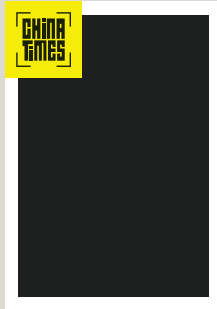




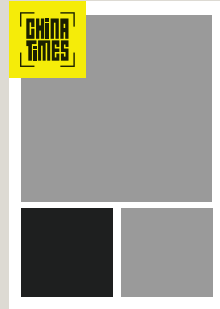
Mediakit 2024

Print

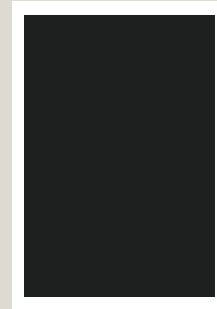
China Times started with print. With the years the paper changed it's look and feel, becoming more modern and magazine like. Besides the latest news, China Times also have categories like: food, travel, entertainment and tech. The paper is available at all the popular spots for Chinese people, for example the major Chinese supermarkets like: Amazing Oriental and Wah Nam Hong. China Times is also chosen to be the in-flight reading material for China Southern Airlines and China Eastern Airlines.



1/1 Cover
W265 x H380mm
€2100 excl.



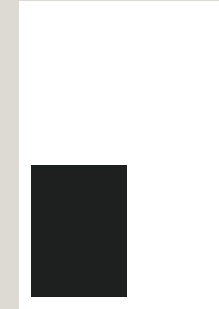
Cover advertisement
Variable sizes
Starting from €525 excl.



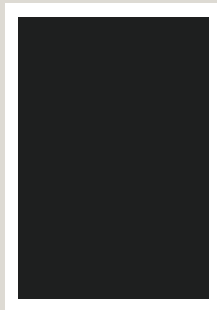
1/1 Full-page
W265 x H380mm
€1575 excl.



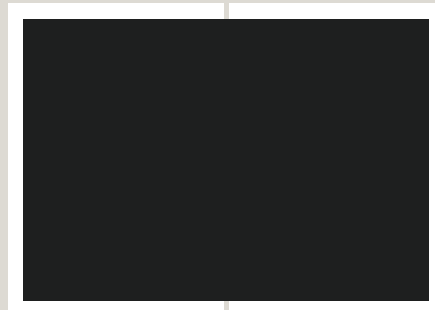
1/2 Inside page
W240 x H165mm
€787,50 excl.



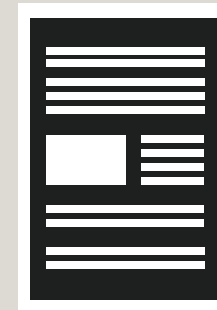
1/4 Inside-page
W120 x H165mm
€525 excl.



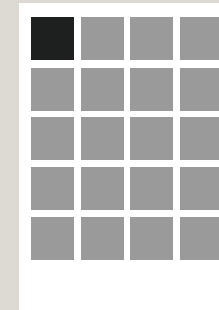
1/1 Backpage
W265 x H380mm
€1890 excl.



Spread center position
W530 x H380mm
€3150 excl.



1/1 Report / Interview
W265 x H380mm
€1575 excl.



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

9

Editions for 2022
For all special holidays

50.000

Copies
Each edition

150.000

Reach
1 copy passed on

300+

Distribution points
In the whole Netherlands

5000+

Subscribers
Each edition



Flip Cover

In 2022 China Times is proud to present the newspaper in 2 languages. We see more and more Dutch people interested in the Asian culture. This way we can also provide the latest news related to China and the Chinese community in The Netherlands to the Dutch audience.

25-45

Age
of the readers

6-8

Dutch Pages
With the 'flip cover'

24-26

Chinese Pages
With the 'flip cover'

WeChat

Where Facebook and Instagram are popular amongst the Western target group, the Chinese group all use WeChat. Whether you want to promote with a banner, advertorial or even video, it is all possible on this platform.

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



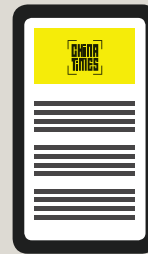
Top banner Eyecatcher

W900 x H1500px
€159 excl. / 1 post
€556,50 excl. / 5 posts
€795 excl. / 10 posts



Top banner Large

W900 x H900px
€139 excl. / 1 post
€486,50 excl. / 5 posts
€695 excl. / 10 posts



Top banner Medium

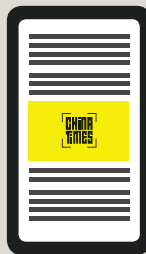
W900 x H450px
€119 excl. / 1 post
€416,50 excl. / 5 posts
€595 excl. / 10 posts

Between banner A break between reading



Between banner large

W900 x H900px
€100 excl. / 1 post
€350 excl. / 5 posts
€500 excl. / 10 posts



Between banner medium

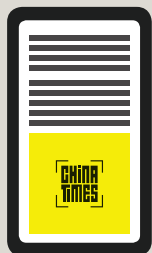
W900 x H450px
€80 excl. / 1 post
€280 excl. / 5 posts
€400 excl. / 10 posts



Between banner small

W900 x H300px
€50 excl. / 1 post
€175 excl. / 5 posts
€250 excl. / 10 posts

Bottom banner An advertisement to end the article



Bottom banner large

W900 x H900px
€100 excl. / 1 post
€350 excl. / 5 posts
€500 excl. / 10 posts



Bottom banner medium

W900 x H450px
€80 excl. / 1 post
€280 excl. / 5 posts
€400 excl. / 10 posts



Bottom banner small

W900 x H300px
€50 excl. / 1 post
€175 excl. / 5 posts
€250 excl. / 10 posts

WeChat advertorial

We can write attractive advertorials or create videos with or without a host.

Advertorial A whole post



Premium Branded Content

Banners + article
€350 excl. / per post

Video Your business in film



WeChat Channel Video

Film and text
€300 excl. / per post

Video Advertorial style



WeChat Video Reel with a host

With a host explaining
€500 excl. / per post

The gateway

It is almost unthinkable to try to reach the Chinese target group without using WeChat. WeChat is the most used platform for Chinese people. From all The Chinese in The Netherlands, we can say with confidence that at least 90% use this platform.



Promote your company

Promote your company with a Premium Branded Post. A whole post dedicated to your service, restaurant or company. Our WeChat experts will help you write and design the post which will gain the most engagement from the readers. Put a QR code to link to your own account.



22.929

WeChat Followers
And growing everyday!

26-40

Age
Of the WeChat reader

2500+

Readers
Everyday

4-5

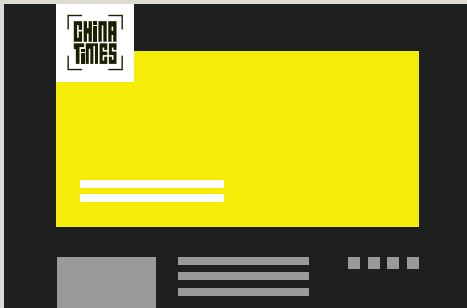
Newsports
Everyday

21.000+

Our highest record readers
For 1 post!

Website

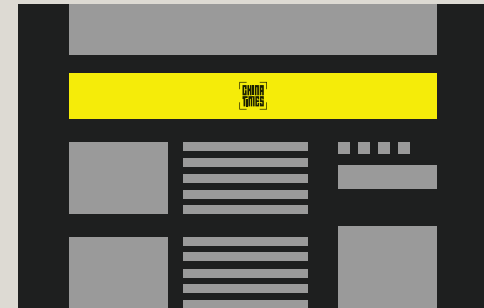
On the China Times website you can advertise with banners, videos and articles. You can also generate links to your own website. Check out our advertisement possibilities down below.



Headline news advertorial
W1920 x H900px
€500 excl.



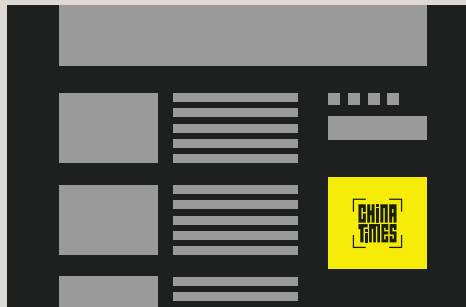
News advertorial
W408 x H237px
€250 excl.



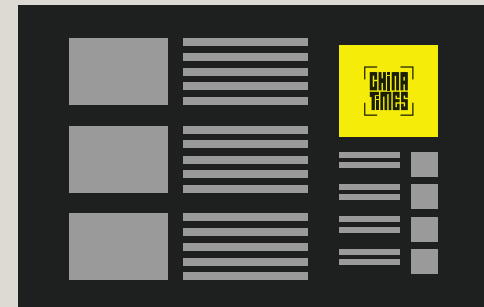
Horizontal wide banner
W1280 x H164px
€300 excl. or 30 days



Pop up banner
W1000 x H668px
€800 excl. for 30 days



First visible right banner
W347 x H237px
€300 excl. for 30 days



Second visible right banner
W347 x H237px
€200 excl. for 30 days



4900+

Pageviews in a month



25-55

Age of the visitors



40%

Returning visitors



3

Posts per day

Instagram

A channel for the next generation **Dutch borned Chinese**

Are you keen to reach the younger generation Dutch borned Chinese in The Netherlands? Then try advertising on our Instagram Channel. The channel is very active in publishing interesting news for the younger generation.



Instagram Post

Promote your restaurant or company in the form of an Instagram Post. This post can contain 5 pictures and a short description of max. 2200 characters. This can be written by our expert.

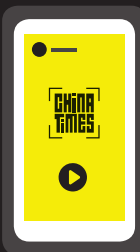
W1080 x H1080px
€150 excl. / 1 post



Part of The Top!

China Times Instagram is famous for selecting the best restaurants, bubbletea shops and small businesses and creating a top 5. Be part of this top 5 selection.

W1080 x H1080px
€100 excl. / part of 1 post



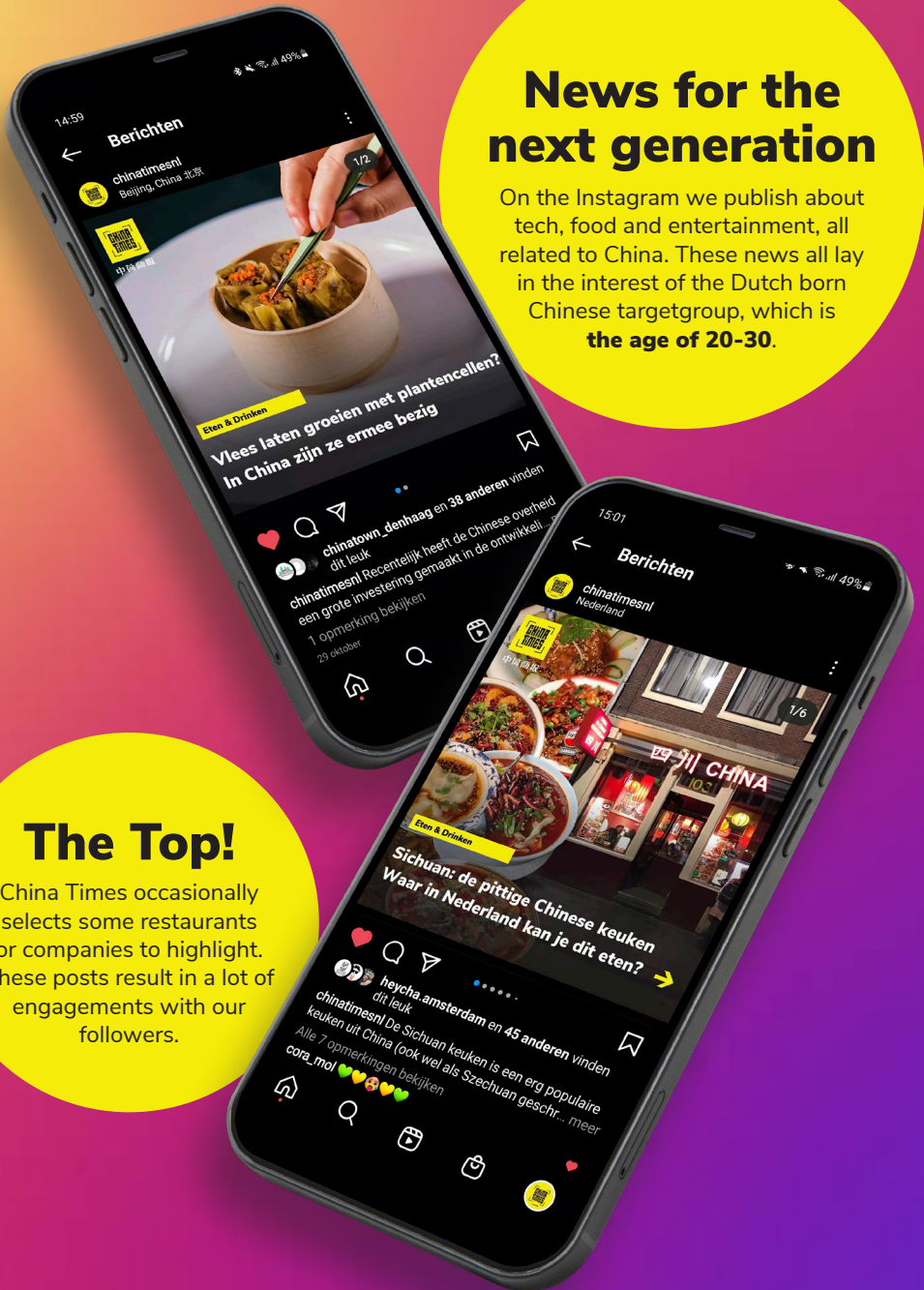
Instagram Video Reel

With an Instagram Reel you can showcase the interior and the product of your business with a video. Together with a voice over and text we can create a short video of max. 30 sec. which makes the viewer wanting more!

W1080 x H1920px
€300 excl. / part of 1 post

News for the next generation

On the Instagram we publish about tech, food and entertainment, all related to China. These news all lay in the interest of the Dutch born Chinese targetgroup, which is **the age of 20-30.**



The Top!

China Times occasionally selects some restaurants or companies to highlight. These posts result in a lot of engagements with our followers.

Contact China Times

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

Address Kleveringweg 15
2616 LZ Delft
Tel 070 888 88 55
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

