



Jingkids Education Salon Series

2013 Media Kit



ABOUT JINGKIDS

jingkids magazine is the first Chinese publication dedicated to providing Beijing families with the most comprehensive information on international education and international lifestyles.

jingkids education salons are

- **Informative, enlightening talks** by education professionals
- **A bridge** giving parents and education professionals the opportunity to meet face-to-face
- **An added-value supplement** to *jingkids'* in-depth education coverage

The jingkids audience

- 30-50 years old
- 80% female, 20% male
- Average annual family income: RMB 600,000
- 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%)
- Family consumption focused on high-end, international-class education, health and family activities.

Need more information?

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

Venue Sponsorship Package

Pricing

1 event: RMB 10,000

Series of 4 events: RMB 30,000

Series of 4 events plus 4 x quarter-page ads in jingkids magazine: RMB 80,000

Venue Sponsor needs to provide ...

- A quiet, dedicated space that can host 30-50 people
- Exclusive use of the dedicated space for jingkids Education Salon for the duration of the event (4-6 hours)
- Free soft drinks and snacks for all participants

Benefits

- **A highly targeted audience.** Ideal for venues with family-friendly focus
- **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.** Venue 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



《菁kids》教育沙龙系列 2013媒体计划书



关于《菁kids》

《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，以及当地社区资讯的首选中文媒体平台。

《菁kids》教育沙龙提供

- 富有知识性和启发性的教育专家讲座
- 教育专家和家長面对面交流的对话平台
- 基于《菁kids》教育内容之上的增值互动服务

《菁kids》读者群

- 30~50岁
- 80%女性，20%男性
- 家庭平均年度总收入在六十万元以上
- 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%），外籍及多语种家庭（5%）
- 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

更多信息

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

场地赞助报价

价格

1次活动：10,000元

连续4次活动：30,000元

连续4次活动附加4期《菁kids》杂志1/4版面广告：80,000元

赞助方需提供：

- 环境安静、能够容纳30~50人的指定空间
- 在议定的时段内（4至6小时）供菁kids教育沙龙独家使用该空间
- 为到场参与者提供免费软饮和点心

赞助方受益：

- 精准的消费者定位：很适合关注家庭顾客群的活动场所。
- 潜在的新客户群：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。
- 整合的跨媒介推广：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，增加赞助商的曝光率。
- 携带回家的品牌宣传：活动为读者们提供的礼物袋里可以包括产品样品和宣传资料。