



## CHINA DAILY AT 40 BUILDING GLOBAL BONDS

by the numbers

# Growing from strength to strength

**C**hina Daily is fortuitous to have been born at the beginning of the country's reform and opening-up, to grow with the country's development, and now have great opportunities and responsibilities as China enters the New Era.

As the largest and most influential English-language media in China, it serves a vital role in telling the world

about China, providing valuable insight into the world's second-largest economy.

It is more determined than ever to, through good journalism, be the channel of communication between China and the world, to promote friendship between the Chinese and people elsewhere, and to contribute to peace and prosperity of our global village.

### 700,000

**China Daily** has a global circulation of 700,000, a multimedia readership of 350 million, 35 bureaus across the Chinese mainland and 14 overseas bureaus.



**China Daily newspapers:** Flagship Edition on the Chinese mainland; Hong Kong Edition; Global Edition, covering North and South America, Europe, the Asia-Pacific and Africa.

### 300,000+

**China Daily Global Edition** is founded on Jan 2, 2019. Its daily version is a 16-page broadsheet newspaper published daily from Monday to Friday. Its weekly version, China Daily Global Weekly, is a 32-page tabloid published every Friday. China Daily Global Edition is printed in 32 printing centers overseas. It has a combined circulation of over 300,000.



### 100,000+

More than 20,000 China Daily stories are quoted 100,000 times by overseas media every year.



**The 21st Century English Education Media**, launched in 1993, includes more than 10 media platforms ranging from newspapers, websites to mobile apps, social media accounts and e-papers.



### 5 million

**China Watch**, a China Daily supplement, is published as an insert of major international newspapers. It has a combined circulation of more than 5 million.

### 52 million

**chinadaily.com.cn** is one of the world's largest and most influential news websites. The number of its daily page views reaches 52 million.



### 24

China Daily plays a key role in the **Asia News Network**, which comprises 24 leading media organizations from across the continent.

### 200+

**China Daily** has built and maintains websites and mobile apps for more than 200 Chinese government agencies, businesses and institutions, including the State Council and the National Committee of the Chinese People's Political Consultative Conference.



China Daily has published **special editions** for the Olympic Games, the World Expos, the APEC meetings, the Asia Games and other important events.

### 36 million

**China Daily app** has been downloaded by more than 36 million readers from 180 countries.



## Events

China Daily hosts or co-hosts events such as **Vision China**, which invites political, business and academic speakers to tell China's story from a global perspective and discuss major China-related topics of international interest, the TESOL China Assembly, a high-level international English Language Teaching (ELT) event, the China Daily Asia Leadership Roundtable and the 21st Century National English Speaking Competition.



KUANG LINHUA / CHINA DAILY



## Social media

**61 million**  
Sina Weibo followers

**10.4 million**  
Facebook followers

**13 million**  
WeChat followers

**4.3 million**  
Twitter followers