



人民日报

With an average daily nationwide circulation of 2.5 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 60 years and a benchmark for trustworthy news. **People's Daily** is kept as history and has a huge influence in China and the world as well. It is read by over 100 million people through print and web.

| | |
|--------------------|----------------------|
| COUNTRY | China |
| LANGUAGE | Chinese |
| CATEGORY | General Interest |
| PUBLISHER | People's Daily |
| ESTABLISHED | 1948 |
| FREQUENCY | Daily |
| CIRCULATION | 2,500,000 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.

2015 ROP RATE CARD – PRICES IN USD

| | BROADSHEET - AD SIZES (WIDTH x DEPTH) | B&W | COLOR |
|---------------------|--|----------------|--------------|
| 2-Page Spread | 75.3 cm x 48.5 cm (29.6" x 19-1/8") | \$106,700.00 | \$149,400.00 |
| 2-Half Page Spread | 75.3 cm x 24 cm (29.6" x 9-7/16") | \$58,700.00 | \$80,000.00 |
| Full Page | 35.2 cm x 48.5 cm (13-7/8" x 19-1/8") | - | \$74,700.00 |
| Junior Page | 24 cm x 34.8 cm (9-7/16" x 13-11/16") | \$29,400.00 | \$40,000.00 |
| Half Page | 35.2 cm x 24 cm (13-7/8" x 9-7/16") | - | \$37,400.00 |
| 1/3 Page Horizontal | 35.2 cm x 16 cm (13-7/8" x 6-5/16") | \$17,200.00 | \$24,000.00 |
| 1/4 Page Horizontal | 35.2 cm x 12 cm (13-7/8" x 4-3/4") | \$13,400.00 | \$18,700.00 |
| 1/4 Page Vertical | 17.3 cm x 24 cm (6-13/16" x 9-7/16") | \$13,400.00 | \$18,700.00 |
| 1/8 Page Vertical | 17.3 cm x 12 cm (6-13/16" x 4-3/4") | \$6,700.00 | - |

Insertion Date Can Only be Selected After Material is Approved
 Ads with Determined Publication Date and/or Determined Position +20% each case
 Art Production Available for a Nominal Fee
VOLUME AND FREQUENCY DISCOUNTS AVAILABLE

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

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.people.com.cn

AMERICAS ADVERTISING REPRESENTATIVE

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Your Advertising Connection Throughout The World

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PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN15