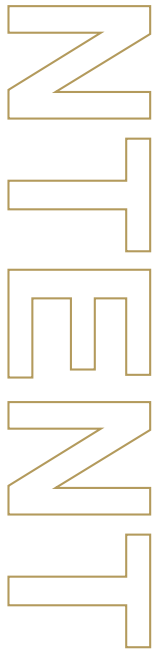






# PHOENIX PUBLISHING & MEDIA GROUP





凤凰出版传媒集团 04  
Phoenix Publishing & Media Group

凤凰出版传媒股份有限公司 06  
Phoenix Publishing & Media, Inc.

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江苏凤凰出版传媒集团有限公司总部位于江苏省南京市，是省属重点国有文化企业，肇始于1953年成立的江苏人民出版社，2001年组建江苏省出版集团有限公司，2005年更为现名，2011年出版主业凤凰传媒在上交所挂牌上市。

集团产业领域主要是出版、发行、印务、报刊影视、文化酒店、文化地产、文化贸易、金融投资等板块，控有凤凰传媒、凤凰股份两家主板上市公司。集团是全国首家跨所有制重组、跨地区重组、跨国完成中国出版业最大规模收购案的出版集团，连续十七届入选“全国文化企业30强”，凤凰传媒连续五年入选“全球出版50强”，位列国内出版企业第一。

集团现有各类企业134余家，员工超1万人。旗下拥有9家出版社、24种

期刊、1家都市类报纸，年均出版新书6000余种，大众出版位列国内出版业第一阵营，是全国中小学教材第二大出版企业；与62个国家开展版权贸易合作，年输出非华语版权400多种；学科网、凤凰易学、凤凰书苑、凤凰职教云等融合出版服务平台用户数超8000万；全省拥有大书城及中小书店1375个、总面积超100万平方米。集团总资产超730亿元、净资产超510亿元，年营业收入约150亿元。

展望未来，集团将深化推进内容创新、融合发展、市场化、国际化、品牌化、“金融+”六大战略，努力建成综合竞争力强、文化影响力强、融合创新力强、国际传播力强、人才实力强的世界一流出版传媒企业。



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Phoenix Publishing & Media Group (PPMG), a State-owned enterprise, was originally known as Jiangsu People's Publishing House, established in 1953. In 2001, it was reorganized into Jiangsu Publishing Group Co, and in 2005, it adopted its current name. In 2011, its main publishing business, Phoenix Publishing & Media, Inc, was listed on the Shanghai Stock Exchange.

PPMG mainly focuses on publishing, distribution, printing, newspapers and periodicals, film and television, hotels, real estate, trade, and financial investment and owns two main-board listed companies - Phoenix Media and Phoenix Ltd. PPMG was the first publishing group in China to complete a large-scale cross-ownership, cross-regional, and cross-border acquisition—the largest of its kind in the country's publishing industry. It has been selected as one of the top 30 national cultural enterprises 17 times in a row. Phoenix Media has been listed in the "The Global 50 Publishing Ranking" for five consecutive years, ranking first among domestic publishing enterprises.

PPMG owns 134 enterprises of various types, with over 10,000 employees. It owns nine publishing houses, 24 periodicals, and a metropolitan newspaper. With an annual publication volume of over 6,000 books, its mass publishing business ranks among the top in the domestic publishing industry and is the second-largest publisher of textbooks for primary and secondary schools in the country. It has engaged in copyright trade with 62 countries, exporting over 400 non-Chinese-language copyrights annually. Platforms like zxxk.com, Phoenix Easy Learning, Phoenix Digital Book Club, and Phoenix Vocational Education Cloud have a combined user base of over 80 million. PPMG has a total of 1,375 large bookstores and small to medium-sized bookshops with a total area exceeding 1 million square meters across Jiangsu. The group has total assets exceeding 73 billion yuan (\$10.18 billion), net assets exceeding 51 billion yuan, and an annual operating income of around 15 billion yuan.

Looking ahead, PPMG will deepen its efforts in six major areas: content innovation, integrated development, marketization, internationalization, branding, and "finance +". It aims to become a world-class publishing and media enterprise with strong competitiveness, cultural influence, integrated innovation ability, international communication capabilities, and robust talent.

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江苏凤凰出版传媒股份有限公司成立于2011年3月28日，兼有内容生产和渠道优势。2011年11月30日，公司在上海证券交易所正式挂牌，简称“凤凰传媒”，证券代码“601928”。

凤凰传媒的主营业务为图书、报刊、电子出版物、音像制品的编辑出版、发行。公司是全国中小学教材第二大出版商，大众出版位列国内出版业第一阵营，发行板块主要经济指标居全国同行前列，国家级出版大奖获奖总数位居全国前列。在巩固传统业务优势的基础上，凤凰传媒持续加大转型升级力度，积极完善产业布局，在智慧教育、影视、职业教育、云计算、大数据等产业积极拓展，形成了新旧媒体有效融合、新老业务相辅相成的产业布局，目前已初步形成一体化的产业链和多媒体、多业态的文化产业生态圈。

凤凰传媒辖全资及控股子公司170家。所属20多家出版机构中有6家出版社进入中国百佳出版社行列，被评为国家一级出版社。公司构建了“大中小特”相结合的发行体系，大书城、中心门店、专业书店、特色书店、小微书店和24小时书店有序分布在江苏全省，拥有销售网点1375个，总建筑面积超100万平方米，拥有居全国同行前列的图书物流配送中心。

2024年凤凰传媒完成营业收入136亿元，总资产307亿元。在武汉大学发布的《2016—2020新闻出版上市公司五年综合动态绩效数据报告》中，凤凰传媒以94.06的五年综合动态总绩效位居19家新闻出版类上市公司前列。在中国人民大学发布的“2018中国文化企业品牌价值TOP50”榜单中，凤凰传媒以品牌价值22.6361亿元入选，列新闻出版类前列。



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Headquartered in Nanjing, China, Phoenix Publishing & Media, Inc (PPM) is a leading enterprise in the domestic publishing and book distribution industry, with distinctive advantages in product and distribution channels. In 2011, PPM was listed on the Shanghai Stock Exchange with the stock name “Phoenix Media” and the stock code “601928”.

PPM mainly engages in the publishing and distribution of books, newspapers, periodicals, e-journals, and audiovisual products, and has a strong performance record in both educational publications and general books. The company is the second-largest publisher of secondary and primary school textbooks in China and is among the top public publishing companies in China. PPM also ranks among the top publishers in several important economic indicators and the number of national publishing awards.

In 2024, PPM continued to perform well. Its operating revenue totaled 13.6 billion yuan (\$1.91 billion), and its total assets reached 30.7 billion yuan.

PPM holds shares in or controls 170 companies. Of PPM’s more than 20 publishing institutions, six have made the list of the top 100 Chinese publishers and have been rated as first-class in China. PPM’s leading publishers each focus on subjects such as social sciences and humanities, STM, education, children’s books, fine arts, Chinese classics, Chinese literature, foreign literature, and audiovisual publications. It has also published many representative works by distinguished scholars and writers.

PPM has 1,375 of sales outlets, ranging from small to large, with a total floor area of over 1 million square meters. PPM also operates an efficient book logistics center.

While consolidating its traditional advantages, PPM has also ramped up efforts to pursue transformation and upgrading and improve its industrial layout. The company has expanded its operations in smart education, vocational education, cloud computing, and big data. An integrated industrial chain and cultural industrial ecosystem featuring multimedia and various businesses have taken shape at PPM.

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江苏人民出版社(简称“苏人社”)成立于1953年,是凤凰出版传媒股份有限公司的全资子公司、首批“全国百佳图书出版单位”之一、商务部“重点文化出口企业”,以其文化底蕴深厚和出版图书精良在国内外学术界和读书界享有良好声誉。

苏人社每年出版图书约2000种,储备书目超过5000种,覆盖哲学、政治、经济、法律、历史、文化、宗教、教育等各个领域。苏人社拥有“凤凰文库”“海外中国研究丛书”“西方日本研究丛书”“同一星球书系”“清华国学书系”“宗教文化大系”“大国通史系列”等多个知名丛书品牌,出版了《南京大屠杀史料集》《中国近代通史》《西方哲学史》《中国佛教通史》《世界现代化历程》《资本主义理解史》《中国美学通史》《英国通史》《天柱文书》等重大学术工程,凭借专业的编辑、出

版和营销团队,建立了良好的读者群体和稳固的市场地位。

苏人社与全球主要学术出版社保持着密切的合作关系,广泛开展版权贸易和合作。30多年来,累计引进图书超过1000种。苏人社的“海外中国研究丛书”是引进海外汉学研究优秀成果的权威平台,对于推动中国学术发展与国际学术交流发挥了重要作用,已成为中国出版行业的一个传奇。与此同时,苏人社还通过与美国、德国、英国、荷兰、俄罗斯、土耳其、越南等国的主要出版社合作,大力推动原创图书走向国际市场。



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Founded in 1953, Jiangsu People's Publishing House (JSPPH) is one of the first "National Top 100 Publishers". We are dedicated to publishing books with cultural significance and social benefits.

JSPPH publishes about 2000 new books each year, with a backlist of over 5000 titles, covering philosophy, economics, political science, sociology, history, religion, education and many other fields. Our academic series include "Phoenix Library", "Overseas China Study", and "The Same Planet". Some of the highlights of our new offerings include *The Historical Data of Nanjing Massacre*, *A General History of Modern China*, *A History of Western Philosophy*, *The Modernization Process of the World*, *A General History of Buddhism in China*, *A General History of Chinese Aesthetics and Historical Documents Collected from Tianzhu*. With a highly competent team of editing, publishing and marketing professionals, we hold a strong position in the marketplace.

JSPPH maintains close relations with peer publishers around the world on rights trade and cooperation. Over the past three decades, we have published over 1000 translated books. "Overseas China Study" series is recognized as the most authoritative foreign sinology study platform in China, a stage for international academic exchange and dialogue, and a legend in China's publishing industry. JSPPH also promotes our high quality books to leading publishers in the US, Germany, UK, the Netherlands, Russia, Turkey, and Vietnam.

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江苏凤凰科学技术出版社（以下简称“苏科社”）成立于1978年，是一家出版自然科学图书的专业出版社，同时也是全国优秀出版社、国家一级出版社。

苏科社出版业务涵盖专业、大众、教育出版三大板块，主要出版医学、农业、理工、建筑、科普、生活图书及教材、教辅读物。苏科社设有4个出版分社、8个出版中心、1家全资子公司、4家控股参股企业。分社包括医学分社、青少分社、基础教育分社、科技教育分社；出版中心包括三农、综合科技、科普、长城、运河、数字、广东、图文，另外还有《祝您健康》杂志社及美术编辑室。全资子公司为达泰公司；合资控股公司为凤凰新联、凤凰汉竹、凤凰颐合、凤凰含章。这些机构，除了在江苏省内，还有多个分布在北京、上海、广东等地，这是苏科社事业拓展和资源聚集的战略。

苏科社是江苏唯一一家有养生保健类图书出版资质的出版社。近年来在图书板块持续大力投入，生活图文产品品种总量趋于规模化，整体市场占有率大幅提升，连年在开卷监控的全渠道生活图书细分市场的占有率排名稳居全国前列。目前主要有“凤凰汉竹”“凤凰含章”“凤凰生活”三个生活书品牌，图文生活图书品种涵盖了市场上所有的大众生活图书品种，如中医中药、养生保健、品质生活、孕产育儿等各个方面，也是苏科社版权输出的重要板块。



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Established in 1978, Phoenix Science Press Ltd. is a National First-Class Publisher and one of the top STM publishers in China. Our offices locate not only in Jiangsu province, but also in Beijing, Shanghai, and Guangdong province.

Its annual output of over 3000 publications, including more than 200 new titles and more than 1000 reprint titles, ranges from science, technology, agriculture, medicine, architecture and popular science to leisure and style, and learning aids. Its periodical *For Your Health*, first published in 1980, has won a number of national and provincial awards, and is widely welcomed by readers.

Phoenix Science Press is the only publisher in Jiangsu that is licensed to publish books on diet and health care. In recent years, it has made substantial investments in the graphic book sector, leading to a significant increase in the variety of lifestyle graphic products and a marked rise in overall market share. It has consistently ranked among the top in the nationwide market share for the all-channel lifestyle book segment monitored by OpenBook. The products of our three lifestyle book brands – “Phoenix Hanzhu”, “Phoenix Hanzhang”, and “Phoenix Life” – cover various lifestyle books available on the market, ranging from traditional Chinese medicine, diet and health care to quality of life, and maternal and child health care. The rights of these titles have been sold worldwide.

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江苏凤凰教育出版社有限公司(江苏教育出版社)成立于1984年,是“全国优秀出版单位”,2009年入选首批“全国百佳图书出版单位”。苏教社以深入研发中小学基础教育教材、教辅为主体,以项目带动的数字化开发为引领,全面实现教育出版资源的数字化,同时向学前教育、高等教育、社会教育、艺术教育、教育报刊各板块拓展,进一步将产业链延伸至教育培训等新业态,从而实现向“大教育”出版的全面转型升级。现在已高水平建设了12种国家课程标准实验教材,已在全国29个省份的2000多个实验区推广。教育报刊是苏教社系列出版物的重要组成部分,也是苏教社国标教材和教辅读物的必要补充。苏教社

以国际视野进行战略规划,充分发挥资源、专业、团队优势,于2014年7月完成中国出版业最大的跨国并购,一举获得国际性的儿童品牌形象授权和全球化销售渠道的同时成为全球有声电子童书行业领跑者。

苏教社将继续致力于建设中国基础教育优秀教材的出版基地、优秀助教助学读物的研发生产基地、优质教育出版资源的引进和联合开发基地,努力打造国内一流、国际知名的优质教育出版企业集团。



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Founded in 1984, Phoenix Education Publishing Ltd. is among National Top 100 Publishers. The hallmark of our publishing is high quality educational publications and products. We are dedicated to provide comprehensive education service for lifelong learning.

To date, four major sections have been established: textbooks, learning aids, teaching aids, and academic works. Twelve categories of our textbooks are now in use for over 2,000 pioneer projects in 29 provinces across China. In addition, the related training programs and digital products are emerging as a new force.

Through innovation in content production, operational mechanisms and technological management, Phoenix Education Publishing has continued to publish excellent books and establish book brands. Our main business focuses on the research and development of textbooks and reference books for primary and secondary schools. Also, we aim to realize the digitalization of resources in educational publishing. To comprehensively transform and upgrade educational publishing, we are expanding our presence in preschool education, higher education, social education, art education and educational newspapers and magazines.

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江苏凤凰少年儿童出版社有限公司(江苏少年儿童出版社)是以少年儿童为读者对象的专业出版社,主要出版文学、动漫、低幼、知识、教育等少儿读物,《美术》《音乐》等国标教材以及《东方宝宝》《东方娃娃》《儿童故事画报》《少年文艺》《凤凰动漫》《我爱学》《幼儿100》等少儿期刊。各类少儿读物赢得多项国家大奖,在业内和读者中享有良好声誉,被新闻出版总署评为“全国百佳图书出版单位”。

江苏凤凰少年儿童出版社有限公司的图书创意独特,装帧精美,吸引了世界各地的出版商,先后有千余种图书版权输出到欧美国家和亚洲诸国及地区,被新闻出版总署评为“全国图书版权输

出先进出版单位”。通过苏少社,著名儿童文学作家曹文轩、黄蓓佳、金波的作品成功输出非华语国家图书版权。《青铜葵花》成功输出法国、德国、意大利、英国、韩国、越南、斯洛文尼亚等19个国家。苏少社成为海外曹文轩原创图书输出的重要平台。

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Phoenix Juvenile & Children's Publishing Ltd., founded in 1984, is a National Top 100 Publisher and a professional publisher for children and juveniles. Our publications include children's literature, cartoon and comics, books for beginning readers, popular science, children's education, and textbooks for fine arts and music. We also publish many periodicals for children, including *Oriental Baby*, *Oriental Kid*, *Children's Pictorial Story*, *Juvenile Literature*, etc. Our books are very well regarded among readers, and have won various top-level national awards.

Our high quality book designs and decorations have attracted publishers from all over the world. We have sold rights of over 1000 titles to European, American, and Southeast Asia countries, and have been honored as The Outstanding Rights Export Publishers of China.

Phoenix Juvenile & Children's Publishing has introduced many famous Chinese children's literature writers to the world, such as Cao Wenxuan, Huang Beijia and Jin Bo. Rights of Cao Wenxuan's *Bronze and Sunflower* has been purchased by publishers from 19 countries. Its English edition published by Walker Books in UK was the winner of English Pen Award, as well as Marsh Award for Children's Literature in Translation. As such, Phoenix Juvenile & Children's Publishing has become a prime platform for the global promotion of Cao's works.

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江苏凤凰美术出版社, 全国百佳图书出版单位, 成立于1984年, 隶属于凤凰出版传媒集团, 是一家具有深厚文化底蕴、注重文化积累并具开拓精神的专业出版机构, 主要出版艺术、设计、少儿和文化教育类图书。

多年来该社以文化传承和积累为己任, 在民族民间艺术的挖掘、整理、保护方面做出了贡献, 在现当代艺术的推广传播上发挥了作用, 出版了“敦煌”“老房子”“老城市”“中国工艺美术大师”“百工录”等系列品牌图书; 推出了凤凰文库“艺术理论研究”“设计理论研究”等现当代艺术理论丛书; 打造大型原创儿童历史文学“汤小团漫游中国历史系列”等苏美童书。

建社以来出版图书获得省级以上图书奖三百多项, 其中“中国图书奖”“国家图书奖”“中国出版政府奖”“中华

优秀出版物奖”“五个一工程奖”及“三个一百原创出版物”“中国好书”“全国优秀科普图书”等重大奖项三十余项, “中国最美的书”30项(“世界最美的书”2项), 在全国专业美术出版社中享有不凡的声誉。

该社少儿图书、艺术理论、图文类文化图书(如“符号江苏”系列等)深受海外读者青睐, 输出版权上百种, 与国外多家出版机构建立了良好的合作关系。

江苏凤凰美术出版社现有美术、设计、教育、少儿出版中心、画刊杂志社以及营销发行中心、行政等10余个部门。



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Phoenix Fine Arts Publishing Ltd. is committed to the publishing of traditional Chinese art, folk art and modern art. Publications of the company range from painting albums, art theory, painting techniques and designing to children's books. Our titles have won various top-level national and international awards, including Best Book Design from all over the World, Government Award of Chinese Publishing, and Chinese Best Publications Award.

The hallmark of our publishing is that we have combined many of the Chinese traditional arts with contemporary design and fine production. The well-received Ancient China series and the Dunhuang series enjoy international reputation. The design of *Pleasure of Learning* won Bronze Medal of 2016 Best Book Design from all over the World, HKDA Global Design Awards 2016, and Red Dot Award 2016. Our flagship periodical of art, *Fine Art Monthly*, is also a representative work.

In the recent years, Phoenix Fine Arts Publishing has maintained a close relationship with many foreign publishers. Our highlight publications, including children's arts, ancient architectural art, folk art, have been sold rights to many countries and are favored by overseas readers.

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凤凰出版社原名江苏古籍出版社, 1984 年 3 月成立, 2022 年更名, 2009 年改制为江苏凤凰出版社有限公司, 是一家以出版中国古代各类典籍及其相关研究著作为主的古籍专业出版社。

40 年来, 凤凰社遵循建社之初确立的出版范围, 出版当地所藏古籍、方志、文史工具书、文史知识性读物; 出版国家重要的古籍出版物、古典文学、文史哲古籍学术研究成果等著作。经过老中青三代人艰辛备尝的经营和积累, 凤凰社凝练出“传承文明、传播文化、服务大众、贡献学术”的出版理念, 坚持古籍专业出版定位, 努力在古籍专业与普及两方面体现出扎实的策划出版能力与市场竞争能力, 在海内外产生了一定的

影响, 在学术界、出版界赢得了一定声誉。

近年来, 凤凰社在实物出口方面表现优秀, 其出版物广受海外一百多家东亚图书馆的青睐, 常常被采购及永久收藏。自 2013 年来, 凤凰社连续多年入选中国出版传媒商报颁发的“中国图书海外馆藏影响力排名”百强。



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Formerly known as Jiangsu Ancient Books Publishing House, Phoenix Books Ltd. was founded in March 1984, renamed in 2022, and reorganized in 2009.

Phoenix Books Ltd. commits itself on the preservation and the promotion of Chinese traditional culture. Professionally oriented, it has focused on the collation of ancient books, historical documents, social archives, academic research, and indigenous culture.

Our titles have proven to be professional and academically influential both by the academic circles and the market. Our books have won many national awards including the biggest prize Government Award of Chinese Publishing, and more than 30 titles are selected to be national publishing projects. Periodicals include *Common Sense in Classical Literature* and *The Chinese Classics and Culture*.

Phoenix Books aims not only at carrying on this inheritance and promoting it through specialized publishing, but also combining it with general publishing, so as to make a wider contribution to the appreciation of Chinese culture.

In recent years, Phoenix Books has excelled in the exports of books. Our publications are widely favored by more than one hundred East Asian libraries overseas, often being purchased and permanently collected. Since 2013, Phoenix Books has been selected as one of the top 100 Chinese publishers in the "Ranking of Influence of Overseas Collections of Chinese Books" for consecutive years.

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江苏凤凰文艺出版社创建于1958年,六十多年来专注于中国现当代文学和优秀文化艺术类图书的出版,多次获得中宣部“五个一工程奖”“中国出版政府奖”“中华优秀出版物奖”和“中国好书”等重要奖项,图书在大众市场销售和世界馆藏影响力排名均居全国同行前列,是当今中国具有重要影响力的文学出版机构。

近年来,文艺社与世界多国建立了长期的国际合作,版权贸易成果显著。作家池莉的小说集《她的城》输出泰国、俄国,其中泰国版本由诗琳通公主亲自翻译;作家胡学文的长篇小说《有生》获2021年度“中国好书”称号,已实现哈萨克文、英文版权输出;影星成龙的

自传《成龙,还没长大就老了》输出美国、法国、日本、韩国、越南、泰国、俄罗斯等十多个国家;作家丁捷的长篇小说《依偎》获得亚洲青春文学奖,已实现韩文、英文、阿拉伯文版权输出。



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Phoenix Literature & Art Publishing Ltd. commits to the publishing of Chinese literature and humanities. Being one of the most renowned literary publishers in China, Phoenix Literature & Art Publishing has won an extensive readership.

Our books span a range of genres: literature for adults and young adults, poetry, popular culture, photography and art, etc. Over the years, Phoenix Literature & Art Publishing has established its popularity with several well-received series, such as Twentieth Century Chinese Writers Series, Phoenix Novels Library, Modern Novels Library, Essay Masters Revisited and Lily Essays. Many titles have won national-level awards and some have taken international prizes such as Best Book Design from all over the World.

In recent years, we are privileged to have worked with many famous Chinese authors and introduced their works to the world. The writer Chi Li's novel *Her City* was translated into Thai and Russian, of which the Thai version was translated by Princess Sirindhorn; the writer Hu Xuewen's full-length novel *From the Beginning of Life* was awarded the title of "The Best Books of China" in 2021, and the Kazakh and English versions are expected to be published in 2023; the autobiography of movie star Jackie Chan has been translated into over ten languages such as English, French, Japanese, Korean, Vietnamese, Thai, Bulgarian, and Russian; The novel *Snuggling* written by Ding Jie has won the Asian Youth Literature Prize, and has been translated into Korean, English, and Arabian.

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译林出版社成立于1988年,是中国最具文化影响和市场号召力的品牌出版社之一,涵盖世界文学、人文社科、新知通识、基础教育、期刊五大板块在内的精品出版体系,连续多年荣获“中国图书海外馆藏影响力出版100强”“国家文化出口重点企业”“全国新闻出版系统先进集体”“全国百佳图书出版单位”“中国出版政府奖先进出版单位奖”“年度致敬出版社”等荣誉。

译林社年出版新书500余种,聚力诺贝尔文学奖、布克奖、安徒生奖,成为国内世界文学出版领军力量;所出版的余华、格非、刘亮程、迟子建、叶兆言、鲁敏、阿乙等中国著名作家的大批精品力作产生了广泛深远的影响,其中多部

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Yilin Press, founded in 1988, is China's leading publisher with exceptional cultural influence and market appeal. Its publishing scope includes world literature, humanities, social sciences, popular science, language education, and three kinds of periodicals. It has been awarded "Top 100 Chinese publishers with the most titles collected by overseas libraries," "China's Top Cultural Product Overseas Sales Enterprise," "China's Leading Media and Publisher," one of "the 100 Most Outstanding Chinese Publishers," and "Esteemed Publisher of the Year," in addition to receiving the Chinese Government Award for Cutting-Edge Publishers.

Yilin Press publishes more than 500 new titles annually, including works that have won the Nobel Prize for Literature, the Booker Prize, and the Mao Dun Literature Prize, distinguishing it as one of China's top publishers of world literature. Its catalog of masterworks by renowned Chinese authors such as Yu Hua, Ge Fei, Liu Liangcheng, Chi Zijian, Ye Zhaoyan, Lu Min, and A Yi grants it profound, expansive influence, and foreign language rights to their works have been sold to more than ten countries. Its social sciences publications, such as *On Moral Capital*, *My Heart Belongs to Dunhuang*, and *Contemporary Chinese Visual Culture*, have made a major impact internationally. *Symbols of China*, *Peoples of China*, titles in its "China Competitive Series," and other publications catered to international readers reflect China's unique cultural characteristics as well as its economic and social development. These titles are beloved by international readers and have proven quite influential overseas.

# 江苏凤凰电子音像出版社 江苏凤凰数字传媒有限公司

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江苏凤凰电子音像出版社和江苏凤凰数字传媒有限公司（简称凤凰音像数媒）具备音像、电子、网络和“盘配书”出版权限，是国内最早从事电子音像出版、数字化网络产品开发和运营的高科技出版单位之一，被评定为国家高新技术企业、双软企业和江苏省首批重点文化科技企业，多次获得“国家文化出口重点单位”和“国家重点出版规划出版工作先进单位”等荣誉。

凤凰音像数媒已出版各类电子音像出版物、图书和数字化网络产品7000多种，包括社科政治、文化教育、游戏娱乐等多个方面，国家级重点项目和奖项数量、年销售总值、人均创效等指标在全国同类单位中名列前茅。

凤凰音像数媒以融合出版作为推进转型升级和高质量发展的重要路径，精心打造“凤凰易学”“凤凰数字教材”等融合出版重点项目。连续十余年中标江苏省数字化农家书屋建设，建立了一体化的数字资源系统和监管系统。游戏出版物年出版数量位于国内同行前列，丰富的游戏产品广受好评。在出版“走出去”方面，积极开展版权贸易，《我的第一堂国学课》《汉字和汉字故事》等多个项目实现了对外合作的新突破。

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Phoenix Media Publishing Ltd. and Phoenix Digital Media Ltd. is one of the earliest publishers in China specializing in electronic publishing, audio-visual publishing, and the development and operation of digital products.

The company has published more than 7,000 kinds of electronic audio-video publications, books and digital products that cover fields such as social sciences, politics, culture, education, games and entertainment. In terms of the number of national key projects and awards, gross annual sales, and per capita benefits, the company enjoys a leading position in China.

To upgrade itself and achieve high-quality development, the company has embraced integrated publishing and launched mobile applications like Phoenix E-study and Phoenix Digital Textbooks. The company has constructed digital rural reading centers in Jiangsu for more than 10 years in a row and established a digital resource system and a regulatory system.

The company has been recognized as a National Hi-tech Enterprise and is listed among the first group of enterprises with the title "Jiangsu Key Cultural/Science and Technology Enterprises". The company has received many national-level honorary titles, such as "National Key Organization for Cultural Exports" and "National Pioneer in Publication Affairs".

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江苏求真译林出版社成立于 2019 年, 是中国仅有的 3 家对外专项出版社之一。专门出版外文图书, 并代理中国图书版权面向海外销售。秉承“用思想连接世界”的宗旨, 重点布局中国主题图书的对外出版, 尤其是对“一带一路”国家的中国主题图书的传播与交流。已经形成一定的国际影响力。作为一家国际化的文化企业, 求真译林致力于以高水准的文化情怀, 按照国际化规则、企业化思路运营, 讲好中国故事, 传递中国声音, 让世界读到一个真实的中国。

求真译林策划和出版了一批精品图书, 如《快乐武术学汉语丛书(英文版)》《中国扶贫故事(英文版)》《南京传(英文版)》《中国高水平对外开放丛

书(俄文版)》等。求真译林出版社已与 60 个国家、120 个出版机构建立了业务往来, 涉及语种 52 个。代理输出版权百余种。

求真译林被评为“国家文化出口重点企业”“国家文化出口重点项目”“江苏省服务贸易重点企业”。



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Veritas & Mercurius Publishing Ltd. was established in 2019, specializing in international publications. Aiming at the international markets, it is committed to publishing multilingual books and trading the rights of the books published in China. It focuses on having the books of mainstream Chinese culture published overseas. As an internationalized cultural enterprise, the company is devoted to telling the Chinese stories and spreading the Chinese voices according to international rules and modern business administration so as to present a real-life China to international readers.

It has published a number of quality books such as *Studying Chinese Through the Joy of Martial Arts* (English), *A Modern-Day Wonder: Stories of Poverty Alleviation in China* (English), *Nanjing: the Stories of a City* (English), *China's High Level of Opening-up* (Russian), etc. The company has established business cooperations with over 120 publishers in more than 60 countries, covering 52 languages, and sold over 100 rights as an agent.

Veritas & Mercurius has been awarded as "China's Key Enterprise of Cultural Export", "China's Key Project of Cultural Export" and "Key Enterprise of Service Trade in Jiangsu Province".

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江苏凤凰职业教育图书有限公司是凤凰出版传媒集团整合集团内各家出版社的职业教育资源而成立的一家专门出版经营职业教育教材的单位。公司着力于职业教育教材及相关电子、音像、多媒体课件、网络课程等数字化教学资源的研究开发和编辑出版工作。公司已经出版的职业教育教材过1000种，覆盖了计算机、农业、机械、数控、电子、汽车、电气、财经、护理、建筑、旅游、园林、药学、物流、商贸、模具、艺术等专业大类，其中国规教材200多种。公司创办学术期刊《职教发展研究》《教育视界·五年制高等职业教育》，为职业教育研究者和实践者搭建了一个开放的学术研究与交流平台。未来，江苏凤凰职业教育图书有限公司将努力成为立体化教材门类齐全，影响范围覆盖全国的重要职业教育教材出版基地。

在国际合作方面，公司已出版《物流汉语》《商务汉语》《今日中国》等图书，其中《今日中国》已实现英文版和西班牙文版的版权输出。同时与中国500强企业亨通集团合作开发面向南非员工的光电缆职业技能培训系列教材（中英文版）和教学视频。近年来，围绕一带一路国家的“中文+职业技能”人才培养需求，聚焦中文学习与职业发展相结合，出版凤凰国际“中文工坊”系列教材，包括《职场中文》（中文、乌兹别克文对照版）《职场中文习字册》《悦游江苏》（中英对照版），以高品质出版赋能“一带一路”高质量发展。



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Jiangsu Phoenix Vocational Education Books Ltd. is a professional publisher specializing in the research and publication of digital education materials and textbooks used by secondary and higher vocational schools, and has become a renowned operator and supplier in the sector.

As one of China's largest publishers of vocational education, we are dedicated to the editing and publishing of vocational education textbooks and relevant digital teaching resources, including electronic and audio materials, multimedia courses, online courses and virtual training software and applications. Our publications include over 1000 professional education textbooks covering categories such as computer, agriculture, machinery, CNC, automobile, electric, finance, nursing, construction, tourism, gardening, pharmacy, logistics, commerce, molding, and art. We have also published two journals with the theme of vocational education research, building an open platform for academic exchange.

PPVE has published books such as *Chinese for Logistics*, *Business Chinese* and *China Today*. As a notable instance of international collaboration and cultural exchange, the Spanish and English editions of *China Today* have been published by prestigious foreign publishers. The company has also collaborated with Hengtong Group, a leading enterprise in China, to develop a range of educational resources (in English and Chinese) with instructional videos for vocational skills training in the field of optical fibre and cable technology. In response to the growing demand for "Chinese + vocational skills" training in Belt and Road countries, we have developed a series of teaching materials for Phoenix International's "Chinese Workshop", including *Business Chinese Conversations* (Chinese and Uzbek version), *Business Chinese Vocabulary and Traveling in Jiangsu* (Chinese and English version). These materials combine Chinese language learning with career development, and are intended to promote the high-quality development of the Belt and Road Initiative .

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江苏凤凰报刊出版传媒有限公司是凤凰出版传媒集团直属的出版单位之一，成立于2016年。公司致力于构建创新实用的教育资源平台，为学校文化建设、教师专业成长及学生全面发展提供全方位的专业支持与优质资源保障，拥有《时代学习报》《时代英语报》《全国优秀作文选》《新世纪智能》《教育与评论》《教育视界》等优质报刊，形成了覆盖基础教育全学段、多领域的出版矩阵，影响力广泛。

《时代学习报》《时代英语报》发行量过百万，多次荣获中国少儿报刊金奖。《全国优秀作文选》是国家新闻出版署认定的全国优秀少儿报刊。《新世纪智能》是优秀的少儿科普读物。《教育与评论》《教育视界》是国家新闻

出版署认定的学术期刊、人大复印报刊资料教育教学类重要转载来源期刊。

《董事会》是国内唯一的以公司治理为核心内容的专业财经期刊。

公司出版的图书先后荣获多项国家级、省级奖项，其中30余种优质图书入选《全国中小学图书馆（室）配备推荐目录》；自主研发的“凤凰智能校对系统”凭借其在专业出版领域编校方面的卓越表现，成功入选国家新闻出版署出版业科技与标准创新示范项目。此外，依托团队专业优势，公司精心打造的系列研学活动年参与人数突破20万，已成为业内知名的教育品牌活动。



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Jiangsu Phoenix Press Publishing & Media, Ltd., established in 2016, is dedicated to building an innovative and practical educational resource platform, offering comprehensive professional support and high-quality resources for cultural enhancement at schools, the professional development of teachers, and the holistic growth of students. The company has published a distinguished portfolio of periodicals, such as *Shidai Xuexi Bao*, *Times English Post*, *Nationwide Selection of Excellent Student Essays*, *Xin Shiji Zhineng*, *Research and Review on Education* and *The Horizon of Education*, which span all stages of basic education and diverse academic disciplines, exerting a far-reaching influence across the industry.

*Shidai Xuexi Bao* and *Times English Post* have each achieved a circulation exceeding 1 million copies and are multiple-time winners of the Gold Prize in China's Children's Periodicals Awards. *Nationwide Selection of Excellent Student Essays* is recognized by the National Press and Publication Administration (NPPA) as a national outstanding children's publication. *Xin Shiji Zhineng* is a leading science education journal for young readers. *Research and Review on Education* and *The Horizon of Education*, both NPPA-accredited academic journals, are key sources for the education category of the China Social Science Excellence Database. *Directors & Boards* stands out as China's sole professional financial journal focused on corporate governance.

The company also has an outstanding track record in book publishing, with numerous titles earning prestigious national and provincial awards. Over 30 books are listed in the *National Recommended Catalog for Primary and Secondary School Libraries*. Its self-developed "Phoenix Intelligent Proofreading System", celebrated for excellence in professional editing and proofreading, was selected as an NPPA Demonstration Project for Technological and Standard Innovation in Publishing. Additionally, leveraging its expertise, the company organizes research-based study tours that attract over 200,000 participants annually, solidifying its reputation as a premier educational brand.

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凤凰国际出版有限公司是北美领先的童书出版商，总部位于美国芝加哥，主要从事电子有声儿童图书出版和销售。公司在英国、澳大利亚、德国和墨西哥设有销售子公司，业务遍及 20 多个国家和地区，年销售童书约 1200 万册，销售收入近 7000 万美元，是北美最大的儿童图书出版商之一。

凤凰国际出版有限公司的前身是美国 PIL 出版公司，由路易斯·韦伯先生于 1967 年创立，至今已有近 50 年的历史。2014 年，凤凰出版传媒集团以 8000 万美元的价格收购了 PIL 公司全部童书业务资产及相关关联方 100% 的股权和权益，获得迪士尼等国际一流卡通品牌形象的授权及其全球销售网络，打造覆盖北美

地区的战略发展平台。

作为儿童电子书的主要出版商，凤凰国际出版有限公司拥有全球市场主要的儿童卡通形象的出版许可权利，包括迪士尼、梦工厂、芝麻街、华纳兄弟等著名儿童品牌授权商。其产品 Story Reader 和 Look & Find 系列屡获大奖。公司与沃尔玛、Costco、Barnes & Noble 等经销商保持常年的良好合作关系，产品在美国各大超市、书店、玩具店、网上商城均有销售，保持同类产品市场领导地位。

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Phoenix International Publications Inc. (PIP), headquartered in Chicago, is one of North America's leading publishers of children's interactive sound books. With subsidiaries in UK, Australia, Germany, and Mexico, PIP has extended its business to over 20 countries and regions. As one of the largest children's publishers in North America, PIP produces more than 12 million books annually with sales revenue of US\$ 70 million.

PIP was formerly known as Publications International (PIL), a private publishing company founded by Mr. Louis Weber in 1967. In 2014, Phoenix Publishing & Media, Inc. acquired all of PIL's children's assets for US\$ 80 million. The purchase not only gives Phoenix top cartoon licenses and global sales networks, but also a strategic platform that covers the entire North America region.

Being the leading producer of children's electronic books, PIP has partnerships with many licensors, including Disney, DreamWorks, Sesame Workshop, and Warner Bros. PIP's Story Reader and Look & Find brands have earned many industry awards. PIP's products can be found everywhere in Walmart, Costco, Barnes & Noble, and other online and offline stores, dominating the market.

# 仙那都 ( 澳大利亚 ) 出版公司

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仙那都 ( 澳大利亚 ) 出版公司是凤凰传媒国际澳大利亚有限公司的子公司，成立于 2014 年。公司专注于国际出版、版权合作、营销发行，出版了包括《百个符号看江苏》《小水的除夕》《茶则九十九》《云水萦回溪上路——华之宁回忆录》《百花集》等书籍，并和澳大利亚墨尔本大学出版系、悉尼大学中国研究中心、泰晤士和汉德森出版社等出版学术机构、专业机构建立起了紧密的合作关系。

作为凤凰出版传媒集团在澳大利亚的专业出版机构，仙那都 ( 澳大利亚 ) 出版公司创新突破，业务结构多元，致力于出版中国优秀的艺术文化内容并介绍到海外的主流社会，在出版“走出去”、

凤凰海外品牌影响力传播、中澳文化交流中起到出色的促进作用。

凤凰澳洲公司自 2018 年 8 月建立天猫店“澳翼图书专营店”，创建“双城理想”品牌面向澳洲市场进行中文图书销售，同时通过线下和线上组织华文书展和读者参加双城理想华文书院名家讲坛活动，受到在澳华人广泛好评。

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Founded in 2014, Xanadu Publishing (Australia) Ltd., a subsidiary of PPM International (Australia) Ltd., specializes in publishing, rights licensing business, marketing and distribution. Xanadu Publishing (Australia) is committed to become a bridge between China and Australia in the fields of culture, economy and education.

PPM International (Australia) Ltd. is Phoenix Media's third overseas branch after UK and US. Our mission is to promote the cooperation between China and Australia on publication and cultural exchange. We launched the Phoenix "Reading Republic" Chinese Book Fair in Melbourne, bringing excellent Chinese books to the Chinese community in Australia.

Therefore, Phoenix Australia sets up online bookshop, starts Chinese books distribution within Australia. Now Australian Chinese could access up to date new titles the same as China book market.

Our titles, such as *Symbols of Jiangsu* series, *The Night before Chinese New Year*, *99 teaspoons II*, and *Living Water: The Life Journey of Artist Ruby H. Wang*, have contributed to the appreciation of Chinese culture. We have established close relationships with many professional publishers academic institutions, such as the Publishing Department of University of Melbourne, the China Research Center of University of Sydney, and Thames & Hudson.

# 其他板块

Non-Publishing  
Businesses



# 江苏凤凰新华书店集团有限公司

Jiangsu Xinhua Distribution Group

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江苏凤凰新华书店集团有限公司（简称“凤凰新华”）是凤凰出版传媒股份有限公司的全资子集团。主营图书、期刊、音像、电子出版物及文化教育、贸易服务、仓储运输、进出口贸易等。设有 77 家市县新华书店分公司，并控股江苏凤凰新华文化发展有限责任公司、江苏菲尼克斯网络科技传媒有限公司、江苏凤凰新华供应链管理有限公司、江苏现代职教图书发行有限公司、江苏凤凰网络科技有限公司等 6 家子公司。2023 年，凤凰新华实现合并营收 106 亿元，实现利润总额 13.8 亿元。

凤凰新华拥有大书城及中小门店 1405 个，全省网点总面积超 100 万平方米，近 5000 名员工，网点数量和规

模居全国前列。拥有运营面积 20 万平方米的现代图书物流，年发货码洋 100 亿元以上，构建以南京新港物流为中心，以苏北、苏中为分中心，市县公司物流为支点的全省物流配送网络。

凤凰新华荣获 2022 年度全国质量诚信标杆企业，入选中国商务部“2023 年全国商贸物流重点联系企业名单”，南京市“2023 年零售十佳企业”，连续多年被评为全国优秀馆配商、全国优秀中小学馆配商。

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Jiangsu Xinhua Distribution Group is a subsidiary of Phoenix Media. It is engaged in the business of books, periodicals, audiovisual and digital products, warehousing and logistics, and import and export trade.

The group holds shares in six subsidiary companies. In 2023, it reached operating revenue of 10.6 billion yuan and made a profit of 1380 million yuan. Major economic indicators of the group ranked top among domestic competitors.

The group has 1405 book stores and outlets across the country, with the number and scale of its outlets ranking first among the domestic distribution industry. The outlets in Jiangsu occupy an overall floorage of 1 million square meters.

The space used for book logistics business takes up 200,000 square meters, with the annual total value of fixed prices of delivered books going as high as 10 billion yuan. A transprovincial logistics distribution network has taken shape, which takes Nanjing Xingang Logistics as the center, receives support from branch centers in northern and central Jiangsu province, and connects to logistics sites in different cities and counties across China.

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江苏省新图进出口有限公司是江苏凤凰出版传媒集团的核心企业之一,统管海内外出版物进出口的自营和代理业务、对外交流活动、海外举办和参加书展以及综合商品进出口的自营和代理业务。

该公司是于 1988 年经中华人民共和国经贸部批准成立的经营与新闻出版行业相关产品的省级进出口贸易公司。其宗旨是立足江苏、面向港澳台及其他世界各国,努力增进江苏出版界与海外同仁的文化和贸易往来。公司定期承办美国、加拿大、日本、澳大利亚、西班牙、马来西亚等地区的江苏书展以及组织江苏地区出版物参加香港书展、海峡两岸图书交易会,是江苏新闻出版发

行业走向世界的重要桥梁和窗口。

公司经营范围:各种中外文图书、杂志、报纸、音像制品、电子读物、工艺美术作品、纸浆、纺织、轻工等商品的进出口业务。兼营机械、电子产品、百货、农副产品、办公用品的销售等业务。自 1988 年成立以来,公司严格执行国家的法律法规及外事纪律,专注于出版物的进出口业务,具有丰富的筹展、办展、宣传、销售等方面的工作经验。

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Jiangsu New Trade Import & Export Corp. is one of the key enterprises under Phoenix Publishing & Media Group. Our business covers importing and exporting domestic and overseas publications, organizing international cultural communication activities and overseas book fairs, and importing and exporting other commodities.

Established in 1988, the company is one of the very few trade companies licensed by the Ministry of Foreign Trade and Economic Cooperation in press and publishing industry. We aim to promote cultural communications and commercial interactions between Jiangsu and overseas publishers by organizing Jiangsu Book Fairs in United States, Canada, Australia, Japan, Spain, Malaysia, etc. and taking local publications to participate in Hong Kong Book Fair and Cross-Strait Book Fair.

The company's scope of business in international trade includes books, journals, newspapers, audiovisual products, electronic readings, arts and crafts works, paper pulp, textile and light industrial products, with mechanical and electronic products, agricultural products, general merchandise, stationery as its sideline, with considerable experience from its long-term practices in import and export.

# 江苏凤凰教育发展有限公司

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江苏凤凰教育发展有限公司（又名“凤凰出版传媒集团教材服务中心”）于 2006 年 12 月注册成立，是上市的风凰传媒旗下子公司。

公司主要负责“凤凰版”国家课程标准中小学教材以及与教材配套或相关的教学用书、教学读物在全国（不含江苏省）范围内的运营、推广、服务工作。公司拥有一支专业的教育出版物营销和服务团队，组建了一支包括课程教材研究人员、编写人员、学科教学专家在内的教材培训队伍，依托凤凰传媒丰富的出版资源和网络教学资源，为广大“凤凰版”教材使用地区提供系统、优质服务。目前公司负责经营的 20 科 21 种课标教材覆盖了除上海以外的中国大陆 29

个省、自治区、直辖市，每年使用学生人数超 4000 万，发行总册数超 1 亿册，总体市场占有率、经营总量位居全国同行业前列。

在教材先导的前提下，公司积极推进出版资源与教育资源的整合，加大配套产品的研发，布局多元产品，有机融合传统教材培训与新政形势下的市场化培训，着力打造凤凰教育对外合作的重要平台。



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Jiangsu Phoenix Education Development is PPMG's service center for textbooks and teaching aids. We are dedicated to providing marketing and other services for educational publications. Phoenix Education Development is responsible for all sales-related services for PPMG textbooks and learning and teaching materials, which are produced to national standards for primary and middle schools all of China excluding Jiangsu province.

The professional team for marketing and other services, together with the textbook training team, consists of textbook researchers, textbook writers and teaching experts. We optimize the impact of the publications and on-line educational resources of PPMG by providing systematic and quality information and support to teachers and students in the use of PPMG publications. Currently the textbooks represented by Jiangsu Phoenix Education Development are widely used by more than 40 million students annually in 29 provinces and regions in China. The market share and total sales of PPMG textbooks, with a total sales volume of over 100 million, are among the most pre-eminent in the country.