

看中國

VISION TIMES

One name. Endless possibilities...



Vision Times Media Group

National Media Kit 2019

Sydney · Melbourne · Queensland · Perth



VISION IN A GLANCE



PRINT WEEKLY
100,000 readership



PRINT MAGAZINE



**AUSTRALIA-BASED
WEBSITES & eDM**



WECHAT



**NETWORKING EVENTS
WITH AUSTRALIA'S
CHINESE COMMUNITY**



PRESS READER



INSTAGRAM



FACEBOOK

Sit back and relax. Let us bring the Chinese market to you...

Vision Times is an independent Chinese media group that arose as one of the top 10 most visited Chinese websites in the world after it was first launched in 2001.

Backed by over 10-year track record serving the Australian-Chinese community, we are highly regarded as an informative and trustworthy publication featuring unbiased coverage, insightful stories and high quality layout.

Vision Times is distributed in 22 cities in 17 different countries and regions across the globe, including Australia, New Zealand, USA, Canada, Europe, Hong Kong, Japan, Korea, and Peru.

GLOBALLY

30
MILLION

PAGE VIEWS MONTHLY

3.5
MILLION

UNIQUE VISITORS MONTHLY

166,000

NEWSPAPERS PRINTED WEEKLY

25,000

LUXURY MAGAZINES
PRINTED MONTHLY

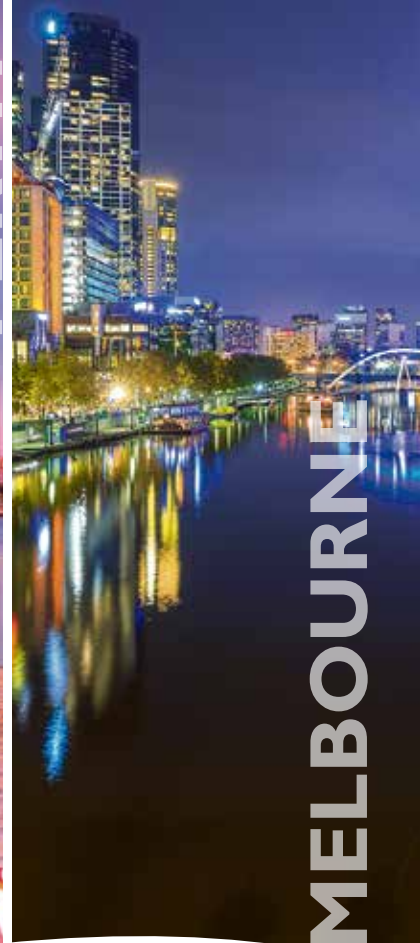
165,000

WECHAT SUBSCRIBERS

22

CITIES

Including Sydney, Melbourne, Brisbane, Gold Coast, Perth, Auckland, New York, Washington DC, Boston, Los Angeles, San Francisco, Toronto, Ottawa, Hong Kong, Taiwan, Tokyo, Seoul, London, and throughout Europe.



49,000 copies

Largest circulating weekly Chinese newspaper

Sydney: 20,000 Melbourne: 13,000 Queensland: 8,000

Perth: 8,000 (Monthly)



400,000 monthly AU impressions

- News Website
- Lifestyle Website
- Classifieds Website
- eDM
- Electronic Newspaper



150,000 AU subscribers



100,000 Followers

WHY THE CHINESE MARKET?



Chinese-Australians: The People

877,654

(4% of total population)

Chinese Australians living in Australia
who speak Mandarin and Cantonese

(Census 2016)

1 million

short term Chinese visitors

China is the **highest**
source of permanent migrants after
India.

(Department of Immigration and Border Protection, 2013)

China is the **top** source of
international students.

(Department of Education and Training, 2014)

The Opportunities

Chinese buyers are No. 1 source of
approved foreign investment in real estate
(Foreign Investment Review Board, 2013)

Chinese consumers are the world's most
health conscious (BCG Perspectives, 2013)

Chinese consumers are No. 1 purchasers
of luxury products (Bain & Co., 2015)



Buying/ Spend Trends

Chinese consumers have high spend
power and actively seek products
related to health, property, motor,
travel, luxury and household needs.

The Chinese community likes to read
and search for information in their
own language. With the help of our
professional staff, you don't have to
speak Chinese to attract Chinese
customers.

Chinese consumers are value seekers
and sophisticated high earners. They
are loyal and willing to bring referrals
as they have strong ties with family
and friends.





WHY CHOOSE VISION?

Vision Times
is recognised
as the leading
independent
Chinese media
platform in
Australia.

Chinese-Australians trust our
platforms as an official source
of **reliable** and
unbiased information
about politics, current affairs,
community events, lifestyle and
entertainment.

We recognise the value of
community

involvement and are committed
to playing our part in minimizing
the cultural/communication gap
between the Chinese and Australian
community.

We are proud sponsors of local
events including Sydney Royal Easter
Show, Ku-ring-gai Festival on Green
and Australia Day, Ashfield Carnival,
Willoughby Emerge Festival, Burwood
Festival, Georges River Lunar New
Year and Australia Day, Ryde Granny
Smith Festival. We are also the only
Chinese publication that ran a special
series of coverage on the 2011 NSW
State Election, the 2012 NSW local
council election, the 2012 VIC local
council election, 2013 & 2016 Federal
elections.

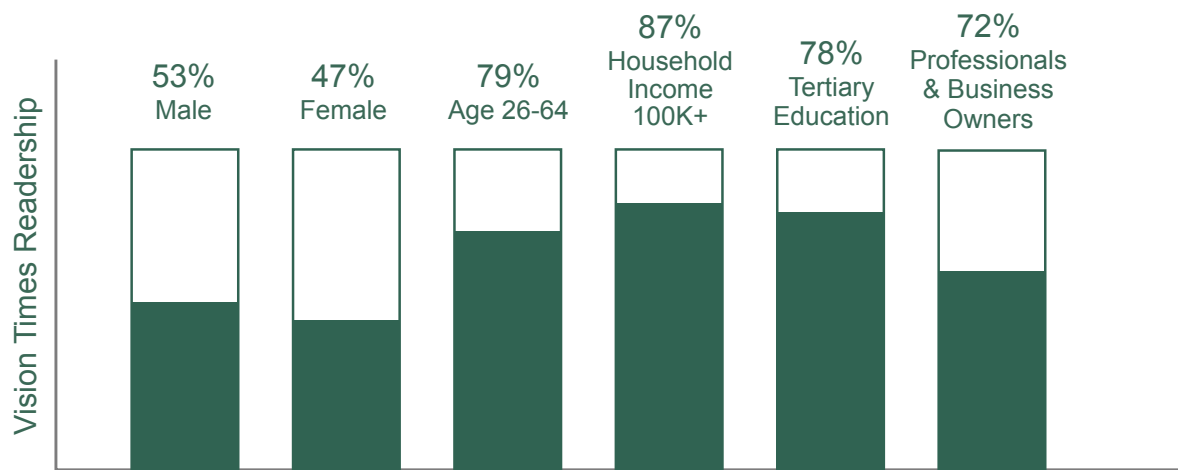
Vision Times
offers a uniquely
integrated
Chinese marketing
campaign
covering printed
news, magazine,
websites, Wechat
and eDM.

WHAT CAN WE OFFER?

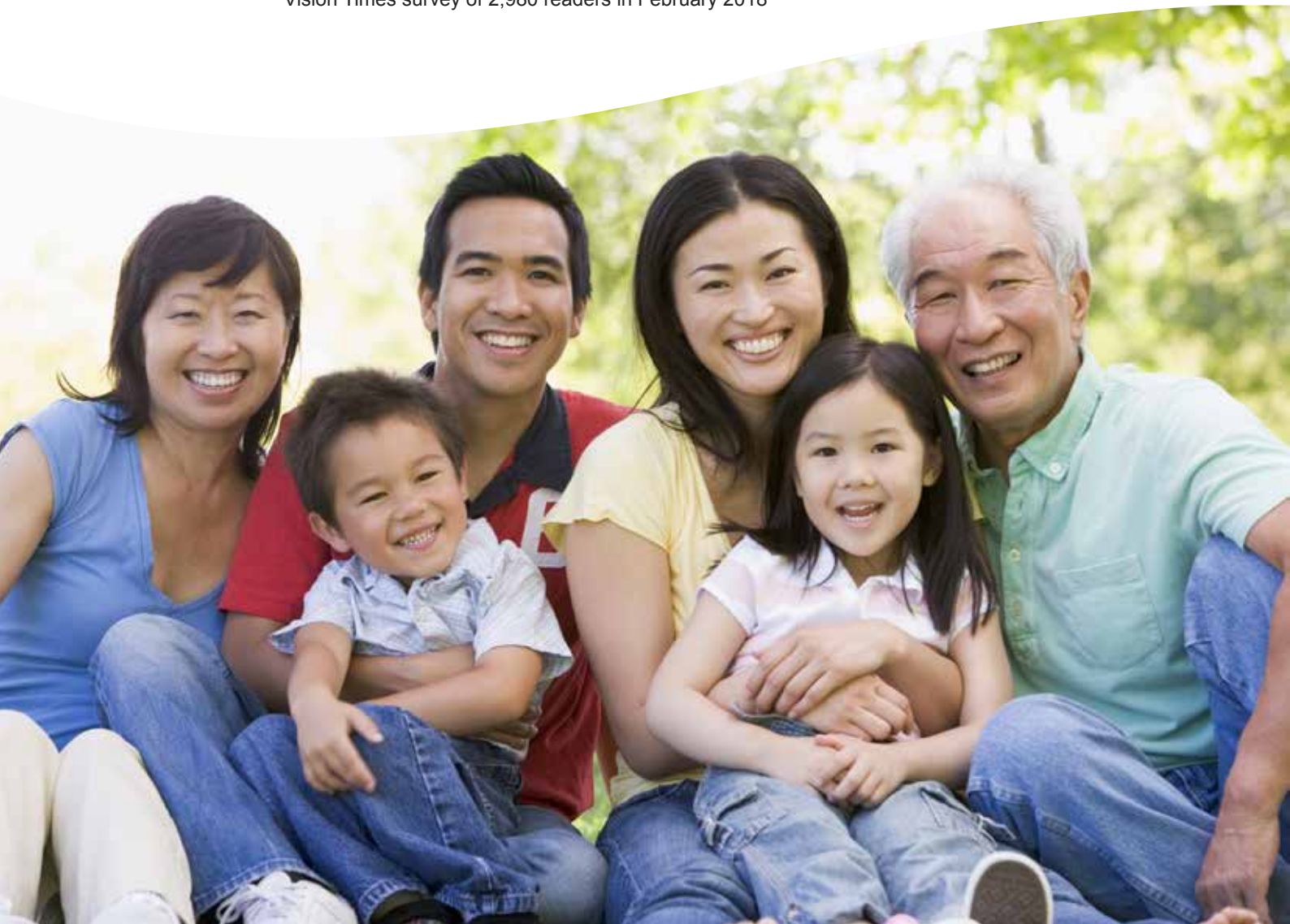
- ✓ Australia's **largest** weekly Chinese newspaper.
 - ✓ Proud media partners of shopping centres in Sydney and Melbourne such as Westfield, Auburn Megamall, Box Hill Centro, Eastland Shopping Centre, Springvale Homemaker Centre, Hurstville Central.
 - ✓ Zero wastage and freely distributed which suits the habits of the typical Chinese consumer, hence **maximising** your advertisement exposure.
 - ✓ Content is Made in Australia by Chinese-Australians who fully understand the **local** community.
 - ✓ Complimentary and highly regarded editorials.
 - ✓ Each marketing campaign is **tailored** to suit your needs and budget.
- Options include:
- ☐ Print or digital advertisement
 - ☐ Editorial / interview / feature articles
 - ☐ Comprehensive PR campaign or events undertaking
 - ☐ Professional social media videography campaigns



AFFLUENT CHINESE MARKET



Vision Times survey of 2,980 readers in February 2018





COMPREHENSIVE DISTRIBUTION POINTS

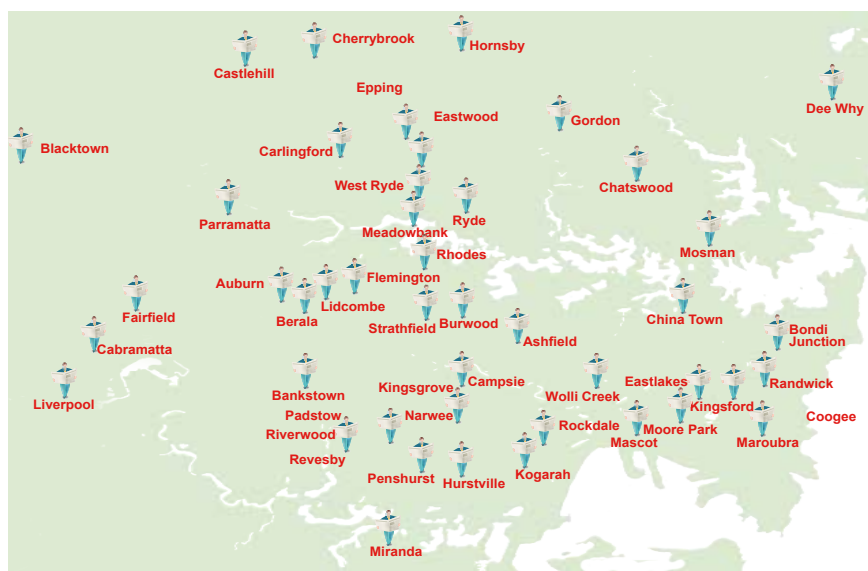
The Vision China Times distribution strategy is comprehensive, taking advantage of an extensive network of:

- ✓ Supermarkets, grocery stores, restaurants
- ✓ Bookstores & libraries
- ✓ Local business and community organizations
- ✓ Newsagents
- ✓ The only Chinese newspaper with distribution points inside 40 Woolworths and 20 shopping centres, 7 days top up



SYDNEY DISTRIBUTION MAP

Total circulation 20,000 (CAB audited)



Ashfield	Epping	Parramatta
Auburn	Fairfield	Penshurst
Bankstown	Flemington	Randwick
Berala	Gordon	Revesby
Blacktown	Hornsby	Rhodes
Bondi Junction	Hurstville	Riverwood
Burwood	Kingsford	Rockdale
Cabramatta	Kogarah	Ryde
Campsie	Lidcombe	Strathfield
Carlingford	Liverpool	West Ryde
Castlehill	Maroubra	Wolli Creek
Chatswood	Mascot	
Cherrybrook	Meadowbank	
Chinatown	Moore Park	
Coogee	Mosman	
Dee Why	Miranda	
Eastlakes	Narwee	
Eastwood	Padstow	

MELBOURNE DISTRIBUTION MAP

Total circulation 13,000



Balwyn	Glen Waverley	Richmond
Bayswater	Hawthorn	Ringwood
Blackburn	Ivanhoe	Springvale
Box Hill	Knox City	St Albans
Brighton	Malvern	Sunshine
Burwood	Mitcham	Vermont
Carnegie	Mount Waverley	Wantirna
CBD	Nunawading	Werribee
Chadstone	Oakleigh	
Clayton	Oakleigh South	
Doncaster	Pointcook	
Footscray	Prahan	
Forest Hill	Preston	

PERTH DISTRIBUTION

Total circulation 8,000

Belmont	Cottesloe	Jandakot	Melville	Perth	Thornlie
Bentley	East Perth	Joondalup	Morley	Perth CBD	Victoria Park
Bibra Lake	East Victoria Park	Karawara	Myaree	Riverton	West Perth
Bull Creek	Floreat	Kardinya	Nedlands	South Lake	Willetton
Canning Vale	Girrawheen	Leeming	North Perth	Southern River	Winthrop
Cannington	Innaloo	Madeley	Northbridge	Subiaco	

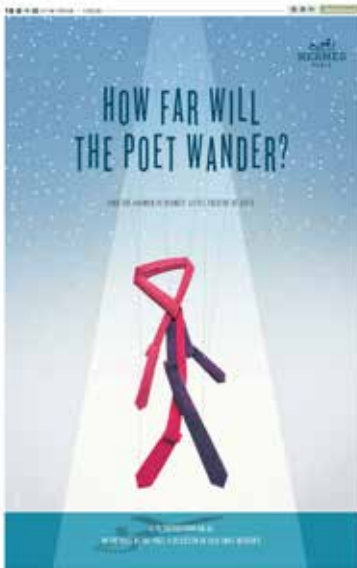
QUEENSLAND DISTRIBUTION MAP

Total circulation 8,000

Ashmore	Cleveland	Ipswich	Mermaid Waters	Stanthorpe	Underwood
Biggera Waters	Coolangatta	Jindalee	Redbank	Sunnybank	U.Mt Gravatt
Brisbane CBD	Darra	Kelvin Grove	Redbank Plains	Sunnybank	Varsity Lakes
Broadbeach	Eight Mile Plains	Kenmore	Robertson	Hills	Victorial Point
Chermside	Fortitude Valley	Labrador	Robina	Surfers	Wellington Point
Cairns CBD	Goodna	Logan Central	Runcorn	Paradise	West End
Calamvale	Helensvale	Loganholme	SouthBank	Toowong	Woolloongabba
Carindale	Inala	Macgregor	Southport	Toowoomba	
Carrara	Indooroopilly	Main Beach	Springfield	Tweed Heads	

A section A1, A2 (Broadsheet)

ADVERTISING RATE*



SIZE CM	Full Page	Junior Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
A1 section FRONT PAGE						
Sydney	\$3,927	-	\$1,964	\$982	\$497	-
Melbourne	\$3,304	-	\$1,652	\$826	\$413	-
Queensland	\$2,643	-	\$1,322	\$661	\$330	-
National	\$9,874	-	\$4,938	\$2,469	\$1,240	-
A2 section FRONT PAGE						
Sydney	\$3,142	-	\$1,572	\$786	\$380	-
Melbourne	\$2,643	-	\$1,320	\$660	\$330	-
National	\$5,785	-	\$2,892	\$1,446	\$710	-
Back Page						
Sydney	\$2,621	\$1,474	\$1,310	\$655	\$328	\$164
Melbourne	\$2,008	\$1,179	\$1,004	\$502	\$251	\$126
Queensland	\$1,606	\$943	\$803	\$402	\$201	\$101
National	\$6,235	\$3,596	\$3,117	\$1,559	\$780	\$391
INSIDE FRONT PAGE						
Sydney	\$2,446	\$1,376	\$1,223	\$612	\$306	\$153
Melbourne	\$2,008	\$1,101	\$1,004	\$502	\$251	\$126
Queensland	\$1,606	\$881	\$803	\$402	\$201	\$101
National	\$6,060	\$3,358	\$3,030	\$1,516	\$758	\$380
INSIDE BACK PAGE						
Sydney	\$2,359	\$1,327	\$1,179	\$590	\$295	\$147
Melbourne	\$1,887	\$1,062	\$943	\$472	\$236	\$118
Queensland	\$1,510	\$850	\$754	\$378	\$189	\$94
National	\$5,756	\$3,239	\$2,876	\$1,440	\$720	\$359
ROP - colour						
Sydney	\$2,097	\$1,179	\$1,048	\$524	\$262	\$131
Melbourne	\$1,664	\$943	\$832	\$416	\$208	\$104
Queensland	\$1,331	\$754	\$666	\$333	\$166	\$83
National	\$5,092	\$2,876	\$2,546	\$1,273	\$636	\$318
ROP - mono						
Sydney	\$1,310	\$737	\$655	\$328	\$164	\$82
Melbourne	\$848	\$590	\$424	\$212	\$106	\$68
Queensland	\$678	\$472	\$339	\$170	\$85	\$54
National	\$2,836	\$1,799	\$1,418	\$710	\$355	\$204

SIZE CM	Full Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page
FRONT PAGE						
Sydney	\$1,663	\$832	-	\$416	-	-
Melbourne	\$1,320	\$660	-	\$330	-	-
Queensland	\$1,056	\$528		\$264		
Perth	\$2,000 [#]	-	-	-	-	-
National	\$6,039	\$2,020	-	\$1,010	-	-
Back Page						
Sydney	\$1,315	\$658	-	\$329	-	\$164
Melbourne	\$1,004	\$502	-	\$251	-	\$126
Queensland	\$803	\$402	-	\$201		\$101
Perth	\$1,888	\$1,088	-	-	-	-
National	\$5,010	\$2,650	-	\$781	-	\$391
INSIDE FRONT PAGE						
Sydney	\$1,225	\$612	-	\$306	-	\$153
Melbourne	\$1,004	\$502	-	\$251	-	\$126
Queensland	\$803	\$402	-	\$201	-	\$101
Perth	\$1,688	\$988	-	-	-	-
National	\$4,720	\$2,504	-	\$758	-	\$380
INSIDE BACK PAGE						
Sydney	\$1,179	\$590	-	\$295	-	\$147
Melbourne	\$943	\$472	-	\$236	-	\$118
Queensland	\$754	\$378	-	\$189	-	\$94
Perth	\$1,388	\$788	-	-	-	-
National	\$4,264	\$2,228	-	\$720	-	\$359
ROP - colour						
Sydney	\$1,058	\$529	-	\$265	-	\$132
Melbourne	\$832	\$416	-	\$208	-	\$104
Queensland	\$666	\$333		\$166		\$83
Perth	\$888	\$498	\$368	\$298	\$218	\$168
National	\$3,444	\$1,776	\$368	\$937	\$218	\$487



Insert rates

Min. 2,000 pcs, up to 6 pages, size up to 120 gsm A4.

\$280 / 1,000 (\$380 / 1,000 Appointed Area).

Page & Location Factor 20% loading.

Note:

Booking deadline: 5pm Tuesday (Tabloid); 5pm Wednesday (Broadsheet)

Material deadline: 12pm Wednesday (Tabloid); 12pm Thursday (Broadsheet)

Advertising materials: E-mail format accepted or CD ROM. Artwork preferably in PDF format.

*All prices exclusive of GST.

[^]Magazine booklet applies to Perth only

[#]Only available for branding style advertisements; Cover advertorials available for an additional \$1,000+GST (1 photo on cover and up to 4 pages editorial inside)

SPECIFICATIONS

Images:

Supply all vector files as Illustrator EPS and outline all fonts.

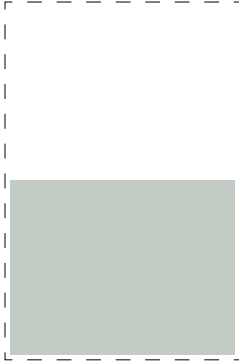
Supply all images in TIFF format at 300 dpi.

Completed designs that contain both vector elements and images can be submitted in PDF format. All scans must be in high resolution (min 300dpi) to ensure maximum print quality in reproduction. We recommend that you do not enlarge scar prints more than 10% than their actual size to retain maximum quality.

Supplied Files:

We accept all final files on a CD or via e-mail (as PDF or zipped files). Please supply a printout of the contents of all disks/e-mails and label clearly.

A Section (Broadsheet)

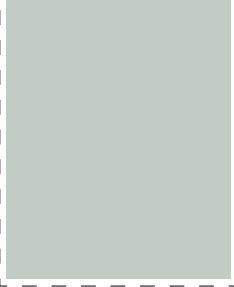
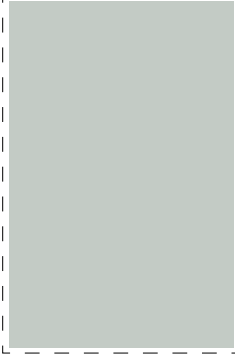
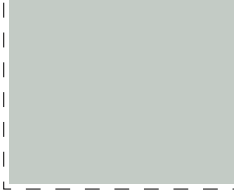


 <p>Front Page</p>	 <p>Full Page</p> <p>Junior Page</p>		
Front Full Page 448 X 270mm*	Full Page 524 X 336mm Junior Page 392.5 X 251.5mm	Half Page 261 X 336mm Front 223 X 270mm	1/4 Page V 261 X 167mm Front 223 X 134mm
			
1/4 Page H 129.5 X 336mm Front 110.5 X 270mm	1/8 Page H 63.75 X 336mm Front 54.25 X 270mm	1/8 Page 129.5 X 167mm Front Not available	1/16 Page 129.5 X 82.5mm Front Not available

NOTE: Please read the complete advertising terms and conditions.

*Front page full page special size (448mmx 336mm) available at request. Price negotiated separately.

SPECIFICATIONS

B Section (Tabloid)

<p>Front Page</p>  <p>Full Page 274 X 260mm</p>	 <p>Full Page 336 X 260mm</p>	 <p>Half Page 167 X 260mm Front 136 X 260mm</p>	 <p>1/4 Page V 167 X 129mm Front Not available</p>
 <p>1/4 Page H 82.5 X 260mm Front 67 X 260mm</p>	 <p>1/8 Page H 40.25 X 260mm Front Not available</p>	 <p>1/8 Page 82.5 X 129mm Front Not available</p>	

NOTE: Perth magazine booklet sizes available upon request. Please read the complete advertising terms and conditions.



TERMS & CONDITIONS

1. Placement and positioning of advertisements are at the discretion of the PUBLISHER, unless otherwise specified, for which a 20% surcharge is applicable.
2. All advertisements are accepted and placed subject to the Advertising Codes of the Media Council, Trade Practices Act and all other relevant Federal and State legislation.
3. The PUBLISHER does not accept responsibility for any errors in finalized artwork supplied by the ADVERTISER or its agents.
4. Notwithstanding any mistake on the part of PUBLISHER or otherwise, the ADVERTISER shall be liable for and shall pay the required payment for all advertisements.
5. Cancellations must be made 5 working days prior to publication date in writing. Failure to do so will incur a penalty equaling 50% of booking value.

Sydney Office

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Email: sales@VisionChinaTimes.org

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Phone: (03) 9005 3689 Fax: (03) 8672 0799
Email: mel.sales@VisionChinaTimes.org

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Address: 22 Lindis Street, Sunnybank Hills QLD 4109
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Email: sales@VisionChinaTimes.org

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Address: 2/6 Douro Place, West Perth WA 6005
Phone: (08) 6365 2012 Fax: (08) 6315 2656
Email: sales.wa@VisionChinaTimes.org

