

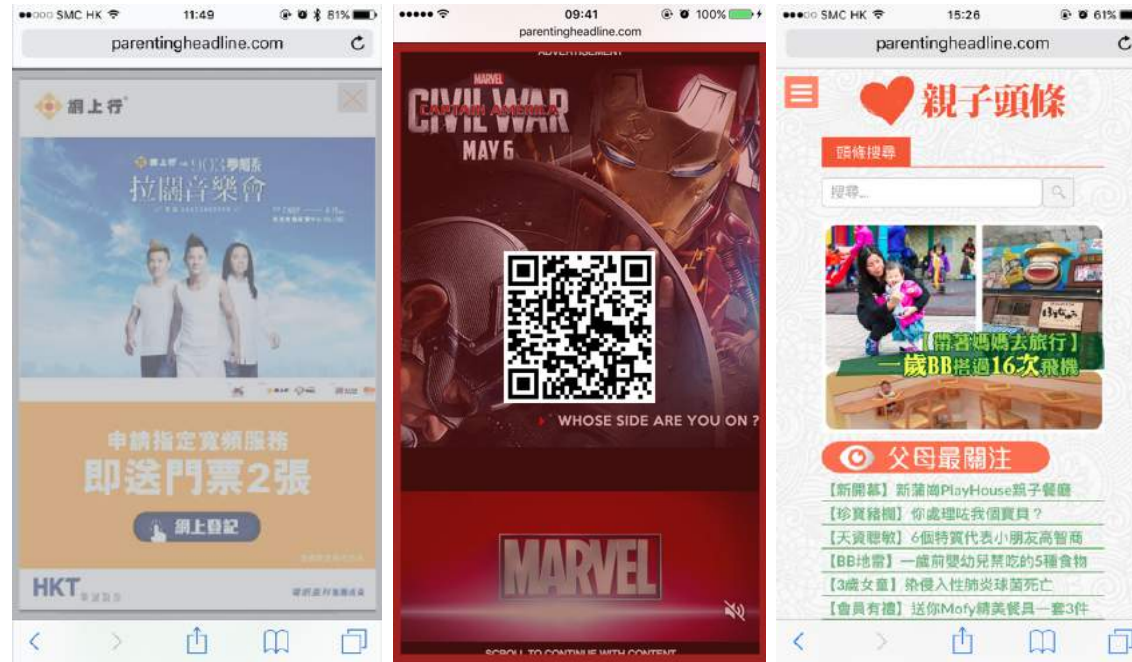


**Parenting Headline 親子頭條**  
Kids & Parenting

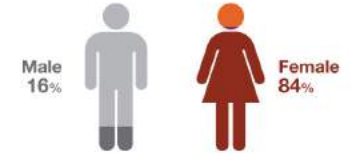
Launched in Sept 2014

Parenting Headline 親子頭條 is a rapidly growing local platform in Kids & Parenting category. It provides local parents a comprehensive information hub regarding to Families, Education and Health. With their passion, parents are able to get a full-range support from different aspect in different level.

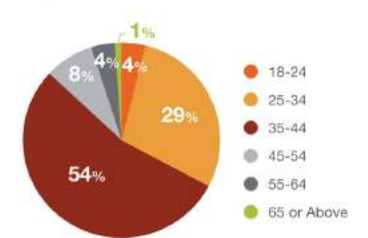
- Target Audience: Local Parents
- No. of Facebook Fans: 88,000+



Gender



Age



Total Weekly Interstitial Impression: 51,000+

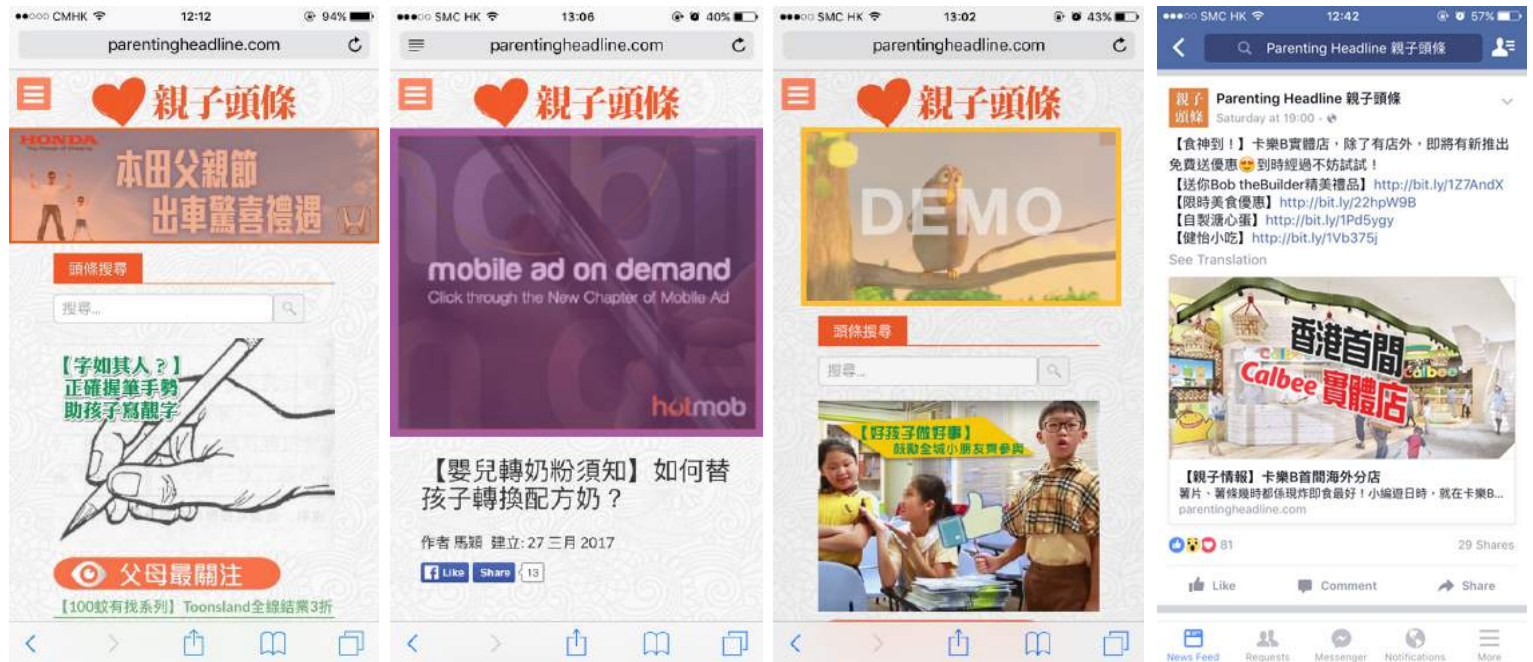
Format	Interstitial	Interscroller
Platform	Mobile Web	
Cost	HK\$ 8,000	HK\$ 150 / CPM
SOV%	100%	-
Minimum Buy (Nett)	-	HK\$ 10,000
Duration	7 Consecutive Days	
Dimension	640px(w) x 920px(h)	- Only 1 video file (File Size: <10MB) - Video Format: MOV, AVI and MP4 - Video Width: 320 or 360 px
Remarks	- Frequency cap: 3 pages cold time	- Position: Main Page: under "父母最關注" Detail Page: Between article and "相關內容" - Client to provide: 1.)Creative brief 2.)Artwork files (with layers)
	- Loading cost will be applied for HTML, Video campaign or special campaign arrangement	





Parenting Headline 親子頭條  
Kids & Parenting

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Format	Maxi Banner	LREC	Video Banner	Facebook Feed
Cost	HK\$ 50 / CPM	HK\$ 60 / CPM	HK\$ 100 / CPM	HK\$ 7,000 / feed
Platform	Mobile Web			Facebook
Duration	7 Consecutive Days			-
Dimension	640px(w) x 200px(h)	600px(w) x 500px(h)	640px(w) x 360px(h)	-
Remarks	- Position: Run-of-site - Loading cost will be applied for HTML, Video campaign or special campaign arrangement			-

