

# SCMP Magazines 雜誌





The most significant event of the year for SCMP Magazines took place during July, when the Group took on another leading women's magazine, *ELLE*, firmly cementing the Group's status as the leader in the international lifestyle magazine sector.

Published under SCMP Hearst Hong Kong Ltd, a new joint venture company formed between SCMP Group Ltd and Hearst Magazines International, *ELLE* and its related titles, its website and additionally the *CAR AND DRIVER* website now add to the stable of joint collaboration titles published under the Group and Hearst Corporation. This move further reinforces the longstanding relationship SCMP Group Ltd has with its joint venture partner Hearst Corporation. The two companies began their publishing venture in Hong Kong with the launch of the Hong Kong edition of *Cosmopolitan* in 1984, followed by *Harper's Bazaar* in 1988, and *CosmoGIRL!* in 2001. The three titles have now become Hong Kong's leading women's magazines in respective market segments.

As part of the acquisition, SCMP Group took on their office of 79 staff based in Cyberport, along with the entire operations responsible for the publication of *ELLE* and related products.

Adding *ELLE* to SCMP Magazines' three market leading titles, *Cosmopolitan*, *Harper's Bazaar* and *CosmoGIRL!* has resulted in a considerable increase in total revenue from the four women's titles and their respective spin-off products. Overall revenue has increased by 54% year on year.

Diversification of content has also been a continuing theme for Magazines throughout 2012, and aside from significant changes to the online editions, a series of brand enhancing and buzz-generating events were organised throughout the year, including the industry-acclaimed Cosmopolitan Best of the Best Beauty Awards; the inaugural launch of the Harper's Bazaar RED List Beauty Awards; the successful launch of *Cosmo Campus*, as well as *ELLE*'s celebration of its 25th Anniversary through the presentation of the *ELLE Style Awards 2012*.

## COSMOPOLITAN

*Cosmopolitan* continues to grow from strength to strength, and its advertising revenue increased by 11% from last year. Contributing to the increase was revenue from online, which recorded an 82% surge year-on-year. *Cosmopolitan's* circulation and subscriptions performance has also remained stable despite a volatile retail market. In November, the title's signature event, the 12th Cosmopolitan Best of the Best Beauty Awards took place at the Four Seasons Hotel. Widely considered the region's highest profile and definitive beauty awards, the prestigious event featured over 200 experts and celebrities from the industry, together with *Cosmopolitan's* Chief Editors from Hong Kong, China and Korea. The event also demonstrated that beauty goes beyond skin-deep, by raising \$200,000 for Make-A-Wish Foundation through table sales at the gala dinner.

The *Cosmopolitan* website enjoyed great success in 2012 and secured a position as a leading women's beauty and lifestyle portal in Hong Kong. Its monthly pageviews increased by 50% in the year to December 2012. Unique visitors have more than doubled from the previous year.

## HARPER'S BAZAAR

*Harper's Bazaar* enjoyed a prosperous 2012 with 16% increase in advertising revenue, reflecting the success of its strategies to build stronger readership loyalty and a strengthened relationship with key advertising partners.

In addition to revenue growth, *Harper's Bazaar* also launched its inaugural RED List Beauty Awards - a one-of-a-kind beauty award honouring 20 of the most outstanding and sought-after beauty products,

selected by some of the most successful women of our time. The awards received a tremendous response throughout the beauty community.

2013 will be a landmark and exciting year for *Harper's Bazaar*, as it celebrates its 25th anniversary with a series of events and projects.

## COSMOGIRL!

*CosmoGIRL!* was also in good shape with continued stability in the printed edition and a year old website. Advertising revenue grew 15% year on year.

*CosmoGIRL!*'s new interactive community site combines social media experience with the unique *CosmoGIRL!* flair. Since its relaunch in October 2011, the site's pageviews leapt almost 500% to 1.4 million per month.

*CosmoGIRL!* also launched *Cosmo Campus* in October and December 2012 - a new product extension magazine distributed free at all universities in Hong Kong, with a view to both generate additional revenue as well as grow the brand. *Cosmo Campus* garnered very positive feedback and was well-received by university students.

*CosmoGIRL!*'s signature event, Project CG, also gained positive ground among university students and raised substantial sponsorship dollars from advertisers and partners. This year's partners included Television Broadcasts Limited, Bershka, Invisalign and more.

## ELLE

*ELLE* joined the fold in July 2012 and total revenue generated for the six months from July to December, contributed to 27% of total revenue for the Magazines Division.

*ELLE*, a brand owned by Lagardère Active, is the world's largest fashion magazine brand with 43 international editions reaching over 21 million people across the globe.

The *ELLE* acquisition comprises the Hong Kong editions of *ELLE* and its spin-off titles (*Accessories, Decoration, Man, Wedding, Luxe* and *Travel*), *elle.com.hk*, and *caranddriver.com.hk*. During 2012, *elle.com.hk* received a gold award for best magazine website at the WAN-IFRA Asian Digital Media Awards.

Adding *ELLE* to its magazine portfolio ensures that SCMP Hearst will cement its position as the premier publisher of quality international lifestyle publications in Hong Kong. ●

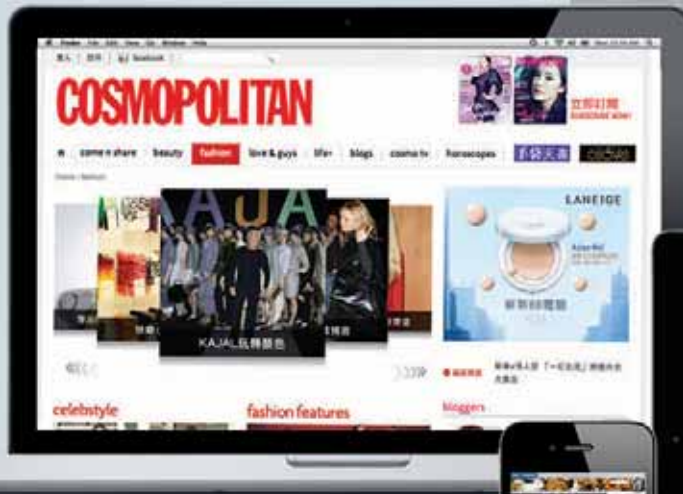
本集團年內雜誌業務之重要一環，是於七月收購另一主要女性雜誌《ELLE》，此舉為本集團更穩固確立於國際時尚生活雜誌市場之領導地位。

《ELLE》由SCMP Hearst Hong Kong Ltd（由南華早報集團有限公司與 Hearst Magazines International 組建之新合營公司）出版，連同其相關雜誌刊物、網站及《人車誌》網站，進一步鞏固南華早報集團與合營企業夥伴Hearst Corporation之長期合作關係。兩間公司於一九八四年開始在香港合作，推出香港版《Cosmopolitan》，其後分別於一九八八年及二零零一年推出《Harper's Bazaar》及《CosmoGIRL!》。此三本雜誌刊物現已成為雄踞香港不同市場分部之主流女性雜誌。

作為收購之一部分，南華早報集團接管《ELLE》位於數碼港擁有79名員工之辦公室及負責出版《ELLE》及相關產品之整個業務。

由原有三本傲視同儕之雜誌刊物《Cosmopolitan》、《Harper's Bazaar》及《CosmoGIRL!》再加入新收購之《ELLE》，四本女性雜誌連同各自之相關刊產品為總收益帶來顯著增長。整體收益按年增加54%。

雜誌業務於二零一二年繼續致力提供多元化內容。除網上版本有顯著變動外，年內亦籌辦了一系列提升品牌及引發熱話之推廣活動，包括在業內備受推崇之Cosmopolitan Best of the Best 美容大賞；首次推出 Harper's Bazaar RED List Beauty Awards；成功推出《Cosmo Campus》，以及藉著頒發 ELLE Style Awards 2012 慶祝《ELLE》25週年。





elle.com.hk won the WAN-IFRA Asian Digital Media Awards 2012  
elle.com.hk 榮獲報業及新聞協會《2012年亞洲媒體大獎》

## Cosmopolitan

《Cosmopolitan》業務日益壯大，其廣告收益較去年增加11%。網上收益按年急升82%。儘管零售市況不穩定，《Cosmopolitan》之發行情及訂閱量均保持平穩。

《Cosmopolitan》之代表性活動，第12屆Cosmopolitan Best of the Best美容大賞，於十一月假座四季酒店舉行。被譽為區內最引人注目及具權威性之美容獎項，獲超過200名業內專家及名人，以及香港、中國及韓國之《Cosmopolitan》總編輯參與盛會。是次活動亦透過銷售慶祝晚宴之筵席，為願望成真基金籌得200,000港元，為此盛會更添意義。

於二零一二年，《Cosmopolitan》網站獲得重大成功，確定其於香港女性美容及時尚生活網站之領導地位。截至二零一二年十二月止，網頁之每月瀏覽量增加50%。網站訪客人數較去年超過兩倍。

## Harper's Bazaar

二零一二年乃《Harper's Bazaar》豐盛之一年，廣告收益增加16%，反映其加強讀者忠誠度及深化與主要廣告夥伴合作關係之策略成功。

除收益增長外，《Harper's Bazaar》亦首次推出獨一無二之美容獎賞 RED List Beauty Awards，頒授予由多位香港成功女性選出之20項最卓越及深受歡迎之美容產品。獲得整個美容業界之極大迴響。

二零一三年為《Harper's Bazaar》極具標誌性和雀躍之一年，將舉行一連串活動及項目，慶祝其25週年。

## CosmoGIRL!

《CosmoGIRL!》亦表現良好，雜誌及成立一年之網站表現保持平穩。廣告收益按年增長15%。

其全新互動社交網站結合社交媒體，亦令網上讀者體驗《CosmoGIRL!》之獨特風格。自二零一一年十月重新推出後，網頁瀏覽人次擡升接近500%至每月1.4百萬人次。

《CosmoGIRL!》亦於二零一二年十月及十二月，推出全新《Cosmo Campus》，此乃一本於香港所有大學免費派發之品牌延伸雜誌刊物，旨在增加收益及提升品牌。《Cosmo Campus》口碑載譽，深受大學生歡迎。

《CosmoGIRL!》另一具代表性之盛事「Project CG 大學生實戰比賽」亦廣受大學生歡迎，並獲得來自廣告客戶及合作夥伴之全力贊助。本屆之合作夥伴包括電視廣播有限公司、Bershka及隱適美等以及更多其他合作夥伴。

## ELLE

《ELLE》於二零一二年七月加入本集團，自七月至十二月之六個月期間帶來之收益貢獻，佔雜誌業務總收益之27%。

《ELLE》品牌由 Lagardère Active 擁有，為世界最大之時裝雜誌品牌，擁有43個國際版本，滲透至全球逾二千一百萬名讀者。

收購《ELLE》之業務包括香港版《ELLE》及相關刊物（《Accessories》、《家居廊》、《Man》、《Wedding》、《Luxe》及《Travel》）、elle.com.hk及caranddriver.com.hk。於二零一二年，elle.com.hk 於 WAN-IFRA Asian Digital Media Awards獲得最佳雜誌網站金獎。

隨著《ELLE》的加入，SCMP Hearst 在香港出版優質國際時尚生活刊物之領先地位，將進一步鞏固。



- 1 Cosmopolitan Best of the Best Beauty Awards 2012. Mr Robin Hu, Chief Executive Officer of SCMP Group presenting cheque to Mr Clarence Chang, representing Make-A-Wish Hong Kong.
- 2 Harper's Bazaar RED List Event 2012: Ms Josephine Chan, Managing Director and Ms Amy Cheng, Publisher of SCMP Hearst Publications Limited together with Chief Editor of Harper's Bazaar, Mr Xaven Mak and 20 award-winning brands representatives.
- 3 ELLE International Beauty Awards.
- 4 Cosmopolitan Singles Fun Party 2012.
- 5 ELLE Style Awards 2012 glistened at the HKAPA with over 300 guests including renowned artists, celebrities and ELLE's major business partners.
- 6 CosmoGIRL! Project CG 2012 Award Ceremony. Teacher and students from the winning team of Hong Kong Shue Yan University.
- 7 ELLE 300th Issue Classic Cover Exhibition.
- 8 Mercedes magazine and LANDMARK magazine are contract publications by SCMP Hearst Hong Kong Ltd's Custom Publishing team.

- 1 《2012 Cosmopolitan Best of the Best美容大賞》。南華早報集團行政總裁胡以農先生頒贈支票予願望成真基金代表張正甫先生。
- 2 《2012 Harper's Bazaar RED List Event》：SCMP Hearst Publications Limited董事總經理陳慧敏女士、出版人鄭燕薇女士及Harper's Bazaar總編輯麥盛勳先生與二十個得獎品牌。
- 3 《ELLE 國際美妝大賞》。
- 4 《2012 Cosmopolitan Singles Fun Party單身派對》。
- 5 《2012 ELLE Style Awards》假香港演藝學院舉行。獲邀出席者逾300人，當中不乏演藝界巨星、城中名人及《ELLE》的合作夥伴。
- 6 《CosmoGIRL! Project CG 2012 大學生實戰比賽》頒獎典禮。來自香港樹仁大學得獎團隊的師生。
- 7 《ELLE》三百期經典封面展覽。
- 8 Mercedes雜誌及LANDMARK雜誌是由SCMP Hearst Hong Kong Ltd.定制出版部所製作的合約刊物。

