

Client : One Media Group
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Circulation : 101,782

One Media outlines title schedules

Two publications to be launched in mainland by next spring

MEDIA
Frederick Yeung

Newly listed magazine publisher One Media Group plans to increase its expansion pace in the mainland with the release of two new titles, bringing it closer to its goal of becoming market leader with 25 titles, said chief executive Peter Brack.

The publisher has four titles in the mainland, including the Chinese edition of Time Warner's *Popular Science*, BBC Worldwide's *Top Gear*, Enoble Media's *Digital Camera* and Future Publishing's *T3*.

Its three titles in Hong Kong - *Ming Pao Weekly*, information technology magazine *Hi Tech Weekly* and children's magazine *City Children Weekly* - are all under the umbrella of Ming Pao Enterprise Corp.

"We will add two titles no later than March next year," Mr Brack said.

"This will be the biggest project we have undertaken since the formation of the company."

The two new titles will be *Ming Kan*, a mainland edition of *Ming Pao Weekly*, and the Chinese edition of lifestyle and music magazine *Rolling Stone* of the United States.

Both titles will be monthlies and the initial print run of each title will be 60,000 copies per issue.

The group has launched a trial run of both titles and dummy copies have been sent to advertisers.

"We are conducting a focus group in Beijing and Shanghai to get readers' comments on our new titles," said Mr Brack.

He added that advertisers had responded well to the magazines.

The titles are expected to target the retail market with more than 90 per cent of circulation coming from newsstands.

The company estimates that half the sales will come from Beijing, Shanghai and Guangzhou.

"We will rely on our existing nationwide distribution network with 172 local partners," Mr Brack said.

The company is also considering providing audited circulation figures for its mainland titles to build up credibility with advertisers.

"In the Chinese market, sales and circulation figures are all over-reported," Mr Brack said.

However, he added that com-

pany executive director Terence Tung, who is a committee member of Hong Kong Audited Bureau of Circulation, could help the association to extend its exposure in the mainland market.

The company operates a central platform of advertising, marketing and circulation to serve its titles in the mainland.

"Apart from the existing portfolio of car, technology gadgets and digital camera magazines, we will extend our coverage to sports, men's fashion and travel," Mr Brack said.

The company plans to expand its products through acquisitions, imports of new foreign titles and with the establishment of new titles with the existing content base of the group.

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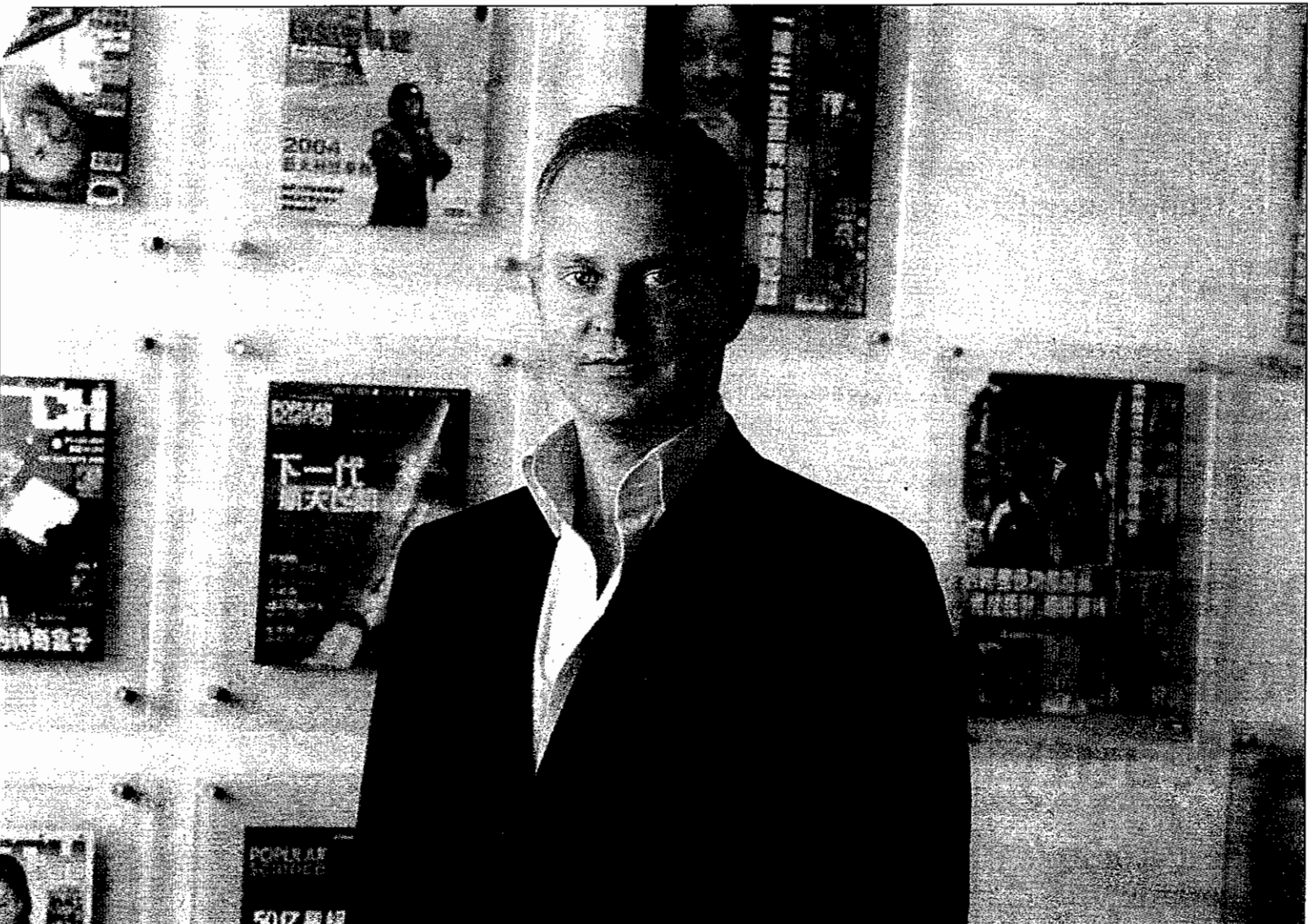
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One Media Group is considering providing audited circulation figures for its mainland titles, says chief executive Peter Brack. Photo: Dickson Lee

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