



South China Morning Post

PostMag

MEDIA KIT

LIFE.

CULTURE.

DISCOVERY

01/ A STORIED LEGACY



Our weekly Sunday magazine has been distributed with the South China Morning Post since 22 October 1989

01/ A STORIED LEGACY

Landing on the coffee tables of
generations of Hongkongers,

Post Magazine has long
been known for its trusted,
authoritative coverage of
life in our city.





The iconic
magazine
Hongkongers
grew up with
has now started
a new chapter.

Introducing...

 South China Morning Post

PostMag



A revitalised print magazine

What's new

- / Laser focus on lifestyle and culture
- / Immersive, elevated design
- / New premium paper

What's staying

- / High-quality lifestyle journalism
- / Deep knowledge and love of Hong Kong

A renewed focus on culture and lifestyle.

The all-new PostMag content is presented through the lens of the problem we solve for our audience:

How to Live Well

Helping readers to curate the best of life, elevate their tastes and make the most of their free time.

Our mission is to bring together Hong Kong's mass affluent to better understand, appreciate and be inspired by curated culture, travel and experiences in our city and region so that we can live more culturally rich, fulfilling lives.

SCMP *informs*

/ PostMag *inspires* you to live well

A trusted, sophisticated and fun companion to help you make the most of your limited free time and *curate the best of life*.



/ CULTURE

Visual art, music, theatre, performance, design, Hong Kong cultural history



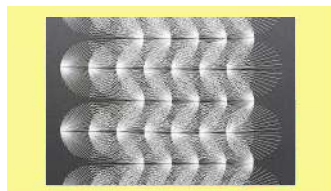
/ TRAVEL

Features, 24 hours in [destination], new openings



/ F&B

Features, notable openings (HK and Asia), reviews and recommendations



/ WELLNESS

Features, trends, longevity



/ PASSIONS

Collecting (watches, wine, sneakers), social impact, entrepreneurship etc



04/ AUDIENCE



LIFE
CULTURE
DISCOVERY

KEVIN POON
Cultural entrepreneur
& PostMag fan

“Life is staying curious and trusting the process.”

South China Morning Post
PostMag
LIFE. CULTURE. DISCOVERY.



THE NEXT CHAPTER.
COMING SUNDAY.



LIFE
CULTURE
DISCOVERY

VIVIENNE TAM
Global Fashion Icon
& PostMag fan

“Culture is heritage, identity and inspiration.”

South China Morning Post
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THE NEXT CHAPTER.
COMING SUNDAY.



LIFE
CULTURE
DISCOVERY

DEREK TSANG
Oscar-nominated Filmmaker
& PostMag fan

“Discovery is finding a means of expression.”

South China Morning Post
PostMag
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THE NEXT CHAPTER.
COMING SUNDAY.

Trusted access to affluent audiences shaping culture.

#1

MOST TRUSTED
NEWSPAPER IN
HONG KONG

for 25 consecutive years.

*CUHK Centre for Communication and Public Opinion Survey
(Paid Newspaper)

#1

Top of Mind Awareness
News brand in Hong Kong

*Kantar December 2023 News outlet covering
HK/China/Asia (HK market)

#1

Affluent audiences

*Ipsos Affluent Survey Asia Pacific Q2 2022
(International print news brand in Hong Kong)

Trusted access to affluent audiences shaping culture.

1.7M
MAUs in HK
*March 2023 internal data

/ 55% have priority or private banking

/ 57% own a property

/ 39% earn more than US\$13K per month

/ 19% buy luxury products and services

/ 28% go on luxury vacations

*October 2023 reader survey

1.3M
MAUs in SG
*March 2023 internal data

4.6M
MAUs in SEA
*March 2023 internal data



Trusted access to affluent audiences shaping culture.

84,316

SCMP Sunday Print Circulation

70%

Are regular PostMag readers

*May 2024 print reader survey

Trusted access to affluent audiences shaping culture.

PostMag allows brands to craft authentic and credible emotional connections that drive enduring growth.

Culturally resonant brands can grow

25%

More than competitors

*WARC-SCMP Insight Summary, May 2024

Access SCMP's affluent audiences through authentic and seamless storytelling.



Bring to life
your brand
story with
bespoke
storytelling
formats.



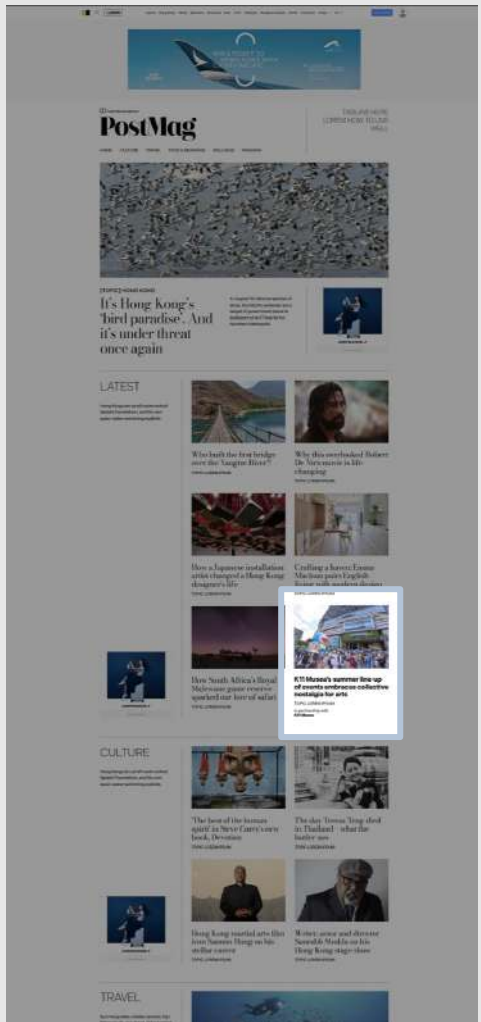
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In-situ, casual
and KOL-led
video interviews



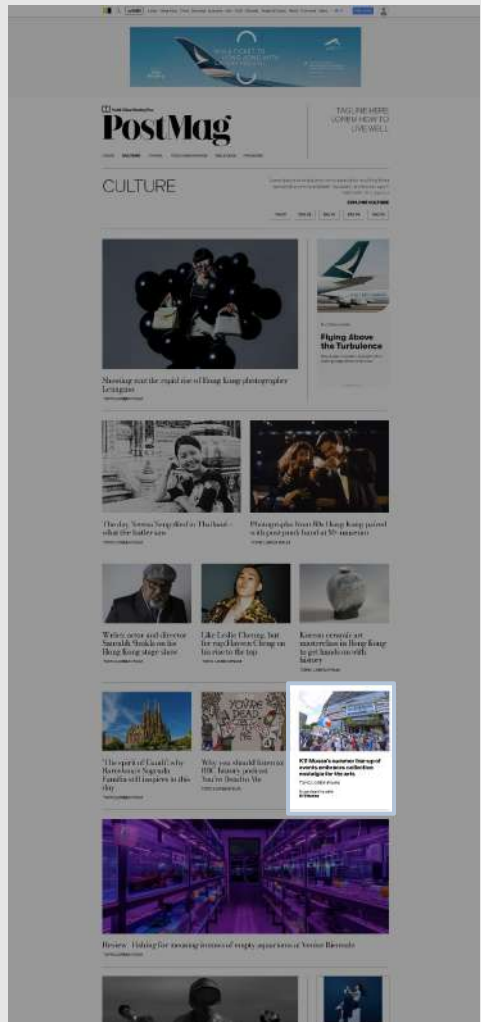
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Custom
interactive
multimedia
stories



Branded content appears in native spots, next to editorial content.

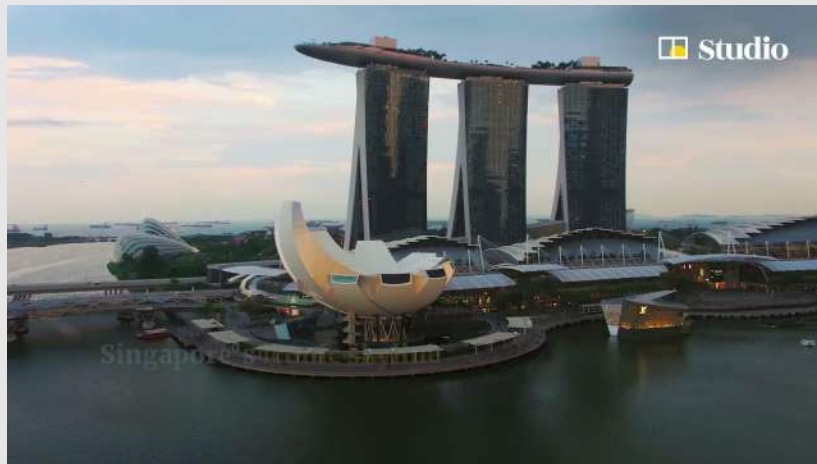


< Branded content entry points on the PostMag homepage



> Branded content entry points on the PostMag topic page

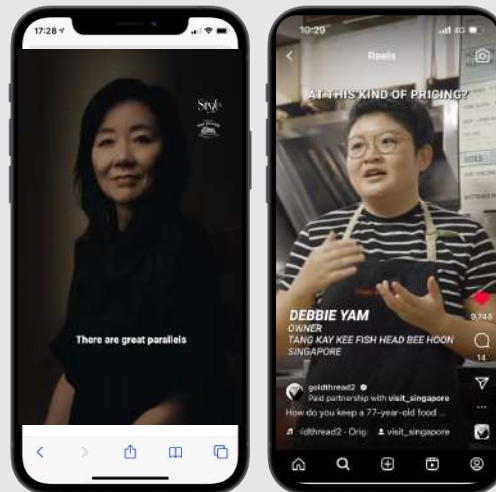
And
social-friendly
products to tell
your stories.



- A
- Editorial-style social media video
- / Uses a mix of b-roll footage, images and video supers
 - / Tactical and newsworthy. Leverages the video storytelling format from our newsroom
 - / Short lead time

>
Vertical "Reel" videos

1. KOL-led
Voiceover with b-roll
Short video, from 30-60 seconds
2. Itinerary based
Quick cuts overlaid with video supers
Uses b-roll
Short video, from 30-60 seconds



06/ MEET THE EDITOR

Cat Nelson is an editor and writer from California.

She spent the past 14 years in China across Beijing and Shanghai before recently moving to Hong Kong to join PostMag as the Editor.

With more than a decade of experience in lifestyle media, she was formerly the Editor-in-Chief of Time Out Shanghai and Editorial Director of boutique creative and content strategy agency Not Your Type.

Now, she's excited to bring a fresh vision to the reimagined PostMag.



PostMag

Thank you.