



PROFOUND. PERSPECTIVE. PANORAMIC.

ELITE • HUMANITIES • DEPTH



Founded in 2019, WSJ as the pioneer of the era has gathered elite groups of the city. As it looks to the future and depicts the panorama of life, it constantly focuses on contemporary life from the perspective of humanities, providing comprehensive, solid and in-depth professional reports.

01 * HUMANITIES

02 * FASHION

03 * BUSINESS

04 * FINANCE

05 * SCIENCE AND TECHNOLOGY

06 * ART

07 * SPORTS

08 * EVENTS



CIRCULATION.

RETAIL

52%

DISTRIBUTION CHANNELS

PUBLIC DEMONSTRATION

8.9%

DIRECT MAIL

7%

SUBSCRIPTION

8.5%

HOTEL DISPLAY

23.6%

MARKET SHARE

20.3%

SHANGHAI

23.6%

BEIJING

47.7%

OTHERS

8.4%

GUANGZHOU

AUDIENCE'S GENDER

85%

MALE

15%

FEMALE

AGE GROUP

20-45岁

COVERS.



REPORTS.



CASES.

1. 《WSJ.》 × James Ferragamo, vice president, and product director of Salvatore Ferragamo
2. 《WSJ.》 × Wu Yue, president of LVMH greater China
3. 《WSJ.》 × Kris Van Assche, creative director of Berluti & Eddie Peng, cover story
4. 《WSJ.》 × Serge Brunschwig, chairman and CEO of Fendi
5. 《WSJ.》 × Miuccia Prada, head designer of Prada, cover story
6. 《WSJ.》 × Ingo Wilts, the chief brand officer of Hugo Boss & Mark Chao, cover story



1.



2.



3.



4.



5.



6.



01

JAN

LUXE IN HOLIDAYS

02

FEB

THE LEGENDS

03

MAR

SPRING INSPIRATIONS

04

APR

DESIGN AND STYLE

05

MAY

CULTURE

06

JUN

SUMMER TRIPS

07

JUL

MOVIE

08

AUG

SPORTS IN HOLIDAYS

09

SEP

MEN'S STYLE

10

OCT

TECHNOLOGY AND ENTERTAINMENT

11

NOV

INNOVATORS

12

DEC

HAUTE COUTURE

EXCELLENT PLANNING.

In coordination with online hot topics, the WSJ club continuously organizes splendid offline events to link elites of all circles, building an active high-end community.



ANNUAL FORUM.



We invite key influencers from governments, financial giants, high-tech and real estate enterprises to speeches, conversations, and BBS activities. Together we focus on the present while looking to the future.

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HIGH-END SOCIALIZING.





BRILLIANT PERSON.

Across 6 fields including culture, art, business, science and technology, sports and public welfare, we select “Brilliant person” on the annual award ceremony. Through “magazine + new media + events”, we enhance the social influence by creating our communication matrix.

DIGITAL MEDIA.

Benefiting from cutting-edge digital media technology, we aim to become Omnimedia based on video, audio, and text, creating a digital media matrix including digital journals, social media, and app. From online to offline, we provide our audience and users with panoramic experience.

ADS RATES 2020.

POSITION	RATES
Fold gate	1,710,000
First spread (fashion, jewelry and watches, cosmetics)	765,000
Second spread (fashion, jewelry and watches, cosmetics)	736,200
Third spread (fashion, jewelry and watches, cosmetics)	692,100
Fourth spread	658,800
Fifth spread	639,000
Sixth spread	612,000
Seventh spread	577,800
Eighth spread	557,100
Ninth spread	530,100
Tenth spread	510,300
Spread before contents	476,100
First contents spread	370,800
Second contents spread	359,100
Third contents spread	345,600
Preface overleaf	502,200
Copyright overleaf	450,900
Side page of introduction (3 units)	270,000
Central spread	422,100
Single page (the half on the top)	304,200
Single page (the half on the bottom)	269,100
Inside back cover	310,500
Back cover	602,100

SOCIAL MEDIA	RATES
Single original Weibo post	90,000
Single Weibo repost	60,000
Original WeChat post (headline)	200,000
Original WeChat post (secondary)	132,000
Custom-made HTML5	450,000

SPECIAL ISSUE	RATES
16P + cover, inside front cover, inside back cover, back cover	1,700,000
20P + cover, inside front cover, inside back cover, back cover	2,300,000
24P + cover, inside front cover, inside back cover, back cover	2,900,000

MATERIALS REQUIREMENTS

Size(mm): bleed on each side 3mm

Spread: 496 (W) × 292 (H)

Single page: 248 (W) × 292 (H)

Resolution: 300DPI

Format: PDF / TIFF / JPG

Publisher Fuhua Zhang

Email zhangfuhua@huashengmedia.cn

Tel 136-4267-4786



Beijing Office
Room 906, Building A,
Rongke Wangjing Center, Chaoyang District, Beijing
Tel 010-52392693

Shanghai Office
Room 402, Building B,
No.98 Yanping Road, Jingan District, Shanghai
Tel 021-61075820

出色 **WSJ.**

MEN'S STYLE • CHINA

CHINA MEDIA KIT