

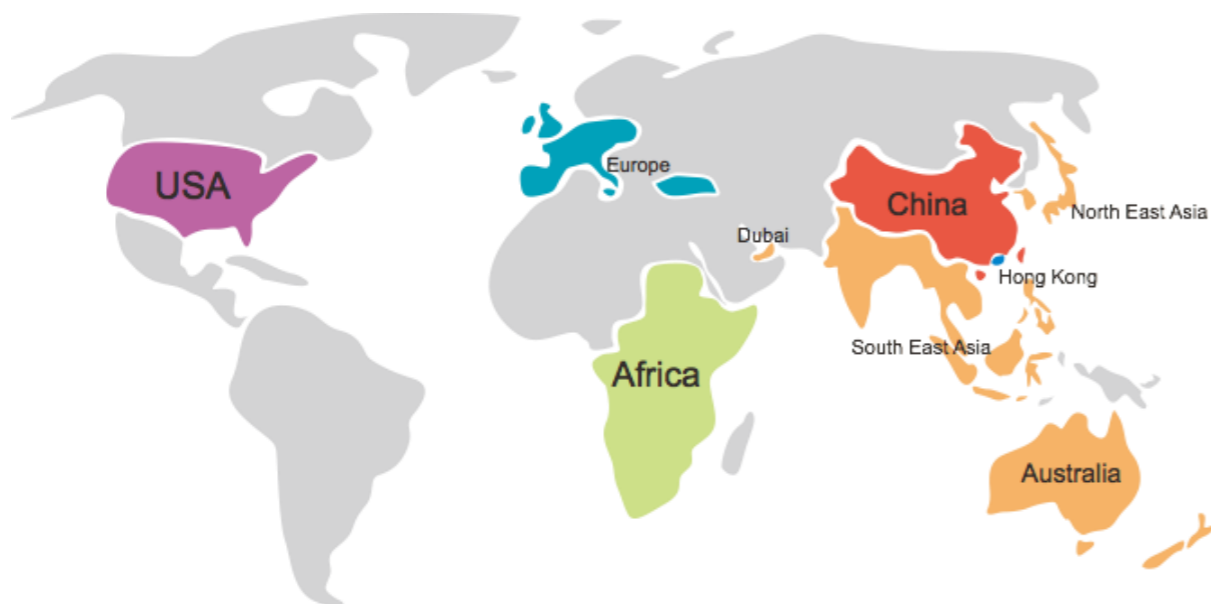
CHINADAILY

中國日報

CHINA'S GLOBAL NEWS MEDIA

Media Profile

A Global Media with an Asia Focus



Global Circulation (All Editions)



China Daily Group

- Established in 1981, China Daily Group is an authoritative Asia-based provider of news, analysis, commentary and information to global readers with a special focus on China.
- China Daily Group publishes editions in China, USA, Europe, Asia and Africa with total global circulation of about 800,000 copies.
- Four editions are distributed across 5 continents.
- In partnership with The Washington Post, The Wall Street Journal and The Daily Telegraph, China Daily also publishes the "China Watch" special report.
- China Daily website (www.chinadaily.com.cn) is a comprehensive multimedia outlet and China's most influential English online platform. Our group of websites encompass up to date news reporting, business information, policies and opinion leader perspectives.

Edition	Frequency	Format
Mainland Edition	Daily	Broadsheet
Global Edition	Daily	Broadsheet
Hong Kong Edition	Daily	Broadsheet
Global Weekly	Weekly	Tabloid

Total Circulation: about 800,000 copies

Website

Page-view per day: Over 310,000 in total

CHINADAILY.COM.CN

HOME CHINA WORLD BUSINESS LIFESTYLE CULTURE TRAVEL WATCHTHIS SPORTS OPINION REGIONAL FORUM NEWSPAPER MOBILE

India and Pakistan to become latest members of SCO

Both nations will be accepted as members of the Shanghai Cooperation Organization this week at a summit to be attended by President Xi Jinping in Kazakhstan.

Xi's moments / Kazakh version of Xi's *Governance* launched in Astana

Opinion / Japan can't buy pride by fabricating its history of war crimes

Africa / Zambia to release 31 Chinese workers

Business / Development gap is shrinking among Beijing-Tianjin-Hebei

Military jet takes step toward export

Silk Road sparks Serbian student's dream

Virginity issue reflected in TV drama

A \$500 million prize takes on global problems

Respite centers offer Shanghai families a break

China

Special train takes students to *gaokao* exam site

Wealthy Chinese seek adventures on vacation

Two generations of China's 'gaokao'

Study: Infertile males can blame gene mutations

Business

China-developed drones at Silk Road expo in Xi'an

Reactor offers rich opportunities

Corporate debt level 'is too high'

Construction firms plan major global infrastructure projects

Culture

Exhibition shows items given in tribute to emperors

A unique art form celebrates the splendors of Antarctica

Female artist uses stickers to show pop culture

Taiwan artist's rabbit artwork on display in Suzhou

CHINADAILY EDITORIAL

college entrance exams have been acknowledged by the public as an open and fair platform to select talents, despite their acknowledged shortcomings. The role they have played is

Practical measures needed to avoid conflict at sea

AI and the next revolution in military defense

Trump's climate decision won't change a lot: Thomas L. Friedman

Moody's subjective analysis goes awry

China-EU meeting to boost relations

Special

FIVE YEARS ON

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Tuesday, June 06, 2017

CHINA USA EUROPE AFRICA

CHINADAILY | HONG KONG

HOME NEWS FOCUS OPINION VIDEO DATA

Ex-Newcastle player Tiote dies in training in China

2017 Beijing, China

Top-ranking US diplomat in China resigns

US-China space freeze may thaw with new commercial pathway

UN chief warns oceans are 'under threat as never before'

SpaceX Dragon carrying China-built device arrives at space station

HONG KONG

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WORLD Sustainable Built Environment Conference 2017 Hong Kong

The Hon. Chief Executive

HK ready to lead Asia in building a sustainable city

A three-day conference covering different topics on sustainable built

Bridge test scam may involve 210 samples

Many reports involved concern critical components of the Moon Yee 'Thee'el

HK finance chief expects 2-3% expansion despite risks

Economists remain cautious as global recessionist about outlook

Chan: HK must not rest on its laurels

Hong Kong still leads the world in the 'graveyard' of pioneer engineers, but it

BUSINESS

more »

High-tech product growth to boost ties

Two visitors at the stand of Midea Group, a home appliance maker in China, during an industry expo h

Building a dream city for a better tomorrow

State-owned enterprises, startups and institutions will help transform Xiongan New Area into an economic success by bringing in new talent to the region.

Reactor offers rich opportunities

Nuclear reactors are about to be built using China's third-generation Hualong One reactor in the United Kingdom.

Energy giants 'in merger talks'

The listed units of Shenhua, Guodian halt trading in shares.

Special

FIVE YEARS ON

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Social Media



over **35,490,000** followers



over **30,590,000** fans



over **1,800,000** followers



over **3,560,000** followers

*As of Mar, 2018

Apps



China Daily Hong Kong
iPhone and Android
Apps Downloads

Units: 142,000+

Global Edition and Global Weekly

China Daily Global Edition

The daily newspaper is in broadsheet size (340mm x 550mm) with 16 pages.

China Daily Global Weekly

The weekly newspaper is in tabloid size (289mm x 356mm) with 32 pages, published on every Friday.

● Circulation by Channel

Executives 21%

(Top Earners, Business owners/ subscribers, Advertisers)

Services industry 20%

(Hotels, Banks, Serviced Apartments, Tourist Centre, Coffee Shop)

Retailers 20%

(Book Stores, Convenient Stores, Newsstands)

Airline 17%

(Airport Lounge, In-flight)

Businesses 10%

(Association, Chamber of Commerce, Commercial Building)

Society 8%

(Hospital, Residential, Recreation Club)

Centers of Learning 2%

(Universities, Institutions, Public Libraries)

Government & Embassies 2%

(Government office, Embassies)



China Daily Global Edition



China Daily Global Weekly

Global Edition

Circulation Region



CHINA DAILY GLOBAL EDITION circulating countries and regions:

Belgium – Brussels

Brazil – Sao Paulo

Canada – Toronto

England – London

Germany – Frankfurt

Japan – Tokyo

Kenya – Nairobi

Myanmar – Yangon

Pakistan - Islamabad

Thailand – Bangkok

The Philippines – Manila

USA – Dubai

USA - New York, Washington, San Francisco



Global Edition

Advertising Rates

Section	Format (ROP)	Size / H X W (mm)	Color (RMB)	Color (USD)
Standard	Full page	500 x 308 (6col)	180,000	30,000
	Half page	250 x 308 (6col)	90,000	15,000
	Bottom strip	150 x 308 (6col)	54,000	9,000
	Quarter page	250 x 152 (3col)	45,000	7,500
A1	Half page	250 x 308 (6col)	360,000	60,000
	Quarter page	250 x 152 (3col)	180,000	30,000
	Bottom strip	150 x 308 (6col)	216,000	36,000
A3	Full page	500 x 308 (6col)	216,000	36,000
	Half page	250 x 308 (6col)	108,000	18,000
	Bottom strip	150 x 308 (6col)	64,800	10,800
	Quarter page	250 x 152 (3col)	54,000	9,000
Special	Full page centerspread	500 x 636 (12 col)	468,000	78,000

Global Weekly

Circulation Region



CHINA DAILY GLOBAL WEEKLY circulating countries and regions:

ASIA

Australia, India, Korea, Hong Kong SAR

ASEAN

Brunei, Cambodia, Indonesia, Malaysia, Singapore, Vietnam

North America

Chicago, Los Angeles, Houston, Atlanta, Boston, Seattle, Honolulu, Miami

EUROPE

France – Paris, Spain – Madrid, Italy – Milano



Global Weekly

Advertising Rates



Format (ROP)	Regular Size H X W (mm)	Korea, EU, Africa Size H X W (mm)	Color (RMB)	Color (USD)
Full page	309 x 256	338 x 263	122,500	20,400
Half page	152 x 256	166 x 263	61,250	10,200
Bottom strip	40 x 256	43 x 263	36,750	6,120
Quarter page	152 x 152	166 x 156	30,625	5,100

Exchange rate: 1 USD \approx 6 RMB, subject to change

Thank you!

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