



COSMOPOLITAN

HONG KONG
AUGUST 2006
HK\$40

THE NEW ISSUE

Hair Trend
Big is Back

抗衰老
美容新知

BAZAAR

HONG KONG
FEBRUARY 2006
HK\$40

LUXURY REPORT
名貴奢華的時尚氣派

BEST DRESSED SECRETS
為新季作好最佳準備

CREATIVE COUPLES
創作界的完美戀人

COLOUR MAGIC

MAXIM

HONG KONG EDITION

P68+

我要救人!
勵志青年創奇蹟!

香港通
1
種發

COSMOPOLITAN

WE ARE BRAVE NEW GIRLS!
SEPTEMBER 2006

BAZAAR

HONG KONG
AUGUST 2006
HK\$40

NEW GADGETS
最新科技
產品速遞

電影界的
新人類

Cool season

● VOLCANO ● HUMOUR

COSMOPOLITAN

DECEMBER 2006 HK\$40

Glam Up for Parties

- Party wear must-haves
- 投入羽飾彩妝國度
- 派對妝容 Makeover
- 聖誕限量精品

友情歲月周慧敏

"BEST of the BEST"
BEAUTY AWARDS 2006

fashion
Balenciaga
經典回顧

22nd Anniversary

FREE \$680,000 GIFTS

www.cosmopolitan.com

COSMOPOLITAN

WE ARE BRAVE NEW GIRLS!
SEPTEMBER 2006

錢買難受
者軍訓慘痛實錄
嬌，我們替你出氣！
獵狗仔！
特拉的寶藏！
蟲世界

PLUS!

BAZAAR

NEW YEAR IDEAS
新年新事新人氣

時裝零售
大趨勢

輕 AUTOMOBILE

1/12/2006 HK\$38

辛韓輪動 Ford F

MAXIM

你不懂的平價
你不愛牠牠愛你
小時了了
大未必得
殘酷的成人世界!

PLUS ANNABELLE SUMMER LUV

春天來了!

ELLA KOON

官恩娜 史上最性感寫真!

MAY 2006 \$35 NT\$40

COSMOPOLITAN

WE ARE BRAVE NEW GIRLS!
SEPTEMBER 2006

girl!

FREE!!!
送 \$20 現金券
送 \$20 現金券

CGI FASHION
HOW TO WEAR LEGGINGS

CGI BEAUTY
送一個最合適的髮型

30 秋冬必買
護膚保養品

INNER GIRL
意外懷孕，
OH MY GOD!

[馴獅鑑]
Peugeot

北京車展傳真

Car of the Year 2006
CAR OF THE YEAR 2006
車壇最高榮譽 由您投票決定

林嘉欣
該做的事

我們是
怎樣談戀愛的?

Magazine World

The operating environment for SCMP magazines was extremely competitive in 2006. The print media revenue base has matured and the market is saturated with product. With few opportunities for growth, publishers compete for the existing market share of readers and advertisers.

This competition is best exemplified in the women's magazine sector, which experienced another cover price war. To maintain circulation margins, SCMP stuck to its cover price (HK\$40) for *Cosmopolitan* and *Harper's Bazaar*.

SCMP Hearst

Turnover for SCMP Hearst magazines in 2006 was \$109.4 million, slightly ahead of the 2005 mark. Of this amount, display advertising provided the majority of revenues for *Cosmopolitan*, *Harper's Bazaar* and *CosmoGirl!*.

Coming off two solid years of gains, *Cosmopolitan* faced a challenging year that saw a decline in newsstand sales and a modest rise in ad revenues. The cover price war combined with an average book size of over 600 pages affected copy sales.

It was a good year for *Harper's Bazaar*, which enjoys an excellent reputation in the fashion industry and is the first choice for luxury goods advertisers. Ad revenue increased 13% year-on-year, though magazines sales were impacted by competition in the women's segment. *Harper's Bazaar* co-sponsored the Style Awards with SCMP this year.

CosmoGirl! faced reallocation of ad spending from the youth market as cosmetic brands shifted budgets to the women's segment. To illustrate target market reach, a university project (Project CG!) strengthened ties with Hong Kong students.

Automobile

As the most established Hong Kong car title *Automobile* ad revenue rose by 22% over 2005. New car sales figures are a barometer of the Hong Kong economy. New car sales rose 2.8% in 2006, reviving ad spending.

Maxim Hong Kong & China

Ad revenue for *Maxim* Hong Kong was below expectations. The *Maxim* market positioning falls between mass weeklies and brand building monthlies while the "lads" editorial remains a concern for Hong Kong advertisers.

Maxim China completed its first year of full-scale operations. The title performed below expectations but demonstrated growth potential. *Maxim* China ranked fourth in a third-party study of newsstand sales in the men's sector. Although volume was small, ad yield per page was higher than expected and monthly ad sales progressed in the second half 2006.

Outlook

Despite challenging market conditions, the outlook for magazines is positive, although ad growth is expected to moderate in 2007 and pressure on circulation continues.

SCMP will devote efforts to enhance revenue growth at *Harper's Bazaar*. One objective is to improve ad volume from beauty and cosmetics categories, which have a relatively low ad spend in the magazine.

Cosmopolitan addressed book size by creating Book A and Book B in March 2007 to accommodate more display ads and create new prime positions for advertisers. The focus will be on growing circulation through content upgrades and a promotional program to strengthen the subscription base. *CosmoGirl!* expects to enrich content to build readership, a prerequisite for more ad income.

Automobile is headed for a strong year. Cross border traffic between Hong Kong and China has doubled in five years and new roads will stimulate car sales.

Maxim Hong Kong will position editorial to target more upscale male readers and increase the universe of advertisers. Efforts will be devoted to maximize ad revenues for *Maxim* China by promoting readership gains.