

# 瞄準內地消費者 助你拓展中港商機

## THE DIRECT WAY to Target

### Mainland Consumers for Business Success



“郵遍中港”直銷函件服務  
China-Hong Kong Direct Mail Service



## 「郵遍中港」直銷函件服務

### 助你有效接觸內地消費者

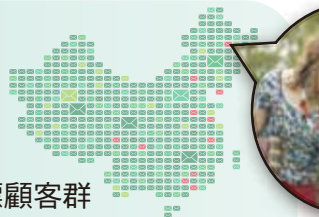
隨着「個人遊」計劃進一步擴展，而香港與內地的經貿關係亦更為緊密，內地已成為本港最大的旅客客源市場。旅遊、消閒、娛樂和購物等方面的消費需求日增，為香港企業帶來巨大商機。

為切合本港企業的業務需要，香港郵政與中國郵政合作推出「郵遍中港」直銷函件服務，旨在為本港的中小企和較大型企業提供切合所需的市場推廣方案，務求把產品資訊更快和更有效地傳遞至內地顧客。

「郵遍中港」提供一站式直銷函件服務，香港郵政全面助你輕鬆使用服務，包括名址篩選、名址租用、直銷函件印刷和派遞，以及投遞信息反饋等，如此簡便易用的服務，最能配合你以定期的產品資訊吸引內地忠誠消費者的需要。

### 「郵遍中港」的服務優勢

- 有效提升企業品牌在內地的知名度
- 專業一站式直銷函件服務，穩妥方便，價格相宜
- 分類細緻的名址庫，有助精確鎖定個人和商業目標顧客群
- 強大可靠的派遞網絡，迅速傳遞宣傳訊息
- 香港郵政提供的增值服務，助你輕鬆籌劃直銷函件活動



### 服務收費

#### 1 郵資及名址租用

包括郵費、名址租用、標籤打印和入封



#### 投寄目的地

#### 印刷品（不超過100克）

深圳

1.2 元

廣東省其他城市

1.7 元

廣東省以外城市

1.9 元

註：· 每次最低投寄量為5,000件。

· 印刷品指印有文字和圖像的紙張印刷物品，不得帶有個人通訊性質，亦不可夾附樣板或試用品等。

## 2 印刷服務

### 2.1 信封印刷

型號	單價
230毫米 x 120毫米 (6號)	0.3 元
230毫米 x 160毫米 (7號)	0.4 元

註：· 所有信封以100克書紙雙色印製。  
 · 所有信封須由中國郵政認可印刷廠印製。

### 2.2 內件印刷

- 如投寄直銷函件至深圳和東莞，可選擇提供已印妥的印刷物品，又或使用中國郵政的印刷服務。
- 如投寄直銷函件至其他城市，必須使用中國郵政的印刷服務。印刷服務的價格將按客戶的具體要求個別報價。



## Enhance the effectiveness of your promotion campaigns with our China-Hong Kong Direct Mail Service

With the continual expansion of the Individual Visit Scheme, and the development of closer economic and business ties between Hong Kong and the Mainland, arrivals from the Mainland make up the largest proportion of tourists in the city. Growing Mainland consumer demand in areas such as tourism, leisure, entertainment and retail creates significant business opportunities for many Hong Kong enterprises.



To cater for the needs of local enterprises, Hongkong Post partners with China Post to launch the China-Hong Kong Direct Mail Service. The service offers Hong Kong SMEs and larger enterprises a customised marketing solution for getting information about their products to Mainland consumers quickly and effectively.

A particularly valuable feature of the direct mail service is its 'one stop' character: Hongkong Post handles everything from selection and rental of mailing lists, through to printing, delivery, and reporting. The simplicity of the service means it is ideal for encouraging repeat purchases by Mainland customers.

## Advantages of China-Hong Kong Direct Mail Service

- Raise brand awareness in the Mainland
- Professional and convenient one-stop DM services at an affordable price
- Well-segmented mailing list allows precise targeting of both the residential and commercial consumers
- Strong and reliable mail delivery network to get marketing messages across swiftly
- Value-added services of Hongkong Post to ease your efforts in doing direct mail promotions

## Service Rates

### 1 Postage and List Rental

Inclusive of postage, list rental, label printing and enveloping.

#### Mailing Destinations

Shenzhen

\$1.2

Other cities in Guangdong Province

\$1.7

Cities outside Guangdong Province

\$1.9

Notes: • Minimum 5,000 items per posting.

- Printed matter refers to paper printed materials with text and graphics, which must not have the nature of personal correspondence or contain any inserts such as samples.

### 2 Printing

#### 2.1 Envelope

#### Type

230 mm x 120 mm (No. 6)

\$ 0.3

230 mm x 160 mm (No. 7)

\$ 0.4

Notes: • All envelopes are printed with 100g wood-free paper and in two colours.

- All envelopes must be produced by authorised printers for China Post.

#### 2.2 Inside Material of Direct Mail

- For mail to be delivered to Shenzhen and Dongguan, customers may supply their own printed materials to us. Alternatively, they can use the printing service provided by China Post.
- For mail to be delivered to other cities, the printing service provided by China Post is mandatory. The pricing for the printing service will be individually quoted according to customers' requirements.

# 「郵遍中港」服務簡易流程表

## Simple Workflow for "China-Hong Kong Direct Mail Service"



\* 以工作天計算（僅供參考，確實所需時間視乎當時情況和函件數量而定）

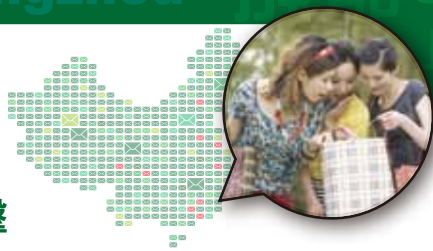
\* Based on working days (for reference only, actual lead time depends on prevailing situation and mail volume)



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Please call **2921 2277**  
for further information.



本單張採用再造紙印刷  
Printed on Recycled Paper



## 利用豐富的名址庫 針對目標客戶群準確出擊



個人類名址庫	深圳	東莞	廣州	北京	上海	杭州	南京	成都	重慶	哈爾濱	大連
名址數目	約130萬條	約200多萬條	約150萬條	約350萬條	約850萬條	約135萬條	約114萬條	約370萬條	約690萬條	約150萬條	約100萬條
篩選指標	地區、性別、年齡、收入水平、教育程度、職業、車型、房屋檔次、興趣愛好、消費習慣及消費水平等										
其他熱門名址庫	私家車主、工商英才、網路一族、公務精英、中高收入、白領女性等										

企業類名址庫	深圳	東莞	廣州	北京	上海	杭州	南京	成都	重慶	哈爾濱	大連
名址數目	約30萬條	約16萬條	約16萬條	約36萬條	約50萬條	約16萬條	約9萬條	約11萬條	約24萬條	約6萬條	約8萬條
篩選指標	地區、行業、企業經濟類型(如國有、中外合資、私營)及註冊資本等										

# Beijing 北京 杭州 Hangzhou 南京 Nanjing 廣州 Guangzhou 重慶 Chongqing 成都 Chengdu 上海 Shanghai

**Take advantage of a comprehensive database to reach your prospective customers**



Individual Database	Shenzhen	Dongguan	Guangzhou	Beijing	Shanghai	Hangzhou	Nanjing	Chengdu	Chongqing	Harbin	Dalian
List Quantity (approximately)	1.3 million	2 million	1.5 million	3.5 million	8.5 million	1.35 million	1.14 million	3.7 million	6.9 million	1.5 million	1 million
Selection Criteria	District, Gender, Age, Income, Education, Profession, Type of Vehicle, Type of Property, Interest, Consumption Habit and Consumption Level, etc.										
Other Popular Lists	Car Owner, Business Elite, Internet Savvy, Government Elite, Medium to High Income Group, White Collar Women, etc.										

Enterprise Database	Shenzhen	Dongguan	Guangzhou	Beijing	Shanghai	Hangzhou	Nanjing	Chengdu	Chongqing	Harbin	Dalian
List Quantity (approximately)	0.3 million	0.16 million	0.16 million	0.36 million	0.5 million	0.16 million	0.09 million	0.11 million	0.24 million	0.06 million	0.08 million
Selection Criteria	District, Industry, Economic Type of Enterprise (e.g. state-owned, joint venture with overseas corporation, private-owned) and Registration Capital, etc.										