



# #legend

hashtaglegend.com

media kit 2022



# we are #legend

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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.



## COVERS

**inside fashion**

**JULIEN DOSSENA** (p.42): "I had in my mind what I thought the brand should be, but it has been a constant evolution from day one. While you may have plans they never go exactly the way you think they should. You have to recognise the feelings you have in that moment and go for it. That's fashion." **ALEXIS BONHOMME** (p.48): "While we're an online player, we understand that face-to-face communication is essential to retaining and engaging with top-tier luxury shoppers." **RAINIE YANG** (p.55): "When I'm facing difficulties, I think it's important to believe in myself. Of course, it's easier said than done and it takes a long time to truly believe in yourself, but I think the most important thing is to believe in myself and that I must become my own biggest supporter. We absolutely need the support and encouragement of others, but I have to be the first person to support myself." **CHRISSE CHAU** (p.61): "After some accomplishments and some failures, you know what to accept and what to avoid. I think failures are good. You need them for an interesting life. Life would be too boring without them." **NICHKHUN** (p.62): "I never thought I could sing and dance all by myself for two and a half hours on stage, but I've done it. I just keep learning new things about myself through work. I'm very fortunate that this is my job, it's a blessing." ■

#legend

Chrissie Chau

A full-page photograph of Chrissie Chau. She is wearing a strapless, knee-length dress with a bold yellow and black floral pattern. The dress has a large black fur collar and a high slit revealing her leg. She is also wearing black high-heeled shoes. She is standing in a minimalist, brightly lit space with a white wall and floor, looking towards the camera with a slight smile.

digital

**print**



# FASHION





# BEAUTY

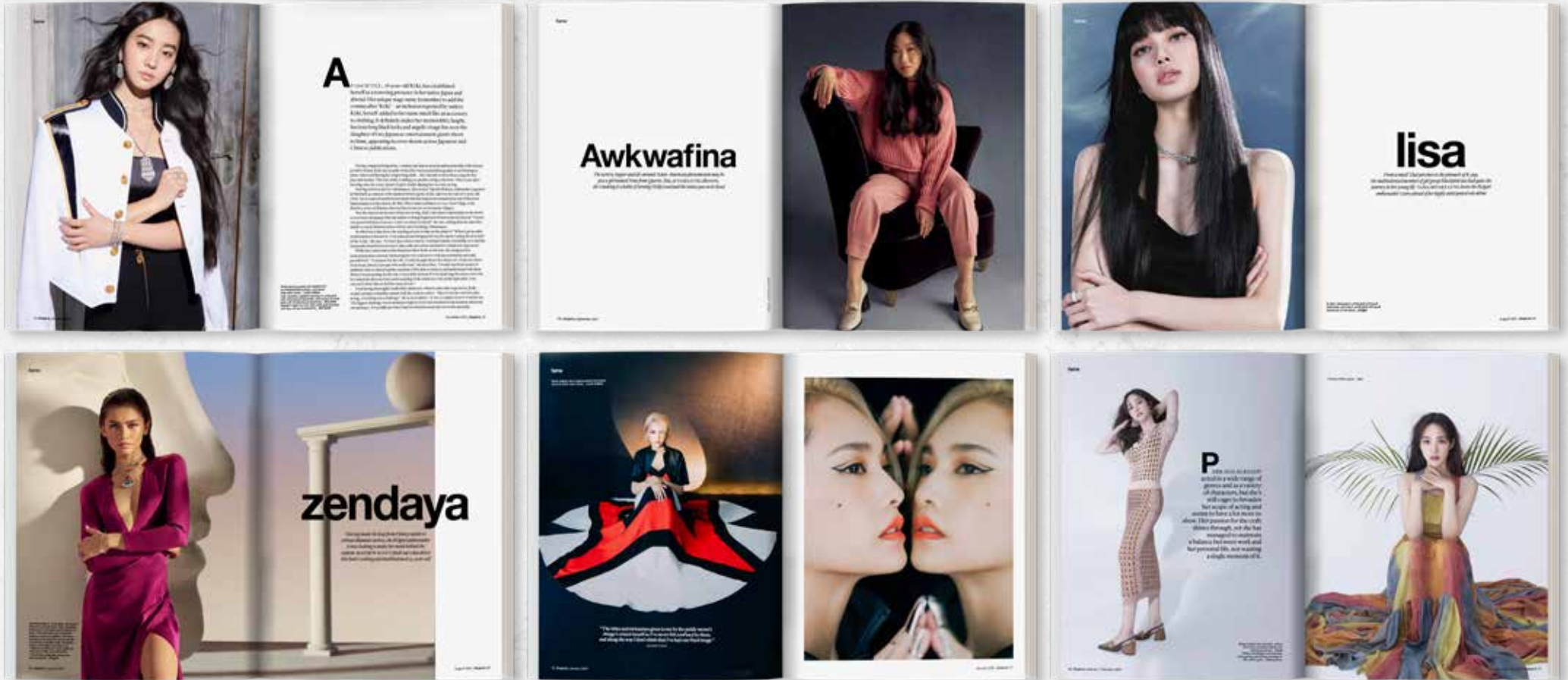




# CULTURE

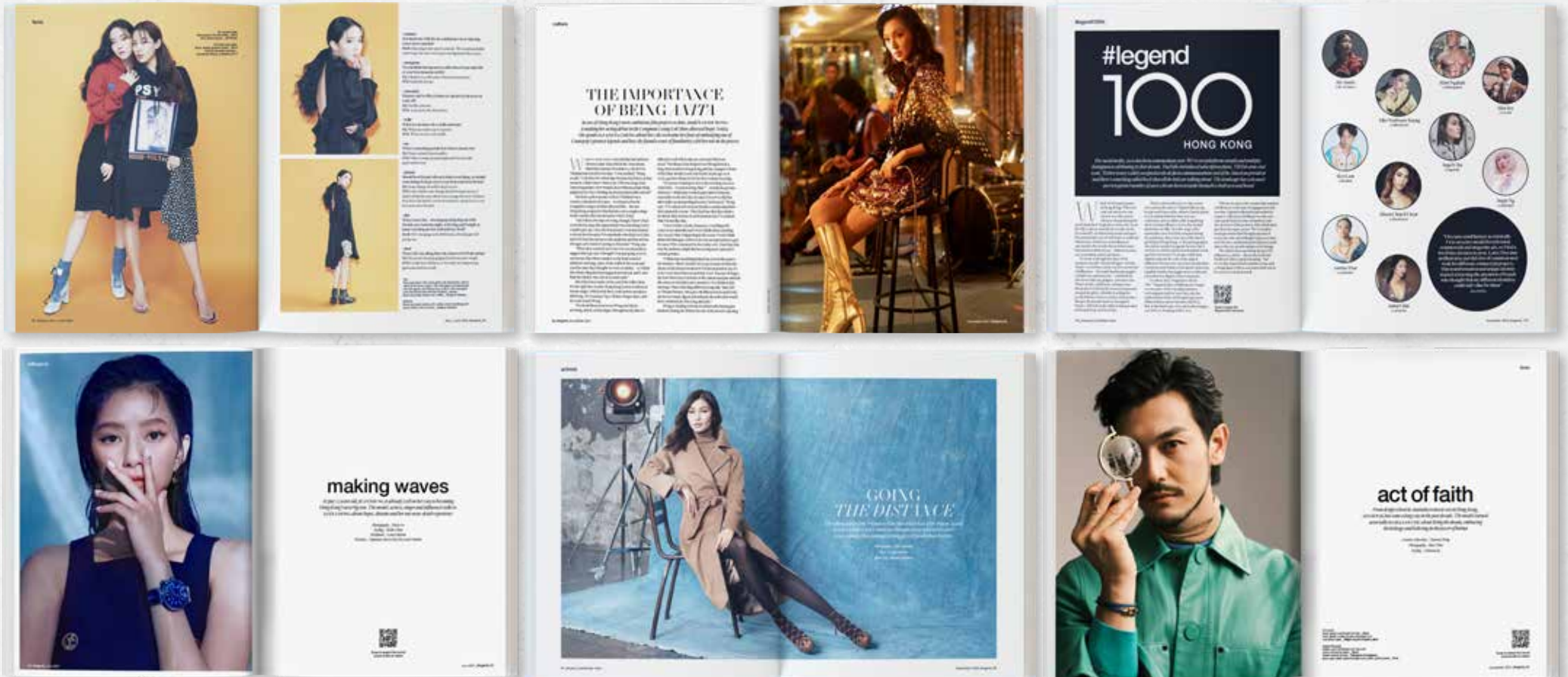


# CELEBRITIES



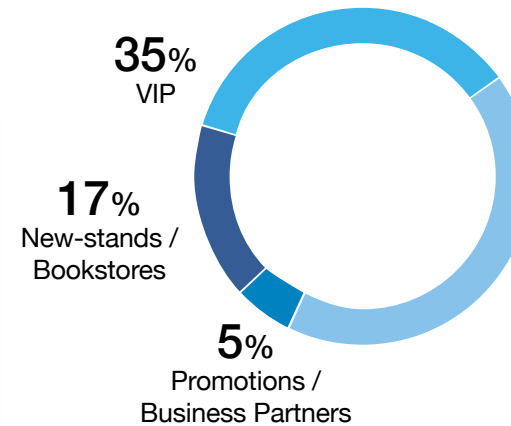


# INFLUENCER





## PRINT DISTRIBUTION



### 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

Base8 hair & nail  
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, 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  
CLUB ic

### 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

Circulation – 31,800 copies

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## READER INTEREST



**76%**

Own/collect luxury watch  
& Jewellery Pieces



**4,000,000+ HKD**

Average Household  
Income



**89%**

Partake in fine dining  
at least once a week



**87%**

Regular consumers of  
Luxury fashion brands



**32%**

Own at least  
one luxury car



**91%**

Shop for brand name  
beauty and grooming  
products regularly



## READER PROFILE

### PRINT



#### Age

**45%** 30-45  
**34%** 46+  
**21%** 18-29



#### Gender

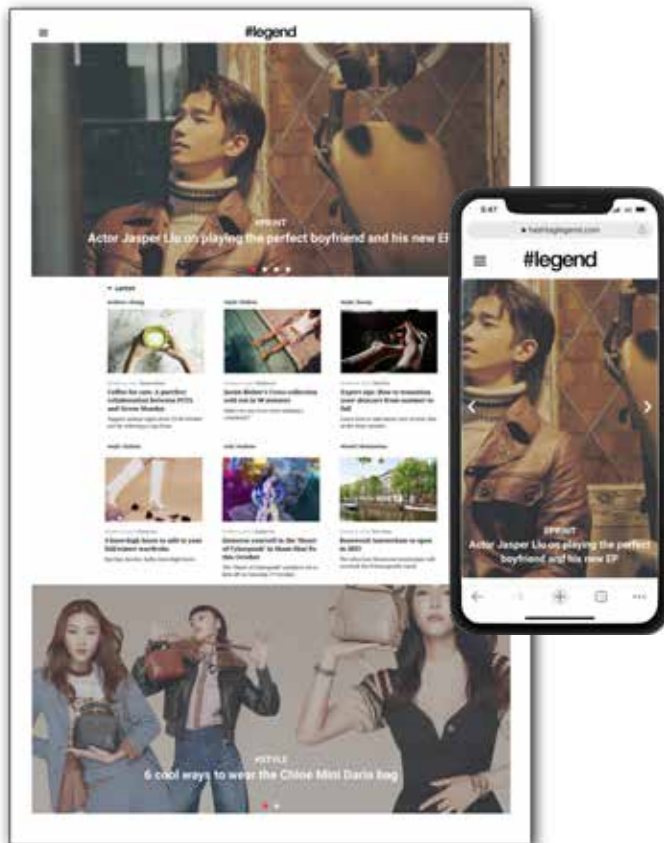
**58%** Female  
**42%** Male



#### Position

**38%** C-Suite+  
**30%** Senior Mgmt  
**22%** Entrepreneur  
**10%** Others

# READER PROFILE ONLINE



Age

56% 26-45  
29% 18-25  
15% 46 & above



Gender

58% Female  
42% Male



Device

72% Mobile  
28% Desktop

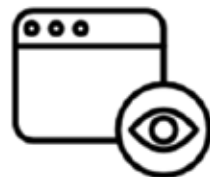


Position

40% Senior Mgmt  
31% C-Suite+  
25% Entrepreneur  
4% Others



Avg.  
Visitors  
per month  
152,000



Avg. Page  
views per  
month  
350,000



Total  
subscribers  
15,000

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## KEY OFFERING

### Print Advertising



### Online Advertising



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# KEY OFFERING

## Social Media Advertising



## Custom Publishing





# SPECIAL PROJECTS

## LA PRAIRIE

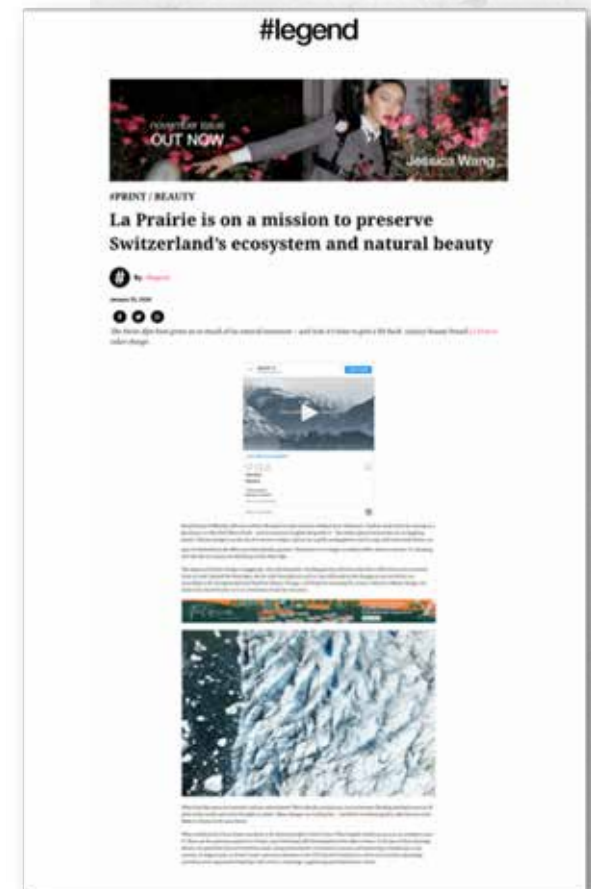
Print



Social Media



Online advertorial



# SPECIAL PROJECTS

## FENDI

## TIFFANY & CO.

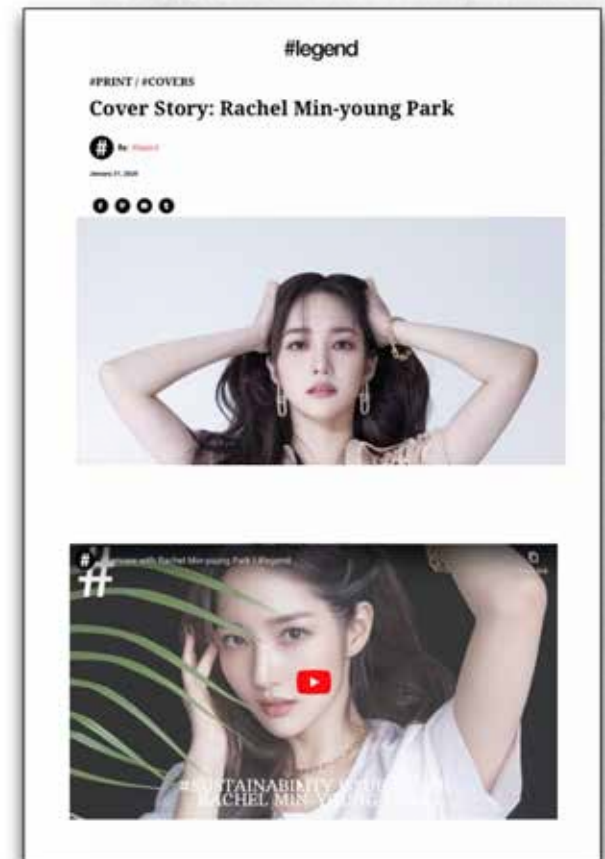
Print



Social Media



Online advertorial



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# SPECIAL PROJECTS

## A LANGE & SOHNE

Print



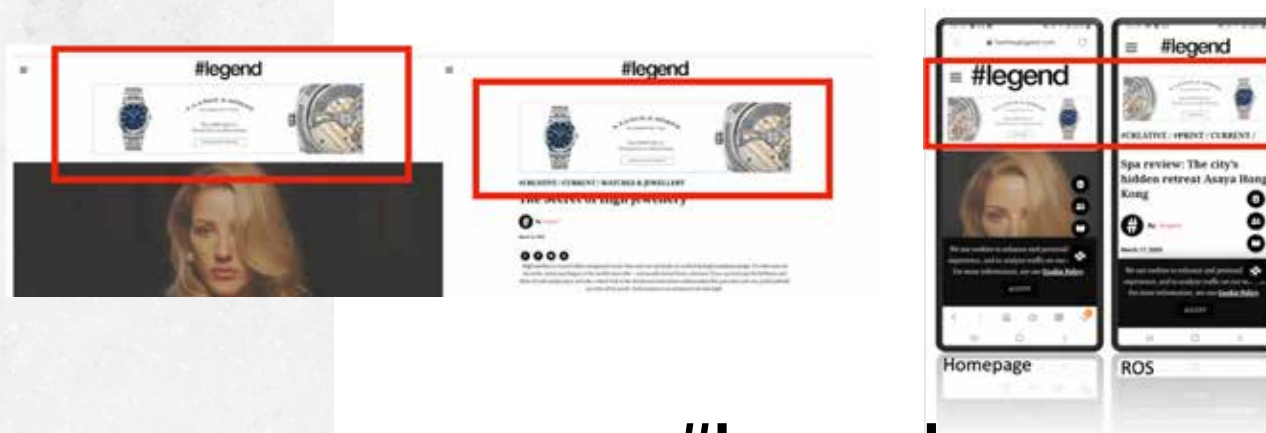
Social Media



Online advertorial



Display banner advertisement



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## 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 new-comers 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.

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## RATES PRINT

### RATES IN HKD PER INSERTION

#### Standard Advertising

	1 x insertion	3 x insertion	6 x insertion
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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
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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
Advertorial	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

Cancellation: No cancellation accepted after 10 weeks preceding the month of publication

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

CMYK colour setting

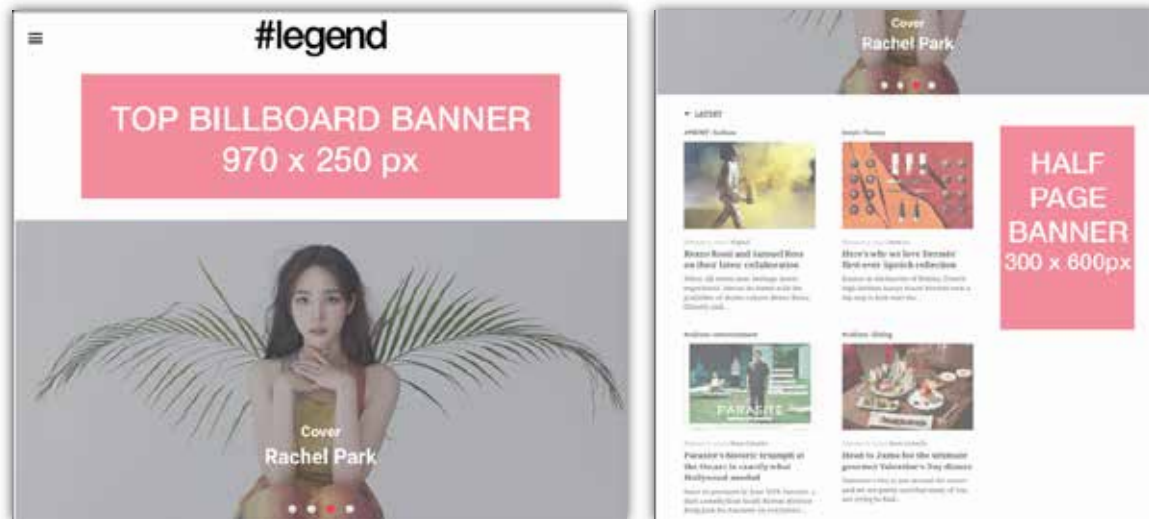
Colour Proof: Digital proof with iSO 39L Standard (latest version) directly output from the pdf file

## RATES DIGITAL

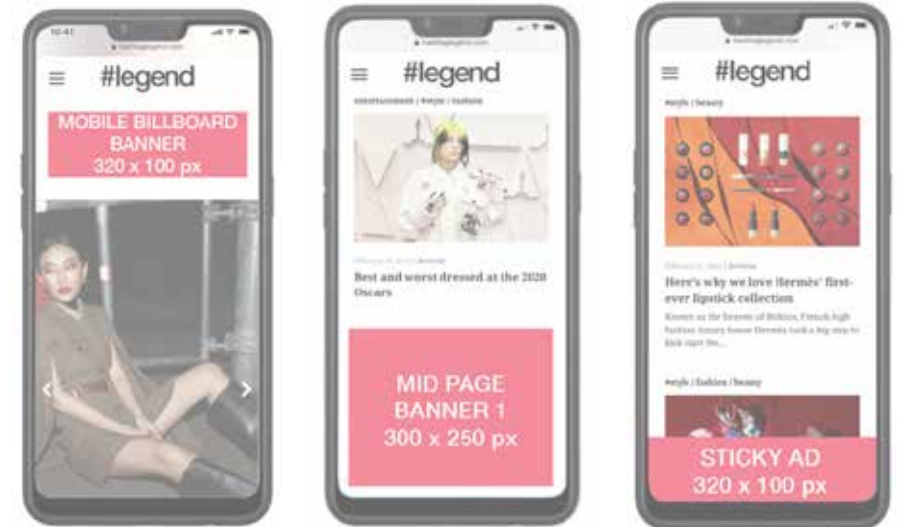
### RATES IN HKD PER INSERTION

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	3 <sup>rd</sup> party ad tags supported
Half Page Banner	300 x 600 (W x H)	300 x 600 (W x H)	gif, jpg, png	HK\$320	3 <sup>rd</sup> party ad tags supported
Sticky Ad Banner	N/A	320 x 100 (W x H)	gif, jpg, png	HK\$380	Mobile Only
Social media post	N/A	N/A	jpg	HK\$30,000	2,000 Boosting
Online Advertorial	N/A	N/A	jpg	HK\$40,000	Materials provided by brand
Social Circle	N/A	N/A	jpg	HK\$50,000	5 images provide by brand

### Desktop



### Mobile



\*Boosting of social media post above HK\$10,000 will require 20% loading fee

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## SOME OF THE BRANDS WE WORK WITH

AUDEMARS PIGUET  
*Le Brassus*



BVLGARI

*Cartier*

CHANEL

Chloé



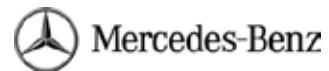
GUCCI

I.T



la prairie  
SWITZERLAND

LOUIS VUITTON



  
PATEK PHILIPPE  
GENEVE

RIMOWA

ROSEWOOD  
HOTEL GROUP

SAMSUNG

TIFFANY & CO.

  
VACHERON CONSTANTIN  
GENÈVE

Van Cleef & Arpels

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