

《中经评论》媒体资料手册
China Economic Review Chinese Edition
Media Kit
English Version

About China Economic Review Chinese Edition

China Economic Review Chinese Edition is a new magazine associated with the internationally-distributed London-headquartered monthly magazine, China Economic Review, which began publishing in 1990.

The Chinese edition is produced especially for the China Mainland market and readers, making use of the rich resources of the China Economic Review editorial team. It has a unique perspective on China's economy and business situation, stressing both the views of foreigners living in and familiar with the China market, and the opinions of mainland Chinese experts living in other parts of the world.

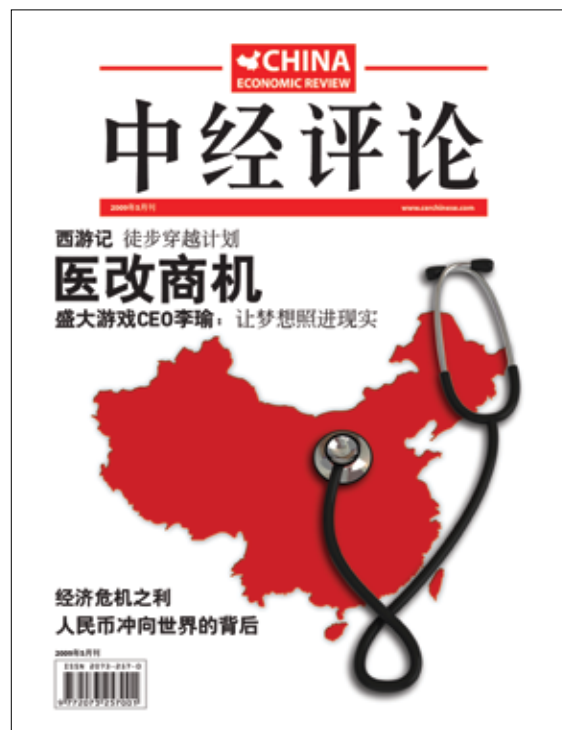
The distribution of CER's Chinese edition is exclusively to high-profile high net-worth decision makers in China, members of the senior management of the world's top companies as well as CEOs and other C-level executives of China's top listed and non-listed companies and private business owners.

Each month, CER's Chinese edition examines China's economy from both Chinese and foreign perspectives with comprehensive and exclusive reports, commentaries, columns and analysis.

Tapping into the rich 18-year experience of the English language edition, and its comprehensive information resources, CER Chinese edition, is officially launched in 2009, owned by the UK-based company with editing operations in Hong Kong.

- China Economic Review monitors China's economic development, and analyses the trends from a global standpoint with both Chinese and foreign perspectives.
- Focused on in-depth reports, independent views and critical analysis.
- Columns from senior economists and analysts from China and abroad.
- Exclusive interviews with CEOs from established Chinese and overseas companies on their recipes for business success.
- Providing the most credible information for corporate and individual readers to boost the value of their assets.

Main sections: Editorial, Perspective, Cover Story, Regional Economy, International Economy, Brands, Finance, VC & Private Equity news, Enterprise management, CEO Q&A, Foreigners Talking & the Overseas Chinese View.

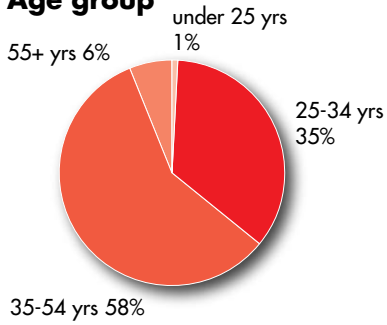


Content

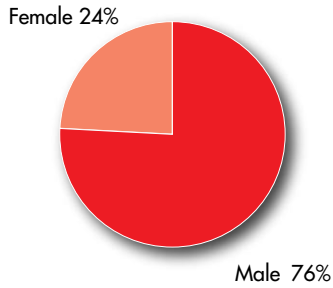
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Reader Profile

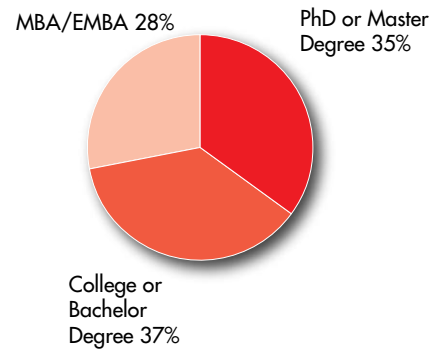
Age group



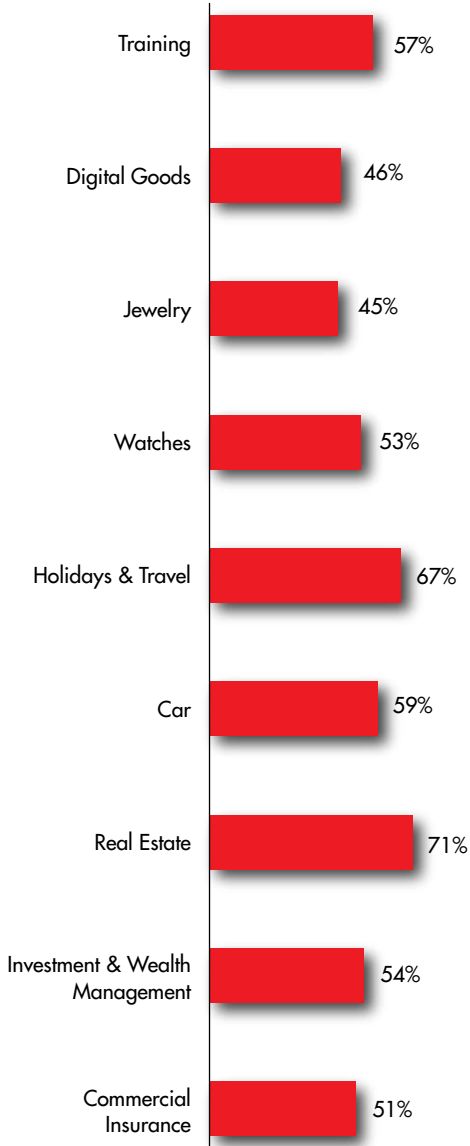
Gender



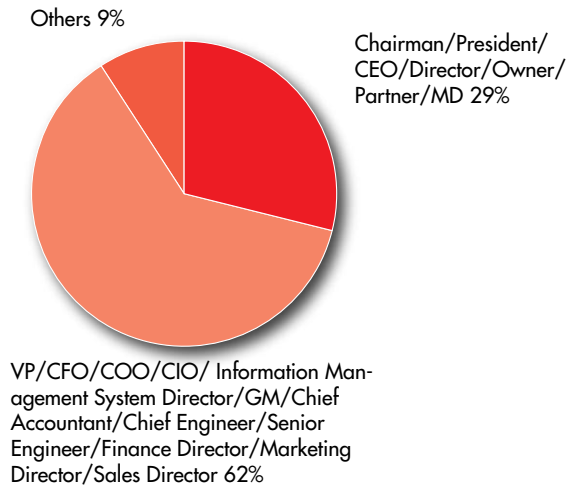
Education



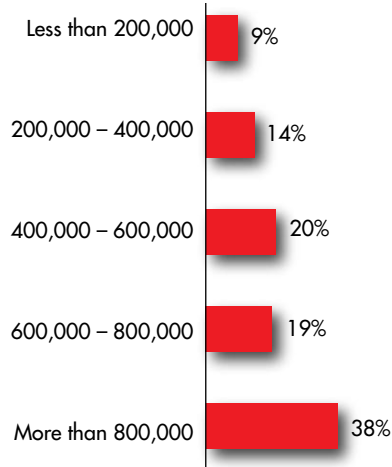
Spending Habits



Readers' Positions



Annual income (RMB)



Readers' companies



Circulation

- All magazines are delivered precisely to the high-level decision-makers
- Strict scrutiny of readers' qualification
- Readers' contact information is updated on a regular basis

Region	Proportion	Circulation
Beijing	30.21%	24,168
Shanghai	35.19%	28,152
Chongqing	1.08%	864
Tianjin	1.53%	1,224
Guangdong	14.12%	11,296
Zhejiang	5.36%	4,288
Jiangsu	5.13%	4,104
Other	7.38%	5,904
Total	100%	80,000

* To Be Audited.

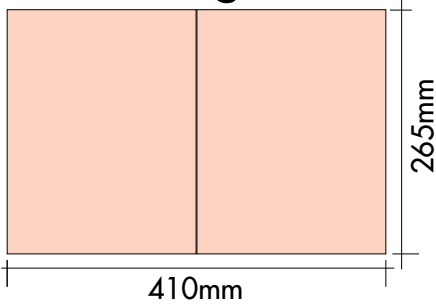


Editorial

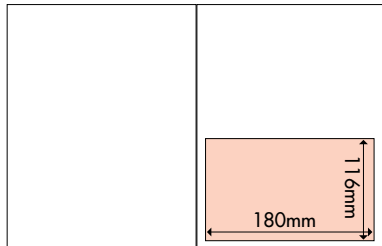
Main sections

Section	Introduction
Commentary	Commentaries on key domestic and international economic issues
Punditry	Global and Chinese economic forecasts from authoritative international organizations
Month In Review	Comparison of overseas and Chinese economic hot issues over the month
Perspective	Sharp, insightful and critical commentaries from overseas economic commentators and observers on China's economy
Cover Story	Report and comment on key economic phenomena in China (industry, enterprise, market, brands)
Special Report	Report and comment on the significance of key economic issues in China
Region Economy	Report and comment on the economic dynamics of the Yangtze River Delta, Pearl River Delta, the Bohai Sea Ring Economic Zone and the Middle and West Regions
Q&A	Interviews with business owners and senior executives on their management secrets
International Economy	Forecasting the impact from international economic trends on China, with advices on countermeasures China should take
Finance	Discussion of wealth management concepts between overseas and domestic financial planners
Brand	Case study of successes and failures of international and local brands
VC & Private Equity	Feature articles on key investment issues in China and around the world and the future trend
Enterprise Management	Articles on management know-how from foreign companies operating in China and successful local companies

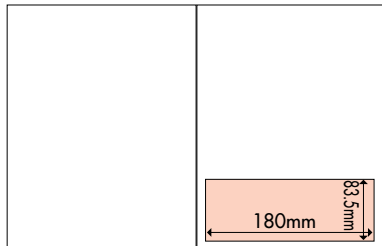
Advertising Dimensions



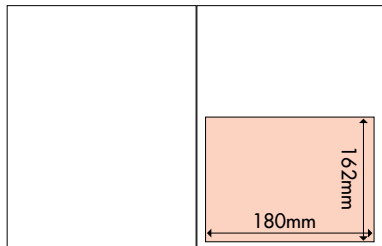
Full page double spread
Trim size: 410mm X 265mm
Bleed: 416mm X 271mm



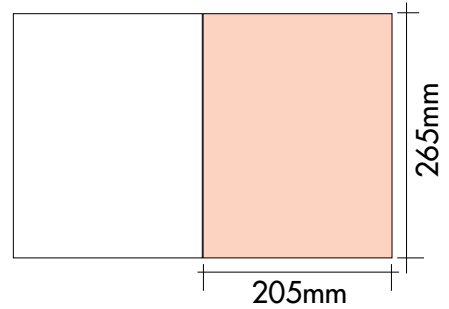
Half page (Horizontal)
Size: 180mm X 116mm



Third page (Horizontal)
Size: 180mm X 83.5mm



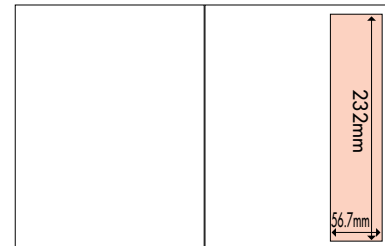
2/3 page (Horizontal)
Size: 180mm X 162mm



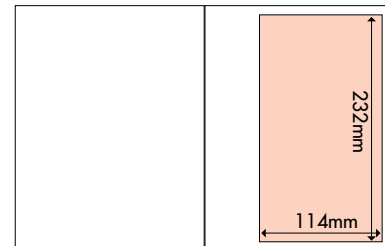
Full page
Trim size: 205mm X 265mm
Bleed: 211mm X 271mm



Half page (Vertical)
Size: 87.5mm X 232mm



Third page (Vertical)
Size: 56.7mm X 232mm



2/3 page (Vertical)
Size: 114mm X 232mm

Special Advertising Dimensions

Special Dimension	Bleed (W x H)	Trim size (W x H)
Insertion (1 page)	200mm X 260mm	194mm X 254mm
Binding Insertion (157g coated paper)	200mm X 260mm	194mm X 254mm
Cartridge Paper (157g coated paper)	211mm X 271mm	205mm X 265mm
Spread Gatefold (157g coated paper, 3 pages)	633mm X 271mm	627mm X 265mm
Wrap (Nationwide)	441mm X 140mm	435mm X 134mm

Advertising Rates (With effect from 2009)

(In RMB)

Position	1 issue	4 issues	8 issues	12 issues
Full page	103,600	98,400	93,200	88,100
First three facing TOC	129,500	123,000	116,600	110,100
Other facing TOC	119,200	113,200	107,300	101,300
Inside front cover 2	139,800	132,800	125,800	118,800
Inside back cover	124,300	118,100	111,900	105,700
Outside back cover	186,500	177,200	167,900	158,500
First double spread	269,300	255,800	242,400	228,900
2 nd double spread	259,000	246,100	233,100	220,200
3 rd double spread	248,600	236,200	223,700	211,300
4 th double spread	243,300	231,100	219,000	206,800
3 rd cover double spread (last page+inside back cover)	227,900	216,500	205,100	193,700
Full page double spread	207,200	196,800	186,500	176,100
Half page double spread	113,900	108,200	102,500	96,800
2/3 page	77,700	73,800	69,900	66,000
1/2 page	62,200	59,100	56,000	52,900
1/3 page	41,600	39,500	37,400	35,400
Other Appointed Positions: Original Price Plus 15%				

Special Advertising Rates

(In RMB)

Position	1 issue	4 issues	8 issues	12 issues
Insertion (1 page)	2.0 per copy	1.9 per copy	1.8 per copy	1.7 per copy
Binding Insertion (157g coated paper)	2.2 per copy	2.1 per copy	2.0 per copy	1.9 per copy
Cartridge paper (157g coated paper)	124,300	120,600	116,900	111,900
Spread Gatefold (157g coated paper, 3 pages)	352,200	341,600	331,100	317,000
Wrap (Nationwide)	166,000	161,000	156,000	149,400

Sample Requirements

Production requirements:

- Indesign files (please convert words into paths and provide all attached pictures)
- Illustrator form AI or EPS files (please convert words into paths and provide all attached pictures)
- TIFF or JPG saved as Photoshop form (make sure the file definition is no less than 300dpi)
- PDF files (high definition required)
- InDesign (please save both fonts and pictures on the disc)

* Coreldraw files shall not be accepted

* Please confirm the correct file size and provide color samples

Deadline:

- 1) Publication Date: the 10th day of every month.
- 2) Reserve your location before: the 20th day, one month prior to publication.
- 3) Confirm your sample before: the 25th day, one month prior to publication.
- 4) Cancel your reservation: 10 days prior to reservation.

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