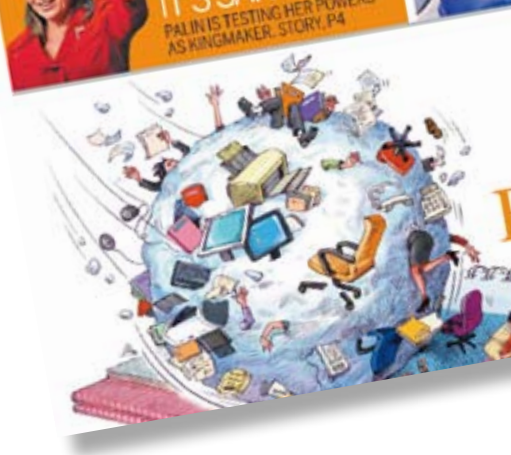


www.chinadaily.com.cn

CHINA DAILY

中國日報





Made in China Read by the World

解读中国 点评世界

CHINADAILY



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50 中国日报传媒集团全球网络 Global Network

中国日报媒体集团

China Daily Media Group

权威影响

中国日报传媒集团成立于1981年，旗舰报——《中国日报》创刊于1981年6月1日，是中国国家英文日报，被国内外誉为中国最具权威性的主流媒体之一，是唯一有效进入西方主流社会的中国平面媒体。

智库团队

为消除“中国”与“世界”沟通的障碍，中国日报传媒集团从全球五大洲招募近百名媒体精英，连同中国顶尖英语新闻人才，组建了一支国内最强的英语新闻采编团队。

全媒体集团

今天的中国日报传媒集团，在报纸、视频、网络、手机等不同媒介的融合作用下，正向着全媒体平台目标快速发展，以多种方式，多种层次的传播，最大化地满足受众的个性化需求。

全球网络

《中国日报》通过在亚洲、美洲、欧洲、非洲、大洋洲的全球记者站采集当地最新资讯，并依托《中国日报》、《中国日报亚洲版》、《中国日报美国版》、《中国日报欧洲版》四大国际媒体平台进行发布，实现信息快速捕捉、零障碍传播的全球资讯网络。

《中国日报》与美国《纽约时报》、《华盛顿邮报》、《今日美国》、《时代周刊》，加拿大《环球邮报》、法国《费加罗报》、英国《金融时报》、《卫报》等广泛开展合作与交流，与路透社、法新社、彭博通讯社等开展稿件、图片互换合作，并在由中国、日本、韩国、新加坡、印度等亚洲19个主要国家和地区的21家主流报纸组成的亚洲新闻联盟中担任重要角色。

Authoritative influence

The China Daily Media Group was founded in 1981, and its flagship newspaper — China Daily — first appeared on June 1 of that year as a national English daily, it was hailed at that time as one of China's most authoritative mainstream media and the sole Chinese English-language news source that made it to mainstream society in the Western world.

Think tank

To increase China's communication with the world, we recruited nearly 100 members of the media elite from around the globe, along with top Chinese English news experts to establish a completely professional team for our English news coverage.

Multi-media group

By taking advantage of the integration of many media like newspapers, video, networks and mobile phones, today's China Daily is heading

rapidly toward a multi-media platform that can meet individual readers' demands to the fullest.

Global network

With its reporters in various places around the world and four international media platforms (China Daily, China Daily Asia, China Daily America, China Daily Europe), China Daily is able to gather the latest information in a speedy fashion and distribute it without interruption.

China Daily has extensive cooperation and communications with the New York Times, Washington Post, USA Today, The Times (London), The Globe and Mail, Le Figaro, The Financial Times and The Guardian. In addition, it cooperates with some influential news agencies like Reuters, L'Agence France- Presse and Bloomberg. It also plays a key role in the Asian News Network, which consists of 21 mainstream newspapers in China, Japan, South Korea, Singapore, India, and 14 other Asian nations.

国际营销平台

International Marketing Platform

英文渠道传播

——国际国内高端渠道传播

《中国日报》在所有涉外高端场所均有发行，如：外国政府决策部门、各国驻中国使领馆、在中召开的国际性大型活动及论坛、覆盖国内所有航空公司的航线、国内主要城市机场及高星级酒店等。

《中国日报》的读者主要为国内外政界、商界和智库高端人士，三分之二为外籍读者。读者包括政府决策人员、跨国公司高级管理人员、外交人员、各国商会人员，专家学者等精英人士。

Communication through the English language

-- the top channel both at home and abroad

China Daily can be found in all high level places in China where people from other countries work or gather, like the decision-making centers of foreign organizations, embassies and consulates, where large international activities and forums are held, all domestic airlines and major airports, as well as top hotels.

China Daily readers tend to be cosmopolitan, well-educated

people, both in China and abroad, Two-thirds of them are from outside China or are abroad. They include elites such as government decision-makers, ambassadors and other diplomatic personnel, politicians, senior executives of multinationals and other business people, and members in chambers of commerce in various countries, as well as experts and scholars.

价值升华

——产品营销与品牌文化的融合

为了更好的帮助客户进行产品营销，《中国日报》利用自身在国际媒体行业中权威、高端、国际化的媒体形象，以及汇集众多国际一线品牌的国际营销舞台，帮助品牌客户强化高端品牌形象，拉升品牌价值。

Value sublimation

-- integrating product marketing and brand culture

To help customers better promote their products, China Daily takes advantage of its authoritative, sophisticated, international media image, and an international marketing arena that collects a host of world-class brands to improve their image and their brand value.

个性化营销服务

——订制专属的全媒体解决方案

由外国专家、资深记者、营销策划、客户服务组成的品牌服务团队，将打破媒体单纯的广告平台提供者的角色定位，依托中国日报媒体集团全媒体资源，为客户提供更具针对性的品牌国际宣传解决方案。

Personalized marketing service

-- tailor-made multi-media solutions

Our professional team is made up of foreign experts, senior reporters, marketing planners and a customer service group that offers you an individually targeted publicity plan for your particular brand.

实效营销

——7天×24小时的营销信息传递

《中国日报》每周七天发行，报道24小时全球资讯，有效保证营销信息及时更新与精准传递，在突发营销事件、实时营销报道中发挥实效优势。

Effective marketing

-- information transmission on a 24-hour-a-day, 7-day-a-week basis

China Daily is published every day and offers round-the-clock news coverage. Therefore, it guarantees marketing information updates and timely, accurate delivery and can be effective in handling marketing emergencies and real-time marketing reports.

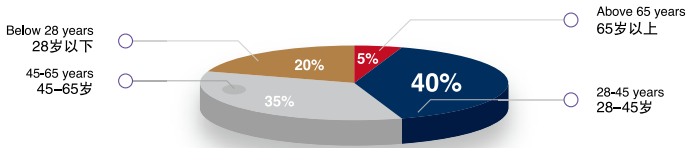
概述 Brief Introduction

《中国日报》是中国国家英文日报，创刊于1981年，全球发行近40万份。它是国内外高端人士首选的中国英文媒体，是唯一有效进入西方主流社会、国外媒体转载率最高的中国报纸，是国内承办大型国际会议会刊最多的媒体，被全球读者誉为中国最具权威性和公信力的英文媒体，是中国感知世界、世界了解中国的重要窗口。

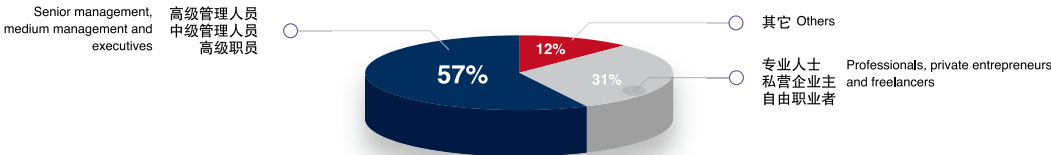
China Daily is China's national English-language newspaper. It was founded in 1981 and today has a global circulation of almost 400,000. China Daily is a popular choice among the English-language media in China for readers everywhere. Because it is the only Chinese newspaper that has really entered Western mainstream life, it is the newspaper most quoted by the foreign press. The paper also has the largest number of supplements for international meetings in China among all the media outlets. Global readers recognize China Daily as the most authoritative, influential English-language news source in the country. It is an important window of China to increase understanding with the world.



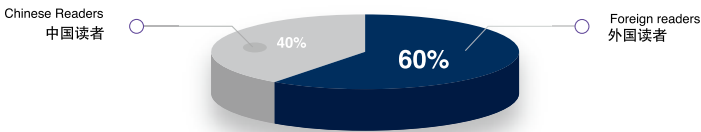
读者构成 Readership



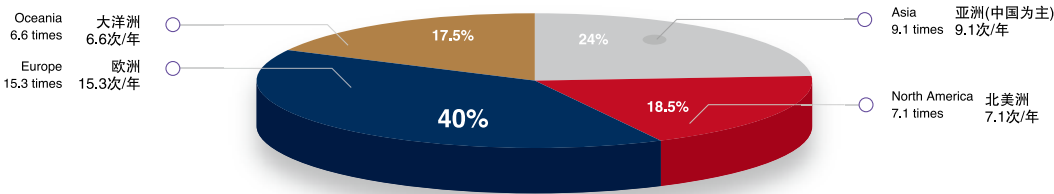
年龄比例 By age



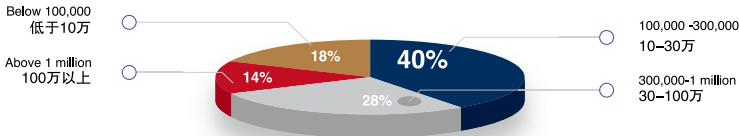
职位比例 By position



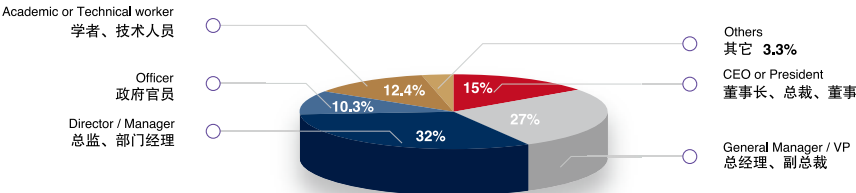
中外读者比例
Ratio of foreign readers to Chinese readers



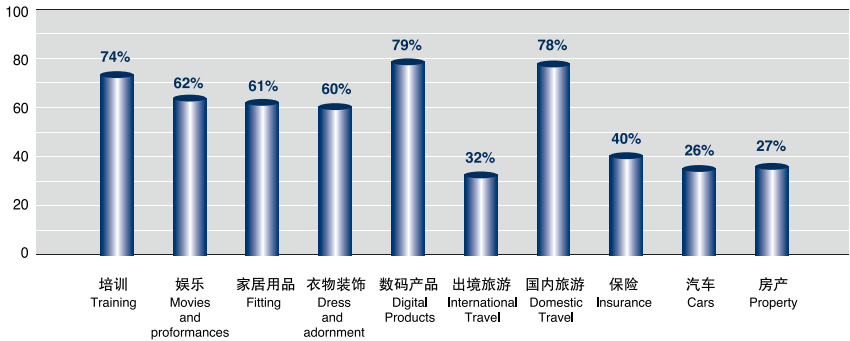
一年内乘坐飞机的比例 By air travel



受众收入比例 By income



职业比例 By occupation



消费者明年购买计划
Purchasing plans in the coming year

读者感言 Voices



China Daily has done an excellent job in reporting the Olympic Games and Paralympic Games, so it should be awarded a gold medal.

——**Jacques Rogge, President of the International Olympic Committee** (国际奥委会主席雅克·罗格)

The pictures and content of China Daily have been excellent, and they have expressed my idea of the Paralympic Games precisely.

——**Philip Craven, President of the International Paralympic Committee**

(国际残奥会主席菲利普·克雷文)



Main officials in the United Nations are subscribers of China Daily eClips, which are timely and convenient for us to obtain information and viewpoints from China.

——**Marie Okabe, Spokesperson for UN Secretary-General** (联合国秘书长新闻发言人冈部万里江)



China Daily is my daily necessity, and it is the main source for me to know what happens in China.

——**Daniel Dudek, the Chief Economist of Environmental Defense and former environmental consultant to the US president.** (美国环保协会首席经济学家前美国总统环境顾问杜丹德)

My colleagues and I read China Daily every day.

——**Sir William Ehrman, British Ambassador to the People's Republic of China** (前英国驻华大使欧威廉爵士)



媒体产品 —— 特刊

Product Special Reports

特刊作为新闻的衍生，是《中国日报》多年的特色产品，既可以是广告式文体，用以推介政府、公司形象，也可以是专题类报道，如重大活动、周年庆典、两国建交、某国国庆等。特刊内容由资深编辑按照新闻采写格式编写，参考《中国日报》独有风格。

常规特刊

- 地方政府招商形象宣传、旅游景点介绍特刊
- 大型国际会议、论坛专题特刊
- 展览会特刊
- 公司特刊
- 专题特刊，如MBA特刊、物流特刊、MICE旅游特刊

外事特刊

配合重大外交外事活动和国事访问，每年不定期出版诸多国别特刊，在中外两国建交周年纪念日、外国元首访华、某国国庆或重要节点推介等。



China Daily's special reports are an extension of its news coverage, and are read by its 400,000 subscribers. They feature in-depth reporting and broad coverage with a flexible design, which allows us to better meet our clients' needs and satisfy reader demand for diverse, sophisticated content.

- **Regular topics:**
- Government business promotions
- Tourist destinations
- International conferences and forums
- Diplomatic affairs
- Sports events
- Exhibition previews
- Company promotions

Diplomatic Affairs Special Reports
We publish a number of supplements for a variety of countries throughout the year on an ad-hoc basis. Frequently they highlight important diplomatic events or state visits, such as the anniversary of diplomatic relations between China and foreign countries, a state leader's visit to China, National Day celebrations, anniversaries of the founding of bilateral diplomatic relations, and major festivals.

- **Countries that we publish Diplomatic reports for:**
- Special Reports
- United States of America
- Canada
- Germany
- France
- United Kingdom
- Sweden
- Spain
- Italy
- Russia
- Norway
- Japan
- Thailand
- The Philippines
- Malaysia
- Singapore
- Pakistan
- India
- Australia
- Brazil
- Peru
- South Africa

媒体产品 —— 会刊
Product Official Journals

《中国日报》每年承办众多国际会议会刊，2008年被授权独家出版北京2008奥运会、残奥会官方英文会刊、奥运村报、残奥村报，同时《中国日报》还承办了诸多在中国举办的大型国际会议的会刊，包括财富全球论坛、APEC峰会、夏季达沃斯论坛等。

Official journals are specially published for international events. These have included projects for the Fortune Global Forum, China ASEAN Expos, Auto China, the ASEM Finance Ministers meeting, the APEC Summit, and the Summer Davos Summit.

In addition to the latest news and developments at an expo or congress, they report the latest industry news and provide analysis on issues covered by the event. China Daily also interviews government officials and company leaders to get insights into and a preview of future market developments.

Our research shows that the participants read these official journals before the event and keep them afterwards.

Copies of official journals are distributed at events alongside 400,000 copies of China Daily.



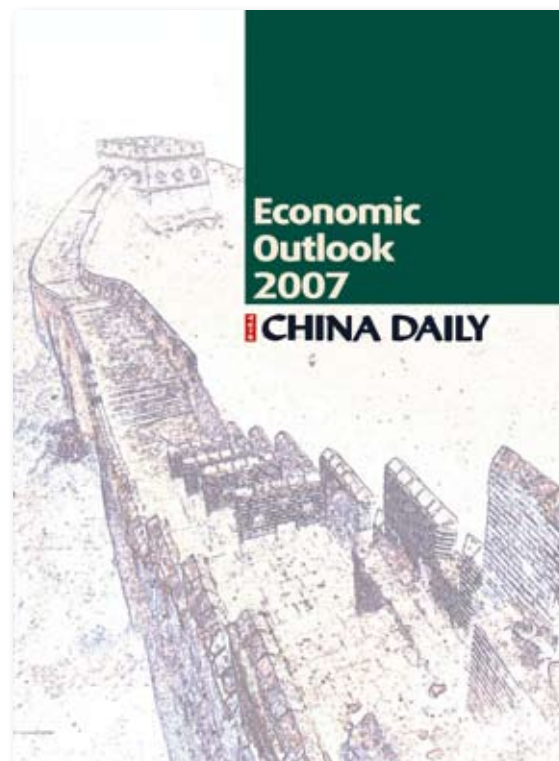
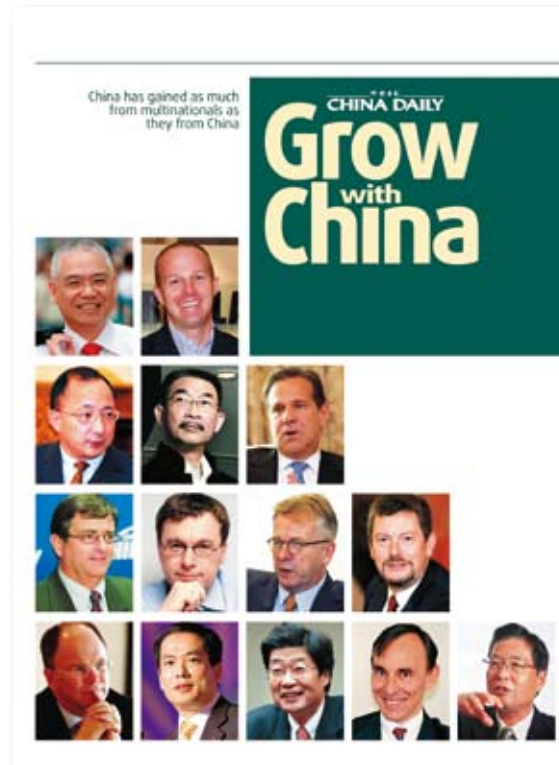
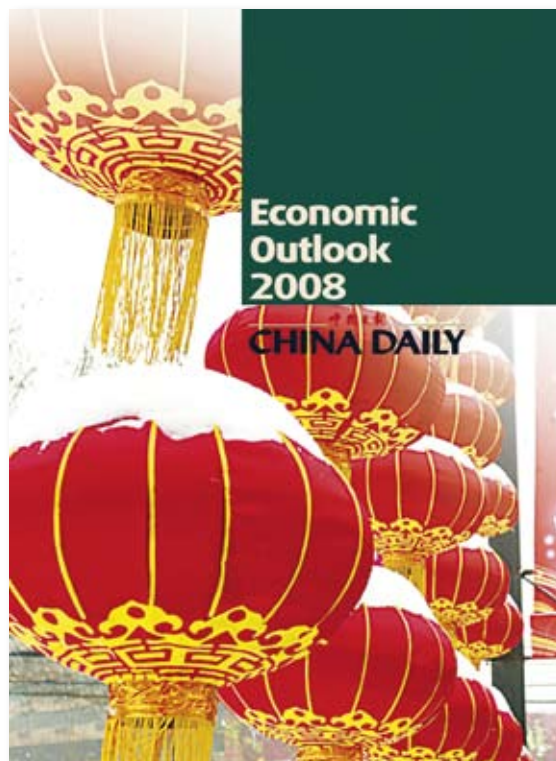
媒体产品 —— 专辑
Product Special Reports

中国经济展望

目前已成功出版过2007、2008、2009经济展望，随《中国日报》北京、上海地区发行，在每年两会召开第一天出版，内容广纳各行业权威专家的百家之言，由《中国日报》经济报道的资深编辑和记者采访和撰写，全面阐释每年中国各行各业的经济展发展态势（按行业分类），分析最新商业动态、解读政府预期将颁布的政策法规，预测商界未来走向和企业明日之星。

Economic Outlook

This publication coincides with the first day of the annual National People's Congress and Chinese People's Political Consultative Conference sessions. It is written and compiled by China Daily's experienced team of business editors and reporters, with advice and support from experts in various industries and professions. It examines and analyzes the latest business trends, prospective government regulations, and emerging corporate figures that will shape the future of China's economy in the years to come.



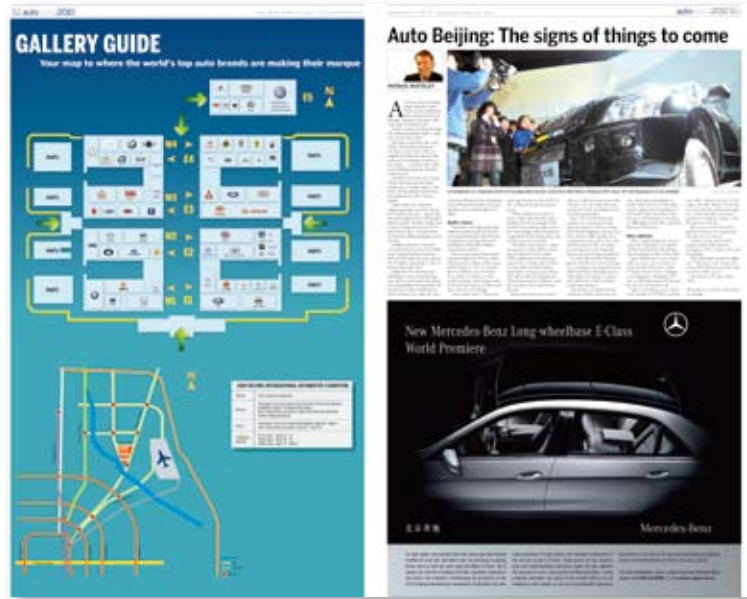
与中国共成长

“与中国共成长”跨国公司总裁系列专访特辑已在2007、2008、2009、2010年分别出版过四册，均在世界经济论坛的“新领军者年会——夏季达沃斯峰会”期间出版，作为一份精美特别报道送给参会代表。主体内容以总裁专访的形式，介绍跨国公司在的发展和成功之道，与腾飞的中国经济一同成长的具有历史意义的经历，展现有关跨国公司的中国发展战略和实力，成为那些正准备进入中国市场的跨国企业在中国取得成功的“圣经”。

Grow with China

Thanks to its professional reporting and editing staff, China Daily is able to publish an annual special edition with the title “Grow with China”. It coincides with the annual New Champions - World Economic Forum (WEF) meeting, also known as the Summer Davos. “Grow with China” includes a well-researched selection of articles based on exclusive interviews with CEOs and presidents of multinational companies, along with their histories and strategies for growth in China. Together with China Daily, the publication is directly distributed at the summit venue.

媒体产品 —— 专版
Product Special Reports



汽车专版

《中国日报》一支由8位中外籍采编和经营人员构成的专业汽车团队（AUTO TASKFORCE），于2007年6月29日成功推出了《汽车专刊》（英文名为MOTORING）。《汽车专刊》以打造市场化的、专业化的、具有可读性的《汽车专刊》为目标，成为汽车营销领域一个不可或缺的平台，极大满足了国内外各大汽车公司及中外合作企业在企业战略、品牌形象、产品展示等各个方面日益增长的宣传推广需求。

Auto Special

Our auto taskforce consists of eight Chinese and foreign editors along with support personnel. On June 29, 2007, we introduced MOTORING, which has become an indispensable automobile marketing platform: it is both professional and readable and entirely suited to the market. It meets motor companies' demand in their efforts to publicize strategies, brand image and products themselves.



媒体产品 —— 专版
Product Special Reports



知识产权周刊（专版）

由《中国日报》和国家知识产权局联合创办，在2004年4月26日（世界知识产权日）周刊正式创刊。每周三在《中国日报》第十七版刊出，是中国第一份英文知识产权周刊。

周刊在知识产权范围内，围绕不同行业热点和社会话题开展专题报道。内容包括中国知识产权相关部门官员访谈，国内外公司知识产权的最新动态，知识产权重大案件及审判情况，专家答疑，国内外知识产权专家的意见和建议等等。

Intellectual Property Weekly

The first issue came out on the World Intellectual Property Day April 26, 2004, as a joint effort by China Daily and the State Intellectual Property Bureau. It appears on Page 17 of China Daily, every Wednesday.

This weekly provides special reports on industry hot spots and various issues in the field of intellectual property rights. It generally includes talks with intellectual property officials, the latest developments in intellectual property rights at home and abroad, major intellectual property cases and their outcome, as well as Q & A and suggestions from experts.



国企专版

国企专版为周二出版的双周刊，整版彩色篇幅，深度报道国有企业的重大新闻事件，重点报道国有企业的国际合作动态，讲述国企与外资企业合作，共同成长的故事。

State-owned Enterprise Specials

This biweekly comes out every other Tuesday on a colored page with in-depth coverage about State-owned enterprises, their latest developments, international cooperation, and the process of development with foreign counterparts.



媒体产品 —— 专版
Product Special Reports

《中国日报》慈善专版

《中国日报》利用对外宣传媒体的优势，长期与慈善机构保持合作，在报纸上开辟专版为贫困地区刊登公益广告，引起海内外各界对贫困地区的广泛关注，利用媒体的影响力，筹集善款，积极改善当地的贫困落后面貌，促进当地的发展。

Charity Specials

Thanks to its publicity strengths, China Daily has long enjoyed good cooperation with charitable organizations in drawing greater attention in China and abroad to impoverished areas. It also plays an active role in raising funds and finding ways to eradicate poverty while promoting development.

媒体产品 —— 指定发行
Product Targeted
Distribution Solutions



指定发行

指定发行是《中国日报》具有特色的报纸媒体服务，为客户提供定向报纸发行，客户仅需购买相应数量的《中国日报》，即可通过本报定位高端的发行渠道对报纸进行定向投递和宣传。

Targeted Distribution Solutions

Targeted Distribution Solutions is a newspaper media service that allows customers to deliver newspapers to targeted audiences, through certain China Daily channels, if they purchase a certain number of China Daily issues.



刊例价
Advertising Rates

头版 Front Page



		Size(W × H) 尺寸 (宽 × 高)	Colour (RMB) 彩色
Front Page 头版	Half page 半版	30.8cm × 25cm (7col × 25cm)	218,750
	1/4 page B 大1/4	17.4cm × 25cm (4col × 25cm)	125,000
	Bottom strip A 通栏	30.8cm × 15cm (7col × 15cm)	110,250
	Bottom strip B 大半通栏	17.4cm × 10cm (4col × 10cm)	42,000
	Bottom strip C 小半通栏	12.9cm × 10cm (3col × 10cm)	31,500

商业头版

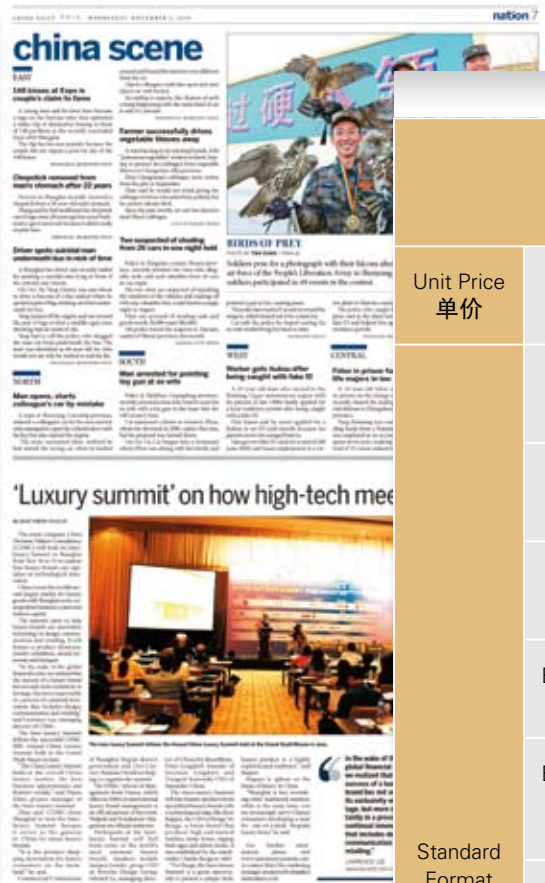
Business Front Page



		Size(W × H) 尺寸 (宽 × 高)	Colour (RMB) 彩色
Business Front Page 商业头版	Full page 整版	30.8cm × 46.5cm (7col × 46.5cm)	273,400
	Half page 半版	30.8cm × 25cm (7col × 25cm)	147,000
	1/4 page B 大1/4	17.4cm × 25cm (4col × 25cm)	84,000
	Bottom strip A 通栏	30.8cm × 15cm (7col × 15cm)	88,200
	Bottom strip B 大半通栏	17.4cm × 10cm (4col × 10cm)	33,600
	Bottom strip C 小半通栏	12.9cm × 10cm (3col × 10cm)	25,200
	Ear position 报眼	9.7cm × 3.1cm	10,000

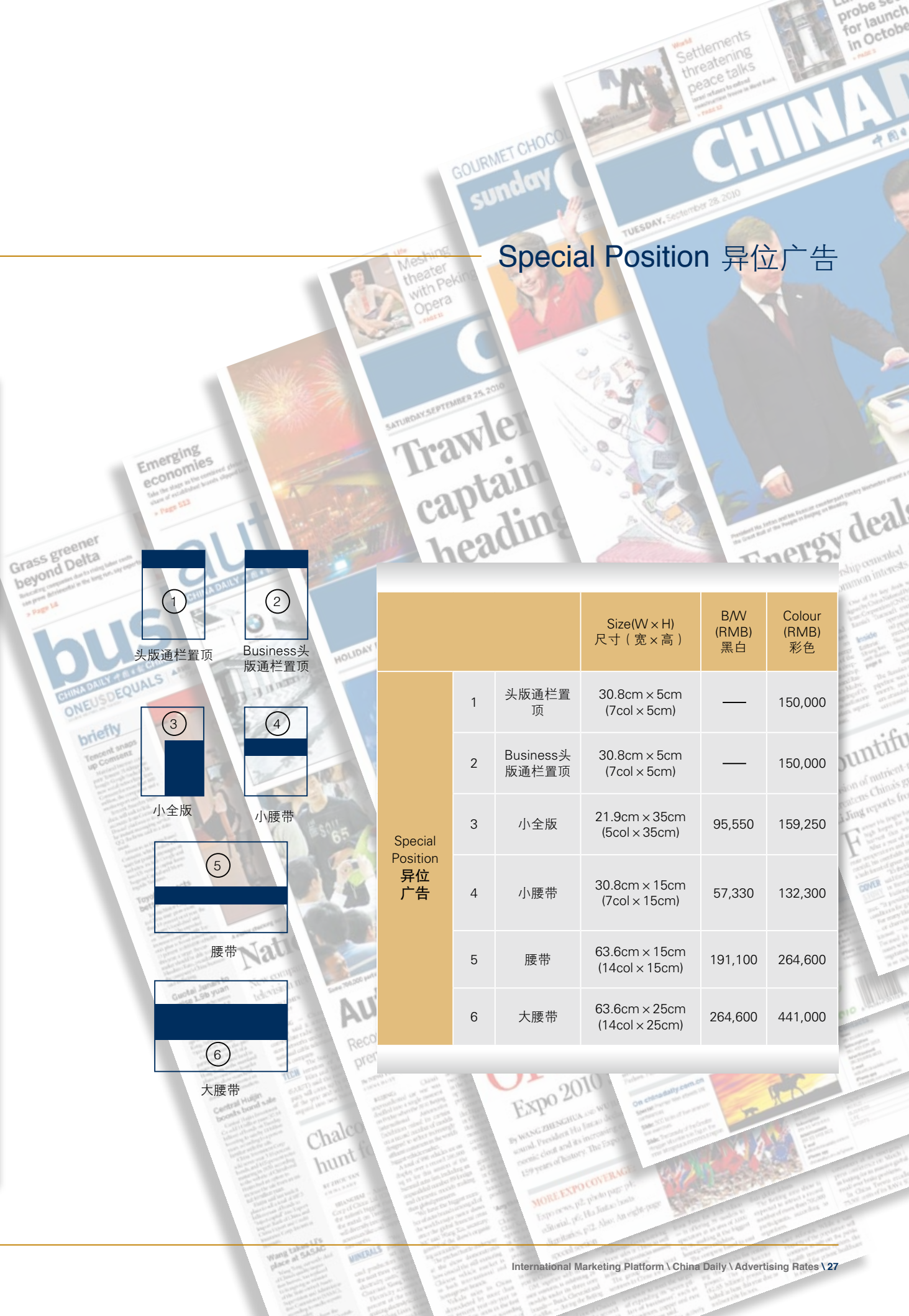
刊例价
Advertising Rates

普通版 Standard Format



		Size(W × H) 尺寸 (宽 × 高)	B/W (RMB) 黑白	Colour (RMB) 彩色
Unit Price 单价	1col	4cm × 1cm	420	700
Standard Format 普通版	Full page 整版	30.8cm × 50cm (7col × 50cm)	147,000	245,000
	Back page 末版整版	30.8cm × 49cm (7col × 49cm)	147,000	245,000
	Half page 半版	30.8cm × 25cm (7col × 25cm)	73,500	122,500
	Bottom strip 通栏	30.8cm × 15cm (7col × 15cm)	44,100	73,500
	Bottom strip D 半通栏	17.4cm × 15cm (4col × 15cm)	25,200	42,000
	1/4 page B 大1/4	17.4cm × 25cm (4col × 25cm)	42,000	70,000
	1/4 page A 小1/4	12.9cm × 25cm (3col × 25cm)	31,500	52,500
	Back page ear position A叠/B叠末版 报眼	11.8cm × 3.1cm	—	8,000
	Company logo (page 2, weather column): 2版天气预报 冠名	约1.2cm高	2,500	—

Special Position 异位广告



			Size(W × H) 尺寸 (宽 × 高)	B/W (RMB) 黑白	Colour (RMB) 彩色
Special Position 异位 广告	1	头版通栏置 顶	30.8cm × 5cm (7col × 5cm)	—	150,000
	2	Business头 版通栏置 顶	30.8cm × 5cm (7col × 5cm)	—	150,000
	3	小全版	21.9cm × 35cm (5col × 35cm)	95,550	159,250
	4	小腰带	30.8cm × 15cm (7col × 15cm)	57,330	132,300
	5	腰带	63.6cm × 15cm (14col × 15cm)	191,100	264,600
	6	大腰带	63.6cm × 25cm (14col × 25cm)	264,600	441,000

刊例价
Advertising Rates

异形广告 Special Format

1

通顶

2

双栏通顶

3

通顶对联

4

大边岛

5

小边岛

6

上边岛

7

边岛对联

8

边岛

9

环岛

10

底岛

11

小U型

12

对角线

13

阶梯式

14

小中缝通顶

15

中缝通顶

16

小对角

17

大对角

18

大U型

19

十字

20

1/2跨版

21

全跨版

22

四联版

			Size(W × H) 尺寸 (宽 × 高)	B/W (RMB) 黑白	Colour (RMB) 彩色
Special Format 异形广告	1	通顶	4cm × 50cm (1col × 50cm)	27,300	45,500
	2	双栏通顶	8.4cm × 50cm (2col × 50cm)	—	91,000
	3	通顶 对联	4cm × 50cm × 2 (1col × 50cm × 2)	—	91,000
	4	大边岛	21.9cm × 15cm (5col × 15cm)	40,950	68,250
	5	小边岛	12.9cm × 15cm (3col × 15cm)	24,570	40,950
	6	上边岛	17.4cm × 25cm (4col × 25cm)	40,950	68,250
	7	边岛 对联	4cm × 25cm × 2 (1col × 25cm × 2)	27,300	45,500
	8	边岛	8.4cm × 25 (2col × 25cm)	27,300	45,500
	9	环岛	12.9cm × 15cm (3col × 15cm)	24,570	40,950
	10	底岛	17.4cm × 35cm (4col × 35cm)	76,440	127,400
	11	小U型	4cm × 35cm × 2 +30.8cm × 15cm (1col × 35cm × 2+7col × 15cm)	147,000	245,000
	12	对角线	宽30.8cm × 高50cm (7col × 50cm)	147,000	245,000
	13	阶梯式	宽30.8cm × 高50cm (7col × 50cm)	147,000	245,000
	14	小中缝通 顶	10cm × 50cm	54,600	91,000
	15	中缝 通顶	20cm × 50cm	109,200	145,600
	16	小对角	12.9cm × 15cm × 2 (3col × 15cm × 2)	49,140	81,900
	17	大对角	17.4cm × 20cm × 2 (4col × 20cm × 2)	65,520	109,200
	18	大U型	4cm × 35cm × 2 +63.6cm × 15cm (1col × 35cm × 2+ 14col × 15cm)	382,200	490,000
	19	十字	8.4cm × 50cm+8.4cm × 22.4cm (2col × 50cm+2col × 22.4cm)	79,100	131,800
	20	1/2跨版	63.6cm × 25cm (14col × 25cm)	191,100	318,500
	21	全跨版	63.6cm × 50cm (14col × 50cm)	382,200	637,000
	22	四联版	146cm × 50cm (4 pages × 2)	—	2,548,000

刊例价
Advertising Rates

其它广告 Others

			Size(W × H) 尺寸	B/W (RMB) 黑白	Colour (RMB) 彩色
其他广告 Others	外包广告 Wrap	包在A叠外（北上广三地发行）Outside fold A (Beijing, Shanghai, and Guangzhou)	四个整版 (头版: 30.8cm × 46.5cm 跨版: 63.6cm × 50cm 末版: 30.8cm × 49cm)	—	1,750,000
		包在A叠外（北上广一地发行）Outside fold A (Beijing, Shanghai, or Guangzhou)		—	1,313,000
		包在B叠外（北上广三地发行）Outside fold B (Beijing, Shanghai, and Guangzhou)	4 full pages (Front page: 30.8cm × 46.5cm Double pages: 63.6cm × 50cm Back page: 30.8cm × 49cm)	—	1,050,000
		包在B叠外（北上广一地发行）Outside fold B (Beijing, Shanghai, or Guangzhou)		—	787,500
	插页广告 Supplemental Insert		尺寸需小于A4纸大小 (29.7cm × 21cm) Smaller than A4 paper (29.7cm × 21cm)	以单价 × 发行 份数方式计算 广告金额 fare= unit price × copies distributed	3元/份 3yuan/copy
	腰封 Bellybend	北上广三地均可发行，每地最少发行1万份 Beijing, Shanghai, Guangzhou; at least 10,000 copies each	尺寸需小于 30.8cm × 15cm Smaller than 30.8cm × 15cm		5.5元/份 5.5yuan/ copy
	贴片 Sticky Flyer		尺寸需小于B5纸大小 25.7cm × 18.2cm Smaller than B5 paper(25.7cm × 18.2cm)		



跨版广告 Double Truck



铜版纸外包广告 Wrap



三角形广告 Triangular Ad



腰带广告 Bellyband



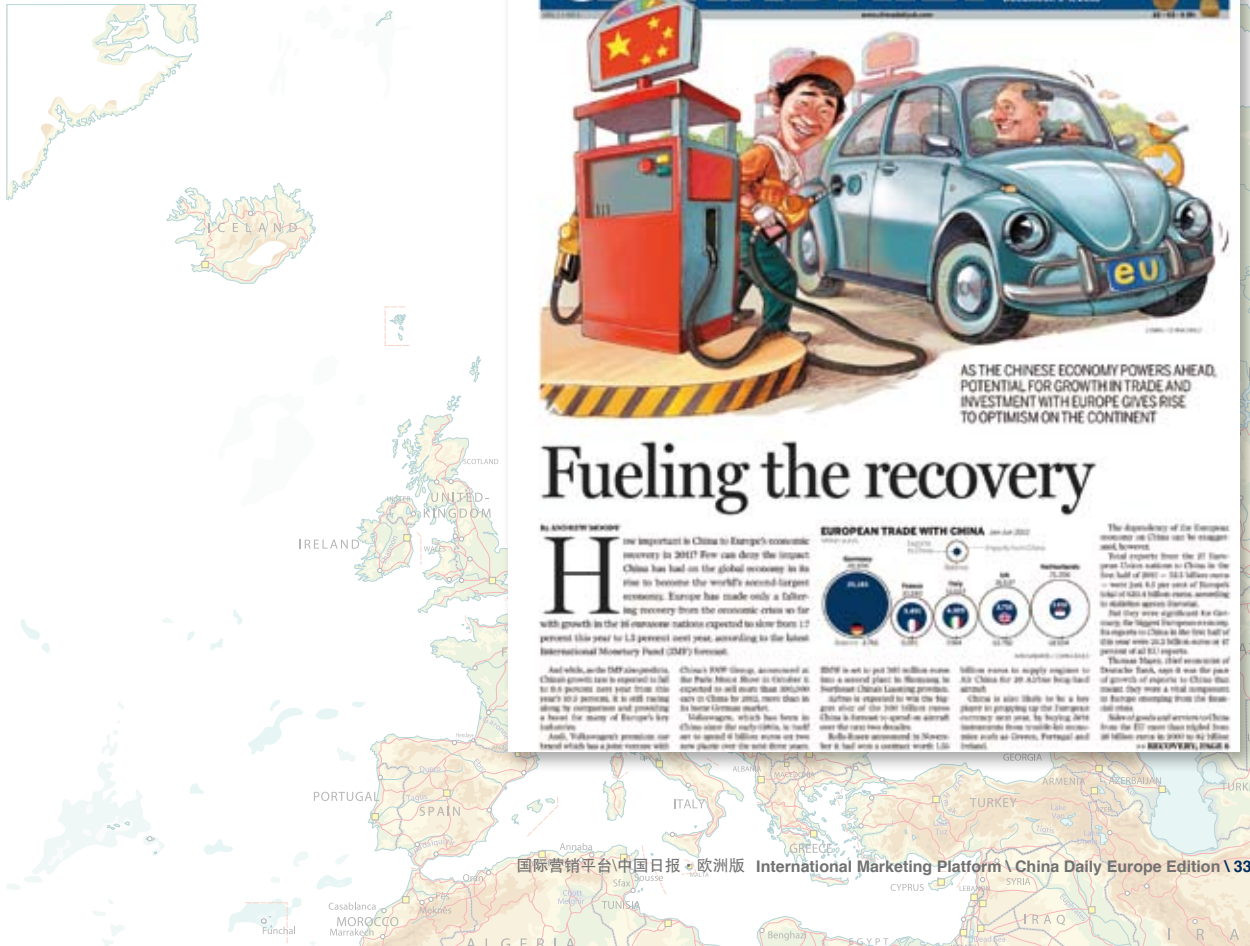
跨版广告 Double Truck



铜版纸外包广告 Wrap

《中国日报亚洲版》是创刊于2010年12月10日的24版彩色周报，每周五在日本、印度、新加坡、印度尼西亚、马来西亚和泰国等亚洲主要国家和地区发行。《中国日报亚洲版》不仅关注中国动态，同时还分析、报道亚洲其他国家的重要新闻。

China Daily Asia Weekly started in December 10, 2010 and it is 24-page color tabloid. Printed and distributed in major countries and areas across Asia, including Japan, India, Singapore, Indonesia, Malaysia and Thailand every Friday. China Daily Asia Weekly features news, views and analyses not just concerning China but on other Asian countries as well.



创刊于2009年2月23日，是中国日报社针对北美高端读者个性化设计的英文日报，也是中国唯一打入北美的英文报纸。《中国日报美国版》向读者展示中国主要发展趋势、中国对全球问题的看法，以及中美和中加之间贸易、经济、政治及文化关系动态。《中国日报美国版》受到了美国主流社会的广泛关注，创刊仅3个月，《中国日报美国版》就获得了美国商务部颁发的“2009年少数民族裔年度媒体”奖。

The U.S. edition made its first appearance in North America as an English-language daily on February 23, 2009, to serve well-educated readers on this continent. It is China's only English-language newspaper in North America and can keep the readers up-to-date on Chinese development trends and its views on global issues and the latest Sino-US or Sino-Canadian developments in trade, the economy, politics, or culture. It has had a good reception from much of the U.S. Only three month after the first issue appeared, it won a 2009 Media Award for Minorities from the U.S. Department of Commerce.

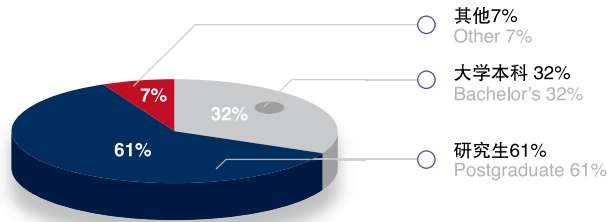


创办于1995年，是国家级综合性媒体网站，是中国最具影响力的英文门户网站，集新闻、资讯、服务、舆情、社区、学习于一体，在七个网站集群下开设30多个子网站、300多个频道，日均页面访问量超过3100万次，其中60%来自海外，以欧美中高端读者为主。

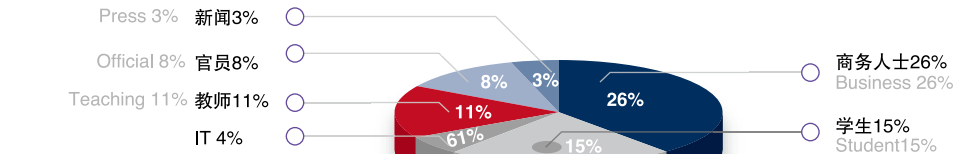
This Website started in 1995 as a comprehensive media outlet and went on to become China's most influential English-language Web portal. It covers a wide range, from news reporting and information services to online communities and language learning. It has more than 30 subsidiary Websites and 300 channels in seven Web clusters. The daily page views now exceed 31 million, with about 60 percent of those visitors overseas. Many of our readers have an influential international presence.



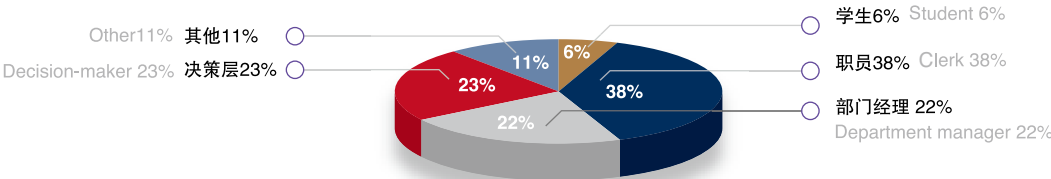
读者构成 Readership



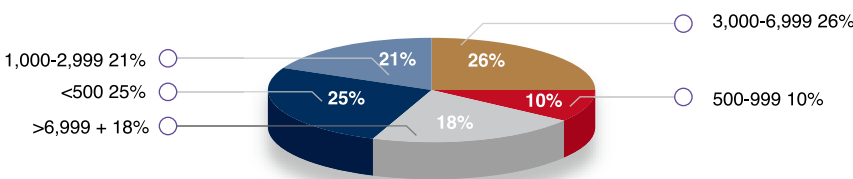
访问者学历状况
Educational Background



访问者职业分布
Occupation



访问者职位分布
Position



访问者月收入状况 (美元)
Monthly Income (in USD)

《中国日报》iPad/iPhone客户端

自2009年以来，陆续在苹果App Store上推出《中国日报》新闻版、视频版、精选版、照排版等供iPad、iPhone用户免费下载阅读，在全球已有10多万用户。

China Daily iPad/iPhone Application

Since 2009, this App has provided China Daily News, Videos, Digests, and an iPaper for iPad and iPhone users as a free download. It has more than 100,000 users worldwide.

手机报

《中国日报》双语手机报是中国第一份中英文双语手机报，包括中国移动版、中国电信音频版、中国联通照排版等版本。目前付费用户超过60万，已成为中国第二大手机报。

China Daily Bilingual Mobile Newspaper

China's first bilingual mobile newspaper, on China Unicom, includes China Daily Mobile News (China Mobile version and China Telecom version) and the China Daily PDF edition. It has more than 600,000 subscribers, and is China's second largest mobile newspaper.

电邮报

《中国日报》电邮报2007年1月推出，每天直发24个国家和地区的25万名政商界和智库高端人士。

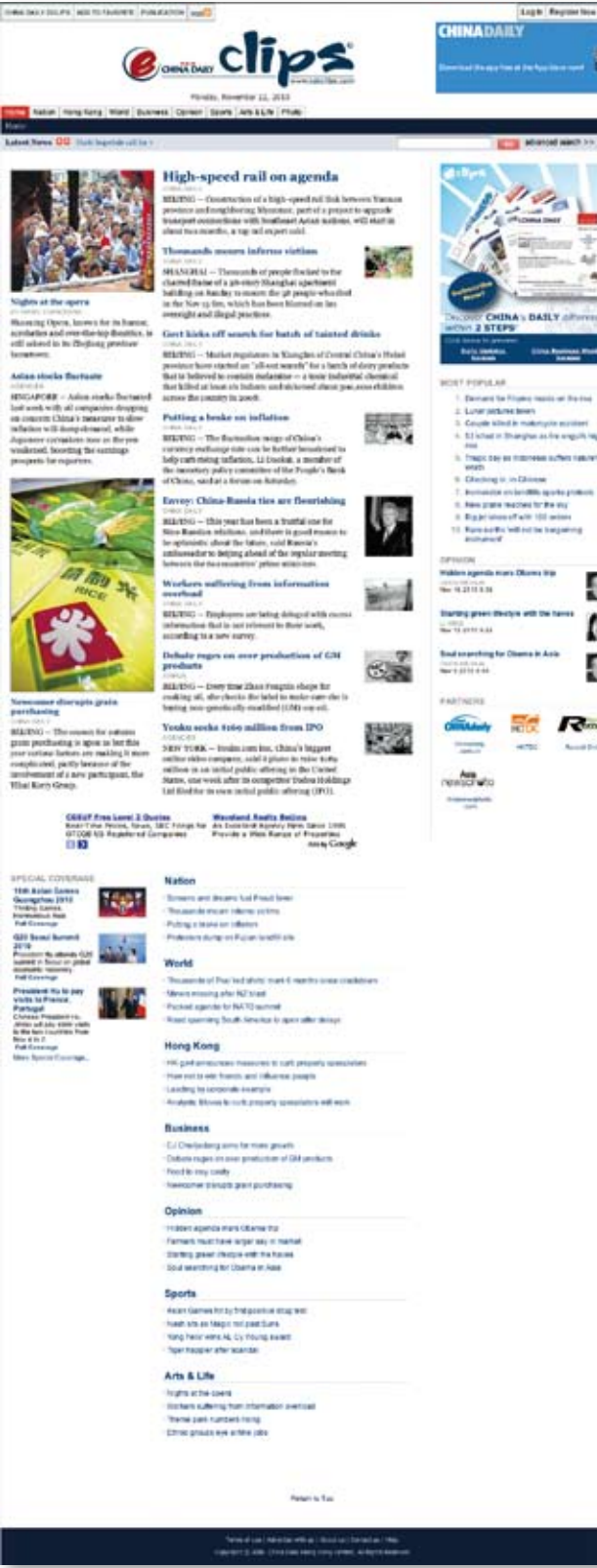
China Daily eClips

This was introduced in January 2007 and is distributed to 250,000 influential readers in such fields as politics, business and academia.

中国日报苹果应用平台
<http://www.chinadaily.com.cn/mobile/ipadiphone/index.htm>

中国日报手机报
<http://www.chinadaily.com.cn/mobile/>

中国日报电邮报
<http://www.cdeclips.com/en/home.html>



北京东京论坛

由《中国日报》与日本言论NPO联合主办的大型国际论坛。创办于2005年，每年举办一届，通过开展高覆盖面的中日民意调查、推动两国高层人士的坦诚对话，建立起有效的双边民间交流平台，促进中日关系健康发展，被誉为中日间最高层次的公共外交平台。

Beijing-Tokyo Forum

Founded in 2005, the Beijing-Tokyo Forum is an annual large-scale international symposium jointly sponsored by China Daily and Genron NPO, a Japanese non-profit organization. It aims to provide a non-governmental exchange platform and improve China-Japan ties through public opinion polls and high-level dialogues. It has become the highest-level public diplomatic communication platform between China and Japan.



21世纪英语演讲比赛

由《中国日报》21世纪英文报系于1996年创办，是目前中国最高水平的英语口语竞赛，也是一年一度在伦敦举行的国际英语演讲比赛的中国区选拔赛。

21st Century National English Speaking Competition

Founded by the China Daily 21st Century English Newspaper Series in 1996, it is the most prestigious English-speaking contest in China. It is also the qualifying contest for the annual International Public Speaking Competition in London.



世界大学生环保漫画、插画大赛

由中国新闻漫画网于2006年策划始办，每年一届，是以环保为主题的国际性赛事，获得了联合国环境规划署、世界自然基金会等国际环保机构与漫画机构的支持，得到了各国大学生的积极响应。

University Cartoon Competition on Environmental Protection

The University Cartoon Competition on Environmental Protection, launched by Newscartoon in 2006, is an annual international competition for university students on environmental protection. Its participants include the United Nations Environment Programme, World Wildlife Fund for Nature, and other international environmental and cartoon organizations, as well as students from colleges and universities around the world.

动感亚洲——亚洲新闻图片大赛

由《中国日报》和“亚洲新闻联盟”于2006年共同发起、以亚洲为主题的大型国际图片比赛，每年举办一次，吸引了亚洲及美、英等国众多摄影记者和自由摄影师参赛。

Changing Asia – Asia Press Photo Competition

Initiated by China Daily and the Asia News Network in 2006, the international photo contest focusing on the continent is held annually and attracts photographers from Asia and countries in other regions, such as the United States and the United Kingdom.

百名摄影记者聚焦系列

《中国日报》充分发挥其特有的新闻摄影资源和渠道优势，从2003年起，先后策划出版了五本以重大题材为重点的“百名摄影记者聚焦”系列新闻图片画册，涉及主题包括抗击非典（SARS）、雨雪冰冻灾害、5·12汶川大地震和庆祝2008年北京奥运会成功举办、新中国成立六十周年。“百名摄影记者聚焦”已成为中国新闻摄影界的知名品牌。

“100 Photographers’ Focus”

China Daily has published five “100” news photo albums since 2003. The albums are about important events, including the SARS health challenge, the disastrous blizzard in early 2008, the May 12 Sichuan earthquake, the 2008 Beijing Olympics and the 60th anniversary of the founding of the People’s Republic of China. The “100 Photographers’ Focus” series has become a well-known publication brand.



ANN（亚洲新闻联盟）系列活动

作为亚洲新闻联盟（ANN）成员之一，《中国日报》利用媒体联盟优势及《中国日报》在联盟中重要的影响力，积极为中国与亚洲各国搭建起信息沟通的桥梁，让亚洲的目光聚焦中国。

Asia News Network Activities

As a member of the ANN, China Daily is able to take advantage of what the media network offers and use its influence to connect China with the rest of Asia and get the rest of Asia to turn its gaze on China.

亚洲新闻联盟和国际旅行商看杭州

2007年11月6日，举办“品质：城市与旅游”国际论坛——亚洲新闻联盟和国际旅行商看杭州活动，活动分亚洲新闻联盟总编论坛、旅游推介大会、亚洲新闻联盟集体采访杭州市主要领导、亚洲新闻联盟与国际旅行商看杭州等四项活动。来自世界旅游组织、中国政府重要官员、各国驻华使馆和旅游代表处、亚洲新闻联盟、国内知名媒体和国内外旅行商约200多名代表出席活动。

China Daily’s International Tourism Forum

The city of Hangzhou hosted the “Quality · Cities · Tourism” International Forum—Hangzhou in the Eyes of ANN and International Tour Operators promotion opened on November 6, 2007. It consisted of four activities: an ANN Editors-in-chief Forum, a Tourism Promotion Conference, an ANN Collective Interview of Hangzhou Leaders, and Hangzhou in the Eyes of ANN and International Tour Operators. It attracted more than 200 members of the World Tourism Organization, representatives of Chinese governments, foreign embassies, tourism offices in China, ANN, domestic media, and domestic and foreign tour operators.

“亚洲媒体看广东”大型采访活动

2010年10月19日，来自亚洲18个国家和地区30家媒体的40余名记者齐聚广东，参加由广东省外宣办和中国日报社联合主办的“亚洲媒体看广东”大型媒体采访活动。在为期五天的采访活动中，媒体团拜会了广东省委常委、广东省宣传部部长林雄，参观访问了亚运会场馆及广州、中山、珠海、佛山的主要企业及工业园区，活动取得了圆满成功。

“Guangdong in the Eyes of Asian Media” event

Journalists and members of the media in 18 Asian countries and regions met in Guangdong on October 19, 2010 as part of a large interview initiative hosted jointly by the International Communications Office of the CPC Guangdong Provincial Committee and China Daily. The five-day initiative gave the press corps and media a chance to get a firsthand look at Guangzhou and important events there. It included an interview with Lin Xiong, a member of the Standing Committee of the CPC Guangdong Provincial Committee and head of its International Communication Office, a visit to Guangzhou Asian Games venues, and visits to major enterprises and industrial parks in Guangzhou, Zhongshan, Zhuhai and Foshan.







“

"China Daily provides unbiased & in-depth reporting of events. We have had an excellent partnership with China Daily over the past 4 years & look forward to continuing this relationship in the years ahead."

——Mr. Riaz Mahmood
总经理 General Manger
北京莱佛士 Raffles Beijing Hotel

”

始建于1900年北京饭店莱佛士，从创建伊始，便是北京许多重要的社会与政治活动场所，是高雅尊贵的象征。2006年，北京饭店莱佛士在北京长安街重新开业，在承接荣耀历史的同时，也开启了全新的尊荣篇章，在这一重要历史时刻，北京饭店莱佛士依托《中国日报》这一高端、严肃英文媒体平台，以及《中国日报》在外籍人士中的广泛影响力为其吹响开业号角。在之后4年的时间里，《中国日报》成为北京饭店莱佛士最强有力的宣传阵地，所有酒店重大活动信息，都通过《中国日报》的广告渠道，得以及时向外籍、高端受众传递。

“

"Delta Air Lines is happy with the information China Daily provides to our customers on board our flights. As the leading English newspaper in China, China Daily is the most welcomed English publication and we look forward to its continued success."

——鲍迅捷 Sandeep Bahl
大中华区总经理 General Manager--Greater China
美国达美航空 Delta Airlines, USA

”

达美航空公司每年向16000多万乘客提供航空服务。凭借业界领先的全球网络，达美航空和Delta Connection承运商的服务范围覆盖了世界六大洲64个国家的348个目的地。

作为全球首屈一指的航空公司，达美航空将“最上乘的旅行经验”作为要务，在飞机乘客的休闲阅读服务上，达美航空首选《中国日报》作为中国大陆地区英文报刊合作伙伴，而达美航空也成为《中国日报》单架次航班配报量最大的外航合作伙伴。《中国日报》与达美航空的合作，是愉悦的阅读感受与舒适的空中旅程的完美结合。





“

“在达沃斯天津八连版的设计过程中，中国日报的团队高度重视，体现了国际化、高水平的设计水准，经过几次商议、探讨和修改，八连版最终达到了一个我们非常理想的效果，为天津市的形象宣传起到了很好的作用。”

——朱军
天津市政府副秘书长
2010天津夏季达沃斯论坛筹备办公室主任

”

夏季达沃斯论坛是针对世界501强到1000强的企业，也就是世界500强企业同最有发展潜力的增长型企业的对话、同各国和地区政府间的对话。2007年第一届夏季达沃斯在中国举办以来，《中国日报》就成为其最优秀的合作伙伴之一，承担起出版英文会刊的工作。

2010年《中国日报》出版的天津夏季达沃斯论坛会刊，根据《中国日报》进行全球发行，同时，会议期间，每天有500份会刊送入主会场，2610份发送至天津13家指定酒店，真正做到论坛宣传全覆盖。

“

"Every morning China Daily provides us a window into China and the world. It maintains high standards of news reporting, editorial comment and printing. Hundreds of millions of people around the world benefit from its political and business sections and through them read the trends in China that are influencing the entire globe. Its online edition allows them to savour the unique flavor of modernity and antiquity of the multi-cultural Chinese society.

The paper has always shown a deep understanding of the special relations between Pakistan and China. Our two brotherly neighboring countries have unanimity of views on all international issues and China Daily has effectively communicated this unique dimension to its readers, thus playing an important role in further cementing the strong bond of friendship and trust between the two nations."

——Danyal Gilani
新闻与文化专员 Press and culture attache
巴基斯坦驻华使馆 Embassy of the Islamic Republic of Pakistan to China

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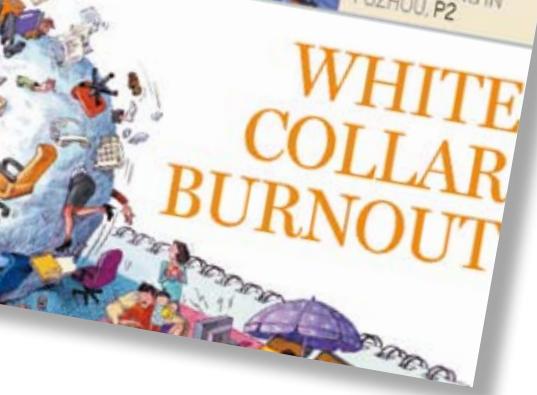
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