

**CHINADAILY**

*China Daily Website Media Kit*

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中國日報

***China Daily Website Media Kit***

## Connecting China, Connecting the World

**This Website started in 1995 as a comprehensive media outlet and went on to become China's most influential English-language Web portal. It covers a wide range, from news reporting and information services to online communities and language learning.**

**It has more than 30 subsidiary Websites and 300 channels in seven Web clusters. The daily page views now exceed 31 million, with about 60 percent of those visitors overseas. Many of our readers have an influential international presence.**

# Introduction

**1****Development of China Daily Website****2****Three Major Sections****3****Cooperation Resources****4****Target Group**

## Development of China Daily Website

- **Development of China Daily Website**

**The initial launch  
of China Daily  
Website**

May, 1994

**The first E-paper  
of China**

December, 1995

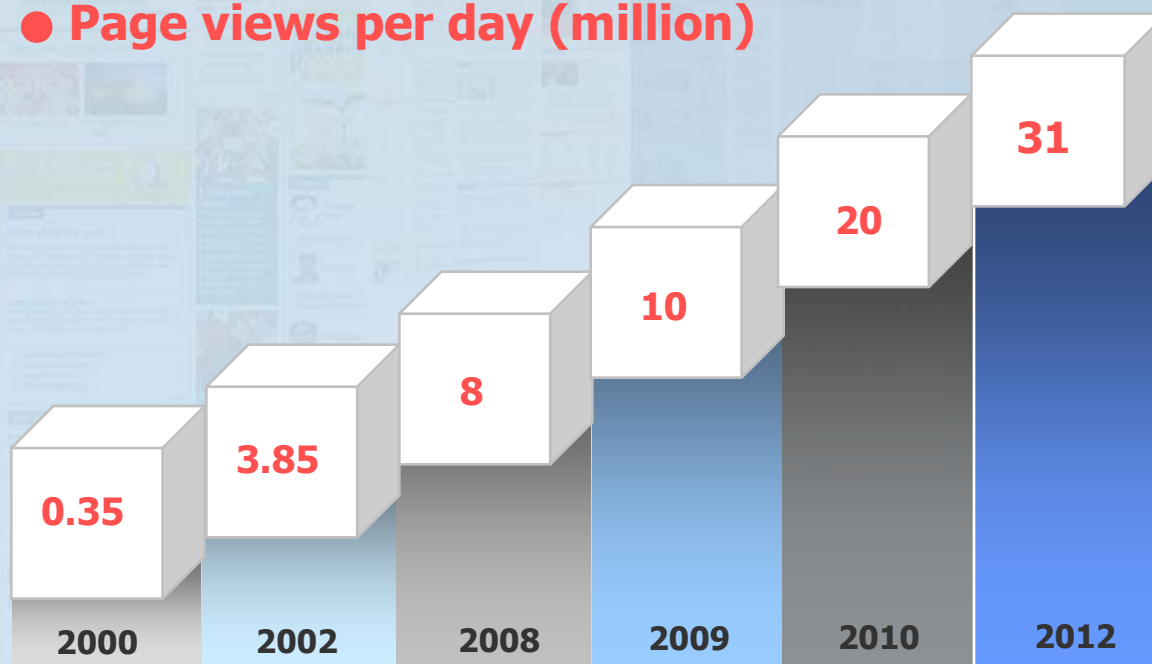
**One of China's top  
nine news portals  
at state level**

2000



## Development of China Daily Website

● Page views per day (million)



## Development of China Daily Website

Pageview of homepage per day : **800,000**

Unique visitors per day : **960,000**

China Daily BBS users : **500,000**

Information update per day : **20,000**

### Technological Infrastructure :

Servers: **400** ( PC: **300** Sun: **30** )      **300** MB bandwidth

Mirror image website in Hong Kong      Global CDN

## Two Major Sections English Portal

China Daily Website feeds up-to-the-minute, accurate, in-depth, and real-life news and information to online readers with state-of-the-art technology. The content covers major events at home and abroad, which are enriched by editorial and news analyses from a variety of viewpoints. It also includes sections on culture, city life, forum, entertainment and lifestyle.

The screenshot displays the CHINADAILY.com.cn website interface. At the top, there is a navigation bar with the site name and a search bar. Below this, a main news section features a large image of a construction site with the headline "June import growth lowest in 20 months". To the right, there are smaller news snippets such as "US 'won't take sides' in S China Sea" and "Power failure halts bullet trains". The interface includes a sidebar with "Weekend Extra" and "Lu's anti-gay remarks backfire" sections. At the bottom, there are sections for "Business", "Who is Osama bin Laden hunter?", "Booming luxury car sales", and "Yihaodian co-ops with Wal-Mart". The website also features a "CPC ENCYCLOPEDIA" logo and various navigation links like "Home", "China", "World", "Business", "Sports", "Life", "Entertainment", "Photo", "Video", "Opinion", "Forum", "Cartoon", "Language Tips", and "Mobile".

### Sub-sites:

- China BizChina World Opinion Regional
- Metro Beijing Sports Entertainment
- Culture Life Forum Video
- Photo E-shop



# Two Major Sections

# Chinese Portal

The screenshot shows the CHINADAILY.com.cn website interface. At the top, there's a navigation bar with categories like 国际 (International), 快讯 (News), 要闻 (Highlights), 财经 (Economy), 股市 (Stocks), 房产 (Real Estate), 汽车 (Cars), 科技 (Technology), 健康 (Health), 娱乐 (Entertainment), 体育 (Sports), 时尚 (Fashion), 旅游 (Travel), 教育 (Education), 军事 (Military), 环保 (Environment), 社会 (Society), 文化 (Culture), 生活 (Life), 美食 (Food), 星座 (Astrology), 宠物 (Pets), 两性 (Relationships), 育儿 (Parenting), 留学 (Study Abroad), 职场 (Workplace), 情感 (Emotion), 两性 (Relationships), 育儿 (Parenting), 留学 (Study Abroad), 职场 (Workplace), 情感 (Emotion).

The main content area features a large headline: **美国关闭驻叙利亚大使馆 撤出全部工作人员** (US closes embassy in Syria, withdraws all staff). Below it, there are several smaller news items and a sidebar with '今日焦点' (Today's Focus) and '重点推荐' (Key Recommendations).

Other visible headlines include: **财政部:新增地方债收入优先建保障房** (Ministry of Finance: New local debt income prioritized for affordable housing), **央视元宵晚会成升级版春晚** (CCTV Spring Festival Gala becomes upgraded New Year's Eve Gala), and **巴黎时装周高级定制时装周** (Paris Fashion Week Haute Couture).

## Special Focus and In-depth Report

China Daily boasts a top reporting and editing team of more than 400 talented journalists from China and more than 50 professionals from countries such as the US, the UK, Canada, Australia and India.

## Sub-sites:

World, Comment, Forum, Military, Economy, Photos, Special Sections, Entertainment, Fashion, Auto, Travel...

Diplomatic Forum, Global talk, International Exposition

# Special Services

Overseas Students' Family			
	Threads	Post	Last Post
新闻讨论 News	232	637	• 越南最受王室赞赏 中国网民要求遣返强盗收手 2009-12-24 03:21 PM By wbt000111
签证 Visa Issue	40	168	• qingdao visa service center 2009-12-24 02:48 PM By seneca
学校申请 University Application	39	98	• 中美差异：美国人上大学不一定选择名校 2009-12-24 04:31 PM By child86
考试 Exam Preparation	25	112	• [下载] 剑4-剑7 2009-12-24 02:19 PM By happyegg
日常生活 Daily Life	104	320	• 一笑而过：妙语解读美国50个星座性格 2009-12-24 08:50 AM By child86
校园生活 Campus Study	27	108	• My life in the university 2009-12-24 10:41 AM By 23sheep
婚恋 Friendship&Love	50	416	• have a relationship with me 2009-12-24 09:12 AM By yushiyao1987
工作 Job Hunting	174	395	• 看后绝对会痛骂5分钟的盛大公司应聘者(转载) 2009-12-23 03:37 PM By yuanniao

News Talk			
	Threads	Post	Last Post
China's 60th Anniversary	98	2074	• @Vietnam's biggest fear and how China can take down this stamp. @ 2009-12-24 02:22 PM By Kibay

## Asia's Leading English Language Forum

China Daily's English forum is for overseas users and students of English, providing the communication and space for English learning. China Daily's English forum provides a window for overseas users who want to better understand China.

## Language Tips

Language Tips is a bilingual English study section hosted by China Daily website. It provides a relaxed and solid environment for English learners and users in China, most of whom are college students, teachers and young professionals in foreign and domestic companies.





## Special Services

### Global Talk

Launched in 2006, Global Talk features communications with other countries and interviews with national and international politicians, industry executives and other major global players.



### Diplomatic Forum

Diplomatic Forum aims to reveal the real situation of Chinese diplomacy and to establish an interactive communication platform online for people to learn more about diplomatic affairs.



## Other Multi-media Platform



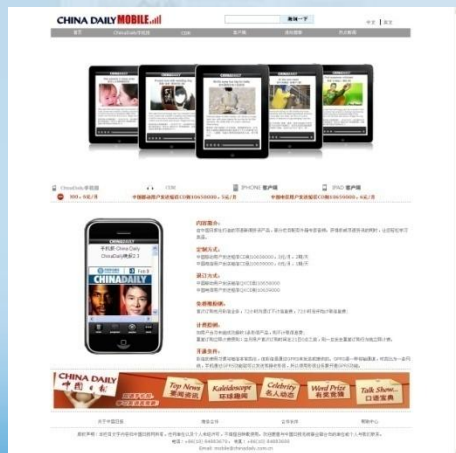
### China Daily iPad/iPhone Application

Since 2009, this App has provided China Daily News, Videos, Digests, and an iPaper for iPad and iPhone users as a free download. It has more than 100,000 users worldwide.



### China Daily Bilingual Mobile Newspaper

China's first bilingual mobile newspaper, on China Unicom, includes China Daily Mobile News (China Mobile version and China Telecom version) and the China Daily PDF edition. It has more than 600,000 subscribers, and is China's second largest mobile newspaper.



### China Daily eClips

This was introduced in January 2007 and is distributed to 250,000 influential readers in such fields as politics, business and academia.



Brand Event



University Cartoon Competition on Environmental Protection

The University Cartoon Competition on Environmental Protection, launched by Newscartoon in 2006, is an annual international competition for university students on environmental protection. Its participants include the United Nations Environment Programme, World Wildlife Fund for Nature, and other international environmental and cartoon organizations, as well as students from colleges and universities around the world.



## Cooperation Resources

### Cooperation worldwide



# Cooperation Resources

## In-depth talks with foreign ambassadors to China

USA, Britain, France, Japan, Australia, Brazil, Mexico, European Union, Pakistan

**环球对话系列之 对话俄罗斯**

角度·深度·速度

主办：中国日报网站 俄罗斯新闻社 央视国际 网络支持：搜狐网

**重要提示**

各位网友：本网开办本活动的主要目的在于推动中日两国人民的相互理解和交流，为国人搭建一个与俄罗斯各领域具有代表性的人群进行理性对话的平台，为促进两国正常理性地交往，希望网友在发言时注意语言文明，不要发表违反政策法规及过激言论，一律予以删除。

**活动方式**

对于中国网民来说，无论从历史抑或现实利益还是未来发展看，俄罗斯都是一个值得我们去了解的，因此中国日报网站特为网民了解俄罗斯搭建一个美国网络平台。

**对话系列之 日本**

各位网友：本网开办本活动的主要目的在于推动中日两国人民的相互理解和交流，为国人搭建一个与日本各领域具有代表性的人群进行理性对话的平台，为促进两国正常和理性地进行，希望网友在发言时注意语言文明，不要发表违反政策法规及过激言论，凡此类言论，一律予以删除。

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**环球对话系列之 对话美国**

角度·深度·速度

唯一咨询机构 Dialogue Between China & U.S.

**重要提示**

各位网友：本网开办本活动的主要目的在于推动中美两国人民的相互理解和交流，为国人搭建一个与美国各领域具有代表性的人群进行理性对话的平台，为促进两国正常和理性地进行，希望网友在发言时注意语言文明，不要发表违反政策法规及过激言论，凡此类言论，一律予以删除。

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## Cooperation Resources

Local Governments' English websites created by China Daily Website team.

We have built over 60 sites and covered more than 23 provinces.



## Cooperation Resources

## Cooperation with China's local print media



Nanfang City News, Peninsula City News, Yangcheng Evening News, Jiefang Daily Newspaper Group, Modern Express, among others



## Cooperation Resources

## Cooperation with China's local websites

The collage features several prominent Chinese websites:

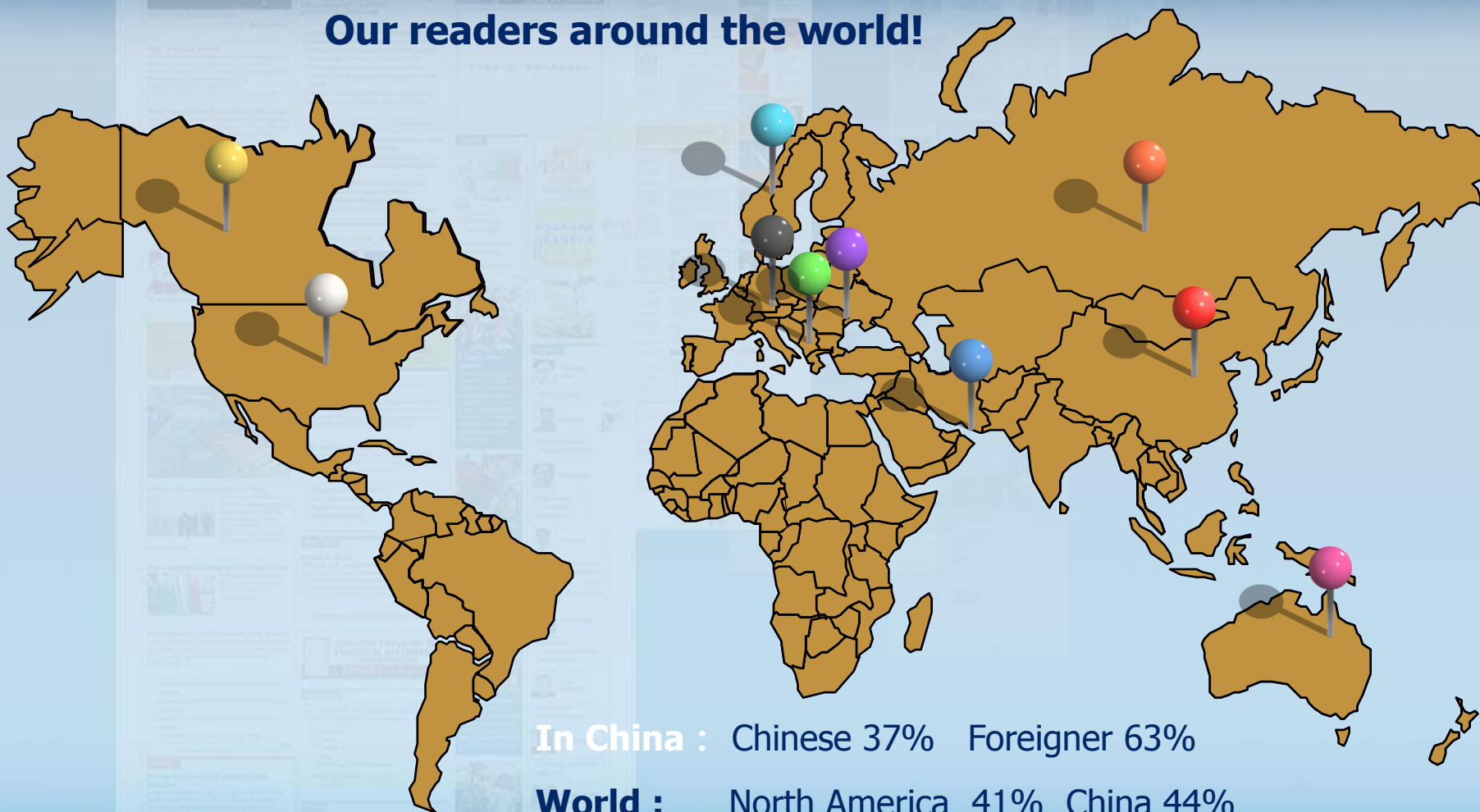
- sina.com**: A screenshot of the Sina.com homepage, showing news, entertainment, and search options.
- 163.com**: A screenshot of the 163.com homepage, featuring a search bar and various news categories.
- sohu.com**: A screenshot of the Sohu.com homepage, displaying news, entertainment, and a search bar.
- qq.com**: A screenshot of the QQ.com homepage, showing a search bar and various services.
- Other websites**: Several other smaller website screenshots are visible, including ones for '猛龙' (Mentor), '白社会', '银华', and '财付通'.

sina.com  
163.com

sohu.com  
qq.com, and more

### Target Group

**Our readers around the world!**



**In China :** Chinese 37% Foreigner 63%

**World :** North America 41% China 44%

Europe 6% Oceania 2%

HK/Macao/TW 2% other 5%

## Target Group

### Our readers have decision-making power!



Bachelor **32%** Master **61%** Other **7%**

Business **26%** Student **15%** IT **4%**  
Teacher **11%** Officer **8%** Journalist **3%**

### Our readers have purchasing power!



Target group monthly income ( USD )

<500 **25%** 500-999 **10%** 1,000-2,999 **21%**  
3,000-6,999 **26%** >6,999 **18%**



# Online Advertising Rates

- English version
- Chinese version
- Language tips
- Classified ads
- CPM rates
- Advertorial
- Video
- Text Links

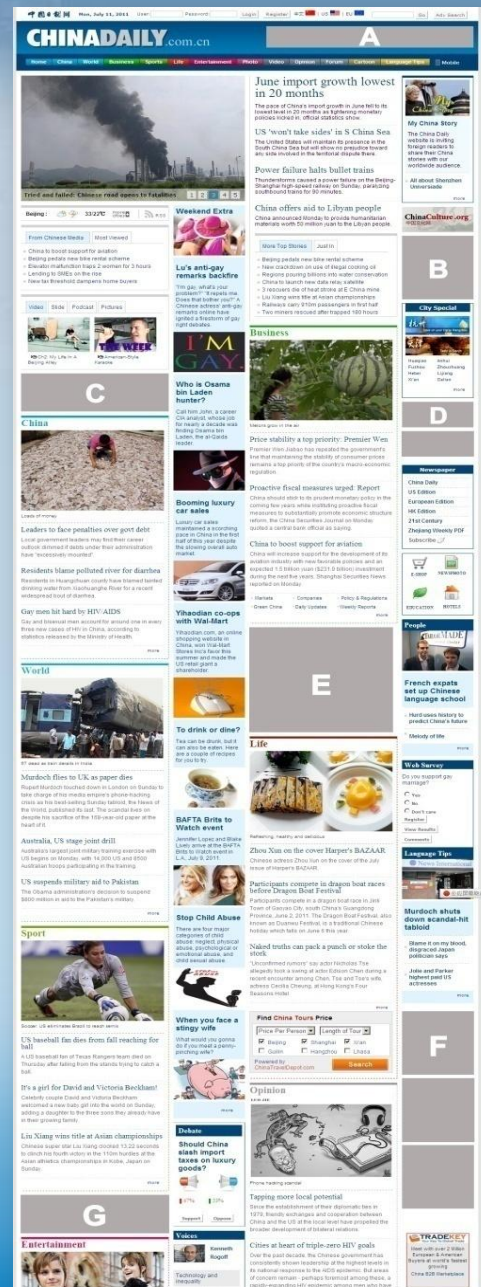
## English Homepage

Position	Advertising Format	Size (Pixels)	Price ( RMB/day )
<b>A</b>	<b>Banner</b>	<b>435*50</b>	<b>80,000</b>
<b>B</b>	<b>Banner</b>	<b>150*150</b>	<b>50,000</b>
<b>C</b>	<b>Banner</b>	<b>310*90</b>	<b>40,000</b>
<b>D</b>	<b>Button</b>	<b>145*50</b>	<b>30,000</b>
<b>E</b>	<b>PIP</b>	<b>310*250</b>	<b>50,000</b>
<b>F</b>	<b>Button</b>	<b>150*150</b>	<b>20,000</b>
<b>G</b>	<b>Banner</b>	<b>310*90</b>	<b>20,000</b>

\*Position A is for the whole English page.

\*File Type: jpg, gif,swf

File Wt.: <20k



## English Channel Page

Position	Advertising Format	Size	Price (RMB/ day)
<b>A</b>	<b>Banner</b>	<b>435*50</b>	<b>80,000</b>
<b>B</b>	<b>PIP</b>	<b>310*250</b>	<b>30,000</b>
<b>C</b>	<b>Button</b>	<b>150*150</b>	<b>20,000</b>

\*Position A is for the whole English page.

\*File Type: jpg, gif,swf

File Wt.: <20k

The screenshot displays the CHINADAILY.com.cn website interface. At the top, there's a navigation bar with categories like Home, China, World, Business, Sports, Life, Entertainment, Photo, Video, Opinion, Forum, Cartoon, Language, and Mobile. The main content area is divided into several sections:

- Business:** Features a large article titled "Price stability a top priority: Premier Wen" with a sub-headline "Premier Wen Jintao has repeated the government's line that maintaining the stability of consumer prices remains a top priority of the country's macro-economic regulation." Below it, another article "Proactive fiscal measures urged: Report" states "China should stick to its prudent monetary policy in the coming few years while enlisting proactive fiscal measures to substantially promote economic structure reform." A third article "China to boost support for aviation" mentions "China will increase support for the development of its aviation industry with new favorable policies and an expected 1.5 billion yuan (US\$1.9 billion) investment during the next five years."
- Economy:** Includes "Most Viewed in 24 hours" with items like "China's CPI hits three-year high of 5.4% in June" and "Growth boosts struggling SMEs".
- Markets:** Contains "China vows to fight prepaid card fraud" and "China to float \$1.81b in discount T-bonds".
- Industries:** Features "Recovering output for Japanese automakers" and "Railways carry 910m passengers in H1".
- Companies:** Includes "China's nuclear tech" and "Sun set to shine on Inalfa deal".

On the right side, there are several smaller advertisement spots labeled A, B, and C, corresponding to the advertising formats listed in the table. Spot A is a large banner, B is a PIP (Picture in Picture) format, and C is a button format.



# English Content Page

Position	Advertising Format	Size (Pixels)	Price ( RMB/day )
<b>A</b>	<b>Banner</b>	<b>435*50</b>	<b>80,000</b>
<b>B1</b>	<b>Banner</b>	<b>600*80</b>	<b>50,000</b>
<b>B2</b>	<b>Banner</b>	<b>600*80</b>	<b>40,000</b>
<b>C1/C2</b>	<b>PIP</b>	<b>310*250</b>	<b>50,000</b>
<b>D</b>	<b>PIP</b>	<b>310*250</b>	<b>40,000</b>

\*Position A is for the whole English page.

\*File Type: jpg, gif,swf

File Wt.: <20k

The screenshot shows the CHINADAILY.com.cn website interface. At the top, there's a navigation bar with 'Home', 'World', 'Asia-Pacific', 'Americas', 'Europe', 'Middle East', and 'Africa'. The main article is titled 'US won't take sides' in South China Sea' and features a large 'B1' banner. Below the article, there are sections for 'Related readings', 'Hot Topics', 'Editor's Picks', and 'More World News'. The page also includes a 'Comments' section at the bottom. Various sidebars and image blocks are labeled with 'C1', 'C2', and 'D' to indicate their positions on the page.

## Chinese Homepage

Position	Advertising Format	Size	Price (RMB/day)
A	Banner	220*150	40,000
B	Banner	960*100	30,000

\*File Type: jpg, gif, swf

File Wt.: <20kb





## Chinese Channel Page

Position	Advertising Format	Size	Price (RMB/day)
A	Banner	310*90	30,000
B	Banner	310*90	30,000
C	Banner	960*100	40,000
D	Banner	310*90	15,000
E	Banner	310*90	15,000

\*File Type: jpg, gif, swf  
File Wt.: <20kb

The screenshot displays the CHINADAILY website's Chinese channel page. At the top, there's a navigation bar with '财经频道' (Finance Channel) and various menu options. The main content area is divided into several sections:

- Top Section:** A large banner for 'FannieMae' with the headline '伯南克否战新议会：“二次量化宽松”还要继续' (Bernanke denies new parliament: "Secondary quantitative easing" still to continue).
- Market Data:** A sidebar on the right shows stock market indices like '上证指数' (Shanghai Composite Index) and '创业板指' (ChiNext Index) with their respective values and trends.
- News Articles:** Multiple columns of text-based news articles with sub-headlines and brief summaries.
- Financial Data:** A section titled '财经数据' (Financial Data) providing various economic indicators.
- Special Reports:** A section titled '特别报道' (Special Report) featuring in-depth analysis.
- Market Outlook:** A section titled '市场前瞻' (Market Outlook) discussing future market trends.
- Investment Focus:** A section titled '投资焦点' (Investment Focus) highlighting key investment opportunities.
- Market News:** A section titled '市场新闻' (Market News) covering recent market events.
- Market Analysis:** A section titled '市场分析' (Market Analysis) providing expert commentary.
- Market Forecast:** A section titled '市场预测' (Market Forecast) offering predictions for the future.
- Market Strategy:** A section titled '市场策略' (Market Strategy) providing advice for investors.
- Market News (continued):** Further news articles related to the market.
- Market Analysis (continued):** Additional market analysis.
- Market Forecast (continued):** Further market forecasts.
- Market Strategy (continued):** Additional market strategies.

# Chinese Content Page

Position	Advertising Format	Size	Price (RMB/day)
A	Banner	630*90	40,000
B	PIP	300*250	40,000
C	PIP	300*250	40,000

\*File Type: jpg, gif, swf

File Wt.: <20kb

The screenshot shows the CHINADAILY website interface. At the top, there's a navigation bar with 'CHINADAILY 财经频道' and various utility links. The main content area is dominated by a large article with a prominent 'A' icon, titled '日本经济可能陷入持续不振危机'. To the right, there are two smaller sections labeled 'B' and 'C', each containing a thumbnail and a headline. The 'B' section features a photo of Barack Obama and the headline '奥巴马2011国情咨文'. The 'C' section has a headline '史上最强经济体大曝光'. The bottom of the page includes a footer with 'www.chinadaily.com.cn'.



## Language Tips Homepage

Position	Advertising Format	Size	Price (RMB/day)
A	Banner	287*70	30,000
B	Banner	680*80	15,000

\*File Type: jpg, gif, swf

File Wt.: <20kb

The screenshot shows the 'Language Tips' homepage on the China Daily website. The page is organized into several functional sections:

- Header:** Includes the 'Language Tips' logo, navigation links (Home, News, English, etc.), and user login options.
- Pictures 图片:** Features a Valentine's Day 2011 photo with a caption and a 'Happy Valentine's Day 2011' graphic.
- Translation 翻译:** Contains a search bar for translating words and phrases.
- AudioVideo 视听中心:** Displays a video player for the movie 'INCEPTION'.
- News 新闻:** Lists recent news items with brief summaries.
- Bilingual 双语:** Provides bilingual content for learning.
- Speaking 口语:** Offers tips and exercises for improving oral English.
- Campus 校园:** Focuses on university-related news and events.
- Dignit 时政:** Covers current events and political news.
- Buzwords 热词:** Lists popular internet slang and trending words.
- Columnists 专栏:** Features articles from various authors.

The footer contains contact information for the website, including phone numbers and email addresses.



# Language Tips Channel Page

Position	Advertising Format	Size	Price (RMB/day)
A	PIP	200*200	20,000
B	PIP	200*200	20,000

\*File Type: jpg, gif, swf

File Wt.: <20kb



# Language Tips Content Page

Position	Advertising Format	Size	Price (RMB/day)
A	Banner	630*90	30,000
B	PIP	200*200	30,000
C	PIP	200*200	10,000

\*File Type: jpg, gif, swf

File Wt.: <20kb

The screenshot shows the 'Language Tips' section of the China Daily website. The main article is titled 'Lady A wins record, song of the year at the Grammys'. The article text is in Chinese, with English words and phrases highlighted for learning. On the right side, there are several sidebar sections: '今日推荐' (Today's Recommendation) featuring a large image of Lady Antebellum and the album 'Lady Antebellum - Need You Now'; '编辑推荐' (Editor's Choice) with a list of recommended items; '热门推荐' (Hot Recommendation) with a list of trending items; and '相关资讯' (Related News) with a list of related articles. The website layout is clean and professional, with a clear focus on language learning through news content.

# Classified ads—Hotels Online

The screenshot shows the 'Hotels Online' section of the China Daily website. It features several news articles with images and headlines, such as 'Sofitel Forecase Changsha Wins the Golden Pillow Award' and 'Macau SAR - August 5, 2008'. A sidebar on the right contains 'Job Opportunity' listings for positions like 'World Trade Plaza Hotel' and 'The Young Trade Plaza Hotel'. The interface includes navigation links at the top and a footer with contact information.

Size	Time	Unit Price	Total Price
A C 264*10 0	13weeks ( 3 months )	RMB1500/ day	RMB136500
	26weeks ( 6 months )	RMB1500/ day	RMB259350
	39weeks ( 9 months )	RMB1500/ day	RMB368550
	52weeks ( 1 year )	RMB1500/ day	RMB464100
Size	Time	Unit Price	Total Price
B D 538*80	13weeks ( 3 months )	RMB2000/ day	RMB182000
	26weeks ( 6 months )	RMB2000/ day	RMB345800
	39weeks ( 9 months )	RMB2000/ day	RMB491400
	52weeks ( 1 year )	RMB2000/ day	RMB618800



## CPM Rates

Both English and Chinese content page : RMB **150**/CPM

For aimed geography, time, content (channels), 20% more

## Advertorial

RMB ( Yuan )

English home page + English channel page	English channel page	Chinese home page + Chinese channel page	Chinese channel page
10,000/per article	6,000/per article	8,000/per article	4,000/per article

## Video

RMB ( Yuan )

Coverage + Video + Text Record + Logo (Bilingual)	Coverage + Video + Text Record + Logo (ENG/CHN)	ENG/CHN Video only
160,000	120,000	100,000

## Our Clients



**Looking forward to future cooperation!**