



MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2011

Home of the MARKies

CLIENTS DECIDE

Which are the best agencies in Hong Kong? Client marketers want to know. Agency professionals want to know. Everyone wants to know, but no one can agree on the right performance metric or methodology. Is revenue the best indication? What about the number of awards? How about client wins? All the above suggestions have their merits, but for the past four years *Marketing* has used a different approach – we've asked the clients to cast their vote based on their own experiences (they're the ones that pay the bills after all). Our methodology might not be the best, but it sure makes interesting reading.

WHY AGENCY OF THE YEAR IS SO WELL READ

The Agency of the Year is read and retained by two types of executives: Client marketers and agency professionals.

Client marketers read the Agency of the Year because it is a reliable ranking based on the opinions of people they really trust – their peers.

Agency professionals read the Agency of the Year because they want to know how the client marketer community ranks their agencies compared to their competitors.

ADVERTISING RATES

Given its compelling content, massive distribution, long shelf-life and impressive track record, advertisers will find the Agency of the Year provides excellent value.

AGENCY OF THE YEAR AD RATES

DOUBLE PAGE SPREAD	\$50,000
FULL PAGE	\$28,000
STRIP AD	\$6,000

BLOCKOUT SPONSORSHIP PACKAGE

DOUBLE PAGE SPREAD & 4 STRIP ADS	\$59,000
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AGENCY OF THE YEAR DEADLINES

BOOKING DEADLINE	20 MAY 2011
MATERIAL DEADLINE	27 MAY 2011
PUBLICATION DATE	15 JUNE 2011

BOOKINGS

For advertising & sponsorship opportunities, please contact:

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BOOK
before
15th April
and receive a
10% discount.

