

关于我们

*Shanghai Daily,
reporting China
and the world
since 1999*

上海及长江三角洲地区中外人士首选的英文报纸

由文汇新民联合报业集团主办的Shanghai Daily (英文《上海日报》)创办于1999年10月1日,是中国内地第一份地方性彩色英文日报。报纸以财经报道、上海和周边地区新闻及文化娱乐资讯为主打,兼容国内国际新闻、体育及特稿等,是上海及长江三角洲地区中外人士首选的英文报纸。除日报外,上海日报还拥有众多新媒体平台及产品。

品牌荣誉

自创办以来,《上海日报》创下了中国对外传播史上的多项第一:

- 大陆地区第一份推出周日刊的英文日报
- 第一份登陆亚马逊电子书阅读器的亚洲报纸
- 连续四届荣获上海银鸽奖出版类一等奖 (2006-2012年)
- 全国文化出口重点企业 (2012年)
- 获得IFRA世界报业及新闻出版商协会首次颁发的亚洲新闻网站金奖 (2008年)
- 荣获浙江省对外传播金鸽奖 (2011年)
- 荣获杭州对外传播金桂奖 (2011-2012年)

采编力量

《上海日报》拥有一支专业、精干的中外编辑记者队伍。强大的本土采编力量及海外资源为中外读者提供及时、准确、全面的资讯、分析和服

The Primary Information Source for English Readers

Launched on October 1, 1999, Shanghai Daily is published by Wenhui-Xinmin United Press Group, one of the largest media groups in China. It's the first local English-language daily newspaper on the Chinese mainland and is the primary source of information for English readers in Shanghai and the Yangtze River Delta Region. Shanghai Daily is available in print, online (www.shanghaidaily.com), iPad/iPhone/Blackberry/Playbook apps. It also owns a lifestyle website, www.iDEALShanghai.com, and an iPhone app.

We provide our readers with timely news coverage, useful information and deep insight, helping them to better understand Shanghai and China.

Awards and Honors

- The first local English-language daily newspaper on the Chinese mainland
- The first Asian newspaper to sell its electronic edition on Amazon Kindle
- Shanghai Silver Pigeon Publication Award (2006-2012)
- Key National Cultural Exporter (2012)
- Winner of WAN-IFRA (World Association of Newspapers and News Publications) Gold Award for news website (2008)
- Zhejiang Provincial Golden Pigeon Publication Award (2011)
- Hangzhou Golden Osmanthus Publication Award (2011-2012)

Editorial Team

Shanghai Daily has a strong team of Chinese and foreign editors and reporters who are dedicated journalists by training. We provide timely and extensive news coverage, in-depth reporting and analysis, and useful information.

*Besides the print
issue, we also offer
new media products
on various platforms.*

内容与特色栏目

Main 主报

Most widely read section of the newspaper

- Daily NEWS sections include: Top News, Metro, Nation, World, Business and Sports.
- FEATURE sections of Scope, Travel and Vibe cover health, book, movie, music and all other lifestyle topics.
- CLASSIFIEDS section has specialized information combined with editorial content.



Supplements 特刊

Great guides to attract target audience

- iDEAL and iDEAL Plus
- Education Express
- AutoTalk
- Finance
- MICE
- StyleHai
- F1 and Tennis Masters
- District Special
- Country Supplements

Digital Platforms 数字产品

Let your products reach more people on multiple platforms

- www.shanghaidaily.com 上海日报主站
- www.iDEALShanghai.com
上海日报旗下生活资讯网站
- iPad and iPhone
- Amazon Kindle, BlackBerry and Windows Phone
- EDM
- MMS 手机双语报



读者

Readers' Profile 读者定位

Our readers are young and middle-aged professionals and senior corporate executives with good education and high income.

我们的读者多为受过良好教育，从事中高级管理的商务人士及各类专业人士。

Nationality 国籍	56% English readers 英语读者	44% Bilingual Readers 中英双语读者
Sex 性别	53.4% Male 男	46.6% Female 女
Age 年龄	80% 20-45 years old 20-45岁	
Current Education Level 教育程度	95.5% University or above 大学以上	
Monthly Family Income (Yuan) 家庭月收入(元)	22% >100,000 十万以上	47% 20,000-100,000 两万到十万
Employment Status 职业	28.8% Senior executives 高级管理人员	23.5% Mid-level management 中级管理人员
	15.7% Business owner/partner 企业家/企业合伙人	13.1% Professionally qualified 专业人员 (医生、律师等)

From Our Readers

读者评价

I enjoy reading Shanghai Daily because it's a very efficient way to get my information.

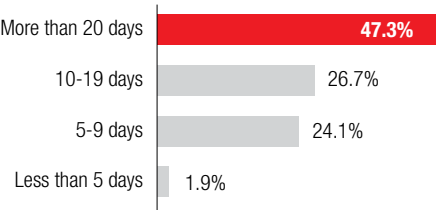
“我喜欢读《上海日报》，因为它使我高效地获取信息。”
Jeffrey Jarzynka, USA 美国

Light, local, convenient, and quick.

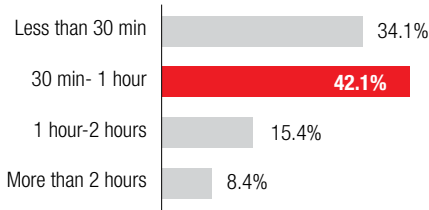
“轻松，本地化，方便，快捷。”
Jonathan Browning, UK 英国

Reader Loyalty 读者阅读忠诚度

Monthly Reading Frequency 每月阅读频率



Reading Time 每期阅读时间



From 2012 Readers' Survey

读者与发行

Our Readers are Big Spenders with Considerable Purchasing Power

《上海日报》读者有着极强的消费能力

► Monthly Spending According to Income 家庭月均消费占月收入

>80%: **43.7%** 60-80%: **33.6%** 30-60%: 11.6% <30%: 11.1%

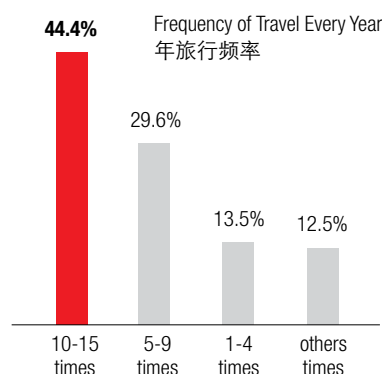
► Consumption Habits

日常消费习惯:

- Restaurant and Bar 餐厅及酒吧
- Hotel 酒店
- Travel 旅行
- Property 置业及租赁
- Education 教育
- Auto 汽车
- Luxury 奢侈品
- Retail 零售
- Hospital 医院
- Finance 金融

► Travel Habits

旅行习惯



From Our Readers

读者评价



I think it's a great resource to learn about local news.

“我觉得用它来了解本地信息很不错。”

Sandra Pommier, France 法国



I think the layout is pretty good.

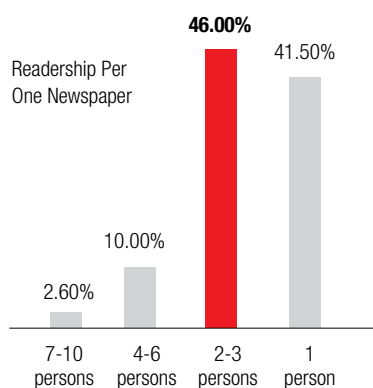
“设计精良。”

Jim Stanley, USA 美国

Circulation and Distribution 发行

► Circulation 发行量: **100,000**

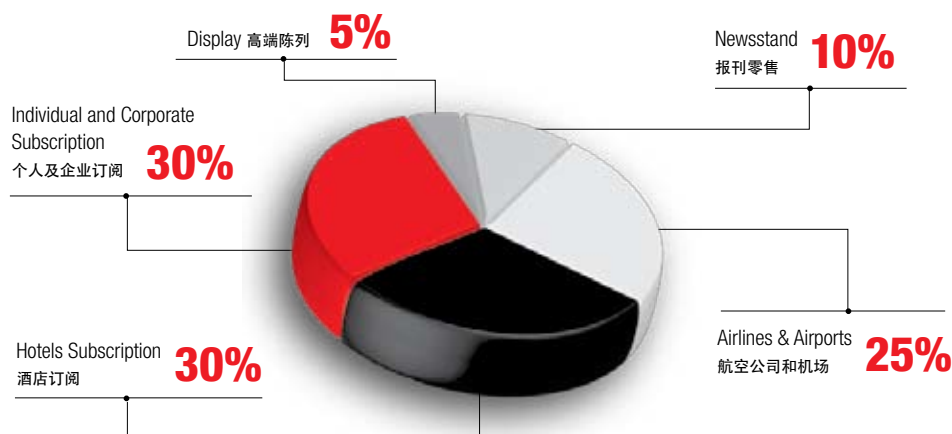
► Readership 读者流通率



► Distribution 发行渠道:

Shanghai Daily is distributed to homes, offices, hotels, airports, consulates and government organizations in and around Shanghai.

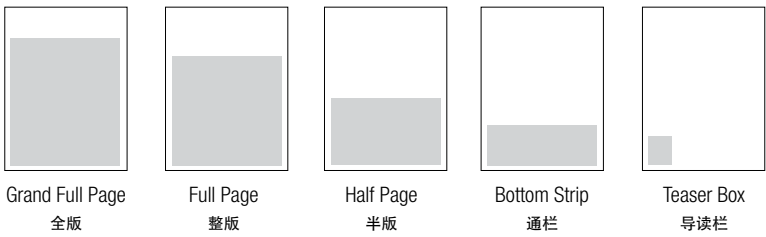
每日在上海及长三角地区的宾馆, 机场及国际国内航班, 领馆和商会, 中外政府机构及企业、涉外住宅及商业区发行。全国读者可通过邮局订阅或订阅网络版。



平面广告价格



Front
头版

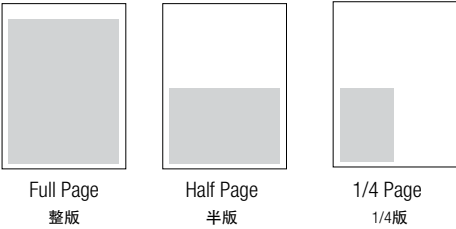


Front 头版 Color only 全彩

Description	W x H (cm)	RMB
Grand Full Page 全版	24.5 x 31	360,000
Full Page 整版	24.5 x 27.5	300,000
Half Page 半版	24.5 x 15	180,000
Bottom Strip 通栏	24.5 x 10	110,000
Teaser Box 导读栏	5.4 x 8	25,000



Top News
要闻版



Prime Positions A2/3 首选位置

Description	W x H (cm)	RMB (color)	RMB (b/w)
Full Page 整版	24.5 x 34	120,000	84,000
Half Page 半版	24.5 x 18	88,000	62,000
1/4 Page 1/4版	12 x 18	46,000	32,000



Metro/Regional
本地新闻

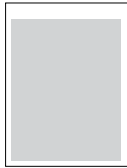
Prime Positions A4/5 首选位置 Color only 全彩

Description	W x H (cm)	RMB (color)
Full Page 整版	24.5 x 34	100,000
Half Page 半版	24.5 x 18	72,000
1/4 Page 1/4版	12 x 18	42,000

平面广告价格

ROP 内页

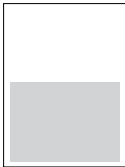
Description	W x H (cm)	RMB (color)	RMB (b/w)
Full Page 整版	24.5 x 34	88,000	62,000
Junior Page 小全版	18 x 26	68,000	48,000
Half Page 半版	24.5 x 18	58,000	40,000
1/3 Page 1/3版	24.5 x 12	48,000	34,000
1/4 Page 1/4版	12 x 18	38,000	25,000
Bottom Strip 通栏	24.5 x 9	38,000	25,000
1/8 Page 1/8版	12 x 9	18,000	14,000



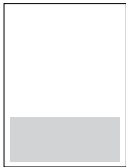
Full Page 整版



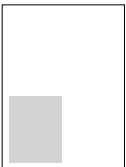
Junior Page 小全版



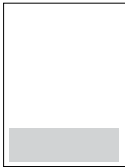
Half Page 半版



1/3 Page 1/3版



1/4 Page 1/4版



Bottom Strip 通栏



1/8 Page 1/8版

Spread Page A8/9 跨版

Color only 全彩

Description	W x H (cm)	RMB
Full Page Spread 整版跨版	51.5 x 34	188,800
Half Page Spread 半版跨版	51.5 x 18	118,800
1/3 Page Spread 1/3版	51.5 x 12	95,000



Full Page Spread 整版跨版



Full Page Spread 半版跨版



1/3 Page Spread 通栏跨版

Special Positions 特殊版位

Color only 全彩

Description	W x H (cm)	RMB
Gloss Wrapper 包封		380,000
Back Page 封底	24.5 x 34	120,000



Gloss Wrapper 包封

• 20% surcharge on translation service 如需翻译，需加收20%服务费。

Ad Artwork Submission

广告要求

新闻纸 Regular newsprint paper: 200 dpi
亚光双胶纸 Art paper: 250 dpi
铜版纸 Glossy paper: 300 dpi
格式 Format: .tif, .jpg (CMYK)

- Files can be emailed to us or sent by disk to our office.
- All materials must be submitted **4 working days prior** to publication date (exceptions are made on rare occasions).
- For special requests please inform our sales team members of your design and amendment needs. We offer complimentary assistance — although a small service fee is applicable if amendments are required more than twice.

- 请将稿件以邮件发送或刻盘至上海日报社
- 所有稿件必须至少提前4个工作日提交
- 我们可以根据客户的特殊要求提供稿件修改服务，需要收取适当费用

数字产品

Younger and More Educated Digital Users 数字产品用户

Age 网络读者年龄	85% 20-45 years old 20-45岁	15% Others 其它
Sex 网络读者性别	55.3% Male 男	44.7% Female 女
Current Education Level 网络读者教育程度	97% University or above 大学以上	3% Others 其它

Favored Sections of ShanghaiDaily.com

网站读者最喜欢的栏目

1. Top News (Latest News)
2. Metro
3. Business
4. National
5. World
6. Sports
7. Feature
8. Opinion
9. VIBE

ShanghaiDaily.com Daily PV is Above 60,000.

上海日报网站的日均访问量达6万以上。

Online Advertising Options 网站广告

Description	W x H (px)		1 week (RMB)	1 month (RMB)	3 months (RMB)
A: Right Ear 主页A	240 x 80	Sharing 共享	5,400	18,600	43,200
		Exclusive 独家	9,000	31,000	72,000
B: Right Sider 主页B	350 x 130	Sharing 共享	4,800	17,280	46,680
		Exclusive 独家	8,000	28,800	77,800
C: Skyscraper 主页C	160 x 600	Sharing 共享	5,900	21,070	57,028
		Exclusive 独家	10,700	38,400	100,400
D: Home Banner 主页D	590 x 100	Sharing 共享	5,700	20,160	54,420
		Exclusive 独家	9,500	33,600	90,700
E: Home Banner 主页E	590 x 100	Sharing 共享	4,000	14,400	38,880
		Exclusive 独家	6,700	24,000	64,800
F: Insider Page Island 内页F	200 x 155	Sharing 共享	2,100	7,200	19,440
		Exclusive 独家	3,500	12,000	32,400

• The PageRank of ShanghaiDaily.com is 7 of 10.
ShanghaiDaily.com 的PR值为 7 为 10。

* PageRank is Google's view of the importance of this page.
PageRank是Google对此页面重要性的判断。10分为满分。



Users' Satisfaction with Shanghai Daily Apps is 93.6%

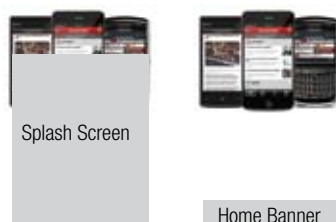
移动数字产品的用户满意度高达93.6%



Shanghai Daily iPad 介绍及报价

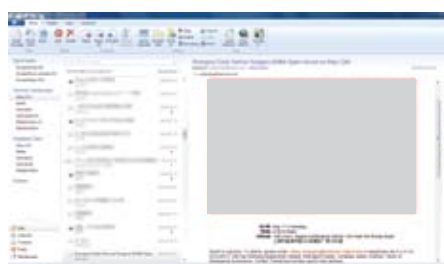
Home Banner 主页

Description	W x H (px)	1 month (RMB)
Bottom Bar Slot	1390 x 140	
Rectangle Box	444 x 300	50,000
Full Screen	1536 x 2008	



Shanghai Daily iPhone 介绍及报价

Description	W x H (px)	1 month (RMB)
Splash Screen	640 x 960	80,000
Home Banner	640 x 96	50,000



Shanghai Daily EDM 介绍及报价

Description	Number of Subscribers	RMB
E-mail Direct Marketing	100,000	100,000

*Direct information to targeted subscribers

将信息直接发送至目标客户群

Ad Artwork Submission

广告要求

网站广告 Online:

格式 Format: .jpg / .gif / .png / .swf

尺寸 Animated ads size: <200K

时间 Ready: 3 workdays prior to publishing.

iPhone / iPad:

格式 Format: .jpg / .png

尺寸 Size: Recommended html page width is within 800px.

时间 Ready: 3 workdays prior to publishing.

EDM:

格式 Format: .html

尺寸 Size: Recommended html page width is within 800px.

时间 Ready: 5 workdays prior to publishing.

上海日报旗下生活时尚资讯品牌

iDeal City iDeal Life!

爱上海

Launched in August 2012, iDEALShanghai.com is part of Shanghai Daily's iDEALShanghai brand and aims to offer you a complete range of lifestyle information in Shanghai and neighboring cities. Surfing on our site will bring you a useful guide for better living in the metropolis.

iDEALShanghai.com is the ultimate guide to the city. Gain instant access to key travel and leisure facts and find fun venues, events, transport and much more. Whether you're a tourist, on a business trip, or already living in Shanghai, the site will ensure you never feel lost or uncertain of what to do in the city!

iDEALShanghai.com是上海日报于2012年8月创办的英文生活时尚资讯网站,旨在为用户提供权威、便捷、丰富的上海及周边地区的资讯及服务。iDEALShanghai另有iPhone客户端app。每周四,上海日报出版iDEAL周刊,每月出版iDEAL Plus月刊,除随报发行外,在市中心区域的餐饮娱乐场所另有赠阅。



iDEAL and iDEAL Plus

Online Advertising Options 网站广告选择

Description	W x H (px)		1 week (RMB)	1 month (RMB)	3 months (RMB)
A	980 x 100	Sharing 共享	5,000	17,000	40,000
		Exclusive 独家	6,800	24,000	60,000
B	670 x 355	Sharing 共享	8,800	29,000	75,000
		Exclusive 独家	10,000	36,000	90,000
C	245 x 100	Exclusive 独家	2,000	7,200	18,000



iDEALShanghai iPhone 介绍及报价

Description	W x H (px)	1 month (RMB)
Splash Screen	640 x 960	30,000
Home Banner	640 x 88	30,000

政府对外传播项目策划及执行

Governmental Projects 政府合作项目

Shanghai Daily has created international communication platforms for Shanghai, Hangzhou, Chengdu, Suzhou and Qingdao and some district governments in Shanghai as well. We publish special pages, supplements, English-language websites and brochures, and organize a variety of international exchange activities.

《上海日报》为上海市政府各部门及主要区县，杭州、成都、苏州、青岛等多个城市打造具国际影响力的对外传播平台。策划的内容包括专版专刊，英文网站、外宣品及国际交流活动等。



Jiading News



Hangzhou Special



livingsu.com

Events 国际交流活动策划



Hangzhou International
Information Exchange Center
December, 2010

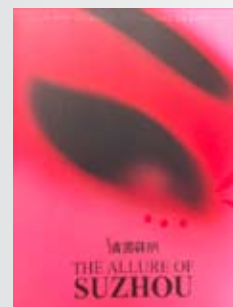
Shanghai Daily takes advantage of its long-term, close relationship with foreign consulates, chambers of commerce, and multinational companies to organize international cultural and economic events for governments and enterprises.

依托我们与使领馆、商会及跨国公司的紧密联系，我们承接策划各类国际文化、经贸交流活动。

Tailor-made Services 定制服务

We provide partners with customized publicity and marketing tools from supplements, brochures and book publishing to reader surveys and market analysis.

凭借丰富的采编经验，我们为政府及品牌提供优质的定制出版服务。我们的服务包括策划制作宣传册、媒体监测报告等。我们还可管理监控整个制作流程及印刷、发行工作。



The Allure of Suzhou
情调苏州

Booklet and postcard for Taicang 太仓宣传册及明信片