ADVERTISE ON FERRY.HK

Reach people on their way to the islands.

Put your shop, event or service on the ferry route Hong Kong riders are about to take.

WHAT FERRY.HK IS

The ferry app Hong Kong riders open at the pier.

Live countdowns and full timetables for every ferry route in Hong Kong, on the web, with iPhone and Android apps in beta, in English, 繁體中文 and 简体中文.

12k+* riders in the last 30 days

17k+* search visits a month

87 routes

69 piers

16 operators

* Riders: active users in the last 30 days (to 25 Nov 2026). Search visits: measured over 30 days during our initial launch (25 Oct to 23 Nov 2026). Both in the third month after the beta launch, with limited marketing. Search visits are visits that arrive from Google, Yahoo, Bing and other search engines.

Routes, piers and operators counted from the live timetable, November 2026

WHO YOU REACH

Three kinds of rider, all at the pier.



International travellers

Travellers going from city to wild.



Island residents

Island communities who check their boat daily.



Explorers

City residents on a day away.

TARGETED ADS

Targeted by where travellers are heading.

Audience	Who sees your ad	Good for
Heading to a destination	People looking at sailings to that place, from any pier there	Shops, cafés and activities there
Landing page	Everyone who opens ferry.hk, plus route pages when there’s room	Launches and island-wide events
Auto recommendations	Riders whose own recent trips match, chosen on their phone. Included with landing page, add-on for destinations and route sponsorships	Regulars to your area

Advertisers get counts only, never personal or trip data

PLACEMENTS

Native cards, clearly labelled, below the live countdown.

Advertisement

Ads

Paid cards under their own Advertisement heading on the home, route and timetable pages for the routes and piers you pick.

Events

What’s happening

Event and partner cards shown for the islands and dates you choose, on the same pages.

Same card

Web and the apps

One card format on the website, iPhone and Android: photo, badges, and buttons to open your link, call, WhatsApp or plan the ferry.

Ads never push the live countdown down or cover it

WHAT WE OFFER

Four ways to be in front of riders.

Ad-week

One ad, Monday to Sunday, for one destination or the landing page, in rotation with up to 3 others.

Landing page ads also fill destination pages

Featured event

Your event as a featured card for one destination or the landing page, booked by the week like an ad-week. Pick the weeks leading up to it.

Same weekly price as an ad, comes down when the event ends

Route sponsor

“Central ↔ Mui Wo, brought to you by [you]” on that route’s pages for a month. One sponsor per route.

One paid sponsor per route, never rotates

Event listing

Your event on ferry.hk’s events page, sorted by date, live until it ends.

Free, after a quick review

Placements are a level of prominence; we set the exact position and format

NOT JUST A BANNER

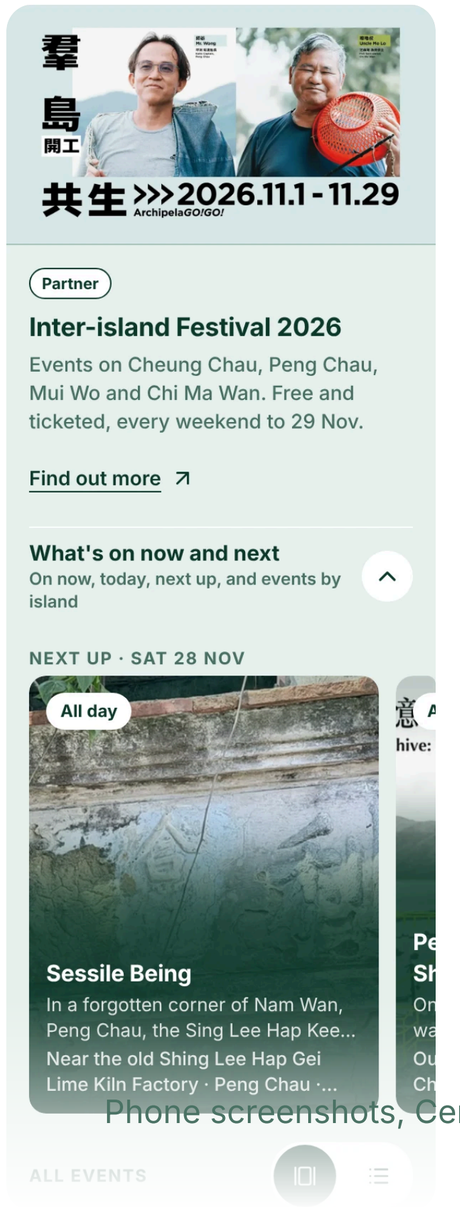
Every card opens into a mini site.

Riders see more than a banner. One tap opens your full listing, with dates, places, photos and links, inside the page they already use.

Featured event · closed



Featured event · opened ↓



Phone screenshots, Central to Mui Wo, Nov 2026

NOT JUST A BANNER

An ad opens into a showroom of what you sell.

Photos, details and links for everything you sell, one tap away from the next sailing.

Ad · closed



Sun Ferry used vessels for sale

Seven listings, from a 28.23 m catamaran to a 65.0 m triple-deck ferry, built 1981 to 2002.

Find out more ↗

See the vessels
Photos and specifications, A to G

Ad · opened ↓



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Find out more ↗

See the vessels
Photos and specifications, A to G

Catamarans



Vessel F
Catamaran · Built 2002
28.23 m long · 231 passengers



Vessel E
Passenger c
Built 2000
36 m long · 4
passengers

Ferries

Phone screenshots, Central to Mui Wo, Nov 2026 · Sun Ferry card is a sample ad

LAUNCH OFFER

30% off everything until 31 March 2027.

One global launch discount on every unit and every destination. Your price is worked out in three steps.

1

Standard rate

One price per unit, from the rate card

×

2

Destination tier

Standard rate, 20% off or 60% off, by where you advertise

×

3

Launch discount

30% off, for bookings made by 31 March 2027

EXAMPLE Ad-week heading to Peng Chau (Tier 2): HK$1,250 → HK$1,000 → **HK$700**

DESTINATION TIERS

Discount rates by destination tier.

Tier 1

Standard rate

No discount

Central, Wan Chai, North Point, Sai Wan Ho, Aberdeen, Ap Lei Chau, Discovery Bay, West Kowloon Cultural District, Tsim Sha Tsui, Hung Hom, Kowloon City, Kai Tak, Kwun Tong, Tseung Kwan O (South), Sai Kung, Cheung Chau, Tsuen Wan, Tuen Mun, Tung Chung, Ma Liu Shui

Tier 2

20% off

Pay 80% of the standard rate

Mui Wo, Tai O, Peng Chau, Yung Shue Wan, Sok Kwu Wan, Ma Wan, Lei Yue Mun, Sam Ka Tsuen, Sha Tau Kok

Tier 3

60% off

Pay 40% of the standard rate

Hei Ling Chau, Chi Ma Wan, Trappist Monastery, Sha Lo Wan, Pak Kok Tsuen, Mo Tat, Stanley, Po Toi Island, Tung Lung Island, Joss House Bay, Kau Sai Village, High Island, Tap Mun, Ko Lau Wan, Chek Keng, Wong Shek, Sham Chung, Lai Chi Chong, Tai Shui Hang, Tung Ping Chau, Lai Chi Wo, Kat O, Ap Chau

Applies to destination ads, featured events and route sponsorships, on top of the launch discount. A route takes its lower tier.

RATES

Three ways to book. 30% off until 31 March 2027.

Heading to a destination

Ad or featured event

HK$875

a week · ~~HK$1,250~~ standard

× destination tier: up to 60% less

Auto recommendations **+HK$300** per destination a week, before discounts

Landing page

Ad or featured event

HK$1,400

a week · ~~HK$2,000~~ standard

Fills route pages when there's room

Auto recommendations **included**

Route sponsorship

One sponsor per route

HK$3,500

a month · ~~HK$5,000~~ standard

× destination tier of the quieter end

Auto recommendations **+HK$300** per destination a week, before discounts

Free Event listings on ferry.hk's events page. Featured events are listed there too, marked as featured.

Non-profit Registered charities pay 50% of the standard rate, after the destination tier. Replaces the launch discount, not added to it.

Launch prices for bookings made by 31 March 2027

BUILD YOUR BOOKING

Four choices, one price.

1 WHERE	2 WHAT	3 TIER	4 AUTO RECS	= LAUNCH PRICE
Heading to a destination	**Ad or featured event** by the week	**Tier 1, 2 or 3** up to 60% off	**Optional add-on** +HK$300 per destination a week	**HK$350–875** a week
Landing page fills route pages when there's room	**Ad or featured event** by the week	**No tier**	**Included**	**HK$1,400** a week
A route one sponsor per route	**Route sponsorship** by the month	**Tier of the quieter end** up to 60% off	**Optional add-on** +HK$300 per destination a week	**HK$1,400–3,500** a month

Free: list any event on ferry.hk's events page. Featured events are listed there too, marked as featured.

Prices include the 30% launch discount, before any add-on

ROTATION AND REPORTING

What an ad-week really buys.

Fair share	At most 4 ads per destination per week, taking turns evenly. Local ads come first on their own pages. Landing-page ads also fill route pages when there’s room. When a week is full, you get the next week.
Viewable impressions	We count the industry standard (IAB/MRC): at least half the ad on screen for at least one second.
A report every week	Impressions, taps and tap rate, by placement and audience. We can also send your ad’s views and taps to your own Google Analytics, and every link carries UTM tags.

No view count promised at launch: traffic varies with weather, season and disruptions

BOOKING

Simple to book, quick to change.

Deadline	Send your ad by Thursday for the following Monday to Sunday week.
What to send	One square image (1080 × 1080 px), a headline of up to 40 characters in English and 繁體中文, one link, and a phone number if you want call and WhatsApp buttons.
Moving a week	A booked week can be moved once, up to the Thursday before. Prepaid weeks are not refunded.
What we decline	Gambling, tobacco and vaping, misleading claims, and anything that competes with operators' safety or service information.

Every ad is labelled Advertisement · 廣告

GET IN TOUCH

Tell us what you'd like to promote.

We reply within two working days with available weeks.

get.ferry.hk/advertise
Enquiry form

info@ferry.hk
Email us directly

+852 9889 1882
WhatsApp us

Running a business on Lantau, Peng Chau or Cheung Chau? ferry.hk reach is also part of the Made in Lantau business network membership tiers. Ask us for details.