

PRINT

China Times started as a newspaper, with the traditional look. Currently China Times is sporting a more magazine style look.

Almost all Chinese in The Netherlands are familiar with our brand because we have been publishing news since 2003. The China Times contains the latest news. The magazine also has interesting topics about trends, foods, travel, gadgets and interviews with popular people in the community!



50.000
Copies

Each edition of China Times will have 50,000 copies



9
Editions

China Times will have 9 editions in 2021



55.000
Reach

The reach is estimated 55,000 throughout the Benelux



300+
Points

China Times has over 300 distribution points



5.600
Subscribers

Around 5,600 people receive the newspaper at home



4
Airlines

You can read China Times in the mayor airlines to China



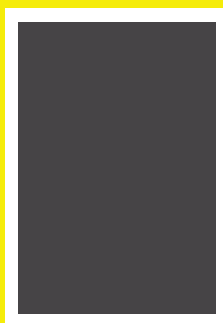
PRINT RATES

Find here our rates for print advertisements.
Questions? Please contact us. info@chinatimes.nl

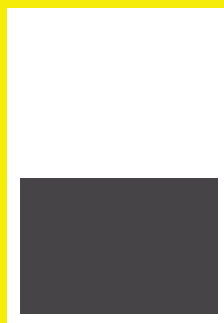
- Prices are excluding 21% VAT and per edition
- Deliver the artwork in .pdf / .psd / .ind (+ .idml) / .ai file or .jpeg with 300 dpi
- Cover artwork needs to be approved by China Times before publishing
- Advertisement can be postponed to another edition 48 hours before publishing. Otherwise a fee will be charged of 15%. Cancellation without charge is not possible



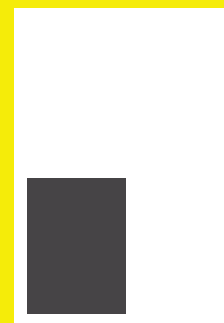
1/1 Cover
W265 x H380mm
€2100 excl.



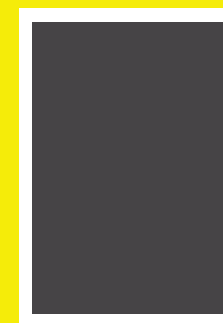
1/1 Full-page
W265 x H380mm
€1575 excl.



1/2 Inside page
W240 x H165mm
€787,50 excl.



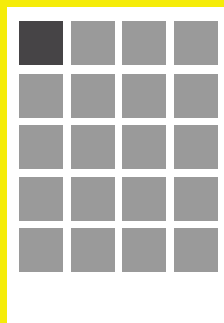
1/4 Inside page
W132 x H182mm
€525 excl.



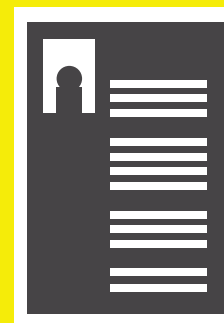
1/1 Backpage
W265 x H380mm
€1890 excl.



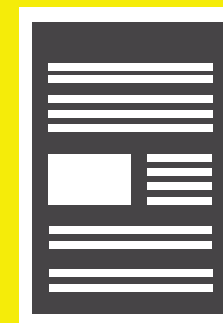
Spread Center Position
W530 x H380mm
€3150 excl.



Search mini AD
Min. W40 x H40mm
Starting from €30 excl.



Interview
W265 x H380mm
€924 excl.



1/1 Report
W265 x H380mm
€924 excl.

WECHAT

With a whopping 1.17 billion users, WeChat is the biggest social media in China.

It is also one of the few ways to reach family members still based in China. Therefore, a big chunk of users is located right here in the Netherlands. Imagine being able to reach all of them, with the click of a button.

Check out China Times' WeChat channel: [chinatimesnl](#)

22.929

Followers and still growing naturally everyday



2.500

Average readers per post



6x, 5x

6 days a week, 5 posts per day



20 - 40

The WeChat reader is between 20 till 40 years old



NEWS

China Times posts the latest news **6 times a week**. Everyday we posts **5 articles**. Want to put out news today? Our WeChat team can create a post at the same day.

ADVERTORIAL

Maximum exposure on WeChat? Choose to advertise with premium branded content. **An advertorial written by our social media experts.**

ADVERTISING

Advertise with style! Our WeChat experts can create dashing layouts and designs, suitable for your brand and appealing for the targetgroup.



WECHAT RATES

Find here our rates for WeChat advertisements.
Questions? Please contact us. info@chinatimes.nl

- Prices are excluding 21% VAT
- Deliver the artwork in .jpeg / .gif file
- In need of design? We can create a design for you!
- Advertisement can be postponed to another day 48 hours before publishing. Otherwise a fee will be charged of 15%. Cancellation without charge is not possible.

Top banner The first thing you see when you open an article



Top banner Eyecatcher

Banner: W900 x H1500px

Headliner article
€159 excl. / per post

Second article
€99 excl. / per post



Top banner Large

Banner: W900 x H900px

Headliner article
€139 excl. / per post

Second article
€89 excl. / per post



Top banner Medium

Banner: W900 x H450px

Headliner article
€119 excl. / per post

Second article
€69 excl. / per post

Between banner A break between reading



Between banner large

Banner: W900 x H900px

Headliner article
-

Second article
€69 excl. / per post



Between banner medium

Banner: W900 x H450px

Headliner article
€119 excl. / per post

Second article
€59 excl. / per post



Between banner small

Banner: W900 x H300px

Headliner article
€99 excl. / per post

Second article
€49 excl. / per post

Bottom banner An advertisement to end the article



Bottom banner large

Banner: W900 x H900px

Headliner article
€139 excl. / per post

Second article
€89 excl. / per post



Bottom banner medium

Banner: W900 x H450px

Headliner article
€119 excl. / per post

Second article
€69 excl. / per post



Bottom banner small

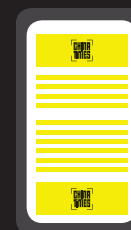
Banner: W900 x H300px

Headliner article
€109 excl. / per post

Second article
€59 excl. / per post



Premium branded All about you!



Banners + article

Banner: W900 x H300px

Headliner article
-

Second article
€315 excl. / per post

WEBSITE

China Times has a new website where news is posted regularly.

The new website sports a sleek black background to make reading easier on the eyes. The reader friendly, responsive dark website is easy on the eyes, making it possible to catch up on the news whenever you prefer. China Times posts about different topics like: Dutch news, international news, interviews, events and news about technology.

According to Google Analytics, our target group has affinity with **shopping, food & dining, beauty & wellness** and **media and entertainment**.

Visit the website: www.chinatimes.nl

1.645

Visitors per day average



25 - 34

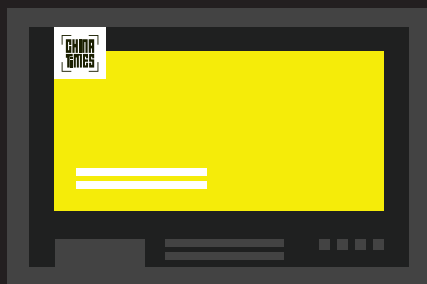
The average website user is between 25 till 34 years old



WEB RATES

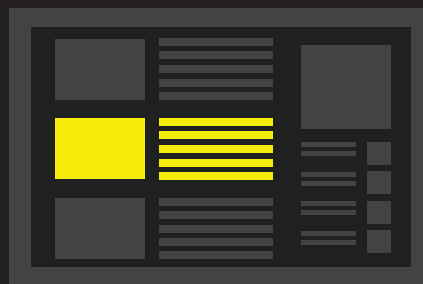
Find here our rates for web advertisements.
Questions? Please contact us. info@chinatimes.nl

- Prices are excluding 21% VAT and per 30 days or per post
- Deliver the artwork in .psd / .ind (+ .idml) / .ai file or .jpeg with 150 dpi
- Advertisement can be postponed to another edition 48 hours before publishing. Otherwise a fee will be charged of 15%. Cancellation without charge is not possible



Headline news Advertorial

W1920 x H900px
€1500 excl. per post



News advertorial

W408 x H237px
€250 excl. per post



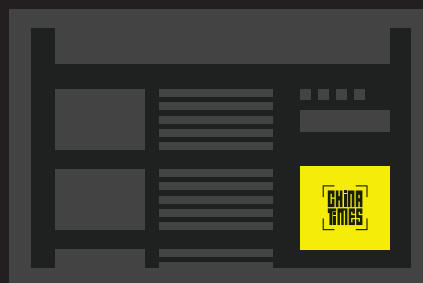
Horizontal wide banner

W1280 x H164px
€300 excl. for 30 days



Pop up banner

W1000 x H668px
€800 excl. for 30 days



First visible right banner

W347 x H277px
€300 excl. for 30 days



Second visible right banner

W347 x H277px
€200 excl. for 30 days

CLIENT BASE

Thankful for all the great brands we have work together with.

We place a high value on our relationships with our clients and partners and are proud to have had China Southern Airlines, China Eastern Airlines, KLM, Xiamen Airlines and Huawei amongst others as our cooperation and distribution partners. In the past 15 years we also have proven to be reliable media-partner for many Chinese as well as Dutch companies, such as de Bijenkorf, Schiphol, Holland Casino and many more.



And many more!

PUBLICATION DATES

Edition	Event & period	Deadline	Publication
331	Chinese New Year	28-01-2021	04-02-2021
332	Women's Day & Lantern Festival	11-03-2021	18-03-2021
333	May Holiday	08-04-2021	15-04-2021
334	Hemelvaartsdag & Pinksteren	13-05-2021	20-05-2021
335	Father's Day & Dragon's Boat Festival	10-06-2021	17-06-2021
336	Summer High Season	08-07-2021	15-07-2021
337	Mid Autumn Festival & Golden Week	09-09-2021	16-09-2021
338	Single's Day & Black Friday	04-11-2021	11-11-2021
339	Christmas & New Year	09-12-2021	16-12-2021

Contact China Times Gedempte Burgwal 45, 2512 BS Den Haag **T** 070 888 88 58 **E** info@chinatimes.nl

CONTACT **CHINA TIMES**

Do you have questions or would you like to purchase advertisement space? Feel free to contact us.

Address Gedempte Burgwal 45
2512 BS Den Haag

Tel 070 888 88 58
Mail info@chinatimes.nl

WeChat chinatimesnl
Web www.chinatimes.nl

TERMS AND CONDITIONS

Curious about our Terms and Conditions when you purchase advertisement space? You can find it attached to the contract. If you wish to read it beforehand, please contact us by sending a mail to: info@chinatimes.nl



中荷商报