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## What is WOM?

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WOM is short for word of mouth, the technique adopted widely when it comes to restaurant recommendations.

# No. 1 Best Seller

As the number one bestseller\*, WOM Guide is placed at prominent locations in shops for people to browse and to purchase.

\* Source: Ranked number one in top 10 non-fiction booksellers by SCMP.

WOM Guide is the

## first & most comprehensive survey-based

restaurant guide in Hong Kong.

This invaluable guide provides  
**independent ratings**

on food, drinks, service and  
ambiance, as well as the public's  
enthusiastic comments. It is the  
**dining-out bible**  
for food-lovers, visitors and  
restaurateurs.

Over 5,000 participants vote  
and offer their candid opinion  
on our website,  
[www.womguide.com](http://www.womguide.com)

# WOM Guide Features

## WOM Choice

over 50 categories - top restaurants and recommendations for different occasions



## Restaurant Ratings

over 1,100 restaurants reviewed

ratings on food, drinks, service, ambiance and price, plus witty comments for all restaurants

details on valet parking, corkage fee, time of last order, delivery/takeout, reservations



## Index

sorted by cuisine and by location



## Editor's Choice

restaurants highlighted in detail by our editors



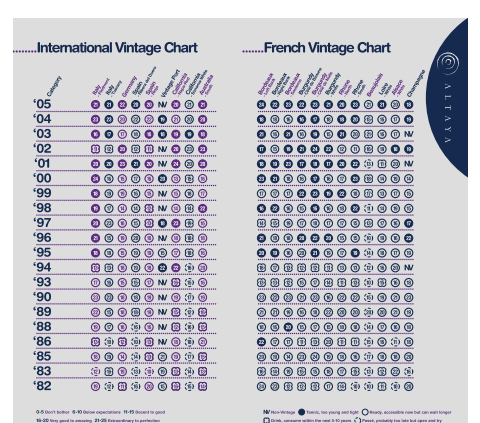
## Maps

separate maps of Central, Causeway Bay, TST and Wanchai



## Vintage Chart

useful information/tips from a reputable wine merchant



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# WOM Guide Bulk Purchase & Custom Book Options

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WOM Guide 2009 recommended  
retail price is HKD150

## Bulk Purchase

50 copies  
@\$128

100 copies  
@\$120

500 copies  
@\$108

1,000 copies  
@\$98

2,000 copies  
@\$88

5,000 copies  
@\$78

Leather-bound  
cover version\*  
@\$388

\*The minimum order for leather-bound cover is 50 books.  
Your company logo can be imprinted on the cover  
(price upon request).

## Delivery

Delivery charge for one location  
is \$150

FREE delivery for orders of 100  
books or more

Please allow one week for  
delivery

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# WOM Guide Bulk Purchase & Custom Book Options

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Customized full version WOM Guide can be designed to meet the needs of a particular program, event or budget. Uniquely reinforce your brand positioning and maximize the impact of your message with WOM custom guides.

## Full Version Customization Options

Front & Back Covers  
\$3,000 (design)  
\$1,000 (production)

Inside Pages  
\$2,000 (design)  
\$1,000 (production)

Custom Content  
Price upon enquiry (text)  
\$1,000 (production)

Bookmark  
\$200-\$1,000 (design)  
\$10-\$12/piece (production)

Logo  
\$150/page (production)

## Printing Fee for Customized WOM Guide

400 copies  
@\$118

1,000 copies  
@\$98

2,000 copies  
@\$88

5,000 copies  
@\$78

Optional (if you have in-house design, you may send us the pages in either AI or PDF format).

Indicative pricing only. Final prices depend on amount of work involved.



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# WOM Guide Bulk Purchase & Custom Book Options

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Customized booklets can be designed to meet the needs of a particular program, event or budget. Lightweight, inexpensive and effective, they are perfect for use as an event premium or direct mail piece.

## Customized Booklets

Cover Design  
\$3,000

Standard Cover Design  
\$1,000

Layout Design  
\$2,000

Custom Content  
Price upon enquiry (text)

The minimum order is 1,000 booklets.

## Printing Fee for WOM Guide Booklets

Specifications:  
16 page  
150mm(H) x 102mm(W)

1,000 copies  
@\$20

2,000 copies  
@\$17

5,000 copies  
@\$15



Customized booklets are available in other dimensions and page lengths. Please enquire for details.

Production time varies. Allow 2 weeks for printing once design has been finalized.