



#legend

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.



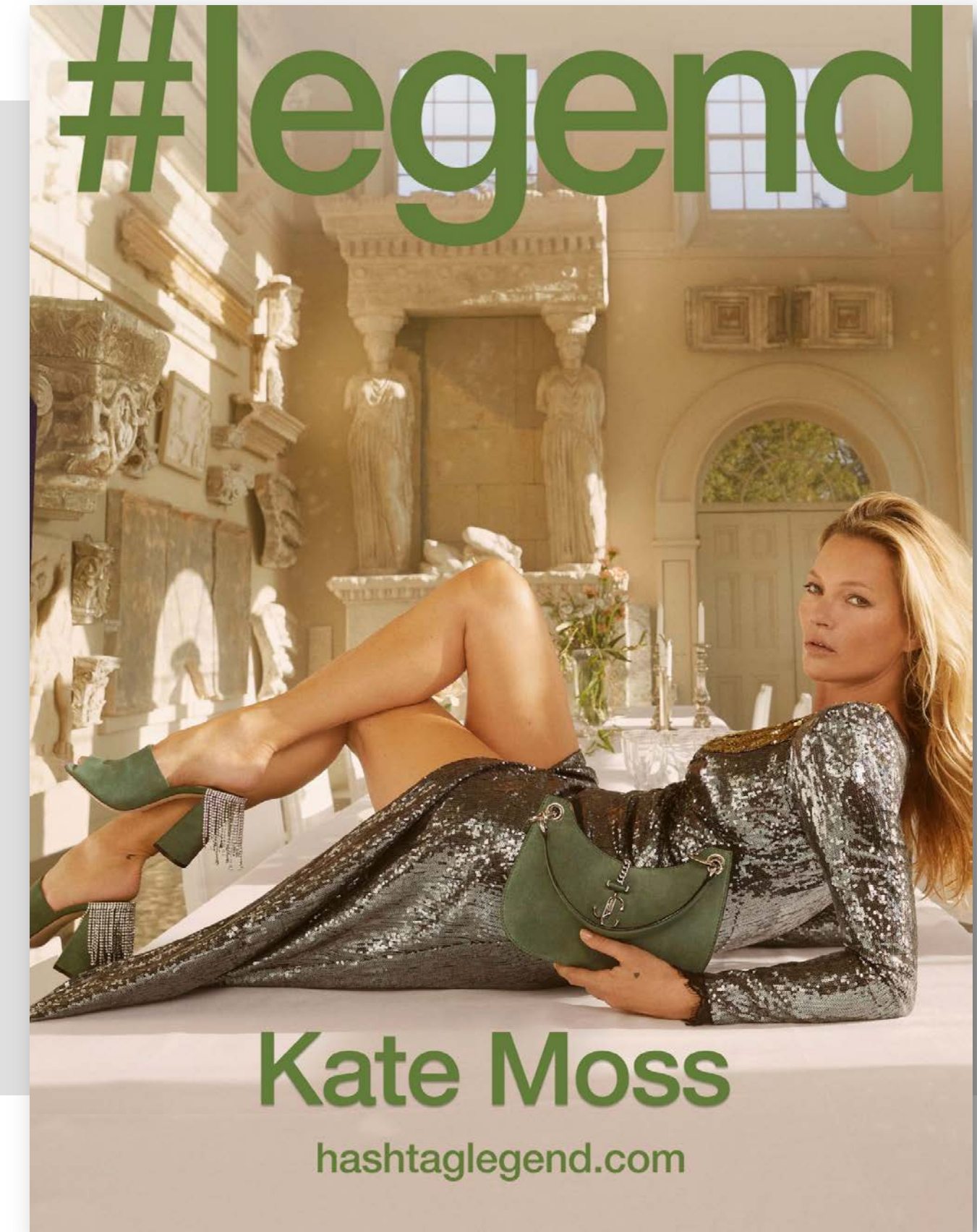
covers



Print covers



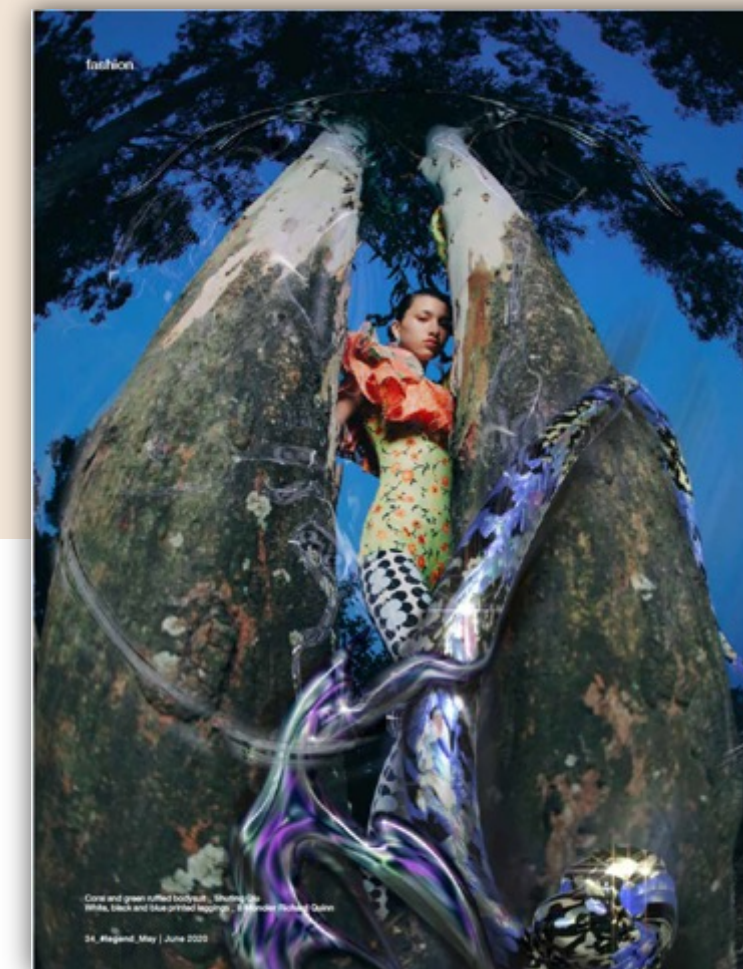
Inside fashion covers



Digital covers

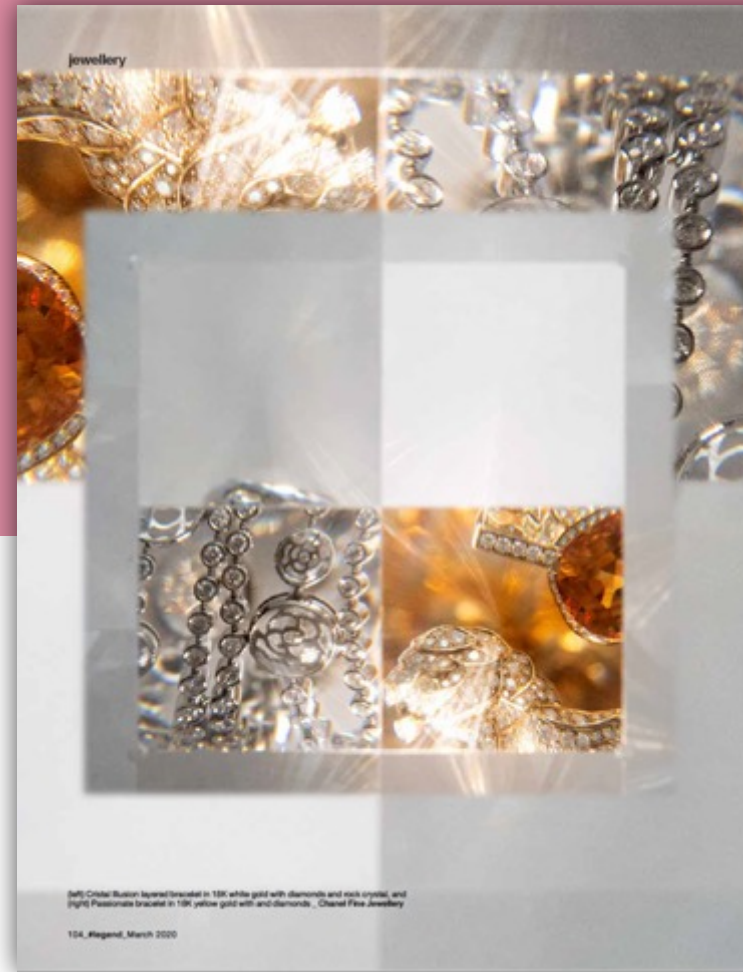
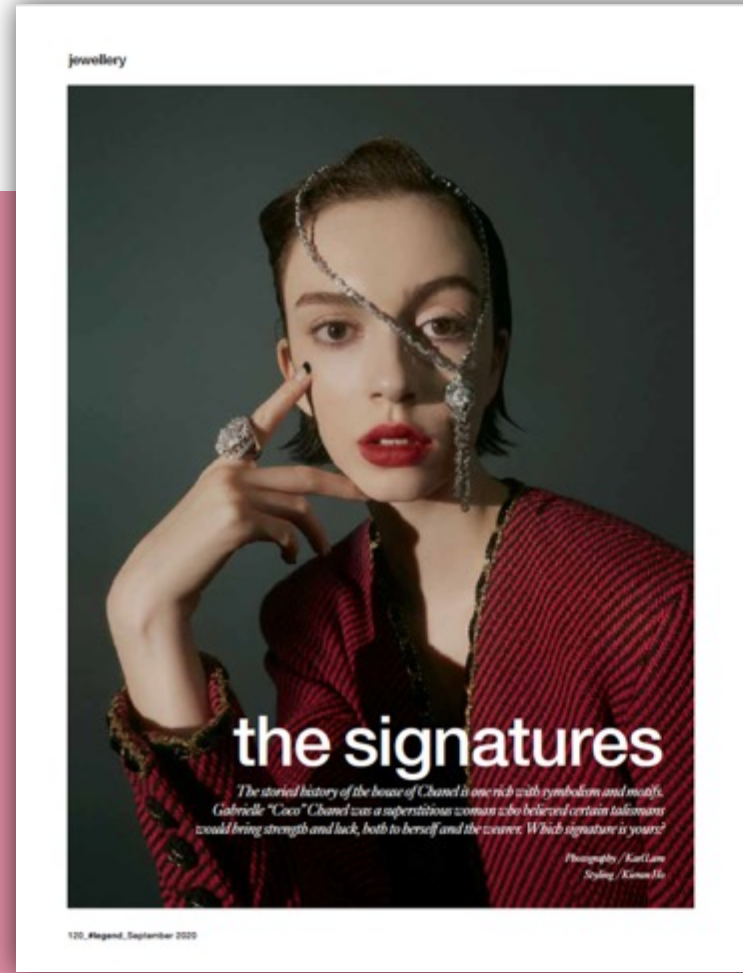
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#fashion

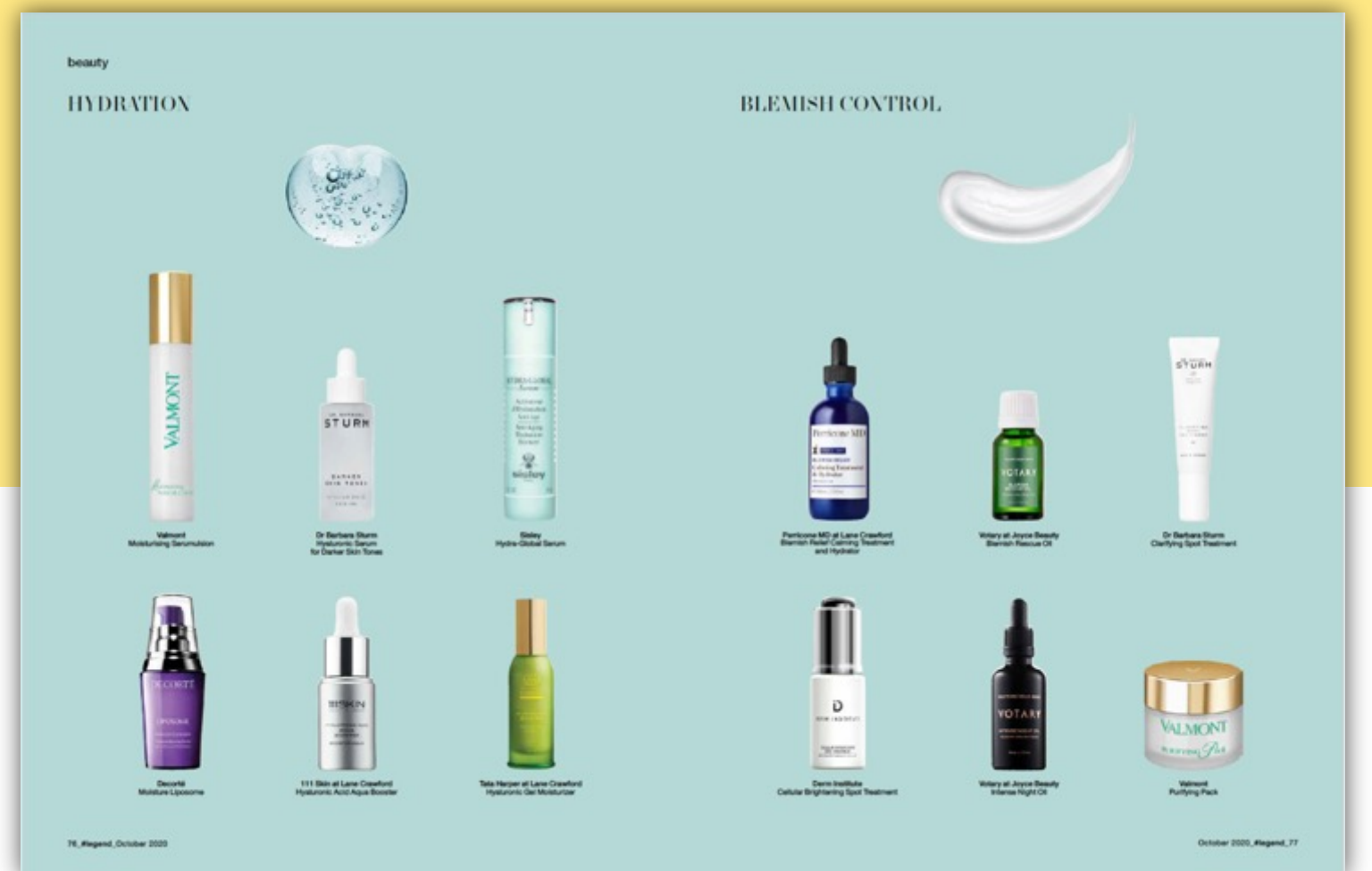


#

#watch&jewellery



#beauty



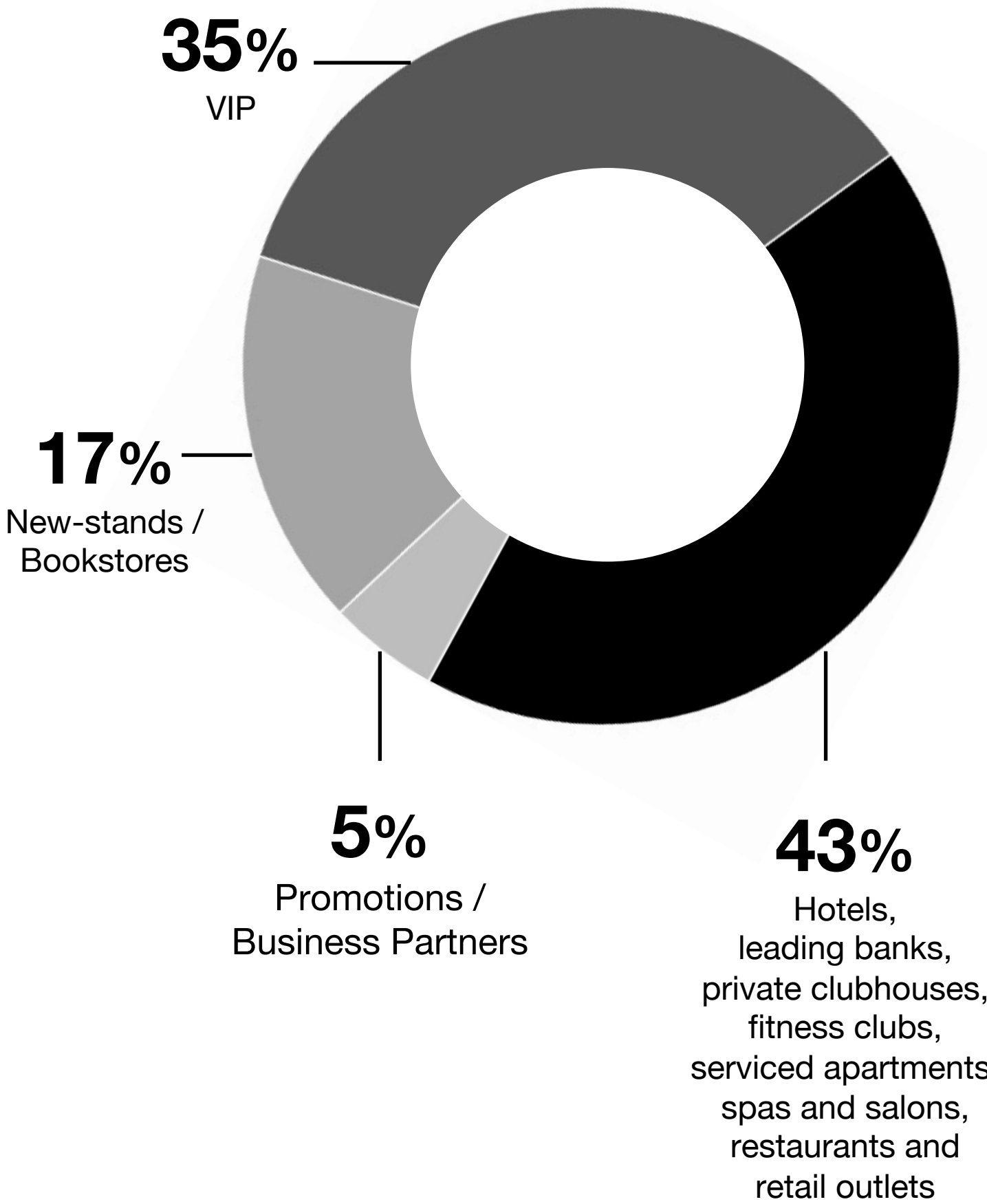
#

#influencer



print distribution

Circulation – 31,800 copies



Hotels

- Conrad Hong Kong
- East Hong Kong Hotel
- Four Seasons Hotel Hong Kong
- Grand Hyatt Hong Kong
- 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
- Ten Feet Tall

F&B Outlets

- 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
- 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

Misc

- Hong Kong Adventist Hospitals
- Hong Kong Sanatorium & 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

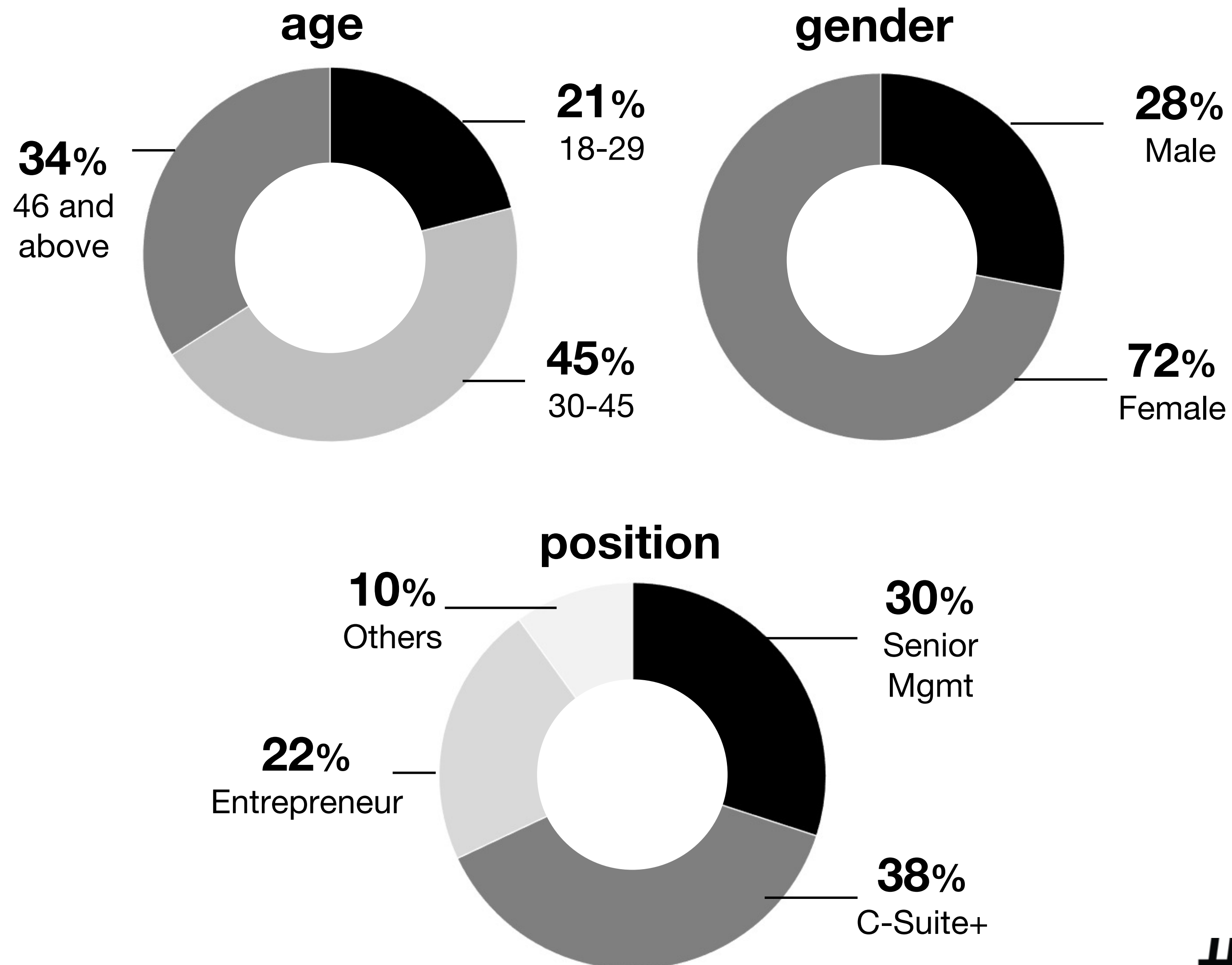
THE FUTURE ISSUE
STRONGER TOGETHER

Hyomin &
Hee-jung Kim



PRINT

readers profile

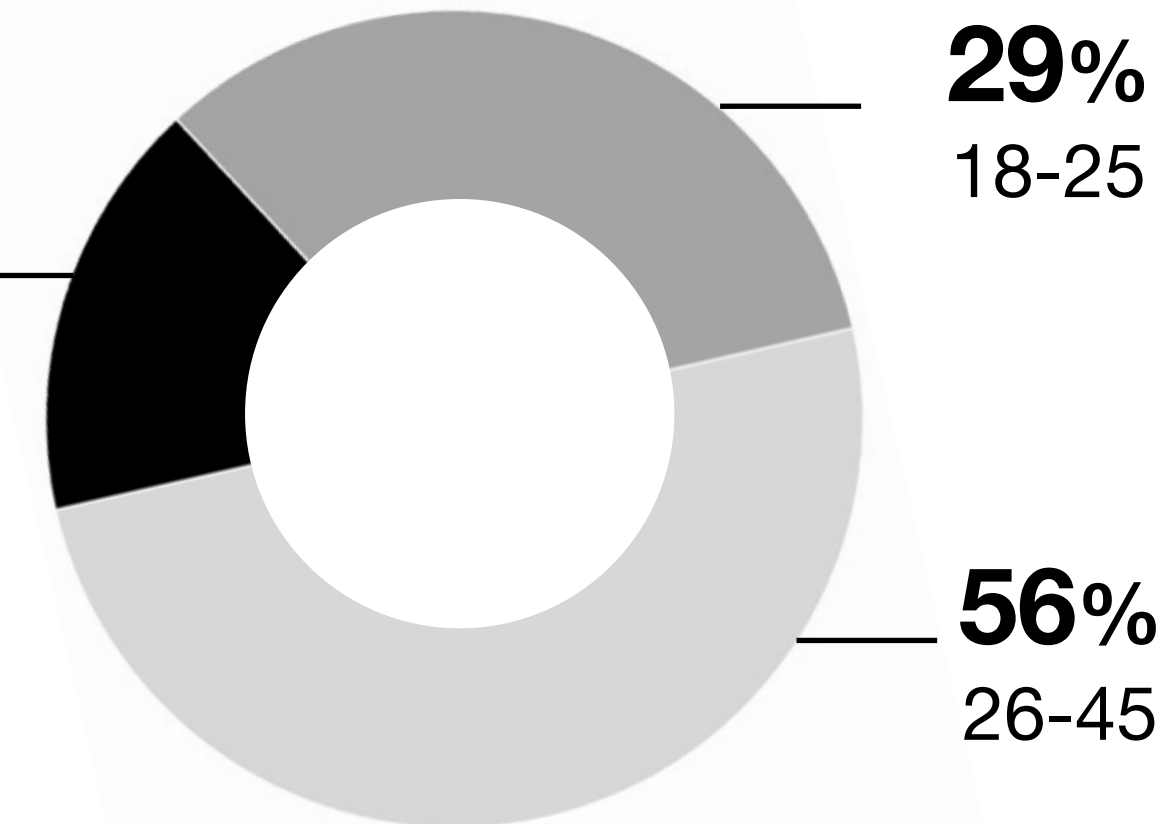


#

readers profile

age

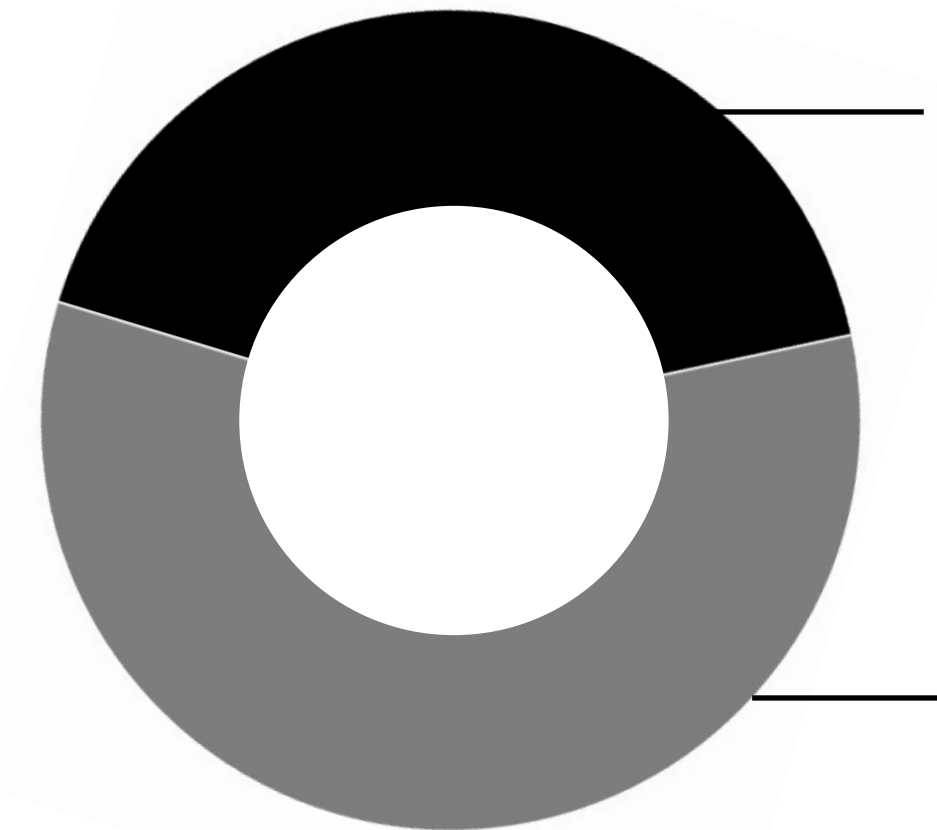
15%
46 and above



gender

42%
Male

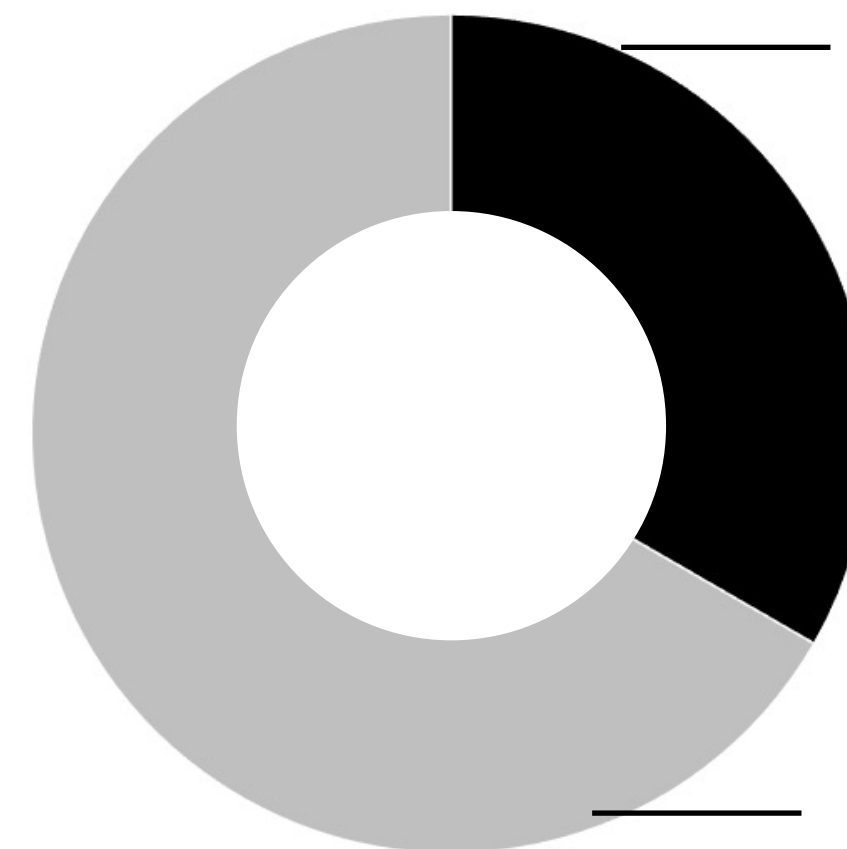
58%
Female



device

28%
Desktop

72%
Mobile



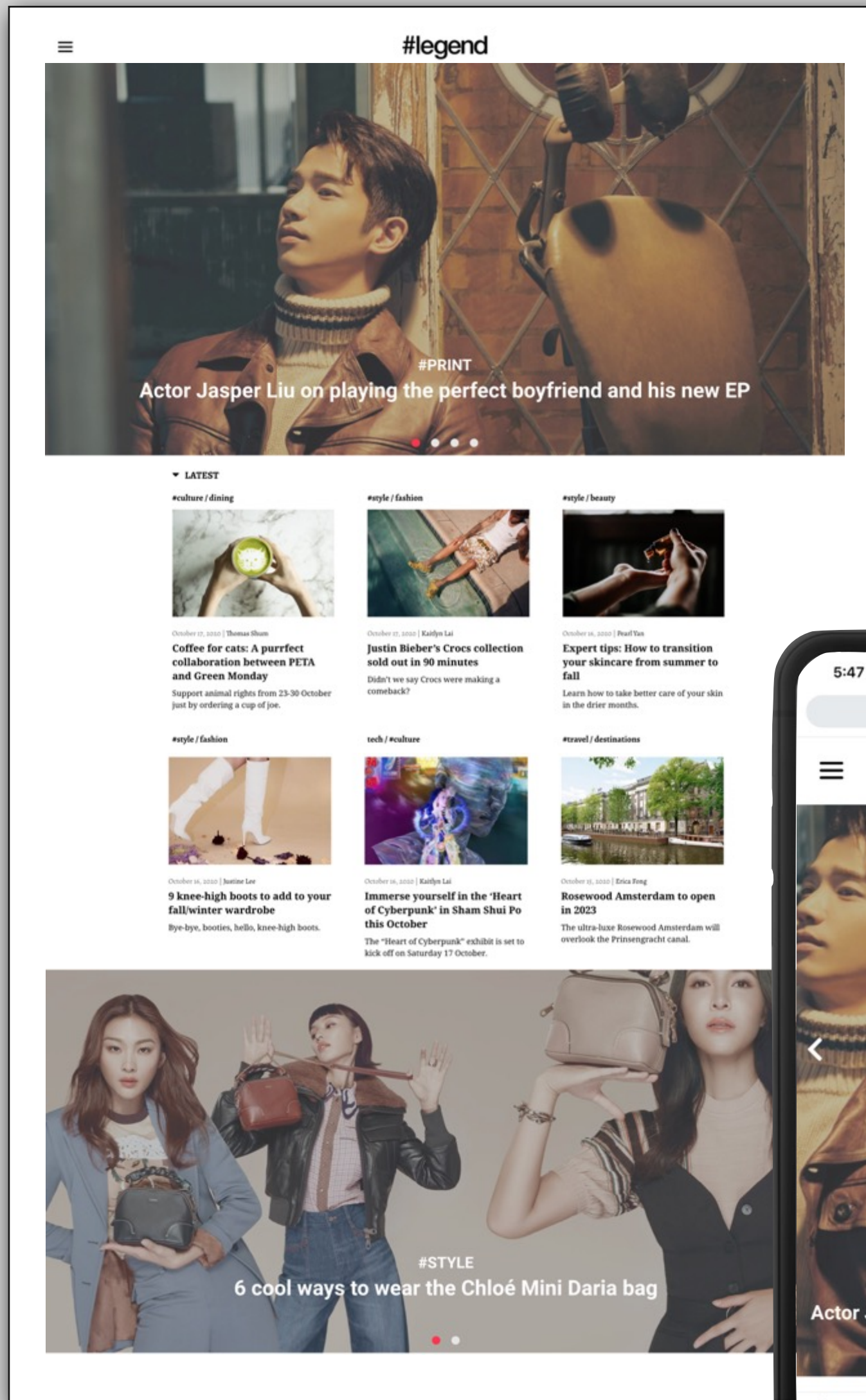
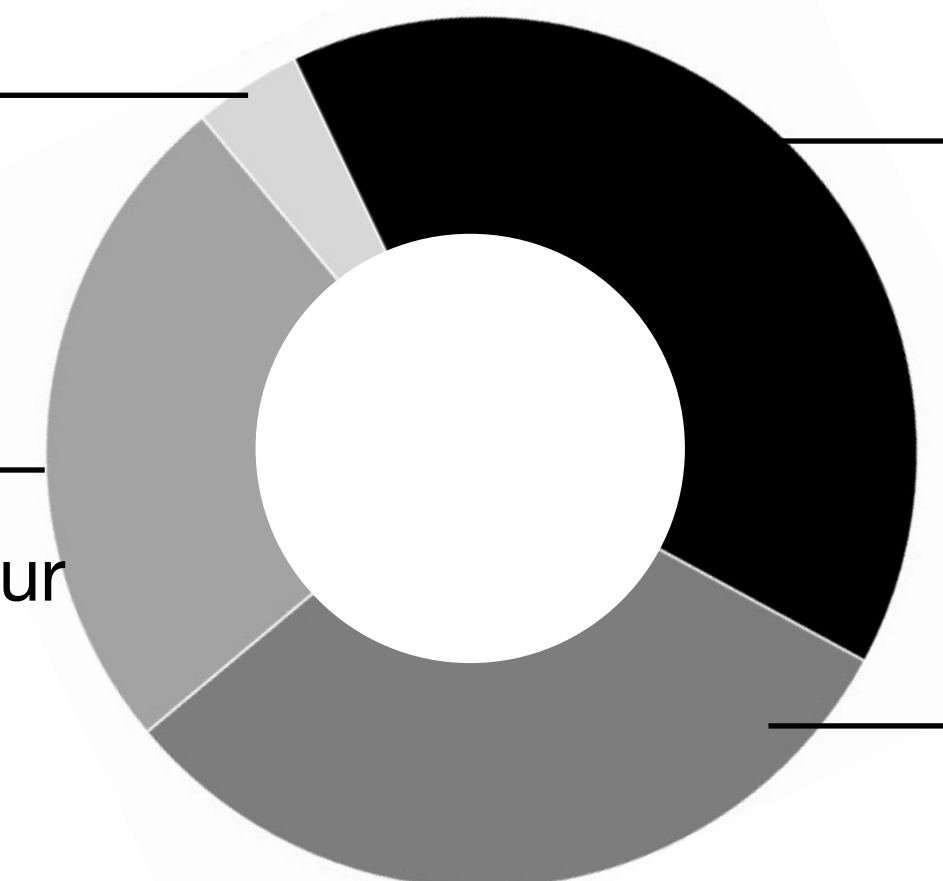
position

4%
Others

25%
Entrepreneur

40%
Senior
Mgmt

31%
C-Suite+



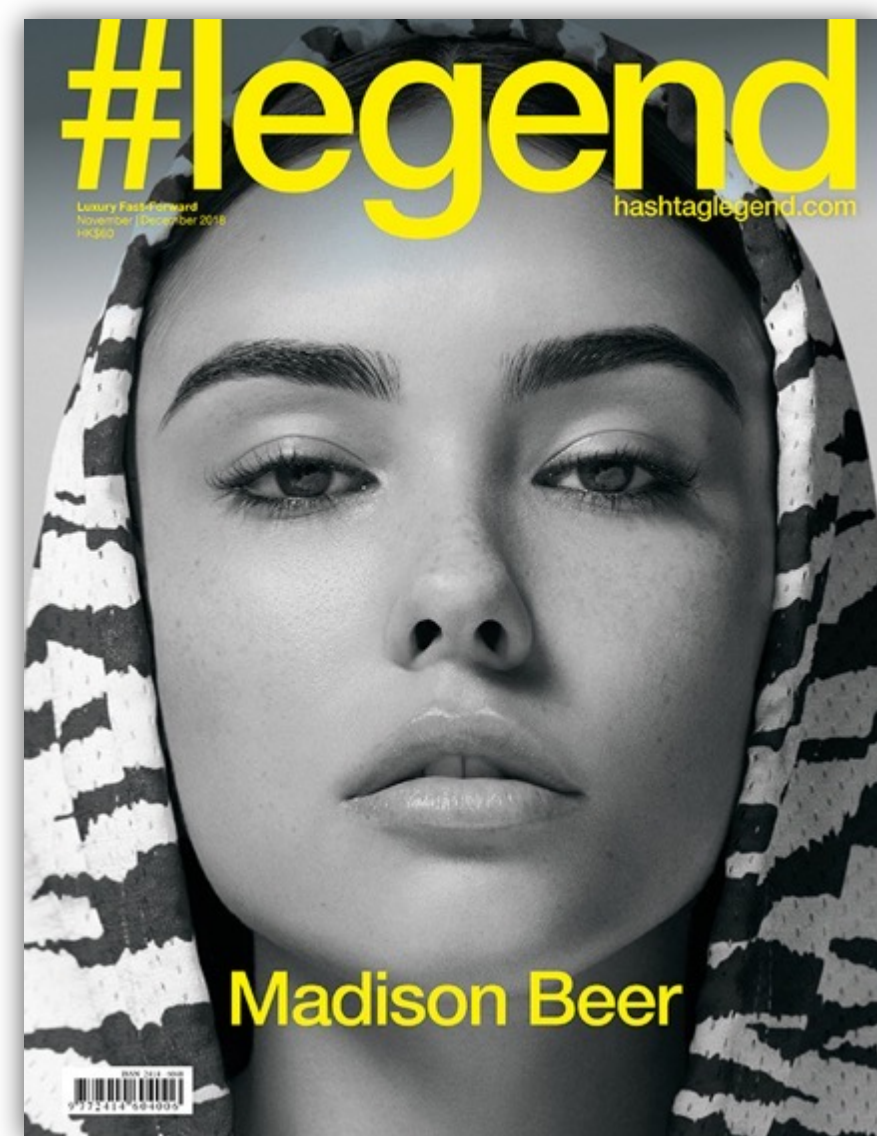
Average visitors per month: 152,000
Average PV per month: 350,000
Database of subscribers: 15,000

#legend

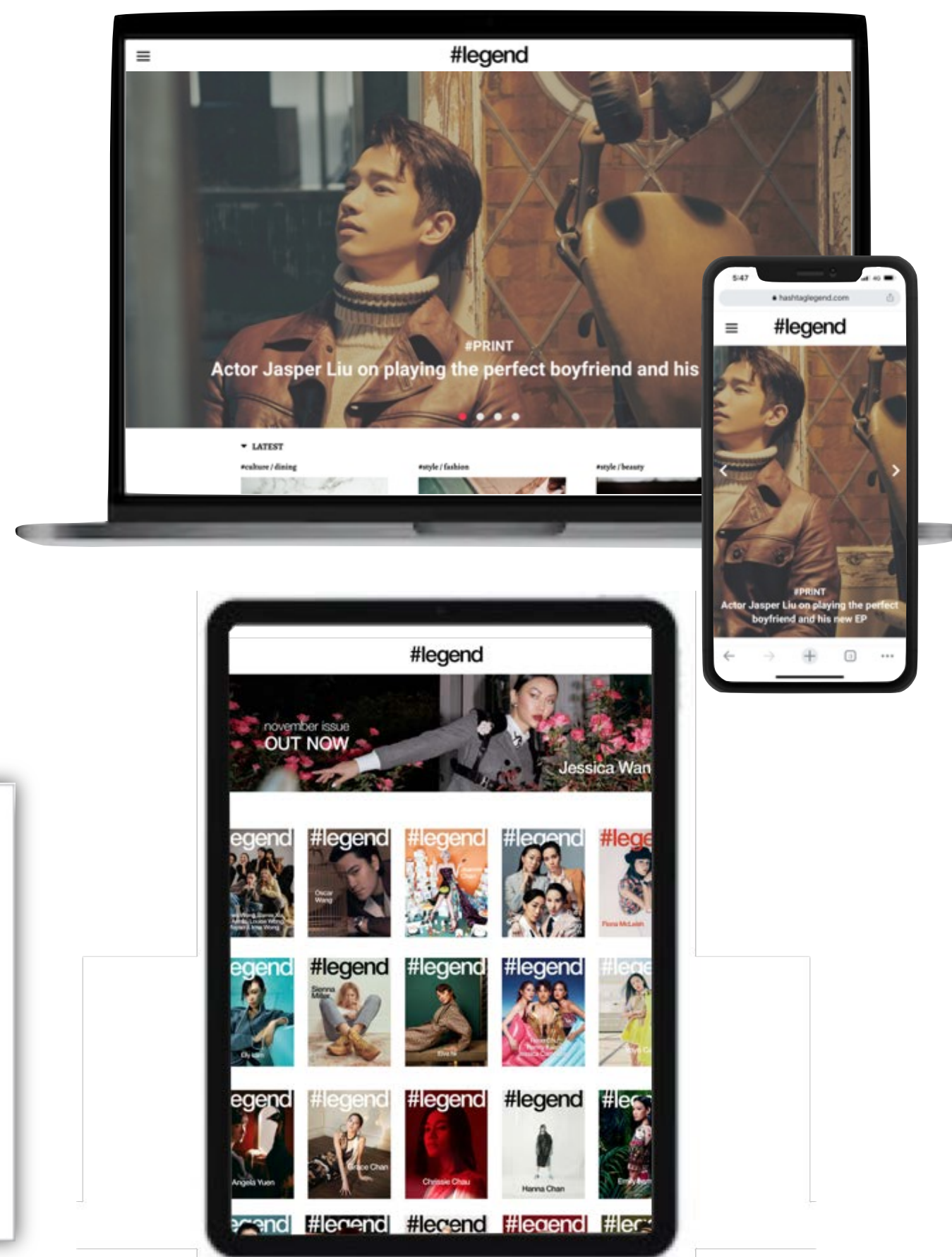
hashtaglegend.com

key offering

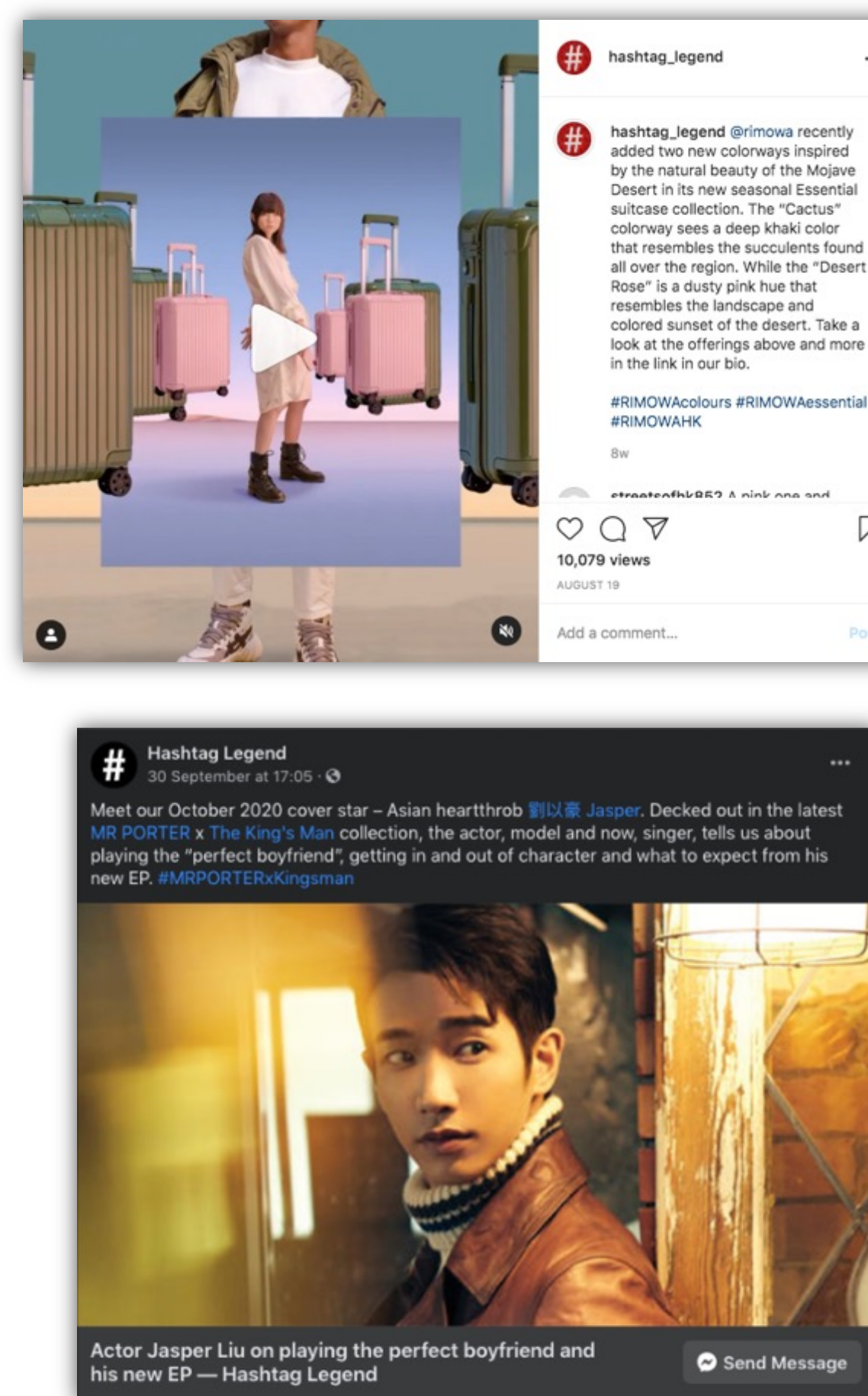
PRINT ADVERTISING



ONLINE ADVERTISING



SOCIAL MEDIA ADVERTISING



CUSTOM PUBLISHING



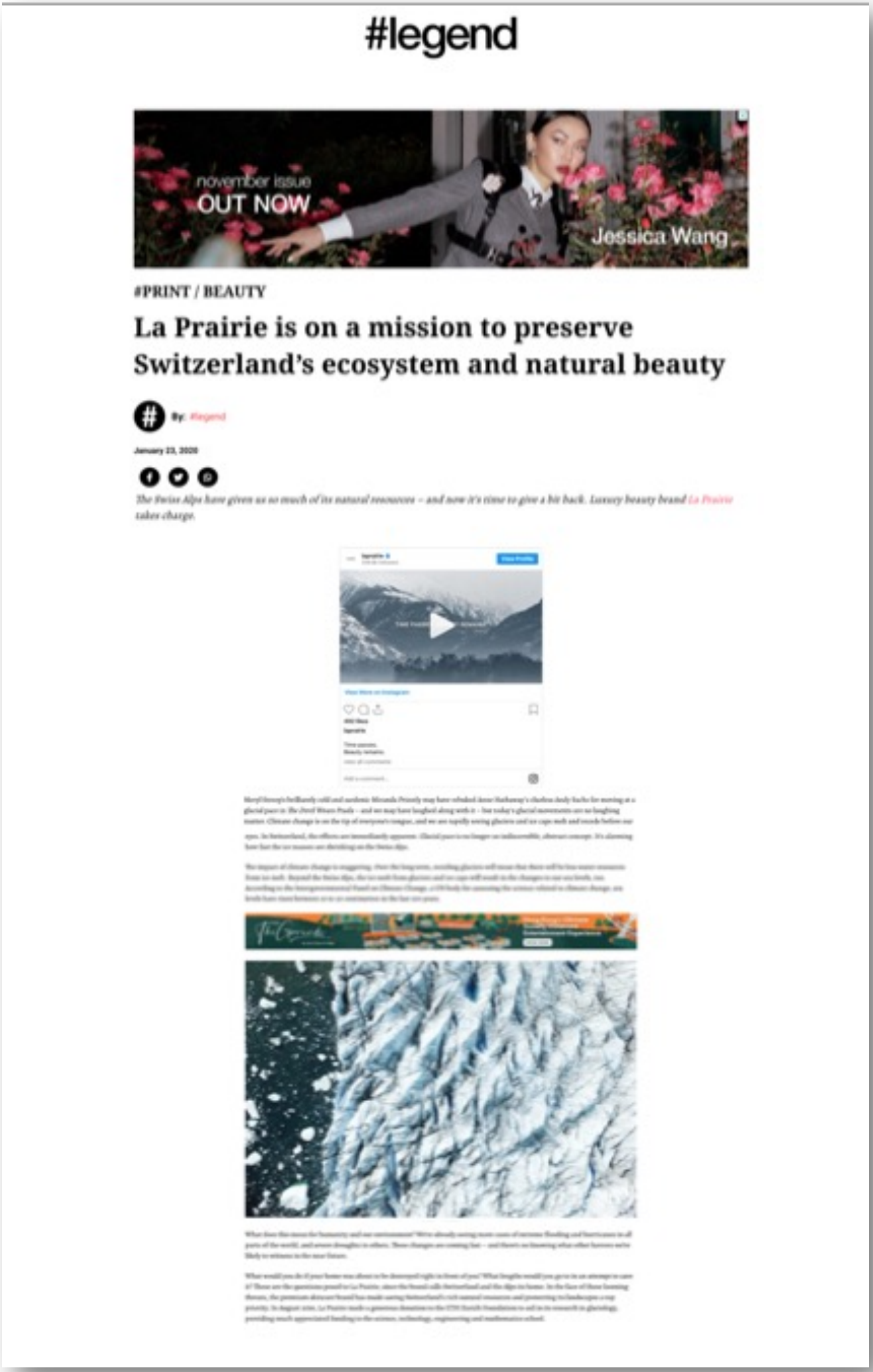
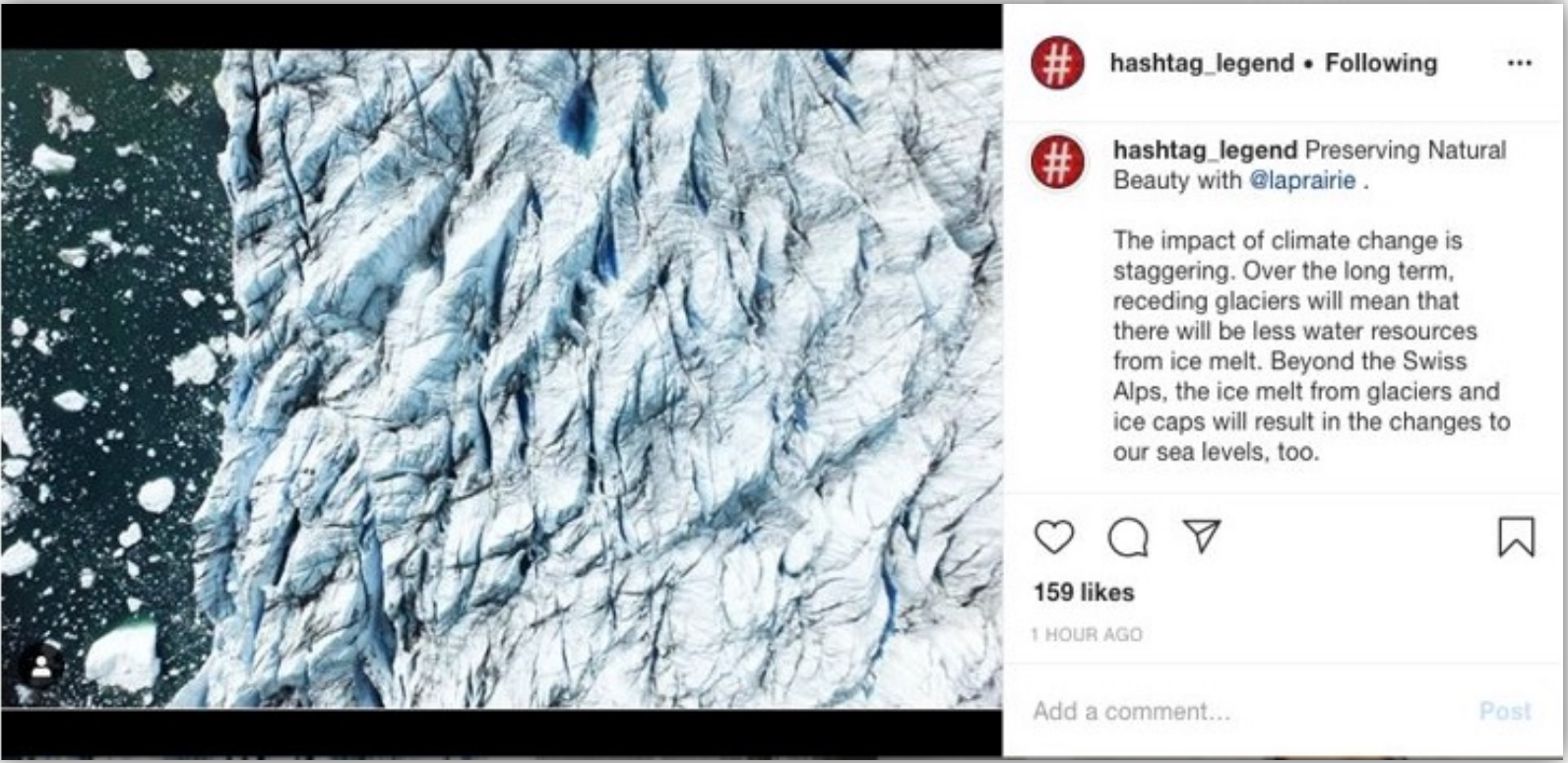
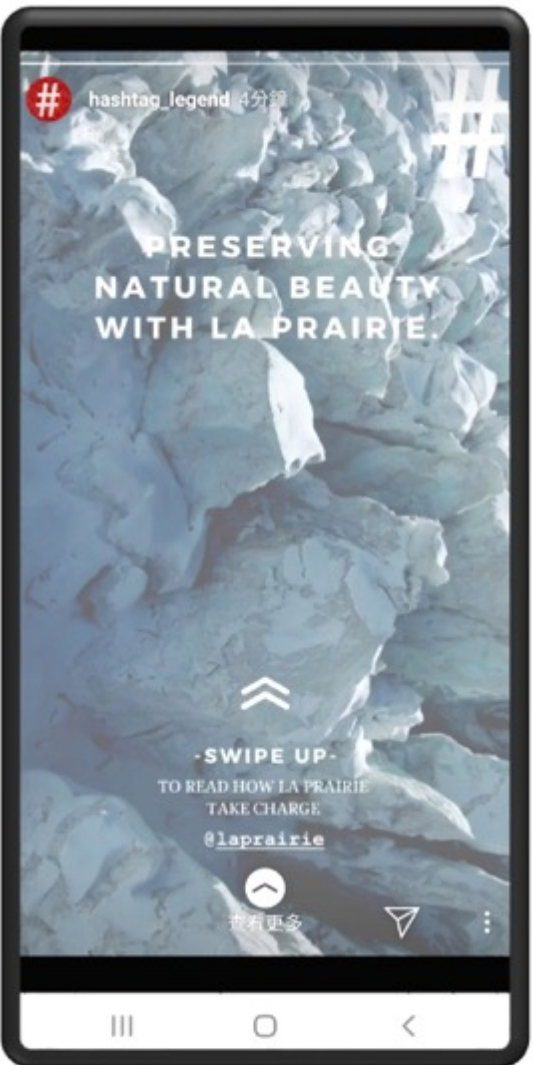
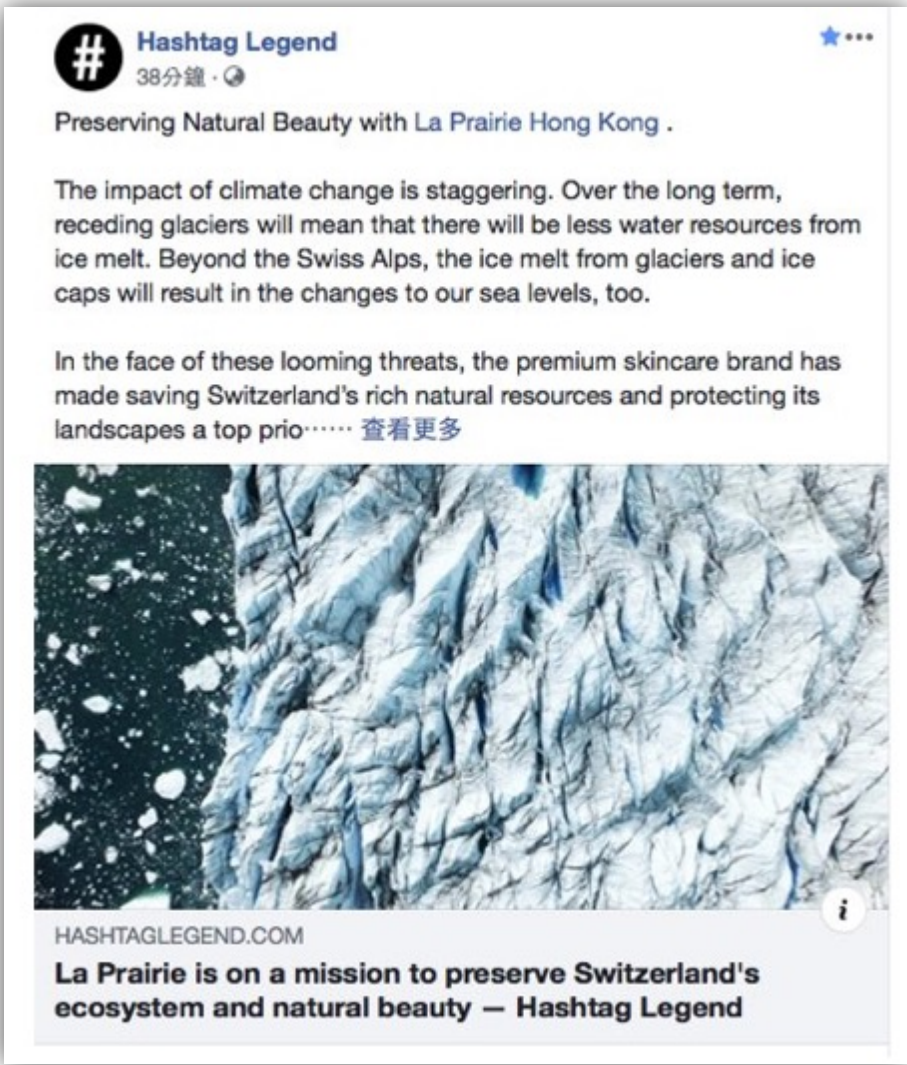
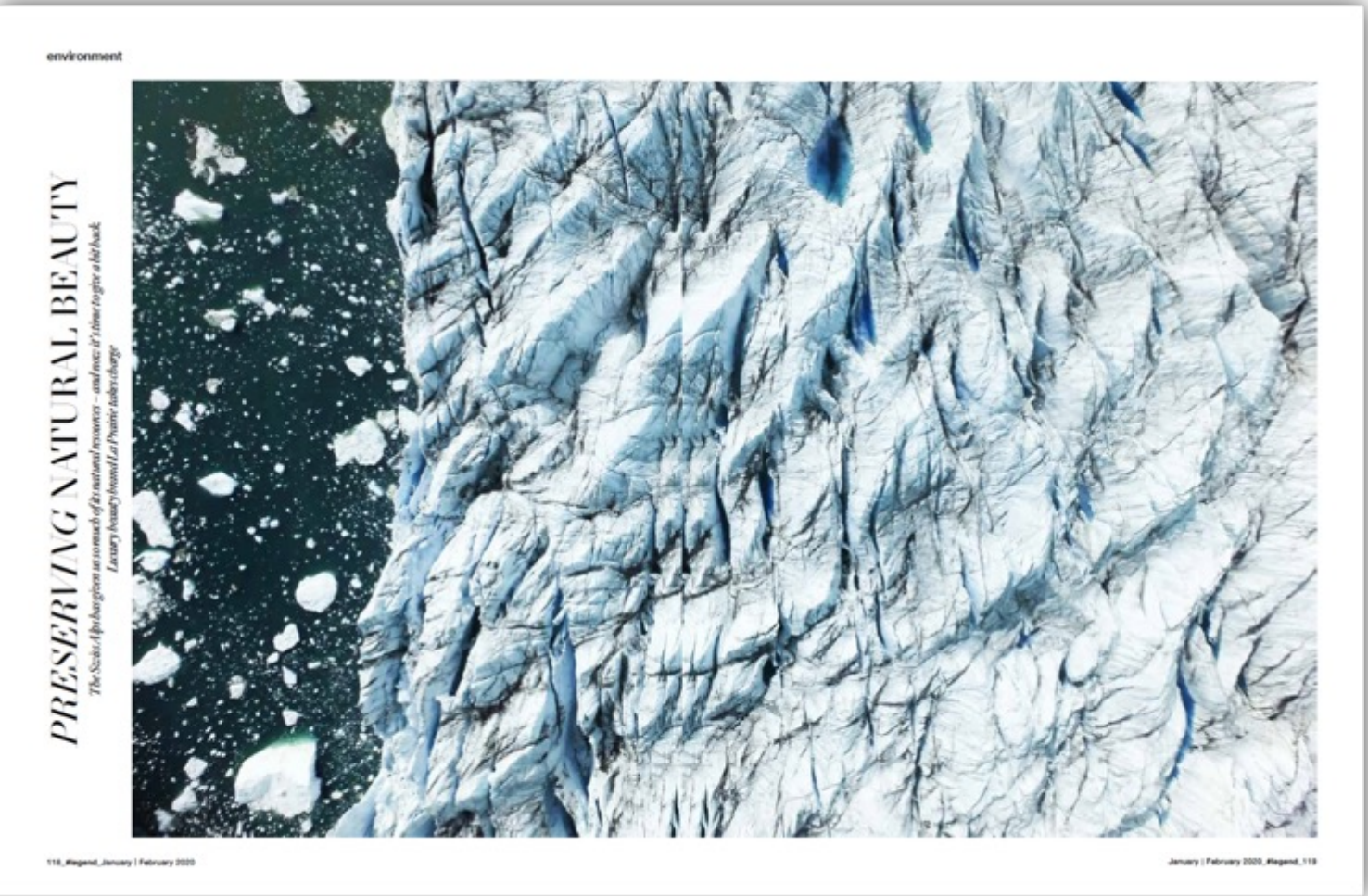
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special projects

Print: 4 pages

Social media post

Online advertorial



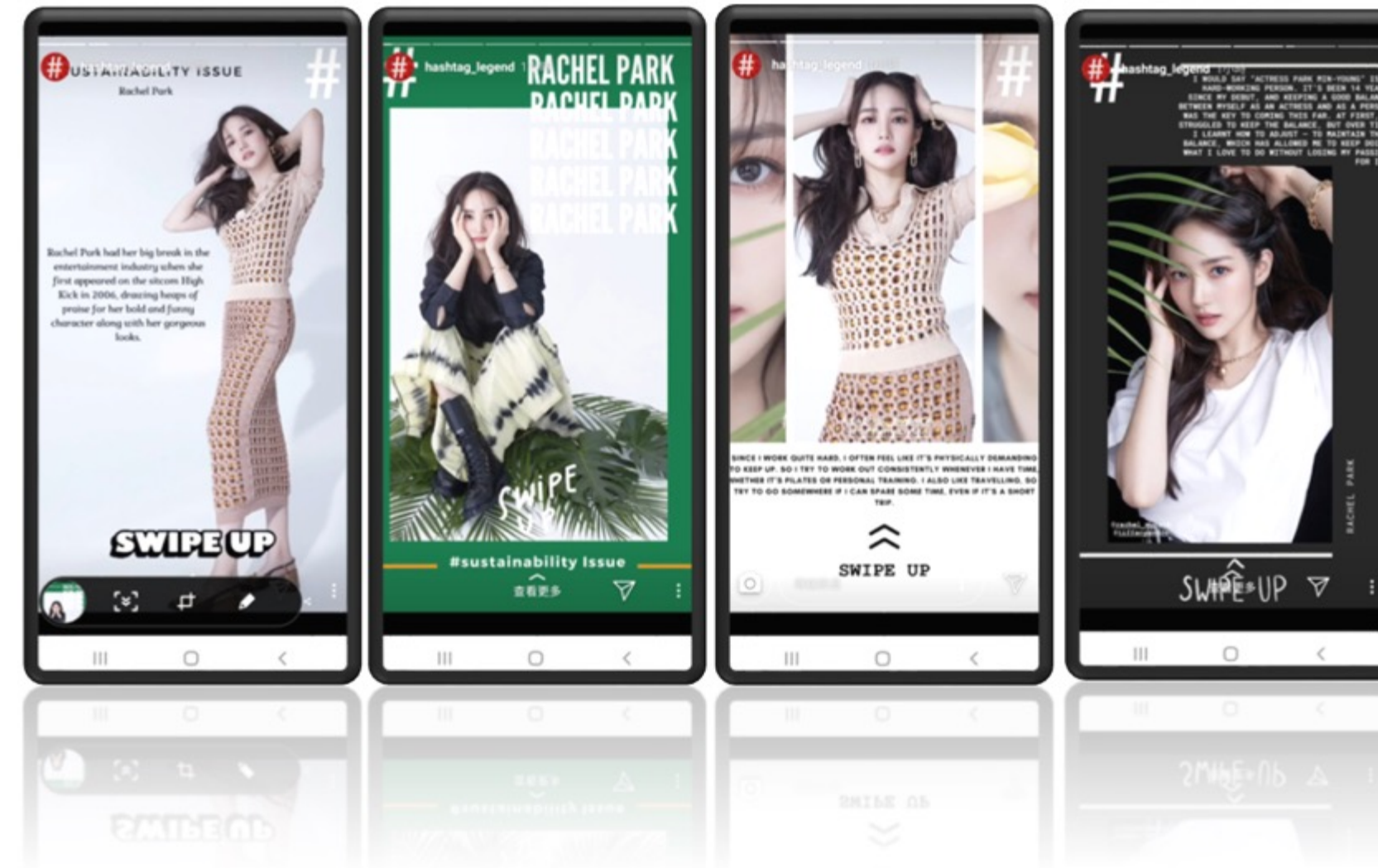
Fendi
Tiffany & Co.

special projects

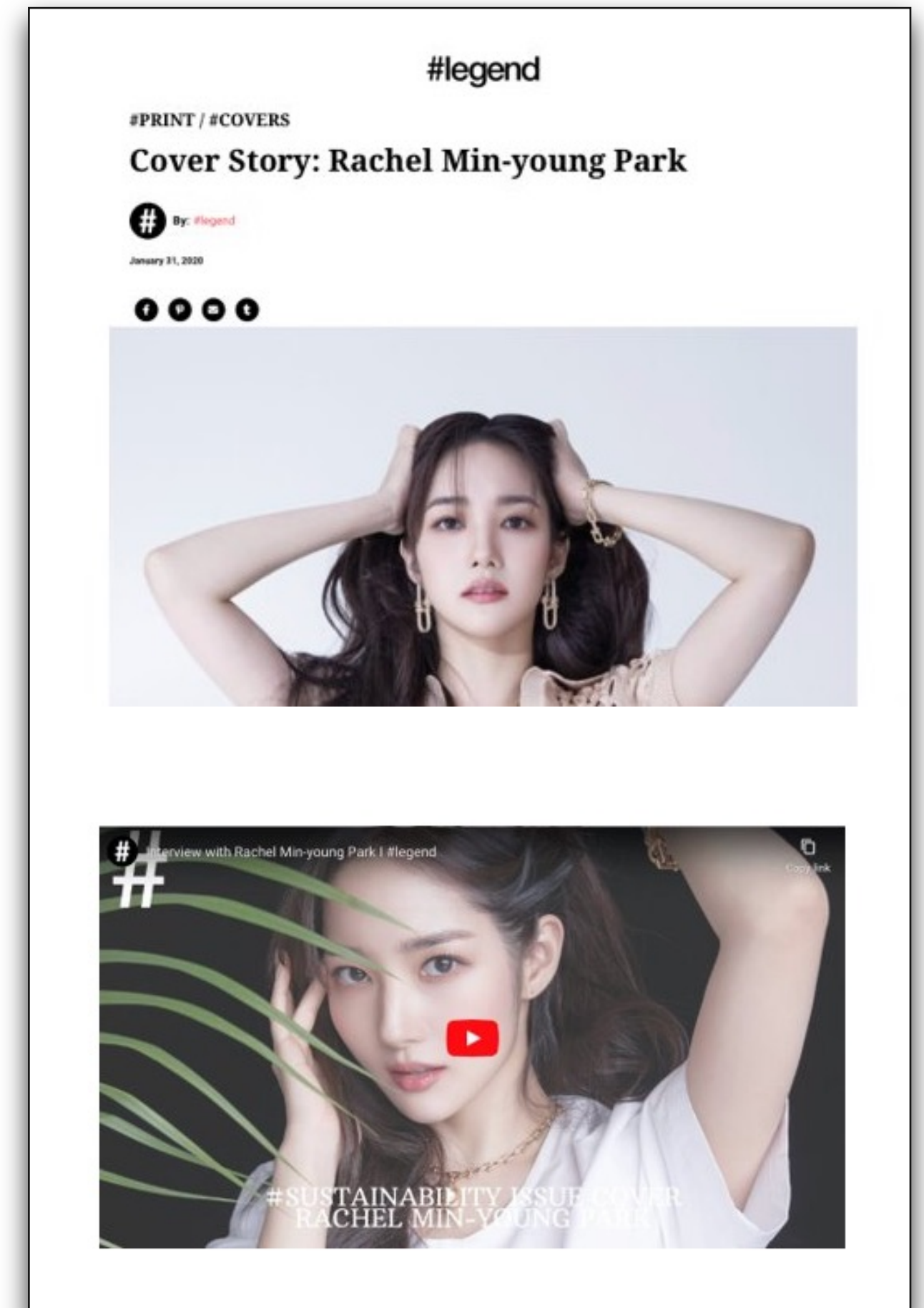
Print: Cover sponsor



Social media post



Online advertorial

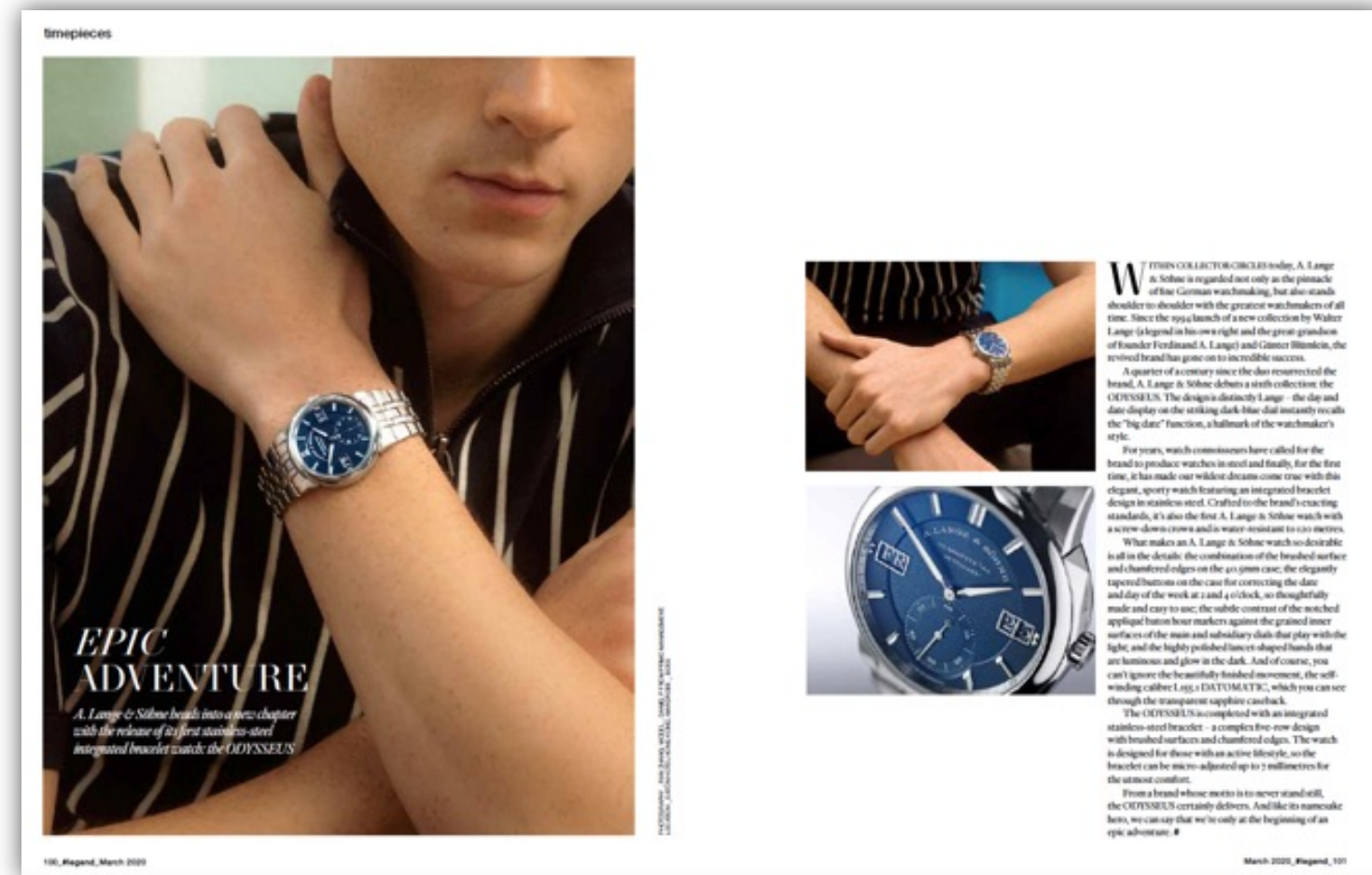


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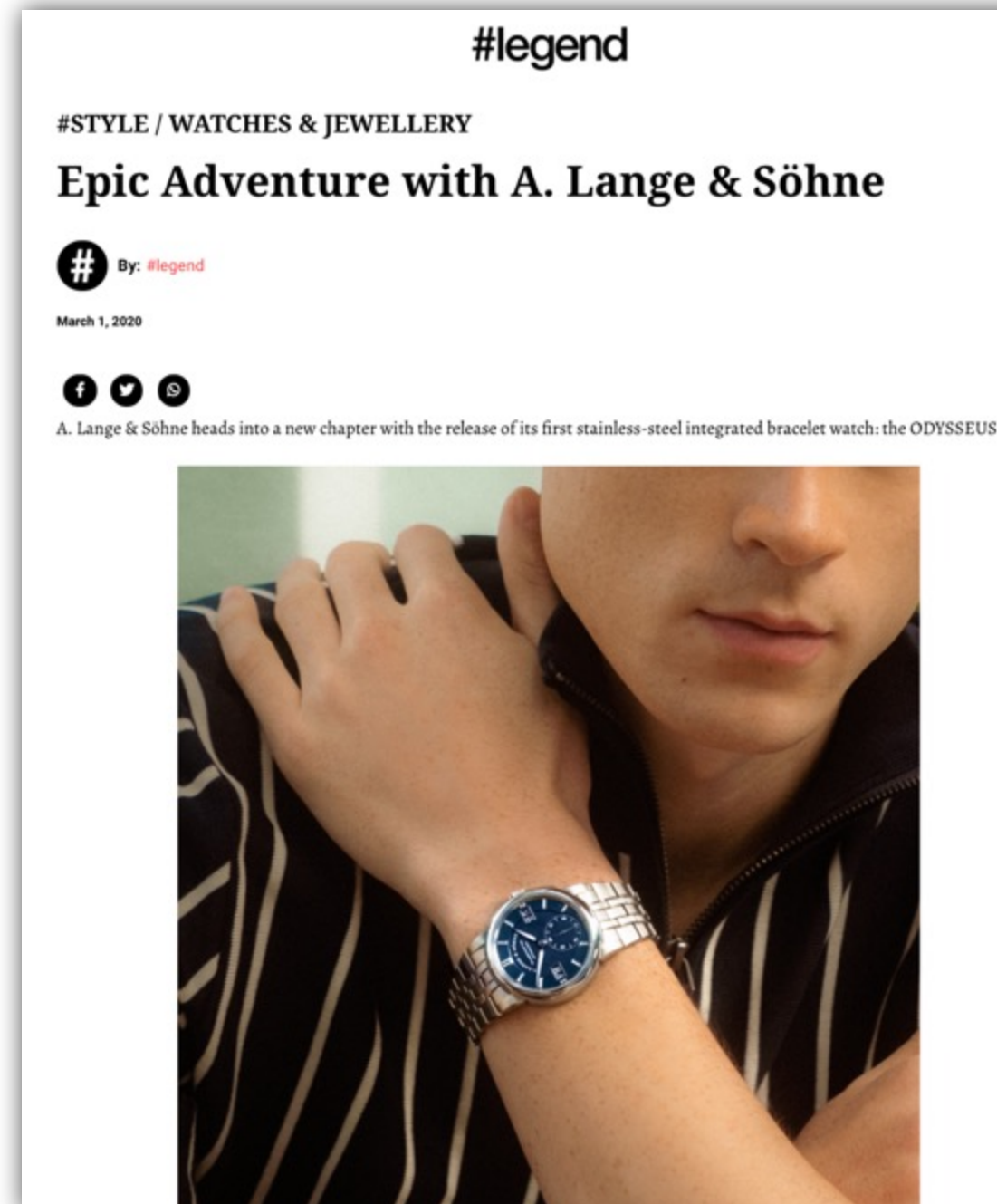
A. Lange & Sohne

special projects

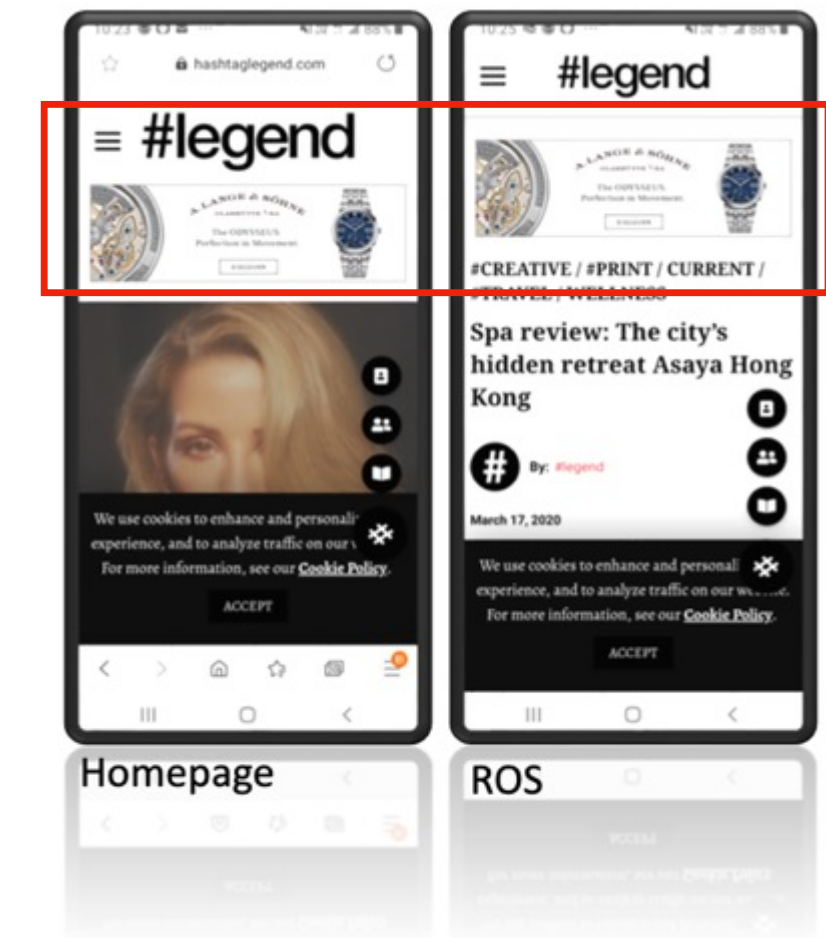
Print: Advertorial



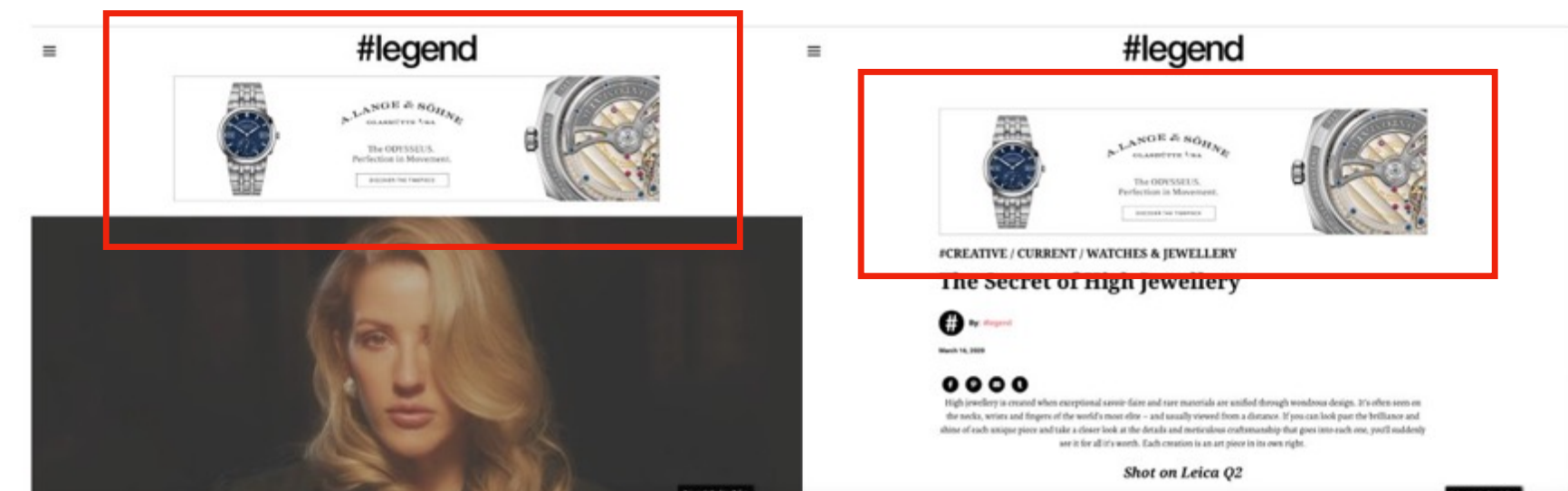
Online advertorial



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

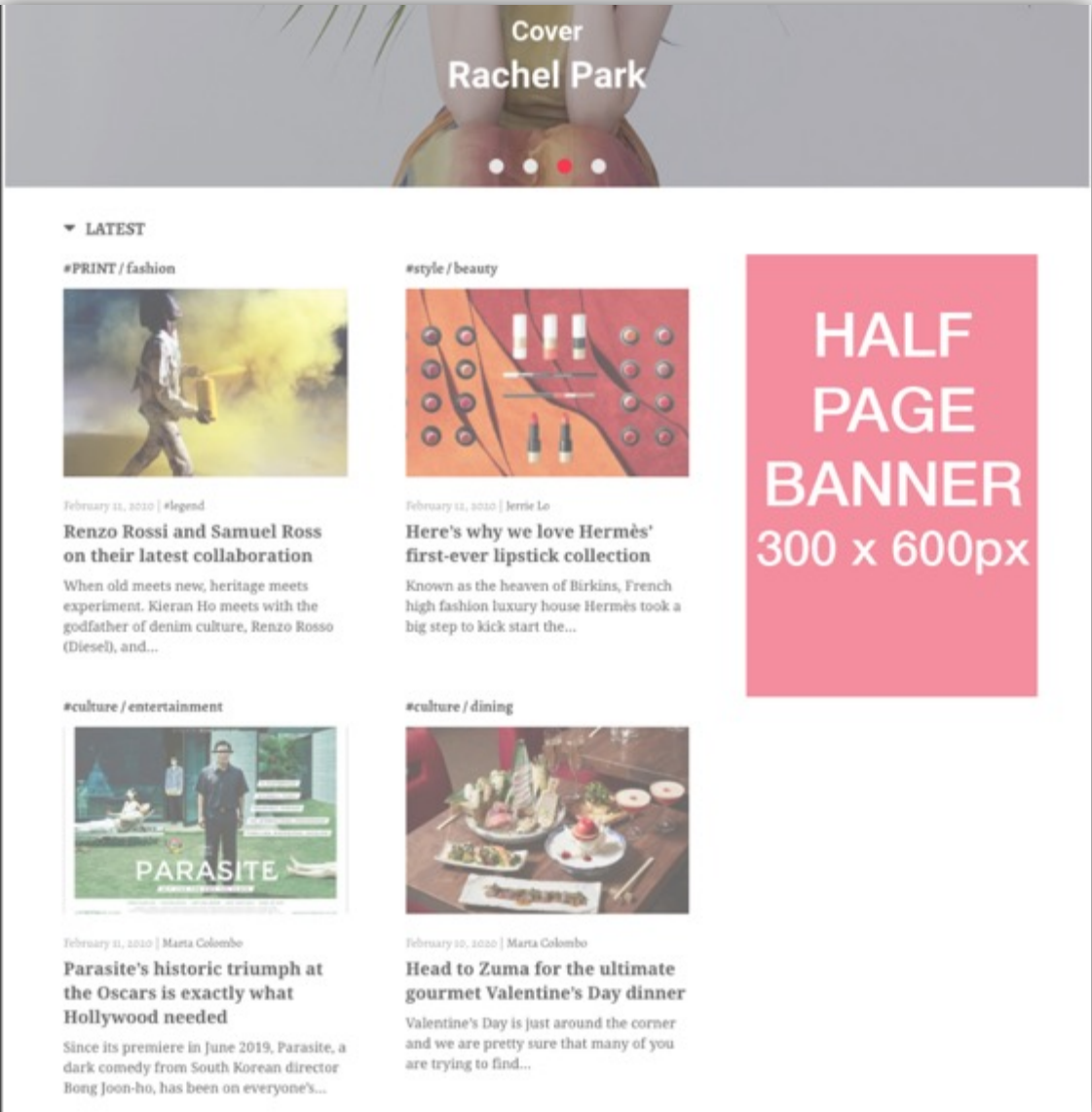
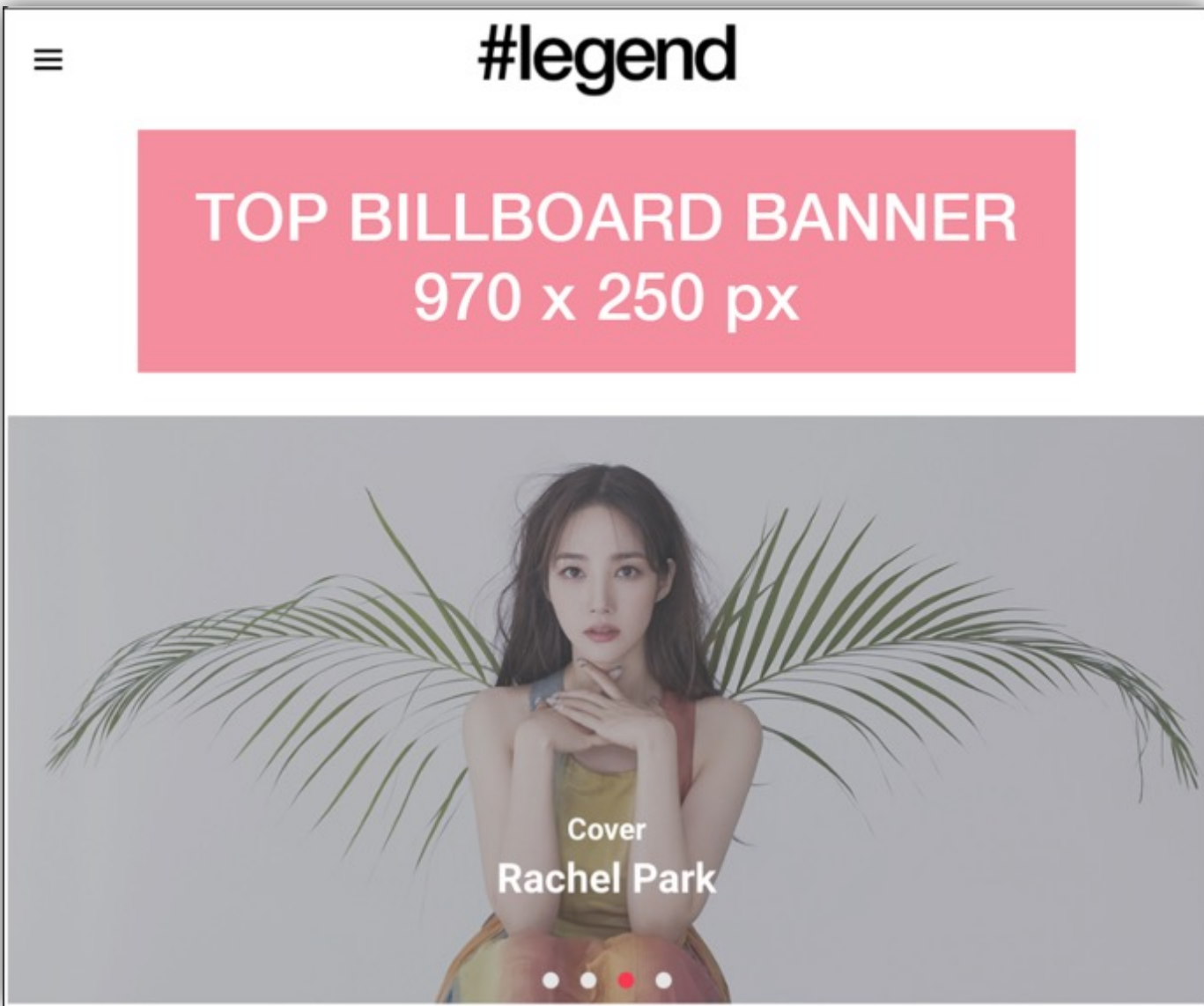
Colour Proof: Digital proof with ISO 39L Standard (latest version) directly output from the pdf file



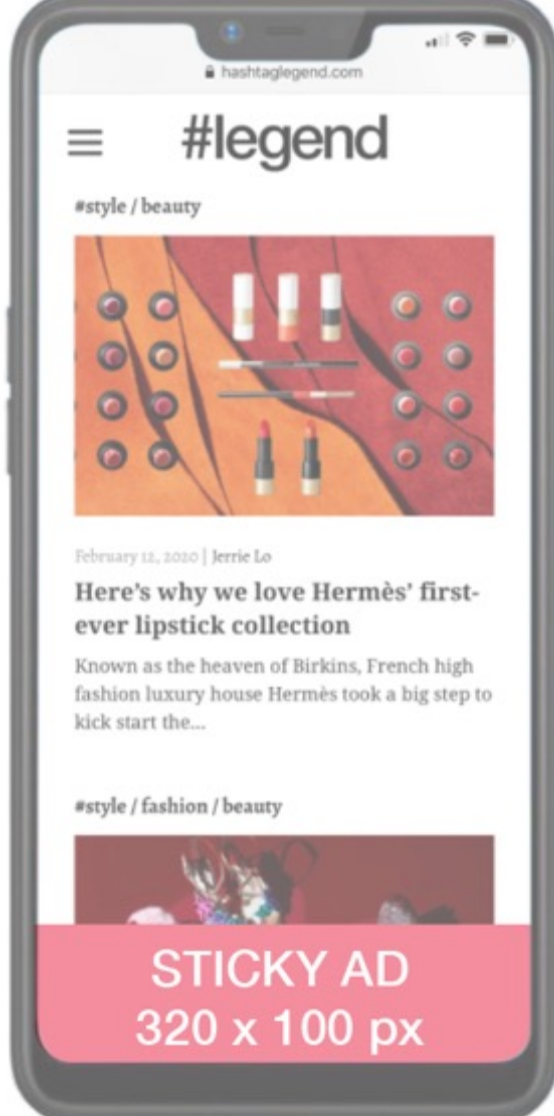
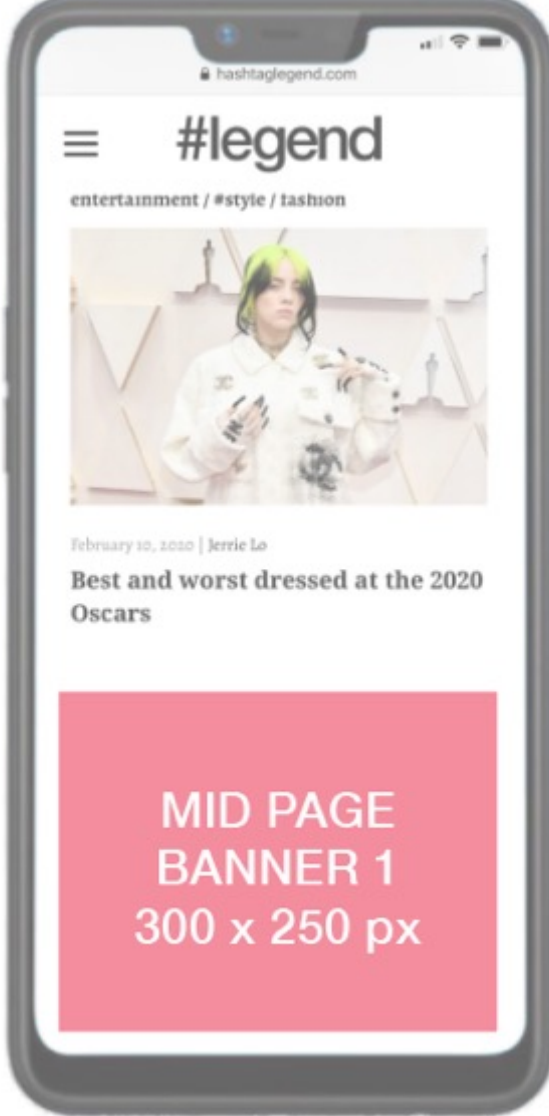
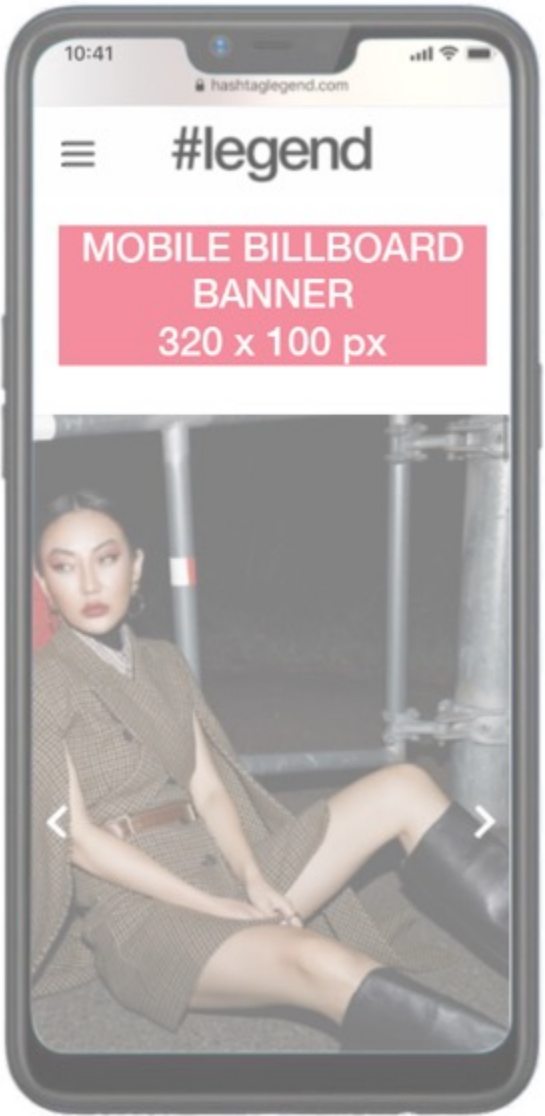
rates (digital)

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



contact us

Tony Cheong

Head of Sales

email: tony@hashtaglegend.com

mobile: +852 6081 3987

Athena Chan

Business Partnerships Director

email: athena@hashtaglegend.com

mobile: +852 9779 4689

Barbara Mak

Business Partnerships Manager

email: barbara@hashtaglegend.com

mobile: +852 9269 7882

#legend

LEGEND PUBLISHING (HK) LIMITED

2202, One Hysan Avenue, Causeway Bay, Hong Kong