

China Times

中荷商報

MediaKit

2019



READY TO REACH MORE THAN 150.000 CHINESE

Index

Introduction

Office
Specials
Facts
The reader
The tourist
Attraction
Content
WeChat
Clients

Ratecard

Web banner
WeChat
Mini Business AD Color
Mini Business AD Black and White
Publication dates
Contact



Introduction

MORE THAN A NEWSPAPER

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 an in-flight newspaper, approved and supported by the Chinese Embassy in the Netherlands. From 2019 onwards, China Times will change their look and style completely, becoming more modern and reader-friendly with new topics besides the latest news, like lifestyle, food, hotspots and fashion.





“

“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.

As an independent media organisation, we have a role to be the bridge between the Netherlands and China to help them understand more about each other's culture and economy. After fifteen years of hard work, I am proud to say that China Times has a strong and committed team, dedicated to make every edition better than the previous one. ”

Atom Zhou
(Founder & CEO)

Office

FIND US IN CHINATOWN

The China Times office is located in the centre of the Hague in Chinatown. Our location gives us the advantage to get in contact with the community fast and easy.

To publish China Times 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.

Specials

TAKE IT TO THE NEXT LEVEL

In the coming year of 2019, we will reorganize and upgrade our newspaper and other mediaplatforms. We decided to turn all editions into Special Editions with eight editions in total. Besides the change in look & feel, the Special Editions will also focus on new topics like: Food, Travel, Trends, Shopping and will also provide more content to contribute to the rising collaboration between Dutch and Chinese business.

We will conduct more reports of economic, cultural and social events for the Chinese communities in the Netherlands and Europe. We will also add more columns for our clients who are currently involving in the mushrooming market of Dutch-Chinese collaborations to attract customers from both sides.

As an independent media organization, we became a bridge between the Netherlands and China to help them understand more about each other's culture and economy. With this thought, we decided to establish our media branch in Hangzhou this year. This way, we are close to the developments which are currently happening and we can launch reports on the social and economic collaboration between two countries rapidly.





120K+

Chinese in
the Netherlands



5K+

Subscribers



300

Distribution Points



50K

Copies per edition

Facts

READY TO REACH THE CHINESE

China Times issues 50.000 copies per edition. There are more than 300 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.

The reader

THE MODERN CHINESE

The China Times reader is curious about the latest news. He or she is either a student, tourist, young worker or expat and likes to travel, eat delicious food and cares about shopping.

China Times mainly attracts **the modern Chinese** around the age of 22 till 55 years old. The reader is also highly educated, can read English and combines his or her work or school with his or her family, friends or colleagues.

Health

How to become healthy?
How to stay healthy?
What kind of remedies?

News

What is happening in the world right now?
Why is something happening?

Trends

What is new?
Where to buy?
What is hot right now?

Influence

How to also become successful?
What makes you significant?

Fashion

What can I buy where?
What kind of new product is this?
Where are the sales?
How to become trendy & stylish

Food

What can I eat here?
What is this new place?
Is it any good?
What are the foodtrends?

Travel

Where to go?
Where is this place?
Any cheap tickets?
Tips & tricks from a local?





The tourist

FIND US IN-FLIGHT

China Times has been licensed to be on board of several major airlines. Our current corporation partners are China Southern 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.

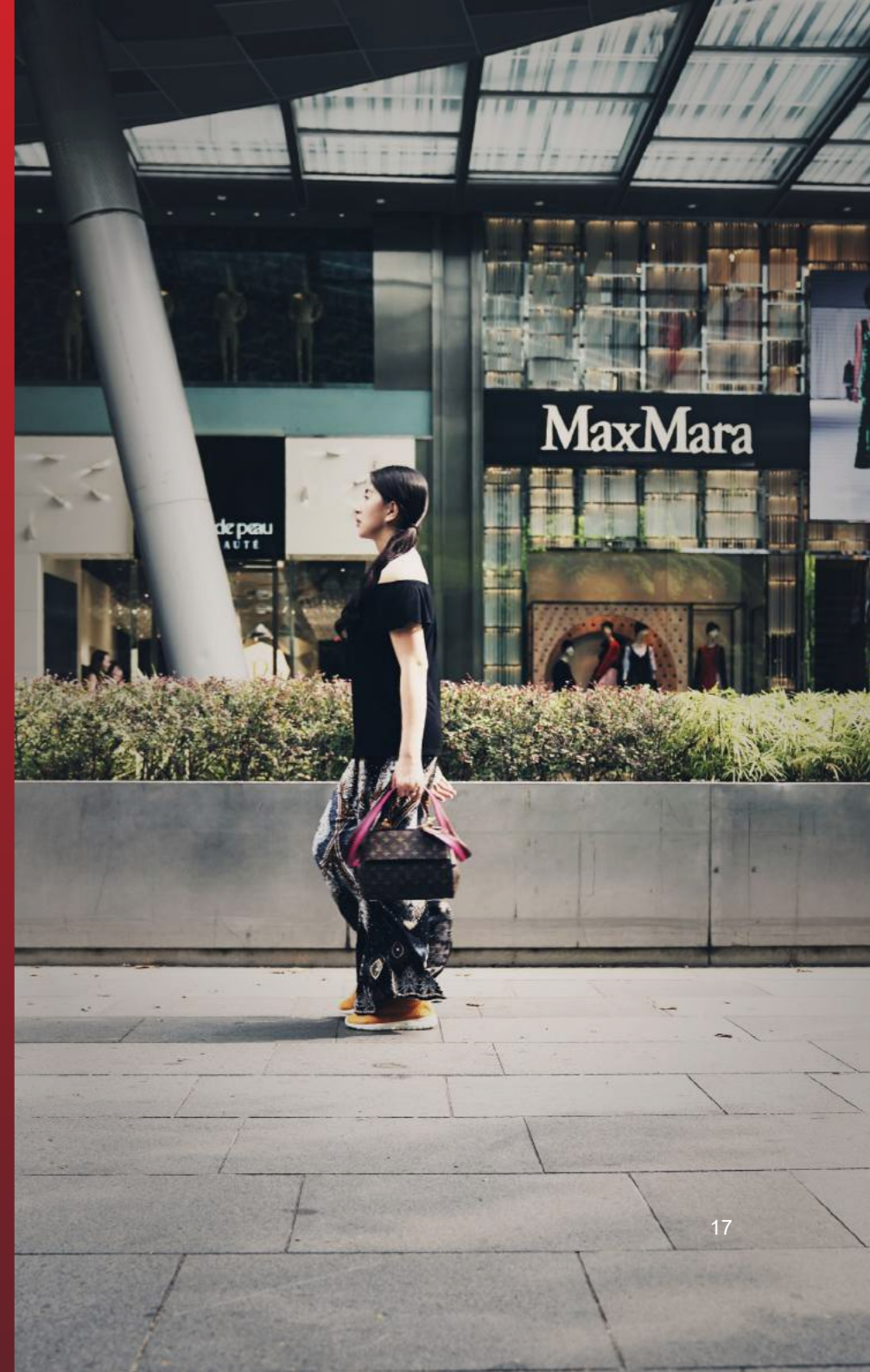


Attraction

BECOME THE REASON TO VISIT

Chinese people are coming your way and they are interested in luxury, newest trends, events and on top of all, have money to spend. Be the reason why Chinese want to visit the Netherlands.

Whether you have opened a new restaurant, want to sell the newest collection or want to promote an event, China Times is the media to reach this target group. News spreads fast in the Chinese community and with the help of China Times it will go even faster.



Content

VARIETY & HIGH READABILITY

China Times aims to provide her readers with the latest headline news in Chinese. The content is based on the interests of the young modern Chinese in the Netherlands.

From 2019 onwards, China Times will exclusively publish Special editions with also new topics like: Food, Travel, Events and Shopping.

On the right side you can see the general topics and their description. Depending on the latest news and trending subjects, the topics can be adjusted.

China Times will always have a minimum of 32 pages and a maximum of 48 pages each edition.



News

China Times stays on top of the latest news. The news-section in our newspaper is divided into different categories:

- National News
- Economy News
- International News
- Special Focus



Interview

Interview with a CEO, politician or another influential public figure which is interesting/relatable for the Chinese reader. Some significant people we have interviewed before: Ruben Terlou (photographer), Eveline Wu (Chef) and Fabrice Gautron (CEO Tiffany & Co.)

Top Interviews are an excellent way to promote new innovative products, ideas or companies.

Go to page 25 to check the details and price for a Top Interview.



Reports

China Times writes about events that are happening in the Chinese community or about events that concern our readers. Some examples are: opening of a shop, events that concern Dutch-China relationships.



Culture

This topic promotes Dutch cultural events. Museums and exhibitions play a big role for the Chinese community and visitors in the Netherlands.



Travel

Chinese people love to travel. Whether it is in Europe or all over the world. We appeal to the modern Chinese by writing about several attractive destinations.



Events

With the topic "Happy in Holland" we promote upcoming events in the Netherlands. For example: foodfestival, art exhibitions and movies.



Shopping

Chinese love luxury and brands and they have money to spend. With the topic: shopping we write about the latest shopping trends, hotspots and stores.



Health

Health is very important for young and old Chinese people. At the topic health we write about different kinds of Chinese medicine, prevention and remedies.



Food

Where Chinese are, there is food. With the topic food we write about recipes, foodtrends and hotspots.



Trends

We write about the newest products. Young Chinese like to be up to date with the newest technology and trends.

Reach the **next** generation.

Everyday

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.

 **12K+**

China Times currently has more than 11,000 followers.



 **20%**

Our followers increase more than 20% each year.

Tell your story

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.

WeChat

GET MAXIMUM EXPOSURE

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 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.

Go to **page 27** to check our WeChat advertising prices.

Clients

OUR CLIENT BASE

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, Schiphol, Holland Casino* and many more.



Rate card

CHINA TIMES SPECIAL

From 2019 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.

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



1/1 Cover Page

W265 x H380mm
€2000 excl.



1/1 Full Page

W265 x H380mm
€1500 excl.



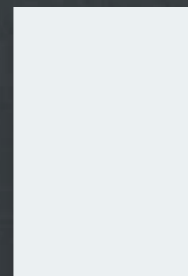
1/2 Inside Page

W240 x H165mm
€750 excl.



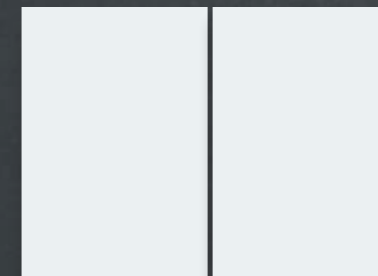
1/4 Inside Page

W132 x H182mm
€500 excl.



1/1 Back Page

W265 x H380mm
€1800 excl.



Spread Center Position

W530 x H380mm
€3000 excl.



Topinterview

Interview till 2000 words
€880 excl.

Delivery Specifications

- Delivery in PDF(print) or JPEG (min. 600 DPI, high quality)
- Artwork should continue to an extra 7mm bleed and have a 7mm margin when there is a placing of text
- The artwork for the cover page and back page should have 80mm space left from the top for the China Times-logo.

For more questions please contact
ntp@chinatimes.nl

Web banner

CHINATIMES.NL



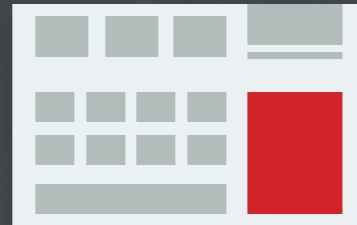
Middle Center

W1100 x H80px
€90 excl. / month



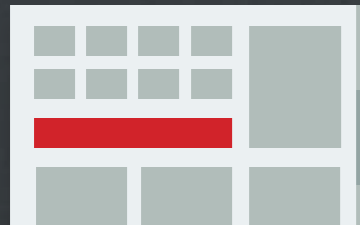
Right Side Up

W350 x H450px
€72 excl. / month



Right Side Down

W350 x H450px
€72 excl. / month



Middle

W728 x H90px
€65 excl. / month



Down

W1000 x H200px
€90 excl. / month

WeChat

CHINATIMES.NL



Premium Branded Content + Top Banner

150 Words by our specialist and
3 Pictures.
Banner: W650 x H350px

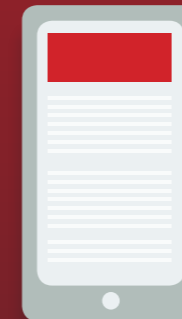
1 post €300 excl.
5 posts €1000 excl.



Advertorial

Own content delivery

1 post €200 excl.
5 posts €800 excl.



Headline Top Banner

JPEG or GIF
W900 x 200px

1 post €100 excl.
5 posts €300 excl.



Headline Bottom Banner

JPEG or GIF
W650 x 650px

1 post €50 excl.
5 posts €200 excl.

Publication dates

THE DATES FOR 2019

	Edition	Deadline Date	Publication Date	
Jan	314	24-01-2019	31-01-2019	Chinese New Year
Feb	315	21-02-2019	28-02-2019	Women's Day & Lantern Festival
Apr	316	11-04-2019	18-04-2019	Bloemencorso & May Holiday
Jun	317	30-05-2019	06-06-2019	Father's Day & Dragon Boat Festival
Jul	318	11-07-2019	18-07-2019	Summer & Chinese Valentine
Sep	319	05-09-2019	12-09-2019	Golden Week Tourism
Oct	320	24-10-2019	31-10-2019	Single's Day & Black Friday
Dec	321	05-12-2019	12-12-2019	Christmas & New Year

Contact

FEEL FREE TO CONTACT US

Please contact us if you have more questions about prices, advertising possibilities or other. It is also possible to visit our office located in the centre of Chinatown in the Hague.

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