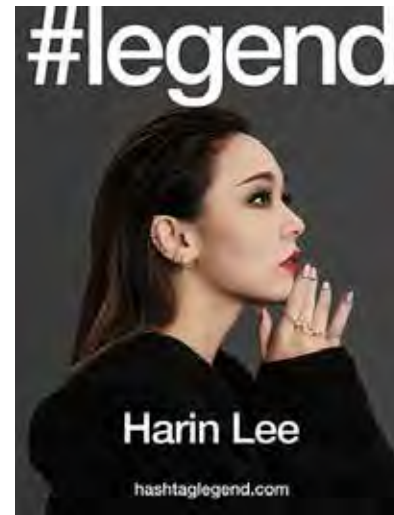


Our game-changing digital offering aims at reaching readers whose consumption of information goes beyond traditional media. With our editorial expertise, we tailor our production to what specifically works best for the online ecosystem – as distinct from print publishing: interactive multi-media stories, fast-twitch commentary, instantaneous coverage of exclusive events and shoppable features.

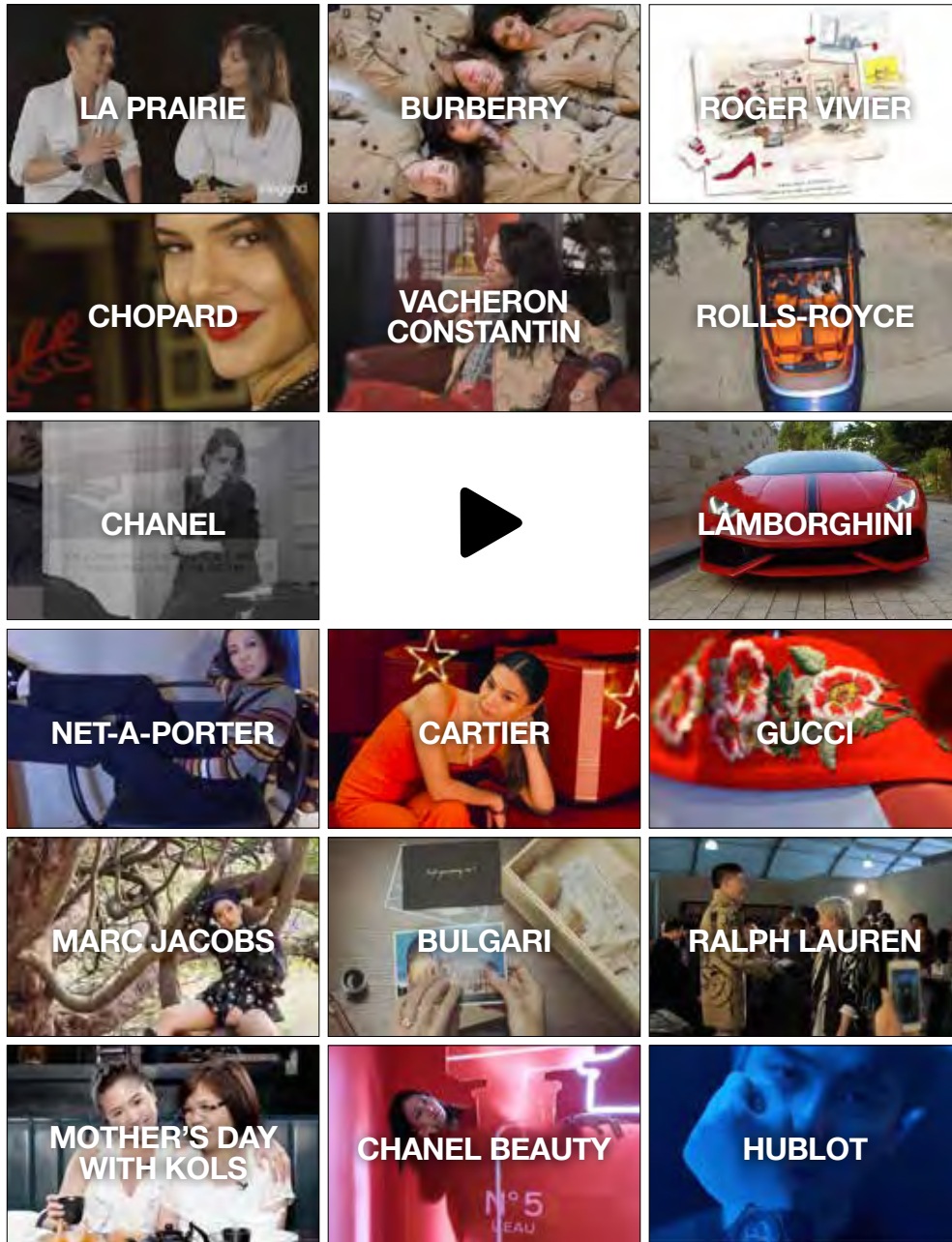
Unique monthly visitors – 80,000 / Monthly page views – 130,000



digital exclusive



video content



social media content creation

Creating original content and consulting on social media strategy for brands and influencers in Asia

PHILIPP PLEIN



IC MAGAZINE



TIFFANY & CO.



SALVATORE FERRAGAMO



LANKWAIFONG.COM



#LEGEND100HK GIFS



MARC JACOBS



BURBERRY



GUCCI



facebook

f Hashtag Legend



milestones

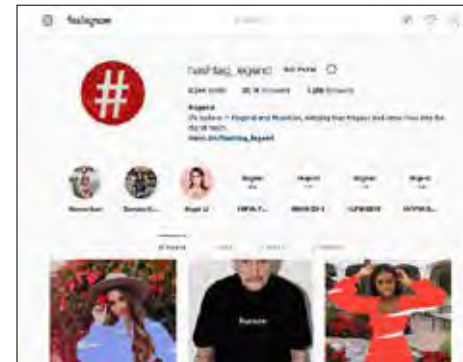
- # 335,000+ likes
- # 1,500,000+ reach for Donnie Yen's Top 5 Facts video
- # 548,000+ reach for Coco Lee's cover story in Chinese
- # 232,000+ video views of Liam Hemsworth's cover shoot BTS
- # 75,000+ reach for Gaile Lok's go-to make up video

Performance compared to our competitors

Pages to Watch				
Compare the performance of your Page against top social media Pages in your category				
Rank	Page	Total Page Likes	Post-Like Rate	Engagement This Week
1	# Hashtag Legend	15,118	1.10%	17%
2	Luxury Lifestyle	11,111	1.10%	1.1%
3	Hong Kong Times	9,111	1.10%	1.1%
4	Lifestyle Asia	1,111	1.10%	1.1%
5	Prestige Hong Kong	1,111	1.10%	1.1%

instagram

📷 @hashtag_legend



Link in bio



38.1K followers
Age 18-34: 71%
Women: 57%

Top Countries:

1. Hong Kong: 18%
2. United States: 18%
3. United Kingdom: 13%

Top Cities:

1. Hong Kong: 18%
2. New York: 11%
3. London: 5%



online readership

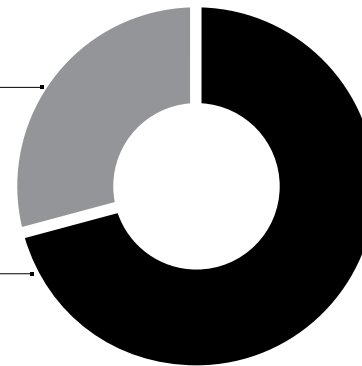
game-changers, tastemakers,
disruptors, instigators

Our young viewers define the 21st century retail lifestyle paradigm

age

13%
45 and above

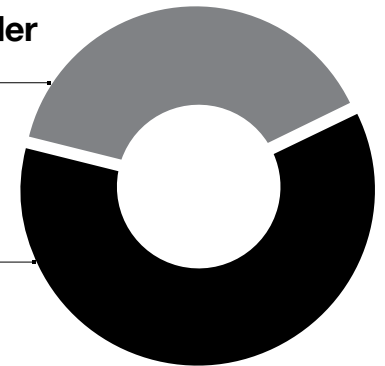
87%
18 - 44



gender

42%
Male

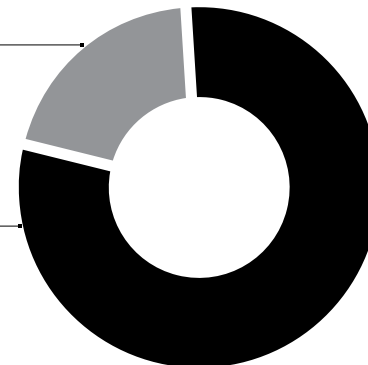
58%
Female



desktop vs mobile traffic

23%
Desktop /
Tablet

77%
Mobile

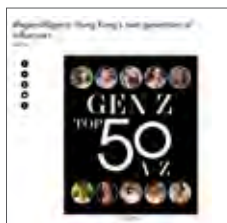
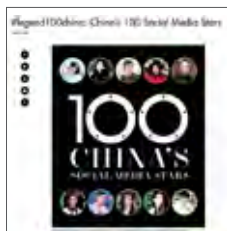


#legend100

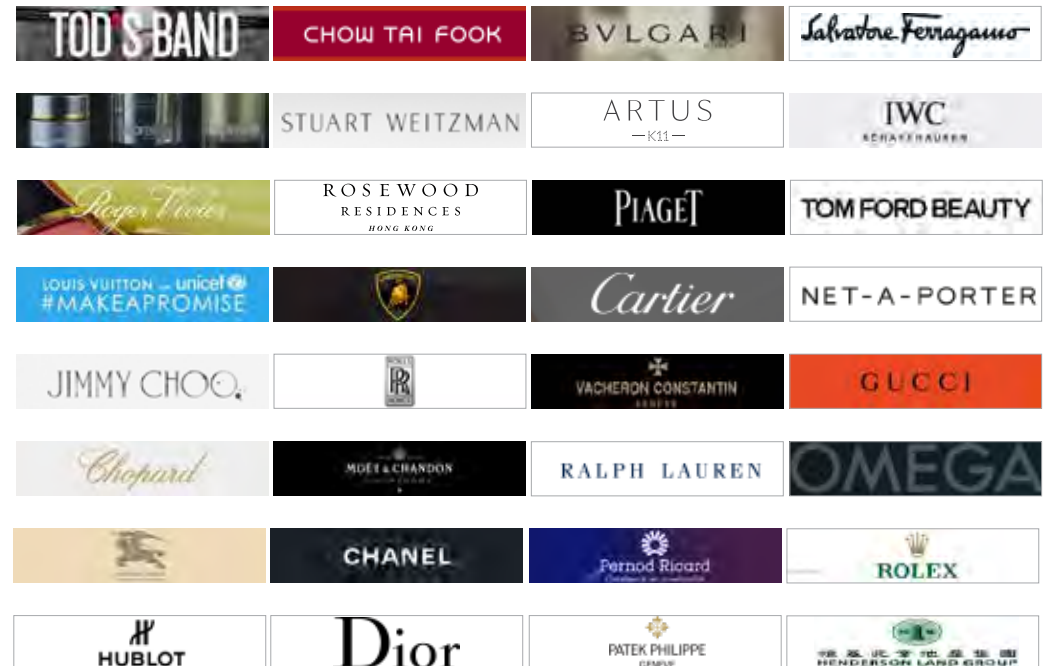
#legend100 is a series of ground-breaking lists which use a combination of editorial integrity and hard data to rank influencers with a focus on engagement and quality content.



#legend100
#legend100hk
#legend100china
#legend100fashion
#legend50genz



advertising



Billboard (Desktop & Mobile)

Middle Banner 1 (Desktop & Mobile)

Middle Banner 2 (Desktop & Mobile)

Wallpaper (Desktop & Mobile)

Top Carousel (Desktop)

Bottom Sticky Ad (Mobile) * No Billboard ad appear at the same

eDM (Email)

Write-up Digital

Customized Video

rate

	Homepage 50% SOV		ROS - 50% SOV - without homepage	
	2 Weeks	4 Weeks	2 Weeks	4 Weeks
Billboard	HK\$30,000	HK\$55,000	HK\$60,000	HK\$100,000
Wallpaper	HK\$25,000	HK\$45,000		
Middle Banner 1	HK\$20,000	HK\$40,000	HK\$40,000	HK\$80,000
Middle Banner 2	HK\$20,000	HK\$40,000	HK\$40,000	HK\$80,000
Customized Video	upon request	upon request	upon request	upon request
Customized Content				
Write-up Advertorial	HK\$30,000	N/A		
eDM (12,000 database)	HK\$18,000 one-off			

Top Carousel (Top Slider)	HK\$38,000	HK\$80,000	N/A	N/A
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	Desktop 50%SOV		Mobile 50% SOV	
			2 Weeks	4 Weeks
Sticky Ad (Bottom)	none	none	HK\$38,000	HK\$70,000

	Post
Instagram & Facebook	HK\$20,000 <i>(Inclusive of HK\$2,000 boosting fee and HK\$2,000 handling fee)</i>

File Format: JPEG/HTML (for eDM)
File Size: Under 1000kb

Video File Format: MP4
File Size: Any (auto-compress on our end)





main page ad spec

Platform	Description	Desktop Dimension (WxH)	Mobile Dimension (WxH)	Format	Support Ad Tag?	Max File Size
Desktop / Mobile	Top Billboard	970 x 250	320 x 100	GIF (Animated or Still), JPG, PNG	Yes	100KB
Desktop / Mobile	Mid Page Banner 1	970 x 90	300 x 250			
Desktop / Mobile	Mid Page Banner 2	970 x 90	300 x 250			
Desktop Only	Top Carousel	1250 x 600	N/A			
Mobile Only	Mobile Sticky Ad	N/A	320 x 100			
Desktop / Mobile	Wallpaper (Repeated Pattern), non-clickable	600 x 600	600 x 600	JPG, PNG	Pixel Tracker Only	

***Remark for Top Carousel: Support Video Formats in larger file sizes - but only through 3rd Ad Tag**

ROS ad spec

Platform	Description	Desktop Dimension (WxH)	Mobile Dimension (WxH)	Format	Support Ad Tag?	Max File Size
Desktop / Mobile	Top Billboard	970 x 250	320 x 100	GIF (Animated or Still), JPG, PNG	Yes	100KB
Desktop / Mobile	Mid Page Banner	970 x 90	300 x 250			
Mobile Only	Mobile Sticky Ad	N/A	320 x 100			
Desktop / Mobile	Wallpaper (Repeated Pattern), non-clickable	600 x 600	600 x 600	JPG, PNG	Pixel Tracker Only	

***Remark for Mid Page Banner: Only On Following Sections: Category Page, In-Article, Legend 100 Section**

Main Page Ad



ROS Ad

