

YeP
YeP

Media Kit



ABOUT US

In the vibrant heart of Hong Kong, a visual symphony unfolds in the pages of YeP YeP, an experimental photography and art magazine that celebrates the city's burgeoning creative scene.

Through a captivating blend of commissioned works by emerging local talents, YeP YeP offers a fresh perspective on Hong Kong's multifaceted identity, capturing its essence in a captivating kaleidoscope of colours, textures, and emotions.

PRESS

“...Certainly one of the most exciting new titles we have seen this year [2021].

- Steve Watson, Stack Magazines

“Absolutely bonkers...”

- Monocle: The Stack podcast

“A new magazine is taking a bold and novel approach to the politically sensitive discussion of Hong Kong identity: by avoiding words altogether.”

- South China Morning Post





THE MAGAZINE

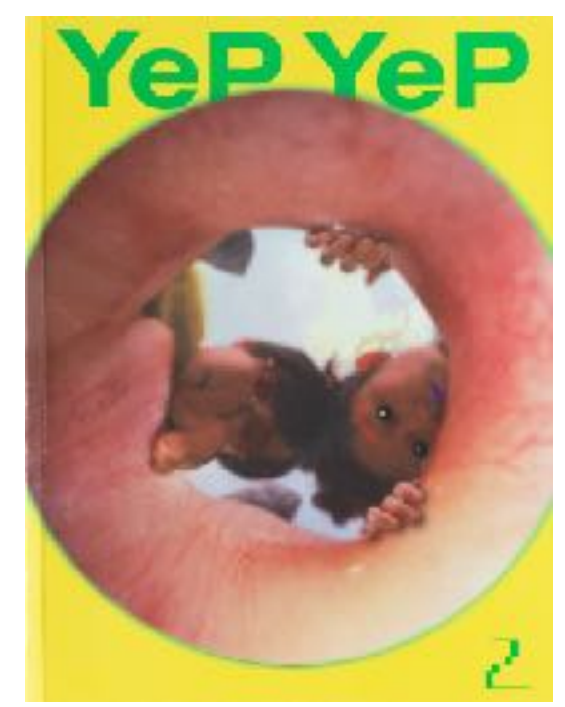
Since its inception in 2021, YeP YeP has published two issues, each showcasing a distinct theme and design. The third issue is slated for release in 2024.

Issue One
“Hong Kong Identity”



[Watch video review](#)

Issue Two
“Oh, The Importance of Play”



[Watch video review](#)

STOCKISTS

magCulture [London]
do you read me?! [Berlin]
Printed Matter [NYC]
Athenaeum Nieuwscentrum [Amsterdam]
McNally Jackson [NYC]
Casa Magazines [NYC]
Skylight Books [LA]
Frab's [Italy]
Post Post [Beijing]
Ponding Space [Taipei]
M+ Museum [HK]

And more...





COMMUNITY BUILDING

Engaging with the community is a crucial aspect of YeP YeP's identity. For each new issue launch, we partnered with a local art institution to curate an exhibition, attracting hundreds of visitors on each occasion.

Our unconventional approach to gallery openings, designed to be more like parties than formal wine-sipping events, has resonated with like-minded creatives.

We've also hosted events in nightclubs, as well as block parties with beverage sponsors, drawing crowds of enthusiastic fans.

AUDIENCE PROFILE

Arts and creative industry professionals
Underground artists and musicians
Cultural tastemakers and influencers
LGBTQ-friendly
22-40 years old





FUTURE ISSUES

YeP YeP's primary objective is to showcase Hong Kong art to the world, but we also have a broader vision of expanding beyond the city's boundaries into other Southeast Asian nations with vibrant and untapped art scenes, such as Singapore, the Philippines, Vietnam, Indonesia, and others. These nations are frequently overlooked, yet they all possess thriving and youthful creative communities.

We have already established connections with numerous artists from these regions, and we are eager to witness the outcomes of these new collaborations.

AD SPECS

2 page: 436 x 280mm + 3mm bleed

1 page: 218 x 280mm + 3mm bleed

PRICE

2 page: \$8000 USD

1 page: \$4000 USD





ALL INQUIRIES

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INSTAGRAM

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