



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

Title Sponsorship Package

Pricing

Series of 4 events: RMB 200,000

Series of 4 events plus 4 x full-page ads in *jingkids* magazine: RMB 350,000

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
- **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



《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
- 教育专家和家长们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

冠名品牌报价

价格

连续4次活动：200,000元

连续4次活动附加4期《菁kids》杂志整版版面广告：350,000元

赞助方受益：

- 彰显品牌形象理念：使您的品牌与教育理念密切关联。
- 高度针对性：听众皆为寻求国际/海外教育和生活方式的父母。
- 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：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。