



星島日報
News
Launched in Oct 2010

SingTao Daily is one of the top newspapers in town, the most popular newspaper among middle-class people in Hong Kong. The SingTao APPs provide a variety of real-time news contents reaching the affluent Hong Kong mobile news readers on the go.

Total No. of Download:
iOS: 390,000+
Android: 250,000+



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星島日報

港聞 財經 地產 教育 娛樂

長毛求換主審 遭訓斥揀法官
2016-10-06
(星島日報報道)去年五月星島新聞集團在伊利沙伯體育館舉辦第三十屆全港校際辯論比賽期間，社民連「長毛」梁...

飛馬球員涉打假波 廉署帶走問話
2016-10-06

筆架山靚地72.6億成



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港聞 財經 地產 教育 娛樂

飛馬球員涉打假波 廉署帶走問話
2016-10-06
(星島日報報道)本港足球圈再爆涉嫌打假波醜聞，消息稱廉政公署接報，稱去年多場預備組球賽賽果不尋常，疑有人串謀和操控

Format		Interstitial	
Platform		iPhone	Android
Dimension (High Res.)	iPhone 4	640px (w) x 920px (h)	-
	iPhone 5 or above	640px(w) x 1096px(h)	-
	Android	-	960px(w) x 1380px(h)
Remarks		<div>- Interstitial will be showed only when user launch app or resume app from background</div> <div>- Landing URL must be provided - Materials must be submitted 7 days before campaign launch</div> <div>- Loading cost will be applied for HTML, Video campaign or special campaign arrangement</div>	



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Format	Maxi Banner	LREC	Video Banner
Platform	iPhone & Android		
Dimension (High Res.)	640px(w) x 200px(h)	600px(w) x 500px(h)	640px(w) x 360px(h)
Remarks	- Position: Run-of-App	- Position: Main Page and List View - Close button will be showed at the top right corner	- One MP4 video (File Size: <3MB) - Video hosting included - Position: Main Page and List View - Close button will be showed at the top right corner
	- Landing URL must be provided - Materials must be submitted 7 days before campaign launch - Loading cost will be applied for HTML, Video campaign or special campaign arrangement		





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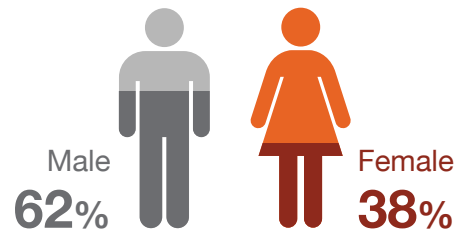
Format	Fixed RECT		Advertorial	
Platform	iPhone	Android	iPhone	Android
Dimension (High Res.)	640px(w) x 640px(h)		Thumbnail photo x 1: 180px(w) x 100px(h); <10kb Index word limited to 21 Chi characters (included spaces & punctuation) Inside photo for article (Max. 6): 270px(w) x 190px(h); <40kb Article word limited to 800 Chi characters (included space & punctuation)	
Remarks	<ul style="list-style-type: none"> - File Format: JPG or GIF (File Size: <70kb) - Recommended Animation Length: 8 sec - Landing URL must be provided - Materials must be submitted 5 working days before campaign launch 		<ul style="list-style-type: none"> - Materials deadline: 10 days before campaign launch - 「客戶資訊」或「客戶提供」must be included at the end of the heading - All copies and images are provided by client - No “口語字體” & “Superscript” (e.g. 啲, 嘅, ©...) is supported - No Tracking code is supported in advertorial banner and article - No click to SMS is supported - Only plain text is supported - Only weekly impression report will be provided (No daily breakdown) - Only support “http://” (“https://” is not accepted) 	



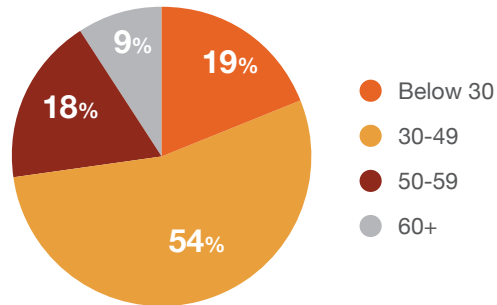
USER DEMOGRAPHICS

Sing Tao Daily (iOS & Android)

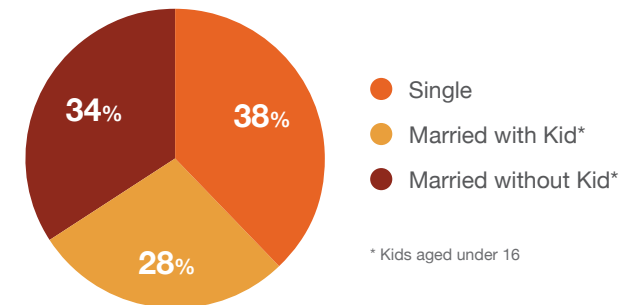
Gender:



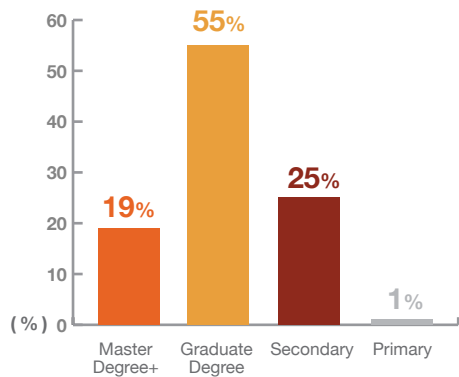
Age:



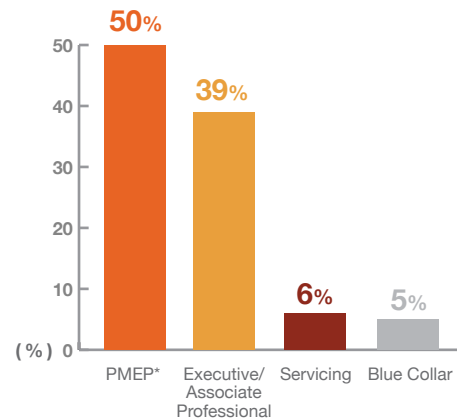
Marital Status:



Education:

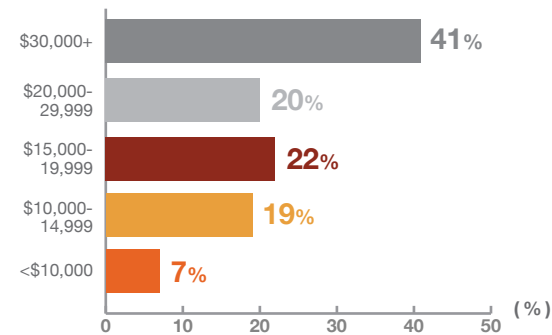


Occupation:



* PMEP = Professional, Mid-to-top Management and Proprietor

Monthly Personal Income (HK\$):



Monthly Household Income (HK\$):

