




# thebeijinger


## 2014 Media Kit 媒体计划书

 facebook [www.facebook.com/theBeijinger](http://www.facebook.com/theBeijinger)

 twitter [theBeijinger](https://twitter.com/theBeijinger)

 新浪微博 [the\\_beijinger](http://weibo.com/the_beijinger)

 WeChat [theBeijinger](https://www.wechat.com/wechat/qr?qr=theBeijinger)

 issuu [www.issuu.com/thebeijinger](http://www.issuu.com/thebeijinger)

**[thebeijinger.com](http://thebeijinger.com)**



**T**he *Beijinger* is the capital's international English-language magazine and website. Featuring the best in the city's dining, nightlife, style, and arts and culture communities, it is the must-read city and lifestyle publication for locals and expatriates alike.

Our editors and contributors are a mix of bilingual, bi-cultural locals and foreigners with an insatiable curiosity to discover and share the best that Beijing has to offer.

Drawing on the largest venue directory and most comprehensive event listings in the city, *the Beijinger* keeps readers abreast of what's happening in our ever-changing metropolis. No other magazine features as many new dining and entertainment reviews as we do.

For over a decade, readers and advertisers have turned to *the Beijinger* because they trust our coverage, our expertise, and our quality.



**作** 为首都北京最受欢迎的国际英文资讯杂志和网站，*the Beijinger* 在城市美食、夜生活、家居方式、艺术文化社区领域的独特视角和一手资料，成为这个都市生活的本土潮人和国际人士必读的生活指南。

来自不同文化背景的外国编辑和本土撰稿人对北京发生的任何事都抱有极大的热情跟好奇心，并极其愿意与广大读者分享这个首都的最为新鲜、全面和权威的资讯。

凭借着这个城市最强大的场馆指南和最全面的活动资讯，*the Beijinger* 让它的读者们在这个随时变化的大都市里能够永远得到第一手的信息。我们也非常愿意聆听读者们对餐饮美食和娱乐活动的反馈，没有其他任何一家同类媒体有如此众多和全面的用户评价。

十余年来，*the Beijinger* 以鲜活的调查内容，独特的专业报道和永不妥协的杂志质量赢得了广大读者和客户的长期喜爱和信赖。

# WHAT PEOPLE SAY ABOUT US 外界的声音

## Testimonials 影响力

“*The Beijinger* is a lovely monthly magazine which captures the interesting points/issues/events in Beijing and is widely popular amongst expats in Beijing. The magazine is eagerly awaited each month by the expats to read and they use the information in the magazine for understanding Beijing and issues of today in Beijing.

We have seen at our branches, *the Beijinger* magazine picked up by expats and the white collar expats like hot cakes once it arrives.

Ganges loves *the Beijinger* and thanks its team for creating an interesting reading experience to all once every month.

We wish *the Beijinger* all success in its endeavours.”

*The Beijinger* 内容丰富有趣，是一本深受在北京的外籍人士欢迎的英文月刊，具有极高的影响力。*The Beijinger* 中的信息不但帮助在北京的外籍人士获取每天生活所需的信息，同时帮助读者更好的了解北京。在我们的各家分餐厅，我们都能看到我们的客人迫不及待的取阅 *the Beijinger* 杂志。作为广告客户和读者，我们都非常喜欢 *the Beijinger* 也感谢 *the Beijinger* 团队为读者每月带来的有趣的阅读体验。祝福 *the Beijinger* 再创辉煌。

Hetal Hemnani  
Owner of Ganges Indian Restaurant



“As an owner of the high-end Japanese restaurant Haru, I am very impressed by the inspiration and dedication of *the Beijinger*. *The Beijinger* team has provided 100% support to Haru, and I am honored to have an opportunity to cooperate with such creative team, which could always guarantee the advertisers to get the most media exposure. I also feel the strong influence of *the Beijinger* in the expat community which makes me always look forward to reading the new issue.”

作为高端日式料理店尚水长廊 Haru 的管理者，我对 *the Beijinger* 的团队的激情和敬业态度非常的佩服和赞赏。他们对我们 Haru 店总是提供 100% 的支持。与如此一个充满创意的团队合作是一件很快乐的事。他们会确保客户的品牌在国际人士中得到最大程度的推广和曝光。*The Beijinger* 在驻京的 ExPat 中的影响力也让我印象深刻。我个人每次都期待最新一刊的 *the Beijinger* 杂志。

Chenjiang Yang  
Owner of Haru Teppanyaki & Sushi Bar



“It is nice to cooperate with True Run Media. The whole team is fantastic; they thinking of clients' need all the time. The different magazines almost cover every sides of the society and contents are interesting and readable on every issue. Last but not least the advertisements for clients always come out good with their board distribution channel.”

作为客户，我们与北京爱见达广告有限公司一直保持着愉快的合作关系。北京爱见达广告有限公司的运营团队十分专业，替客户着想，旗下的各类杂志几乎涵盖了社会各个领域，且杂志每一期内容的既有趣又有可读性。最后，同时也是对于客户来说十分重要的，由于北京爱见达广告有限公司旗下的杂志分销渠道广阔，刊登的广告效果得到了极大的保证与良好的效果。

Jenny Ding  
Marketing Communications Manager  
InterContinental Beijing Financial Street



“Dynamic as the last decade has been in Beijing – in the coming years the city will be an even more exciting place to be. Thanks to *the Beijinger* for having the finger on the pulse, and for providing a central point of orientation for Beijing's international (by passport or simply attitude) community!”

不论是过去十年还是将来，北京带给我们的是不朽的活力和新鲜感。这都要感谢 *the Beijinger* 用他们的专业与态度为我们这些来自四海五洲的人不懈地传达这座城市原汁原味、活色生香的动态。

Frank Rasche  
Owner of Element Fresh Restaurant



“*The Beijinger* is a great local English publication that we have been working with for more than 4 years. As a reliable media partner, the team have extended continuous support to our business in many ways. I'm also a loyal reader of the magazine relying on its interesting content to discover the real Beijing lifestyle as a Beijinger. Wish *the Beijinger* a great success in the year of 2014!”

*The Beijinger* 是一本可读性非常强的英文杂志。在四年多的商务合作中，杂志团队在很多方面都给予了我们大力的支持。我本人也是一名忠实的读者，会从每期的杂志内容中寻找一些当地吃喝玩乐的介绍并亲身体验。借此机会，祝 *the Beijinger* 在 2014 年传承一如既往的高品质内容，越办越成功！

Amanda Kang  
Director of Marketing Communications  
The Westin Beijing Chaoyang



*the Beijinger's* branded events attract hundreds of consumers and industry professionals, giving sponsors the chance to present their brands in front of an influential group of potential customers and advocates.

*the Beijinger* 的品牌活动吸引了成百上千的客户和各领域人士参加，我们为赞助商提供了展示他们品牌与产品直接展示给客户群体的一个难得的机会。

## THE BEIJINGER READER RESTAURANT AWARDS THE BEIJINGER 读者最喜爱餐厅评选



Held each March, *the Beijinger* Reader Restaurant Awards are the most respected, comprehensive and transparent of their kind in Beijing.

每年三月，京城备受期待，最具影响力的 *the Beijinger* 读者最喜爱餐厅评选都会如期举行。

### EXPOSURE FOR EVENT SPONSORS 赞助商的宣传点

- Attended by over 500 food & beverage industry professionals
- Introduce your brand to industry buyers and decision-makers
- Event gift bags allow sponsors to give attendees samples or gifts to take home

- 超过 500 位餐饮界专业人士来参加
- 向买家和决策者推介自己的品牌
- 赞助商有机会将产品的样品放在人手一份的礼品袋里



## THE BEIJINGER READER BAR & CLUB AWARDS THE BEIJINGER 读者最喜爱酒吧评选



Held each May, our Reader's Bar & Club Awards are just as sought-after, comprehensive and transparent as our Reader Restaurant Awards.

每年五月，在我们的读者最喜爱餐厅评选过后，最具有信服力的酒吧评选如约而至。

### EXPOSURE FOR EVENT SPONSORS 赞助商的宣传点

- Attended by over 1,000 nightlife and drinks industry professionals and consumers
- Introduce your brand to consumers, industry buyers and decision-makers
- Event gift bags allow sponsors to give attendees samples or gifts to take home

- 超过 1000 位夜生活、酒业的专业人士和消费者来参加
- 向消费者、行业买家和决策者推介自己的品牌
- 赞助商有机会将产品的样品放在人手一份的礼品袋里



# OUR EVENTS 关于活动

## THE BEIJINGER ANNIVERSARY PARTY THE BEIJINGER 周年庆典



Held each October, *the Beijinger* anniversary party thanks readers, advertisers and sponsors for their continued support of *the Beijinger*.

为答谢读者、广告商和赞助商对 *the Beijinger* 一如既往的支持，每年十月我们都会举办一次面对公众的大型派对。

### EXPOSURE FOR EVENT SPONSORS 赞助商的宣传点

- Attended by over 1,000 guests
- Introduce your brand to consumers, industry buyers and decision-makers
- Event gift bags allow sponsors to give attendees samples or gifts to take home
- 超过 1000 名来宾参与
- 向买家和决策者推介自己的品牌
- 赞助商有机会将产品的样品放在人手一份的礼品袋里



## 2013 EVENTS CALENDAR 活动日历

the Beijinger  
Pizza Cup  
披萨大战

1



the Beijinger  
Reader Restaurant  
Awards

读者最喜爱餐厅评选

3

the Beijinger  
Reader Bar & Club  
Awards

读者最喜爱酒吧评选

4



the Beijinger  
Burger Cup

汉堡大战

7



the Beijinger  
Burger Cup

汉堡大战

8



the Beijinger  
Anniversary Party

周年庆

10

the Beijinger  
Charity Super Quiz

慈善智力竞赛之夜

11



**Distribution by Venue**

发行地点

Percentage  
百分比

Magazine Copies  
发行量

Restaurants	餐厅	<b>32%</b>	<b>11,200</b>
Hotels	酒店	<b>21%</b>	<b>7,350</b>
Retail & Boutiques	零售商店	<b>10%</b>	<b>3,500</b>
Apartments & Villas	公寓 / 别墅	<b>9%</b>	<b>3,150</b>
Bars & Clubs	酒吧 & 俱乐部	<b>6%</b>	<b>2,100</b>
Office Buildings	办公写字楼	<b>5%</b>	<b>1,750</b>
Schools & Learning Centers	学校 / 语言中心	<b>5%</b>	<b>1,750</b>
Fitness & Health Clubs	养生健身会所	<b>3%</b>	<b>1,050</b>
Hospitals & Clinics	医院 / 诊所	<b>3%</b>	<b>1,050</b>
VIP Mailing List & Subscription	VIP 会员邮寄订阅	<b>2%</b>	<b>700</b>
Embassies & Chambers	使馆 / 商会	<b>2%</b>	<b>700</b>
Art Galleries	画廊	<b>1%</b>	<b>350</b>
Airlines & Membership Clubs	航空会员俱乐部	<b>1%</b>	<b>350</b>
<b>Total</b>	<b>共计</b>		<b>35,000</b>

**3%**

**Haidian 海淀**

Shangri-La Hotel 香格里拉饭店  
Villa Castanea 七叶香山  
Sculpting in Time 雕刻时光

(30 venues)

**3%**  
**Houhai**

Pass By  
Plastered T-s

(30 venues)

**5%**

**West Beijing 西城**

Doubletree By Hilton Beijing  
北京希尔顿逸林酒店  
Penta Hotel 贝尔特酒店  
Yantone Business Center  
万通商务中心

(35 venues)

**Monthly Circulation: 35,000 copies**

每月发行**35,000**册

# OUR DISTRIBUTION 关于发行

## 5% Elsewhere in Chaoyang 朝阳其它地区

Crowne Plaza Sun Palace Beijing  
北京新云南皇冠假日酒店  
OASIS International Hospital 明德医疗  
Siemens 西门子

(72 venues)

## 9% Shunyi 顺义

River Garden 裕京花园别墅  
Hilton Beijing Capital Airport  
北京首都机场希尔顿酒店  
Let's Burger

(67 venues)

## 12% Lufthansa 燕沙

U.S. Embassy 美国大使馆  
IMC Medical 国际医疗诊所  
Annie's 安妮意大利餐厅

(105 venues)

## 7% Lido Area 丽都

Parkside Bar & Grill 园景  
Beijing United Family Hospital  
和睦家医院  
Grace Beijing 格瑞斯酒店

(42 venues)

## 10% Dongcheng 东城

Oriental Plaza-The Tower Apartments  
东方豪庭公寓  
Raffles Beijing Hotel  
北京饭店莱佛士  
Grand Hyatt Beijing  
北京东方君悦大酒店

(75 venues)

## 21% Sanlitun 三里屯

International SOS 国际急救中心  
Blue Frog 蓝蛙  
Moment Café

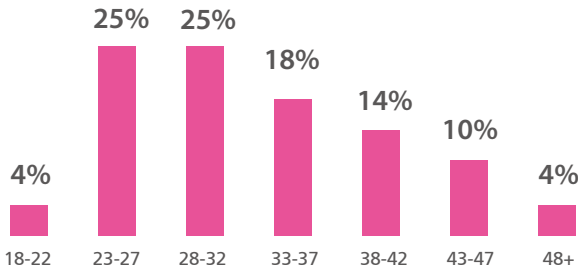
(172 venues)

## 25% CBD 中央商务区

China World Summit Wing Beijing  
北京国贸大酒店  
Hatsune 隐泉日本料理  
Beijing Vista Clinic 维世达诊所

(224 venues)

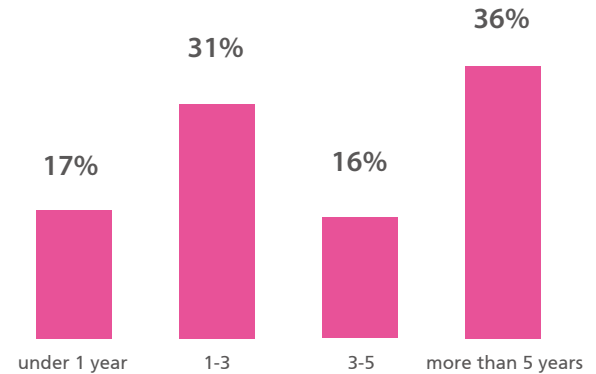
Age 年龄层



Median age : 30 years old 平均年龄 : 30 岁

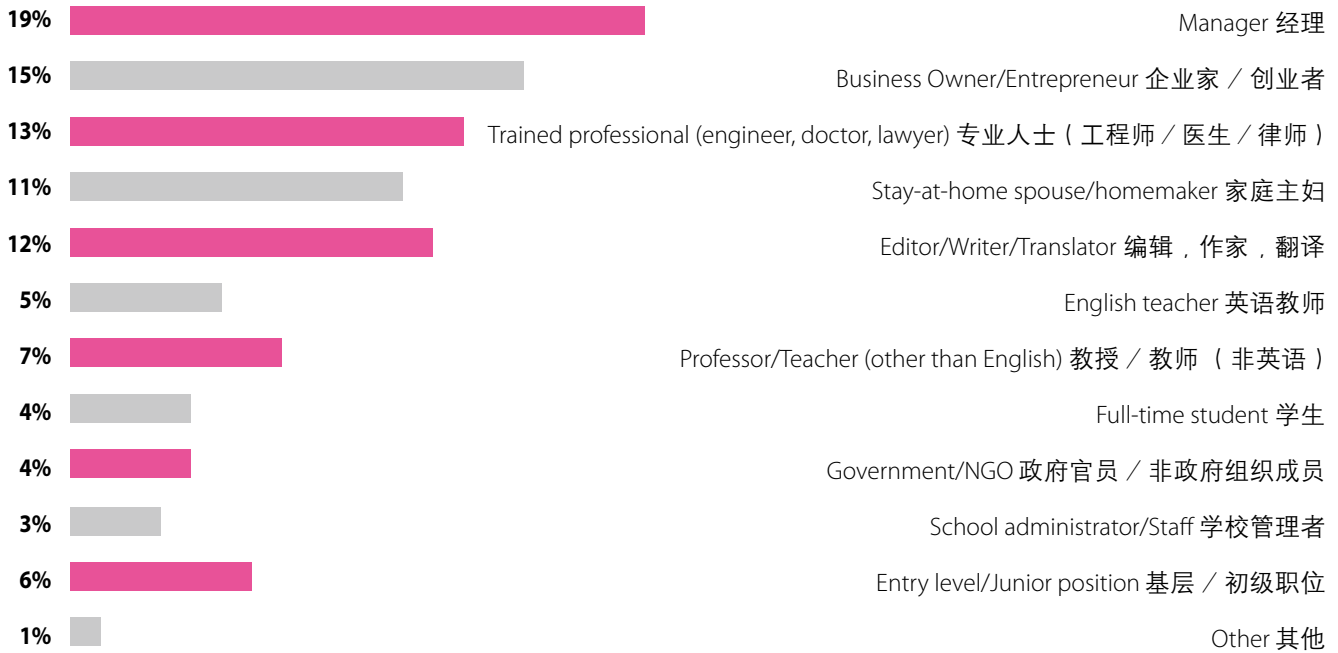
Time Spent in Beijing 在京时间

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

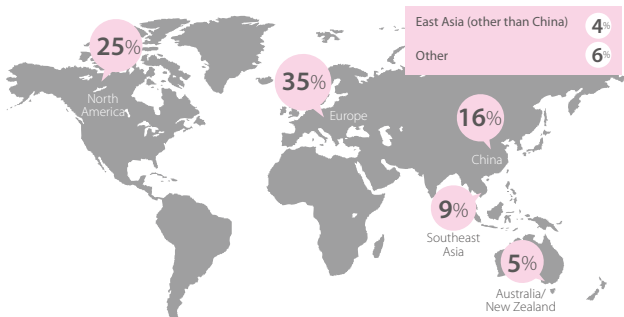


Average : 4 years 平均 : 4 年

Occupation 职业



Place of Origin 来源地



Europe 欧洲	35%
North America 北美	25%
China 中国	16%
Southeast Asia 东南亚	9%
Other 其他	6%
Australia/New Zealand 澳大利亚 / 新西兰	5%
East Asia (other than China) 东亚 ( 非中国 )	4%



# OUR READERS 关于读者



55%  
Female  
女性读者



45%  
Male  
男性读者



46%  
Married  
已婚



54%  
Single  
单身

## On Average ... 我们的读者平均 ...



Domestic leisure travel **2 times**/year  
每年 2 次国内休闲旅行



Domestic business travel **3 times**/year  
每年 3 次国内商务旅行



International leisure travel **2 times**/year  
每年 2 次国际休闲旅行

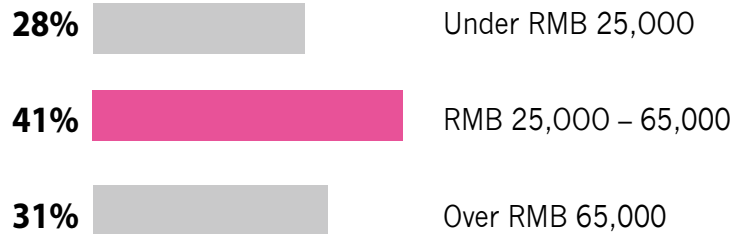


International business travel **once** a year  
每年 1 次国际商务旅行

## Average Monthly Income 月平均收入

Average  
monthly income  
月平均收入

**53,494**  
RMB



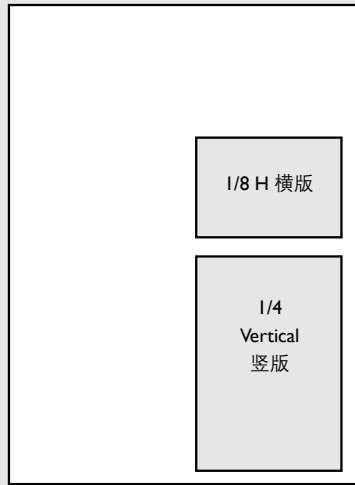
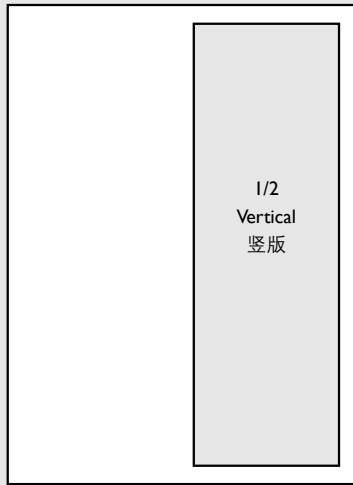
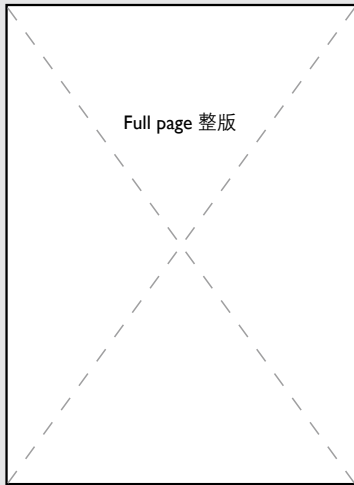
## Average Spending Habits 消费习惯



Eats out **40 times** and goes out **7 nights** per month

Spends **RMB 3,758** on eating out and **RMB 2,790** on nightlife per month

每人每月外出就餐 40 次花费 3,758 元，夜生活 7 次，花费 2,790 元



		定位截稿日 Booking Deadline	广告截稿日期 Ad materials deadline	出版日期 Distribution
JAN	一月	2013.12.12	2013.12.16	2013.12.25
FEB	二月	2014.01.16	2014.01.20	2014.01.29
MAR	三月	2014.02.13	2014.02.17	2014.02.26
APR	四月	2014.03.13	2014.03.17	2014.03.26
MAY	五月	2014.04.17	2014.04.21	2014.04.30
JUN	六月	2014.05.15	2014.05.19	2014.05.28
JUL	七月	2014.06.12	2014.06.16	2014.06.25
AUG	八月	2014.07.17	2014.07.21	2014.07.30
SEP	九月	2014.08.14	2014.08.18	2014.08.27
OCT	十月	2014.09.18	2014.09.22	2014.09.30
NOV	十一月	2014.10.16	2014.10.20	2014.10.29
DEC	十二月	2014.11.13	2014.11.17	2014.11.26
JAN	一月	2014.12.18	2014.12.19	2014.12.31

# AD RATES 广告价格

Space 版面	Price per issue 每期单格 (人民币)	Dimensions (W x H, mm) 尺寸 (宽x高, 毫米)
封底 Back Cover	70,000	185 x 260
封二 Inside Front Cover	58,000	179 x 260
封三 Inside Back Cover	58,000	185 x 260
整版 (右手第一页) Full Page (1st right-hand)	52,000	185 x 260
整版 (餐饮栏) Full Page (Food & Drink)	52,000	185 x 260
整版 (任意非指定位置) Full Page	48,000	185 x 260
1/2竖版 1/2 Vertical	24,000	78.5 x 233
1/4竖版 1/4 Vertical	12,000	78.5 x 115
1/8横版 1/8 Horizontal	6,000	78.5 x 56



\* 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

## MATERIAL REQUIREMENTS 广告材料要求

### The following types are accepted:

- JPEG and TIFF formats are acceptable, with a minimum of 300 dpi at actual size.
- PDF, EPS, and AI formats are acceptable, though all text must be outlined.
- All format ads and pictures must be in CMYK color mode.

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.

### 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、EPS 和 AI 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

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

## 关于网站用户和广告价格

Where visitors are coming from: 访问者来自 :

1. Beijing 北京	54%
2. United States 美国	13%
3. China (all other cities) 中国大陆其他城市	10%
4. United Kingdom 英国	3%
5. Hong Kong 香港	2%
6. Canada 加拿大	2%
7. Australia 澳大利亚	1%
8. Singapore 新加坡	1%
9. Germany 德国	1%
10. India 印度	1%
All other locations 其他地区	12%

Note: Traffic sources does not factor in 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。

AVG. TIME ON SITE 平均停留时间

7 Minutes

AVG. PAGEVIEWS 页面浏览量

5.3

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 月的月平均量

**Monthly Averages 月平均**

Visits 访问量 : 410,000

Unique Visitors 净浏览量 : 192,000

Pageviews 网页浏览量 : 2.2 million 220 万

Average length of visit 平均停留时间 : 7 minutes 分钟

Average pageviews per visit 页面浏览量 : 5.3

Registered website users (through Nov 2013) 网站注册用户 : 217,099

(截止至 2013 年 11 月)

## MATERIAL REQUIREMENTS 广告材料要求

- The ad file must be in GIF or JPEG format.
- A maximum of 30KB for a Flash ad and 20KB for a picture. (A maximum of 20KB 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.
- thebeijinger.com can offer a report on views over a one-week period (Thurs. noon to Thurs. noon).
- **For Newsletter:** No text will be included in newsletter itself for booking of Top Banner ad.
- **For Newsletter:** Materials must be received by noon on the Tuesday prior to publication.

- 可用的广告文件类型及格式 : GIF, 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
- thebeijinger.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 )
- **关于简报 :** 对于 Top Banner 广告, 我们不承诺在简报中提供文字介绍
- **关于简报 :** 广告须在每周二中午之前送达以便第二天 ( 周四 ) 发布



	Rate per week for % of space 每周价格 (参考轮换率)		
First Screen ads (viewable on first screen of homepage) 第一屏广告 (主页第一屏显示可见 W x H, Pixel / 宽x高, 像素)	25%	50%	100%
<b>A</b> Top Leaderboard 顶端横幅 (728 x 90)	8,000	16,000	32,000
<b>B</b> First Left Side Rectangular 左手第一长方形 (180 x 150)	6,000	12,000	24,000
<b>C</b> First Right Side Vertical Banner 右手第一竖幅广告 (120 x 240)	5,000	10,000	20,000
Second Screen ads (viewable on second screen of homepage) 第二屏广告 (主页第二屏显示可见 W x H, Pixel / 宽x高, 像素)	25%	50%	100%
<b>D</b> Second Left Side Rectangular 左手第二长方形 (180 x 150)	4,000	8,000	16,000
<b>E</b> Second Right Side Vertical Banner 右手第二竖幅广告 (120 x 240)	4,000	8,000	16,000
<b>F</b> Third Left Side Rectangular 左手底端长方形 (180 x 150)	1,000	2,000	4,000
<b>G</b> Third Right Side Vertical Banner 右手第三竖幅广告 (120 x 240)	1,000	2,000	4,000
Inside Page Ads (Classifieds in-line ads) 内页广告 (分类广告栏目显示可见 W x H, Pixel / 宽x高, 像素)	25%	50%	100%
<b>H</b> Content Top Banner 内页上横幅* (468 x 60)	1,000	2,000	4,000
<b>I</b> Content Bottom Banner 内页下横幅* (468 x 60)	1,000	2,000	4,000

\* Ads marked with an asterisk appear only in the interior classifieds pages of the website and are shown here for positioning purposes only.

\* 以上带星号广告只显示于网站内页分类信息栏目, 此处出现仅作为客户定位参考。



## 7 Days in Beijing

*the Beijinger's* weekly "**7 Days in Beijing**" is the most comprehensive events newsletter in the capital. Sent out by email every Wednesday, it lists a wide range of events. In addition to its comprehensive day-by-day list of things to do, the newsletter includes a sidebar jam packed with features such as a trivia challenge offering great prizes and links to interesting Beijing-related articles and websites.

*the Beijinger* 每周简报 "7 Days in Beijing" 是京城最鲜活最全面的电子活动简报，在每周三以电子邮件的形式发出，最大限度的列举出一周的活动。除了广泛地介绍每天将会发生的活动，"7 Days in Beijing" 还设立了丰富的有奖竞猜活动和高品质的奖品，促进我们与客户和广大读者的互动。

### Distribution of *the Beijinger* 7 Days in Beijing

As of the end of 2013, our mailing list has over **70,000** subscribers. The use of state-of-the-art list management software ensures that the list is constantly updated and that dead or bouncing emails are deleted. With an open rate of **7%** and an additional **3,556+** readers viewing the newsletter when it is posted online each Wednesday, the newsletter is guaranteed to be read by at least **8,000** unique viewers each week.

### *the Beijinger* 每周简报 "7 Days in Beijing" 的订阅

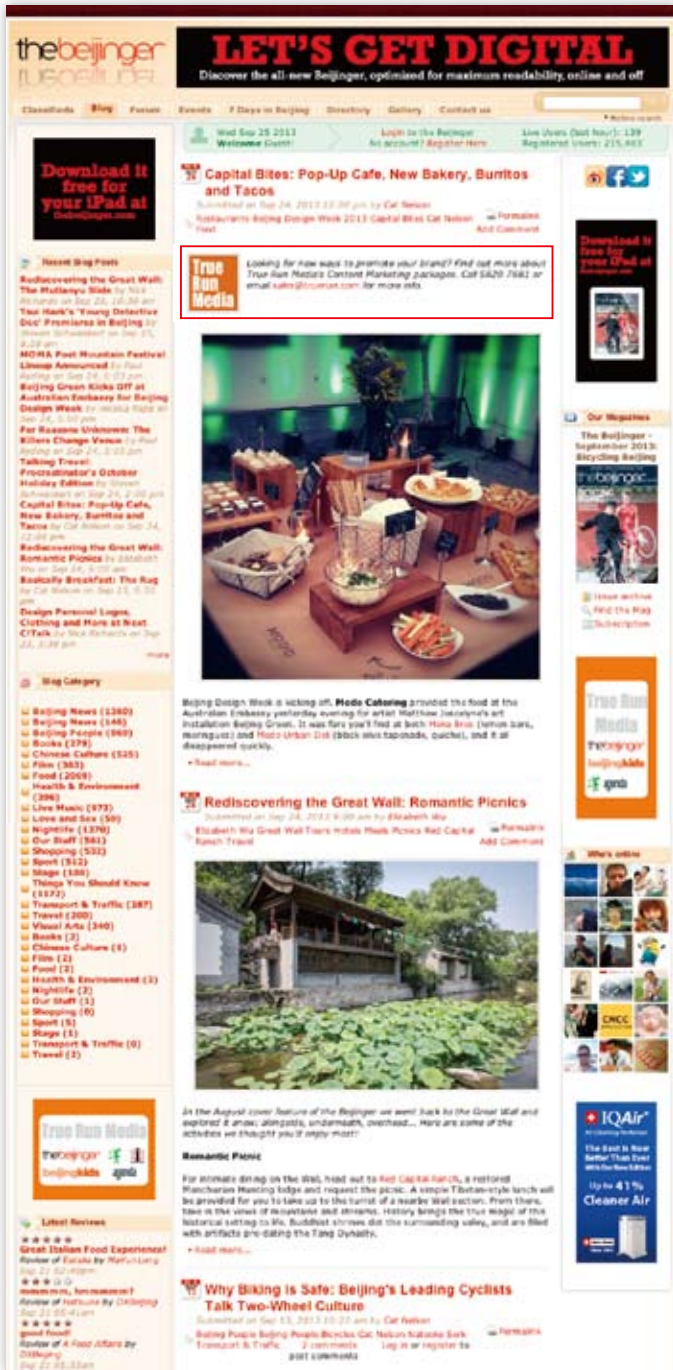
截止 2013 年末，我们的 "7 Days in Beijing" 订阅用户已经超过了 **70,000** 位。我们使用专业的软件来管理我们注册用户的邮件列表，并保持这个列表的时时更新并对无效邮件进行处理。据统计，每期 "7 Days in Beijing" 的订阅读者的打开率是 **7%**，再加上每周三有超过 **3,556** 名非订阅读者的浏览量，确保了每期将有超过 **8000** 名读者在阅读 "7 Days in Beijing"。

	Limit 限额	Size 尺寸	Text 包含文字	Price 价格
Top Leaderboard 顶端横幅	One per newsletter 每期简报一个	728 x 90	None 无	3,500
Inline text+graphic 内联文字+图片	Max one per date 每天最多一个	468 x 170 + 180 x 150	Max 280 chars 最多280个单词	3,000
Full Banner* 横幅*	Max one per date 每天最多一个	468 x 60	None 无	2,500
Side box 边框盒	Max 3 per newsletter 每期简报最多3个	180 x 150	None 无	1,500

\* 尺寸均为 W x H, Pixel / 宽x高, 像素

\* RMB 250 discount for non-preferred placement

\* 如果没有特定位置会减少 250 元人民币



### 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
- 品牌付费以将该内容穿插到编辑内容系统中
- 在品牌与内容联系的同时体现品牌的标识 ( 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:** the Beijing website (www.thebeijinger.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 the Beijing.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: the Beijing 网站 (www.thebeijinger.com)
- 位置: 穿插在其他编辑内容流中
- 品牌体现: 客户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

### the Beijinger currently offers two distinct types of Content Marketing package:

- **Branded Content:** Features client's branding; content is written by one of our 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

### the Beijinger 目前提供两种不同的内容营销套餐

- 品牌内容: 由 thebeijinger 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。
- 赞助性内容: 由客户提供内容并掌控话题 ( 须遵循文章限制及内容提交准则 )

# CONTENT MARKETING 内容营销套餐

	<b>BRANDED CONTENT</b> 品牌内容	<b>SPONSORED CONTENT</b> 赞助性内容
<b>Who writes the content?</b> 谁撰写内容?	<i>the Beijinger</i> writer <i>the Beijinger</i> 撰稿人	Client provides 客户提供
<b>Can content mention the client?</b> 内容中可以提到客户吗?	No 不	Yes 是
<b>Does client have approval rights?</b> 客户有审阅权吗?	No 不	Yes 是
<b>What format?</b> 什么样的形式?	Text/photos only 只可以是文字加图片	Text/photos/video 文字/ 图片/ 视频
<b>Appears in main blog stream?</b> 在博客主页上显示吗?	Yes 是	Yes 是
<b>Client's logo appears?</b> 体现客户logo吗?	Yes 是	Yes 是
<b>"Sponsored by ..." message?</b> 有“由___赞助”的标注吗?	Yes 是	Yes 是
<b>Marked by shaded box?</b> 有阴影框架标记吗?	Yes 是	Yes 是
<b>Minimum contract length</b> 最短合同时间	12 weeks 12周	12 weeks 12周
<b>Maximum number of posts per week</b> 每周最多内容篇数	1 1篇	1 1篇
<b>When is blog posted?</b> 内容何时发布?	Same day and time each week (as agreed in contract) 每周同一时间 (按照合同约定)	Same day and time each week (as agreed in contract) 每周同一时间 (按照合同约定)
<b>Price (per series of 12 posts)</b> 价格 (按每12篇内容计算)	<b>RMB 36,000</b>	<b>RMB 55,000</b>

## 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:  
**Tel:** 5820 7881 **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:  
**电话:** 5820 7881 **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 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 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 十五	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 十二	14 十三	15 十四
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			五月刊

## 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 十三	13 十四	14 十五	15 十六	16 十七	17 十八
18 十九	19 二十	20 廿一	21 小满	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 五月	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 廿四	23 廿五	24 廿六	25 廿七	26 廿八	27 廿九	28 六月
29 初三	30 初四					七月刊

## 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 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 廿一
20 廿二	21 廿三	22 廿四	23 廿五	24 廿六	25 廿七	26 廿八
27 廿九	28 三十	29 初一	30 初二	31 初三		八月刊

## 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 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 处暑
24 廿八	25 廿九	26 八月	27 初二	28 初三	29 初四	30 初五
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 十七	12 十八	13 十九
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				十月刊

## 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 立冬	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			一月刊

# True Run Media

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

