

China Times

中荷商報

MEDIAKIT

READY TO REACH MORE THAN 150.000 CHINESE



293
2017年10月5日
丁酉年

China Times

中荷商報

上海芭蕾舞團豪華版《天鵝湖》成功巡演荷蘭，8個城市巡演36場
去年，豪華版《天鵝湖》曾在荷蘭8大城市演出26場，大獲成功，也讓今年更大規模的巡演水到渠成...
▶ P23



✈ 發行量：五萬份/雙周刊 Circulation: 50,000 copies/Bi-weekly | 發行地：荷比盧德等地區、荷航/法航電子版/南航/東航/廈航/德航/瑞航/芬航 Distribution: NL/BE/DE/LUX, in-flight at KLM/CZ/MF/MU

中國汽車行業“雙積分”政策延遲至2019年執行

工信部、財政部、商務部、海關總署、質檢總局五部門聯合發布汽車行業專用車“雙積分”政策
▶ P2



NS發布新的高速列車(Super Intercity)承諾將擁有充足的座位

這款NS訂購的法國新高速列車TGV，從2021年起將解決火車座位緊張問題
▶ P4



In China, many adult children forbid their widowed parents to remarry

Chinese parents are notorious for their persistence when it comes to pushing their adult children into marriage. But when they themselves are the ones seeking a spouse...
▶ P35



三大選舉塵埃落定 歐洲一體化路向何方

隨著德國總理默克爾領導的聯盟黨在德國聯邦議院選舉中獲得最多選票，今年歐洲三大選舉（荷蘭、法國、德國）塵埃落定，親歐政黨全面勝出。有分析人士認為，雖然從選舉結果看歐洲一體化倒退的危險暫時消除，但由於各方在如何推進一體化上缺乏共識，一體化進程依然面臨重重挑戰。

親歐政黨均獲勝
剛剛結束的德國大選是今年荷蘭、法國大選後，歐洲政治舞台上演的又一場“重頭戲”，被稱為“歐洲選舉年”的壓軸戲。它不僅決定著未來四年德國的走向，還關乎歐盟及歐洲一體化的命運。

強勁的經濟增長和人民普遍追求繁榮，幫助默克爾領導的聯盟黨獲得最後的勝利。但值得注意的是，其得票率從選前的41.5%大幅下降到這次大選的33%。而極右翼民粹政黨選擇黨獲得12.6%的選票，歷史性地進入聯邦議院。



請認明始創正宗商標
「歐來歐去」註冊商標，模仿必究



歐來歐去·循環式歐洲旅行團

七條路線，循環不停，保證出發！暢遊25個國家61個名城！

- 紅線7天輪遊：荷蘭 NETHERLANDS / 比利時 BELGIUM / 法國 FRANCE / 盧森堡 LUXEMBOURG / 德國 GERMANY
- 綠線7天輪遊：義大利 ITALY / 梵蒂岡 VATICAN / 法國南部 FRANCE / 摩納哥 MONACO / 瑞士 SWITZERLAND
- 藍線7天輪遊：捷克 CZECH / 斯洛伐克 SLOVAKIA / 匈牙利 HUNGARY / 奧地利 AUSTRIA / 瑞士 SWITZERLAND / 德國 GERMANY
- 黃線7天輪遊：西班牙 SPAIN / 葡萄牙 PORTUGAL
- 紫線7天輪遊：英國 GREAT BRITAIN
- 粉線7天輪遊：法國 FRANCE / 西班牙 SPAIN / 安道爾 ANDORRA
- 白線7天輪遊：瑞典 SWEDEN / 挪威 NORWAY



ABOUT US

China Times is based in the Netherlands in The Hague Chinatown. It was launched in 2003 and considered as one of the most renowned and influential Chinese newspaper in Europe. China Times is a biweekly, in-flight newspaper, approved and supported by the Chinese Embassy in the Netherlands.

BRIDGE FOR EUROPEAN CUSTOMERS

As an independent media organization, China Times runs with the purpose of serving the Chinese community in the Netherlands and Europe. Over the years China Times has been working to build a bridge between China and the Netherlands to help them understand more about each other's culture. "Wherever there are Chinese people, there is China Times and wherever there is China Times, there is cultural exchange", says Atom Zhou, founder of China Times.

Mr. Zhou also has the vision to bring entrepreneurs and tourists from China in contact with companies in Europe. By offering a custom tailored media package, consisting of print, online and social media, it aims to get maximum exposure for the branding and services of the European customer.



ATOM ZHOU *Founder and CEO*

"In early 2003 I began my quest to start a new Chinese media in the Netherlands. What inspired me was the fact that a lot of my peers were poorly informed. Whether it was information on Dutch law changes or headline news.

Around that time there were other Dutch-based Chinese newspapers, but more than 70% of their newspaper were covered by advertisements. To distinguish our newspaper, I understood that I needed to make China Times an informative media platform with up-to-date news and a healthy amount of advertisements.

We started very small. For the first editions we did all the operations by ourselves. From marketing, searching cooperation partners, sales ad up to the editing.

Years passed and the effort and investment began to stabilize. One of the most encouraging moments I remembered, was that someone one told me that all the effort and struggles we endured touched the hearts of the Chinese community. This went beyond my expectations. Not only did we, as a small team, created a newspaper that people actually enjoyed to read, but we also influenced the Chinese community in a positive way.

Up till today, I am proud to say that China Times has a strong and committed team, dedicated to make every edition better than the previous one. "

OUR TEAM

China Times has been published and distributed for over 15 years. To publish China Times bi-weekly takes much effort from many people with many skill-sets.

Our team consist of excellent journalists, editors, account managers, marketing managers, designers and social media content creators. All with an affinity with the Chinese culture.

We are happy to assist you in reaching the Chinese community and moreover to help you understand their needs and way of communication.

070 888 88 62



IN-FLIGHT

China Times has been licensed to be on board of several major airlines. Our current corporation partners are *China Southern Airlines, Xiamen Airlines, China Eastern Airlines* and *KLM/Air France*.

You can find China Times in the Economy and Business class of each flight. This distribution channel gives our clients international exposure among tourists and businessmen.



5000+
SUBSCRIBERS



120K+
CHINESE IN NL



50.000
COPIES PER EDITION



300
DISTRIBUTION POINTS

DISTRIBUTION

The bi-week publication issues 50.000 copies per edition. There are more than 120 distribution points throughout the Benelux and West-Germany. Besides the traditional pick-up points like restaurants, hotels and supermarkets, our newspaper has over 5000 subscribers. One of our goals is to double the amount of pick-up points in the coming three years, where our main focus lies on attracting a younger Chinese public in order to create new business opportunities.



VARIETY OF CONTENT AND HIGH READABILITY

China Times aims to provide her readers with the latest headline news in Chinese. Other topics and columns, which are published in our newspaper, in order of appearance, are:

- **Digest** (how the Dutch media view China)
- **National, European, International News** (source: Dutch news, Xinhua (chinese ANP), GlobalTimes)
- **Economy** (economic and business related topics)
- **Top Interview** (interview with a CEO, politician or other public figure)
- **Special Focus** (in-depth article about a trending topic)
- **Report** (reports and announcements of Chinese events)
- **Blog** (business news about China, written by a blogger of ChinaDaily)
- **Colourful** (the latest trends on technology worldwide)
- **Culture & Events** (cultural topics, hotspots and events)
- **What's Your Next Stop** (Chinese tourists are informed about traditions and popular hotspots in the Netherlands)
- **English: Walking in China** (for second generation Chinese, to keep them updated about the latest trends in China. (Source: XinHua en GlobalTimes)
- **English: Innovation & Technology** (the latest trends on technology worldwide)
- **Small Business Ads** (small business advertisements in black/white or full-colour, where local entrepreneurs offer their services to the Chinese community)



PROFESSIONAL AND ELEGANT LAYOUT

We continually make improvements on our layout to make it simpler and elegant. The sections are clearly displayed into a Chinese and English section. Our design meets our client's specific business features to yield the best result.

SPECIAL EDITIONS

As of 2018, China Times has added 6 Special Editions to her regular publications, in which a Chinese festival or Special Occasion is highlighted. Unlike the regular publication, the Special Edition is designed with a coverpage on 60gr coated paper, to create a magazine look. The content still consists of the latest news, Top Interview and Special Focus. However, the emphasize will be on content which attracts a younger public, such as a *HotSpot-column*, *Travel*, *Shopping*, *Entertainment*, *Culture*, and an *Event Agenda*. More columns are still in development.

SOCIAL MEDIA

Chinese media technology has developed very fast over the years. We understand that there is an existing gap for Dutch companies to reach the Chinese public with social media.

To get the best results for your marketing campaign, we tightly follow the latest social media trends in China.

WECHAT

We tightly follow the latest social media trends to get the best promotional results. WeChat, the leading Chinese social media can be regarded as a combination of WhatsApp and Facebook. WeChat owns over 650 million users in China, and an increasing number of users in Europe. In the Netherlands alone, statistics shows that it has 65,000 users. And this number is growing rapidly. China Times publishes news on a daily basis. In combination with headline news, China Times is able to offer online services for our clients to gain more exposure.

 **CHINATIMESNL**



10K+

CURRENT FOLLOWERS



20%

FOLLOWERS INCREASE EACH YEAR



6

POSTS EVERY DAY



GET MAXIMUM EXPOSURE!

Depending on the topic of your marketing campaign, China Times can develop a tailor made media plan, consisting of personal written WeChat articles, where the main focus lies on storytelling, combined with Top Banners in our daily headline news.



China Times has a team of experts specialized in promoting your product on this Chinese social media platform, creating unforgettable advertorials which will result in brand recognition and redirection to your store.

WEBSITE

Since October 2011, China Times launched our daily news website www.chinatimes.nl. Unlike the newspaper, the website exhibits daily and latest national and international headline news. A digital version of China Times newspaper can be read on your smartphone or tablet.



WEIBO

Next to WeChat, Sina WeiBo is one of the most popular social media sites in China, with over 30% of Internet users, similar to the United States' Twitter. According to May 2017 results, WeiBo has 340 million active monthly users, a 30% increase of the previous year. Thus, has surpassed Twitter with its 328 million active users per month.



CLIENTS & PARTNERS

We place a high value on our relationship with our clients and partners and are proud to have KLM, China Southern Airlines, Xiamen Airlines, China Eastern Airlines, ICBC Bank, China Construction Bank and Huawei amongst, as our cooperation and distribution partners.

In the past 15 years we also have proven to be a reliable media-partner for many Chinese as well as Dutch companies, such as de Bijenkorf, Designer Outlet Roermond, Schiphol, Holland Casino and many more.



AND MORE...

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RATE CARD 2018

PUBLICATION DATES

Here you can find our publication dates for 2018

	Edition	Deadline Date	Publication Date	
Jan	299	20-12-2017	04-01-2018	New Year
Feb	300	21-01-2018	01-02-2018	Announce Chinese New Year
	301	07-02-2018	15-02-2018	Chinese New Year
Mar	302	21-02-2018	01-03-2018	Women's Day & Lantern Festival
	303	14-03-2018	22-03-2018	Keukenhof Tourism & Easter
Apr	304	11-04-2018	19-04-2018	Bloemen Corso & May Holiday
May	305	02-05-2018	10-05-2018	Mother's Day
Jun	306	30-05-2018	07-06-2018	Father's Day & Dragon Boat Festival
Jul & Aug	307	27-06-2018	05-07-2018	Summer & Chinese Valentine
Sep	308	05-09-2018	13-09-2018	Mid-Autumn Festival
	309	19-09-2018	27-09-2018	Golden Week Tourism
Oct	310	03-10-2018	11-10-2018	Autumn Holiday
Nov	311	31-10-2018	08-11-2018	Single's Day & Black Friday
Dec	312	28-11-2018	06-12-2018	December Shopping Month
	313	12-12-2018	20-12-2018	Christmas Edition

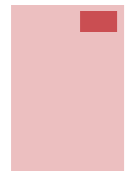
Regular Editions

Special Editions

REGULAR EDITIONS

Here you can find our rate card, formats and advertisement possibilities for the regular editions

FRONT AND BACK (full color)



1/32 Front Page
W60 x H40mm
€450 excl.



1/4 Front Page
W266 x H85mm
€800 excl.



2/5 Front Page
W266 x H146mm
€1300 excl.



1/1 Cover Page
W266 x H398mm
€2000 excl.



1/1 Back Page
W266 x H398mm
€1500 excl.

INSIDE (full color)



1/14 Inside Page
W90 x 90mm
€200 excl.



1/8 Inside Page
W132 x 90mm
€300 excl.



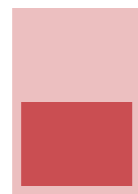
1/4 Inside Page
W132 x 182mm
€450 excl.



1/4 Inside Page (wide)
W266 x H85mm
€450 excl.



1/4 Inside Page (length)
W85 x H266mm
€450 excl.



1/2 Inside Page
W266 x H182mm
€750 excl.



1/1 Full Page
W266 x H398mm
€1300 excl.



Spread Center Position
2 x W266 x H398mm
or W553 x H398mm
€2500 excl.

- Prices are excl 21% VAT
- Front and back placement should be reserved beforehand. The deadline is 1 week before the publishing date.
- Prices include design and translation
- Delivery specification: PDF(print) or JPEG (min. 300 DPI, high quality) send to: dtp@chinatimes.nl
- When the advertisement needs translation, please send a zip-file with the Indesign-file, the images and used fonts.
- Annulment of placement is free of charge 48hours before publication

SPECIAL EDITION

Here you can find our rate card, formats and advertisement possibilities for our Special Edition

SPECIAL EDITION (full color)



1/1 Cover Page
W265 x H380mm
€2000 excl.



1/1 Full Page
Position page 2-5
W265 x H380mm
€1500 excl.



1/2 Inside Page
Position page 2-5
W240 x H165mm
€750 excl.



1/1 Back Page
W265 x H380mm
€1800 excl.

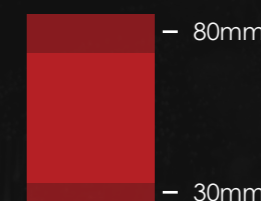


Spread Center Position
Position page 20 & 21
or W530 x H380mm
€3000 excl.

From 2018 China Times will publish 6 Special Editions. Where important festivals will be published in a magazine-style with a strong focus on a younger public. The rates for advertising in the Special Edition can differ from the regular rates.

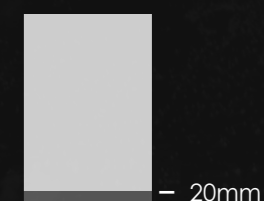
- Prices are excl 21% VAT
- Front and back placement should be reserved beforehand. The deadline is 1 week before the publishing date.
- Prices include design and translation
- When the advertisement needs translation, please send a zip-file with the Indesign-file, the images and used fonts.
- Annulment of placement is free of charge 48hours before publication

- **Delivery specification:** PDF(print) or JPEG (min. 300 DPI, high quality) send to: dtp@chinatimes.nl
- Pages should have an extra 7mm bleed and a 7mm margin
- The artwork for the cover page and back page should have some space in the design for the China Times-logo and other content. See example here:



Cover Page

Top: 80mm x Bottom: 30mm



Back Page

Bottom: 20mm

MINI ADVERTISEMENTS

Here you can find our rate card, formats and advertisement possibilities for the regular editions

ONLINE MEDIA

Our price card and advertisement possibilities for web and social media

MINI BUSINESS AD (full color)

1 Rectangular
W80 x H40mm

1 x	€40 excl.
12 x	€400 excl.
24 x	€700 excl.

1 Rectangulars
W80 x H80mm

1 x	€70 excl.
12 x	€700 excl.
24 x	€1200 excl.

MINI WORDS AD (black and white)

1 Square
W40 x H40mm

1 x	€25 incl.
6 x	€135 incl.
12 x	€250 incl.

2 Squares
W40 x H80mm or vice versa

1 x	€45 incl.
6 x	€200 incl.
12 x	€370 incl.

4 Squares
W80 x H80mm

1 x	€80 incl.
6 x	€350 incl.
12 x	€650 incl.

6 Squares
W80 x H120mm or vice versa

1 x	€100 incl.
6 x	€450 incl.
12 x	€840 incl.

TOPINTERVIEW (full color)

1/1 Full Page
Includes: Interview fill 2000 words, layout and translation
€880 excl.

FLYER DISTRIBUTION

Flyer Insert for 2500 Subscribers
Excludes: Printing and delivery at APG-Group
€250 excl.

Flyer distribution per region
€50 excl. per region (example: region Den Haag, Rotterdam etc.)

EXTRA SERVICES

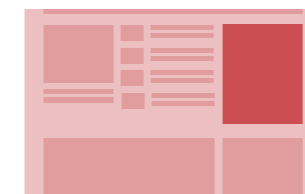
Translation English to Chinese or vice versa / English to Dutch or vice versa

Min. Rate	€90 excl.
0-1000 words	€0.20 excl. per word
More than 1000 words	€0.15 excl. per word

For more information on prices, please contact our sales department.

Sales	T: 070 888 88 62	E: sales@chinatimes.nl
Design	T: 070 888 88 55	E: dtp@chinatimes.nl
Editorial Office	T: 070 888 88 58	E: editor@chinatimes.nl

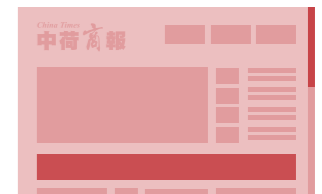
WEB CHINATIMES.NL



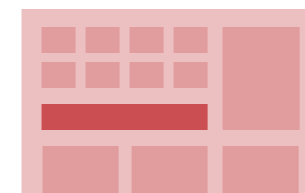
Right Side Upper Banner
W350 x H450px
€72 excl.



Right Side Down Banner
W350 x H450px
€72 excl.



Middle Headline Banner
W1100 x H80px
€90 excl.



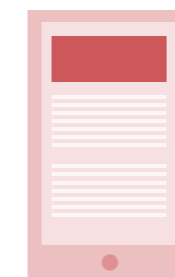
Middle Banner
W728 x H90px
€65 excl.



Below Banner
W1000 x H200px
€90 excl.

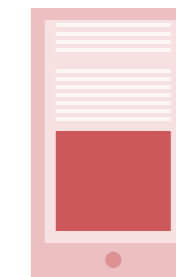
- Prices are excl 21% VAT
- Delivery specification: JPEG or GIF send to: dtp@chinatimes.nl
- Prices are excl. design
- When in need of design, please contact our team.
- Prices are incl. translations

WECHAT ADVERTISEMENT



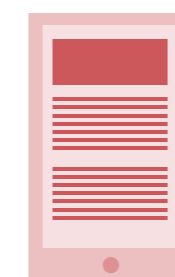
Headline Top Banner
JPEG or GIF
W900 x H200px

1 x	€100 excl.
5 x	€300 excl.



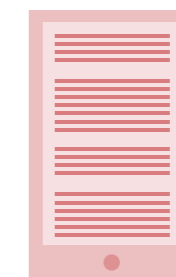
Headline Bottom Banner
JPEG or GIF
W650 x 650px

1 x	€50 excl.
5 x	€200 excl.



Premium Branded Content + Top Banner
150 Words by our specialist and 3 Pictures. Banner: W650 x H350px

1 x	€300 excl.
5 x	€1000 excl.



Advertorial
Own content delivery

1 x	€200 excl.
5 x	€800 excl.

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Gedempte Burgwal 45, 2512 BS Den Haag

 070 888 88 58 

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