



# #legend

[hashtaglegend.com](https://hashtaglegend.com)

**media kit 2021**





# we are #legend

Since launching in 2016, #legend has become an award-winning multimedia platform synonymous with quality and forward-thinking originality. Boasting a line-up of many of the world's most influential and of-the-moment celebrities, alongside opinion-leading features with bold beautiful shoots, the platform attracts a younger generation of educated, affluent, and sophisticated global citizens who look to #legend as the luxury-lifestyle platform of the future.

#legend's innovative executions, striking art direction and omnichannel experience provides an excellent showcase for advertising, which #legend holds to the same high standard as the editorial content, spanning fashion, watch & jewellery, property, wellness, art, dining, pop culture, travel, beauty and more.





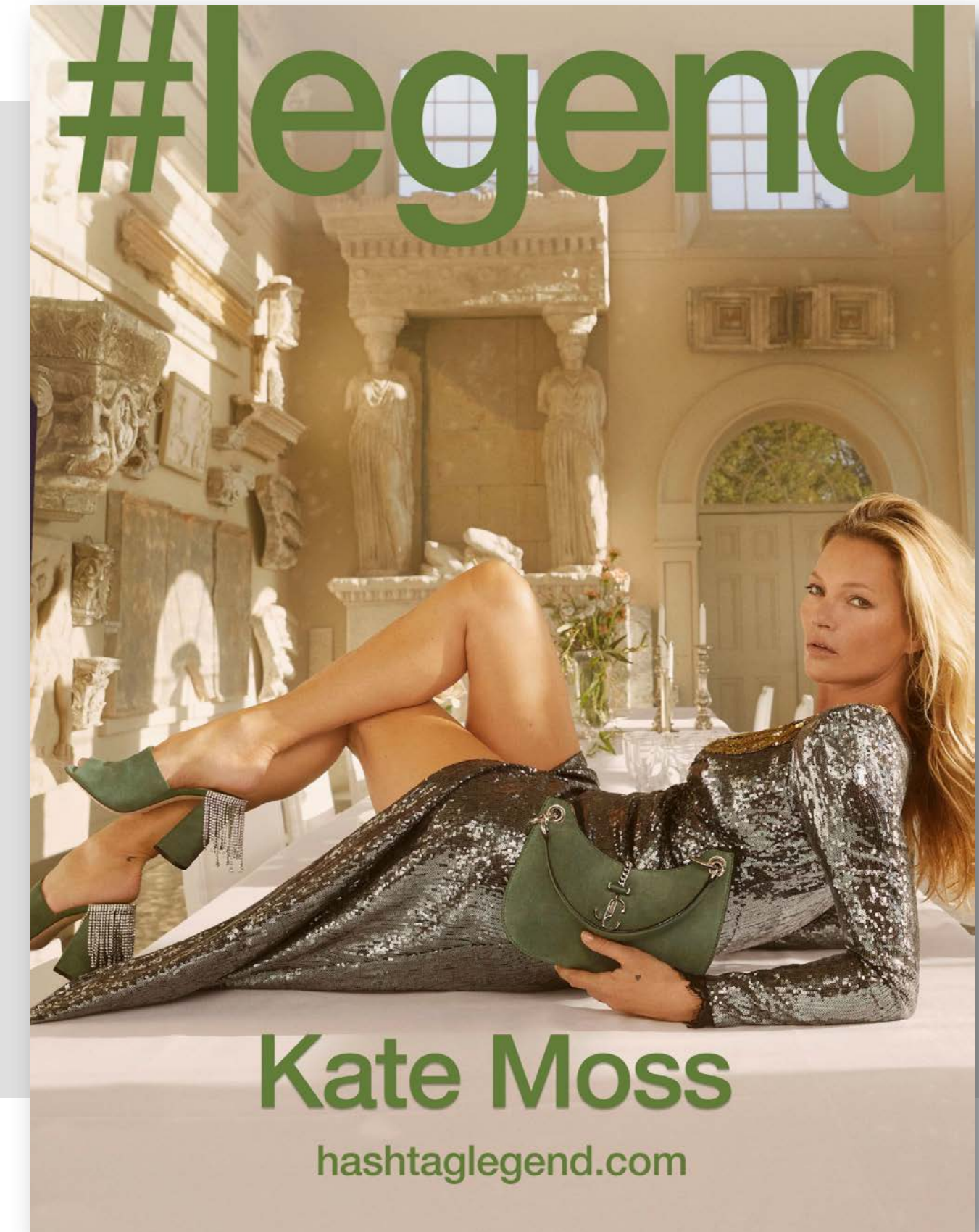
## covers



Print covers



Inside fashion covers

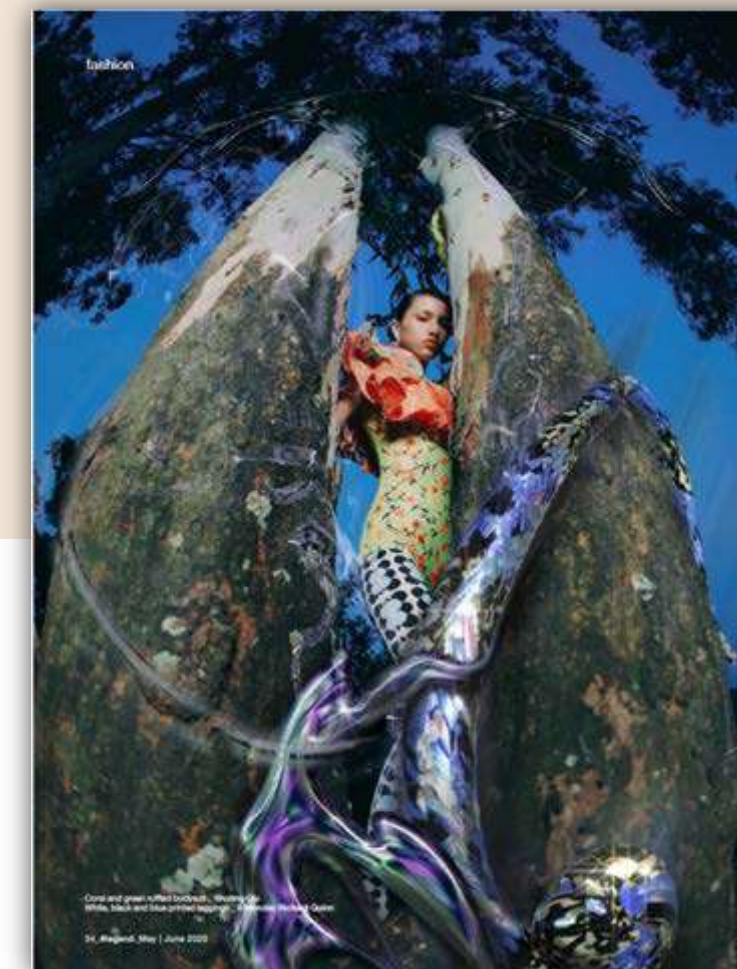


Digital covers

#



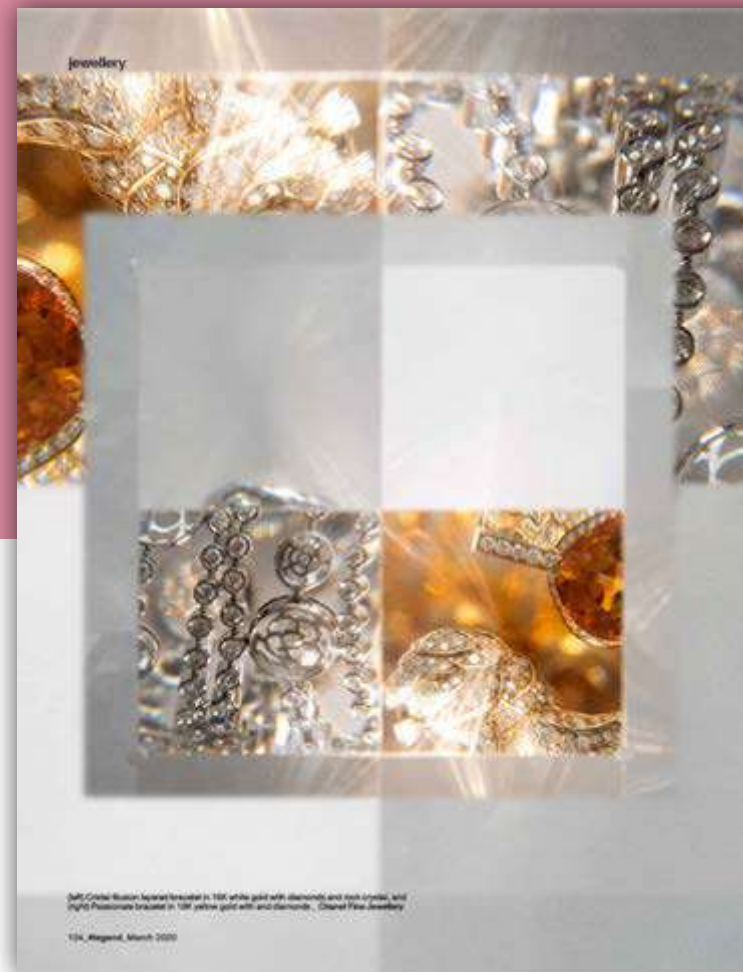
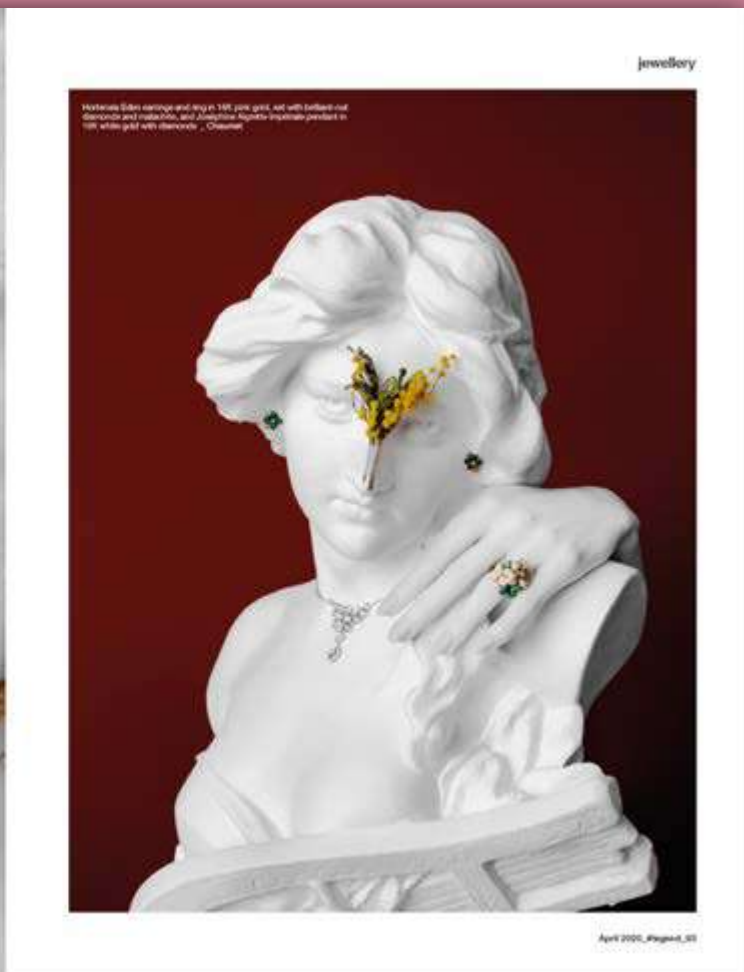
# #fashion



#



# #watch&jewellery



#



# #beauty



#



#



# #influencer

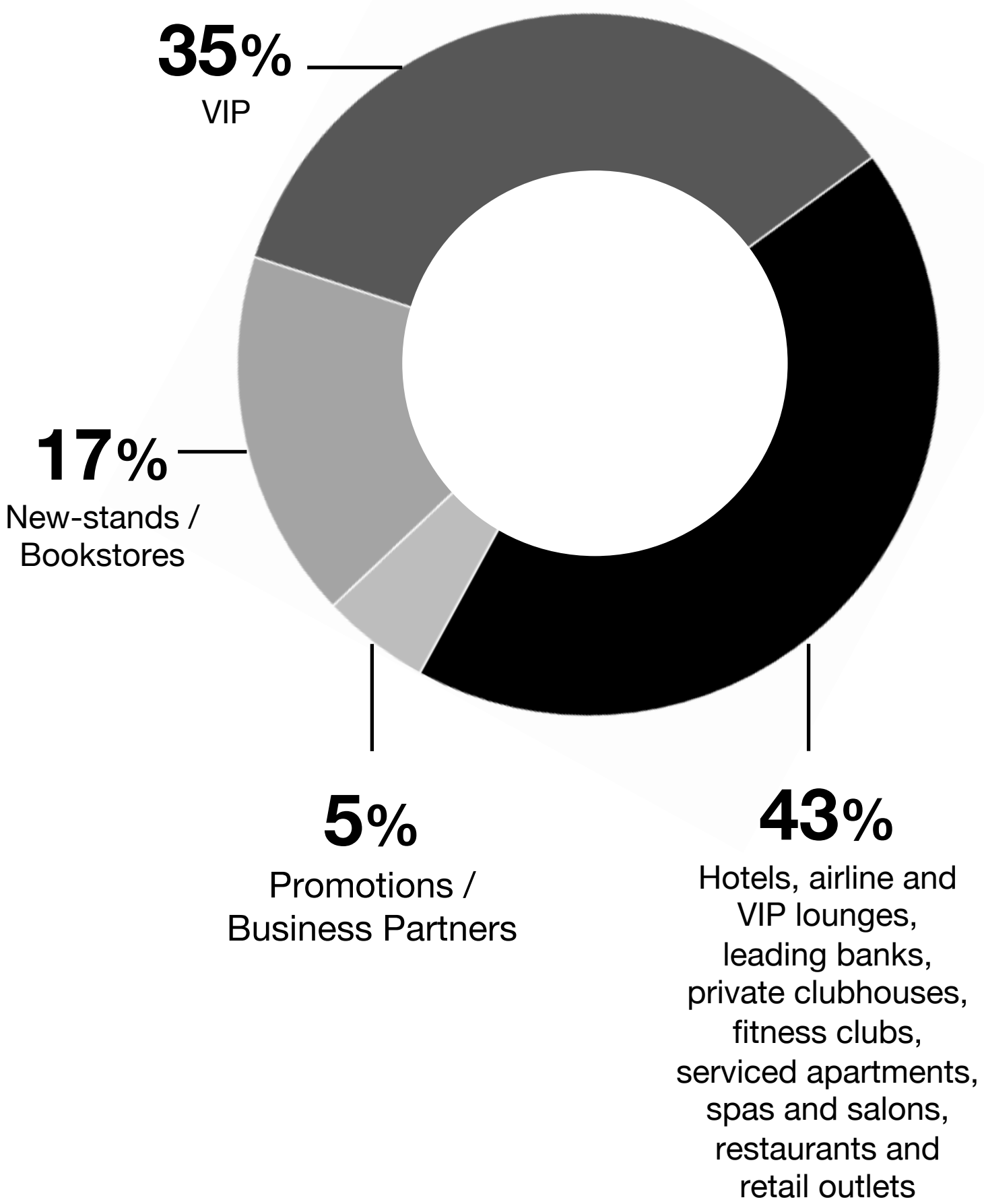


#



# print distribution

Circulation – 31,800 copies



**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**

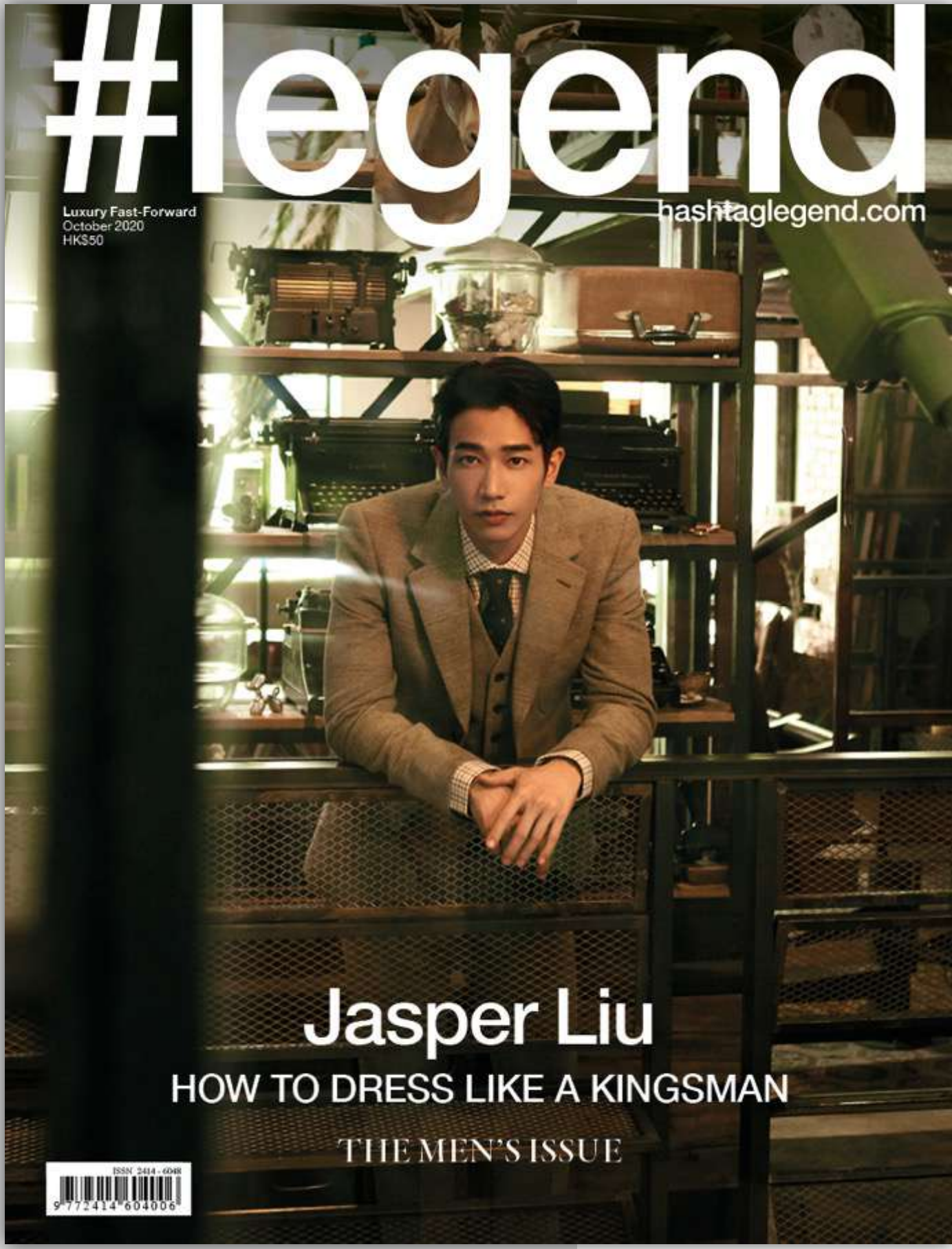
- Hong Kong Adventist Hospitals
- Hong Kong Sanatorium & Matilda International Hospital

**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







## readers interest

**79%**  
Regular  
consumers of  
Luxury Fashion  
brands

**82%**  
Shop for brand  
name beauty and  
grooming  
products on a  
regular

**68%**  
Own / collect  
luxury watch &  
jewellery  
pieces

**21%**  
Own at least  
one luxury car

**89%**  
Partake in fine  
dining at least  
once per week

**Average annual household income:  
4,000,000 HKD+**

#



# #legend

Luxury Fast-Forward  
May | June 2020  
HK\$50

hashtaglegend.com

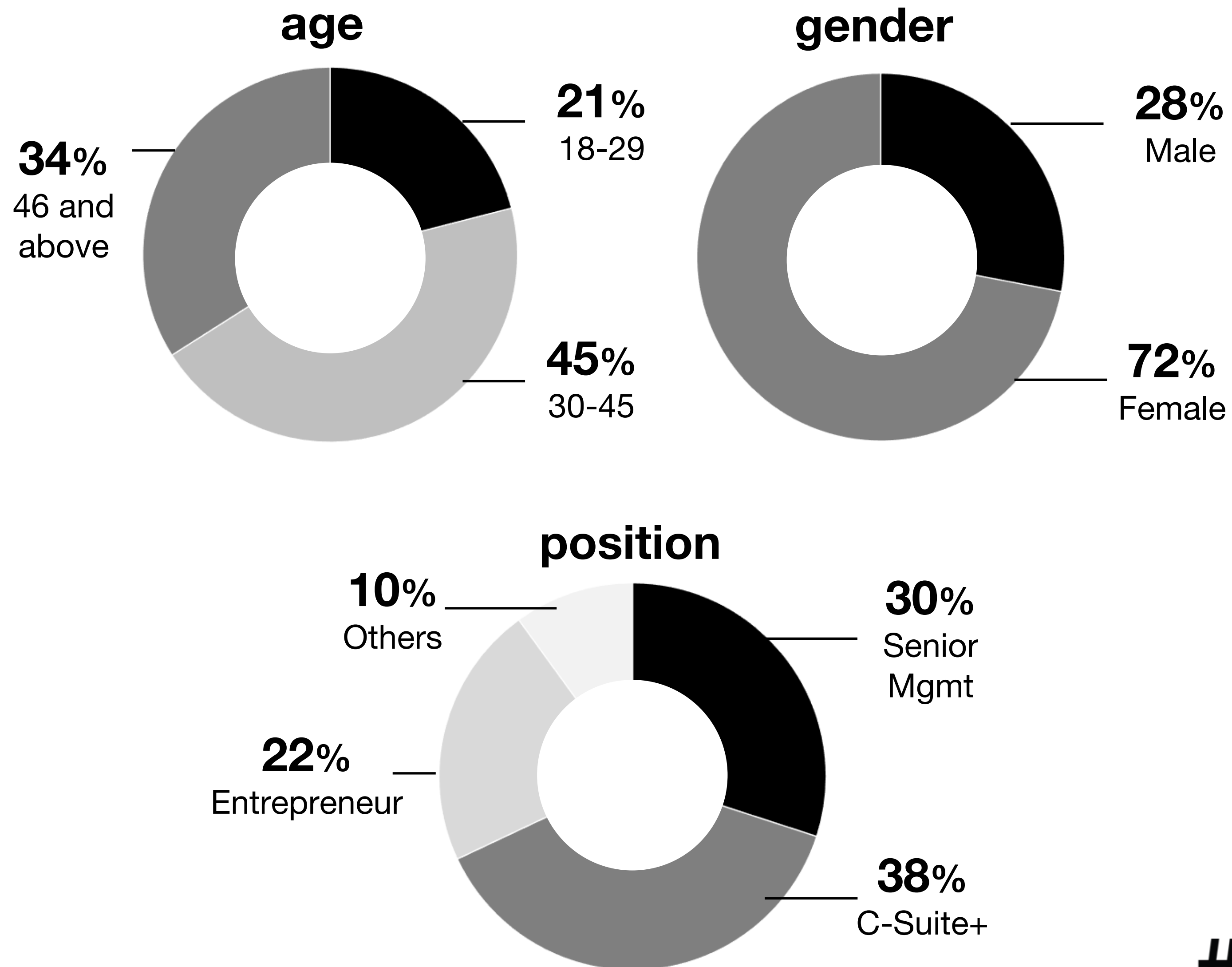
THE FUTURE ISSUE  
STRONGER TOGETHER

Hyomin &  
Hee-jung Kim



PRINT

## readers profile



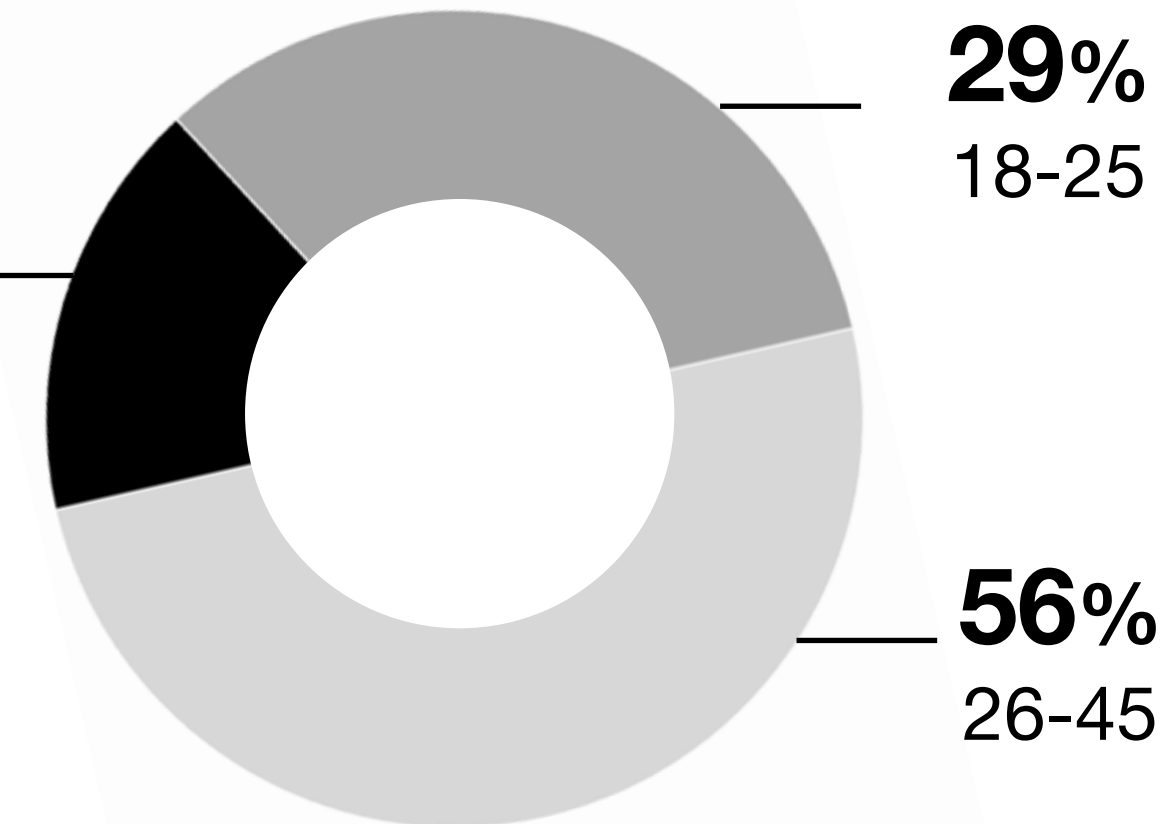
#



# readers profile

age

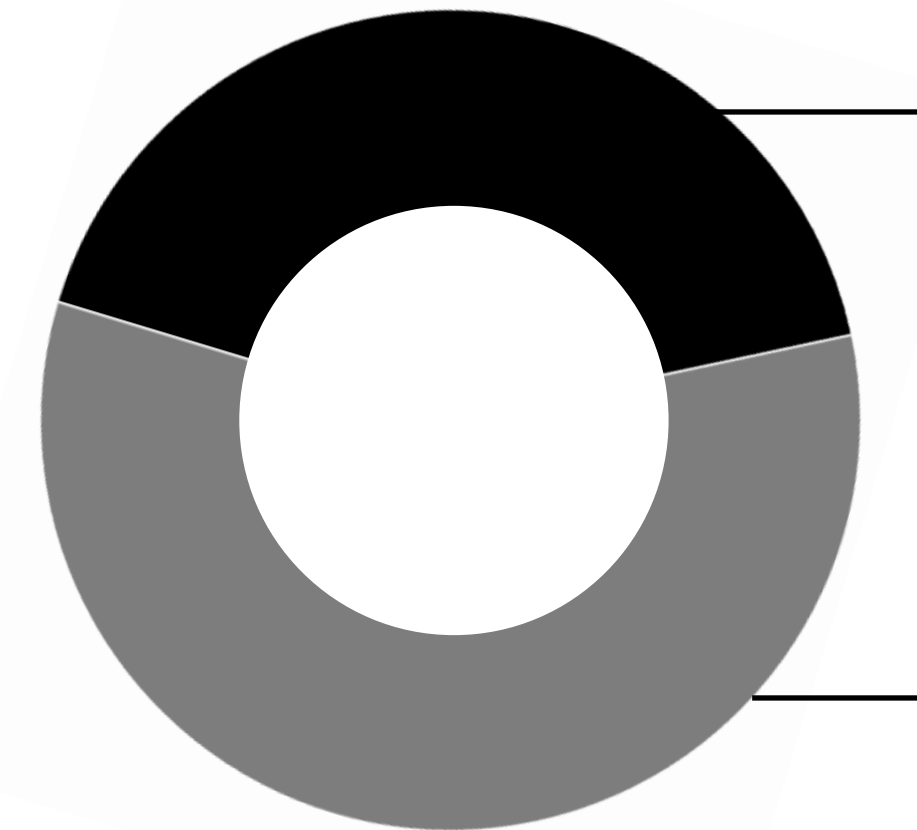
15%  
46 and above



gender

42%  
Male

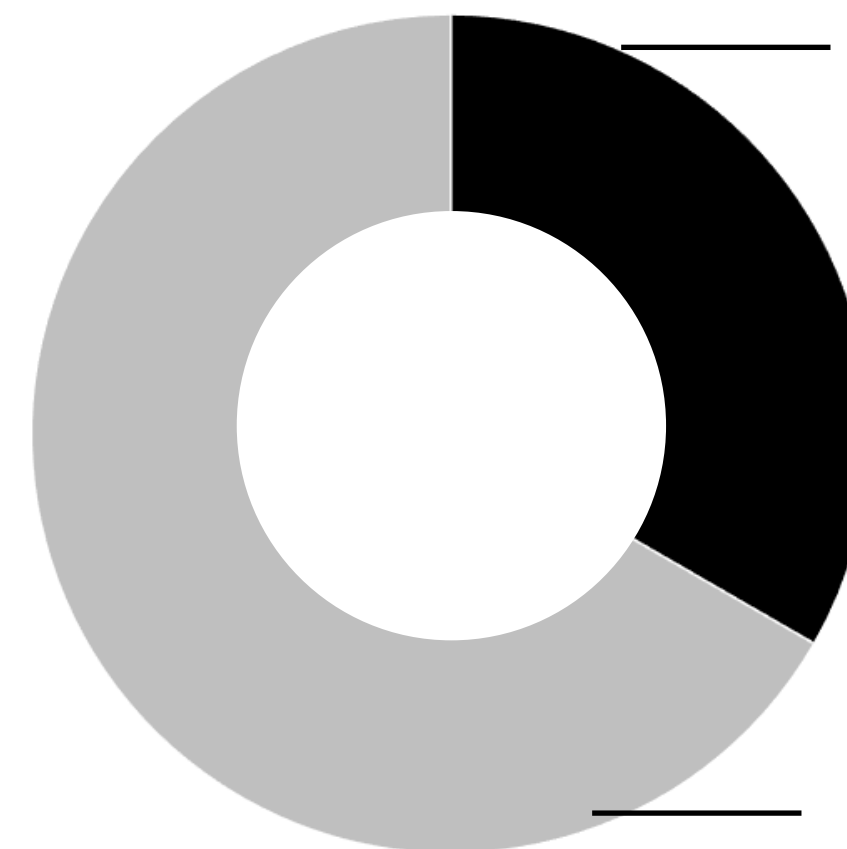
58%  
Female



device

28%  
Desktop

72%  
Mobile



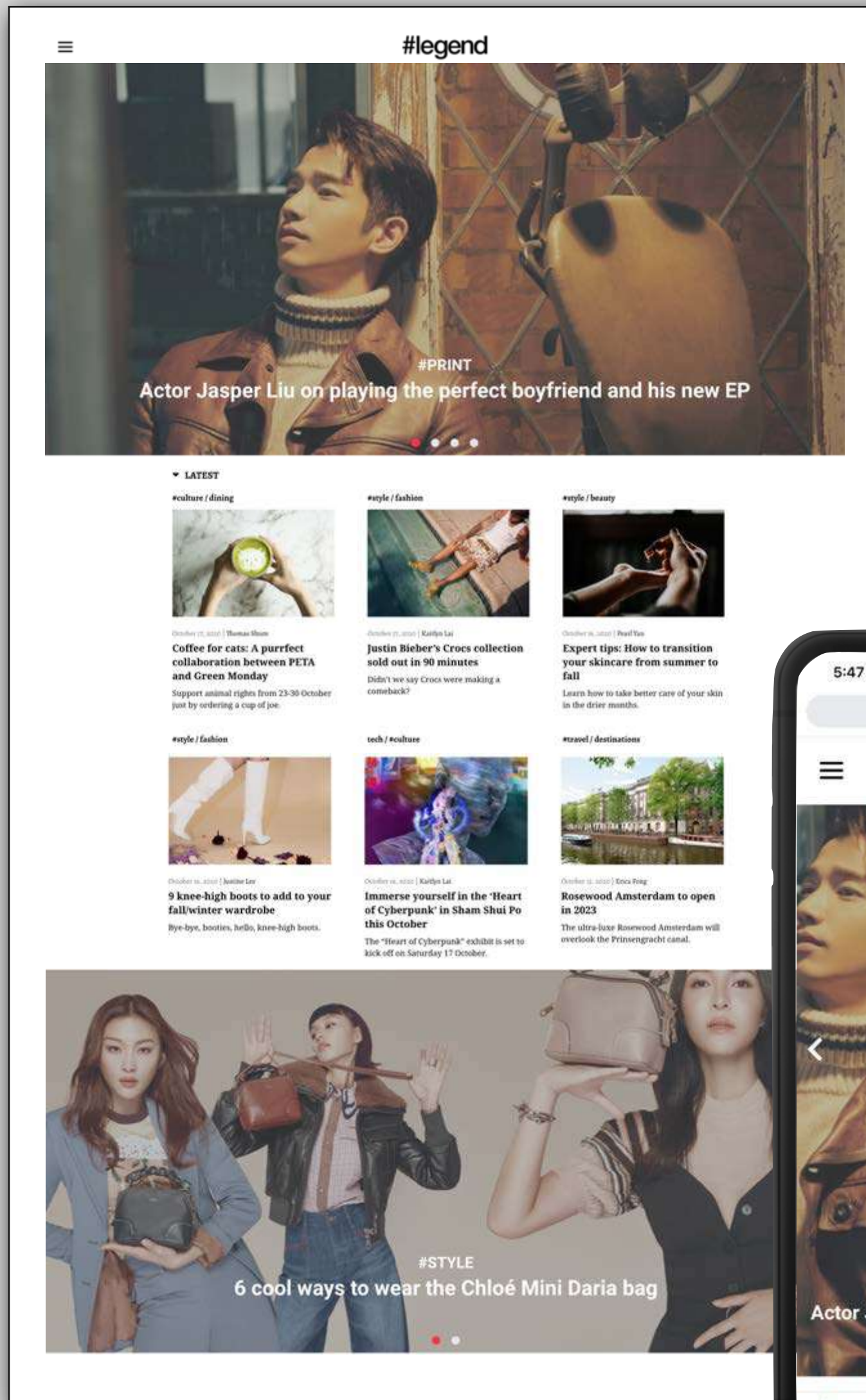
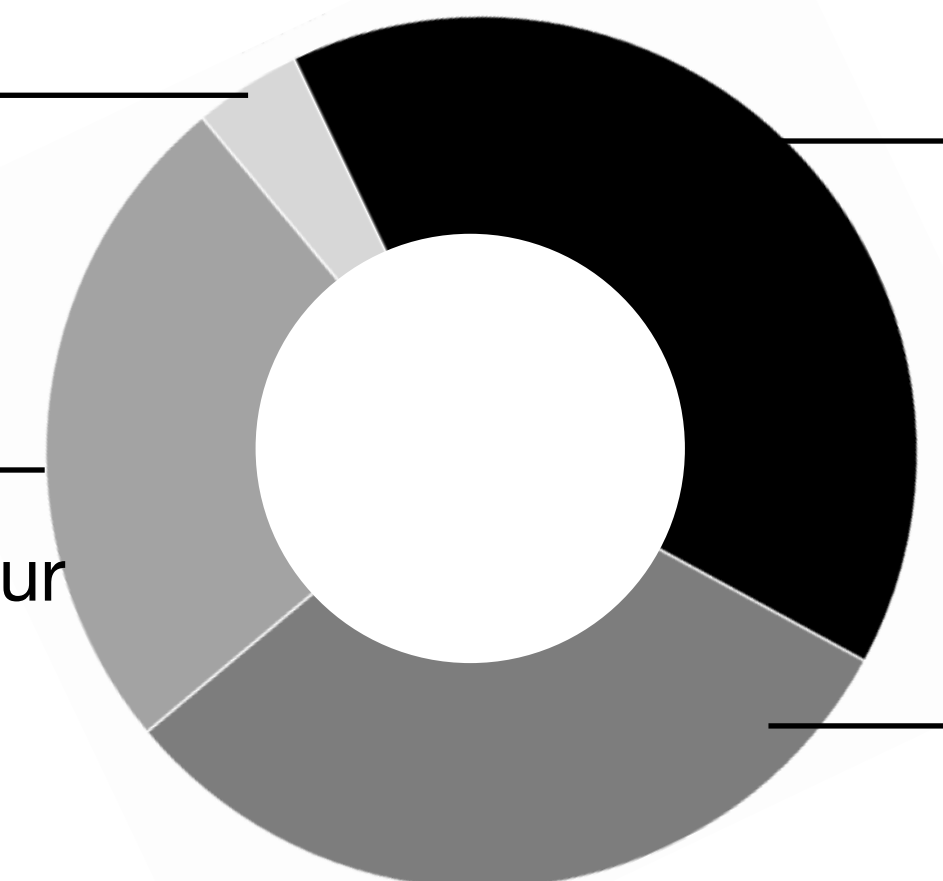
position

4%  
Others

25%  
Entrepreneur

40%  
Senior  
Mgmt

31%  
C-Suite+



Average visitors per month: 152,000  
Average PV per month: 350,000  
Database of subscribers: 15,000

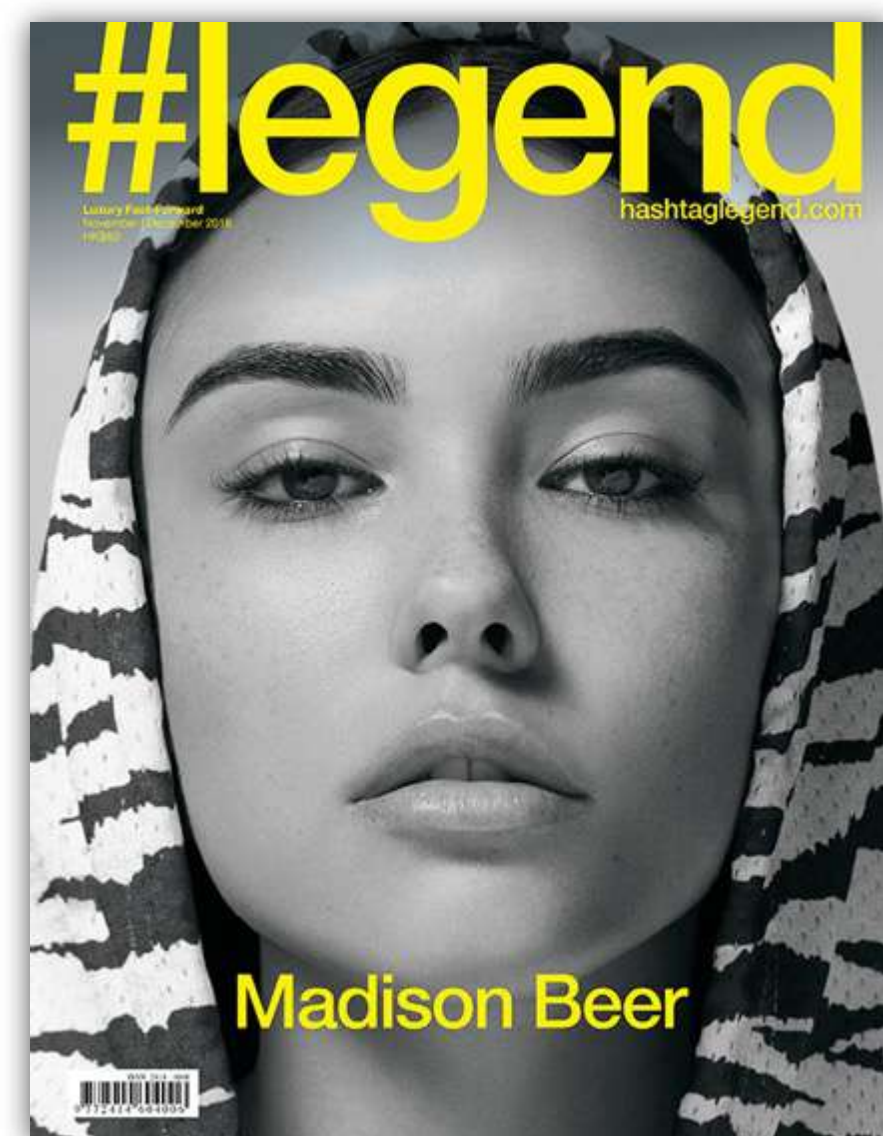


# #legend

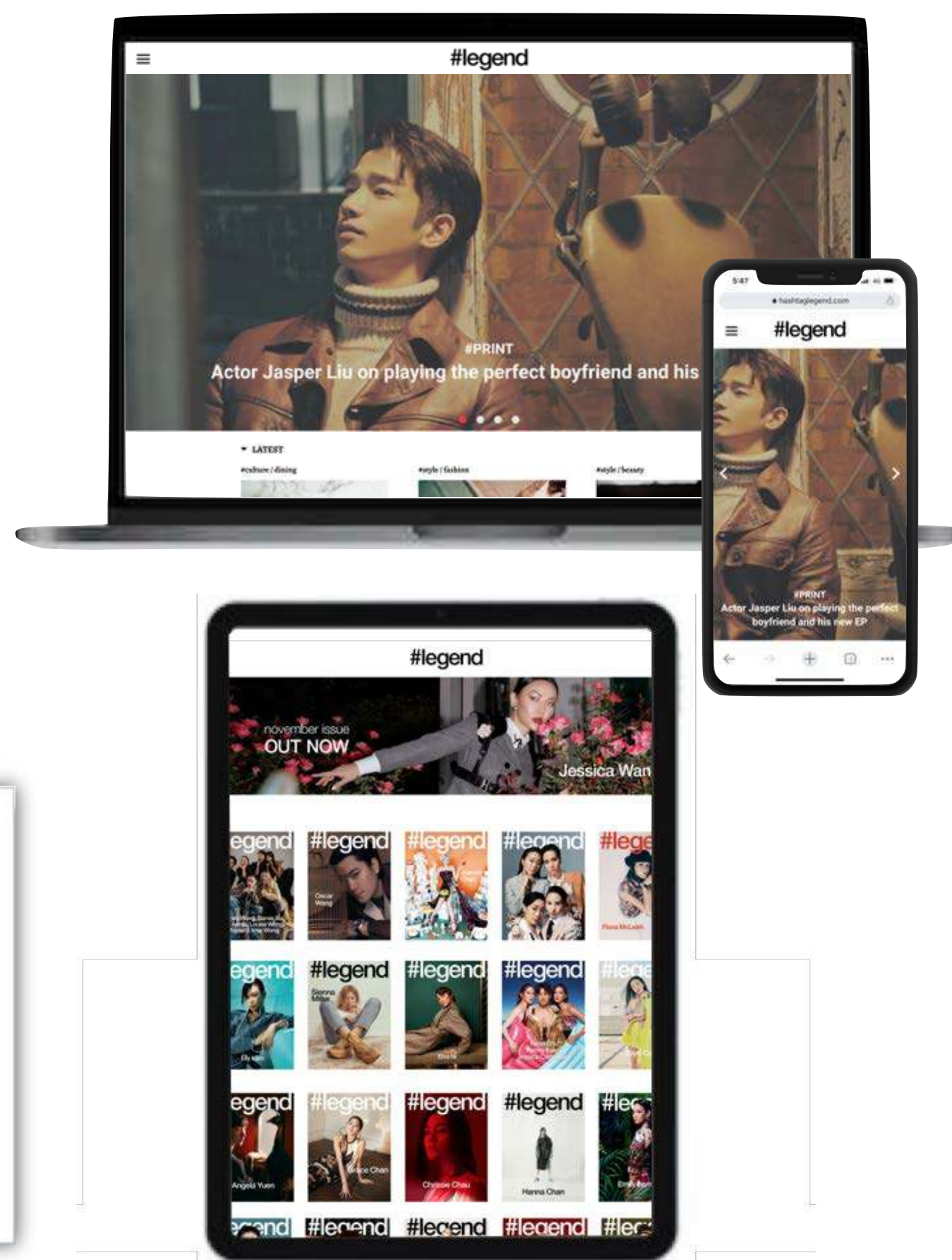
hashtaglegend.com

## key offering

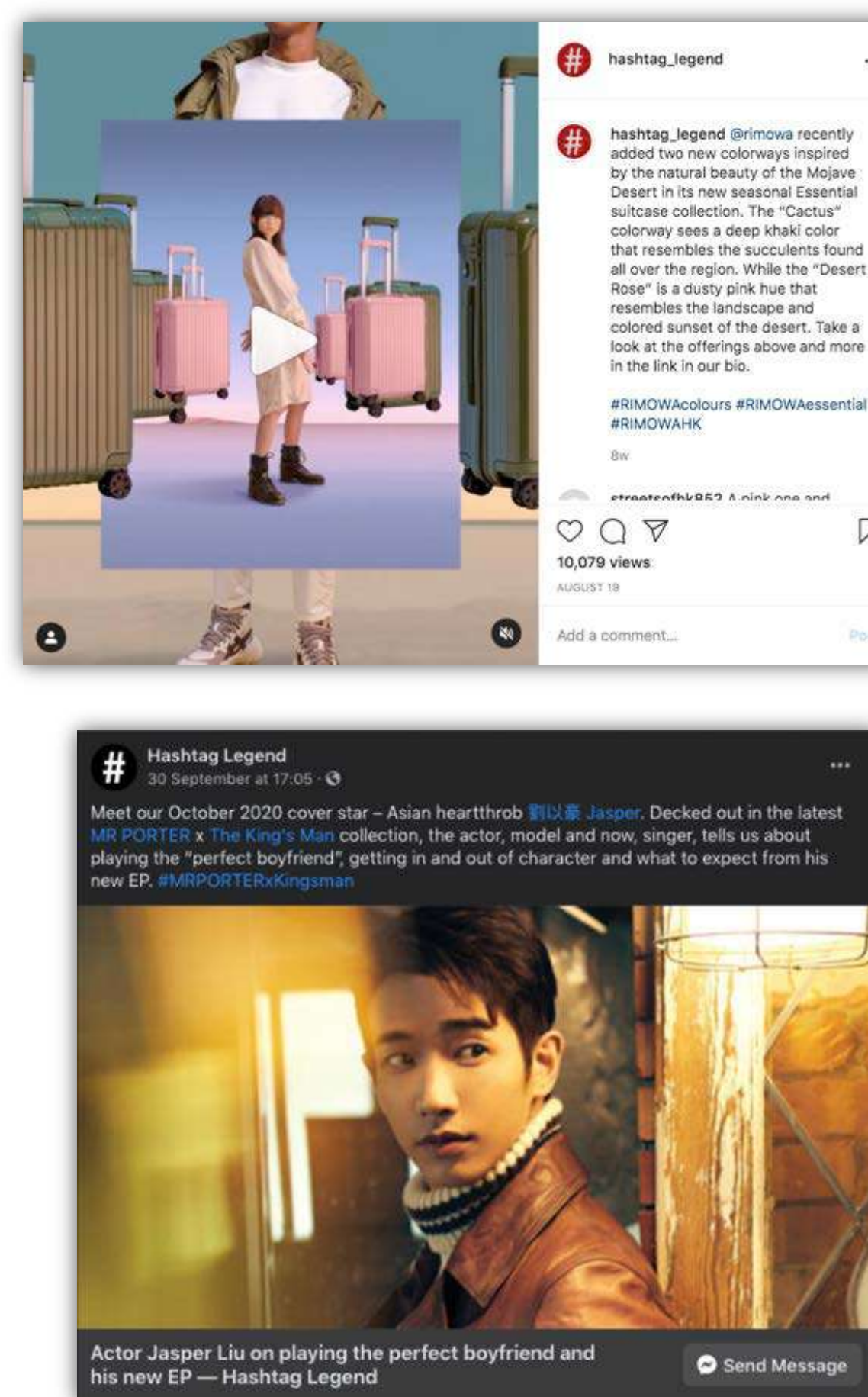
PRINT ADVERTISING



ONLINE ADVERTISING



SOCIAL MEDIA ADVERTISING



CUSTOM PUBLISHING



# #



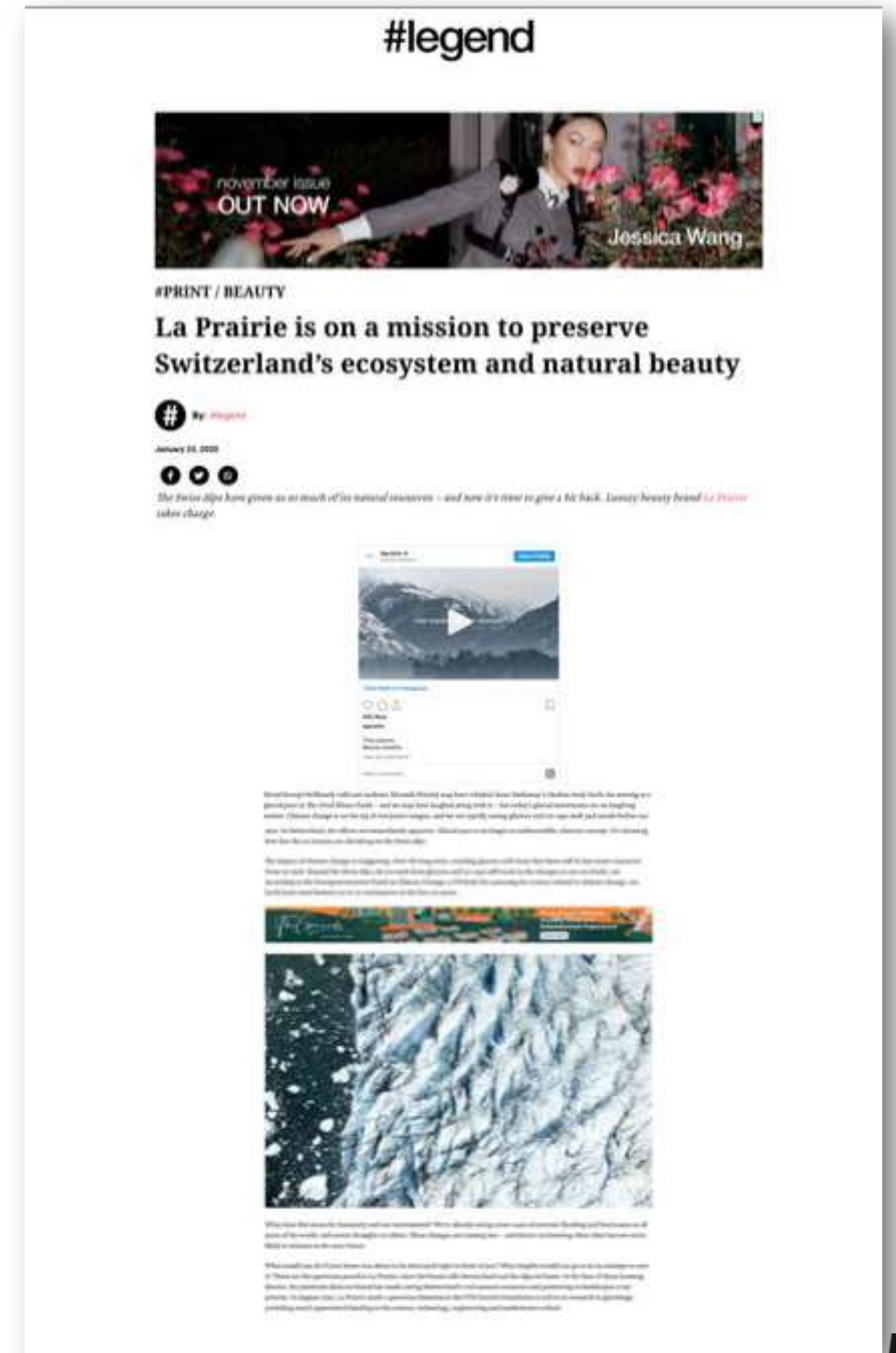
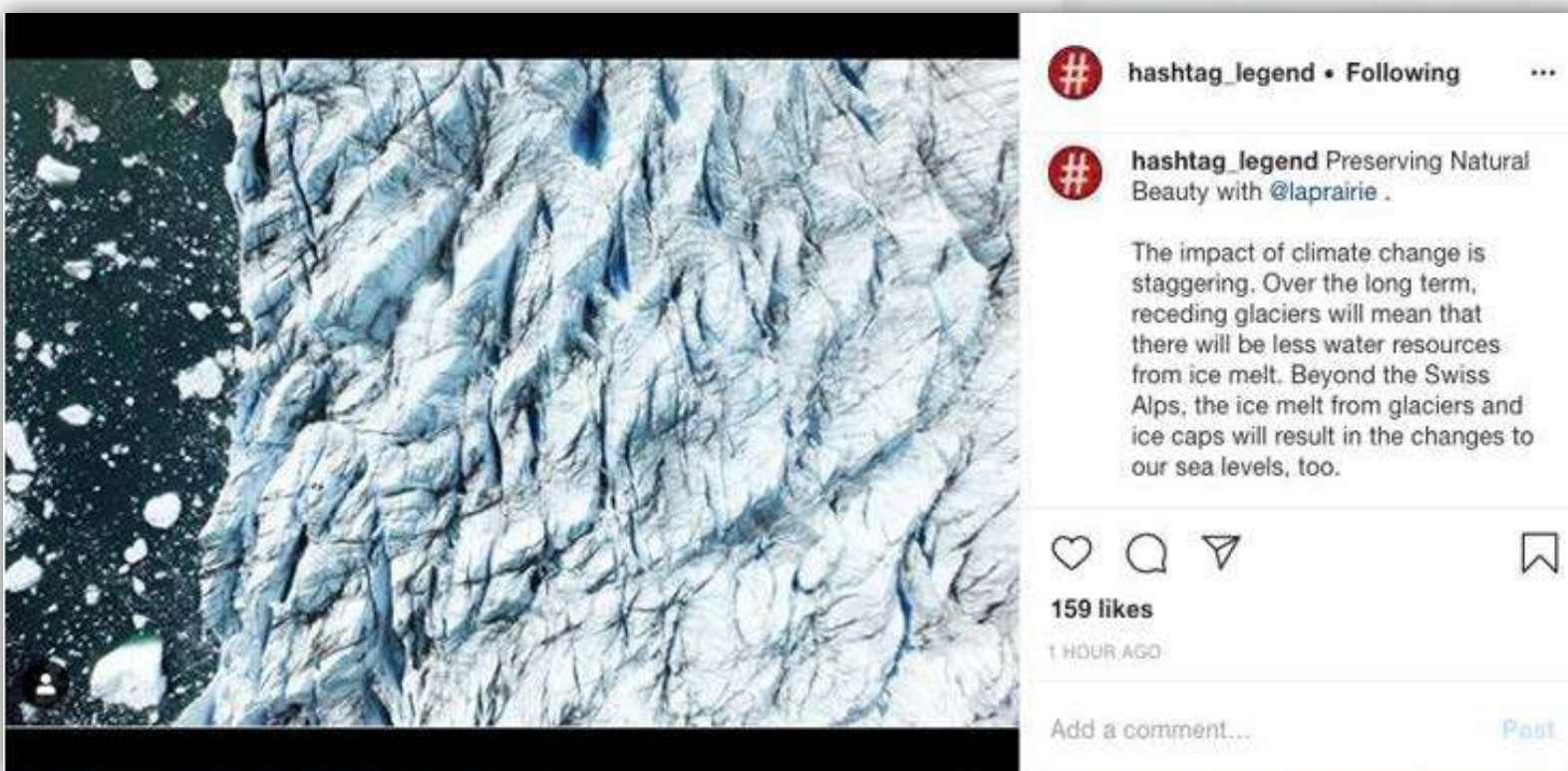
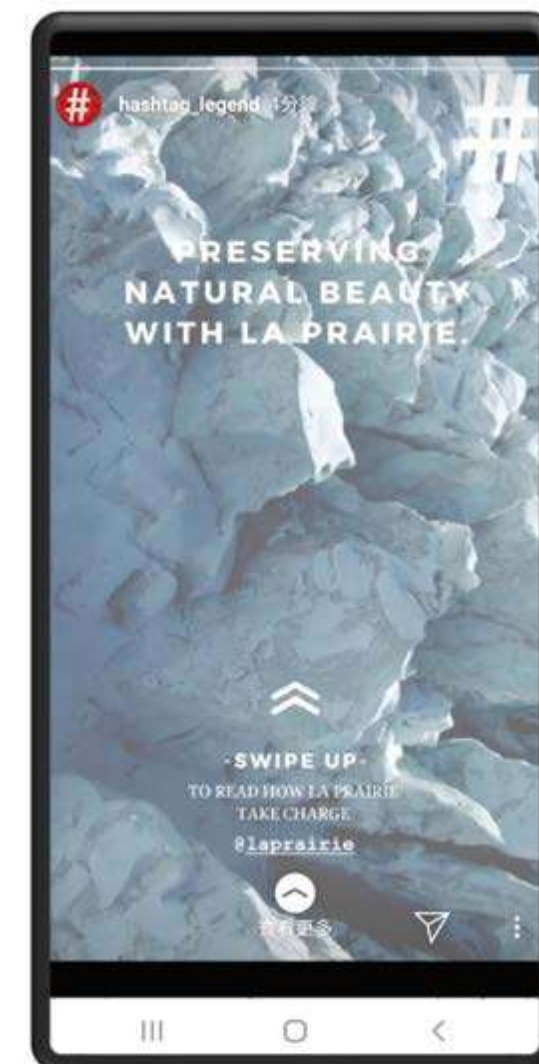
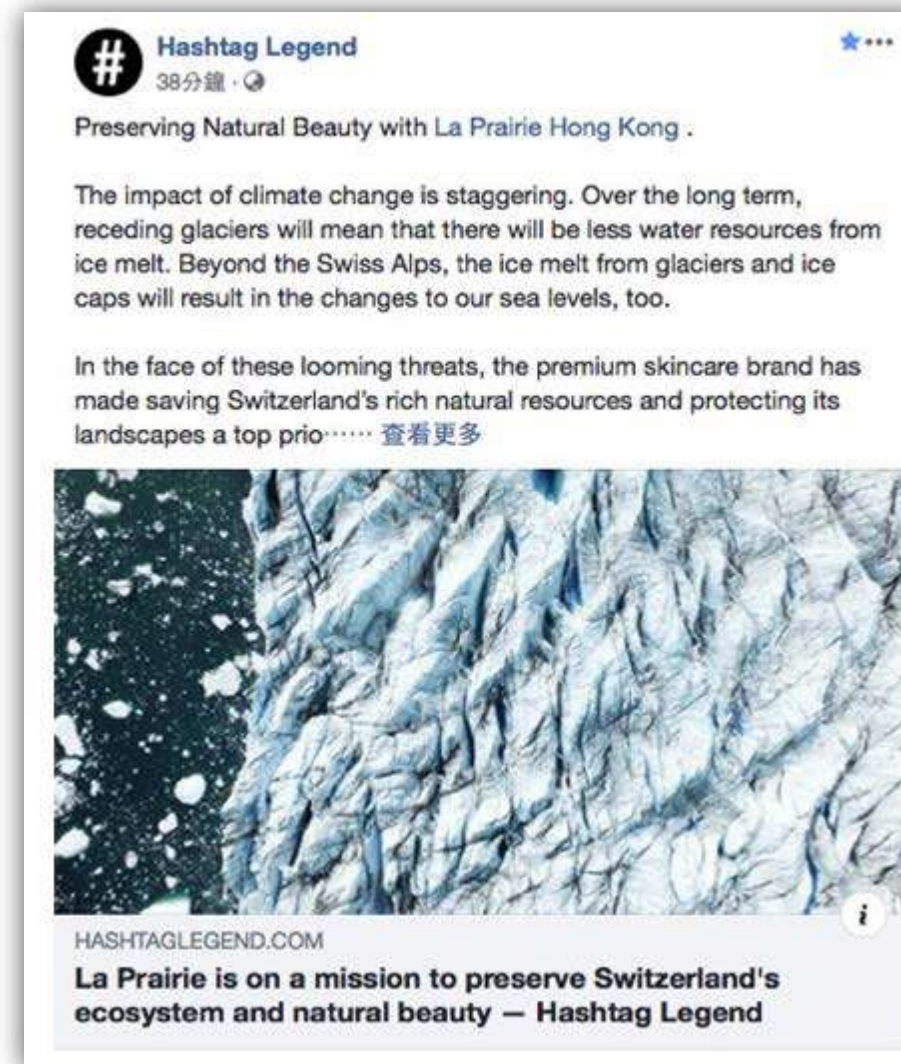
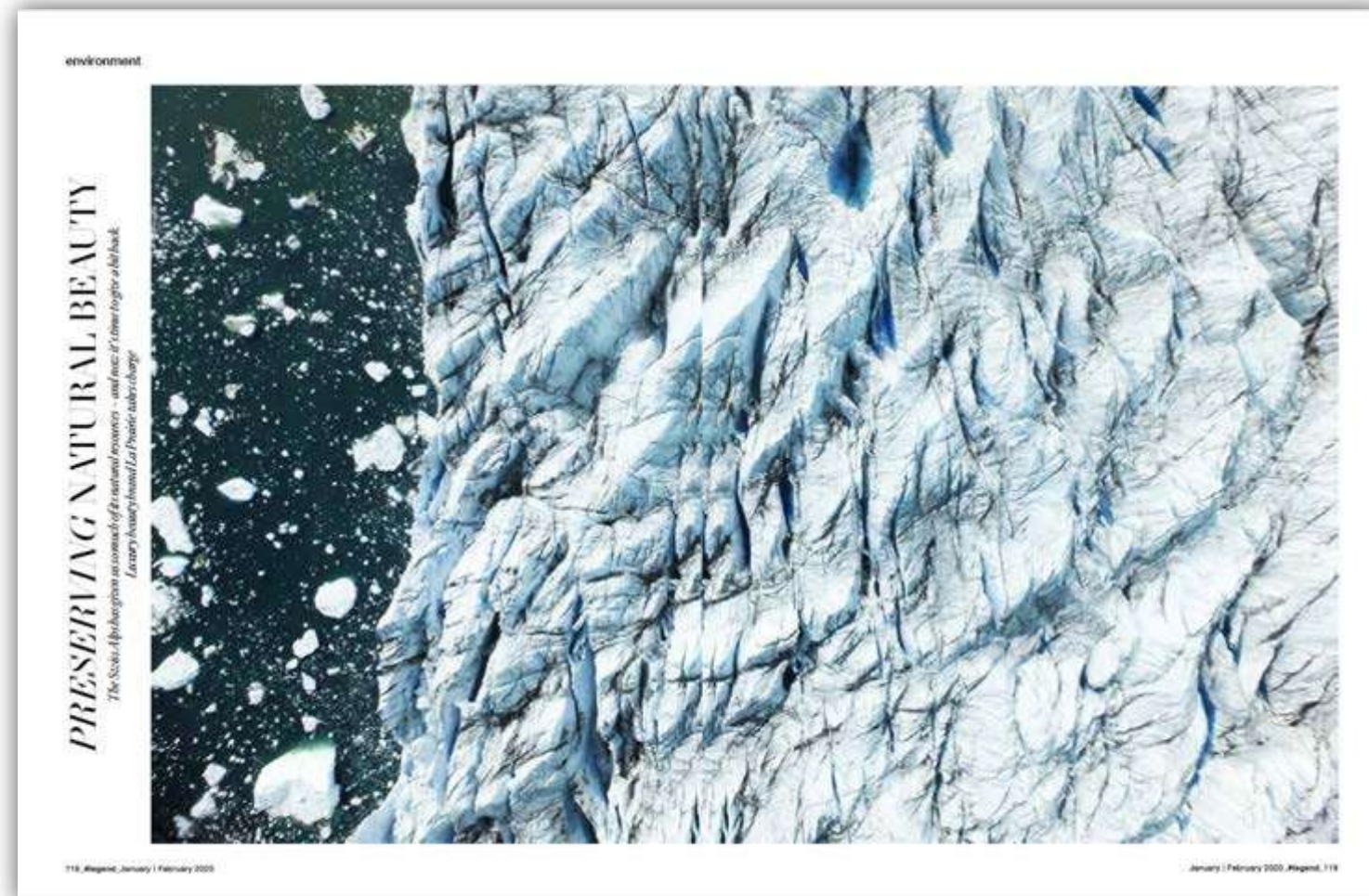
La Prairie

# special projects

Print: 4 pages

Social media post

Online advertorial





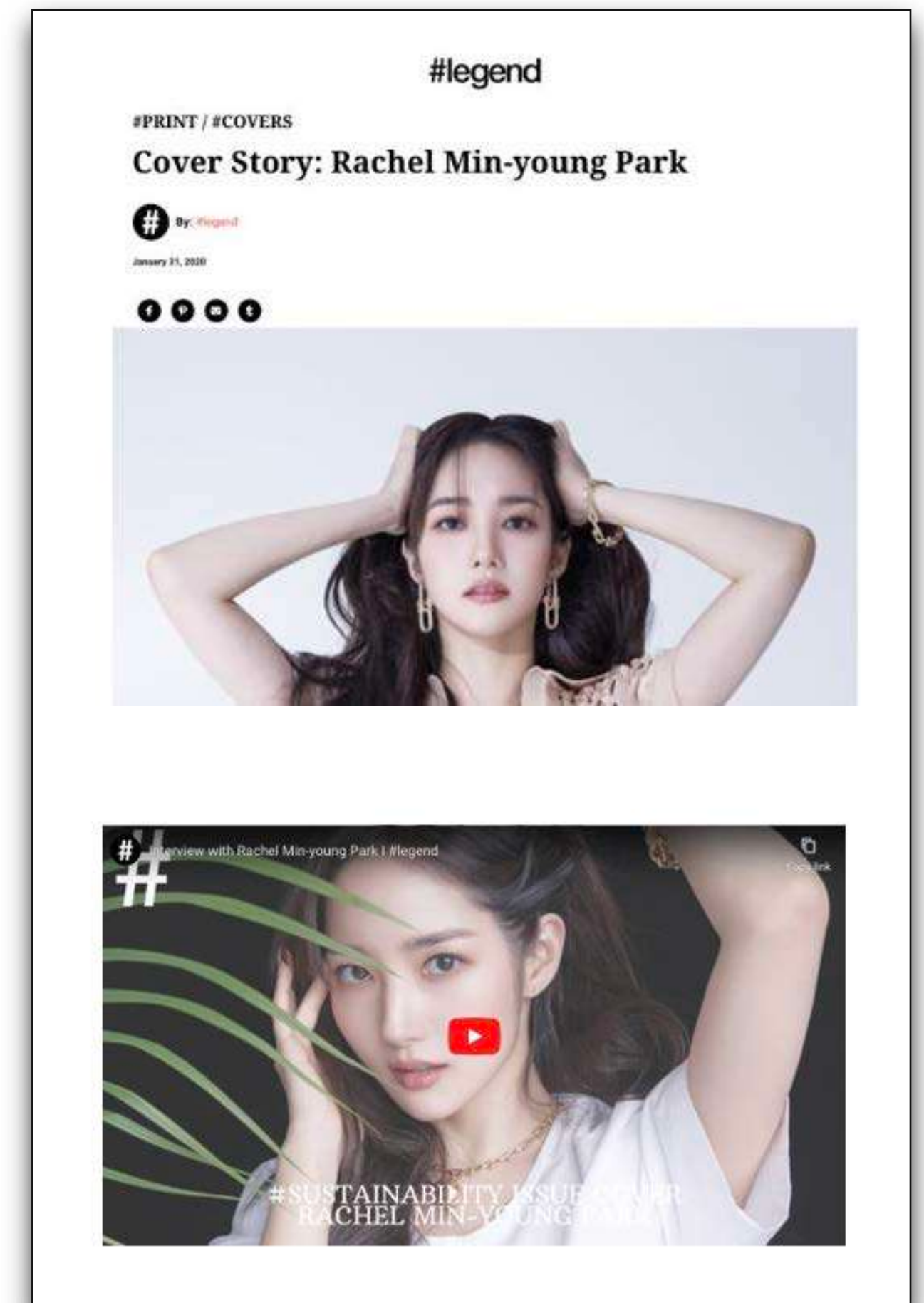
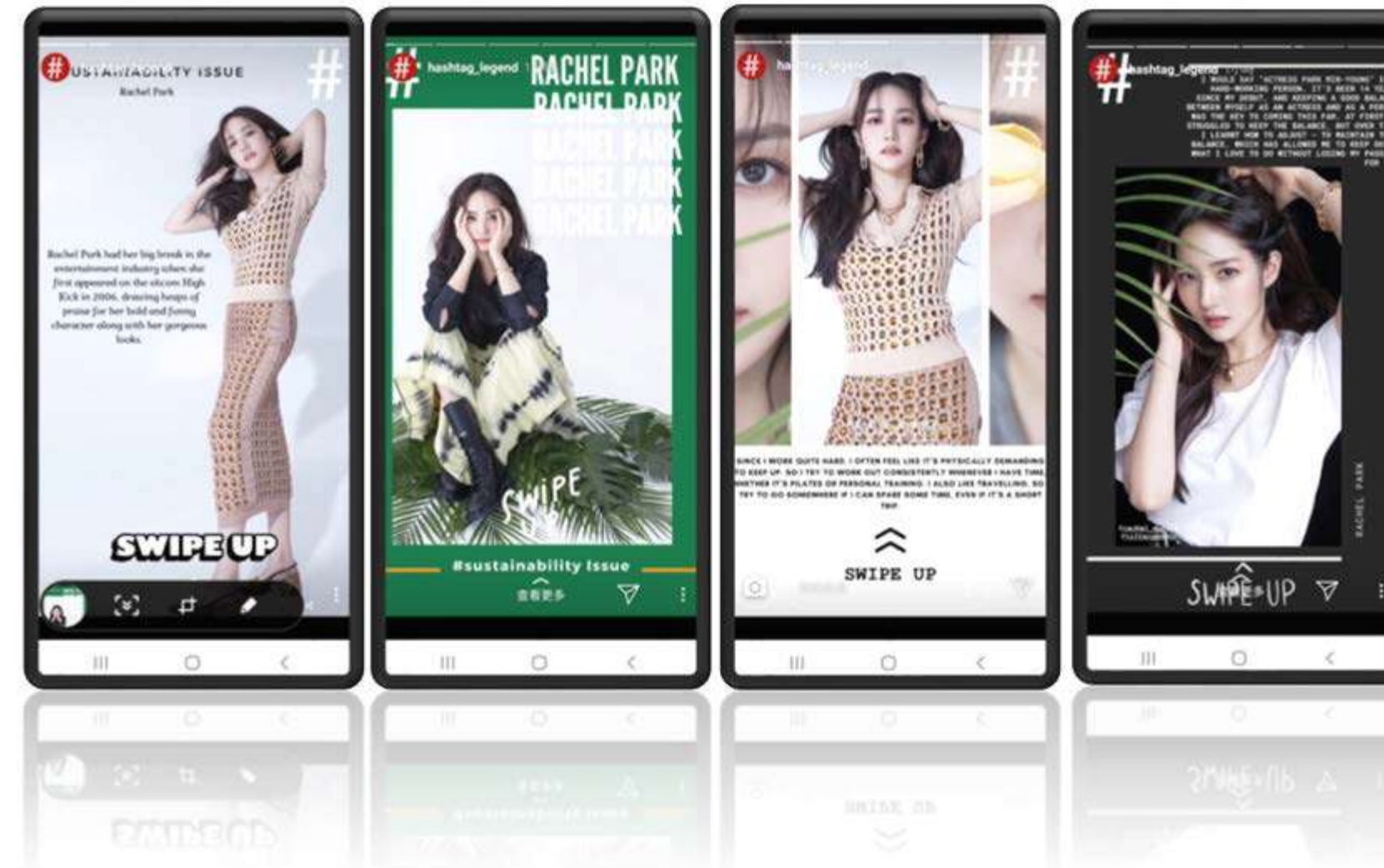
Fendi  
Tiffany & Co.

# special projects

Print: Cover sponsor

Social media post

Online advertorial



#



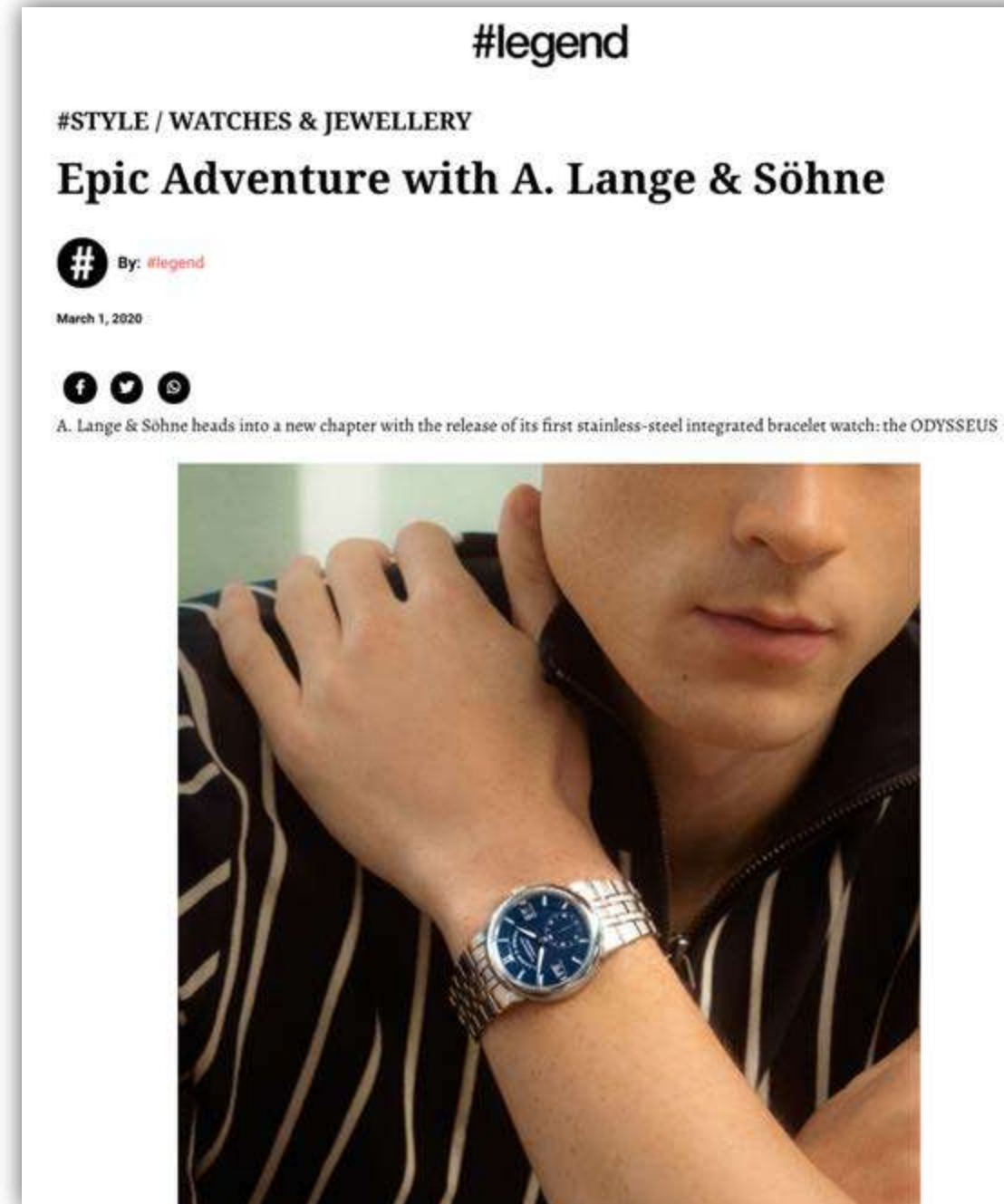
A. Lange & Sohne

# special projects

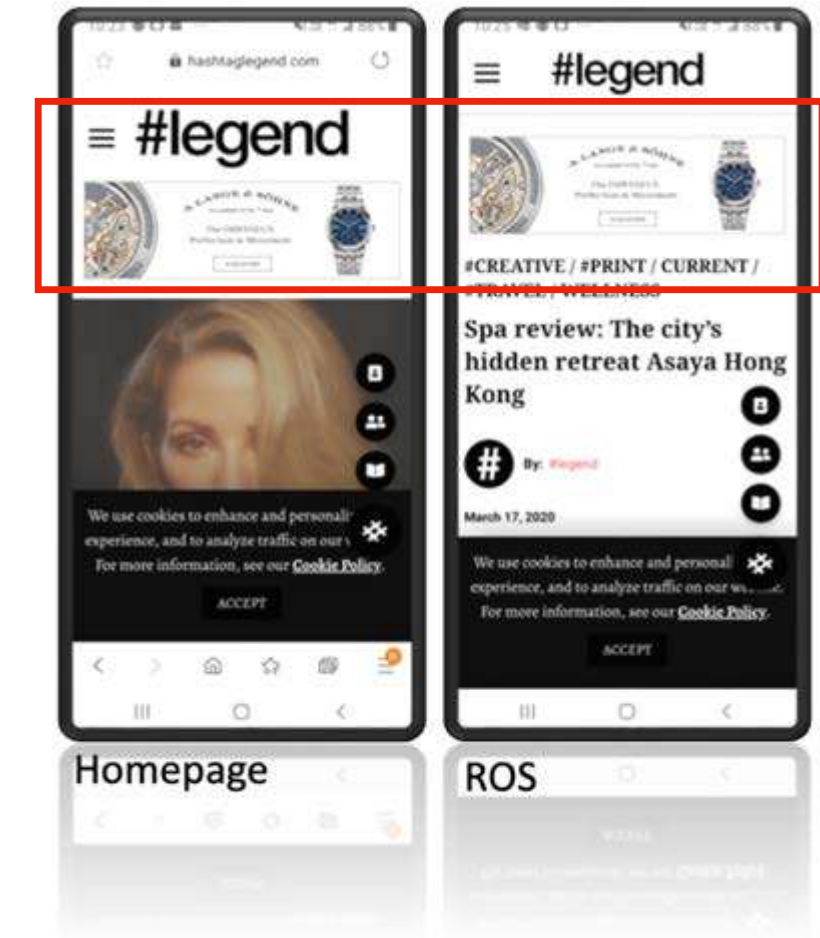
Print: Advertorial



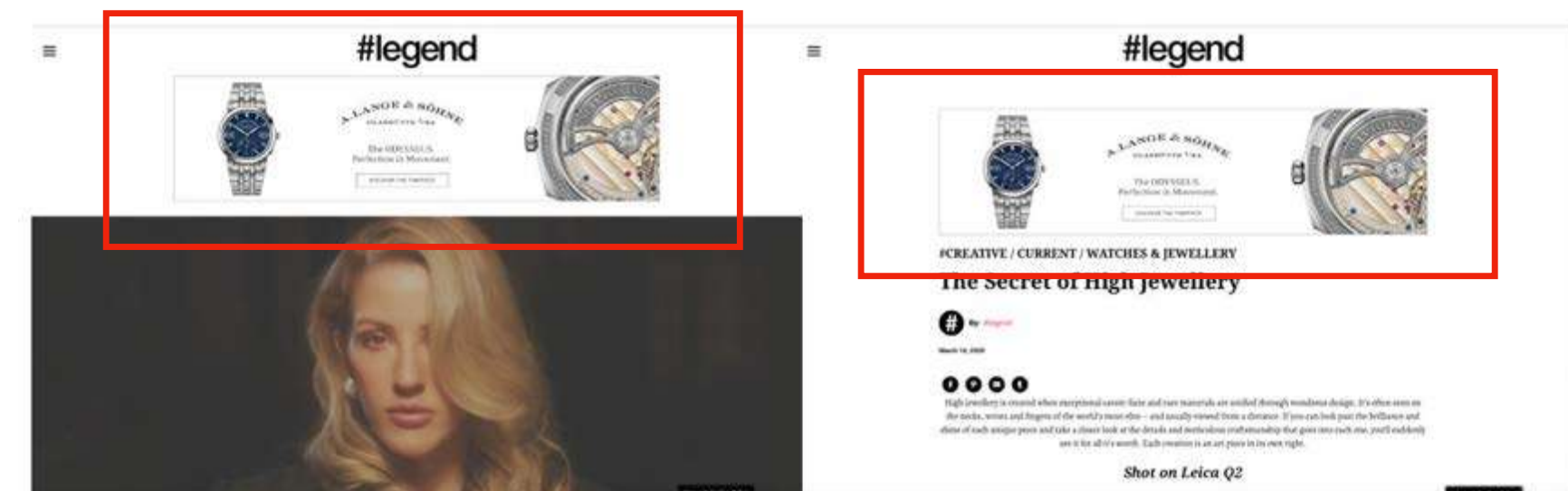
Online advertorial



Display banner advertisement



Social media post



#



# signature event

## #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 newcomers in an annual print issue.

This year we launched a dedicated microsite to house the #legend100 where each influencer is individually profiled alongside regularly updated features of the selected 100. To complete the omnichannel experience, we celebrate our list with an eagerly anticipated annual party.



# #



# rates (print)

RATES IN HKD PER INSERTION			
Standard advertising	1 x insertion	3 x insertion	6 x insertion
Full page - ROP	HK\$80,800	HK\$78,000	HK\$76,800
Double page spread - ROP	HK\$161,800	HK\$156,500	HK\$153,800

SPECIAL INSERTION			
Standard advertising	1 x insertion	3 x insertion	6 x insertion
Outside back cover	HK\$138,800	HK\$135,200	HK\$131,800
Inside back cover	HK\$108,800	HK\$105,800	HK\$103,800
Inside front cover spread	HK\$220,800	HK\$212,800	HK\$209,800
Content page	HK\$98,800	HK\$95,800	HK\$93,800

## SPECIFICATIONS

Frequency: 12 months a year  
Colour: Four colour  
Binding: Perfect binding

Booking: Six weeks preceding the month of publication  
preceding the month of publication  
Material: Five weeks before publication date

Cancellation: No cancellation accepted after 10 weeks

## 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.

CMYK colour setting

Colour Proof: Digital proof with ISO 39L Standard (latest version) directly output from the pdf file

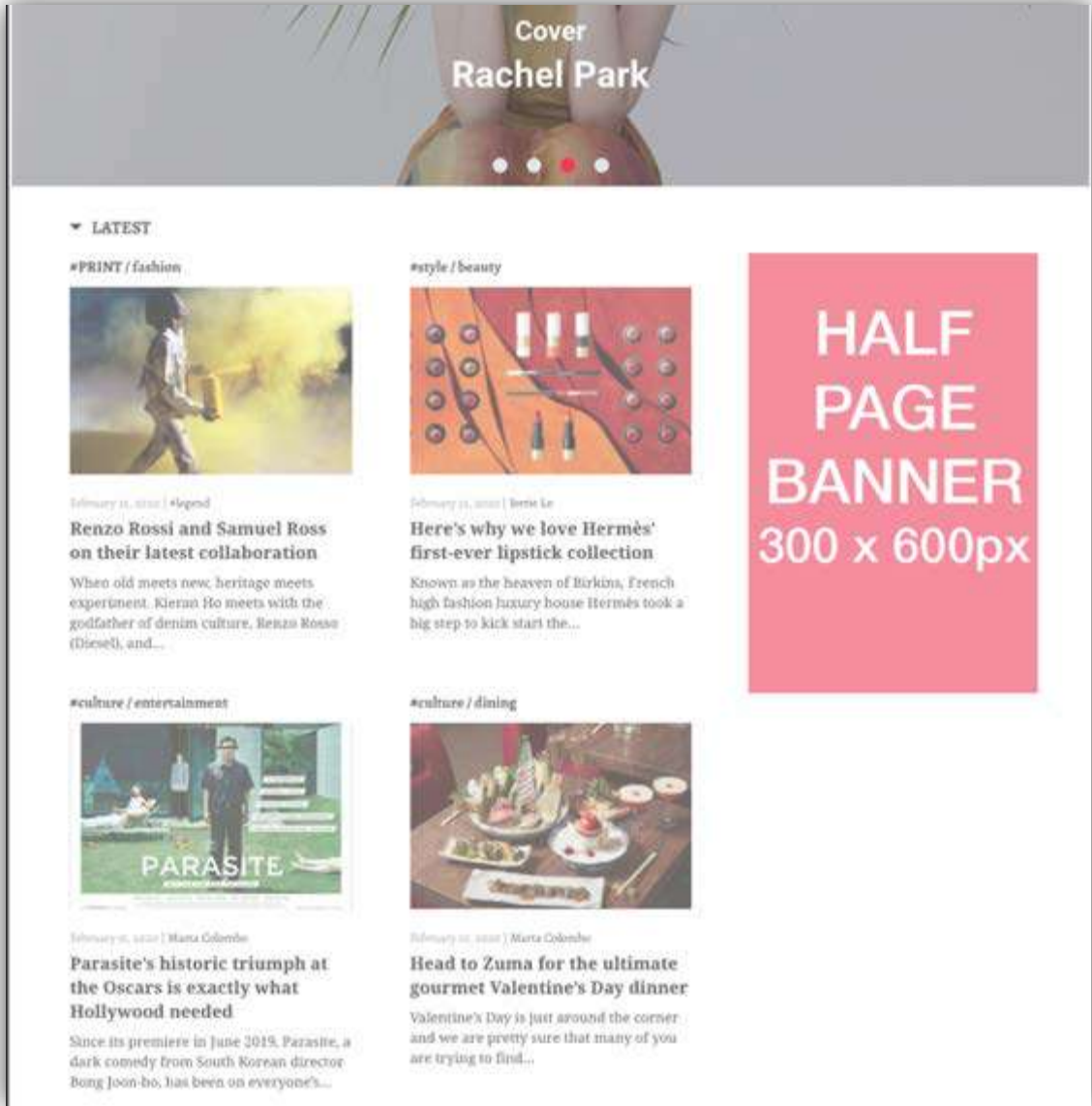
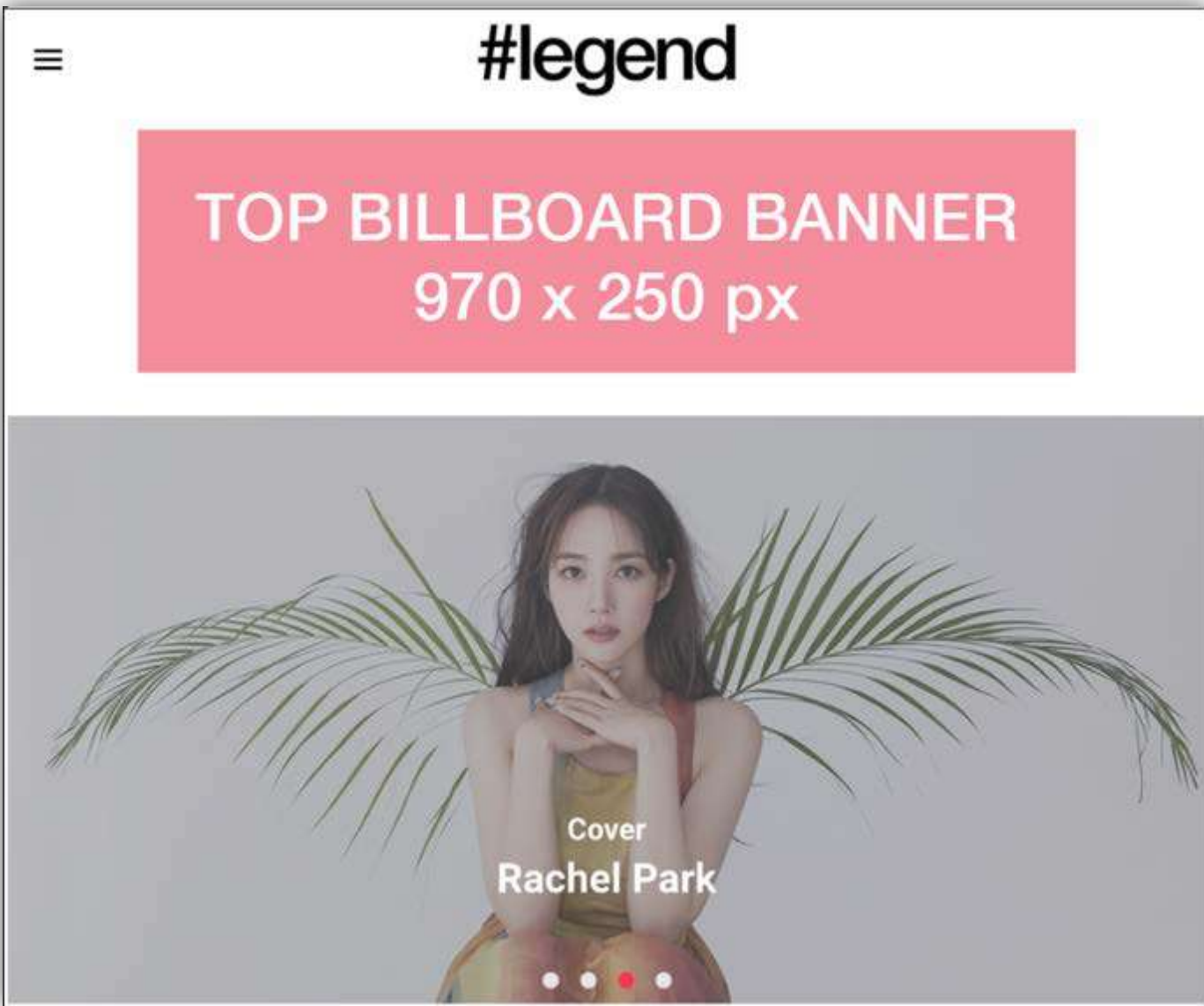




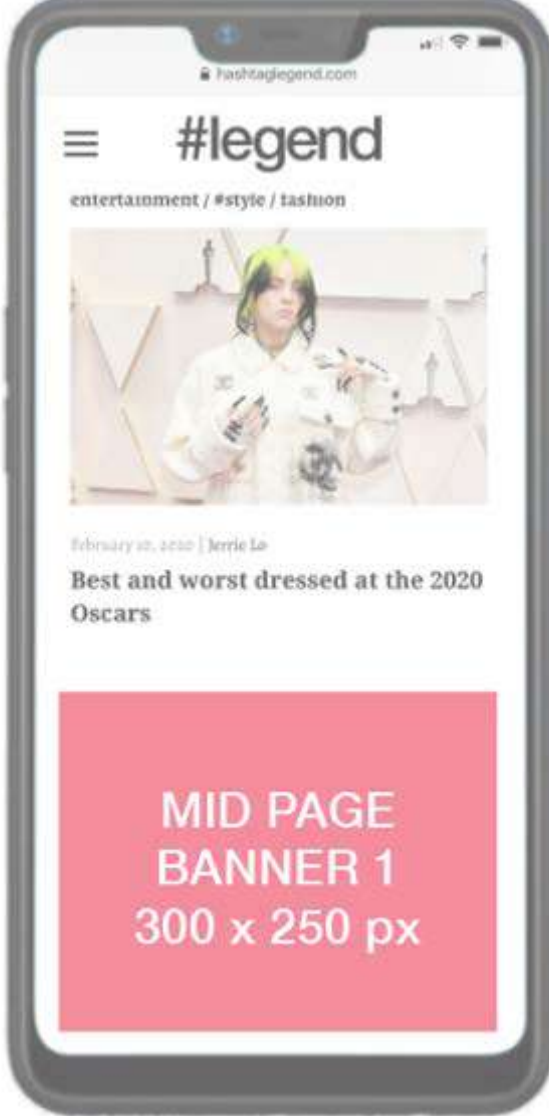
# rates (digital)

RATES IN HKD PER INSERTION					
Display advertising	Dimension (D)	Dimension (M)	Format	CPM	Note
Billboard banner	970 x 250 (W x H)	320 x 100 (W x H)	Gif, jpg, png	HK\$420	3rd party ad tags supported
Half page banner	300 x 600 (W x H)	300 x 600 (W x H)	Gif, jpg, png	HK\$320	3rd party ad tags supported
Sticky Ad banner	N/A	320 x 100 (W x H)	Gif, jpg, png	HK\$380	Mobile only

## Desktop



## Mobile



#



# brands we work with

AUDEMARS PIGUET  
*Le Brassus*



BVLGARI

*Cartier*

CHANEL

Chloé

ChristianDior

GUCCI

I.T



la prairie  
SWITZERLAND

LOUIS VUITTON



RIMOWA

ROSEWOOD  
HOTEL GROUP

SAMSUNG

TIFFANY & CO.



Van Cleef & Arpels





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# #legend

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