

## Summary of Media Coverage for the Matilda Sedan Chair Race Charities Fund In Hong Kong

**November 2004 - March 2005**

	<i>No. of Media</i>	<i>Advertising/ Media Value</i>	<i>Target Circulation Reached</i>
Publications (Newspapers and Magazines)	36	<b>HK\$821,000</b>	<b>7,940,000</b>
TV and Radio	9	<b>HK\$1,350,000</b>	<b>12,420,000</b>
News Websites	4	<b>HK\$42,000</b>	<b>190,000</b>
Total No. of clippings and media hits	49	Media and Advertising Value:  <b>HK\$2,210,000+</b>  <b>(Approximation - US\$300,000)</b>  <b>(ROI )= 30 to 1</b>	Reaching nearly <b>20,600,000+</b> readers/viewers in Hong Kong and the Asia Pacific Region

*Note: Advertising values and circulation are derived from how much it would cost to purchase an advertisement on a newspaper, magazine, television, radio and website according to the media's advertising and circulation departments.*

*The approximations on the media and advertising value are on the conservative side.*