

## AT A GLANCE



**Capital** Beijing  
**Population** 1,338,612,968 (July 2010 est.)  
**Median age** 35.2 years  
**GDP (USD)** \$4,909.00 billion  
**Official language** Mandarin  
**Other languages** Yue (Cantonese), Wu (Shanghainese), Minbei (Fuzhou), Minnan (Hokkien)  
**Literacy** 90.9%  
**Currency** Renminbi (RMB), or yuan (CNY)  
**VAT or other tax imposed on magazine purchases** 0%

### FIPP MEMBERS

#### NATIONAL ASSOCIATION

» China Periodicals Association (business/consumer/customer)

#### PUBLISHERS

» Axel Springer China  
 » Bauer Culture Service  
 » Beijing Vogel Consulting  
 » Children's Fun Publishing  
 » Condé Nast China

» Gruner + Jahr China  
 » Hachette Filipacchi Medias China Division  
 » IDG China  
 » In Express-Sisters Group (IESG)  
 » MPC  
 » Rayli Magazine House  
 » Reader's Digest Advertising  
 » Ringier Pacific  
 » Rizzoli

» SEEC Media Group  
 » Sino-manager Mass Media Company  
 » The Economist Group  
 » Vogel Burda Media Advertising

#### SUPPLIERS

» BPA Worldwide China  
 » Media Convergence Asia Pacific  
 » UPM-Kymmene

## COMMENTARY

By *Didier Guérin, President & CEO, Media Convergence Asia-Pacific*

After a booming 11.9% Gross Domestic Product (GDP) growth in the first quarter, the Chinese economy expanded by 10.3% in the second quarter 2010. China should meet the IMF's (International Monetary Fund) growth projections of 10.5% in 2010 and 9.6% in 2011. In the meantime, GroupM predicts an overall increase in advertising spending of 10.6% in 2011 to RMB338bn (US\$49.6bn), following a 16.3% growth in 2010.

ZenithOptimedia is even more bullish on China's advertising and projects a 17.5% growth in 2011 compared with an expected 14.8% increase in 2010. Following a 12.8% growth in 2009, the magazine industry should not experience the same magnitude in advertising spending in 2010, but still a solid 9% increase, followed by growth of 5% in 2011. TV and internet (especially paid search) seem to take the lion's share of the advertising industry, which makes China the second biggest advertising market in the world after the US.

With slightly more than US\$1bn in advertising spending, the Chinese magazine industry reaches the second position in Asia Pacific but far behind Japan. However, Media Convergence Asia Pacific believes that China's magazine advertising market could be undervalued since a significant portion of the budgets from Hong Kong is directed to the



Chinese market and its locally published magazines with their respective website.

The reason Chinese magazines are not getting their fair share of the increased advertising spending is due to their limited distribution to the three main cities: Beijing, Shanghai and Guangzhou. Yet advertisers have heavily marketed their products and services for many years in these three urban centres where they have reached their maximum client potential. In order to continue to grow by more than

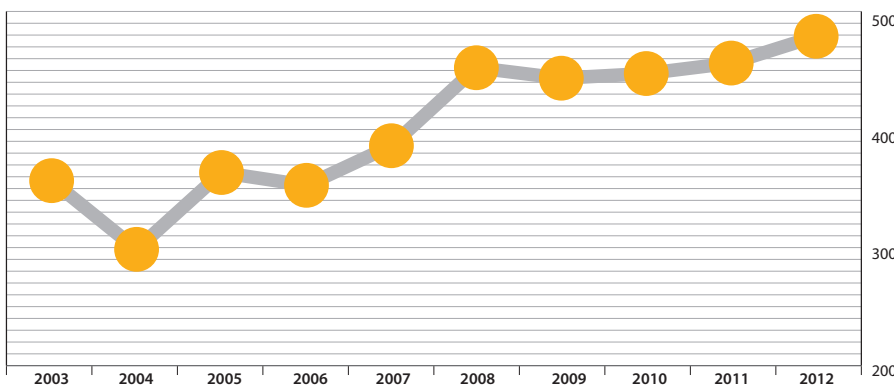
20% annually – as several international companies have enjoyed for several years – advertisers need to expand their distribution deeper and reach new consumers in other cities. There are 30 cities – referred to as “second-tier cities” – with a population in excess of five million people out of the 270 Chinese cities with more than one million inhabitants.

Unfortunately, magazine distribution in the second-tier cities is patchy, complex and inefficient. Since, there are no circulation auditing standards in China, many publishers have been reluctant to expand their magazine distribution significantly beyond the three main cities. Therefore, several advertisers have started to shift part of their budget to television and online media (there are 243 million broadband users in China), where they reach a large audience. The strategy – still expensive – has worked in most cases and it explains why magazines have received a lower share of the country's increasing advertising expenditure.

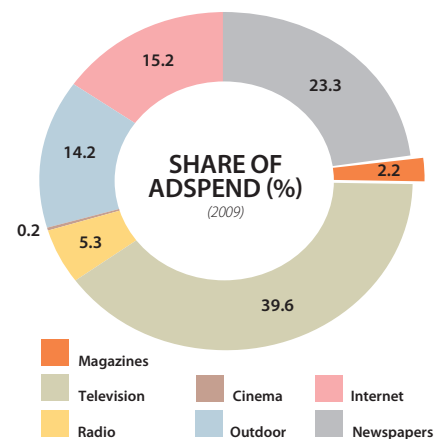
However, the future of the magazine industry in China is bright. Probably brighter than any other country in the world. The multi-platform development of magazine content – with dedicated websites and iPad – will allow Chinese publishers to expand the reach of their content deeper and probably beyond the second-tier cities.

# adspend data

## MAGAZINE ADSPEND GROWTH 2003–2012 (USD million)



Source: ZenithOptimedia



## ADVERTISING EXPENDITURE BY MEDIUM (USD million)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Newspapers	3,557	3,378	3,748	4,576	4,717	5,016	4,610	4,380	4,117	4,035
Magazines	357	298	364	353	387	454	445	449	458	481
Television	3,734	4,268	5,201	5,915	6,221	7,342	7,849	9,419	10,926	13,002
Radio	374	482	569	837	920	1,000	1,052	1,157	1,285	1,452
Cinema	18	21	23	25	29	35	39	43	48	55
Outdoor	1,257	1,811	1,843	2,105	2,867	2,630	2,814	3,236	3,624	4,168
Internet	192	343	596	1,032	1,789	2,489	3,017	3,922	5,177	6,989
Total	9,489	10,600	12,344	14,842	16,929	18,966	19,826	22,606	25,636	30,182

# consumer magazines

## HEADLINE FIGURES

### TOP PUBLISHING COMPANIES

1	China Light Industry/Rayli/Gruner + Jahr
2	IDG -Trends Group Hearst
3	IDG
4	Hachette Filipacchi Medias
5	SEEC Media Group
6	Trends Group
7	Condé Nast
8	Modern Media
9	Nanfang Daily News
10	Shanghai Media and Entertainment Group

Source: Media Convergence Asia Pacific

## ADVERTISING DATA

### TOP ADVERTISERS

1	P&G China
2	Unilever China
3	L'Oréal
4	Harbin Group Sixth Pharmacy Factory
5	Yum Brands
6	Hayao Group Sanchine Pharmacy
7	Hangzhou Wahaha Group
8	Coca Cola
9	Tingsin International Group
10	Neimenggu Hongmao Industrial

Source: GroupM, Summer 2010 (all media)

### TOP ADVERTISING CATEGORIES

1	Toiletries
2	Automobiles
3	Personal Items
4	Clothing
5	Business and services
6	Leisure
7	Computers and office products
8	Post and communications
9	Miscellaneous
10	Households

Source: CTR 2009

## DIGITAL DATA

Internet penetration: (% of population): 420 million (36.1)

Source: Internet World Stats. Based on users as at June 2010.

## TOP TITLES \*

Title	Publisher	Frequency	Circulation	Audited (yes/no)	Average readership	Cover price (RMB)	Website address	e-reader applications (yes/no)
<b>WOMEN'S</b>								
Femina (Yizhou)	Shanghai Translation Publishing House/ Hachette Filipacchi Medias	Weekly	1,680,000	No	-	3	-	-
Ray-li Fashion & Beauty (Ruili Fushi Meirong)	China Light Industry Publishing/ Rayli Magazine House	Monthly	1,050,000	No	-	20	-	-
Ray-li lady (Ruili Yiren)	China Light Industry Publishing/ Rayli Magazine House	Monthly	831,000	No	-	20	-	-
U+ (Ujia)	LingNan Art PublishingHouse/ Modern Media	Weekly	830,000	No	-	3	-	-
Mina	Henan Federation of Literary and Art Circles/Shanghai Wenxin Media	Monthly	798,000	No	-	20	-	-
Trends Bazaar (Shishang Basha)	Trends Group	Monthly	645,000	No	-	20	-	-
Vivi (xinwei)	China Textile & Apparel Press/ Beijing Boda Media	Monthly	638,000	No	-	20	-	-
Elle - World Fashion (Shijie Shizhuang zhi Yuan)	Shanghai Translation Publishing House/ Hachette Filipacchi Medias	Monthly	615,000	No	-	20	-	-
Grazia (Hongxiu)	Heilongjiang Women Organization/ SEEC Media Group	Fortnightly	600,000	No	-	5	-	-
Modern Weekly (Zhoumohuabao)	LingNan Art PublishingHouse/ Modern Media	Weekly	596,000	No	-	5	-	-
Self	Women of China/Conde Nast	Monthly	580,000	No	-	15	-	-
Vogue	China Pictorial/Conde Nast	Monthly	525,000	No	-	20	-	-
The Bund (Waitanhuabao)	Wenhui-Xinmin United Press Group	Weekly	518,000	No	-	3	-	-
Modern Bride (Xin Niang)	China Council For The Promotion of Interational Trade/Conde Nast	Monthly	500,000	No	-	20	-	-
Madame Figaro (Hong)	China Youth Press/FCM	Monthly	478,000	No	-	20	-	-
Good Housekeeping (Hao Guanija)	Trends Group	Monthly	472,000	No	-	20	-	-
Marie Claire	China Sports Publications Corp/ Hachette Filipacchi Medias	Monthly	438,000	No	-	20	-	-

## TOP TITLES \*

Title	Publisher	Frequency	Circulation	Audited (yes/no)	Average readership	Cover price (RMB)	Website address	e-reader applications (yes/no)
InStyle (Xingshidai)	Shanghai Literature And Art Publishing Group/SCMP Publishing	Monthly	405,000	No	-	20	-	-
Trends Cosmopolitan (Shishang Yiren)	Trends Group	Monthly	100,000	No	-	20	-	-

### MEN'S

Trends Esquire (Shishang Xiansheng)	Trends Magazines	Monthly	680,000	No	-	20	-	-
FHM (Nanren Zhuang)	Trends Magazines	Monthly	600,000	No	-	20	-	-
Rayli Leon	China Light Industry Publishing/Rayli Magazine House	Monthly	562,000	No	-	20	-	-
Trends Men's Health (Shishang Jiankang Nanshi Ban)	Trends Magazines	Monthly	521,000	No	-	20	-	-
Bazaar Men	Trends Magazines	Monthly	450,000	No	-	20	-	-
Maxim Your Life (Fengdu)	China International Publishing Group/SCMP Magazine Publishing	Monthly	420,000	No	-	20	-	-
GQ (Zhizhu)	China News/Conde Nast	Monthly	400,000	No	-	20	-	-
Men's Uno (Darenzhi)	Culture & Art of China	Monthly	378,000	No	-	20	-	-
L'Officiel Hommes (Shizhuang Nashiban)	China International Business and Economics Press /L'Officiel China	Monthly	350,000	No	-	20	-	-
His Life (Tashenghuo)	Xinjiang Federation of Literary and Art Circles/SEEC Media Group	Monthly	320,000	No	-	20	-	-
Mangazine (Minpai)	Nanfeng Daily	Monthly	215,000	No	-	30	-	-

### GENERAL

Bosom Friend (Zhiyin)	Bosom Friend Publishing	Fortnightly	6,800,000	No	-	3.9	-	-
Reader (Duzhe)	Gansu People's Press/Duzhe	Weekly	4,500,000	No	-	3	-	-
Stories (Gushi Hui)	Shanghai Literature & Arts Publishing	Fortnightly	3,720,000	No	-	3	-	-
Chinese National Geography (Zhongguo Guojia Dili)	Chinese Academy of Sciences/Chinese National Geography Press	Monthly	901,000	Yes	-	20	-	-
Ideas (Yi Lin)	Changchun Literary Association	Monthly	800,000	No	-	4	-	-
National Geographic (Huaxia Dili)	Trends Magazines	Monthly	512,000	No	-	20	-	-
Reader's Digest (Puzhi)	Shanghai Press & Development Co.	Monthly	500,000	No	-	12	-	-
Trends Travel (Shishang Luyou)	Trends Magazines	Monthly	494,000	No	-	20	-	-
Time Out (Le)	China Light Industry Publishing/SEEC Media Group	Fortnightly	96,000	No	-	10	-	-
City Weekend (Chengshi Zhoubao)	China Encyclopedia Press/Ringier	Monthly	50,000	Yes	-	5	-	-

### CONSUMER SPECIAL INTEREST

Trends Home Deco (Shishang Jiaju)	Trends Magazines	Monthly	602,000	No	-	20	-	-
Ray-li Deco (Ruili Jiaju Sheji)	China Light Industry Publishing/Rayli Magazine House	Monthly	550,000	No	-	20	-	-
Auto Magazine (Qiche Zazhi)	Sichuan Machinery Industry Federation/Qiche Zazhi Press	Monthly	529,000	No	-	15	-	-
MicroComputer (Weixing Jisuanji)	Ministry of Science and Technology SW/Chongqing Yuanwang IT	Fortnightly	500,000	No	-	15	-	-
ELLE Deco	Shanghai Translation Publishing House/Hachette Filipacchi Medias	Monthly	415,000	No	-	20	-	-
Computer Fans (Diannao Aihao Zhe)	China ComputerWorld Publishing/IDG	Fortnightly	400,000	No	-	5	-	-
Watches/Trends Time (Shishang Shijian)	Trends Magazines	Monthly	395,000	No	-	25	-	-
China Auto Pictorial (Zhongguo Qiche Huabao)	China Automobile Industry Technology/SEEC Media Group	Monthly	380,000	No	-	18	-	-
AutoStyle (Zuojia)	Sichuan Auto Repair & Parts Association/Trends Magazines	Monthly	375,000	No	-	15	-	-
Auto Fans (Qiche zhi You)	Society of Automotive Engineers of China/Autofan Press	Monthly	350,000	No	-	10	-	-
Car And Driver (Mingchezhi)	Shanghai Translation Publishing House/Hachette Filipacchi Medias	Monthly	308,000	No	-	15	-	-
Auto, Motor & Sports (Qiche Bolan)	Sichuan Association of Automobile Industry/Qiche Bolan Press	Monthly	300,000	No	-	15	-	-
Motor Trend (Qiche Zu)	People's Daily/Qiche Zu Press	Monthly	300,000	No	-	18	-	-
Autocar (Donggan Jiaqu)	China Translation and Publishing Corp/SEEC Media Group	Monthly	300,000	No	-	20	-	-
Betty's Kitchen (Beitai Chufang)	Chinese Institute of Food Science and Technology/Ringier	Monthly	276,000	No	-	8	-	-
Top Gear (Qiche Ceshi Baogao)	Beijing Association For Science And Technology/OMG	Monthly	208,000	No	-	20	-	-
PC Magazine (Geren Diannao)	Nankai University/SEEC Media Group	Monthly	146,000	No	-	10	-	-
PC World (Wei Diannao Shijie)	China ComputerWorld Publishing/IDG	Monthly	145,000	No	-	12	-	-
Better Homes and Gardens	SEEC Media Group	Monthly	100,000	No	-	20	-	-

### HEALTH

Trends Women's Health (Shishang Jiankang Nushi Ban)	Trends Magazines	Monthly	868,000	No	-	20	-	-
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Title	Publisher	Frequency	Circulation	Audited (yes/no)	Average readership	Cover price (RMB)	Website address	e-reader applications (yes/no)
Woman's Day (Jiankang zhi You)	China Sports Publishing/ Hachette Filipacchi	Monthly	848,000	No	-	12	-	-
Psychology (Xinli Yuekan)	China Sports Publications Corp/ Hachette Filipacchi Medias	Monthly	720,000	No	-	20	-	-
Mumbaby (Mami Baobei)	Beijing Women's Association/ Beijing Mumbaby Publishing	Monthly	466,000	No	-	12	-	-
Baby World (Baobei Shijie)	China National Children's Center/ Gruner+Jahr	Monthly	428,000	No	-	6	-	-
Parents (Fu Mu)	China National Children's Center/ Gruner+Jahr	Monthly	329,000	No	-	15	-	-
Shaping and Fitness (Jianyumei)	New Youth Periodical Publishing Group/ China Sports Publications Corporation	Monthly	300,000	No	-	12	-	-
Popular Medicine (Dazhong Yixue)	Shanghai scientific & Technical Publishers/ Shanghai Century Publishing	Monthly	300,000	No	-	6.5	-	-
Smart Kids (Congming Baobao)	China Women and Children Development Center	Monthly	250,000	No	-	12	-	-
Shape (Ti Xian)	China Light Industry Publishing/ Gruner + Jahr	Monthly	216,000	No	-	16	-	-
Health for Aging People (Zhong Lao Nian Baojian)	Sino-Japan Friendship Hospital	Monthly	200,000	No	-	6.3	-	-

## FINANCE/BUSINESS/NEWS

South Window (Nan Feng Chuang)	Guangzhou Daily News	Fortnightly	622,000	No	-	8	-	-
Southern People's Weekly (Nanfang Renwu Zhoukan)	Nanfang Daily News	Every 10 days	582,000	No	-	8	-	-
Vista (Kan Tianxia)	Ningxia Daily Newspaper Group	35 per year	542,000	No	-	9	-	-
Business Week China (Shangye Zhoukan)	Business Week China	Monthly	438,000	Yes	-	10	-	-
China News Weekly (Zhongguo Xinwen Zhoukan)	China News	Weekly	400,000	No	-	8	-	-
Sanlian Life Week (Sanlian Shenghuo Zhoukan)	San Lian Bookstore Publishing	Weekly	365,000	No	-	10	-	-
New Weekly (Xin Zhoukan)	Guangdong Publishing/Times Net Media	Fortnightly	310,000	No	-	15	-	-
Oriental Outlook (Liaowang Dongfang Zhoukan)	Oriental Outlook Media/Xinhua News	Weekly	280,000	No	-	6	-	-
Caijing	SEEC Media Group	Fortnightly	225,000	No	-	10	-	-
CBN Weekly	Shanghai Media And Entertainment	Monthly	200,000	No	-	8	-	-
New Century Weekly	China Institute for Reform and Development Hainan/Caixin Media	Weekly	200,000	No	-	10	-	-
Fortune	CCI Asia-Pacific	18 per year	180,000	Yes	-	Free	-	-
Forbes	Morningside Business Publishing	Monthly	158,000	Yes	-	Free	-	-
Business Circle (Shang Jie)	Business Circle Press	Monthly	140,000	No	-	20	-	-
Harvard Business Review (Shangye Pinglun)	Social Sciences Academic Press China	Monthly	125,000	Yes	-	70	-	-
Global Entrepreneurs (Huanqiu Qiyejia)	China Literary Association	Fortnightly	112,000	Yes	-	20	-	-
PKU Business Review (Beida Shangye Pinglun)	Beijing University Press	Monthly	95,000	No	-	80	-	-

## BUSINESS-TO-BUSINESS/TRADE

Finance & Accounting (Caiwu yu Kuaiji)	China Finance Press	Monthly	290,000	No	-	6.5	-	-
Internet Week (Hulianwang Zhoukan)	Science Press	Weekly	160,000	No	-	6.5	-	-
CEO & IO (IT Jingli Shijie)	Computerworld Publishing	Bimonthly	125,000	Yes	-	10	-	-
Auto & Parts (Qiche yu Peijian)	Shanghai Oriental Auto Magazine Press	Weekly	95,000	No	-	5	-	-
China Finance (Zhongguo Caizheng)	China Finance Press	Monthly	90,000	No	-	6	-	-
SP (Jisuanji Chanpin yu Liutong)	Tianjin Computer Institute	Monthly	90,000	No	-	-	-	-
China Digital TV (Zhongguo Shuzi Dianshi)	Computerworld Publishing & Servicing	Monthly	80,000	No	-	10	-	-
iCafe (Tianxia Wangba)	Tianjin Computer Institute	Monthly	68,000	No	-	10	-	-
CFO World (Shouxi Caiwu Guan)	Computerworld Publishing & Servicing	Monthly	50,000	No	-	20	-	-
China Roads (Zhongguo Gonglu)	Chinese Society of Road Construction	Bimonthly	42,000	No	-	8	-	-
EEPW (Dianzi Chanpin Shijie)	ISTIC	Bimonthly	40,000	Yes	-	8	-	-
Telecom World (Tongxun Shijie)	ISTIC	Monthly	32,000	Yes	-	10	-	-
EDA (Dianzi Sheji Yingyong)	ISTIC	Monthly	30,000	Yes	-	8	-	-

Source: Media Convergence Asia Pacific.

\*From publisher statements, Aug 2010

## Notes:

- The list of top magazines is not complete, because some publishers declined to disclose circulation figures or could not be contacted.
- Some magazines whose circulation figures are not within the top ten but are independently audited are listed.