



釀·生活
Cru

Media Kit

2016



PASSION FOR WINE AND LIFE

Cru Magazine

PASSION for

Wine and Life

Audience:

Cru target readers of all ages - whether you are a wine lover, epicurean, foodie, car aficionado, or are simply seeking to enjoy the best in life; Cru is for you!

About Cru Magazine:

Cru is a bilingual wine magazine. Cru features the latest news and in-depth stories on wine and spirits, as well as columns by local and overseas wine experts. The Cru Panel Tasting is composed of local wine experts and sommeliers, we will taste and rate different wine regularly.

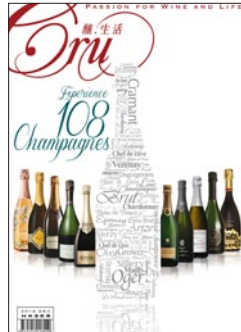
Cru's lifestyle section features articles on luxury watches, fashion, beauty, travel, gadgets, and the latest trends on the market. A topic not to be missed is a close companion to wine, food and beverage. In addition to recommending the best eats in town, Cru also offers professional advice on wine and food pairing.

EVENT

Besides publishing Cru Magazine, we are also specialized in Wines & Spirits Trade & PR Services, Events Management, Strategic Planning, Market Communications.

Cru COVER STORY

Cru's up-close and personal interviews with the city's celebrities and socialites offer a rare glimpse into their lives in a casual setting, often revealing each person's unique perspective on wine and life in a candid way that works to both inspire and entertain our readers. In addition, Cru also highlights the hottest wine news on the magazine cover, ensuring that all wine lovers and epicureans are updated on the latest happenings in the wine circuit.



Cru PANEL TASTING



Through the generous support and participation of many local sommeliers and wine experts at Cru's various tasting events, we are able to offer a professional viewpoint on the latest wines, sharing new knowledge on different wines from around the world with our readers.

Cru PEOPLE, WINE AND SPIRITS SECTION

Featuring the latest news on wine and spirits, as well as exclusive interviews with international wine experts and renowned sommeliers, Cru offers in-depth wine reporting on world renowned wineries and labels, as well as columns penned by renowned contributors from different industries.



Cru **DINING, WINE GADGETS AND COMMON INTEREST**

Often intertwined with wine, food, and dining also hold important roles within Cru. Aside from recommending the best restaurants in town, Cru also offers professional advice on wine and food pairing. Furthermore, Cru includes special features on wine tools, as well as updates on the latest innovations in the wine industry.



Cru **LIFESTYLE**

Cru's lifestyle section features comprehensive reporting on the latest in cars, as well as articles on luxury watches, beauty, travel, and the latest trends on the market.



Print **RATES**

Four Colour (CMYK)

Standard Rate/Insertion

Position: Top

Full Page

1/2 Page (Horizontal/Vertical)

1/3 Page (Horizontal)

Double Page Spread

Position: Premium

Inside Front Cover

Inside Front Cover Spread

Facing Inside Front Cover

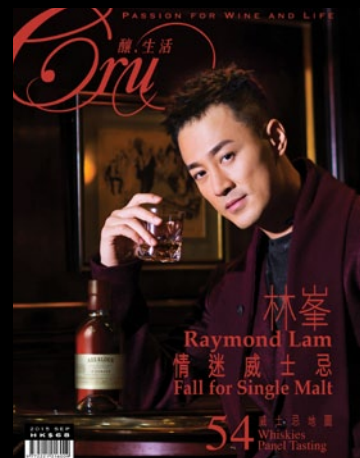
Inside Back Cover

Outside Back Cover

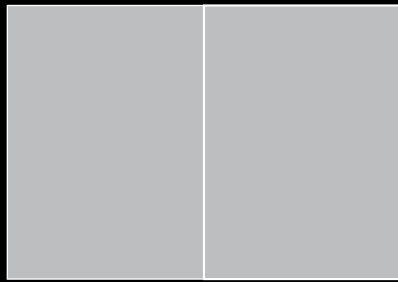
Special Package

Advertorial (Double Page Spread)

Cover + Cover Story Package



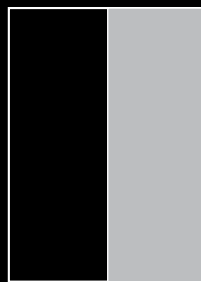
Mechanical **SPECIFICATIONS**



Double Page Spread
460mm x 297mm



Full Page
230mm x 297mm



1/2 Page
115mm x 297mm



1/2 Page
230mm x 148.5mm

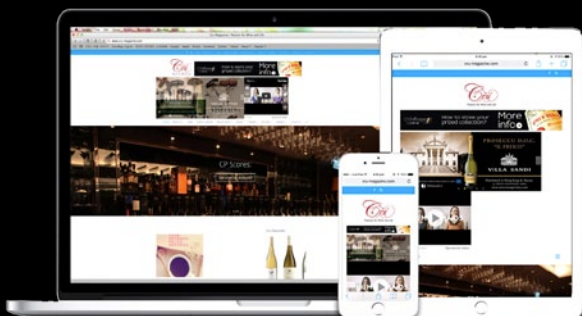


1/3 Page
230mm x 85mm

(Bleed Additional 5mm on each side for trimming)

Material **SPECIFICATIONS**

- Format: PDF, jpeg, Adobe Photoshop, Adobe Illustrator
- Digital Files: Actual sizes at 300dpi or higher, CMYK colour mode in press-ready PDF formats. All fonts in the artwork must be provided or created outlines.
- All files supplied must be accompanied by a Standard Colour Proof. The specifications of digital proofing is listed below:
 - (a) Colour proof must be generated from the PDF file that is submitted.
 - (b) Colour proof must be prepared to the correct size.
 - (c) Colour control strip must be included in every proof.
 - (d) The colour control strip should not be edited, resized or altered in any way to ensure 100% accuracy.



Digital **EDITION**

Cru Magazine is also available as a digital edition for tablet computers (iPad) and all paid advertisements from the Print Version will also be on the iPad Version. (including 24 Readers, MagV, MZ+, Magzter)



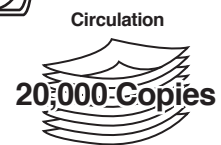
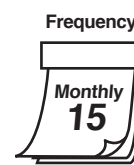
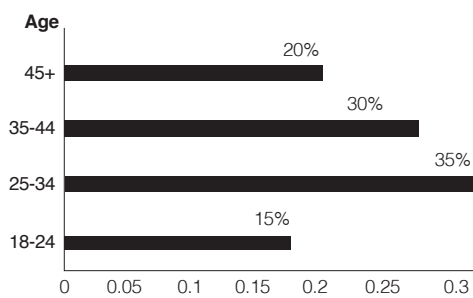
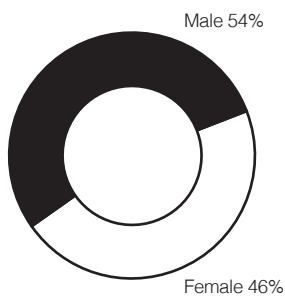
Social MEDIA

Social media is considered one of the most important online events since the development of the Internet. Cru provides different channels to promote your brand. (website, facebook, weibo, WeChat, eDM)

* Details available upon request



Facts PRINT DEMOGRAPHIC



Distribution CHANNEL



- Circle K
- Bookazine
- Relay
- Major Hotels & Private Clubs
- Newsstands
- Central, Causeway Bay, Tsim Sha Tsui district

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