



人民日报

With an average daily nationwide circulation of 3 million copies, **People's Daily** is the largest Chinese newspaper and one of the world's ten largest. It is transmitted via satellite and printed in 41 cities in China. Published by the ruling Chinese communist party, the newspaper is read by top government officers and decision-makers in China. **People's Daily** has been an authoritative source of information for over 50 years and a benchmark for trustworthy news.

COUNTRY	China
LANGUAGE	Chinese
CATEGORY	General Interest
PUBLISHER	People's Daily
ESTABLISHED	1948
FREQUENCY	Daily
CIRCULATION	3,000,000 Nationwide
AD CLOSE	10-Day

READERSHIP

GENDER	
Male	53.6%
Female	46.4%
AGE	
24-30	33.3%
31-35	9.6%
36-40	15.0%
41-45	12.6%
46-50	17.2%
51-55	12.4%
EDUCATION	
High School	41.9%
College	52.2%
Post Grad	5.9%
SOCIOECONOMIC CLASS	
Upper	6.0%
Upper Middle	9.8%
Middle	53.8%
Middle Lower	19.2%
CURRENTLY OWN	
Car	55.0%
Cellular Phone	31.6%
Desktop PC	25.0%

To ensure readability and the rate of readership, People's Daily limits its number of pages to 24 on weekdays and 8 on Saturdays and Sundays, with 25% maximum advertising volume.

2011 B&W ROP RATE CARD (COLOR*+40%) – PRICES IN USD			
	BROADSHEET - AD SIZES (WIDTH x DEPTH)	B&W	COLOR
2-Page Spread	73 cm x 48 cm (28.7" x 18-14/16")	\$106,370.00	\$149,340.00
Full Page	34.8 cm x 48 cm (13-11/16" x 18-14/16")	-	\$74,670.00
Junior Page	24 cm x 34.8 cm (9-7/16" x 13-11/16")	\$29,340.00	\$40,000.00
2-Half Page Spread	73 cm x 24 cm (28.7" x 9-7/16")	\$58,670.00	\$80,000.00
Half Page	34.8 cm x 24 cm (13-11/16" x 9-7/16")	-	\$37,340.00
1/3 Page Horizontal	34.8 cm x 16 cm (13-11/16" x 6-5/16")	\$17,150.00	\$24,000.00
1/4 Page Horizontal	34.8 cm x 12 cm (13-11/16" x 4-3/4")	\$13,340.00	\$18,670.00
1/4 Page Vertical	17.3 cm x 24 cm (6-13/16" x 9-7/16")	\$13,340.00	\$18,670.00
1/8 Page Horizontal	17.3 cm x 12 cm (6-13/16" x 4-3/4")	\$6,670.00	-
Front Page Seal	4 cm x 6 cm (1-9/16" x 2-3/8")	\$2,730.00	\$3,810.00
Inside Page Seal	4 cm x 3 cm (1-9/16" x 1-3/16")	\$1,640.00	\$2,290.00
<p>20% Additional Charge Included for Determined Publication Date <i>Ads with Determined Position +20%</i> <i>Art Production Available for a Nominal Fee</i></p> <p>VOLUME AND FREQUENCY DISCOUNTS AVAILABLE</p>			

PRODUCTION REQUIREMENTS	
BLACK & WHITE: Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.	
COLOR: Negative film, right reading emulsion down, screen 110-line per inch, rounded dots, color hard proof.	
Ask About Digital File Requirements and Production Instructions	



Ask About Advertising Online
www.peopledaily.com.cn

AMERICAS ADVERTISING REPRESENTATIVE



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PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN11