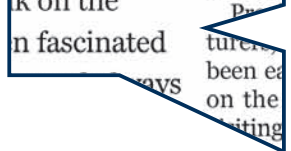
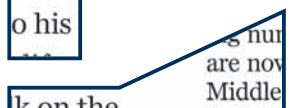
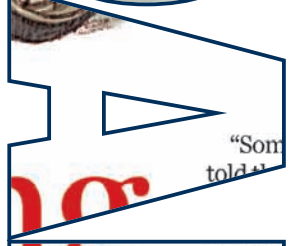
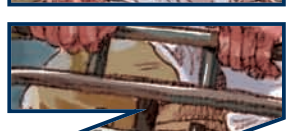


HEAVEN



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CHINADAILY

中国日报媒体集团

China Daily Media Group >>



集团简介 ▶

《中国日报》是中国国家英文日报，创刊于 1981 年，全球期均发行 90 余万份，其中海外期均发行 60 余万份。

《中国日报》作为中国了解世界、世界了解中国的重要窗口，是国内外高端人士首选的中国英文媒体，是唯一有效进入国际主流社会、国外媒体转载率最高的中国报纸，也是国内承办大型国际会议会刊最多的媒体。

中国日报传媒集团紧贴时代脉搏，坚持创新驱动，秉持“内容为王”的理念，说明中国、点评世界，不断加快海外发展步伐，完善全球采编和传播网络，向着构建世界一流的现代新型全媒体集团的目标迈进。

About China Daily

From print to digital media, from China to America, Europe and the rest of Asia, China Daily is an authoritative source of information, analysis, comment and entertainment for global readers focused on China. Since its establishment in 1981, China Daily has become the country's leading English-language news organization. The paper, along with its US, European, Asian, African, Canadian, Latin American and Hong Kong editions, has a circulation of 900,000 worldwide. The group's new media arm has seven websites and three mobile platforms at the cutting edge of the group's latest developments.



美国前国务卿希拉里·克林顿

The Former United States Secretary of State, Hillary Clinton

CHINADAILY

国际营销平台

International
Marketing Platform >>



荷兰首相马克·吕特

The Prime Minister of the Netherlands, Mark Rutte



高端渠道覆盖 ▶

《中国日报》在所有涉外高端场所均有发行，如：外国政府决策部门、各国驻中国使领馆、在中召开的国际性大型活动及论坛、覆盖国内所有航空公司、国内主要城市机场及高星级酒店等。

《中国日报》的读者主要为国内外政界、商界和智库高端人士，包括政府决策人员、跨国公司高级管理人员、外交人员、各国商会人员，专家学者等精英人士。

Catering to Elite Readers

China Daily is available at almost all top-tier venues such as decision-making organs of foreign governments, embassies and consulates in China, large international forums and other events, China's domestic airlines and major airports, and premier hotels.

China Daily readers are cosmopolitan and well educated, whether living in China or abroad. Among them are government decision-makers, politicians, diplomats, senior executives of multinational companies, members of foreign chambers of commerce in China, scholars and academics.

全球网络服务 ▶

《中国日报》在美国、加拿大、英国、法国、德国、比利时、瑞典、日本、印度、澳大利亚、韩国、新加坡、泰国、印尼、尼泊尔、土耳其、肯尼亚、南非、巴西、香港等国家和地区设有 40 余个办事机构（含分社、记者站、办事处、印点等），目前已经形成了覆盖五大洲的媒体网络体系，为广告客户全球同步宣传、落地宣传推介活动等提供了有力的保障和支持。

Worldwide Network

China Daily has established more than 40 bureaus and printing stations overseas, including in the US, Canada, the UK, France, Germany, Belgium, Sweden, Japan, India, Australia, South Korea, Singapore, Thailand, Indonesia, Nepal, Turkey, Kenya, South Africa, Brazil and Hong Kong. Boasting an extensive network, China Daily guarantees simultaneous publicity for client promotional campaigns.





国际采编团队 ▶

聚集了 500 多名来自海内外、接受过专业培训的新闻从业人员，常年聘用近百位来自美、英等国的资深新闻传播人才，确保新闻报道以纯正地道的英语，满足各界读者的需求。

International Media Team

China Daily has a team of more than 500 trained reporters and editors and employs approximately 100 senior journalists from the US, the UK and other Anglophone countries to ensure the highest standards of news.



品牌价值升华 ▶

为了更好的帮助客户进行产品营销，《中国日报》利用自身在国际媒体行业中权威、高端、国际化的媒体形象，以及汇集众多国际一线品牌的国际营销舞台，帮助品牌客户强化高端品牌形象，拉升品牌价值。

A Valuable Source

To help our clients better promote their products, China Daily provides an authoritative, sophisticated image and international marketing network to assist a host of world-class brands publicize their image and value.

概述 ▶

创刊于1981年6月1日，周一至周五每天24版，周末每天16版，采用国际新潮设计，打造大气现代的视觉精品；以杂志化深度分析作为报道基石，解读中国万象、点评世界风云。读者主要为国内政、商、学等各界高端人士，以及在华工作、访问、学习、旅游的外国人士，如驻华使节、国际组织代表、跨国公司高层、媒体从业人员等。

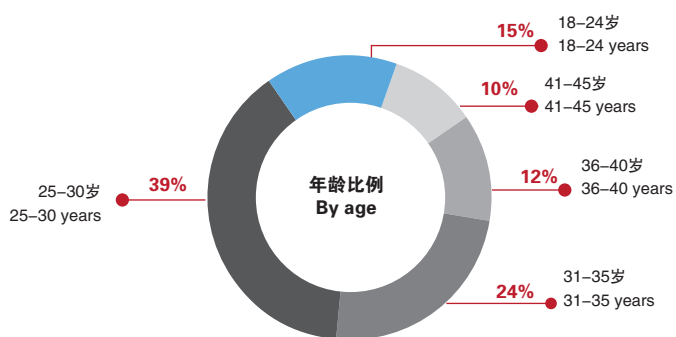
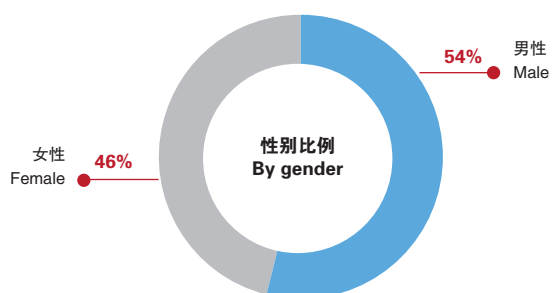
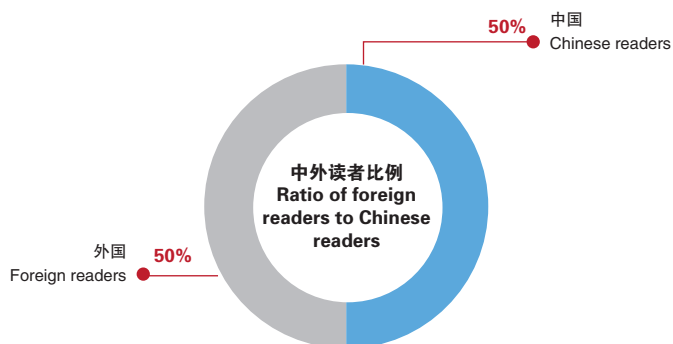
Brief Introduction

China Daily, the flagship newspaper, was founded on June 1, 1981, and publishes 24-page editions Monday through Friday, plus 16-page editions on Saturday and Sunday. It uses cutting-edge design, allied to dynamic photographs and artwork, and encompasses in-depth reports to analyze affairs both in China and internationally.

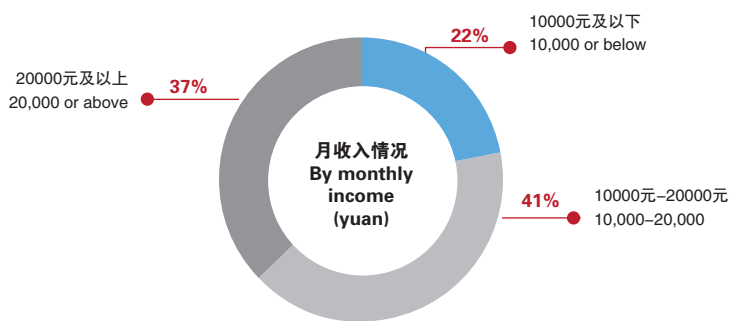
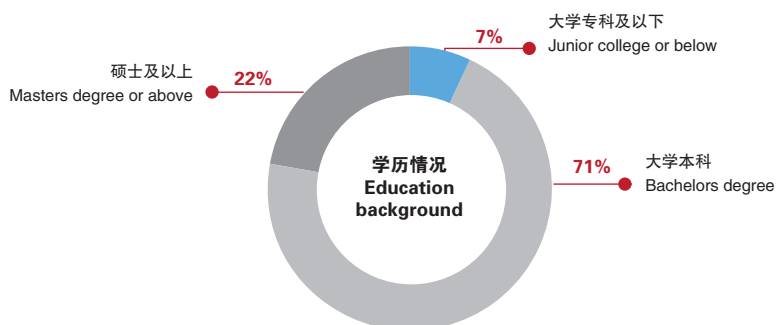
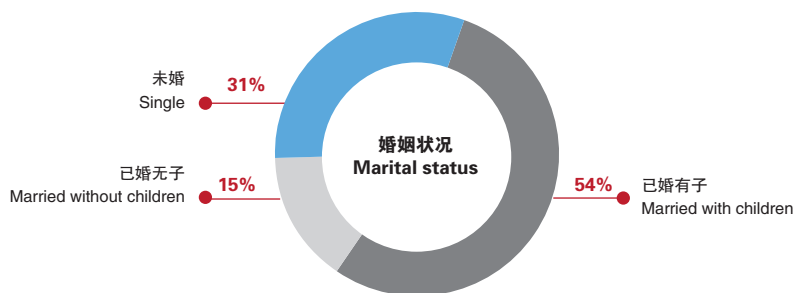


《中国日报》三十周年纪念刊
Thirty Anniversary Publication of China Daily

读者构成 ▶ Readership

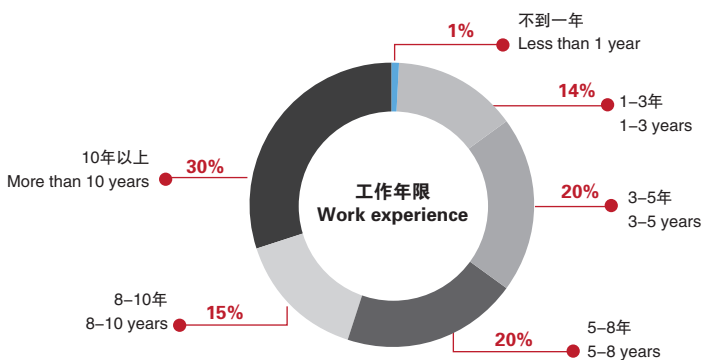
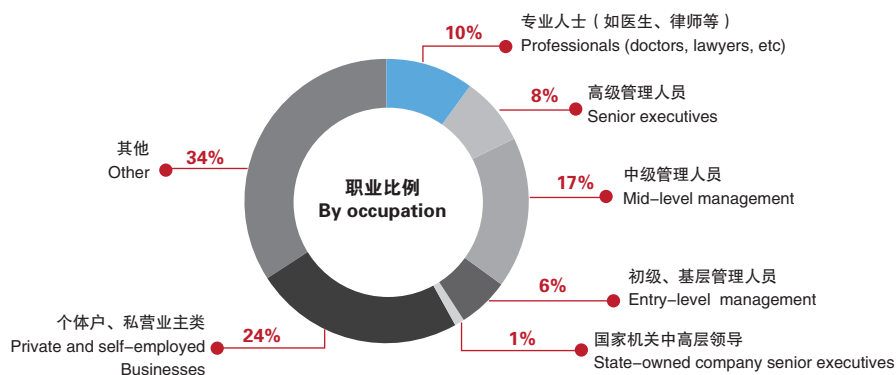


平均年龄 30.8岁
The average age is 30.8 years.



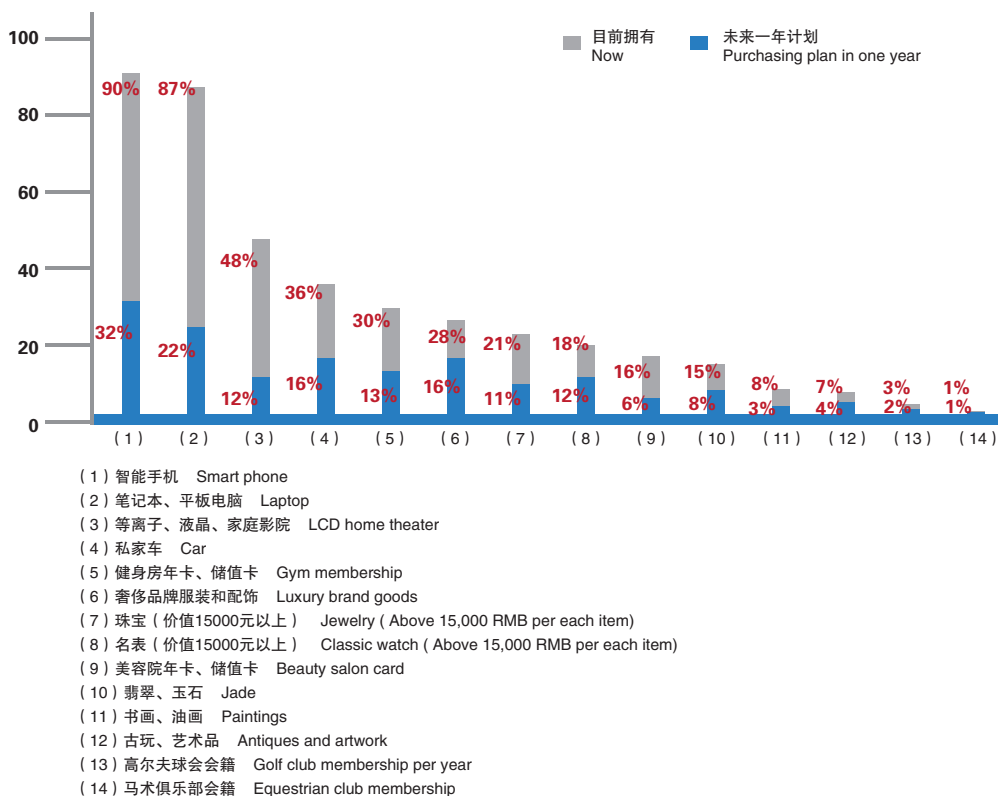
平均月收入 19086元
The average monthly income is 19086 Yuan.

读者构成 Readership



平均工作年限6.7年
The average work experience is 6.7 years.

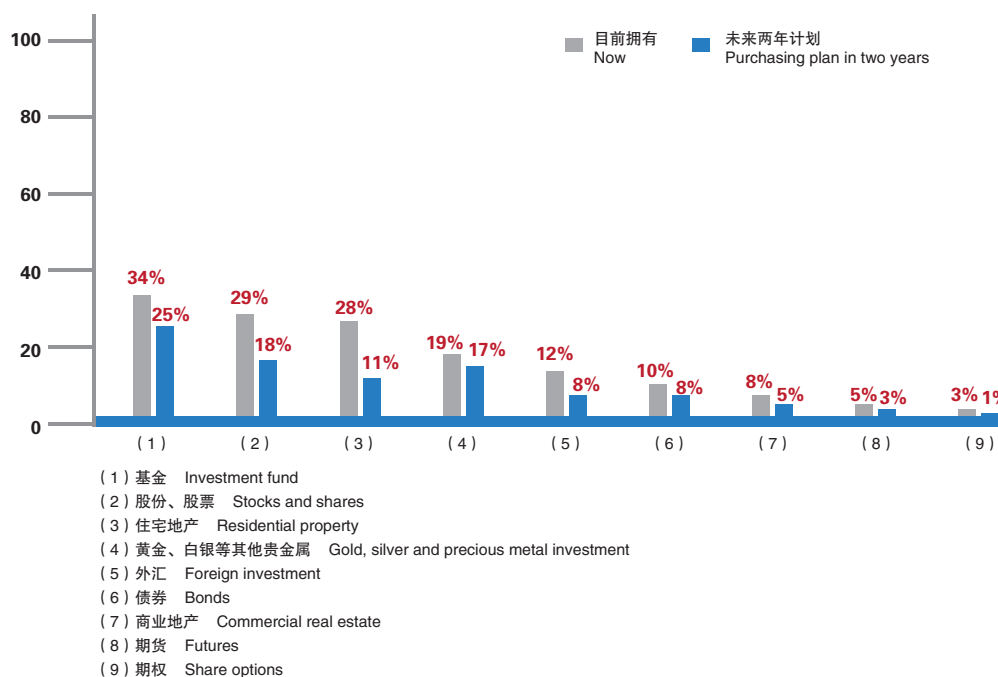
消费力统计 Ratio of purchasing plans



人均流动资产
 外国读者 143,933元
 中国读者 233,511元

Average liquid assets
 Foreign readers 143,933 Yuan
 Chinese readers 233,511 Yuan

投资情况 Investment situation



读者构成 ▶ Readership

过去一年中出行调查 Travel survey over the past year

- **中国读者:**

- 在个人旅游上年均花费 24,000 元
- 因个人旅游搭乘航班 6 班次, 酒店入住 11 晚
- 在商务旅行上年均花费 26,000 元
- 因商务旅游搭乘航班 8 班次, 酒店入住 17 晚

- **Chinese readers:**

- 24,000 yuan on personal travel
- 6 Flights and accommodation for 11 nights on personal travel
- 26,000 yuan on business travel
- 8 Flights and accommodation for 17 nights on business travel

- **外国读者:**

- 在个人旅游上年均花费 28,000 元
- 因个人旅游搭乘航班 5 班次, 酒店入住 10 晚
- 在商务旅游上年均花费 35,000 元
- 因商务旅游搭乘航班 8 班次, 酒店入住 17 晚

- **Foreign readers:**

- 28,000 yuan on personal travel
- 5 Flights and accommodation for 10 nights on personal travel
- 35,000 yuan on business travel
- 8 Flights and accommodation for 17 nights on business travel

(来源: 北京益普索市场咨询公司 / Ipsos ASI Beijing)

国别特刊

配合重大外交外事活动，每年不定期出版诸多国别特刊，在中外两国建交周年纪念日、外国元首访华、某国国庆或重要节点推介等。

Diplomatic Special

China Daily publishes supplements for a variety of countries throughout the year on an ad-hoc basis that often highlight important diplomatic events such as the anniversary of diplomatic relations between China and other nations, a state leader's visit to China and National Day celebrations.

常规特刊

- 地方政府招商形象宣传
- 大型国际会议、论坛专题特刊
- 展览会特刊
- 公司特刊
- 专题特刊，如MBA特刊、物流特刊
- 旅游特刊

Regular Topics:

- Government business promotions
- Tourist destinations
- International conferences and forums
- Sports events
- Exhibitions and expositions
- Company promotions



其他特刊

- 豪华旅游专题特刊
- 节日季专题特刊
- 商务奖励旅游特刊

Other Topics

- Luxury Travel
- Festival Special
- MICE Special

媒体产品

Media Products 会刊 Official Journals

《中国日报》每年承办众多国际会议、国际活动、顶级赛事会刊。国际会议如 APEC 峰会、夏季达沃斯论坛、博鳌亚洲论坛、金砖国家峰会等；国际活动如世博会、园博会、国际车展等；顶级赛事如 2008 年奥运会 & 残奥会，2010 年亚运会 & 亚残会，2011 年大运会等。

China Daily has a proven track record in publications supporting a large number of international conferences, activities, global trade fairs and top-level competitions such as the APEC Summit, Summer Davos, Bo'ao Forum for Asia, BRICS Summit, World Expo, International Garden and Flower Exposition, International Auto Show, the 2008 Olympic Games and Paralympics, 2010 Asian Games and Asian Para Games, and 2011 Universiade Shenzhen.

BOAO FORUM FOR ASIA
Opening-up seen nationwide
China's eastern cities have led the way, but the rest of the country is catching up

Boao full of promise for future growth in Hainan

Government debt level not 'very dangerous'

Boao Forum For Asia Annual Conference 2013
BFA CCTV Young Leaders Roundtable
博鳌亚洲论坛 CCTV 青年领袖圆桌会议

YOUNG LEADERS DISCUSS EDUCATION
At Saturday's Boao Forum for Asia CCTV Young Leaders Roundtable, the theme was "Development for all: The mission of education," offering the young leaders' perspectives and solutions.

SMEs hungry for long-term loans




DAVOS@DALIAN
CHINA DAILY 中国日报 CHINA DAILY.COM.CN/SPECIAL WEDNESDAY, SEPTEMBER 11, 2013 PAGE 11

'Quality of life, not quantity of production'
WEF founder: Sound fiscal policies and social equity



China's budget
The World Economic Forum (WEF) founder Klaus Schwab said that China's budget deficit is not a major concern, but the government should focus on improving the quality of life and social equity.

What are the biggest challenges?
Schwab said that the biggest challenges for China are the aging population, the environmental crisis, and the need for structural reforms.

Join us and be a part of BEIJING-TOWN!

BEIJING-TOWN 北京小镇



Beijing-Town is a leading high-tech manufacturing industry and strategic emerging industries. To create the platform for being and working in Beijing-Town, it has decided to invest more than 2 billion yuan to build a new 200-acre industrial and service emerging industry base. More than 100 of China's top 500 enterprises have set up their factories in Beijing-Town, including GE, General Motors, Ford, and others. These enterprises have created many jobs, and the area has become a hub for high-tech manufacturing and service industries.

exposure CHINA DAILY 中国日报 EXPO 2010
 APRIL 23 - 29, 2010 • CHINADAILY.COM.CN PUBLISHER NUMBER: 0001-0000 • FINAL SALE • FREE

Global village

World at your feet: Our tips for a three-day tour of the best Expo has to offer **Pages 8-10**



A worker puts the final touches to the China pavilion. The pavilion is likely to be by far the most popular attraction of Expo 2010 Shanghai.

PEOPLE
 China's diva promises to give her all at opening
 One of China's most popular singers, Song Zuying, will be in town with the Expo when she gives a concert at the cavernous Shanghai Stadium on the opening night of the six-month event. **PAGE 5**

TRAVEL
 Explore the city's historic and revitalized Bund
 First time to Shanghai? You don't want to miss the Bund, the most famous tourist destination in the city. Already been there? Still check it out again. It's been updated. **PAGE 11**

DINING
 Top chefs bring their culinary skills to the table
 With the metallic-red China pavilion at its heart, Expo 2010 Shanghai will not only bring the best of international architecture to Shanghai, but it will also deliver top cuisines. **PAGE 12**

PHOTOS
 You shoot 'em, we print 'em. Send us your Expo photos
 Thank you have a good shot and want to share it with the world? Find out how you can be part of Exposure, the official English media partner of Expo 2010 Shanghai. **PAGE 16**

CHINA DAILY THE OLYMPIAN



US sweeps the men's top 10 for only 11th time in 100m freestyle track
SHEER MERRITT
 14
 www.theolympian.com.cn

OLYMPIAN



Beating the odds
 The official English media partner of Expo 2010 Shanghai.

CHINADAILY THE OFFICIAL ENGLISH-LANGUAGE NEWSPAPER OF THE 16TH ASIAN GAMES

ASIADAILY

GUANGZHOU 2010 ASIAN GAMES



READY, SET, CHINA!
 Local stars poised to shine at the Guangzhou Games
 STORY, PAGE 3

ATHLETES: LIN DAN, WU MINQIA, ZHANG LIN, LIU CHUNHONG, WU JINGYU, LU XIANGLI, LIU SHIWEN, CHEN YIBING

Official Journals

媒体产品 ▶

Media Products

专辑 Special Reports

中国经济展望

随《中国日报》北京、上海地区发行，在每年两会召开第一天出版，内容广纳各行业权威专家的百家之言，由《中国日报》经济报道的资深编辑和记者采访和撰写，全面阐释每年中国各行各业的经济发展态势（按行业分类），分析最新商业动态、解读政府预期将颁布的政策法规，预测商界未来走向和企业明日之星。

Economic Outlook

This publication coincides with the first day of the annual National People's Congress and Chinese People's Political Consultative Conference sessions. It is written and compiled by China Daily's experienced team of business editors and reporters, with advice and support from experts in various industries and professions. It examines and analyzes the latest business trends, prospective government regulations and emerging corporate figures that will shape China's economy in the years to come.



与中国共成长

“与中国共成长”跨国公司总裁系列专访特辑，均在世界经济论坛的“新领军者年会——夏季达沃斯峰会”期间出版，作为一份精美特别报道送给参会代表。主体内容以总裁专访的形式，介绍跨国公司在中国的发展和成功之道，与腾飞的中国经济一同成长的具有历史意义的经历，展现有关跨国公司的中国发展战略和实力，成为那些正准备进入中国市场的跨国企业在中国取得成功的“圣经”。



Grow with China

China Daily publishes an annual special edition titled “Grow with China” during the annual New Champions – World Economic Forum, also known as Summer Davos. “Grow with China” includes a well-researched selection of articles based on exclusive interviews with CEOs and presidents of multinational companies, along with their histories and strategies for growth in China. Together with China Daily, the publication is directly distributed at the summit venue.

媒体产品 ▶

Media Products 专版 Special Reports

汽车专版

《中国日报》于 2007 年 6 月 29 日成功推出了《汽车专刊》(英文名为 MOTORING)。《汽车专刊》以市场化、专业化、具有可读性为目标, 成为汽车营销领域一个不可或缺的平台, 极大满足了国内外各大汽车公司及中外合作企业在企业战略、品牌形象、产品展示等各个方面日益增长的宣传推广需求。

Auto Special

In 2007, we introduced the MOTORING section, which has become an indispensable automobile marketing platform. Timely, insightful and focused exclusively on the market, it meets the demand of automakers in their efforts to publicize strategies, brand image and products.



媒体产品 ▶

Media Products

专版 Special Reports



酒店专版

每周六出版酒店专版，酒店专版以酒店业界人物专访、餐饮信息、名流入住或到访、奖项获得为主，展示酒店全行业的发展，同时，为读者酒店入住、餐饮娱乐提供权威指南。

Hotel special

Our special hotel page appears on Saturdays offering in-depth interviews with influential hotel industry figures and news and information on catering, hospitality and awards. It is a window on the latest developments in the industry and a useful guide for readers in selecting hotels, and finding out more about restaurants, dining and entertainment.





知识产权周刊

由《中国日报》和国家知识产权局联合创办，在 2004 年 4 月 26 日（世界知识产权日）周刊正式创刊。每周三在《中国日报》第十七版刊出，是中国第一份英文知识产权周刊。

周刊在知识产权范围内，围绕不同行业热点和社会话题开展专题报道。内容包括中国知识产权相关部门官员访谈，国内外公司知识产权的最新动态，知识产权重大案件及审判情况，专家答疑，国内外知识产权专家的意见和建议等。

Intellectual Property Weekly

The first issue came out on the World Intellectual Property Day April 26, 2004, as a joint effort by China Daily and the State Intellectual Property Office. It appears on Page 17 of China Daily every Wednesday.

The weekly special reports on industry trends and issues in the field of intellectual property rights. It includes talks with intellectual property officials, the latest news on intellectual property rights at home and abroad, major legal cases, Q & A and suggestions from experts.



媒体产品 ▶

Media Products

专版 Special Reports

教育专版

中国日报从 2013 年 10 月起每月出版教育专版，该专版专注报道国际大型办学机构的实时信息以及国外重点大学 MBA、EMBA 在华招生课程项目等；同时专版提供中国国内大中型城市重点国际学校信息，帮助在华工作、生活的外国读者了解和找到适合孩子入学就读的学校。此外，教育专版还可以帮助在华工作、生活的外国读者找到适合就读的专业中文学习机构。

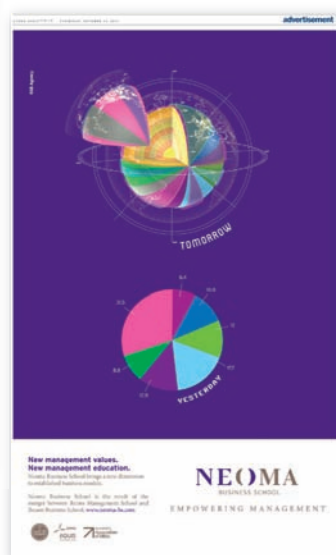
Education Special

China Daily, the country's most authoritative national English-language newspaper, will publish an international education special report once monthly starting in October 2013. The report will account for at least four pages in Thursday's edition of China Daily.

China Daily is the perfect medium through which universities from around the world can promote their international education programs, such as MBA or EMBA degrees.

The Education Special will also focus on those international schools based in different metropolitan centers across China, which tend to have a high concentration of foreign residents. Finding the right international school for their children is a top priority for many foreign families who are long-term residents of these areas.

The report will highlight options for Chinese language study as well, helping foreigners who hope to learn Chinese find the best professional educational institutions.



其它服务 ▶

Other Services

指定发行

根据客户需求，将带有客户企业logo标识的报纸定向投递至大型企业、政府部门、使馆商会等高端渠道中。

Targeted Distribution Solutions

Targeted Distribution Solutions is a newspaper media service that allows customers to deliver newspapers that bear their logos to targeted audiences through certain China Daily channels.



刊例价 Advertising Rates

普通版

Standard Format



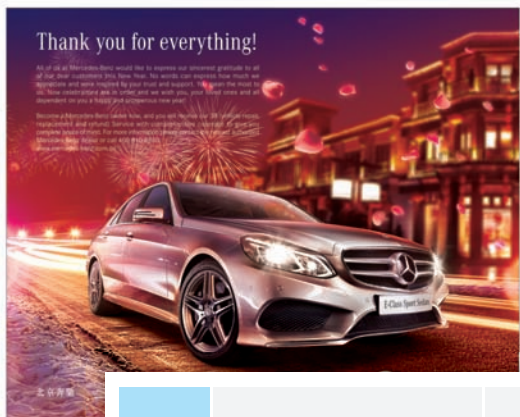
		尺寸(宽*高) Size(W*H)	黑白 B/W(RMB)	彩色 Colour(RMB)
单价 Unit Price	1栏/1col	4cm x 1cm	500	840
普通版 Standard Format	整版 Full Page	30.8cm x 50cm (7col x 50cm)	175,000	294,000
	半版 Half Page	30.8cm x 25cm (7col x 25cm)	87,500	147,000
	通栏 Bottom Strip A	30.8cm x 15cm (7col x 15cm)	52,500	88,200
	大1/4版 Quarter Page A	17.4cm x 25cm (4col x 25cm)	50,000	84,000
	小1/4版 Quarter Page B	12.9cm x 25cm (3col x 25cm)	37,500	63,000
	A/B叠末版报眼 Back Page Ear Position	11.8cm x 3.1cm	--	8,000

客户指定普通版位刊登，需加收广告费的10%。

Any specific page requests will be subject to a 10 percent surcharge.

Advertising Rates 刊例价

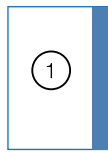
头版广告/A1



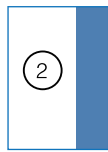
头版广告 A1		尺寸(宽*高) Size(W*H)	彩色 Colour(RMB)
	1栏 (单价) 1col (Unit Price)	4cm x 1cm	2,500
	A1通栏置顶 Upper Strip (Front Page)	30.8cm x 5cm (7col x 5cm)	210,000
	整版 Full Page	30.8cm x 41.5cm (7col x 41.5cm)	1,380,000
	半版 Half Page	30.8cm x 25cm (7col x 25cm)	600,000
	大1/4版 Quarter Page A	17.4cm x 25cm (4col x 25cm)	250,000
	通栏 Bottom Strip A	30.8cm x 15cm (7col x 15cm)	262,500

异形广告位示意图

Special Advertisement Schematic Drawing



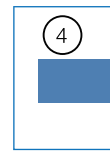
通顶



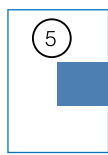
双栏通顶



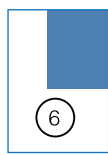
通顶对联



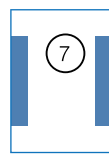
大边岛



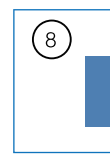
小边岛



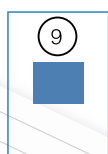
上边岛



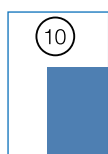
边岛对联



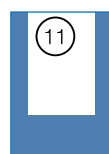
边岛



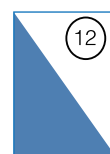
环岛



底岛



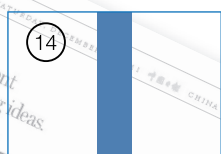
小U型



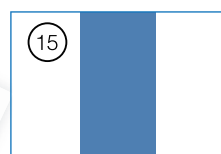
对角线



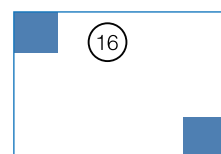
阶梯式



小中缝通顶



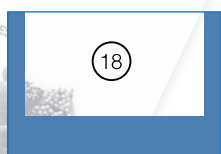
中缝通顶



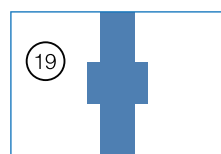
小对角



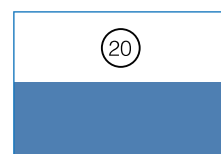
大对角



大U型



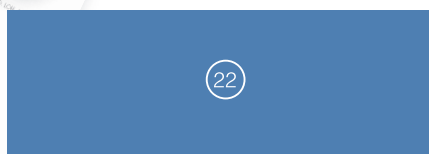
十字



1/2跨版



全跨版

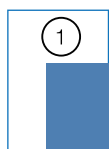


四联版

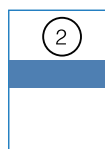
刊例价 Advertising Rates

异位广告

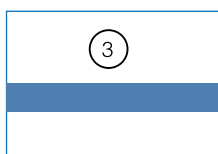
Ectopic Advertisement a Schematic Drawing



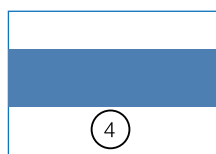
小全版



小腰带



腰带



大腰带

异位广告 Special Position	1	小全版	尺寸(宽*高)	黑白	彩色
			Size(W*H)	B/W(RMB)	Colour(RMB)
	1	小全版	21.9cm × 35cm (5col × 35cm)	114,700	191,100
	2	小腰带	30.8cm × 15cm (7col × 15cm)	68,800	158,800
	3	腰带	63.6cm × 15cm (14col × 15cm)	229,300	317,500
	4	大腰带	63.6cm × 25cm (14col × 25cm)	317,500	529,200



Advertising Rates 刊例价

其它类型

Others



		尺寸(宽*高) Size(W*H)	黑白 B/W(RMB)	彩色 Colour(RMB)
其它类型 Others	单页广告 Supplemental Insert	尺寸需小于A4纸大小 (29.7cm x 21cm) Smaller than A4 paper (29.7cm x 21cm)	以单价 × 发行份数 方式计算 广告金额	5元/份 5 Yuan/ Copy
	贴片 Sticky Flyer	尺寸需小于B5纸 大小25.7cm x 18.2cm Smaller than B5 paper (25.7cm x 18.2cm)	Advertisement Fare= Unit Price x Copies Distributed	7元/份 7 Yuan/ Copy
其它类型 Others	外包广告 Wrap	包在A叠外 (北上广三地发行) Outside fold A (Beijing, Shanghai, and Guangzhou)	四个整版 (头版:30.8cm x 46.5cm; 跨版:63.6cm x 50cm; 末版:30.8cm x 49cm) 4 Full Pages (Front Page: 30.8cm x 46.5cm Double Pages: 63.6cm x 50cm Back Page: 30.8cm x 49cm)	1,750,000
	包在A叠外 (北上广两地发行) Outside fold A (Two out of Beijing, Shanghai, Guangzhou)	1,400,000		
	包在A叠外 (北上广一地发行) Outside fold A (Beijing, Shanghai, or Guangzhou)	1,000,000		
	包在B叠外 (北上广三地发行) Outside fold B (Beijing, Shanghai, and Guangzhou)	1,050,000		
	包在B叠外 (北上广两地发行) Outside fold B (Two out of Beijing, Shanghai, Guangzhou)	900,000		
	包在B叠外 (北上广一地发行) Outside fold B (Beijing, Shanghai, or Guangzhou)	650,000		

Simple and symbolic, the 'panda' is a recurring trend, **Gan Tian**

What did the cuter-than-cute pandas bring to the fashion industry? A pair of panda eyes, and black-and-white simplicity. Composed of dark-colored eyeshades

derful. This pink par which brings more st TV series," she said i And this year, pan popular again. Thick: es were introduced i

《中国日报美国版》

China Daily USA Edition >>

The trend was brought into the Chinese mainland by the diva Faye Wong. After she gave birth to her first child in 1997, she returned to the music industry with a stunning "panda look".

It was created by Zing, a prominent Hong Kong makeup artist, who has also worked with actresses Carina Lau, Kelly Chen, Zhang Ziyi, Zhang Jingchu and Shu Qi.

Instead of using black, Zing used dark pink around Wong's eyes. Wong's fans were wowed when she appeared frequently with this "pink panda look" in public that year. With that, she was also crowned as "the avant-garde singer".

Eleven years later, the look was back. When director Li Shaohong was adapting one of China's four great classical novels A Dream of Red Mansions into the TV series in 2008, she invited Hong Kong art director and designer Timmy Yip to design the costumes and makeup for the characters.

Yip won the Oscar for Best Art Direction and Costume Design in Crouching Tiger, Hidden Dragon in 2000. But he made a critics' fire all over the pink eyeshades on Jia Jia, the most important figure in the film. Netizens said the character was cheap, elegant and knowledgeable. He Lin, who plays the character, said the look was perfect for her. "At the first glance, it comes from elements of traditional Chinese opera, but when it goes into costumes and hair de-

There were not the Huafu Cup fashion show. The garments at the Wednesday were simple and stylish.

"I only use different colors to illustrate the power of the character. For me, they are two basic colors, the first-prize colors."

The colors are well known in western fashions: from black silk dress to wraparound white dress. Local Chinese fashion designers and makeup artists are also aware of them - those bears native to western China.

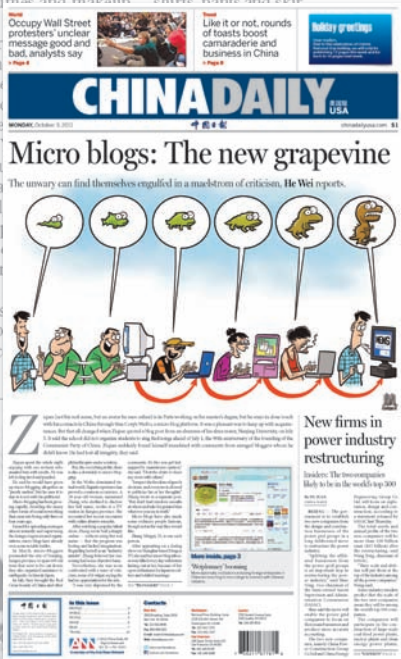
Pang won the He Xiangning Award for Best Actress in the collection The Power of Love, which is composed of a won-chiite, nante and elbie-

简介

创刊于2009年，周一至周五每天16版，周五20版，发行至美国政府机构及议会、高端智库、重点大学、主要金融机构、跨国公司和包括联合国在内的众多国际组织。

Introduction

China Daily USA was launched in 2009. It publishes 16 pages Monday to Thursday and a 20-page Friday edition. It is distributed in the United States and Canada.



The "panda eyes" of the diva Faye Wong wow the Chinese mainland concert. The look was created by Zing, a prominent Hong Kong makeup artist. The trend of panda eyes has become popular again. Pictured left are works by makeup artist Dom Yang.

刊例价 Advertising Rates

		尺寸(宽*高) Size(W*H)	黑白 B/W(RMB)	彩色 Colour(RMB)
普通版 Standard Format	1栏 1col	4cm×1cm	210	350
	整版 Full Page	30.8cm×50cm	73,500	122,500
	半版 Half Page	30.8cm×25cm	36,750	61,250
	通栏 Bottom Strip A	30.8cm×15cm	22,050	36,750
	半通栏 Bottom Strip D	17.4cm×15cm	12,600	21,000
	大1/4版 Quarter Page A	17.4cm×25cm	21,000	35,000
	小1/4版 Quarter Page B	12.9cm×25cm	15,750	26,250
头版 Front Page	整版 Full Page	30.8cm×41.5cm		575,000
	半版 Half Page	30.8cm×25cm		109,375
	大1/4版 Quarter Page A	17.4cm×25cm		62,500
	通栏 Bottom Strip A	30.8cm×15cm		55,125



《中国日报亚洲版》

China Daily Asia Weekly >>

简介

创刊于2010年，周刊，每期32版，主要随亚洲各国当地主流英文媒体渠道发行至日本、韩国、印度、尼泊尔、阿联酋及中东国家、澳大利亚，以及港澳台等亚太国家的决策和精英阶层。

根据全球最大的出版物审核机构BPA的审计数据，截止2013年9月，中国日报亚洲版在亚太地区均发行量近24万份。

Introduction

China Daily Asia Weekly, launched in 2010, offers 32 pages each week, and is distributed throughout the mainstream English media to the Asia-Pacific region such as Australia, Japan, Korea, India, and also to the middle east countries like the United Arab Emirates.

According to data from BPA Worldwide, by the end of September 2013, the circulation of China Daily's Asia Weekly in the Asia-Pacific region had nearly reached 240,000. The amount does not include the circulation in Burma in October 2013.



China Daily Asia Weekly ▶



刊例价 Advertising Rates

	尺寸(宽*高) Size(W*H)	刊例价 (人民币) Rate(RMB)	刊例价 (美元) Rate(USD)
整版 Full Page	25.6cm × 29cm	150,000	24,600
半版(横) Half Page (Horizontal)	25.6cm × 14.5cm	75,000	12,300
半版(竖) Half Page (Vertical)	12.8cm × 29cm	80,000	13,100
通栏(头版) Bottom Strip (Front Page)	25.6cm × 7.25cm	40,000	6,600
1/2跨版 1/2 Centrespread	54.5cm × 14.9cm	180,000	29,500
全跨版 Centrespread	54.5cm × 29cm	360,000	59,000

(*人民币兑美元汇率以2014年1月1日为准)

(*The exchange rate is subject to Jan 1, 2014)

日本发行特殊尺寸 Size of JAPAN edition	尺寸(宽*高) Size(W*H)
整版 Full Page	24.3cm × 32.6cm
半版(横) Half Page (Horizontal)	24.3cm × 14.1cm
半版(竖) Half Page (Vertical)	12cm × 32.6cm
通栏(头版) Bottom Strip (Front Page)	24.3cm × 3.8cm
1/2跨版 1/2 Centrespread	51.8cm × 14.1cm
全跨版 Centrespread	51.8cm × 32.6cm



《中国日报香港版》

China Daily Hong Kong Edition >>

简介

创刊于 1997 年，周一至周四每天 24 版，周五 32 版，周末每天 16 版，是香港回归祖国后中央批准在香港出版的唯一中央级报纸，发行至港、澳、台地区及部分东南亚国家的行政机构官员、企业高级管理人员、学者等各界高端读者。2011 和 2012 年，香港版连续两年均获得香港报业工会颁发的年度“香港最佳新闻奖”中的五项大奖。

Introduction

China Daily Hong Kong, founded in 1997, boasts 24 pages Monday through Thursday, 32 pages on Friday and 16-page weekend editions. The paper is circulated in Hong Kong, Macao, Taiwan and a number of Southeast-Asian countries. In 2012, it won five awards from the Newspaper Society of Hong Kong for reporting in 2011.



刊例价 Advertising Rates

	尺寸(高*宽) Size(H*W)	黑白(人民币) B/W(RMB)	套红(人民币) Spot Red(RMB)	彩色(人民币) Colour(RMB)
整版 Full Page	30.8cm × 50cm	53,500	63,900	107,800
半版 Half Page	30.8cm × 25cm	26,700	31,900	53,900
小全版 Junior Page	17.4cm × 35cm	26,700	31,900	53,900
通栏 Bottom Strip	30.8cm × 15cm	16,000	19,100	32,300
大1/4 Quarter Page (Large)	17.4cm × 25cm	15,200	18,200	30,800
小1/4 Quarter Page (Small)	12.9cm × 25cm	11,400	13,600	23,100
报眼 (本地版) Ear Position (Metro Section)	10cm × 3cm	-	-	4,500
跨版 Centrespread	58.5cm × 50cm	114,600	136,900	231,000

	尺寸(高*宽) Size(H*W)	黑白(美元) B/W(USD)	套红(美元) Spot Red(USD)	彩色(美元) Colour(USD)
整版 Full Page	30.8cm × 50cm	8,800	10,500	17,700
半版 Half Page	30.8cm × 25cm	4,400	5,200	8,800
小全版 Junior Page	17.4cm × 35cm	4,400	5,200	8,800
通栏 Bottom Strip	30.8cm × 15cm	2,600	3,100	5,300
大1/4 Quarter Page (Large)	17.4cm × 25cm	2,500	3,000	5,000
小1/4 Quarter Page (Small)	12.9cm × 25cm	1,900	2,200	3,800
报眼 (本地版) Ear Position (Metro Section)	10cm × 3cm	-	-	700
跨版 Centrespread	58.5cm × 50cm	18,800	22,400	37,900

(*人民币兑美元汇率以2014年1月1日为准)

《中国日报非洲版》

China Daily Africa Weekly >>

简介

创刊于2012年，周刊，每期32版，在肯尼亚和南非印刷，覆盖肯尼亚、南非、尼日利亚、埃塞俄比亚、坦桑尼亚、加纳等非洲16个国家，读者包括非洲各国的政府机构、工商界人士、主要智库、重点大学、在非洲的国际组织和跨国公司、驻非外交人员等。

Introduction

China Daily Africa Weekly, launched in 2012, offers 32 pages each week. It is been printed in Kenya and South Africa, it has a circulation covers 16 countries such as Kenya, South Africa, Nigeria, Ethiopia, Tanzania and Ghana.

刊例价

Advertising Rates

	尺寸(宽*高) Size(W*H)	刊例价(元) Rate(RMB)
整版 Full Page	26.6cm × 31.8cm	122,500
半版(横) Half Page (Horizontal)	26.6cm × 15.9cm	61,250
半版(竖) Half Page (Vertical)	13.3cm × 31.8cm	65,000
通栏 Bottom Strip (Front Page)	26.6cm × 9.5cm	25,000
1/2跨版 1/2 Centrespread	54.6cm × 15.9cm	150,000
全跨版 Centrespread	54.6cm × 31.8cm	318,000

《中国日报加拿大版》(北美版) China Daily North America Weekend

简介

创刊于2012年12月,每周五发行,每期20版,与加拿大最大的日报《多伦多星报》合作发行至加拿大东部地区,包括首都渥太华以及蒙特利尔、魁北克等重要城市;2014年下半年起,该报在温哥华出版,发行至加拿大全境。

Introduction

China Daily North America Weekend was launched in Dec 12, 2012. It publishes 20 pages every Friday. Printed by Canada's largest daily newspaper, The Toronto Star, it is distributed in the eastern part of Canada, including Ottawa, Montreal, Quebec and many other major cities of the country. It will reach readers all around Canada in the second half of 2014.

刊例价 Advertising Rates

	黑白 (人民币) B/W(RMB)	黑白(美元) B/W(USD)	彩色 (人民币) Color(RMB)	彩色(美元) Colour(USD)
整版 Full Page	61000	10000	91500	15000

《中国国家形象专刊》

China Watch >>

简介

创刊于1992年，月刊，随《华盛顿邮报》《纽约时报》《华尔街日报》《每日电讯报》《金融时报》等欧、美、亚主流报纸夹报发行，直接送达各界高端读者，向政府高级官员，企业界、经济界人士介绍中国经济发展情况，加强相互理解，促进贸易合作。

Introduction

Launched in 1992, China Watch is a monthly that reaches millions of cosmopolitan readers as an insert in the Washington Post, the New York Times, the Wall Street Journal and the Financial Times in the US, and across Europe with Daily Telegraph.

CLIMBING TREKS TAKE ON FRESH IN HIGH MOUNTAINS, P4

NEDONG: BASIS OF PEACE IS ALSO HOME TO MANY 'FIRSTS', P5

COUPLE DEDICATES DECADES TO THE FOUNDING OF A MODERN EDUCATION SYSTEM, P3

CHINA WATCH

CHINA DAILY 中国日报 MAY 27, 2011

70 percent Public subsidies going to housing

90 percent Public subsidies going to housing

34,900 Public subsidies going to housing

18,000 Public subsidies going to housing

A HEAD START

Thousands of young Tibetan students have benefited from middle school programs set up outside the autonomous region. Hu Yongqi reports from Lhasa.

TRAVEL

THE GREAT LAKE

NEW UNESCO HONOR FOR HEAVENLY HANDS' WEST LAKE WILL HELP ATTRACT MORE FOREIGN TOURISTS

YOU DO

Tapping timeless appeal

Forget about covering antique jewelry in museum display cases. The modern-day fashionista can now wear ancient gems with the help of an elite group of jewelry designers.

Zhao Xia took a lot of time to create some of these most unusual designs.

ALL THINGS ANTIQUE ARE NEW AGAIN



The jewelry is displayed in a grid-like fashion, showcasing various styles from traditional Chinese motifs to more modern interpretations. The pieces include necklaces with intricate pendants, earrings, and brooches.

By David Li

Antique jewelry is making a comeback in the fashion world. Designers are reinterpreting traditional Chinese motifs and materials, creating pieces that are both timeless and contemporary. This resurgence is driven by a growing appreciation for craftsmanship and a desire for unique, meaningful accessories.

Modern-day jewelry designers are tapping into the timeless appeal of antique jewelry. They are reinterpreting traditional Chinese motifs and materials, creating pieces that are both timeless and contemporary. This resurgence is driven by a growing appreciation for craftsmanship and a desire for unique, meaningful accessories.

Now for the next generation

Three decades of reform have opened China's youth to the world, but they are still learning to cope with a global economy.

Andrew Ross



The article discusses the challenges and opportunities facing the younger generation in China. It highlights the impact of globalization and the need for education and skill development to succeed in a competitive market.

Recipe for a happy pet



This section provides tips and advice for pet owners, focusing on the care and well-being of their furry companions. It covers topics such as nutrition, exercise, and socialization.

Recipe for a happy pet

Ensuring your pet is happy and healthy involves a combination of proper care, love, and attention. Regular vet check-ups, a balanced diet, and plenty of affection are key to a pet's happiness.

CHINA WATCH

CHINA DAILY
MAY 25, 2012

'Confident' outlook despite FDI fall

World economy is among reasons cited but investment set to rebound, reports

Ding Qingfen



The article reports on the decline in Foreign Direct Investment (FDI) in China, attributing it to global economic uncertainty. Despite the fall, there is a 'confident' outlook for a rebound in investment as the world economy begins to stabilize.

Chengdu: Gateway to vast potential of western China

Investment of more than \$2 billion over 10 years

By David Li



Chengdu is being developed as a major gateway to the vast potential of western China. Significant investment is being poured into infrastructure and economic development, positioning the city as a key hub for growth in the region.

Light at end of tunnel for China's foreign trade

By David Li

The article discusses the challenges facing China's foreign trade and the signs of improvement. It notes that while there are still hurdles, there is a 'light at the end of the tunnel' as trade relations begin to thaw and demand for Chinese goods shows signs of recovery.

Provincial capital boasts rich history, bright future

By David Li

This section highlights the rich history and bright future of a provincial capital. It emphasizes the city's cultural heritage and its potential for economic growth and development in the coming years.

Haikou promotes tourism, innovation

By David Li

Haikou is promoting tourism and innovation as key drivers of its economic growth. The city is leveraging its natural beauty and cultural resources to attract tourists and foster a culture of innovation and entrepreneurship.

10 fastest growing cities

These five out of 10 cities in the global market and not only from the global market in China.

The article lists the 10 fastest growing cities in the global market, highlighting their rapid economic growth and potential for future success.

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《上海英文星报》

Shanghai Star >>

简介

《上海英文星报》是中国日报社为上海地区读者量身定制的一份生活资讯类周刊。该周刊每周三随同《中国日报》在上海地区发行，24版全彩印刷。内容以休闲、娱乐等生活资讯为主，开辟了全城热议、玩转上海、食全食美、时尚达人、我爱健康、宠物天地、外国人社区等多个栏目，介绍海派文化的前世今生，使读者在精彩的故事中感受上海独特的城市魅力。《上海英文星报》内容贴近本地读者，是在沪外籍人士、港台人士和本地时尚居民了解上海的重要窗口。

Introduction

Shanghai Star, a lifestyle weekly newspaper tailor-made for readers in Shanghai, is published together with China Daily every Wednesday. The 24-page tabloid offers readers the latest information on hot topics, including travel, dining, fashion, health, pets and community etc. The newspaper recounts fantastic stories of Shanghai's modern life and its colorful history, which allows readers a panoramic view of the metropolis. Shanghai Star aims to get close to readers and is an important guidebook for expats and local residents seeking a deeper understanding of this magnificent city.

刊例价

Advertising Rates

		尺寸(宽*高) Size(W*H)	彩色(人民币) Color (RMB)
普通版 Standard Format	整版 Full Page	24.5cm × 30cm	73,500
	半版 Half Page	24.5cm × 15cm	37,000
	1/4版 Quarter Page	12cm × 15cm	20,000
	通栏 Bottom Strip	24.5cm × 8cm	18,500
	1/8版 1/8 page	12cm × 8cm	9,300
	1/16版 1/16 page	6cm × 8cm	4,650
头版 Front Page	半版 Half Page	24.5cm × 15cm	68,000
	通栏 Bottom Strip	24.5cm × 8cm	34,000
末版 Back Cover	整版 Full Page	24.5cm × 30cm	88,200

CHINADAILY

中国日报网 >> China Daily Website

简介

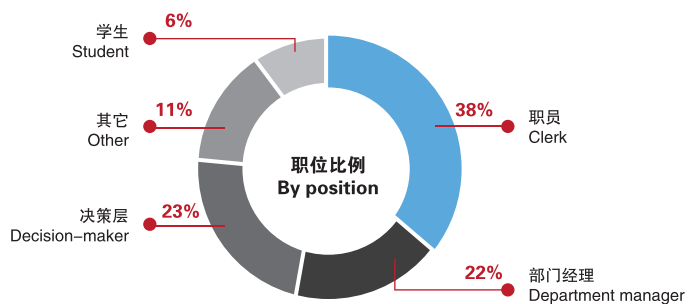
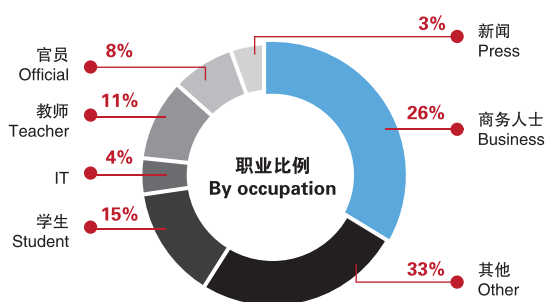
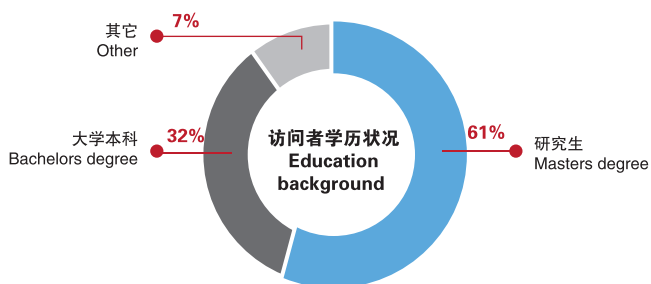
创办于1995年，是中国最早的国家级英文网站，现已成为国家级综合性媒体网站和中国最具影响力的英文门户网站，日均页面访问量超过5200万次。中国日报网开设了30余个子网站和300余个频道，多渠道、全天候向全球传播权威中国资讯。

Introduction

China Daily website (chinadaily.com.cn): Launched in 1995, the first national English-language website has become a comprehensive multimedia outlet and China's most influential English-language Web portal. It has an average of more than 52 million page views per day. With more than 30 subsidiary websites and 300 channels, the China Daily website provides 24-hour authoritative information services about China to Web users around the world through multiple channels.



读者构成 Readership



中国日报移动媒体 >>

Mobile Media of China Daily

中国日报集团拥有发展迅速、门类齐全的无线互联网业务体系，包括移动终端、手机报、手机网站三大移动平台及14个无线终端产品。

China Daily has a rapidly growing, comprehensive wireless Internet system for business with three mobile sites and 14 wireless terminal products.

iPhone、iPad客户端 ▶

中国日报 iPhone、iPad 客户端分别于 2009 年 9 月、2010 年 4 月登陆全球最大的在线软件店——苹果 App Store。中国日报是中国第一家在苹果产品平台上推出资讯服务的国家级平面媒体，与西方主流媒体在该平台上竞相争辉。中国日报还拥有适用于 Android、BlackBerry、Windows 8 等移动平台的客户端，并进入亚马逊 Kindle、索尼 Reader 等主流电子阅读器平台，其中亚马逊 Kindle 有价电子版订户数位居亚洲第一。

中国日报新闻客户端在全球已有约 500 余万用户，分布在 150 余个国家和地区，是中国海外下载量最大的新闻资讯客户端。

China Daily Apps:

Downloads of China Daily's iPhone and iPad apps worldwide have reached approximately 5,000,000. China Daily also has apps that are supported by mobile platforms such as Android, BlackBerry, Win 8, plus e-book platforms such as Kindle and the Sony Reader.

双语手机报 ▶

中国日报双语手机报于 2008 年推出，是中国第一份中英文双语手机报，包括中国移动版、中国电信音频版、中国联通照排版等多个版本。

China Daily Multimedia Messaging Service (MMS):

The bilingual China Daily Mobile News was started in 2008 and is available via China Mobile, China Telecom and a China Daily PDF edition on China Unicom.



中国日报苹果应用平台

<http://www.chinadaily.com.cn/mobile/ipadiphone/index.html>

中国日报手机报

<http://www.chinadaily.com.cn/mobile/>

中国日报品牌活动

Brand Events >>

北京—东京论坛 ▶

中国日报社与日本言论 NPO 联合主办的大型国际论坛，创办于 2005 年，每年举办一届，通过开展高覆盖面的中日民意调查、推动两国高层人士和各界高端人士的坦诚对话，建立起有效的双边民间交流平台，促进中日关系健康发展，被誉为中日间最高层次的公共外交平台。

Beijing-Tokyo Forum

The Beijing-Tokyo Forum is a large, annual international symposium co-founded in 2005 by China Daily and Genron NPO, a non-profit organization in Japan. The forum aims to provide a non-governmental communications platform and promote the healthy development of China-Japan relations through public opinion polls and candid high-level dialogue.



Beijing-Tokyo Forum





亚洲媒体中国行 ▶

地方政府 / 企业通过邀请亚洲国家主流媒体记者到华参观采访，展示各地经济、政治、文化、旅游等方面发展面貌，推动亚洲各国对当地的真实了解，从而树立良好的国际形象，促进与亚洲国家全方位、多层次的交流。

“亚洲媒体中国行”活动是一个有广泛社会效益的平台，通过亚洲新闻联盟（ANN）为纽带，将亚洲各国同中国各地有效连接起来，既能助力地方政府开拓外宣阵线，在亚洲国家中树立国际形象和定位，又能加深亚洲各国对当地的了解，从而促进对外经济、文化、旅游等方面的交流。

“China in the Eyes of the Asian Media” Tour

The tour allows journalists from major Asian media groups access to local governments across China to get a truer picture of the economic, political, cultural, and tourist conditions, benefiting China's image abroad and contributing to multilevel, multilateral exchanges with the rest of Asia. The tour has had a notable effect on society by acting as a bridge to the rest of Asia and allowing interaction between journalists and local people to create greater mutual understanding.

“亚洲摄影家聚焦美丽中国”之旅 ▶

2013年，中国向世界推出了“美丽中国”这一中国旅游对外宣传口号，并在世界范围开展了一系列“美丽中国之旅”交流活动。中国日报社作为“让中国了解世界，世界了解中国”的国际媒体平台，从自身资源优势出发，策划并主办“亚洲摄影家聚焦美丽中国”之旅大型项目活动，该活动得到了中国国务院新闻办公室、国家旅游局的认可与大力支持。在国际化的视野下，通过本次活动，中国向世界呈现出其丰富的自然和人文景观，更展现了中国灿烂的文化遗产与现代文明，同时传递了中国博大精深的文化底蕴与民族精神，让“美丽中国”国际形象更加深入人心。

“Incredible China” Photographers’ Tour

In 2013, China unveiled the slogan “Beautiful China” to promote its tourism ventures and carried out a series of exchange activities under the theme “A Trip to Beautiful China” across the world. As an international media platform committed to making China known to the world and facilitating its integration with the international community, China Daily planned, organized and sponsored a large campaign titled “Voyage of Asian Photographers through Beautiful China”, which won recognition and support from the State Council Information Office and the China National Tourism Administration. The campaign showcases the country’s diverse natural and cultural landscape to the world while displaying its brilliant heritage and modern civilization. The profound Chinese culture and national spirit, which makes the image of “Beautiful China” more deeply rooted among the people, is also depicted through the campaign.





“亚洲媒体聚焦亚青会”南京之旅 ▶

2013年5月27日至31日，中国日报社携手南京亚青会组委会共同举办了“亚洲媒体聚焦亚青会”南京之旅采访活动。来自世界13个国家和地区、22家媒体的30余位国内外记者参加了活动。活动期间，媒体团考察了2013年南京亚青会的主场馆，走访了南京工业大学、南京艺术学院、南京同心结学校、智慧南京指挥调度中心、魔盒公司虚拟网络火炬传递等等，从经济、文化、科技等全方位深入了解亚青会各项工作的筹备进度。参加本次活动的亚洲媒体记者对南京亚青会表示出极大的关注和兴趣，并表示活动后会继续跟进亚青会的相关报道。本次活动的成功举办像全亚洲乃至全世界传递了2013年亚洲青年运动会的筹备情况以及南京市风貌，为2014年南京市成功举办青年奥运会奠定了良好的国际舆论基础。

“Asian Youth Games in the Eyes of the Asian Media” Interview Tour

Together with the organizing committee of The Second Asian Youth Games, China Daily organized a media tour to Nanjing from May 27 to 31, 2013. More than 30 journalists from 22 media outlets in 13 countries and regions around the world attended the event. The tour included visits to the major venue of the games, Nanjing Tech University, Affiliated Secondary School of NUA, “Smart Nanjing” Centre, IMOHO Information Technology Company and many other activities. It briefed the participants with the updated preparation works of the Asian Youth Games in aspects like economy, culture and technology. After these activities, the media group showed great interest in covering the games. The media tour presented Nanjing as a beautiful city and also a city preparing for a major event to the world, bringing international publicity for both the city and the 2nd Summer Youth Olympic Games.

“动感亚洲”——亚洲新闻摄影大赛

由中国日报社和“亚洲新闻联盟 (ANN)”于 2006 年共同发起、以亚洲为主题的大型国际新闻摄影大赛，吸引了亚洲及美、英等国众多摄影记者和自由摄影师参赛。

Changing Asia-Asia Press Photo Competition

Started by China Daily and the Asia News Network, in 2006, the annual international photo contest attracts photographers from across Asia, and other countries including the US and UK.



◀ 国际大学生环保漫画·插画大赛

由中国日报于 2006 年创办的每年一届、以环保为主题的国际性赛事，获联合国环境规划署、世界自然基金会等国际环保机构与漫画机构的支持，得到了许多国家大学生的积极响应。



University Cartoon Competition on Environmental Protection

Founded by China Daily, in 2006 as an annual international event for college students, it is supported by the UN Environmental Programme, the World Wildlife Fund for Nature, other international environmental organizations and cartoon companies.



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