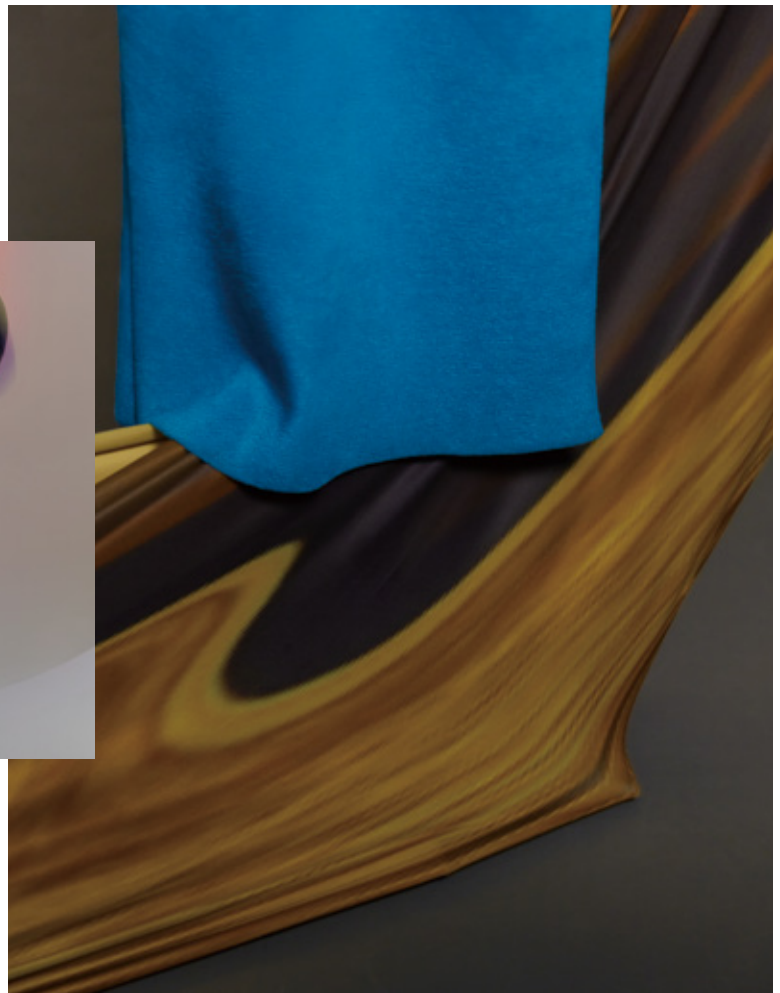


The most authoritative fashion and culture magazine in China

T: The New York Times Style Magazine China



T: The New York Times Style Magazine captures a constantly changing global cultural landscape

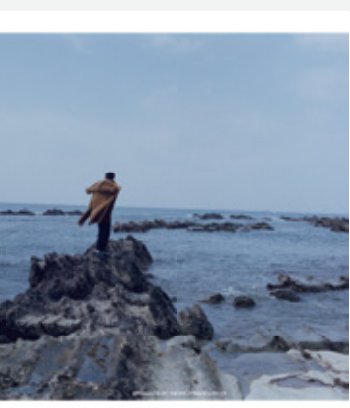
T China, published since 2015, is one of the country's most influential culture magazines. It publishes themed issues that offer stylized visuals, captivating text and original perspectives covering every level of society and interpreting modern elite culture and lifestyle. T China is a model for how to spark the lasting interest of Chinese readers and showcase a diverse global cultural landscape.

T CHINA Magazine

The most aesthetically
strong cover and
pages made among the
Chinese media







A cultural forerunner
that embodies style and
modernity

2020 EDITORIAL CALENDAR

**Published on the 16th of every month,
with an extra issue in September**



Holiday JANUARY 16
Winter Entertainment FEBRUARY 16
Women's Fashion MARCH 16
Design APRIL 16
Culture MAY 16
Summer Travel JUNE 16
Art JULY 16
Summer Entertainment AUGUST 16
Women's Fashion SEPTEMBER 16
Style SEPTEMBER 30
Design OCTOBER 16
The Greats NOVEMBER 16
Winter Travel DECEMBER 16



T STYLE CHINA.CN

Omnichannel Social Media

We provide timely and consistent cultural reporting and criticism, producing readable, insightful and stylish content.

Official Audience Group

We attract intelligent readers who have unique ideas and aesthetics, interacting with them to enhance our creative product. We promote high-quality user-generated content to encourage readers to engage in important conversations on the topics we cover.

Regular Offline Events

Held every quarter of the year, these events enable in-person conversation and sharing among authors, brands and readers.



WeChat (tmagazinechina)



Weibo (tmagazine)



Instagram (tmagazinechina)

A woman is seated on a green wooden chair, leaning back with her head resting on a large, bright red quilted blanket. She is wearing a tan-colored, structured leather dress with a wide collar and a diagonal strap across the chest. She also wears a yellow headscarf and black knee-high boots. The background is a plain, light-colored wall, and the floor is made of wooden planks.

T China International Style Conference

The most diverse style forum in the Chinese media industry

At our 2017 and 2018 conferences, themed “Style Transformation in China” and “Art Precedes,” to 2019’s “Oriental Impressions,” over 80 industry elites from different countries and regions have shared their insights into contemporary art, architecture, literature, music, fashion, technology, community and other topics. These conferences have engaged with 80 million online readers, inspiring Chinese creatives at all levels to break with the status quo.

Design Awards

T China Design Awards

Interpreting and Communicating Designs in Line with the Values of Our Time

T China is dedicated to discovering top industry practitioners and creatives; interpreting and communicating to readers the advanced concepts and lifestyles in the fields of architecture, design, art, literature and more that are in line with the values of our time; and converting those readers into consumers.

In 2020, T China will host its first Design Awards. Through initial screening by the magazine's editorial team and professional evaluation by a review team, outstanding designers and institutions in each field will be selected as recipients. The award will promote the designs, products and ideas that best fit our contemporary lives, and will inspire the Chinese design industry to set and achieve ever higher goals.



OUTSTANDING EVENTS AND PROMOTIONS

01

PARTY



这是一场三位女建筑师的
「黑色尼龙」之约

Prada Invites cocktail party

02

DINNER

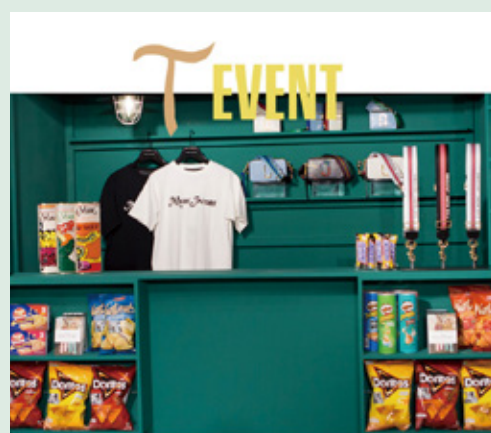


杨柳醉春烟的三月天里
我们与 Kim Jones 共举杯

Dior dinner party

03

POP-UP



从单品的独特性至人的身份属性
是一个理解的深化

Marc Jacobs pop-up store

04

T CHINA



Chow Sang Sang special supplement



Photographer: Estelle Hanania

2020 Ad Rates

MAGAZINE

POSITION	PRICE
Cover Gatefold	1,900,000
1st Fashion DPS before TOC	850,000
1st Jewelry and Watch DPS before TOC	850,000
1st Cosmetic DPS before TOC	850,000
2nd Fashion DPS before TOC	818,000
3rd DPS before TOC	769,000
4th DPS before TOC	732,000
5th DPS before TOC	710,000
6th DPS before TOC	680,000
7th DPS before TOC	642,000
8th DPS before TOC	619,000
9th DPS before TOC	589,000
10th DPS before TOC	567,000
DPS before TOC	529,000

POSITION	PRICE
1st single page before TOC	412,000
2nd single page before TOC	399,000
3rd single page before TOC	384,000
Single page faces Editor's Letter	558,000
Single page faces Masthead	501,000
Single left-hand page faces section opener (3positions)	300,000
Center spread	469,000
Single page before 1/2	338,000
Single page after 1/2	299,000
Inside back cover	345,000
Back cover	669,000

T Magazine Ad Sizes Spec

Double Page Spreads (mw) : 484 (w) × 290 (h)

Single Page (mw) : 242 (w) × 290 (h)

Bleed: 3mm on both sides,top and bottom

Resolution Ration: 300dpi

Formate: PDF / TIFF / JPG



2020 Ad Rates

WEBSITE &
SOCIAL MEDIA

On PC Web Browser		POSITION	PRICE
Home Page			
Customized Home Page (all the ad positions and page backgrounds)			340,000
Home Page	Home page billboard		50,000
	Focus picture on the left		70,000
	Home page ears		60,000
	Full banner in the middle		40,000
	Full banner at bottom		40,000
Top Level Channels			
Women's Fashion Men's Style	Customized section front (all the ad positions and page backgrounds)		250,000
	Leaderboard		40,000
	1st vertical rectangle		45,000
	2nd vertical rectangle		40,000
	Full banner in the middle		35,000
Second Level Channels			
Design / Culture / Art / Travel / Food	Customized section front (all the ad positions and page backgrounds)		220,000
	Leaderboard		35,000
	1st vertical rectangle		40,000
	2nd vertical rectangle		35,000
	Full banner in the middle		30,000
Video Channel			
Video Channel	Billboard		45,000
	Full banner at bottom		40,000
Special Ad			
Special Ad	Home page floating and overlay ads		300,000
	Customized home page with extensible billboard		400,000
	Customized section front with extensible leaderboard		300,000

On Mobile Web Browser

POSITION	PRICE
Full banner in newsfeed	80,000
Full banner at bottom in article pages	50,000

Website and Social Media Promotion

PLATFORM	POSITION	PRICE
Social Media	1st position in Wechat push (include 2 Weibo push)	240,000
	2nd position in Wechat push (include 1 Weibo push)	170,000
Website (PC + Mobile)	Customized HTML5	600,000
	Customized feature	700,000
	Customized video production	1200,000

Huasheng Media

Publisher

Connie WU

Email connie.wu@huashengmedia.cn

Tel 130-0213-6399

Beijing Office

2/F, building D, Siemens Building,
No.7, Wangjing Zhonghuan South Road,
Chaoyang District, Beijing, CHINA
Tel 010-52392693

Shanghai Office

4F, Building B, 98
Yan Ping Road, Shanghai, 200042,
China
Tel 021-61075820

T: The New York Times Style Magazine China



T: THE NEW YORK TIMES STYLE MAGAZINE CHINA
MEDIA KIT