REPORT / 2026 EDITION / V1.0

Hong Kong Advertising Cost Report 2026.

By Hypertree Media Team · Updated 28 Oct 2026

What advertising really costs in Hong Kong this year — 62 formats across MTR, bus, tram, billboards, airport, TV and KOL, each with its price unit and how far ahead to book. Compiled by the media buyers at Hypertree from media-owner rate cards and campaigns we plan and book.

QUICK ANSWER

How much does advertising cost in Hong Kong in 2026?

According to Hypertree's Hong Kong Advertising Cost Report 2026, advertising in Hong Kong starts from HK$2,000 for a bus seatback and HK$3,500 for a partial bus panel or a TVB rotational 30-second spot, and runs to HK$300,000–500,000+ for an MTR station takeover and HK$2,000,000+ for TV programme sponsorship. Typical campaigns average HK$83,000 on buses, HK$160,000 on the MTR, HK$271,000 on trams, HK$447,000 on billboards and HK$500,000 at the airport. Prices are media cost in HKD; production is extra.

HK$2,000	HK$160,000	1–12 wks	62
cheapest format — a bus seatback, 4 weeks	average MTR campaign	booking lead time by format	formats priced, with units

KEY FINDINGS

Six things the 2026 numbers tell you.

01

Entry starts under HK$5,000

According to Hypertree’s 2026 report, the cheapest single formats are a bus seatback (from HK$2,000 per bus for four weeks), a partial bus-body panel and a TVB Jade rotational 30-second spot (both from HK$3,500). Nano KOLs start at HK$3,000 per post.

02

The average-campaign ladder

Typical campaigns average HK$83,000 on buses, HK$160,000 on the MTR, HK$271,000 on trams, HK$447,000 on billboards and HK$500,000 at Hong Kong International Airport.

03

Tram and bus wraps cost the same per week

A Super Whole Bus wrap works out at HK$9,000–17,500 per bus per week; a Signature Tramcar at HK$10,000–16,900 per tram per week. The tram only looks dearer because it is sold in three-month blocks.

04

Production adds 20–30% to wraps

Printing and fitting add HK$8,000–15,000 per bus (about 21–22% of media) and HK$30,000–60,000 per tram (about 23–27%). Budget for it from day one.

05

Iconic sites cost ten times more per week

The Sogo LED Wall in Causeway Bay runs HK$100,000–200,000 per week — roughly ten times a bus or tram wrap — because it buys one of the city’s most photographed screens.

06

Book Lunar New Year now

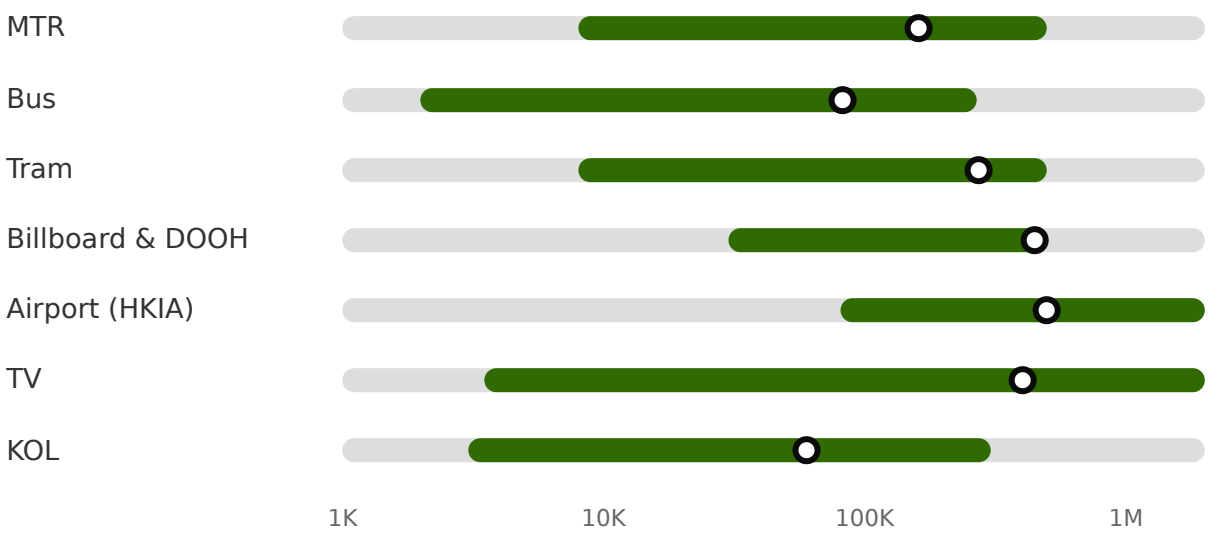
Lead times run from 1 week (programmatic DOOH) to 12 weeks (iconic LED, MTR takeovers, airport). For Lunar New Year 2027 (6 February), book those by mid-November 2026.

BY CHANNEL

Entry price, average campaign and top end — by channel.

CHANNEL	ENTRY	AVERAGE CAMPAIGN	TOP END	BOOK AHEAD
MTR	HK$8,000	HK$160,000	HK$500,000+	4–12 wks
Bus	HK$2,000	HK$83,000	HK$270,000+	4–6 wks
Tram	HK$8,000	HK$271,000	HK$500,000+	4–8 wks
Billboard & DOOH	HK$30,000	HK$447,000	HK$500,000	1–12 wks
Airport (HKIA)	HK$80,000	HK$500,000	HK$2,000,000+	12 wks
TV	HK$3,500/spot	HK$200,000–800,000	HK$2,000,000+	3–8 wks
KOL	HK$3,000/post	HK$30,000–150,000	HK$300,000+	4 wks

PRICE RANGE BY CHANNEL (LOG SCALE)



Bar = entry to top end. Dot = average campaign. Log scale, HK$1,000 to HK$2,000,000.

PRICE INDEX

The 2026 price index: 62 formats, every unit stated.

Filter by channel or search a format. Every price shows what it buys — per spot, per post, per bus, per two weeks — so you are never comparing a weekly price with a quarterly one.

FORMAT	CHANNEL	PRICE	UNIT	BOOK AHEAD	
4-sheet lightbox	MTR	**HK$8,000–18,000**	2 weeks	4 wks	→
12-sheet lightbox (single station)	MTR	**HK$15,000–32,000**	2 weeks	4 wks	→
MTR birthday / fan ad poster	MTR	**HK$8,000–20,000**	2 weeks	8 wks	→
Tube Card (in-train)	MTR	**HK$30,000–80,000**	4 weeks	—	→
In-train TV (network)	MTR	**HK$80,000–180,000**	4 weeks	—	→
Digital Escalator Crown bank	MTR	**HK$80,000–200,000**	2 weeks	4 wks	→
Motion Zone	MTR	**HK$120,000–250,000**	2 weeks	4 wks	→
Pillar wrap (major interchange)	MTR	**HK$150,000–300,000**	2 weeks	—	→
Saloon window / full train wrap	MTR	**HK$200,000–400,000+**	4 weeks	—	→
Full station takeover	MTR	**HK$300,000–500,000+**	2–4 weeks	12 wks	→
Seatback (per bus)	Bus	**HK$2,000–6,000**	4 weeks	4 wks	→
Partial bus body (per bus)	Bus	**HK$3,500–8,000**	4 weeks	—	→
Bus shelter digital panel	Bus	**HK$15,000–35,000**	2 weeks	4 wks	→
Grand Panorama — one side (per bus)	Bus	**HK$18,000–35,000**	4 weeks	6 wks	→
Mega Panorama — side + rear (per bus)	Bus	**HK$25,000–45,000**	4 weeks	6 wks	→
Super Whole Bus — full wrap (per bus)	Bus	**HK$36,000–70,000**	4 weeks	6 wks	→
Wrap printing & fitting (per bus)	Bus	**HK$8,000–15,000**	one-off	—	→
Lower Deck TV (network)	Bus	**HK$40,000–100,000**	4 weeks	—	→
Theme Bus (full interior)	Bus	**HK$60,000–150,000**	4 weeks	—	→
Tram shelter panel (per shelter)	Tram	**HK$8,000–20,000**	4 weeks	—	→
Tram shelter digital panel	Tram	**HK$15,000–40,000**	2 weeks	—	→
Tram interior panels (network)	Tram	**HK$40,000–90,000**	4 weeks	—	→
Tram shelter domination	Tram	**HK$60,000–150,000**	4 weeks	—	→
Signature Tramcar — full wrap (1 tram)	Tram	**HK$130,000–220,000**	3 months	8 wks	→
Signature Tramcar (3 trams)	Tram	**HK$300,000–450,000**	3 months	8 wks	→

FORMAT	CHANNEL	PRICE	UNIT	BOOK AHEAD	
Tram fleet campaign	Tram	**HK$500,000+**	3 months	8 wks	→
Tram wrap production (per tram)	Tram	**HK$30,000–60,000**	one-off	—	→
Programmatic DOOH (network)	Billboard & DOOH	**HK$30,000–80,000**	2 weeks	1 wks	→
Outdoor TV network	Billboard & DOOH	**HK$50,000–120,000**	4 weeks	—	→
Digital billboard — Causeway Bay	Billboard & DOOH	**HK$80,000–180,000**	2 weeks	—	→
Static billboard — Mong Kok	Billboard & DOOH	**HK$80,000–150,000**	4 weeks	—	→
Digital billboard — Central / Admiralty	Billboard & DOOH	**HK$120,000–250,000**	2 weeks	—	→
LED facade — Tsim Sha Tsui Centre / Empire Centre	Billboard & DOOH	**HK$180,000–350,000**	2 weeks	—	→
Sogo LED Wall, Causeway Bay	Billboard & DOOH	**HK$200,000–400,000**	2 weeks	12 wks	→
Harbour Luminous (floating LED)	Billboard & DOOH	**HK$250,000–500,000**	2 weeks	12 wks	→
HKIA lightbox panel	Airport (HKIA)	**HK$80,000–200,000**	per campaign	12 wks	→
HKIA floor graphics	Airport (HKIA)	**HK$100,000–250,000**	per campaign	12 wks	→
HKIA baggage-claim digital	Airport (HKIA)	**HK$120,000–300,000**	per campaign	12 wks	→
HKIA departure-gate digital screens	Airport (HKIA)	**HK$150,000–400,000**	per campaign	12 wks	→
HKIA Skytrain wrap	Airport (HKIA)	**HK$200,000–450,000**	per campaign	12 wks	→
HKIA Spectacular Digital LED	Airport (HKIA)	**HK$300,000–600,000**	per campaign	12 wks	→
HKIA experiential zone	Airport (HKIA)	**HK$250,000–700,000**	per campaign	12 wks	→
Full airport campaign	Airport (HKIA)	**HK$500,000–2,000,000+**	per campaign	12 wks	→
TVB Jade rotational 30s	TV	**HK$3,500–8,000**	per spot	—	→

FORMAT	CHANNEL	PRICE	UNIT	BOOK AHEAD	
HOY TV 30s	TV	**HK$8,000–30,000**	per spot	—	→
ViuTV 30s	TV	**HK$15,000–60,000**	per spot	—	→
TVB Jade fixed off-peak 15s	TV	**HK$20,000–50,000**	per spot	3 wks	→
TVB Jade fixed prime-time 30s (drama)	TV	**HK$40,000–120,000**	per spot	8 wks	→
myTV SUPER / ViuTV app pre-roll	TV	**HK$150–400**	per 1,000 impressions (CPM)	—	→
ViuTV branded content	TV	**HK$100,000–500,000**	per project	—	→
TVB product placement	TV	**HK$150,000–800,000**	per project	—	→
TV programme sponsorship	TV	**HK$200,000–2,000,000+**	per package	8 wks	→
Nano KOL (under 10K followers)	KOL	**HK$3,000–8,000**	per post	4 wks	→
Micro KOL (10K–50K)	KOL	**HK$8,000–20,000**	per post	4 wks	→
Mid-tier KOL (50K–200K)	KOL	**HK$15,000–50,000**	per post	4 wks	→
Upper-mid KOL (200K–500K)	KOL	**HK$35,000–80,000**	per post	4 wks	→
Macro KOL (500K–1M)	KOL	**HK$60,000–120,000**	per post	4 wks	→
Celebrity KOL (1M+)	KOL	**HK$120,000–300,000+**	per post	4 wks	→
Xiaohongshu KOC seeding note	KOL	**¥2,000–5,000**	per note (RMB)	4 wks	→
Xiaohongshu mid-tier KOL note	KOL	**¥8,000–30,000**	per note (RMB)	4 wks	→
Xiaohongshu top-tier KOL	KOL	**from ¥50,000**	per note (RMB)	4 wks	→
Xiaohongshu Juguang boosting	KOL	**from ¥10,000**	per campaign (RMB)	—	→

COST PER WEEK

Normalised: what a week really costs.

FORMAT	HEADLINE PRICE	SOLD AS	PER WEEK
MTR 12-sheet lightbox (one station)	HK$15,000–32,000	2 weeks	HK$7,500–16,000
Super Whole Bus wrap	HK$36,000–70,000	4 weeks, per bus	HK$9,000–17,500
Signature Tramcar wrap	HK$130,000–220,000	3 months, per tram	HK$10,000–16,900
Programmatic DOOH	HK$30,000–80,000	2 weeks	HK$15,000–40,000
Tube Card (in-train)	HK$30,000–80,000	4 weeks	HK$7,500–20,000
TST Centre / Empire LED facade	HK$180,000–350,000	2 weeks	HK$90,000–175,000
Sogo LED Wall	HK$200,000–400,000	2 weeks	HK$100,000–200,000
Harbour Luminous	HK$250,000–500,000	2 weeks	HK$125,000–250,000

Per-week figures divide the media price by the sold period (3 months = 13 weeks). Production excluded.

BY DISTRICT

Billboard and outdoor rates by district.

DISTRICT	AVERAGE CAMPAIGN	TYPICAL RATES
Central	HK$170,000	Digital billboards (Central / Admiralty) HK$120,000–250,000 per 2 weeks; IFC / Landmark podium sites HK$60,000–150,000
Causeway Bay	HK$130,000	Digital billboards HK$80,000–180,000 per 2 weeks; Sogo LED Wall HK$200,000–400,000 per 2 weeks
Mong Kok	HK$65,000	Street-side billboards from HK$40,000; large building-side HK$90,000–180,000 per 4 weeks
Tsim Sha Tsui	—	Centre / Empire LED facade HK$180,000–350,000 per 2 weeks; Harbour Luminous HK$250,000–500,000
Wan Chai	HK$60,000	Roadside digital panels HK$40,000–100,000

BUDGETS

What your budget buys in 2026.

BUDGET	TYPICAL PLAN
Under HK$30,000	Test and learn: a few nano/micro KOLs plus bus panels, seatbacks or tram shelter panels.
HK$30,000–100,000	Local launch: MTR station lightboxes plus micro KOLs, or one Super Whole Bus wrap.
HK$100,000–300,000	District domination: MTR + bus + programmatic DOOH around one or two districts.
HK$300,000–1,000,000	Citywide multi-channel: MTR, bus or tram wraps, digital billboards and a KOL layer.
HK$1,000,000+	Always-on brand: TV sponsorship, station takeovers and iconic LED sites.

BOOKING LEAD TIMES

How far ahead to book.

BOOK AHEAD	FORMATS
12 wks	Iconic LED (Sogo, Harbour Luminous), MTR station takeovers, HKIA airport
8 wks	Tram full wraps, TVB prime-time spots, programme sponsorship, MTR birthday ads
6 wks	Bus body wraps (incl. printing)
4 wks	MTR lightboxes & digital panels, bus shelters & seatbacks, KOL, Xiaohongshu
3 wks	Off-peak TV spots
1 wks	Programmatic DOOH

For Lunar New Year 2027 (Saturday 6 February 2027), 12-week formats need booking by about 14 November 2026. See the **booking calendar** for every season.

HIDDEN COSTS

What the rate card leaves out.

Production

Wraps need printing and fitting: HK$8,000–15,000 per bus and HK$30,000–60,000 per tram. TV commercials are quoted per brief.

KOL usage rights

Paid amplification of a creator’s post adds 30–100% to the fee. YouTube long-form typically costs 2–3× an Instagram post.

Bundles cut cost

Multi-post KOL campaigns typically earn 10–25% off. Multi-channel plans give more negotiating room than single bookings.

Approvals and lead time

Media owners approve creative before it runs. Missing a material deadline can cost you the slot, not just time.

METHODOLOGY

Where these numbers come from.

Prices are indicative 2026 ranges in Hong Kong dollars, compiled by the Hypertree Media Team from media-owner rate cards and campaigns Hypertree has planned or booked. They are media cost only unless the row says production.

Each row states its unit (per spot, per post, per bus, per two weeks, per campaign). “Average campaign” figures are typical totals for a standard campaign on that channel, not minimums. Final quotes depend on dates, sites, flight length, availability and production.

Read our editorial standards for how we write and correct our guides.

DATA & CITATION

Free to use — please cite us.

Journalists, students and marketers are welcome to use these figures. Please credit “Hypertree, Hong Kong Advertising Cost Report 2026” with a link to this page.

SUGGESTED CITATION

Hypertree (2026). Hong Kong Advertising Cost Report 2026. Updated 28 October 2026. https://hypertree.com.hk/blog/advertising-cost-hong-kong/

UPDATE LOG

What changed.

28 OCT 2026	v1.0 — Report launched, replacing our 2026 cost guide. 62 formats with units and lead times; HKIA entry price corrected to HK$80,000; bus wrap figures aligned across our guides. Next scheduled review: December 2026.

FAQ

Hong Kong advertising costs — questions.

How much does advertising cost in Hong Kong in 2026? +

What is the cheapest way to advertise in Hong Kong? +

How much does MTR advertising cost? +

How much does a bus wrap cost in Hong Kong? +

How much does a TVB ad cost? +

How much do Hong Kong KOLs charge? +

How far ahead should I book advertising in Hong Kong? +

Are production costs included in these prices? +

Can I use these figures in an article or presentation? +

RELATED

Go deeper.