Advertising with LARA

Harper's BAZAAR Hong Kong

Hong Kong (EN/Bilingual)

Harper’s BAZAAR Hong Kong print

Full Page, Double Page Spread and Inside Front Spread

Trim (H × W) is 300 × 230 mm for full page, 300 × 460 mm for a spread and 300 × 446 mm for the inside front spread. Bleed sizes are 310 × 240 mm, 310 × 470 mm and 310 × 456 mm respectively. The inside front spread has no gutter. Supply PDF 1.3 with CMYK images at 300 dpi or higher.

Special positions and standard advertorial

Thematic Display includes Cover Reversed Gatefold (2pp), Inside Front Cover Spread Gatefold (4pp), Inside Front Cover Spread, Inside Back Cover and Back Cover. A standard print advertorial includes one copywriting pass, one editing pass, two layouts and one colour separation.

Harper’s BAZAAR Hong Kong digital

Social and Online Advertorial

Social options include one Facebook News Feed placement, one Instagram Post, two single-card Instagram Stories in a three-day period, one Instagram Carousel+ (3–5 cards) and one Threads post. Instagram Stories also run on Facebook with the same creative. The Carousel+ Story add-on uses matching content. One Online Advertorial can include up to five shopping buttons on request.

Display banners

Desktop sizes (W × H px) include 1068 × 250 or 970 × 250 Billboard, 300 × 600 Half Page, 300 × 250 MREC and 728 × 90 Super Banner. Mobile sizes include 336 × 280 LREC, 300 × 250 MREC and 768 × 1230 Interscroller. The special-format guide also shows a 640 × 960 Mobile Billboard and 768 × 1230 Mobile Wallpaper.

Enquire with LARA

Tell us your audience, budget and timing. We’ll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

LARA MEDIA GROUP LTD (UK company no. 13952247) and LARA MEDIA GROUP LLC (New Mexico Business ID 0008062379).

US mailing address: 322 Robinson Ln, Wilmington, DE 19805, United States.