

Global marketers who need to know China rely on Advertising Age

Since its launch in June 2005, **19,000 global marketing and agency professionals** have signed up for *Advertising Age's AdAgeChina* e-mail newsletter. Building on this success, *Advertising Age* is also launching the annual **China Fact Pack**, loaded with the kind of data marketers need to develop, grow and sell their brands in China. Now *Ad Age* offers a special China Marketing Package to help you reach these marketers as they develop and grow their brands in China.

AdvertisingAge's **CHINA FACT PACK**

This first-of-its-kind reference guide is loaded with information to help marketers get a foothold in the fastest growing economy in the world, including:

- Population and demographic statistics for China
- Language and cultural cluster data
- Chinese consumer spending patterns and projections
- China's youth culture
- Report on top brands marketing in China
- List of agencies with China practices

The CHINA Fact Pack premieres as a handy, digest-sized publication delivered with the March 12th issue of *Ad Age*. It also offers continuous, sponsored exposure online for 12 months as a downloadable PDF on AdAge.com.

In book and online, *Advertising Age* delivers **712,000+ total audience contacts** every month.

AdAgeChina

AdAgeChina is the Web site and weekly e-mail newsletter that delivers industry insight on China's growing consumer economy, with news, market trends and player profiles.

Topics include:

- Advertising in and around the 2008 Beijing Olympics
- City snapshots of Beijing, Shanghai and others
- Profiles of marketers who have found success in China
- Spotlights on current hot marketing campaigns
- How mobile technology and other growing segments are rapidly transforming the way marketers tap into the Chinese consumer

Distributed every Wednesday, AdAgeChina is **received by nearly 19,000 professionals** focused on growing their brands and their clients' brands in China.

Ad Age's China Marketing Package

1. Spread or full-page unit in China Fact Pack, publishing March 12, 2007
2. Spread or full-page unit in digital PDF China Fact Pack online for 12 months
3. ROS banner rotation in China content area of Adage.com for 6 months
4. Banner rotation on weekly AdAgeChina Newsletter for 6 months

Rates

Spread	\$21,700
Full Page	\$15,500
½ Page*	\$9,700

* NOTE: does not include banner ads on AdAge.com and AdAgeChina Newsletter.

Publishing/Closing dates

Publishes March 12 • Closes February 19 • Materials Due February 28

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