

Beijing's essential international family resource

beijingkids

2014 Media Kit 媒体计划书

 facebook www.facebook.com/beijingkids

 twitter [beijing kids](https://twitter.com/beijingkids)

 新浪微博 [weibo.com beijingkids](http://weibo.com/beijingkids)

 WeChat [beijingkids](https://wechat.com/beijingkids)

 issuu www.issuu.com/beijingkids

beijing-kids.com

About our Magazine 关于杂志

beijingkids magazine is the most comprehensive English-language family resource for international families in Beijing. Each issue contains essential information on schools, dining, health, travel, shopping, and fun for all ages. In addition to the magazine, *beijingkids* keeps readers updated daily via beijing-kids.com – a platform for families to discover upcoming events, buy or sell on our classifieds, share their thoughts on our forum, and stay up-to-date with the local community via daily blogs and our online photo gallery.

beijingkids 杂志是能够为在北京居住的国际家庭提供最为丰富的居家生活信息的英文刊物。该杂志完全贴近首都家庭群体，每期刊物都涵盖了有关学校教育、餐饮、健康、旅行、购物及适合各年龄层娱乐活动的详实信息。除了杂志之外，我们还在 beijing-kids.com 网站上每天及时更新，所有家庭都可以以此网站为平台浏览近期活动、在分类广告上进行买卖、在论坛上交流想法，也可以通过随时更新的照片集及每日博客来及时地了解社区新动向和生活新资讯。



As a father, *beijingkids* is an invaluable resource to keeping my family happy and healthy all year long. As a business person, I have trusted my advertising budget to the capable hands of *beijingkids* and all of True Run Media continuously since 2005. Together we have built our brands successfully in the Beijing market and I couldn't have asked for a better advertising partner every step of the way. Thank you.

作为父亲，*beijingkids* 一直是我维持家庭幸福和家人健康不可或缺的杂志。自 2005 年起，公司在 *beijingkids* 以及所有 True Run Media 媒体投入广告预算，作为商人我认为这是很有价值的投资。在我们合作共同努力下，公司在北京市场成功建立品牌形象。这是一直以来我最信赖的广告合作伙伴。

Mike Murphy
CEO of IQAir China



beijingkids is a go to magazine for all things related to families living in Beijing. With a creative, outgoing and dedicated team, the magazine successfully targets both the expatriate and local families of Beijing and consistently produces an entertaining and informative monthly publication. With their family oriented and engaging content, *beijingkids* is an effective means for us to reach our target demographic. We are proud to advertise with *beijingkids*.

beijingkids 是一本专门为在北京生活的家庭量身定制的并与生活息息相关的杂志。他们那富有创新，积极友善并且全情投入的工作团队，成功的为居住在北京的海外人士及本地家庭提供内容新颖，信息丰富的月刊。*beijingkids* 是家庭了解我校的一个很好的平台。我们非常骄傲能同 *beijingkids* 合作。

Cory Dickson
Director of Public Relations
Canadian International School of Beijing



The *beijingkids* magazine, focuses on very relevant children related issues, from an expat parent's perspectives like selecting a school or brings out real educative content in its special issues like Health special's etc. Reading *beijingkids* is like real infotainment (Information and entertainment). I have used personally many of its content to personal use and can connect with editorial team instantly.

beijingkids 专注于服务北京外籍家庭帮助他们为子女选择学校以及提供医疗方面信息。阅读 *beijingkids* 杂志使我不但获取充足的信息而且带给我愉快的阅读体验。通过阅读 *beijingkids* 我自己也和编辑建立了很好的联系。

Hetal Hemnani
Owner of Ganges Indian Restaurant



beijingkids has always been my go-to guide for discovering new and exciting family-friendly venues and events in the city. Now, having worked with *beijingkids* for the past two years (and counting!), I've developed a new respect for the magazine and the members of its team, who operate with such professionalism and enthusiasm that it is easy to see why they have managed to produce such a stellar publication time and time again. Their continuous support is incredibly appreciated, and is a great asset to any business.

在北京生活将近 20 年以后，我在最初的那几年就是一名 *thebeijinger* 的粉丝，*beijingkids* 也不例外。它总是能成为我在这座城市里寻找新鲜事物，令人兴奋的家庭氛围式场所以及各类活动的指南宝典。如今，和 *beijingkids* 在过去的两年（甚至更久！）合作中，我对这本杂志和它的团队成员们产生了一种新的敬意，具有如此专业精神和热情来经营，不难看出他们为何能够不断地创作出这样一本主导刊物。他们给予的不断支持我们不胜感激，这对于任何生意都是一种极大的资产。

Erica Chen
Communications Director
The International Montessori School of Beijing





Exciting and comprehensive, each issue of *beijingkids* covers the hot topics directly affecting parents, kids, schools, and a community of international families in Beijing. *beijingkids* provides a great platform to discuss educational viewpoints, share fun activities, and celebrate important moments. Keystone Academy is very proud to work with *beijingkids* who is as committed as we are to making the community a better place.

每期 *beijingkids* 都让人十分兴奋，因为它总能抓住家长、孩子、学校、以及整个国际家庭社区关心的热点话题。对我们北京鼎石国际学校而言，*beijingkids* 是一个非常好的讨论教育观点、分享有趣活动以及庆祝重要时刻的平台。非常自豪能与这样一本杂志合作，因为我和 *beijingkids* 共享相同的价值观：坚定而热情地专注于所从事事业，让我们的社区变得更加美好。

Sabrina Liu
Director of Marketing and Communications
Keystone Academy



We at New Century Women's and Children's Hospital believe *beijingkids* is an exceptional resource for anyone with kids in the city. Whether its families new to Beijing or people that call Beijing their long-term home, *beijingkids* is a trusted, reliable source for everything family related from shopping and dining, to honest reviews of medical and educational facilities. NCWCH enjoys working together with their friendly staff to create and promote some amazing events, such as the Halloween Trick-or-Treat costume party and summer BBQ's. We appreciate that *beijingkids* works hard to help create such great community spirit with creative and exciting parties and activities, while effectively allowing us to reach out to so many great families across the capital.

我们新世纪妇儿医院一直坚信 *beijingkids* 杂志对于这座城市里有孩子的人来说是一种非常特别的资源。无论是初来乍到，还是久居于此，*beijingkids* 不仅从衣食住行，而且到医疗教育，对于每一个家庭来说都是非常值得信赖的资源。新世纪妇儿医院非常乐于和 *beijingkids* 的员工一起共同举办并推广很多精彩的活动，比如像万圣节的“不给糖果就捣蛋”的活动和夏季的烧烤活动等。正是由于 *beijingkids* 努力的工作，创造出的非常多的有意义的社区活动，让我们接触到了很多这座城市里的家庭。

David Wood
Chief Executive Officer
New Century Women's and Children's Hospital



beijingkids magazine is packed with interesting and useful information of relevance to both Chinese and Western families. BJU appreciates the magazine's deep understanding of the cross-cultural marketplace. *beijingkids* provides a focused and effective end-to-end service for our brand. We believe in their commitment to continuous growth and improvement, and that is why *beijingkids* has always been and always will be a key media partner for BJU.

在 *beijingkids* 里，既能找到特别有趣的，也能找到十分有用的信息，既能品味中西融的芬芳，也能体会各自文化的甘醇。与此同时，她能始终专注于品牌服务，多样并且有效，因此，*beijingkids* 一直是和睦家的合作伙伴。相信她以后也会不改初心，更进一层。

Sylvia Pan
General Manager
Beijing United Family Hospital and Clinics



United Family Home Health
和睦家家庭医疗

beijingkids has been, and continues to be the premier resource for expat parents and families in Beijing. Whether it is for information on schools, healthcare, environmental quality, food, travel or entertainment this is often the first resource that parents will turn to for information and reassurance. In a city with a great many magazines of varying quality *beijingkids* stands out as being professionally produced, useful and trustworthy. It is also a pleasure to look at and read.

beijingkids 始终致力于为北京的外籍家庭提供最充分的信息资源诸如：教育、医疗、环境、食品、旅游、娱乐等等。在这样一个杂志数量丰富、内容五花八门、质量参差不齐的都市，*beijingkids* 从各方面脱颖而出：专业、实用、可靠，成为众多外籍家庭首选品牌。

Chris Buckley
Owner of the Torana Clean Air Center



About our Events 关于活动



Throughout the year, **beijingkids** hosts seasonal family-friendly events. Our events are always packed with families, from our well-received Father's Day pool parties and Santa on Ice to our renowned Halloween parties – complete with trick-or-treating, pumpkin carving, and activity booths. The School Choice Fair, which coincides with our annual School Choice Guide, draws in hundreds of visitors every year who are looking to learn more about Beijing's top international schools.

回顾过去的一年，**beijingkids**举办了很多广受欢迎的季节性家庭活动。每一次活动家长们总是热情高涨。从口碑极好的父亲节泳池派对，到圣诞节滑冰活动，再到誉满京城的万圣节派对——经典的“不给糖就捣蛋”环节，刻万圣南瓜脸及丰富多彩的游戏项目，总是吸引着家长们踊跃报名。而基于我们的2011-2012《择校指南》专刊而举办的**beijingkids**首届年度择校会展，则聚集了北京排名前35的国际学校、名校国际部并吸引了500多名家长到场交流。

Want to join in on the fun? We'd love to hear from you. Sponsorship opportunities include venue, cash, and gift sponsorships. Contact events@beijing-kids.com for more information.

想要跟**beijingkids**合作？我们非常乐意。关于场地、现金和礼品赞助等事宜请发邮件到events@beijing-kids.com咨询。

beijingkids Club

*The **beijingkids Club** is an ever-expanding network of hundreds of English-speaking families in Beijing, all eager for entertainment, dining and educational activities, as well as opportunities to network with other families.*

- As sponsors, your company can directly target this community of English speaking families that have high spending power, a well-developed sphere of influence and strong desire for activities and products targeted to their particular family lifestyle.
- For more information on how to become a sponsor, please contact our marketing department at kidsclub@beijing-kids.com

beijingkids Club是一个在北京无限扩展的英语家庭网络，不懈地为会员和他们的家庭提供娱乐、餐饮和教育方面的活动，同时也为家庭之间提供交流的机会。

- 作为赞助商，您的公司可以直接面对英语家庭的群体，他们有可观的消费能力和影响范围，以及对符合他们生活方式的商品和活动的强烈要求。
- 如果您想了解更多的赞助事宜，请联系我们市场部kidsclub@beijing-kids.com

Event 活动



Spring School Choice Fair
春季择校指南展会



Mother's Day
母亲节



Father's Day
父亲节



Client Party
客户答谢会



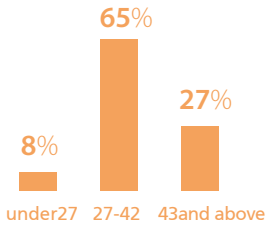
Halloween Party
万圣节派对



Santa on Ice
与圣诞老人滑冰

About our Readership 关于读者

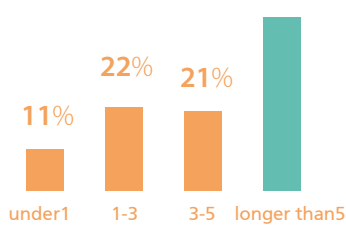
Age 年龄层



Median age: 38 years old
平均年龄: 38岁

Time in Beijing 在京时间

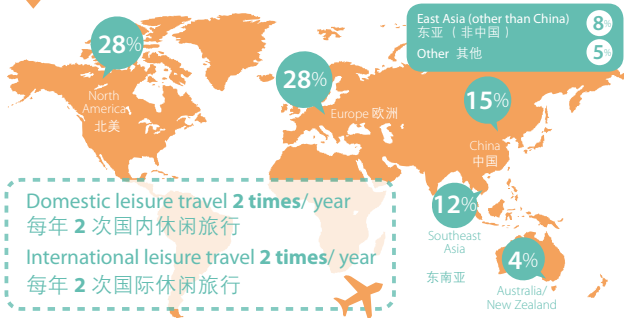
Calculated for foreign residents only
此数据仅计算外籍居民



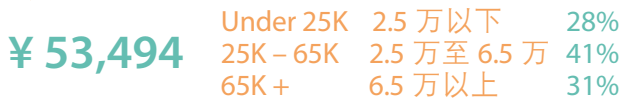
Average: 5 years
平均时间: 5年



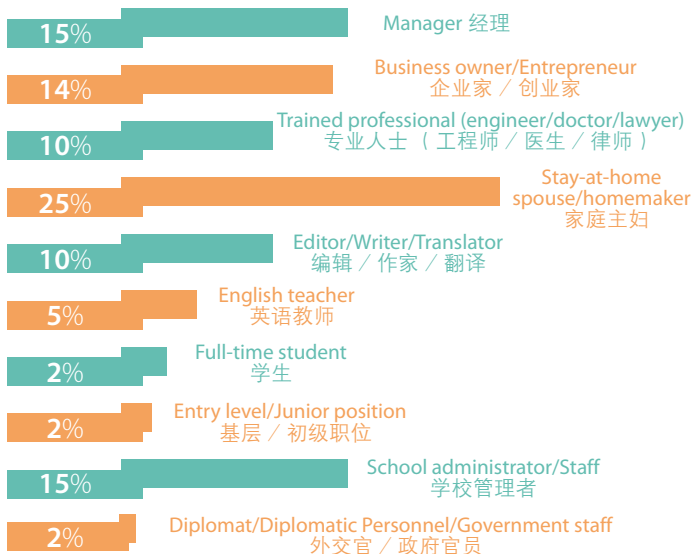
Place of Origin 来源地



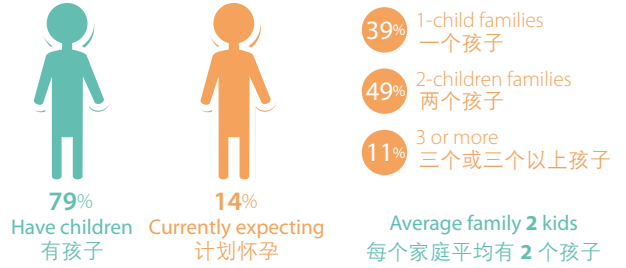
Average monthly income 月平均收入



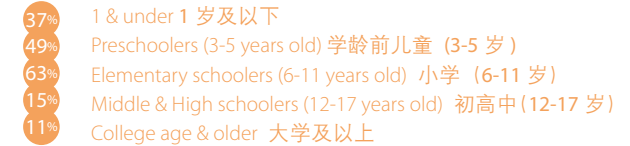
Occupation 职业



Family Profile 家庭结构



Percentage of families with kids in the age range 不同年龄层孩子家庭百分比

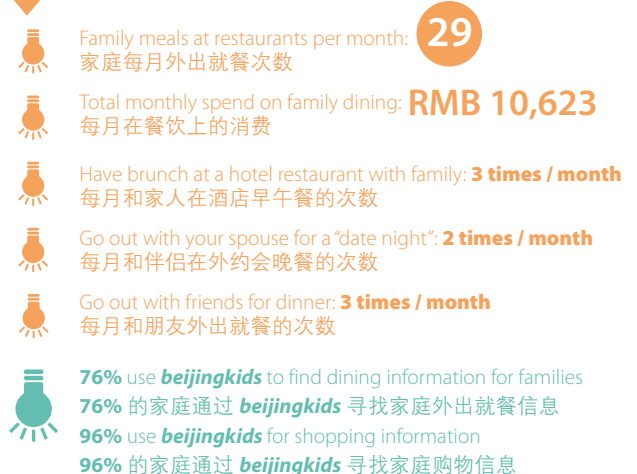


* Please note that figures add up >100% because many families have more than 1 child 请注意百分比总数大于 100% 因为很多家庭不只一个孩子

In average... 我们的读者平均……



Dining habits 饮食习惯



About our Distribution 关于发行



23%

Schools & Learning Centers (95 venues 4,600 copies)

学校, 语言中心 95 个发行点, 4,600 册

Beijing City International School 北京乐成国际学校
Yew Chung International School 北京耀中国际学校
International School of Beijing 北京顺义国际学校



23%

Restaurants (132 venues 4,600 copies)

餐厅 132 个发行点, 4,600 册

Kro's Nest 鸟巢
Switch! Café
Peter's Tex-Mex Grill 彼得西餐



17%

Apartments & Villas (51 venues 3,400copies)

公寓 / 别墅 51 个发行点, 3,400 册

Millennium Residences at Beijing Fortune Plaza
北京财富中心千禧公寓
Kerry Residence 嘉里公寓
Lanson Place 逸兰新城国际
Ascott Raffles City 雅诗阁来福士中心服务公寓



12%

Retail & Boutiques (55 venues 2,400 copies)

零售店, 商店 55 个发行点, 2,400 册

Beijing South German Bakery 德南面包房
Jenny Lou's 婕妮璐
April Gourmet 绿叶子食品店



6%

Office Buildings (80 venues 1,200 copies)

办公写字楼 80 个发行点, 1,200 册

Crown Relocations
Regus 雷格斯
UNICEF office for China 联合国儿童基金会



5%

Hospitals and Clinics (34 venues 1,000 copies)

医院诊所 34 个发行点, 1,000 册

Beijing United Family Hospital 北京和睦家医院
International SOS 国际急救中心
21st Century Healthcare 北京二十一世纪医院



4%

Hotels (24 venues 800 copies)

酒店 24 个发行点, 800 册

Hilton Beijing Wangfujing 王府井希尔顿酒店
Sheraton Beijing Dongcheng Hotel 北京金隅喜来登酒店
Beijing JW Marriot Hotel 北京 JW 万豪酒店



3%

Fitness & Health (38 venues 600 copies)

养生健身场所 38 个发行点, 600 册

ORIENTAL TAIPAN 东方大班
Hummingbird 一休 Spa
Bodhi Therapeutic Retreat 菩提泰式按摩



3%

VIP mail list & subscription VIP (600 copies)

会员邮寄订阅, 600 册



3%

Embassies & Chambers of Commerce (34 venues 600 copies)

大使馆, 商会 34 个发行点, 600 册

British Embassy Consular Section Beijing 英国大使馆领事处
Australian Trade Commission 澳大利亚使馆商务处
US Embassy 美国大使馆



1%

Airline & Membership Club (18 venues 200 copies)

航空和会员俱乐部 18 个发行点, 200 册

DISTRIBUTION BY VENUE 杂志发行点

DISTRIBUTION MAP 发行区域分布图

12 issues of *beijingkids* magazine plus 3 issues of Annual Guides are distributed at over 550 carefully selected venues around Beijing to maximize exposure in the foreign family communities.

beijingkids 包括 12 期杂志和 3 期年度指南, 在全市范围内精选 550 多个发行点, 最大限度地深入到国际家庭社区。

Other places in Chaoyang
朝阳区其他地点
60 venues

9%

Haidian 海淀
West Beijing 西城
Dongcheng District 东城

2%

2%

5%



Monthly circulation: 20,000 copies 每月发行 20000 册

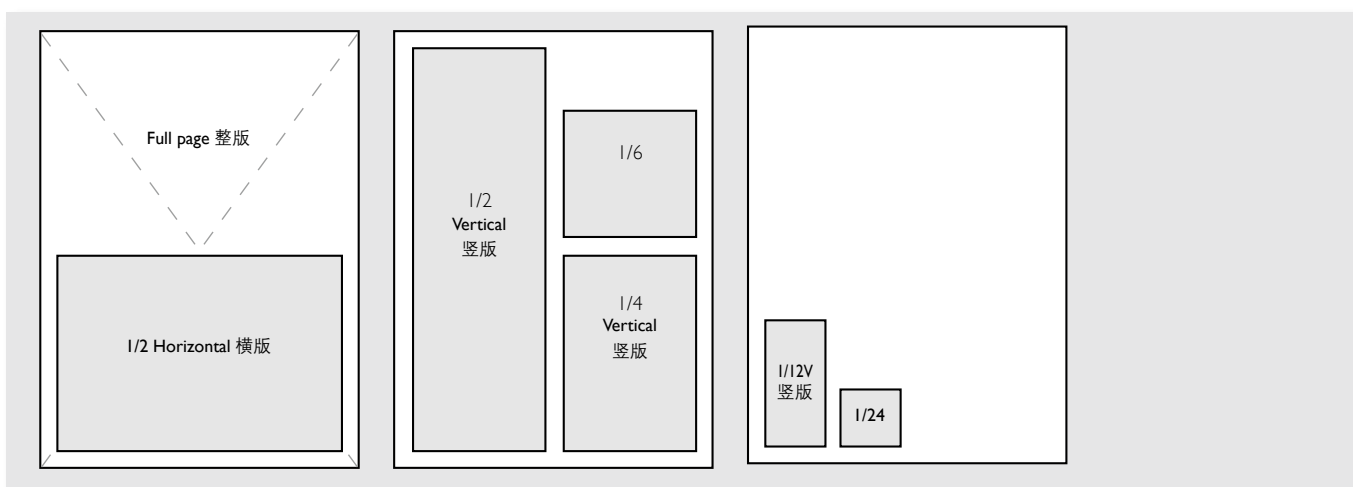
Total 561 Venues 共 561 个发行点

MAGAZINE PUBLISHING PLAN 杂志出版计划

Issue 月份	AD booking deadline 广告定位截止日期	Ad materials deadline 广告截稿日期	Release date 出版日期
February 2013 二月	2014-01-17	2014-01-22	2014-02-07
March 三月	2014-02-14	2014-02-19	2014-03-03
April 四月	2014-03-14	2014-03-19	2014-04-07
May 五月	2014-04-18	2014-04-23	2014-05-05
June 六月	2014-05-16	2014-05-21	2014-06-09
July 七月	2014-06-20	2014-06-25	2014-07-07
August 八月	2014-07-18	2014-07-23	2014-08-04
September 九月	2014-08-15	2014-08-20	2014-09-08
October 十月	2014-09-19	2014-09-24	2014-10-06
November 十一月	2014-10-17	2014-10-22	2014-11-03
December 十二月	2014-11-14	2014-11-19	2014-12-08
January 2015 一月	2014-12-19	2014-12-24	2015-01-05

GUIDE PUBLISHING PLAN 指南出版计划

Issue 月份	Theme 主题	AD booking deadline 广告定位截止日期	Ad materials deadline 广告截稿日期	Release date 出版日期
February 二月	2014-2015 School Choice Guide 择校指南	2013-12-31	2014-01-07	2014-02-08
May 五月	2014-2015 Home & Relocation Guide 搬家指南	2014-04-21	2014-04-28	2014-05-15
September 九月	2014-2015 Health Guide 健康指南	2014-08-21	2014-08-28	2014-09-15



MATERIAL REQUIREMENTS 广告材料要求

Digital Files: For our print publications, please supply your materials on CD or USB along with a printed color proof of your file.

The following types are accepted:

- JPEG and TIFF formats are acceptable, with a minimum of 300 dpi at actual size.
- PDF and EPS formats are acceptable, though ad text must be outlined.
- All TIFF format ads and pictures must be in CMYK mode.
- If your Photoshop file requires design modifications, save it in PSD format with layers intact.
- Save all fonts used in your ad files to the same folder.

True Run Media does not take responsibility for the legal licensing of artwork used in advertising.

Special Note: Font size cannot appear smaller than 7pt.

数字文件：若在我方印刷媒体上刊登广告，请将广告设计存在 CD-ROM 或者 USB 上提供给我方，同时附上一份彩色打样校对稿。

可用以下的文件类型及格式：

- JPEG 和 TIFF，分辨率要求至少 300dpi 以上
- PDF 和 EPS 的广告文件，文字需要转为曲线
- 所有 TIFF 和 JPEG 格式的广告文件和图片需采用 CMYK 色彩模式
- 如果需要我方修改 Photoshop 文件，请同时发送该文件的 PSD 格式（分层）的文件
- 将所有的字体存在同一个文件夹里

楚人媒体对客户提供的广告文件采用的设计不承担法律授权的相关责任

特殊注明：字体不能小于 7 磅

***Extra 3mm bleed is required for full-page ad design on all sides.**
 整版广告每边加3毫米出血

2014 AD Rates 广告价目

AD Space 广告版面	Price per issue 每期单格 (人民币)	Dimensions (W x H, mm) 尺寸 (宽x高, 毫米)
Back Cover 封底	66,000	215 x 278
Inside Front Cover 封二	55,000	205 x 278
Inside Back Cover 封三	55,000	215 x 278
First Right-Hand Page 第一右手页	55,000	215 x 278
Second Right-Hand Page 第二右手页	52,000	215 x 278
Full Page 整版	50,000	215 x 278
Double Page Spread 内页跨版	82,000	430 x 278
1/2 Horizontal 半版横	32,000	187 x 122
1/2 Vertical 半版竖	32,000	91 x 248
1/4 Vertical 1/4竖版	20,000	91 x 122
1/6 Page 1/6版	10,000	91 x 80
1/24 / Logo Box 1/24版	4,000	43 x 43

Advertorial Space 软文版面	Price Per issue 每期价格(RMB 人民币)
Full Page (no discount)* 整版软文 *	70,000
Double Spread (no discount)* 跨页软文 *	120,000

* No discount given to any advertorial space and it will be clearly marked as Advertorial, price includes the following services: interview and write-up, design and layout. Please contact your account executive for details

* 广告客户只限原价购买软文广告版面, 不享受任何折扣, 该版面注明为宣传推广内容, 该报价包含以下服务: 采访撰写, 排版设计。详情请咨询客户经理

Inserts and Cover Cards 插页及贴卡	Price Per issue 每期价格(RMB 人民币)	
Loose Inserts 活动插页	2.5 per copy	Full circulation only 需要全部发行
Cover Card 封面贴卡	3 per copy	Full circulation only 需要全部发行
Attached Inserts (1/2 Page) 1/2 版面固定插页	3 per copy	Full circulation only 需要全部发行
Attached Inserts (Full Page) 整版固定插页	3 per copy	Full circulation only 需要全部发行

About our Website 关于网站

All figures represent rounded monthly average for the period of Jan-Nov 2013
所有数据来自2013年1月至11月的月平均值

26,000 Visits
访问数

18,000 Unique Visitors
净浏览量

62,000 Pageviews
网页浏览量

3:00 Average minutes per visit
平均停留时间3分钟

2.5 Average pageviews per visit
页面浏览量2.5页

Where are Visitors coming from 访问者来源地

Beijing北京	44%
United States美国	18%
Other Chinese cities中国大陆其他城市	7%
United Kingdom英国	4%
Canada加拿大	3%
Hong Kong香港	2%
India印度	2%
Australia澳大利亚	2%
Singapore新加坡	2%
France法国	1%
All other locations其他地区	15%

* Note: Traffic sources does not factor the use of proxies, which can mask an accurate reading of traffic origin.
注意：为精确统计数据，访问来源不包含代理服务器使用者。



Banner Ads on beijing-kids.com 网站广告	Rate per week for % of space 每周价格 (参考轮换率)		
First Screen ads 第一屏广告 (W x H, Pixel / 宽x高, 像素)	25%	50%	100%
A Top Leaderboard 顶端横幅 (728 x 90)	2,000	4,000	8,000
B First Left Side Rectangular 左手第一长方形 (180 x 150)	1,500	3,000	6,000
C First Right Side Vertical Banner 右手第一竖幅广告 (120 x 240)	1,000	2,000	4,000
D Second Left Side Rectangular 左手第二长方形 (180 x 150)	1,000	2,000	4,000
E Second Right Side Vertical Banner 右手第二竖幅广告 (120 x 240)	800	1,600	3,200
Second screen ads 第二屏广告 (W x H, Pixel / 宽x高, 像素)	25%	50%	100%
F Third Left Side Rectangular 第三左手长方形 (180 x 150)	600	1,200	2,400
G Third Right Side Vertical Banner 第三右手竖幅广告 (120 x 240)	600	1,200	2,400

AD SPACE IN BEIJINGKIDS TOP PICKS(NEWSLETTER) 电子周报广告

Ad Space 广告位置	Size 尺寸	Limit 限额	Text 包含文字	Price 价格
A Top Banner 顶端横幅	728 x 90	One per newsletter 每期简报一个	None 无	1,000
B Inline text+graphic 内联文字+图片	468 x 170 box 180 x 150 graphic	Max one per date 最多每天一个	Max 280 chars 最多280个单词	850
C Full Banner* 横幅*	468 x 60	Max one per date 最多每天一个	None 无	600
D Side box 盒子	180 x 150	Max 3 per newsletter 每期简报最多三个	None 无	425

* Size (W x H, Pixel / 宽x高, 像素)
* RMB 100 discount for non-preferred placement.
如果没有特定位置会减少100块人民币



MATERIAL REQUIREMENTS 广告材料要求

- The ad file must be in GIF or JPEG format.
- A maximum of 30 KB for a flash ad & 20 KB for a picture. (A maximum of 20 KB for a picture ad; Flash ads are not acceptable for the newsletter).
- A website link where customers will be taken when clicking on the ad image must also be provided.
- beijing-kids.com can offer a report on views over a one-week period (Thursday noon to Thursday noon).
- For newsletter: Materials must be received by noon on Wednesday prior to publication.

- 可用的广告文件类型及格式：GIF 或 JPEG。
- 如广告为 flash 文件，需小于 30KB；如仅为静态图片，需小于 20KB（每周简报广告不能使用 flash 等动态文件，且不可大于 20KB）。
- 如需从广告上链接到产品网站或相关网站，须提供链接地址。
- beijingkids.com 可提供最短一个星期的广告点击浏览数据报告（数据报告起止时间为每周四）。
- 关于电子周报：广告须在每周三中午之前送达以便第二天（周四）发布。

2014 Content Marketing Packages 2014 内容营销套餐



How does Content Marketing work?

- Rather than make traditional "sales pitch," brands appeal to readers by providing them with informative and entertaining content on subjects they will enjoy reading about
- Brand pays for content (and branding) to be placed in editorial content stream
- Brand logo appears, associating brand clearly with content
- Readers who enjoy the content will make positive associations with brand

何为内容营销?

- 品牌方在特定的话题上为读者提供信息化及娱乐化的内容，让读者享受整个阅读过程
- 品牌方付费以将该内容穿插到编辑内容系统中
- 在品牌方与内容联系的同时体现品牌方的标识 (logo)
- 喜欢内容的读者对该品牌产生积极联想

What does Content Marketing look like?

- **Publication/platform:** beijingkids website (www.beijing-kids.com)
- **Placement:** Appears in blog content stream with all other editorial content
- **Branding:** Client logo appears alongside the content
- **Identified as paid-for:** Marked "Sponsored by _____"
- **Limited:** Maximum one Branded or Sponsored post per day on beijing-kids.com blog
- **Text:** Minimum 100 words, maximum 500 words per post
- **Tone:** In line with voice of relevant publication

内容营销会是什么样的?

- 出版物/平台: **beijingkids** 网站 (www.beijing-kids.com)
- 位置: 穿插在其他编辑内容流中
- 品牌体现: 客户标识 (logo) 与内容内容同时出现
- 付费标识: 有“由_____赞助”的标注
- 有限性: 每天的品牌内容与赞助性内容有数量上限制
- 字数: 每篇至少100字, 至多500字
- 行文风格: 与刊载出版物的行文风格保持一致

CONTENT MARKETING PACKAGES 内容营销套餐

Content Marketing Packages

beijingkids currently offers two distinct types of Content Marketing package:

- **Branded Content:** Features client's branding; content is written by one of our freelance writers; contains no reference to client
- **Sponsored Content:** Features client's branding; content is created by client; client has freedom (within limitations set in submission guidelines) to set topics discussed in content

beijingkids 目前提供两种不同的内容营销套餐

- 品牌内容: 由beijingkids 独立撰稿人撰写, 内容吸引 品牌的目标客户, 但不直接提及客户品牌。
- 赞助内容: 由客户提供内容并掌控讨论话题 (须遵循文章限制及内容提交准则)

NEED MORE INFORMATION? 更多信息

To request a quote or for further inquiries, contact your Sales Executive or contact True Run Media's Sales team:

Email: sales@truerun.com

如需更多信息, 请联系您的销售代表或者直接联系 True Run Media 销售部门:
邮箱: sales@truerun.com

JANUARY

S	M	T	W	T	F	S
二月刊		1 元旦	2 初二	3 初三	4 初四	
5 初五	6 初六	7 初七	8 腊八节	9 初九	10 初十	11 十一
12 十二	13 十三	14 十四	15 十五	16 十六	17 十七	18 十八
19 十九	20 大寒	21 廿一	22 廿二	23 小年	24 廿四	25 廿五
26 廿六	27 廿七	28 廿八	29 廿九	30 除夕	31 春节	

FEBRUARY

S	M	T	W	T	F	S
三月刊						1 初二
2 初三	3 初四	4 立春	5 初六	6 初七	7 初八	8 初九
9 初十	10 十一	11 十二	12 十三	13 十四	14 元宵	15 十六
16 十七	17 十八	18 十九	19 雨水	20 廿一	21 廿二	22 廿三
23 廿四	24 廿五	25 廿六	26 廿七	27 廿八	28 廿九	

MARCH

S	M	T	W	T	F	S
四月刊						1 二月
2 龙抬头	3 初三	4 初四	5 初五	6 初六	7 初七	8 妇女节
9 初九	10 初十	11 十一	12 植树节	13 十三	14 十四	15 十五
16 十六	17 十七	18 十八	19 十九	20 二十	21 廿一	22 廿二
23 廿三	24 廿四	25 廿五	26 廿六	27 廿七	28 廿八	29 廿九
30 三十	31 三月					

APRIL

S	M	T	W	T	F	S
		1 愚人节	2 初三	3 初四	4 初五	5 清明节
6 初七	7 初八	8 初九	9 初十	10 十一	11 十二	12 十三
13 十四	14 十五	15 十六	16 十七	17 十八	18 十九	19 二十
20 复活节	21 廿二	22 廿三	23 廿四	24 廿五	25 廿六	26 廿七
27 廿八	28 廿九	29 四月	30 初二			

MAY

S	M	T	W	T	F	S
六月刊				1 劳动节	2 初四	3 初五
4 青年节	5 初七	6 初八	7 初九	8 初十	9 十一	10 十二
11 国际母亲节	12 十四	13 十五	14 十六	15 十七	16 十八	17 十九
18 二十	19 廿一	20 廿二	21 小满	22 廿四	23 廿五	24 廿六
25 廿七	26 廿八	27 廿九	28 三十	29 五月	30 六一	31 世界无烟日

JUNE

S	M	T	W	T	F	S
1 儿童节	2 端午	3 初六	4 初七	5 初八	6 初九	7 初十
8 十一	9 十二	10 十三	11 十四	12 十五	13 十六	14 十七
15 父亲节	16 十九	17 二十	18 廿一	19 廿二	20 廿三	21 夏至
22 廿五	23 廿六	24 廿七	25 廿八	26 廿九	27 六月	28 初二
29 初三	30 初四					

JULY

S	M	T	W	T	F	S
		1 建党日	2 初六	3 初七	4 初八	5 初九
6 初十	7 小暑	8 十二	9 十三	10 十四	11 十五	12 十六
13 十七	14 十八	15 十九	16 二十	17 廿一	18 廿二	19 廿三
20 廿四	21 廿五	22 廿六	23 大暑	24 廿八	25 廿九	26 三十
27 七月	28 初二	29 初三	30 初四	31 初五		

AUGUST

S	M	T	W	T	F	S
九月刊				1 建军节	2 七夕	
3 初八	4 初九	5 初十	6 十一	7 十二	8 十三	9 十四
10 中元节	11 十六	12 十七	13 十八	14 十九	15 二十	16 廿一
17 廿二	18 廿三	19 廿四	20 廿五	21 廿六	22 廿七	23 处暑
24 廿九	25 八月	26 初二	27 初三	28 初四	29 初五	30 初六
31 初七						

SEPTEMBER

S	M	T	W	T	F	S
	1 初八	2 初九	3 初十	4 十一	5 十二	6 十三
7 十四	8 十五	9 十六	10 教师节	11 十八	12 十九	13 二十
14 廿一	15 廿二	16 廿三	17 廿四	18 廿五	19 廿六	20 廿七
21 廿八	22 廿九	23 秋分	24 九月	25 初二	26 初三	27 初四
28 初五	29 初六	30 初七				

OCTOBER

S	M	T	W	T	F	S
十一月刊			1 国庆节	2 重阳	3 初十	4 十一
5 十二	6 十三	7 十四	8 十五	9 十六	10 十七	11 十八
12 十九	13 二十	14 廿一	15 廿二	16 廿三	17 廿四	18 廿五
19 廿六	20 廿七	21 廿八	22 廿九	23 霜降	24 联合国日	25 初二
26 初三	27 初四	28 初五	29 初六	30 初七	31 初八	

NOVEMBER

S	M	T	W	T	F	S
十二月刊						1 初九
2 初十	3 十一	4 十二	5 十三	6 十四	7 十五	8 十六
9 十七	10 十八	11 十九	12 二十	13 廿一	14 廿二	15 廿三
16 廿四	17 廿五	18 廿六	19 廿七	20 廿八	21 廿九	22 小雪
23 初二	24 初三	25 初四	26 初五	27 初六	28 初七	29 初八
30 初九						

DECEMBER

S	M	T	W	T	F	S
	1 世界艾滋病日	2 十一	3 十二	4 十三	5 十四	6 十五
7 大雪	8 十七	9 十八	10 十九	11 二十	12 廿一	13 廿二
14 廿三	15 廿四	16 廿五	17 廿六	18 廿七	19 廿八	20 廿九
21 国际篮球日	22 冬至	23 初二	24 平安夜	25 圣诞节	26 初五	27 初六
28 初七	29 初八	30 初九	31 初十			

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