



CHINA DAILY

Founded in 1981, **China Daily** is widely recognized as China's most authoritative English language publication. It is most frequently quoted by major foreign media. For years, **China Daily** has been a must-read newspaper for influential decision makers worldwide who want to understand more about China. More importantly, it is regarded as an irreplaceable channel for forward-looking government officials and business executives seeking business opportunities and the expansion of market share for their products.

COUNTRY	China
LANGUAGE	English
CATEGORY	General Interest
PUBLISHER	China Daily Media Group
ESTABLISHED	1981
FREQUENCY	Daily
CIRCULATION	300,000 Nationwide
AD CLOSE	14-Day

READERSHIP

GENDER	
Male	68.0%
Female	32.0%
AGE	
15-27	20.0%
28-45	40.0%
45-65	35.0%
65+	5.0%
OCCUPATION	
CEO, President	15.0%
VP/GM	27.0%
Director/Manager	32.0%
Officer	10.3%
Academic	12.4%
Others	3.3%
SOCIOECONOMIC CLASS	
Upper	14.0%
Upper Middle	28.0%
Middle	40.0%
Middle Lower	18.0%

2013 ROP MAIN SECTION A RATE CARD – PRICES IN USD			
	BROADSHEET - AD SIZES (WIDTH x DEPTH)	B&W	COLOR
Full Page	30.8 cm x 50 cm (12-1/8" x 19-11/16")	\$23,402.00	\$39,020.00
Half Page	30.8 cm x 25 cm (12-1/8" x 9-13/16")	\$11,705.00	\$19,510.00
Bottom Strip	30.8 cm x 15 cm (12-1/8" x 5-7/8")	\$7,023.00	\$11,706.00
Half Bottom Strip	17.4 cm x 15 cm (6-7/8" x 5-7/8")	\$4,013.00	\$6,688.00
1/4 Page	17.4 cm x 25 cm (6-7/8" x 9-13/16")	\$6,689.00	\$11,148.00
1/4 Page	12.9 cm x 25 cm (5-1/16" x 9-13/16")	\$5,016.00	\$8,361.00
Back Page Ear	11.8 cm x 3.1 cm (4-5/8" x 1-1/4")	-	\$1,274.00
1 Column	4 cm x 1 cm (1-9/16" x 3/8")	\$67.00	\$111.00
<i>Premium Positions Available at Additional Charge</i> Art Production Available Minimum Ad Size 1col. x 10 cm Depth or 2 col. x 5 cm Depth			
VOLUME & FREQUENCY DISCOUNTS AVAILABLE			

ALL TEXTS AND ADVERTISING LAYOUTS MUST BE APPROVED BY THE MEDIA BEFORE ACCEPTANCE

DIGITAL PRODUCTION REQUIREMENTS
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.
Complete Digital File Instructions Available for Production

Foreign versions of China Daily are published within prestigious newspapers around the world, such as *The Washington Post, The Wall Street Journal, The New York Times, International Herald Tribune and The Daily Telegraph.*

**Ask About
Web Site
Creation in
Chinese**



**Ask About
Advertising Online**
www.chinadaily.com.cn

AMERICAS ADVERTISING REPRESENTATIVE

Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN13