



# 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

## Speakers' Package

### **Pricing**

**1 event:** RMB 16,000

**Series of 4 events:** RMB 60,000

**Series of 4 events plus 4 x full-page ads in *jingkids* magazine:** RMB 200,000

### **Sponsor needs to provide ...**

Confirm with jingkids the speaker and topic at least 4 weeks prior to the event, and provide jingkids the speaker's bio and outline of the talk

### **Benefits**

- **Efficiency and convenience.** Meet 20-30 parents and potential customers in a few hours
- **A highly targeted audience.** Connect directly with jingkids' high-value readership of influential, affluent parents
- **Face-to-face customer interaction.** Post-talk Q+A and networking gives a unique opportunity to make a strong first impression
- **New potential customers.** An influential, affluent audience interested in new experiences
- **Affirmation of your expertise.** Brand your people and organization as leaders and experts in their field
- **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



# 《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

## 讲座嘉宾赞助报价

### 价格

1次活动：16,000元

连续4次活动：60,000元

连续4次活动附加4期《菁kids》杂志整版广告：200,000元

### 赞助方需提供：

在活动4周前确认讲座嘉宾人选及讲座主题，并向主办方《菁kids》提供嘉宾图文介绍和讲座提纲

### 赞助方受益：

- 高效便捷：在几小时内与20~30个家长直面交流。
- 高度针对性：与高端、具有影响力的《菁kids》父母读者建立直接联系。
- 与客户面对面互动：讲座后的问答与社交时段，为您提供增强品牌第一印象的独特机会。
- 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。
- 增强品牌专家形象：突显您的机构和人员在业界的专业领先地位。
- 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）上对活动的宣传报道，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。
- （可选）活动加广告整合套餐：活动赞助结合杂志广告，以更优惠价格享受更大曝光率。