

# heartbeat

- a natural guide for life in the fast lane -

Connect with the growing market of urban professionals  
discovering sustainable luxury for the 21<sup>st</sup> century ... naturally.



## The home of natural connections in Hong Kong since 2001

We have invested 30 years of corporate marketing experience to create **heartbeat** - our integrated suite of email, website and print publications offering premium services at reasonable prices.

With **heartbeat**, you reach an active targeted audience of eco-aware, socially responsible, health-conscious Hong Kong consumers and businesses drawn together by shared interests and values. Driven by a commitment to balance our relationship with the natural world, this thriving market is grounded in sustainable growth independent of economic cycles.

Our social network is connecting beyond the traditional borders of demographics, profession and culture. Members are among the first to recognize that personal success and sustainable wealth comes from placing a high value on our environment, resources, health and humanity.

This audience respects the environment, stays healthy, chooses organic, appreciates sustainable and asks: who made it, how did it get here and where it will end up when it is no longer useful.

Speaking directly to the passion and intelligence of this dynamic audience, **heartbeat** informs and inspires through integrated publications to promote modern luxury living in harmony with nature.

With steady organic growth since launching our weekly email newsletter in 2001, advertising on our media platform is **open only to natural brands and companies** who qualify for access to our audience with these high-impact marketing channels.

**Our readers get more out of life ... naturally.**



Email : 2,000+ subscribers with average 50% weekly open rate  
Print : 10,000 copies of The Hong Kong Natural Life Directory

### Reader Profile

Successful entrepreneurs, founders  
Business leaders, industry visionaries  
Top professionals with wealth and influence  
Artists, performers, speakers, healers and gurus  
Journalists, teachers, parents, academics and students  
Innovators, inventors, venture capitalists, movers and shakers

[www.heartbeat.com.hk](http://www.heartbeat.com.hk)

Connections Unlimited :: Natural Business Development  
T +852 8 108 8297 F +852 2906 7355 E [advertise@heartbeat.com.hk](mailto:advertise@heartbeat.com.hk)

## The Hong Kong Natural Life Directory

A-Z for Everything Natural in Hong Kong (since 2001)

Published in a convenient format on natural paper, The Hong Kong Natural Life Directory contains hundreds of local businesses, professionals and community organizations. The directory is distributed through our business and social networks and it is popular as a reference for hotel concierges, relocation companies and community support agencies throughout Hong Kong. Our little brown book is a favourite with the growing market of urban professionals actively purchasing natural lifestyle products and services.

### Circulation

- 10,000 free copies distributed at shops, restaurants and centers throughout HK
- Complimentary copies are delivered directly to HK hotel concierges and agencies
- 2,000 e-newsletter subscribers receive an email notice with a list of distribution outlets



### Features

A-Z listings organized into categories  
 Table of contents for easy-to-use reference  
 Listings include phone, address, hours plus description  
 All advertisers have the option to distribute free copies

### Reader Profile

Socially responsible urban professionals  
 Parents, academics, teachers and students  
 Doctors, practitioners, speakers, healers and gurus  
 Innovators, entrepreneurs, business leaders and visionaries

## Display Ads (A5 size)

Full Page (W185mm x H110mm)



2/3 page (W110mm x H110mm)



1/3 page (W55mm x H110mm)



## Rates

Outside Back Cover	HK\$38,800	SOLD
Inside Front Cover	\$28,800	SOLD
Inside Back Cover	\$28,800	SOLD
Opposite Table of Contents / Opposite Index	\$18,800	
ROP Full Page (185Wx 110H)	\$12,800	
ROP 2/3 Page (110Wx 110H)	\$10,800	
ROP 1/3 Page (55Wx 110H)	\$8,800	
ListingPlus (Listing with Border plus 50 words)	\$4,800	

+20% for Guaranteed Position

**Deadline : 30 April 2010**

1-color printing; PDF/JPEG; no bleeds  
 Design service available at reasonable rates

## Our readers are discovering the luxury of balance ... naturally.

acupuncture, art & music, aromatherapy, ayurveda, bodywork, books, childcare, chiropractic, coaching, colonics, community support, counselling, creative programs, CSR, dance, drumming, education, environmental protection, fashion, finance, fitness centers, health foods, holistic clinics and therapies, hypnotherapy, integrative healthcare, homecare products & services, martial arts, meditation, NLP, nutrition, organic foods, parenting, personal trainers, pet care, physiotherapy, Pilates, recycling, reflexology, restaurants, shopping, skincare, spas, social networks, SRI, support groups, sustainability consulting, tai chi, time out, travel, vegetarian outlets, volunteer, whole foods, wholesale, workshops & seminars, yoga ...

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## Booking Form

Complete, sign and email to [advertise@heartbeat.com.hk](mailto:advertise@heartbeat.com.hk)

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NAME

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TITLE

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COMPANY

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TEL MOBILE

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FAX EMAIL

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ADDRESS (UNIT/BUILDING)

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ADDRESS (STREET)

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ADDRESS (DISTRICT) COUNTRY

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## Booking Details

- |  |            |
|--|------------|
| <input type="checkbox"/> <b>Full Page Premium Position</b> (W185mm x H110mm)       | HK\$18,800 |
| <input type="checkbox"/> <b>Full Page (Display)</b> (W185mm x H110mm)              | HK\$12,800 |
| <input type="checkbox"/> <b>2/3 Page Display</b> (W110mm x H110mm)                 | HK\$10,800 |
| <input type="checkbox"/> <b>1/3 Page Display</b> (W55mm x H110mm)                  | HK\$8,800  |
| <input type="checkbox"/> <b>ListingPlus</b> (Basic Listing with Border + 50 words) | HK\$4,800  |

**Booking/Material Deadline :** 30 April 2010

**Material Requirements :** 1-color printing | PDF/JPEG files | no bleeds

**Payment :** by cash deposit to **HSBC 400-527057-838** (Connections Un Limited)

Booking is subject to advertising terms and conditions as published on [www.heartbeat.com.hk](http://www.heartbeat.com.hk).

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CONTACT NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE : \_\_\_\_\_

DATE : \_\_\_\_\_