

INFORMATIVE:

China's most informative English-language newspaper

中国信息量最大的英文报纸

INFLUENTIAL:

Far-reaching opinion leader in China

Influential readership, both Chinese and worldwide

中国舆论引导者，颇具影响力的中外读者群



2016 Media Kit

INNOVATIVE:

Sharp and innovative reporting, unique and perceptive analysis

尖锐创新的报道，独特深刻的分析

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Preface

As China experiences a daunting economic and social transformation, assumptions and conclusions about the country's prospect abound. Amid the economic slowdown, some overseas soothsayers predict a depression and even collapse at some point, and others paint a rosy picture citing official data and arguments.

Socially, the country is haunted by myriad problems ranging from civil rights conflicts, an aging population, and air pollution to income gaps. Conspiracy theories permeate the Western media, which labels much of the anti-corruption campaign as an internal purge.

Access to information about China is much freer now thanks to greater transparency and technology revolution but interpreting the information is harder and harder. To really understand what is happening to the 1.3 billion people and their government requires escaping misconceptions born of either politics or negligence.

The Global Times was created to enlarge the boundaries of news reporting and it is only through the continued support of our readers that we are able to keep doing that. During the past six years, our reporters have filed from places no other Chinese media have been to. We have presented hard-hitting facts, controversial angles and daring argument. Readers interested in knowing about

China can always count on it to break stereotypes and misunderstanding. China watchers and entrepreneurs eyeing the Chinese market find the Global Times an indispensable tool to help digest China's policies and development trends.

The Global Times has also built bridges between entrepreneurs, economists, and local governments. Various economic forums sponsored by the Global Times have become a regular feature of China's business calendar, bringing dignitaries, executives and journalists

together at a series of high-profile events across the country, achieved through landmark partnerships with entities such as the Boao Forum for Asia. It has brought economists and businesspeople around the world into closer contact with China's underdeveloped regions by co-organizing forums with local governments.

The high profile of our readership gained through quality reporting has made our advertisers achieve their exposure targets. Lots of Fortune 500 companies and Chinese enterprises have reaped the benefits of reaching their audience acutely by working with this burgeoning media heavyweight. As the Global Times is making significant inroads into new media, we are confident there will be greater potential to explore the business opportunities rendered by China's economic transformation in 2016.

Li Hongwei

中国正在经历巨大的经济和社会转型，关于国家未来的猜测和论断也是比比皆是。随着经济增长速度的放缓，一些外国预言家称中国经济将会萧条甚至崩溃，而另一些却援引乐观的数据和事实，只说美好图景。

在社会层面，中国被一系列问题困扰，如公民权利的冲突、人口老龄化、空气污染、收入差距扩大化。阴谋论充斥着西方媒体，甚至给反腐行动贴上内部清扫的标签。如今，随着技术革命以及信息公开，获取中国信息的途径更为自由丰富了。但是，信息的解读与消化更为艰难。想要真正了解中国政府和 13 亿人民，亟需厘清那些或出于政治目的或出于业务疏漏而造成的误解。

《环球时报》英文版就是这样一个扩大新闻报道边界的产物。读者强大的支持是我们继续这项事业的动力。在过去的六年中，我们的记者身先士卒，传递有别于中国其他媒体的最新鲜的声音，从其他媒体尚未涉足的领域发回报道。这里有震撼的事实、争议的角度以及大胆的观点。对中国感兴趣的读者通过我们打破常规、驱散误解。着眼于中国市场的观察家和

企业家也依靠我们来了解国家政策和发展趋势。

《环球时报》英文版为企业家、经济学家和当地政府之间搭建了沟通的桥梁。由我们主办和赞助的多个商业论坛已然成为中国商界活动的一大亮点。通过一系列高规格的全国性活动，如与博鳌亚洲论坛之间的里程碑式的合作，政要、高管和媒体齐聚一堂。通过与地方政府的交流合作，全球经济人与中国欠发达地区之间的联系变得紧密。

我们通过高质量的报道赢得了高规格的读者，而我们的广告客户也从中获得了更多的利益。作为一个快速崛起的重量级媒体，我们在过去已经为一部分世界五百强和中国大型企业带来了巨大的收益。而现在，随着《环球时报》英文版大踏步地进军新媒体，我们有信心趁着中国 2016 年经济转型的东风，获得更大的潜力，挖掘更多的商机。

李洪卫

读者寄语

Readers' Comments

The Global Times English-language daily is one of the main sources we at the Delegation of the European Union to China use to find news on what is going on in China as well as how China views the world. In our relations with the Global Times over the years, we have always found their journalists to be both professional and interested in EU and EU-China relations. We wish the Global Times continued success for 2016.

《环球时报》英文版是欧盟驻华代表团获取中国最新资讯的重要途径，同时也从中了解到中国对世界的态度。多年来，我们与《环球时报》英文版建立了良好的关系，欣赏其记者的专业性，感谢他们对欧盟与中国关系的高度关注。我们希望《环球时报》英文版在2016年延续其成功。



Dr. Hans-Dietmar Schweisgut, the
EU Ambassador to China
欧盟驻华大使史伟



Jörg Wuttke, President, European
Union Chamber of Commerce
in China
中国欧盟商会主席 伍德克

I have had a subscription to the Global Times since its English version first came on to the market more than six years ago. I sometimes disagree with some of views expressed in the stories, but the paper is and remains a 'must read' for me.

从六年前《环球时报》英文版面世的第一期我就开始订阅。尽管有时我并不完全赞同报道的观点，但是这份报纸对我来说一直是必读。



Mohamed Faisal, Maldives
Ambassador to China

马尔代夫驻华大使 费萨尔·穆罕默德

I wish the Global Times all the best for a successful 2016. As one of China's leading English paper, Global Times continues to inform and educate. Wish for more of the same in 2016.

我衷心祝愿《环球时报》英文版在2016年取得更大成功。作为中国顶尖的英文报纸，《环球时报》英文版一如既往地提供最新资讯。我们希望它能在新的年里更上一层楼。



Ma Zhengang, veteran diplomat
and former Chinese ambassodar
to the UK
中国资深外交家，前驻英大使
马振岗



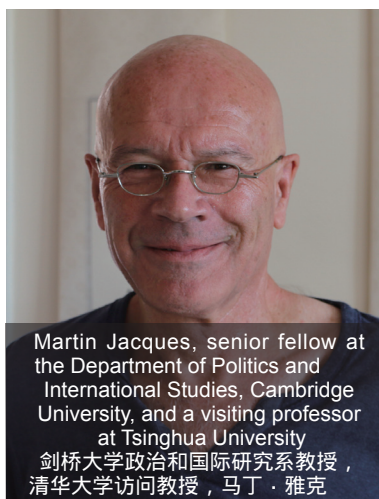
Zhang Jiantao,
Vice President, Coca-Cola Greater
China & Korea
可口可乐大中华及韩国区副总裁
张建弢

As an English-language Chinese newspaper under the People's Daily, Global Times creates a bridge between China and the rest of the world as well as the English speaking community in China, including the foreign expatriates of our company in China. As an European company with global presence, Airbus believes that deepening the understanding between the peoples of different cultural backgrounds plays a key role in making the earth a better place for living. May Global Times a brighter future and a wider popularity.

作为《人民日报》下属的中国英文报纸，《环球时报》英文版为加强中国和世界以及在中国生活和工作的外国人士（包括空客在华的外籍专家）之间加强彼此了解架起了一座桥梁。作为植根于欧洲，业务遍及全球的国际性公司，空中客车相信，不同文化背景的人们彼此加强交流对于我们的世界建设成为更加美好的家园起到至关重要的作用。祝《环球时报》英文版越办越好！



Eric Chen
Airbus China President and CEO
空中客车中国公司总裁兼首席执行官
陈菊明



Martin Jacques, senior fellow at
the Department of Politics and
International Studies, Cambridge
University, and a visiting professor
at Tsinghua University
剑桥大学政治和国际研究系教授，
清华大学访问教授，马丁·雅克

The Global Times is a very important and influential paper in China which is also now receiving growing recognition outside China. It has a distinctive and strong voice that is essential to read if we are to understand the growing range of views and opinions in Chinese society.

在中国，《环球时报》英文版是一份十分重要且有影响力的报纸，现在也越来越得到国际的认可。该报以独特、有力的声音，成为了解中国社会逐渐多样化观点的必读之物。

Global Times has long been a bridge linking China to the rest of the world, and showing each side the real nature of the other.

《环球时报》英文版长期致力将一个真实的中国展现于世界，将一个真实的世界介绍给中国，是一座沟通中外的坚固桥梁。

Since the turn of the century, China has had ever closer communications and exchanges with countries around the world. Global Times serves as a platform for readers at home and abroad to experience different cultures and points of view, increasing our understanding of one another.

We wish Global Times continued success and innovation, and trust that you will continue to make a powerful impact around the world.

跨入新世纪，中国与各国的沟通和交流日趋紧密。《环球时报》英文版应运而生，以观点和文化的碰撞和互通，为中外读者们拓展了一个跨越国界的平台。愿《环球时报》英文版持续开拓创新，不断深化国际影响力。

With its deep and insightful analysis on what happening in China, the Global Times is a good channel for international readers to understand China today. I believe that it will be more and more successful in the future with its continuous provision of valuable information for its readers as always.

《环球时报》英文版为国际读者提供了有关中国时政有洞察力的深度分析，是了解当今中国的一个很好的途径。我相信随着《环球时报》英文版一如既往地读者提供富有价值的信息，其将来必定越办越好。



Steve CLARK, CEO of SUEZ Asia
苏伊士亚洲区首席执行官
郭仕达


Weekday Editions **周一至周五版**

Page number 版面页码	Name 版面名称	Description 版面说明
P1—P3	Top News	The Top News pages help readers look deeper into the most important domestic and international events or trends.
	要闻版	及时报道并深入解读每日最重要国内外新闻事件。直率、敏锐、不回避敏感问题是要闻版的灵魂。
P4—P6	Nation	Nation pages chronicle the rise of today ' s China, in all its exuberant, dynamic and varied complexity.
	国内版	采访报道国内政治、经济发展状况，向全世界展示丰富、复杂、动态的中国。
P7—p10	World	The World pages cover a wide range of international and public affairs, with hard news from major news agencies and feature stories taking a unique Chinese angle.
	国际版	报世间万象，展中国视角
P11	Mosaic	The Mosaic page brings you a quirky perspective through a series of amusing and offbeat stories and photos.
	趣文	新奇有趣的故事、网络热点新闻，道尽人间百态。
P12—P13	In - depth	Telling stories of a changing China through a unique perspective, solid interviews, sharp observation and direct approach to sensitive topics.
	深度报道	视角独特、采访充实、观察深刻，直面敏感话题，讲述万象中国。
P14	Editorial 社论	A determined political stance on the latest events worldwide. 用新鲜、有冲击力的态度直评国内外尖锐话题
P15	Asian Review 亚洲评论	A unique Chinese perspective to Asian geopolitics 瞭望亚洲的中国视角，积极介入地缘政治
P16	Forum 评论	The Forum pages bring readers rational analysis from established international pundits. 汇聚享誉国内外的专家学者，理性分析国际舞台的风云变幻。
P17	Viewpoint 随笔	Opinions from Chinese and foreign readers on small corners of a larger world. 小事情折射大社会。读者的视角是我们的源泉。
P18—P21	Life	Life provides sophisticated stories on design, cuisine, fashion, art, movies/TVs, travel, celebrities and health, allowing our readers to enjoy all the sights, sounds, smells, and tastes that Chinese culture has to offer.
	文化生活	影视新闻、新书发布、明星动态、音乐演出、艺术动态、拍卖收藏、名流专访，足不出户，了解最全的英文文化生活资讯，只为生活更加美好。
P22—P24	Sports 体育	All the latest sports news from around the world 报道全球体育动态，追踪赛场内外乾坤

Business 经济版

Page number 版面页码	Name 版面名称	Description 版面说明
B1	Business News 经济新闻	An inclusive platform for readers to grasp hot economic topics and offers insightful opinions from a China - focused angle. 报道全球经济动态，解读全球财经资讯。用中国角度审视国际经济风云变幻。
B2	Business Update 经济新闻速递	Following major domestic and worldwide macroeconomic trends to keep readers well - informed and ahead of the curve in the evolving global economic environment. 覆盖国内外宏观经济热点，每日财经资讯新鲜速递。
B3	Biz Markets 市场新闻	A window for readers to grasp changes in the ever - changing financial markets. 洞悉市场动向，为投资者解读瞬息万变的资本市场。
B4 - 5	Biz Companies 公司新闻	Dynamics of the world ' s leading businesses. Various topics, unique angles and interesting layouts provide a daily feast of business news for readers. 网罗国内外领先公司新闻。话题多样，角度独特，设计新颖，为您提供一道丰富的财经新闻饕餮盛宴。
B6 - 7	Bi Comment 经济评论	The two pages are filled with the thinking of top economists, senior corporate executives, leading industry watchers, and also the newspaper's most diligent thinkers in the financial arena, making every workday one we're looking forward to. 经济评论的重要文章邀请国内的知名学者对重大的宏观经济进行评论，也会邀请专栏作家和行业领军人物撰写公司和行业的微观经济热门话题。
B8	Biz Insight 经济深度	Taking readers beneath the surface to the real stories of China ' s economy. 抓取富有典型意义的人和事，深度报道带您了解经济现象背后的故事。

Weekend Edition 周末版

Page number 版面页码	Name 版面名称	Description 版面说明	
W1—2	News 要闻	Reporting the latest news over the weekend 周末重要新闻动态仍不放过	
W3	World 国际新闻	Covering the latest news of what ' s happening around the world. 为读者呈上最新、最快的全球资讯	
W4	Nation 国内新闻	Focusing on stories in China. 兼顾国内政治经济社会新闻	
W5	Opinion 评论	Cheeky twists on strange Chinese tales 每周末讲述一则中国式天方夜谭	
W6	Profile 人物	Telling vivid personal stories which also help readers comprehend complex news stories. 从人的视角出发讲述他们或执着或令人感动的故事，并以此透析新闻事件中人的核心角色	
W7	Auto 汽车	News and views from the world ' s largest auto market. 车市新闻 深度报道	
W8-9	Travel 旅游	The whole world before you, start a new journey in the right mood. 带上好心情，出发看看美好的世界	
W10	Tech 科技	Introducing cutting - edge technology and hot topic in IT industry 最新科技 行业动向	
W11	Fashion/Dining 时尚 / 饮食	Fashion trends that span the globe / Delicious food accompanied by fine wine 潮流时尚囊括其中 美食美酒相得益彰	
W12	Fun & Games 茶余饭后	Games and cartoons for you to enjoy 漫画填字 娱乐休闲	
W13-16	Sports/ Weather 体育 / 天气	All your sports and weather needs 体坛风云 赛场纵横 (P16 含天气预报)	

Top News
要闻版

The Top News pages cover the most exciting domestic or international news events, or those that have the biggest impact on China and world affairs. The trendy design and the unique choices of headlines and photos embody a Global Times style that grabs readers' attention at first glance.

We are not satisfied with merely recounting what happened or passing on what other people said. We mobilize the best people of each reporting group to collect facts, quotes and experts' analysis, and make each story on the Top News pages a timely report as well as an in-depth news analysis piece.

We view the world from a Chinese perspective and report China from an international perspective. Through the window of the Top News pages, readers will get a better understanding of how China's political and economic policies affect China and the world, and get a greater grasp of what is behind the conflicts and disputes in international affairs.



In-Depth
深度报道版

China's surging economy is always creating headlines. In a media environment of fragmented and instant reading, the In-depth page upholds high-quality investigative reporting, providing a long-form product with depth. It is presented in a story-telling style and tries to provoke our readers to think about the issues facing China today.

Covering a wide range of topics, In-depth stories go beyond China's political and social phenomena. Our reporters aim to present analytical reports and disclose the reasons behind what is going on, through conducting detailed interviews and careful research. In-depth tells grand China stories by revealing the stories of individuals. The reports encourage

attention to sensitive topics and shine a light on usually controversial issues.

A center-fold section in the paper, In-depth explores different page designs. Its feature reports, together with the documentary-like picture stories, provide readers with an inspiring and eye-opening experience five days a week.



深度版在当今碎片化、速食性阅读泛滥的媒体环境下, 坚守高质量的调查报道, 提供长篇、深度的新闻产品, 长于讲述, 引发思考。

深度报道的领域广泛, 集中在但不局限于中国时政和社会观察, 深度记者通过详实的采访和缜密的求证, 发掘现象背后的逻辑以及它们的影响, 做出具有分析性的客观报道。深度报道以讲“中国故事”见长, 以小见大, 有点有面, 不回避敏感话题, 用原创报道在有争议的议题上发出不容忽视的声音。

作为 Global Times 的跨页彩版, 深度版面形式更趋多样, 长篇特稿故事和引人入胜的纪实图片为读者提供具有兼具思想启迪和视觉冲击力的阅读体验。



每天国内国际政治、经济、社会新闻事件层出不穷, 我们选择最激动人心、最让人若有所思或最能影响国内外局势的新闻在要闻版呈现。具有国际范设计风格的头版版面和浓厚环球时报报道风格的标题和图片总能在第一眼就抓住各国读者。

我们不满足于对事件的平铺直叙或者甘做涉事任何方的传声筒, 我们调动全报各部门最精英的前线和后方采编力量, 深入采访新闻事实、各方观点、专家分析, 力求把每一篇要闻文章打造成一件富有时效而又深入浅出的深度报道和新闻分析精品。

我们用中国的眼光来看世界, 用国际的眼光来报道中国。打开要闻版这扇窗, 你能读懂中国政治经济政策如何影响全国和世界, 也能看透国际局势风云变幻背后的力量角逐和利益博弈。





阅读 Global Times 社评是中国观察家们每天要做的案头功课。每天一篇社评，一篇记者观察，传递这张报纸对时下最尖锐热辣话题的独家剖析和冷静思考。Global Times 的声音坦诚、直接、独特、富有冲击力，在政治家、外交官以及各种中国分析人士中间高频传递。

亚洲评论版紧贴全球格局东移的大趋势，积极介入地缘政治，对亚太时局投以长期、绵密的关注。这个创建三年，曾获得国内最高奖项“中国新闻奖”的评论专栏，作为品质的内容沉淀下来。无论是周边涉华敏感议题，或是亚太国家重大内政事件，国内外一流专家在此交锋，百家争鸣。

纵观四块评论版，言论独特化、高端化是 Global Times 一以贯之的追求。我们坚持传递有厚度、有纵深的评论，塑造客观、平衡、多元的舆论环境。在变化万千的大时代里，我们以理性、冷静的视角伴随读者一路前行。



Life
文化生活版

Life pages provide easy and light news and feature stories for Global Times. Four pages include two for feature stories covering from movie news and reviews, book release, music and performances ,art and celebrity interviews, one short news page for update news about world's entertainment and China's, and Teabreak for Crossword, Horoscope as well as Learning Chinese.

At such an age that West hopes to know better of the East, Life focus on China and Western cultures, managing to treat foreign readers with Chinese original culture as well as Western culture's influence in China.

We care movies and dramas. Chinese movie market has become the center of the global movie industry with the fastest growth as well as the platform for East and West to share ideas. We have stories about Hollywood blockbusters like *X-Men*, *Hunger Games* and *Spiderman* as well domestic ones including *Tharlo*, *Mr Six* and *Red Amnesia*. Celebrities from Arnold Schwarzenegger, Hugh Jackman, Dwayne Douglas Johnson to Chinese fresh meat Li Yifeng to Korean actor Kim Soo Hyun, have all appeared at our top news.

We care arts. Exhibitions in venues like National Museum of China, Palace Museum and Today Art Museum have all been covered by our arts reports.

We care Internet age. With the rising of streaming sites, we never missed any stage of its development.

We care history. History is the best teacher and no one is willing forget the past. From books like *Forgotten Ally* and documentaries like *Diaoyu Islands: The Truth* directed by Germany Chris D Nebe, we are restoring the truths of history, which is our mission.



作为一份时政类报纸内贴近生活轻松愉快的版面，文化生活版的四块版面用英文介绍中国的文化生活现象，点评各种文化热点，给 Global Times 的读者带来更多样的体验。两个专题稿件版面，包罗万象，从影视新闻、新书发布、明星动态、音乐演出、艺术动态、拍卖收藏、名流专访等等，一个资讯版涵盖每日发生的文化新闻，一个互动版面寓教于乐，轻松让读者完成填字游戏，学会汉语对话，了解星座预测。

在西方世界对东方世界的了解欲望愈发强烈的今天，文化版关注中西文化，力图将最原汁原味的中国文化呈献给外国读者，也聚焦不断涌入中国的西方文化。

我们关注影视。中国电影市场世界第一的增长速度，已经让中国俨然成为全球电影产业的关注点，也让影视作品成为文化碰撞最激烈的平台。

从横扫全球票房的好莱坞巨制《地心引力》、《神奇蜘蛛侠》、《X 战警》、《饥饿游戏》、《终结者》，到走入国际电影节的中国影片《闯入者》、《塔洛》、《老炮儿》，都是我们报道的内容。从施瓦辛格、休·杰克曼、巨石强森，到“小鲜肉”李易峰、韩国“欧巴”金秀贤，国民偶像宋承宪，国内外一线明星对话，赢得年轻读者的信赖。

我们关注艺术。中国国家博物馆、故宫、尤伦斯当代艺术中心、今日美术馆等专业博物馆和美术馆的展览我们都持续关注，全面呈现东西方在艺术创造上的交流。

我们关注网络。从视频网站的崛起、逐步起到代替传统电视媒体的作用，到如今纷纷投入影视产业，创作一个有一个票房黑马的电影作品。

我们关注历史。从书籍《被遗忘的盟友》、《越南密战》等记录着最真实而又被忘记的中国在二战中的记忆，到外国导演用纪录片《钓鱼岛真相》揭露一段不为人知的历史，重现这些故事让更多人了解，这是我们的使命。

Business News
经济新闻版

Hot topics involving both domestic and international issues are covered here, with unique angles and original interpretations. We cover macroeconomic trends and the dynamics of the world's leading businesses. We also provide insightful stories on a range of economic issues. The Global Times business section has become an important platform for both domestic and world readers to understand China.

经济新闻版面以新颖的视角,深入的解读来报道国内外经济热点。宏观、行业、公司版面全面及时的为读者提供经济动态;深度报道版面集独家报道,深度解读为一体,为读者解读经济现象背后的故事。经过六年的积累,经济新闻版已经成为国内外读者了解中国,了解世界的一个重要平台。

To find the answers to these questions, which are of vital importance for the economy amid a broad set of structural reforms, enlightening information is a daily necessity. The Global Times' business editorial pages get readers involved in opinions and analysis that look deeper into the most thought-provoking news about the Chinese economy.

近年，随着中国经济形势变得日趋错综复杂，有关中国经济的过去、现在与未来的疑问不绝于耳。只有汇聚足够深刻且富于启迪意义的洞察才有望揭开这些问题的谜底。经济评论版则是这样一个答疑解惑的平台，为读者提供国内外经济政策和重大经济事件的深度评论和独到的观察。

经济评论的重要文章邀请国内的知名学者对重大的宏观经济进行评论，也会邀请专栏作家和行业领军人物撰写公司和行业的微观经济热门话题。



The image is a collage of financial news headlines and a large central image. At the top left, the text 'B4-5' is visible. The main headline at the top center reads 'BIZ COMPANIES' in large, bold, yellow letters. Below this, a sub-headline states 'Yahoo.com suspended online sales Friday following official statement from Chinese authorities'. The main headline below that is 'Lottery-approved seller sees trading halted in NYSE'. To the right of the main headline, there is a large image of a hand holding a fan of Chinese banknotes, with a red circular graphic behind it. Below the main headline, there are several smaller headlines and articles. On the left, a headline reads 'Shunda agrees to go private in a deal valued at \$3.9b with CapitalFund'. Below this, there is a section titled 'ALIBABA BACKS SHOPRUNNER GAINS MOMENTUM' with a sub-headline 'Shops may split off ICD unit, seek investment from Japan government-backed fund: source'. In the center, there is a section titled 'CHINA'S FINANCIAL MARKETS COOL' with a table showing market indices. To the right of the table, there is a section titled 'SHANGHAI STOCK MARKET' with a sub-headline 'Shanghai's financial markets are cooling down'. Below this, there is a section titled 'SNPTC, CPI to merge to form country's largest nuclear entity'. At the bottom right, there is a section titled 'CIBC CHINA' with a sub-headline 'CIBC CHINA' and a list of news items. The overall layout is a typical financial news page with multiple columns and sections.

Metropolitan Beijing 北京版



Metropolitan Beijing is the key that will unlock the secrets of the good life for expats living in Beijing, and Chinese aspiring to an international life style.

Focused on improving everyday life in the capital, the eight-page supplement is full of curated listings of events around town, highlighting the most interesting and unique.

In addition, each day of the week features stories and information focusing on a different essential aspect of life in the capital – Family, Culture, Body, Escape, Gourmet and Fortune – helping advertisers precisely target readers by their interests. A popular opinion section gives voice to our readers, allowing them to see their own ideas reflected in Metropolitan Beijing's pages.

Metropolitan Beijing has been a trusted source of information and inspiration for more than six years, and is an excellent way to target wealthy expats and their families in the diplomatic, business and professional communities.



北京是一座怎样的城？有人爱她热闹白昼的喧嚣，有人爱她繁华夜晚的五光十色。有人拼尽全力也要加入CBD匆忙的脚步中，而有人却叹息着雾霾的日子，收拾行囊逃离这里。北京，让很多人又爱又恨。但她的丰富、包容与活力却仍然磁石般吸引着世界各地的人们，牵绊着那些想要离开的脚步。

阅读北京版，将引领你探索京城最古老的秘密，体验都市最现代的魅力。

北京版以提高城市生活质量为目标，为读者提供最有趣、最独特的本地生活资讯。

八个版的副刊以最敏锐的六个触角（家庭、文化、健康、户外、美食和财富）深入到这座城市的每个角落，为读者提供最生动的故事，最新潮的文化，最健康的生活方式，最刺激的休闲娱乐，最地道可口的美食和最实用的创业点子与职场生存指南。话题新颖独特，内容贴近生活，集新闻性、知识性和趣味性于一体。观点板块为读者表达心声，促进交流开辟了一块百花齐放的园地。

成立六年多以来，北京版致力于为读者提供可靠信息，深受高端商旅人群喜爱和信赖。不论是异乡的中国人，还是外国友人，他们都可以从中汲取最有用的信息和最有益的知识。

Shanghai is a city with over 23 million unique stories to tell; an inexhaustible melody of voices, sights and sensations that serve to draw in the newcomer, invigorate the artist, and excite the entrepreneur. The young, the hopeful, and the driven are drawn by its promise, striving to find their fortune here, adding their own strands to the twisting weave of narratives.

Each issue is a prism from which every facet of the city and its inhabitants can be viewed, a paean to the intriguing, the humorous, the shocking and the illuminating events that make up its varied tapestry.

Metro Shanghai sets out daily treasure troves of news, arts, community and dining stories and opinions. Its team of experienced local and foreign media professionals serves up an eclectic fondue to its diverse readership of expatriates, Chinese, tourists and business visitors, keeping them informed, amused and abreast of the city that pulses around them.

Metro Shanghai is unique in offering such a diverse and in-depth view of the city on a daily basis, issue by issue charting the course of Shanghai through the 21st century.

有着 2300 万人口的上海永远有说不完的故事。取之不尽的灵感充斥着每个人的听觉、视觉和触觉，即使见多识广的新来者都眼花缭乱。艺术家在这里被赋予鲜活的灵感，而守旧落伍的人只能整天疲惫不堪。这座城市又会使企业家兴奋不已，无论是年轻人，满怀希望的人，渴望成功的人或极有抱负的人，都会用他们自己的经历为这座城市的故事锦上添花。

甄选并记录下这座繁华都市每天发生的悲欢离合、酸甜苦辣、惊天动地却容易被忽略的故事，就是都市上海版肩负的责任。每一个故事都是这座城市内在脉搏的一次跳动，歌颂着组成这幅斑斓图景的或引人、或幽默、或震惊、或启示的事件和细节。

每当太阳重新升起，都市上海版都会奉上一套集新闻、艺术、社区、美食和言论等菜式的自助大餐。她的团队由极富经验的媒体人组成，既有中国记者，也有外国记者，为在沪外国人、中国人、游客和商旅人士端上一份美味多样的甜食，让他们随时跟上城市的脉动和节拍，并从阅读中找到乐趣。

都市上海版的独特之处，在于能每天提供这样多样而深度的城市视角，通过一个又一个新闻故事，开拓上海这座城市在新世纪的未来。



市场推广 Events

Global Ambassador Forum

The Global Ambassador Forum is hosted annually by the Global Times, aiming to promote better understanding between China and the rest of world, and enhance the communications with different cultures.

Over the last six years, the Global Times has been committed to reporting a diversified world to readers and presenting a complicated China to the world. The inheritance of traditional culture is part of enhancing communication between China and the world.

After the success of the first forum in 2014, the Second Global Ambassador Forum, titled "City, Life," was held in April 2015. The forum invited ambassadors to China from around the world, mayors from major cities both in China and abroad, as well as architects, designers and entrepreneurs who have dedicated themselves to urban development. They discussed the economy, tourism, environmental protection, medical care and other topics related to the future development of cities.



环球大使论坛

环球大使论坛，由《环球时报》英文版主办，旨在推动中国与世界的对望与理解，促进多元文化的沟通和交流。

《环球时报》英文版，自创刊以来，一直秉承“报道多元世界、解读复杂中国”的宗旨，助力中华传统文化的传承，推动中外文化的交流，也是报纸的初衷与使命。

去年成功举办首届环球大使论坛之后，今年4月，第二届环球大使论坛，将世界的目光聚焦于“城市·生活”，邀请多国驻华大使、中方市长代表、外方市长代表、城市建设与规划师以及致力于关注城市发展的知名企业家齐聚一堂，围绕城市经济、旅游、环保、医疗养老等话题，集中彼此智慧、共享人类创新成果、推动城市共同发展。

The new media platform of the Global Times English edition not only delivers news feeds and analysis, but also is devoted to interacting with our readers. Our reach extends beyond our print edition by connecting our readership and partners through our site, social media platforms and apps.

Website: www.globaltimes.com.cn

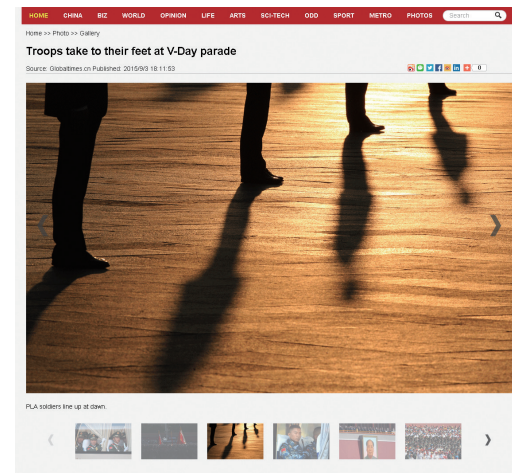
With over 8 million daily page views and around 750,000 unique visitors per day, the website has proven itself a strong presence in English-language media. The site delivers breaking news with timely commentary and



analysis, while our special coverage, infographics and galleries provide comprehensive and eye-catching news packages. For those interested in studying the Chinese language, GT's "Learning Chinese" channel is an invaluable resource.

Over 70 percent of our readers hail from the Americas, Europe, and Southeast Asia, providing partners a chance to connect with this ever-expanding international audience through our various front-page and sub-page ad services.

新媒体 New Media

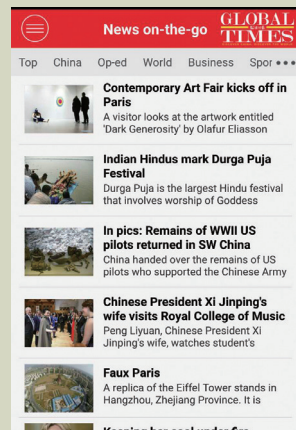
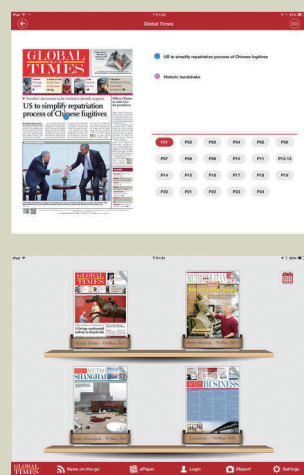


社交媒体
Social media

Our official Facebook and Twitter accounts, both launched in April 2011, have attracted over 1,000,000 and 50,000 followers, respectively. We also have attracted more than 100,000 fans to our official Sina Weibo account since it opened in January 2010, and garnered 23,000 fans on our official WeChat account since it opened in November 2014. Each platform is assigned different news and media products tailored to its unique strengths and audience, ensuring that all of our followers get the news they want, the way they want it. Readers can access news feeds, special coverage and Infographics through these social media platforms. We also launch online events with our media partners to further develop and encourage contact with our readership.

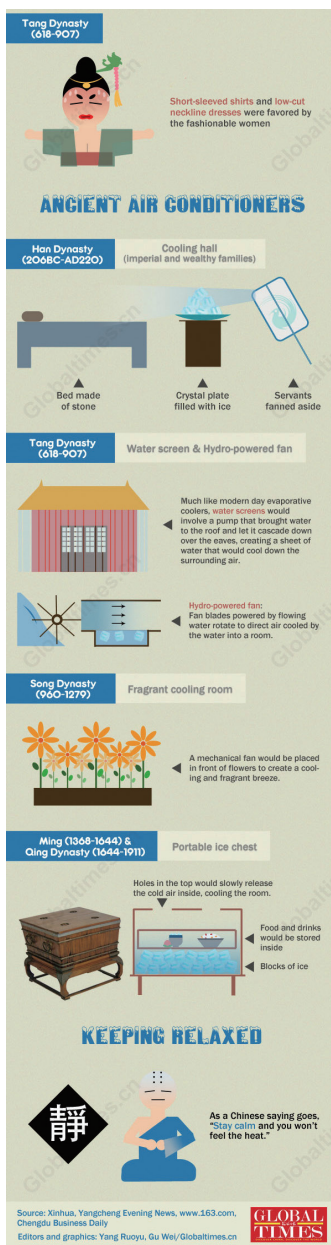
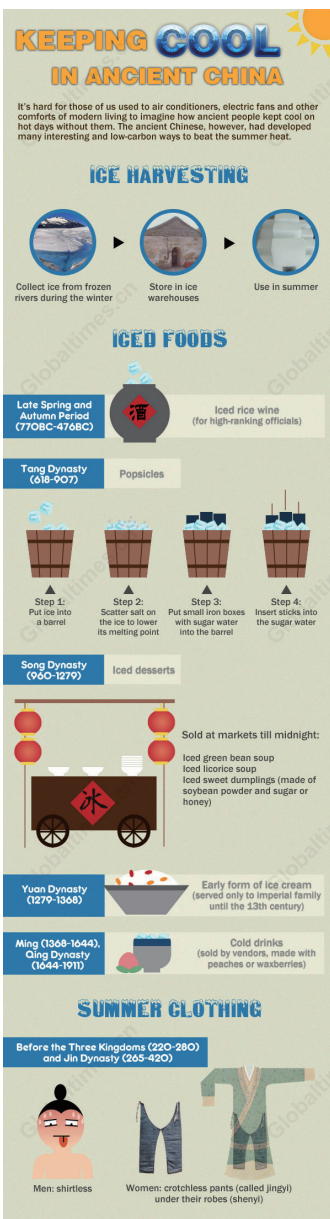


《环球时报》英文版 Facebook 官方账号创建于 2011 年 4 月，现有粉丝 100 万；Twitter 官方账号创建于 2011 年 4 月，现有粉丝 5 万多；微博账户创建于 2010 年 1 月，目前拥有超过 10 万粉丝。2014 年 11 月开通微信账号，至今粉丝拥有数量达 2.3 万。《环球时报》英文版社交媒体平台联合报纸与网站面向全球海内外受众根据各自平台与读者的不同属性定制专属于该平台的新闻内容和新闻产品。在全球范围内进行精准的新闻投放，打造 Global Times 专业权威的媒体形象，为受众提供及时有效又丰富多彩的信息内容，且不断通过探索新的社交媒体传播形式，无论是线上新闻专题，还是符合读者新时期阅读需求的信息图解等新闻产品来服务受众，并打造 Global Times 时时准备探索新时代受众诉求的新闻服务特色。此外，我们还会定时与合作伙伴联合推出各样线上活动，推动平台的读者活跃度，增强读者粘性，打造氛围活跃稳定的线上社区。

移动终端
News apps

Global Times has updated its popular Android and iOS app with an all-new tailored design. The new edition of the app, which has already garnered more than 2 million iOS users and 500,000 Android users, is targeted at English-speaking readers. It aims to provide more tailored services, especially for readers in major markets such as the US, the EU nations, India and Southeast nations. The app offers space for effective ad placement in various forms such as full-screen ads, banner ads and links.

英文版移动终端的 IOS 用户量达 200 万，Android 用户量达 50 万。在 2015 年，基于旧版终端，我们针对英语读者，研发了基于 IOS 和 Android 的全新新闻移动客户端，意在提供更加个性化的新闻服务。目前，我们正将新版客户端推送到主要读者的所在地，如欧美、印度和东南亚。每个移动终端均提供全屏、通栏、文字链等不同形式的广告位，面向高端、高知客户群。

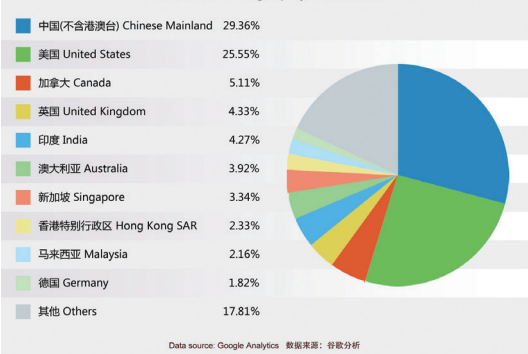


作为《环球时报》英文版的新媒体平台，我们不仅提供新鲜的信息和独到的解读，也致力于与读者的交流互动。通过网站、海内外社交媒体、移动终端等平台，我们打通了报纸、网站、读者、合作方之间的交流渠道，便于受众参与其中，在互联网时代中实现共同分享与成长。

网站：www.globaltimes.com.cn

《环球时报》英文网站日均 PV 超过 800 万，UV 约 75 万，是具有世界级影响力的英文媒体之一。网站与时事保持零时差，力求发出即时的资讯，在突发大事件时，更能高效地呈现现场实况；读者也可以在这里看到具有独特角度的新闻评论和解读；同时，各类专题、图解、高清大图等也为人们提供了丰富的新闻知识，从准确性、全面性、趣味性上满足人们对信息的需求；对于有兴趣学习中文的朋友，网站还开设了汉语学习频道，为读者学习汉语提供方便的平台。

Audience Geography 访问来源



英文网的读者来自全球各地。自 2009 年建站以来，网站每天有超过 70% 的访问来自美洲、欧洲、东南亚等地区，也频繁收到来自全球的读者来信和留言。同时，我们为合作伙伴在首页及相关频道页提供横幅广告、文字链接、按钮广告、通栏、直邮广告、游标等广告位，受众遍布全球。



发行优势

Distribution

Distribution advantage

In 2015, the Global Times English Edition witnessed explosive growth in its circulation due to increased distribution channels and an expanded network. Out top circulation now reaches 260,000 copies a day.

The Global Times English Edition is printed daily in Beijing, Shanghai, Changzhou, Guangzhou, Wuhan, Shenyang and Xi'an, covering the entirety of the country.

发行总量稳步增长 发行网络覆盖全国

2015 年，环球时报英文版发行网络日益完善，发行渠道更加立体，发行总量实现稳步增长，单期最高发行量达 26 万份。

环球时报英文版在全国共有 7 个印点：北京、上海、常州、广州、武汉、沈阳和西安，分别覆盖华北、华东、华南、华中、东北和西部地区。



Special distribution channels

Besides its mail distribution network, the Global Times English Edition has tapped new channels to serve specific sectors, including airlines, hotels, embassies, office buildings, government departments and universities. Through these channels, the Global Times targets a more educated audience and establishes a bridge between customers and advertisers. The newspaper has evolved into a highly efficient platform for brand promotion.

拓展特殊渠道发行 精准锁定目标读者

在邮局发行网络不断完善的基础上，《环球时报》英文版拓展针对特定目标群体的特殊渠道发行，包括航空、酒店、使领馆、写字楼、部委和高校等。通过特殊渠道，环球时报英文版精准锁定目标读者，为客户搭建起品牌与消费者之间的快捷通道，成为品牌传播的高效平台。

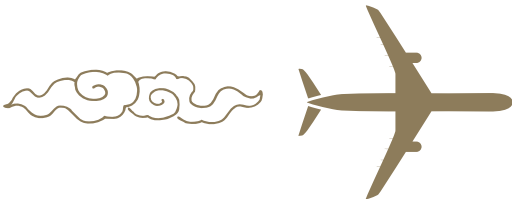
发行渠道	比例
邮发 mail	25%
航空 airlines	40%
高校 universities	4%
酒店 hotels	20%
使领馆 embassies	11%
合计	100%

Airline list				
Air China	China Eastern Airlines	China Southern Airlines	Hainan Airlines	Beijing United Airlines
Shanghai Airlines	Juneyao Airlines	Shenzhen Airlines	Sichuan Airlines	Chongqing Airlines
Hebei Airlines	Okay Airways	Deer Air	Air Macau	Emirates
Asiana Airlines	Vietnam Airlines	United Airlines	Air France	Alitalia
South African Airways	Philippine Airlines	Finnair	Scandinavian Airlines	Azerbaijan Airlines

航空发行合作伙伴				
中国国际航空公司	中国东方航空公司	中国南方航空公司	海南航空公司	北京联合航空公司
上海航空公司	吉祥航空公司	深圳航空公司	四川航空公司	重庆航空公司
河北航空公司	奥凯航空公司	金鹿航空公司	澳门航空公司	阿联酋航空公司
韩亚航空公司	越南航空公司	美国联合航空公司	法国航空公司	意大利航空公司
南非航空公司	菲律宾航空公司	芬兰航空公司	北欧航空公司	阿塞拜疆航空公司

In-flight distribution

In 2015, the Global Times English Edition expanded its in-flight distribution advantage and cooperated with more airlines. The in-flight distribution involves 100,000 copies a day on 25 airlines around the world. Meanwhile, high-end readers can easily access our latest news at first-class and VIP rooms in Beijing, Shanghai, Wuhan, Xi'an and Chengdu airports.



航空发行增至 10 万份 / 期

2015 年,《环球时报》英文版进一步扩展航空发行优势,加大与外航和公务航空公司的合作力度,使发行覆盖到国内外 25 家知名航空公司,单期航空发行量增至 10 万份。同时,在北京、上海、武汉、西安和成都等地机场的头等舱休息室及贵宾厅,高端读者均可在第一时间阅读到《环球时报》英文版。

HOTEL

Hotel distribution

The Global Times English Edition cooperates with 849 luxury hotels in 21 cities across the country to issue more than 50,000 copies per day. The newspaper has proved to be a popular platform among our business readership.

High-end attention

The Global Times English Edition has attracted the attention of key foreign institutions in China, such as embassies, international organizations and news agencies. It has become a resource of choice for the international community looking to understand China. As a result, the newspaper offers a large arena for its clients wishing to go global.

酒店发行达到 5 万份 / 期

《环球时报》英文版与 21 个城市的 849 家四星级以上酒店进行合作,单期酒店发行量达到 5 万余份,充分照顾商务读者的阅读习惯,为高端读者获得英文信息提供了便捷的途径。

备受驻华机构关注

《环球时报》英文版备受各国驻华机构的关注,全面覆盖各驻华使领馆,国际组织及新闻单位驻华机构,成为国际世界读懂中国的首选,也为广大客户打造国际品牌以及拓展海外市场提供了广阔平台。



High-end showcase

As the influence of Global Times increases, its advertising kept on growing in 2015. High-end clients, including Mercedes-Benz, Huawei, Inspur, Sugon, Wuliangye, Luzhou Laojiao, Hainan Airlines, Qatar Airways, Shenzhen Airlines, Arrail Dental, Starbucks, and Hot Spring Leisure City, have formed stable and long-term partnerships with the English Edition. The Global Times created a broader platform for high-end brands to achieve better promotion.

中利曙光
Sugon

股票代码: 600019

科技治霾 在行动

中利曙光助力中国环境监测总站、中科院大气所等机构,即将推出国内高精度、最长7天的雾霾预报预警、来源解析和政府辅助决策系统,为治理雾霾提供强大的科技支撑,为政策制定提供科学的事实依托。

Intel
Xeon

英特尔® 至强®

多乐美地 4000-610-210
Duo Le Mei Di Resort

www.duolemeidi.com.cn

Become a good skier in only 16 hours

As a truly international ski resort, we have Chinese snow, Italian-style pistes and a Swiss teaching system. Just come and join in the fun!

Enroll in our classes now!

For just RMB 4980, you can enjoy eight days of ski lessons including ski pass, equipment rental, accommodation & return transportation from Beijing.

TIME-HONORED AND STRONG-FLAVORED LIQUOR
LUZHOULAOJIAO TEQU
UNIQUE BREWAGE TECHNIQUE
CREATING A VALUABLE INTANGIBLE CULTURAL HERITAGE

UNFORGETTABLE
MEMORY
NOSTALGIC TASTE

A BOTTLE OF BAIJIU
ROUSES MEMORIES FOR EACH GENERATION
CLASSIC LIQUOR CALLS UP REMEMBRANCES
AND RECOLLECTS THE 1960'S

TEQU 60'S

四川锦江酒店
Sichuan Jinjiang Hotel

ARRAIL 瑞尔
Dentistry since 1986

牙齿矫正
为了美,更为了健康

400-880-1900

温都水城
HOT SPRING LEISURE CITY

师生同庆
中秋佳节
合家欢乐 温都水城

Celebrating Mid-Autumn Festival
at Hot Spring Leisure City

From September 5 to 11, 2014, please join us in enjoying delicious food and great gifts with our special discount vacation packages.

为高端品牌营造
广阔的宣传平台

2015年,《环球时报》英文版社会影响力日趋深入,广告也随之持续稳步增长。奔驰、华为、浪潮、中科曙光、五粮液、泸州老窖、海南航空、卡塔尔航空、深圳航空、瑞尔齿科、星巴克和温都水城等大批优质客户在英文版形成长期稳定的广告投放。《环球时报》英文版为高端品牌营造了广阔的宣传平台。

International reputation

Due to the tight coverage of emerging topics by our professional financial reporting team, the Global Times has become a major source of information for the world to gain a better understanding of China's economy and market.

In 2016, our newspaper will continue to strengthen its focus on key industries and companies, follow the main business trends, and build up a platform to highlight well-known brands to the world.



AVIATION

Hainan Airlines
sets sights on
North America

China's fourth largest carrier launches multiple new routes to US

Airlines, regulator announces new services, deals

B4-5

BIZ COMPANIES

Round 1

S&P cuts China developer Glorious' credit rating on refinancing worries

Unilever posts lower-than-expected Q4 growth on emerging markets weakness

Itchu, CP plan to jointly put Stob into CITIC Group

Samung Electronics ponders stock split to appease investors; executive

B4-5

BIZ COMPANIES

Round 1

Australia's Woodside makes \$8.1b offer for PNG-focused Oil Search

Qihoo 360 quits short-lived joint venture with Coolpad, claiming violation of non-compete agreement

JP Morgan uses its might to cut costs in market for credit cards

Uber to enter 100 more Chinese cities over next 12 months; CEO

Alibaba Metro form cross-border partnership

帮助中国企业建立国际声誉

《环球时报》英文版依托专业财经采编团队,追踪经贸往来热点,报道财经领域相关动态,成为世界了解中国经济和市场的重要信息渠道。

2016年,《环球时报》英文版将继续加大对重点行业和企业关注力度,报道行业动态,展示企业形象,帮助中国企业建立国际声誉。





High-end distribution

The in-flight distribution of the Global Times English Edition involves 100,000 copies a day, covering 25 airlines around the world. Meanwhile, the newspaper also delivered 50,000 copies every day to 849 luxury hotels in 21 cities across the country. The special distribution channels promote the latest news to target readers in high-end demographics.



赢得酒店及航空公司青睐

《环球时报》英文版航空发行量达到 10 万份/期，发行覆盖 25 家知名航空公司。同时，酒店渠道发行量为 5 万份/期，发行覆盖全国 21 座重点城市 849 家四、五星级酒店。特色发行渠道使推广讯息直达目标人群，赢得了相关客户的青睐。



Bilingual promotion

In 2016, we will launch a favorable package for our high-end clients who put ads in both the Chinese and English Edition. Out paper will establish a bilingual platform for readers and provide promotional and effective services with significant returns.



搭建中英文双语联合推广平台

2016 年，我们为需要在中英文版同时进行广告宣传的高端客户推出特惠套餐方案，搭建双语联合推广平台，为客户提供更优惠、更有效的服务。





Size 尺寸: 5.5*8.5(cm)



Size 尺寸: 16.5*23.6(cm)



Size 尺寸: 16.5*11.6(cm)



Size 尺寸: 7*23.6(cm)



Size 尺寸: 11.5*23.6(cm)



Size 尺寸: 23.6*16.5(cm)



Size 尺寸: 16.5*50(cm)

Advertising Dept: (8610) 65369594
Bank of China, Chaoyang Rd.Branch,Beijing
Account number: 327256037205

广告电话: (8610) 65369594
开户银行: 中国银行北京朝阳路支行
账号: 327256037205

Ad Formats

广告版面与价格示例图



Advertising Rates 广告版面价格表

规格	Scale	尺寸 Size (H × W) cm	价格 Price (RMB)	
			黑白 B/W	彩色 Color
半通栏 (1 / 10版)	1/10 page (Horizontal)	7 × 11.6	10,000	13,000
通栏 (1/5 版)	普通版	General	7 × 23.6	22,000
	2-4版	Page 2-4	7 × 23.6	25,000
	32 版	Page 32	7 × 23.6	33,600
横1/4 版	普通版	General	8.5 × 23.6	26,000
	2-4版	Page 2-4	8.5 × 23.6	29,000
	32 版	Page 32	8.5 × 23.6	38,400
竖1/4 版	普通版	General	16.5 × 11.6	31,000
	2-4版	Page 2-4	16.5 × 11.6	34,000
	32 版	Page 32	16.5 × 11.6	50,400
横1/3 版	普通版	General	11.5 × 23.6	36,000
	32 版	Page 32	11.5 × 23.6	57,600
小半版	Banner	普通版	General	14 × 23.6
	Spread	32 版	Page 32	14 × 23.6
	半版	1/2 page	16.5 × 23.6	65,000
整版	Full Page		33 × 23.6	128,000
	小通栏 (1 版)	Banner (1/7 page) on Front Page	4.6 × 23.6	68,000
	报眼	Flag	5.5 × 8.5	35,000



Non-regular Price List 异型广告版面价格表

规格	Scale	尺寸 Size (H x W) cm	价格 Price(RMB)	
			黑白 B/W	彩色 Color
竖1/3 版	1/3 page (vertical)	33 × 7.5	49,000	65,000
小全版	1/2 page (vertical)	23.6 × 16.5	78,000	108,000
跨页半版	Astraddle 1/2 page page (horizontal)	16.5 × 50	130,000	170,000
跨页整版	Astraddle Full Page	33 × 50	288,000	384,000
备注: 指定版位加收20%的费用 Note: Designated Page: +20% surcharges				