

**Preliminary Advice on the Eligibility of a Specific Promotion Activity for  
funding support under the SME Export Marketing Fund (EMF)**  
就個別推廣活動是否符合中小企業市場推廣基金  
資助資格初步查詢

**Necessary Information for Assessment on Trade Publications**  
評估貿易刊物所需資料

In seeking preliminary advice on a **trade publication**, please provide the Trade and Industry Department (TID) with **ALL** the following information of the activity in question in writing (Email: emf\_enquiry@tid.gov.hk). The information should be listed item by item.

就貿易刊物作初步查詢，請以書面形式（電郵：emf\_enquiry@tid.gov.hk）向工業貿易署（工貿署）提供所有以下有關活動的資料，並分項列出。

- 1. Latest copy (original or copy)/link of electronic version of the publication  
最新一期刊物正/副本或電子版的網址
- 2. Media kit/documents provided by the publisher showing the publication's geographical and circulation statistics (including those within and outside Hong Kong)  
由出版商提供的媒體資料包/文件顯示讀者的地域分析及印刷量數據（包括香港境內和境外）
- 3. Service contract/documents showing the breakdown of price of the advertisement package  
顯示刊登廣告方案的收費資料的服務合約/文件副本
- 4. Sample of the advertisement to be placed on the publication  
擬刊登廣告之樣本

Enquirers are also welcomed to provide the TID with any documents in addition to the above, if you consider the information is relevant to the assessment of eligibility.

除以上資料外，查詢人士亦可向工貿署提供任何閣下認為與評估資助資格有關的文件。

**Special Note on Trade Publications 有關貿易刊物的特別注意事項**

(a) Consumer magazines, leisure magazines, research journals or publications of similar nature are not eligible for funding support under the EMF.

消費者雜誌、休閒雜誌、學術研究刊物及其他類近性質的刊物不符合基金資助資格。