

国际教育·家庭生活·都市资讯  
International Education · Family · Lifestyle

Kids

菁

# 2014 Media Kit 媒体计划书



扫描左侧二维码，关注“菁kids杂志”公众微信：新浪官方微博@菁kids杂志

## 关于杂志 About our Magazine



《菁kids》杂志是为都市家庭提供国际化教育信息，国际化生活体验以及社区资讯的首选中文媒体平台。杂志涵盖了高收入家庭最关注的教育，健康，餐饮，旅游，购物，和社区建设等各方面内容，提供最及时最详尽的活动资讯和分类服务信息。杂志深入家庭社区，注重切身体验，以扎根于本地生活的国际视野和多角度多元化的内容为读者服务。

《菁kids》杂志是享誉北京的英文月刊 beijingkids 的姐妹刊物。beijingkids 在北京国际社区运营多年，成为外籍人士，海归和多语种多文化家庭的主要生活信息来源。在此基础上建立的《菁kids》中文月刊，以国际化视角的中文内容，更广泛地传播到乐于阅读中文刊物的高收入家庭。

Jingkids magazine is the first Chinese publication dedicated to providing the most comprehensive information on international education, international lifestyles and the local community to Beijing families. Each issue covers all of the areas that matter the most to families, including education, health, dining, travel, shopping and community activities, with in-depth reporting and up-to-date events and directory information.

Jingkids is the sister publication to the English-language magazine beijingkids, which has served both international and multilingual Chinese families in Beijing for many years and has become the leading title of its kind in the capital. Over the years, the brand has established deep roots in the community and built a large network of resources through its timely and relevant content while building its reputation amongst readers and local businesses along the way. With this strong institutional foundation, Jingkids has quickly established its own identity in the community with content that is more tailored toward Chinese readers.

## 关于活动 About our Events

### 《菁kids》提供

- 春季国际教育择校展
- 资深教育专家讲座
- 专家和家家长面对面交流平台

### 赞助方受益：

- 彰显品牌形象：使客户品牌与教育理念密切关联。
- 精准定位：听众皆为寻求国际/海外教育和生活方式的父母。
- 发展潜在客户：吸引有更高消费能力并寻求新体验的客户群。
- 口碑营销：充分利用朋友圈及家庭社区的口碑宣传。
- 跨媒介推广：通过在《菁kids》杂志和数字媒介（包括网站，微信，和新浪微博）上对活动的报道，增加曝光率。
- 携带回家的品牌宣传：为读者们提供的礼物袋里可以包括产品样品和宣传资料。
- （可选的）活动加广告整合套餐：冠名赞助结合杂志广告，以更优惠价格享受更大曝光率。

### Jingkids Education Salon Series

- School Choice Fair
- Informative, enlightening talks by education professionals
- A bridge giving parents and education professionals the opportunity to meet face-to-face

### Sponsors Benefits

- Image/concept branding. Associate your brand closely with the value of education
- A highly targeted audience. Ideal for brands offering essential services for families considering overseas education for their children
- New potential customers. An influential, affluent audience interested in new experiences
- Word-of-mouth marketing. Leverage the power of recommendations from trusted friends and family members
- Integrated cross-platform promotion. Exposure through post-event coverage in jingkids magazine and on our online platforms (including jingkids.com, Weixin and Sina Weibo)
- Take-home branding. Gift bags to provide audience members with samples or information about your services
- (Optional) Integrated event + advertising package. Combine event sponsorship with advertising in jingkids magazine

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](mailto:sales@truerun.com)

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

Email: [sales@truerun.com](mailto:sales@truerun.com)

# 关于读者 Readership

经过三十多年的经济高速发展，中国中产家庭开始把重心从职业发展，创业或财富积累上转移到孩子教育，家庭成长，社区互动，以及城市生活体验。他们面临与前辈非常不同而且更加开放的社会环境，对国际化教育以及生活理念有强烈的求知欲和好奇心，敢于尝试敢于投资，希望为下一代成为新型国际公民提供最好的教育和环境。同时，他们享受生活，十分关注由经济发展带来的多层次多样化的对家庭生活品质的改善和提升，并乐于探索新生活方式及消费方式。他们意识到社区对孩子成长和家庭生活的重要性，希望参与建设一个可以分享经验，信息并提供互相支持的共同家庭社区。

After more than 30 years of economic development, the Chinese middle class has started to switch its focus from career, business, and financial growth to education, family and community building and developing metropolitan lifestyles. As part of a generation that is very different from its predecessors, our readers have unprecedented access to information and are looking for better education opportunities for their children to grow up to be better global citizens. They are curious about international education and lifestyles, eager to explore new ideas and are willing to invest their money to meet these aspirations. They care deeply about the local environment and community development and are eager to enjoy the ever-improving variety and quality of local services and family life that Beijing has to offer. They are eager to participate in building a community that can provide information and support to families similar to themselves.

## 读者群定义

- 30-50岁
- 80%女性，20%男性
- 住在高档公寓或国际化别墅区
- 本地家庭（65%），海归华侨（20%），台湾香港（10%），外籍及多语种多国籍家庭（5%）
- 70%有1个孩子，30%有两个或以上孩子。孩子年龄涵盖0-18岁。
- 家庭平均年度总收入在六十万元以上

## Our Readers

- 30-50 years old
- 80% female, 20% male
- Live in villas and high end apartment complexes
- Chinese families (65%), returnees (20%), Taiwanese and Hong Kong citizens (10%), other expatriates and multilingual families (5%)
- Have one child (70%); have two or more children (30%). Kids age range from 0-18 years old.
- Average family income **RMB 600,000** annual.

## 消费习惯

- 家庭消费重点放在孩子教育，医疗，和家庭娱乐上，喜欢高端有品质的服务。
- 希望孩子在国内能得到国际化教育，以便今后去国外留学。希望了解中西方成功家庭的育儿经验，提供给孩子一个能结合中西方最优的教育方式，使之成为新一代世界公民。
- 对环保，空气及用水质量非常关心，对食品安全十分关注。
- 购买高档家庭医疗保险，享受国际化和高端医疗服务。
- 每周和朋友或同事去餐厅午餐3-4次，周末带家庭一起外出聚餐。
- 全家每年至少一次海外旅游，两到三次国内旅游。喜欢把旅游和假期教育培训结合起来。
- 庆祝中国传统节日，也喜欢和孩子们一起参加西方节日活动。

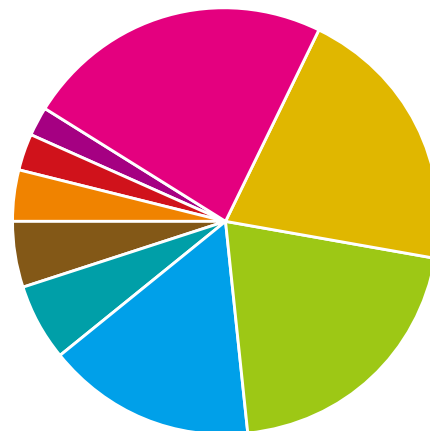
## Behavior Patterns

- Family consumption is focused on education, health, and family activities. They enjoy high end quality services.
- Are looking for international style education in Beijing for their kids as a preparation for studying abroad later on. Eager to learn the successful experience of kid's education in both China and abroad. Hope their kids can become global citizen when they grow up.
- Care deeply about environment, air, water quality and food safety issues.
- Purchase high end family medical insurance. Enjoy quality health services with international standards.
- Dine out 3-4 times with friends and colleagues on weekdays. Like to take their families out to good restaurants during weekends.
- Take at least one family vacation overseas each year, with 2-3 trips within China. Like to combine overseas vacation with kids' education programs.
- Celebrate Chinese traditional holidays and also participate in Western holiday celebrations with kids.

## 关于发行 Distribution

按月发行，一年12期。

- 餐厅 (24%)
- 公寓别墅 (21%)
- 学校和课外班机构 (21%)
- 零售商店 (16%) ,
- 医院诊所 (6%)
- 办公楼 (4%)
- 酒店 (4%)
- 公司人事部员工俱乐部 (2%)
- 会所商会社区机构 (2%)



The magazine will be published monthly, total 12 issues per year.

- Restaurants (24%)
- Apartment & villas (21%)
- Schools and learning centers (21%)
- Retail outlets & boutiques (16%)
- Hospitals and clinics (6%)
- Office buildings (4%)
- Hotels (4%)
- Corporate HR and employee clubs (2%)
- Clubs & chambers of commerce & community organizations (2%).

每期发行 **20000** 册。  
共543个发行点。

Magazine circulation is 20,000 copies per issue and will be distributed to 543 carefully selected venues around Beijing.

## 出版日历 Editorial Calendar 2014

Issue 期刊	AD booking deadline 广告定位截止日期	AD material deadline 广告截稿日期	Release date 出版日期
February 二月(择校指南)	2014-1-6	2014-1-9	2014-1-20
March 三月	2014-2-10	2014-2-13	2014-2-24
April 四月	2014-3-10	2014-3-13	2014-3-24
May 五月	2014-4-8	2014-4-10	2014-4-21
June 六月	2014-5-5	2014-5-8	2014-5-19
July 七月	2014-6-9	2014-6-12	2014-6-23
August 八月	2014-7-7	2014-7-10	2014-7-21
September 九月	2014-8-11	2014-8-14	2014-8-25
October 十月	2014-9-9	2014-9-11	2014-9-22
November 十一月	2014-10-8	2014-10-10	2014-10-20
December 十二月	2014-11-10	2014-11-13	2014-11-24
January 一月 (2015年)	2014-12-8	2014-12-11	2014-12-22

# 广告价目 2014 Advertising Rates

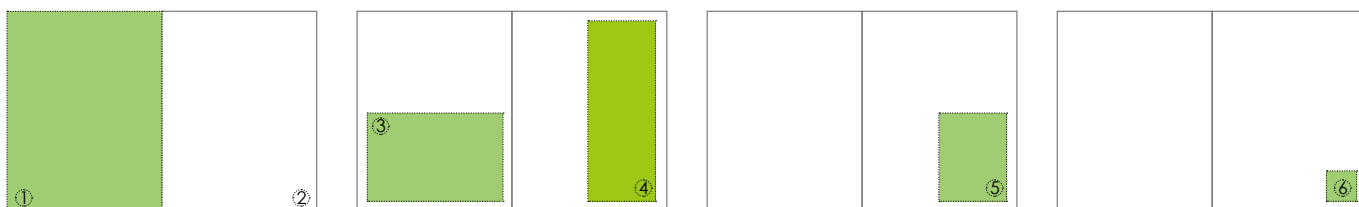
广告版面 AD Space	价格(元) Rate (RMB) 2013	尺寸(宽 x 高, 毫米) Dimensions (W x H, mm)
封底 Back Cover	66,000	215x278
封二 Inside Front Cover	55,000	205x278
封三 Inside Back Cover	55,000	215x278
① 整版 Full Page	50,000	215x278
①② 跨页 Double Page Spread	82,000	430x278
③ 半版横 1/2 Horizontal	32,000	187x122
④ 半版竖 1/2 Vertical	32,000	91x248
⑤ 1/4版竖 1/4 Vertical	20,000	91x122
⑥ 1/24版标示 1/24 Logobox	4,000	43x43

软文 Advertorial Space		
整版 Full Page (No discount 不打折)	78,000	215x278
跨页 Double Spread (No discount 不打折)	120,000	430x278

插页及贴卡 Inserts and Cover Cards		
活动插页 Loose Inserts	2.5/册	需全插 Full circulation only
封面贴卡 Cover Card	3/册	需全贴 Full circulation only
半版固定插页 Attached Inserts (1/2 Page)	3/册	需全插 Full circulation only
整版固定插页 Attached Inserts (Full Page)	3/册	需全插 Full circulation only



## MATERIAL REQUESTMENTS

**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 & TIFF formats are acceptable, with a minimum of 300 dpi actual size.
- PDF & EPS formats are acceptable, though ad text must be outlined.
- All ads & 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.
- Extra 3mm bleed is required for full-page ad design on all sides.

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.

## 广告材料要求

**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, 分辨率要求至少在300dpi以上。
- PDF和EPS的广告文件, 文字需要转为曲线。
- 所有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。
- 整版广告每边加3毫米出血。

True Run Media 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

## 影响力 Testimonials

《菁kids》在中文杂志中开辟了一个全新的门类，令高端消费父母群体耳目一新。她发掘了之前未被关注的读者需求，融合了具有可读性同时又尊重事实的内容，表现出高度专业的媒体特质以及赏心悦目的色彩排版。最重要的是，她是目前北京地区独一无二的高端家庭杂志。祝贺True Run Media!

"Jingkids has created a new category in Chinese language magazines for upscale parents. It addresses a previously unmet need, combines interesting factual content with professional journalism and good color illustrations, and at the moment there is nothing else like it on the Beijing scene. Congratulations to the True Run team!"



图兰纳空气净化器服务中心

**Chris Buckley**

总经理

Owner of the Torana Clean Air Center

《菁kids》从创刊之日起，每期的选题都极为出色，从多个角度让人深入了解到在京学校与家庭教育的方方面面，并且营造一个关心教育、爱护孩子的温馨社区。无论是作为读者，还是合作伙伴，我们都非常赞赏其文字、编排、与设计背后的真挚、热忱、与创意，以及这本杂志对家长、孩子和教育者所带来的积极影响。北京鼎石国际学校非常自豪与《菁kids》之间的合作，愿意与它一起分享、交流所有有关教育的话题。

Jingkids is a high quality magazine from the very beginning with in-depth articles about schools, parenting, and fun stuff in Beijing. And it creates a community for everyone who shares an interest in education and whatever is best for children. Keystone Academy is really impressed for the professionalism, passion and creativity of behind-the-scenes editors, writers, photographers, and designers. We're very proud of our cooperation with Jingkids and will engage fully with the world of education.



**刘媛 Sabrina Liu**

市场及传播总监

Director of Marketing and Communications  
Keystone Academy

感谢《菁kids》杂志为我们提供了一个平台，使我们可以向在北京生活、学习、工作的高端中国家庭展示人大附中师生的风采、才华和成就。同时，也架起了一座桥梁，那些丰富多彩的栏目：封面故事、社区热点、学校聚焦、未来艺术家、家庭餐饮、看世界、为师之道、美食与健康等使我们可以不断地获得多方面的信息、分享经验、交流思想。人大附中非常珍惜与《菁kids》的融洽合作，衷心祝愿菁kids越办越好！

We are really grateful for the platform Jingkids offers us to showcase the talents and achievements of our teachers and students. Thanks to its varied content and columns, the magazine is an invaluable resource for people living, studying and working in Beijing. The cover story, noticeboard, school focus, blank canvas and family dining sections, among others, provide readers with informative articles, experiences and ideas. RDFZ values the positive relationship it shares with Jingkids and we wish the magazine a bright future."



**李峪 Li Yu**

副校长 Vice Principal

RDFZ - High School Affiliated to RENMIN University of China

通过《菁kids》找到我们咨询的学生和家长都很有着正能量，很是重视教育。与这些国际化背景家庭交谈，他们是满怀聪明才智的，看问题带着新视角，有着宽泛的个人社交圈，并且他们更有愿意与孩子们一些分享讨论教育规划问题。诚恳地说不仅这些的家庭是《菁kids》的忠实读者，更是我们领峰教育学习中心青睐顾客。

The students and parents who find us through Jingkids have positive energy and savvy. These are cosmopolitan families, who come to us with intelligent and fresh questions, strong personal networks, and an interest in taking educational journeys along with their children. There is not a better audience for what we do at The Edge Learning Center than the readers of this publication.



**钟安娜 Angela Jones-Glukhov**

资深入学顾问 Senior Admissions Consultant

领峰教育

The Edge (Beijing) Education Counseling Services Co., Ltd.

《菁kids》为北京父母提供用全球视野养育子女的全方位信息指南。关于儿童保育及学校教育，家庭餐饮所有你想要获得的信息都能在这里找到。还有一系列文章为你的生活增添乐趣，同时，帮助你更好的融入这个城市。我想除了《菁kids》以外，再没有其他信息来源能帮助北京父母和孩子获得更新更好的家庭咨询了。

Jingkids is the essential guide for Chinese parents to the world of having kids in Beijing. Everything you could wish for and more regarding events, restaurants, advice on child care, advice on schools and news is here, plus articles on how to make living here a little more fun and help us get involved in this city. I don't know any other Chinese source that comes close to Jingkids as a go-to guide for the best and latest of Beijing for parents and kids. Indispensable.



来自瑞士的空气净化器

**Mike Murphy**

首席执行官

CEO of IQAir China

《菁kids》杂志最棒的一点是能够对它的目标受众的生活进行全包围：从养育子女到选择学校，从外出就餐到医疗健康，莫不包括。而这些，正是对在北京生活的人们非常实用的话题。和睦家庭医疗很高兴与《菁kids》携手，一起为在北京生活居住的人们提供相关信息，向他们和他们所爱之人散播关怀。

"The best thing about Jingkids is the magazine's ability to touch the lives of its readers in all aspects of their lives, from raising kids, to choosing schools, to eating out, to thinking about healthcare. These are key issues for all people in Beijing. United Family Home Health is proud to partner with Jingkids to keep Beijingers informed and interesting in betting their lives and the lives of their loved ones."



United Family Home Health  
和睦家庭医疗

**柯建西 Joshua Kurtz**

总经理

General Manager, United Family Home Health



# 菁kids官方网站

www.jingkids.com

为都市家庭提供最详实  
国际教育咨询的首选中文平台



International  
Education

Family

Lifestyle

关注我们

微博：@菁kids杂志

微信：菁kids杂志

杂志订阅

邮 箱：jing\_distribution@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 大雪	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
						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
						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 十二	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 四月	31 初二		五月刊

## MAY

S	M	T	W	T	F	S
						1 劳动节
2 初二	3 初三	4 初四	5 初五	6 初六	7 初七	8 初八
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 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 五月					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 十八	16 十九	17 二十	18 廿一	19 廿二	20 廿三	21 廿四
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					七月刊

## JULY

S	M	T	W	T	F	S
		1 建党	2 初六	3 初七	4 初八	5 初九
6 初十	7 十一	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 廿七	24 廿八	25 廿九	26 三十
27 七月	28 初二	29 初三	30 初四	31 初五		八月刊

## AUGUST

S	M	T	W	T	F	S
						1 建军
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 十五	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 廿八	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 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 九月	24 初二	25 初三	26 初四
27 初五	28 初六	29 初七				十月刊

## OCTOBER

S	M	T	W	T	F	S
						1 国庆
2 十一	3 十二	4 十三	5 十四	6 十五	7 十六	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 十月	22 初二
23 初三	24 初四	25 初五	26 初六	27 初七	28 初八	29 初九

## NOVEMBER

S	M	T	W	T	F	S
						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 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 三十
23 初一	24 初二	25 初三	26 初四	27 初五	28 初六	29 初七
30 初八	31 初九					一月刊

# True Run Media

Helping the international community get the most out of life in Beijing

thebeijinger  
 thebeijinger.com  
 the\_beijinger

beijingkids  
 beijing-kids.com  
 beijingkids

agenda  
 agendabeijing.com  
 agendabeijing

kids 菁  
 菁kids杂志

Immersion Guides  
 immersionguides.com