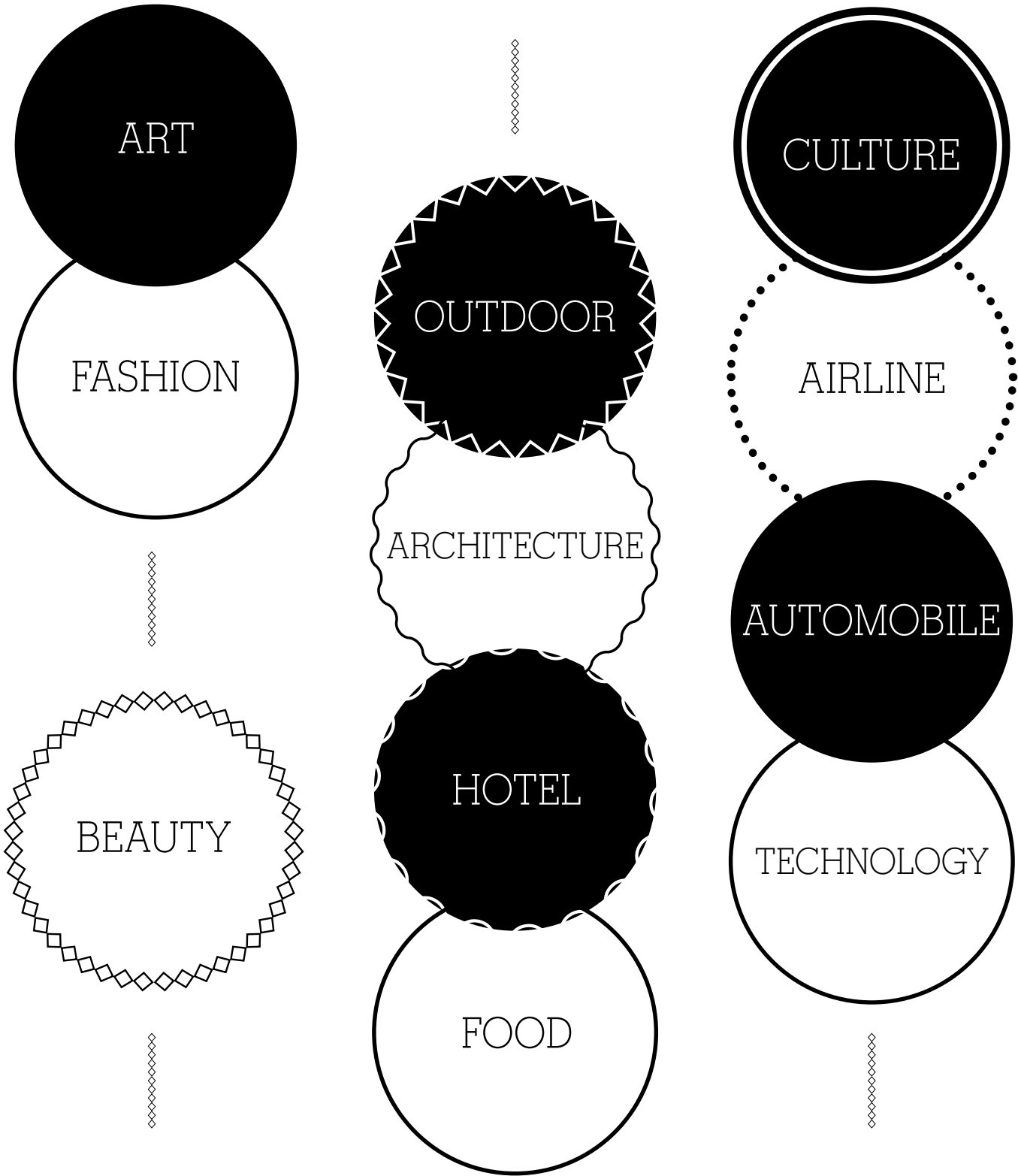


The New York Times Travel Magazine

新视线

REVISITING HOMETOWN, REDISCOVER WORLD

YOU SEE EVERYTHING WHEN YOU TRAVEL



THE NEW YORK TIMES TRAVEL MAGAZINE CHINA

Frequency: Bimonthly



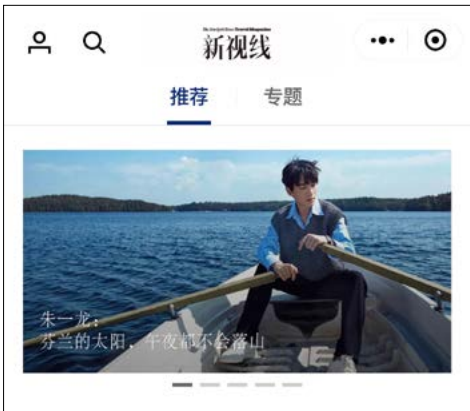
Published since Aug 10th 2017,
the first and only separated Chinese travel
magazine by The New York Times.

Revisiting Hometown Wechat Subscription



Over 700 articles on geography and
humanity have been updated since
Apr. 1, 2017.

Revisiting Hometown Little Application



Includes all travel-related contents
produced by NYT Travel Magazine
China to offer comprehensive, in-
depth and practical travel advices.



HOMETOWN REVISITED

H O M E T O W N R E V I S I T E D

Celebrities and their Hometowns



Ayanga



Wang Ludan



Liu Yan

From Inner Mongolia

She's From Anhui



Ma Sichun



Chen Ran



Jiang Wenli



Yao Chen



Janine Chang



Zhong Chuxi

Southeast of China



Faye Yu
Hangzhou



Angelababy
Shanghai



Tian Zhuangzhuang
Beijing

H O M E T O W N R E V I S I T E D

Shanxi Province Liaoning Province Jilin Province
Yunnan Province Shaanxi Province Taiwan Province Tibet Autonomous Region
Tibet Autonomous Region Guangxi Zhuang Autonomous Region
Qinghai Province Sichuan Province Guizhou Province
Anhui Province Fujian Province Jiangsu Province Jiangxi Province Shandong Province
Heilongjiang Province Hunan Province Gansu Province
Beijing Shanghai Tianjin Chongqing Hebei Province
Inner Mongolia Autonomous Region Ningxia Hui Autonomous Region
Xinjiang Uygur Autonomous Region Hong Kong Special Administrative Region Macao Special Administrative Region
Zhejiang Province Hubei Province Henan Province Guangdong Province Hainan Province

Feature Story

Feature stories of municipalities, provinces and special administrative regions in China are reported.
The Collective Biographies of Islands in China
— a special feature chronicling Chinese islands.
The Echo of Yellow River
— a feature chronicling the Yellow River basin.





WORLD REDISCOVERED

W O R L D R E D I S C O V E R E D

Celebrities Overseas Travel Stories



Zhu Yilong in Finland



Duan Yihong in Australia



Yang Younging in Canada



Sun Yi in New York



Jing Boran in Geneva

Feature Stories

Overseas destination stories from the New York Times Travel section,
Good writers from around the world are invited to tell their travel stories.
New-found surprises in cosmopolitans,
Detailed travel guide for less populated towns.



PUBLISHING CALENDAR

P U B L I S H I N G C A L E N D A R

The Chinese New Year

Photos of celebrities heading home to their families. 10 celebrities will return home and illustrate their hometowns.

2
Month 4
Month

Welcome to Chengdu

Explore the city with three celebrities from Chengdu. 2020 will be the year witnessing the fast growth of Chengdu.

Together In Tokyo

Do a shoot for 3 sportsmen to be competed in Tokyo Olympic Games in their hometowns. We'll see how they embark on the road from hometown to Olympics.

6
Month 8
Month

Herland

Visit the hometowns of 5 internationally renowned Chinese models.

Northwest of China

Visit the hometowns of people in Xinjiang, Gansu and Shaanxi provinces in northwestern China.

10
Month 12
Month

Home in Hunan

Visit the hometowns of 3 celebrities in Hunan province.



CASE SHARING

C A S E S H A R I N G



Art party marking the 7th anniversary of NEIWAI

Co-hosts with NEIWAI in Shanghai
“Float like A Dancer”

Attendees of art party marking the 7th anniversary of NEIWAI:

Du Juan, Tan Yuanyuan, Mai Zi, Chi Zi and Li Siyu.

3 KOLs with more than 1,000,000 followers will attend the party and post Weibo updates.

Coverage by 25 quality fashion and entertainment media.

Special partnership with Destination Canada



32P travel guide custom-made for tourism administration of British Columbia.

40P travel guide custom-made for tourism administration of Alberta.

Digital version of the two travel guides are made and distributed through social media platform Toutiao and Ifeng News APP.

C A S E S H A R I N G

Zhu Yilong in Finland



As the 2nd anniversary of NYT Travel Magazine China arrives, we' ll travel with Zhu Yilong to Finland where the cover story, its video and limited edition of picture book are made.

The hashtag #Zhu Yilong' s New Vision# trends first on social media.

It has been viewed 200,000,000 times.

Nearly 80,000 copies of limited edition picture books are sold in 1 hour.

From Inner Mongolia



Special plan marking the 2nd anniversary of NYT Travel Magazine China: #From Inner Mongolia#.

Working with Ordos, an Inner Mongolia enterprise, we invite celebrities Ayanga, Wang Luodan, Liu Yan and Bai Yansong to tell the story of grassland in their hometowns.

#From Inner Mongolia# has been viewed by 26,000,000 times.
It is reported and endorsed by the official media of Inner Mongolia Autonomous Region.



EVENT PLAN

The Award by the NYT Travel Magazine China

As the 3rd anniversary of NYT Travel Magazine China arrives, we' ll host the Revisiting Hometown awards show. Professional judges select the outstanding travel-related companies and projects in **“hometown-domestic”** and **“world-overseas”** categories, including best destinations, hotels, airlines and automobile brands.



Global Culture Heritage Summit

NYT Travel Magazine China will co-host Global Cultural Heritage Week with Global Heritage Fund, Peking University, School of Archaeology and Museology, and Fudan University, Department of Cultural, Heritage and Museology. It seeks to bring neglected cultural heritage projects in the public eye, explore the prospects of well-known cultural heritage projects and the potential of protecting cultural heritage with new technologies.





MEDIA RATES

|||||

2020 Pricelist of Advertisements

Gatefold of Front Cover	1,196,000	Single page next to Masthead	325,000
First DPS in front of TOC	663,000	DPS between Masthead and 36 Hours	533,000
Second DPS in front of TOC	637,000	DPS inside 36 Hours	520,000
Third DPS in front of TOC	611,000	Single page inside 36 Hours	260,000
Fourth DPS in front of TOC	585,000	DPS in front of Homeland	455,000
Fifth DPS in front of TOC	559,000	DPS in front of World	468,000
DPS in front of TOC	533,000	Single page: in front of Homeland	247,000
Single page next to first TOC	416,000	DPS behind Homeland	299,000
Single page next to second TOC	403,000	DPS behind Homeland	156,000
Single page: next to third TOC	377,000	Inside back cover	208,000
Single page: next to TOC	364,000	Back cover	650,000
DPS between TOC and Editor's Letter	572,000	Single-page advertorial	156,000
Single page next to Editor's Letter	351,000	Spread advertorial	298,000
DPS between TOC and Masthead	533,000		

2020 pricelist of supplement advertisement

Cover Shoot	1,040,000
Fold Gate	962,000
Spread: in front of Table of Contents	468,000
Single page: next to first directory	338,000
Single page: next to second directory	312,000
Front: 1/4 cross page	416,000
Front: 1/4 single page	208,000
Back: 1/2 spread	234,000
Inside back cover	156,000
Spread: inside back cover	325,000
Back cover	520,000

2020 Pricelist of Social Media and Advertisements

Original Wechat (first)	228,000
(Two complimentary Weibo updates for each original Wechat post)	
Original Wechat (second)	165,000
(Two complimentary Weibo updates for each original Wechat post)	
HTML5 page customization	400,000



THANK YOU
REVISITING HOMETOWN,
REDISCOVER WORLD