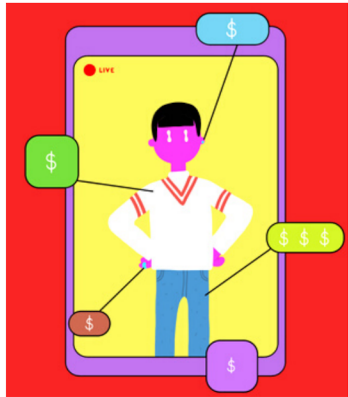
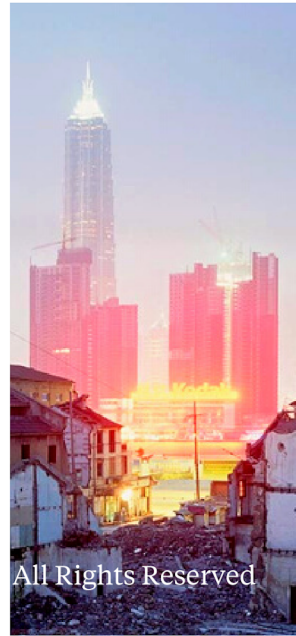
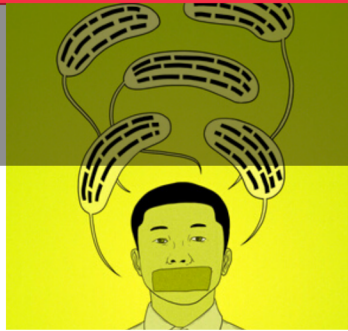


Media Kit 2023

www.thechinaproject.com



We help you Know China

From climate change to artificial intelligence, every major issue defining the next phase of human civilization needs to consider China. But the status quo sources of information, perspective and analysis on China are often insufficient.

The China Project is a New York-based independent journalism and business services platform that connects and informs a global audience to the culture, society, politics, technology and business world of China.

Our more than 2.5 million monthly active users come from governments, academic institutions, media organizations, and multinational corporations around the world.



2M Monthly web and social views



450K Monthly newsletter sends



250K Monthly podcast listens



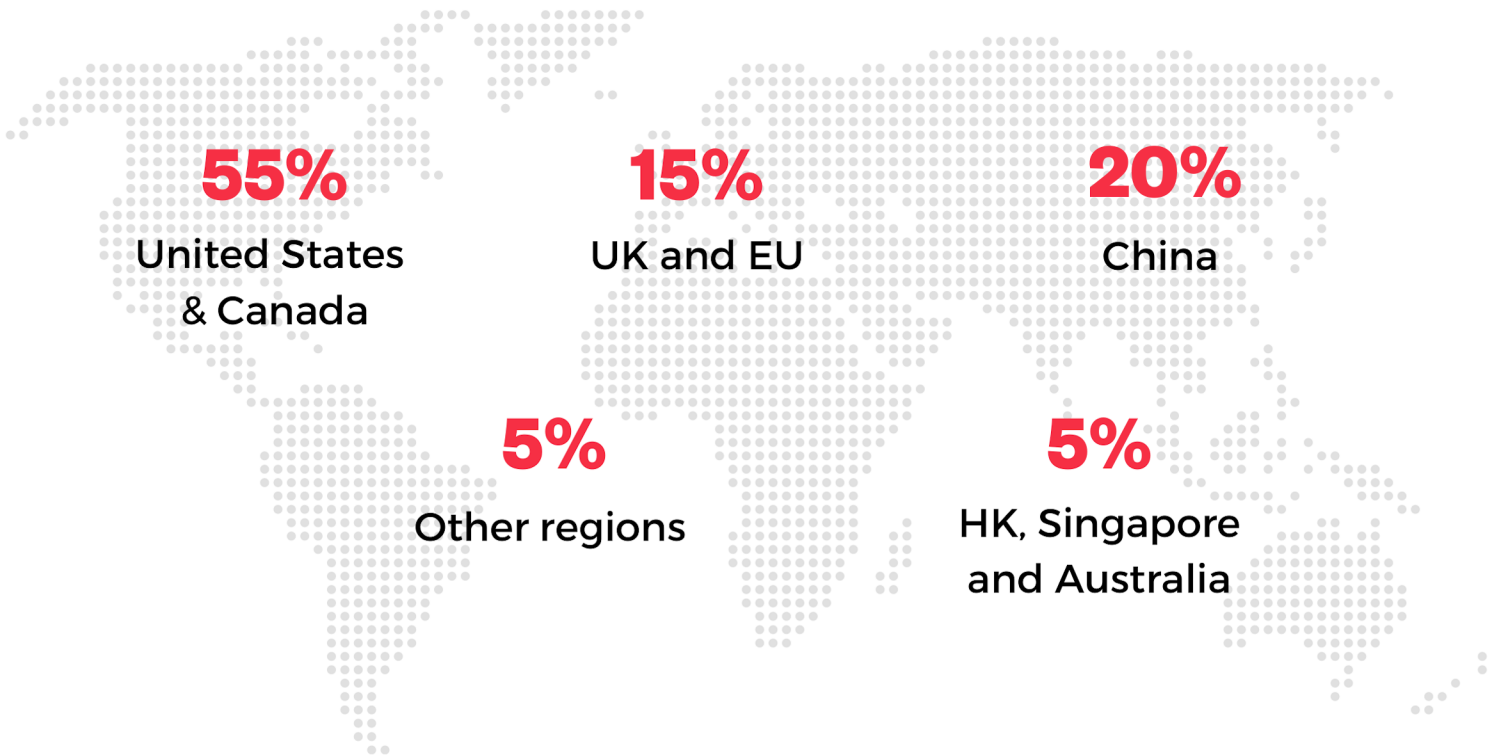
1M Monthly video views



5K Annual event attendees



Our Audience



Median age
36 YEARS

Average income
\$165K

Aged 25 - 39
42%

Gender

Male
54%

Female
46%

Education

College
70%

Graduate degree
18%

Subscribers come from these organizations:



Committee of 100





Capabilities

Newsletters

Our newsletters are read in embassies and board rooms around the world and many readers read them every day.

Podcasts

Our shows are the undisputed authoritative audio channel for current and former diplomats, business executives, and China-curious individuals around the world.

Video

We produce interview-format shows and documentaries on important China-related issues, distributed through our Youtube channels.

Webinars

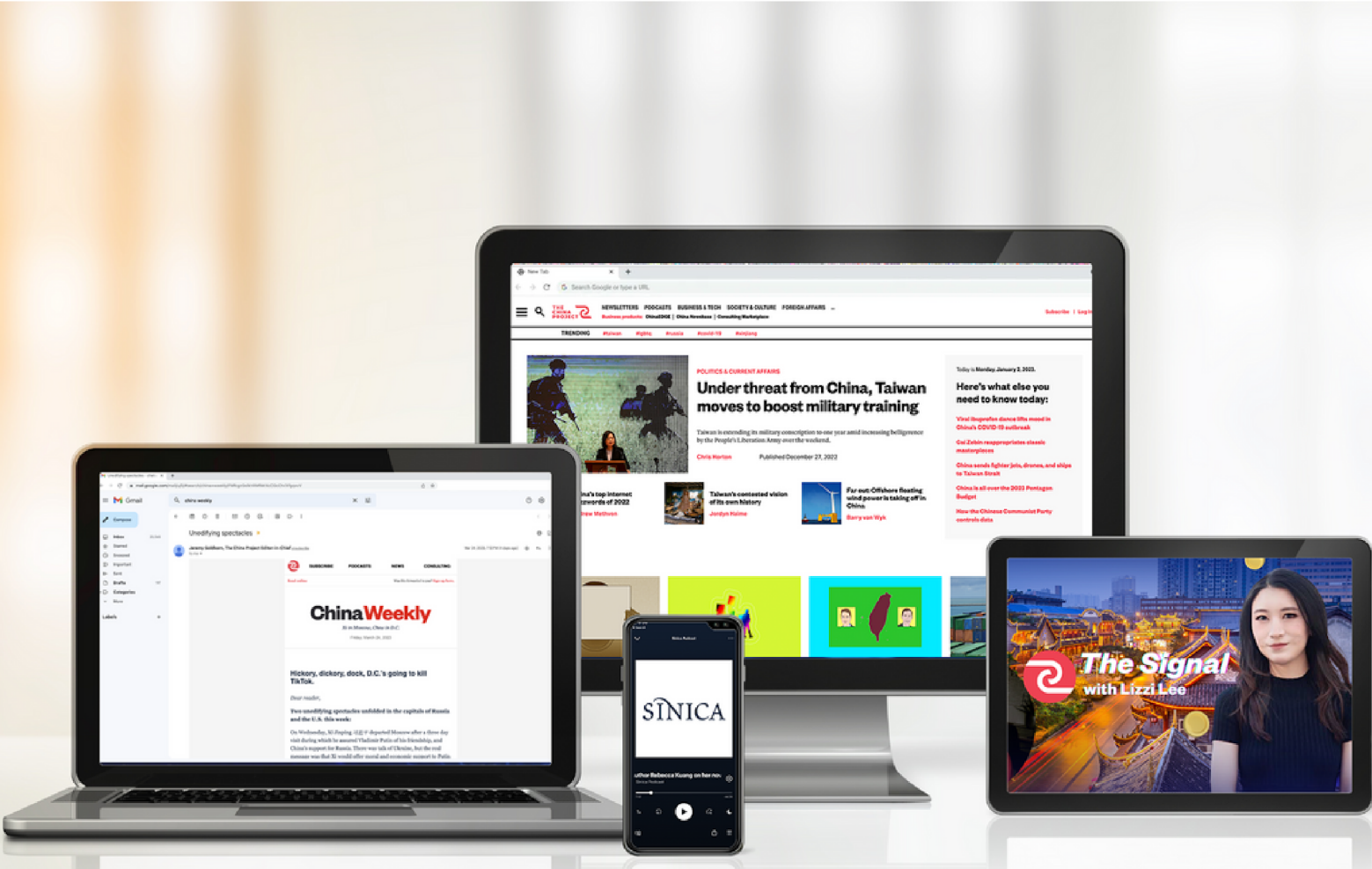
We produce over 30 webinar events a year to discuss important China-related topics with the leading experts in our network.

Private Bespoke Events

We have the ability to draw an audience of high-value individuals to a private branded event for the U.S.-China space.

Native branded content

Partner with us to establish thought leadership and promotional content through all our channels. We will help you find the right media mix and content to establish trust with a targeted audience.





Newsletters

The best way to engage readers interested in China.

Our newsletters are read in embassies and board rooms around the world. Many readers open and read them every day. Reach users directly in their inbox when they are in "reading / learning mode."



27%

Of our readers read everyday



450K

Monthly sends



56%

Average open rate



2.7x

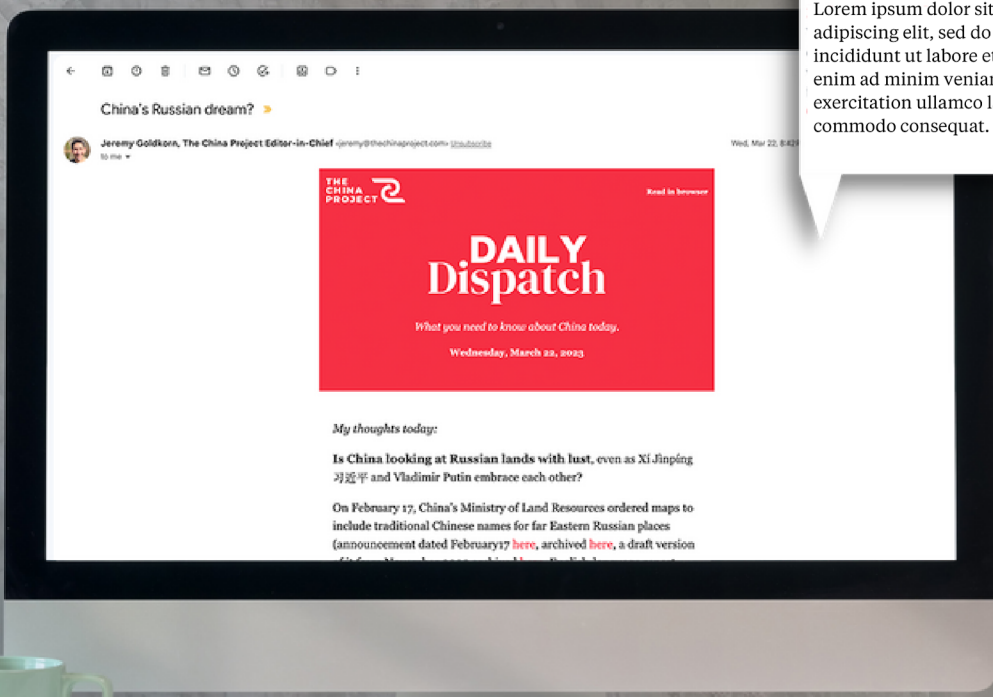
The industry average

M Advertisement

Your ad here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Paid ads





Podcasts

A loyal fanbase for the only China-focused podcast network

Our flagship show, The **Sinica Podcast** is a weekly discussion of current affairs in China that has featured the world's best diplomats, academics, journalists and other experts on China issues. With 60,000 average listens per episode, it has inspired a loyal fanbase and regularly sells out its live showcase events. And it is just one of a smorgasboard of audio jewels regarding China.



4.5 YEARS

Average tenure of our listeners



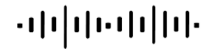
250K

Monthly Downloads



< 5%

Listeners who skip past ads



37 MINS

Average session duration





Social video & webinars

Partner with us to illuminate the important and complex trends in China that affect everyone, everywhere.



1M

Average number of monthly Youtube views



57K

Youtube subscribers



73%

Of US subscribers watch Youtube once a month

We produce dozens of videos per year that reach millions of viewers around the world.

- Documentaries
- Webinars
- Social media videos
- Live speaking engagements
- "Explainer" videos

We will work with your team to conceptualize, script, and produce best-in-class videos about all things China.





Work with us on a live event

Engage with our audience in person and build connections through a solid in-person networking opportunity.

We have hosted live events with numerous partners in multiple cities around the world.

- Podcast live recordings
- Community happy hours & meet ups
- Movie screenings and other cultural engagements

We will work with your team to conceptualize, script, and produce best-in-class events with a China-interested audience.

THE CHINA PROJECT **Pratt**
PRESENTS
(PRIVATE PREVIEW)
ENGLISH HUSTLE
英语潮
Behind the Precarious Online Tutoring Industry in China

Wednesday, March 22, 2023, 6:30 – 8 p.m.
Pratt Institute Film/Video Screening Room
550 Myrtle Ave, Brooklyn NY 11205

The film will be followed by a Q&A with the director, Charlie Abelmann and Gina Marchetti, Chair of Humanities and Media Studies (HMS), Pratt Institute.

THE CHINA PROJECT **NEW YORK CITY**
HAPPY HOUR
Wednesday, April 12
5:30 – 7:30 p.m.
Park Terrace Hotel Rooftop Bar
18 W 40th St
(south side of Bryant Park)
in New York City

SEE MORE CHINA EVENTS:
events.thechinaproject.com

LAST REMAINING TICKETS FOR
SINICA Late Night in London
21 SEPTEMBER, 2022 | 20:00-23:00
DRINK, NOSH, NETWORK & LISTEN TO A LIVE SINICA PODCAST WITH

Kaiser Kuo
Sinica Podcast Host
The China Project
Editor-at-Large

Jeremy Goldkorn
The China Project
Editor-in-Chief
Sinica Podcast Co-Host

Carrie Grace
Former BBC China Editor
Author of *Equal: A Story of Women, Men & Money*

ONLY VIP SEATING LEFT £175 FOR A GUARANTEED SPOT!

CHAPEL & SPEAKEASY @ AVIATION HOUSE
125 KINGSWAY, LONDON (HOLBORN STOP)



Work with us on our flagship conferences

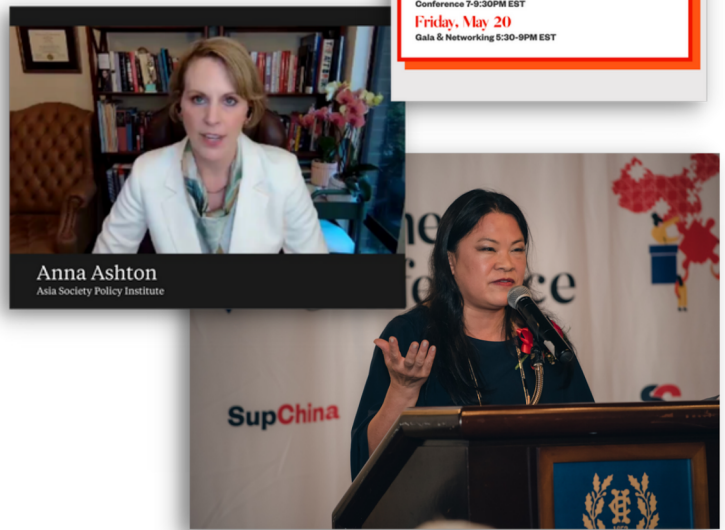
Each year, The China Project hosts two major multi-day conferences annually attended by leaders and key decision makers in the U.S.-China space.

NEXTChina Conference '22



[View 2022's Post Show Report: ...](#)

SupChina Women's Conference



[View 2022's Post Show Report: ...](#)

1000+ Attendees **16%** C-Suite **10** Sponsors

Our annual **NEXTChina Conference** the future of China and its role in international politics, business, and technology. We invite leading experts in a range of fields to illuminate what will be coming and why it matters.

Join us in November for a hybrid conference event accessible both online and in person in New York City.

Speakers have included:



500+ Attendees **21%** C-Suite **15** Sponsors

For the past six years, the **SupChina Women's Gala & Conference** has connected and empowered women thought leaders, visionaries, and rising talents that are revitalizing the international dialogue with China.

Join us in May for a two-day event, with an online conference on day 1 and a gala dinner on day 2 honoring visionary women shaping the U.S.-China space.

Honorees have included:





Design your campaign

Standard solutions

These standard media options are turnkey solutions that can be planned and deployed within weeks and provide cost-effective opportunities to reach a unique audience.

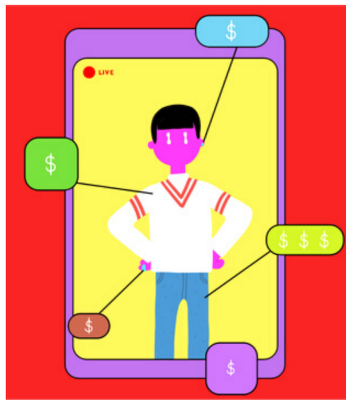
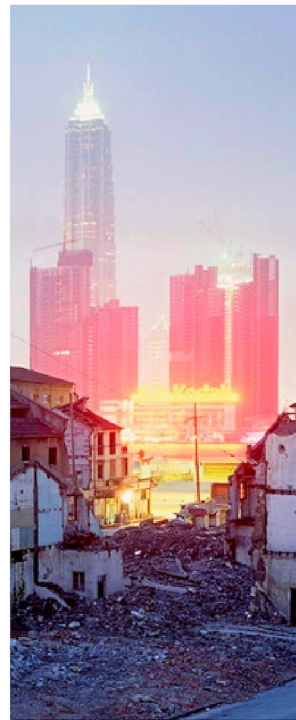
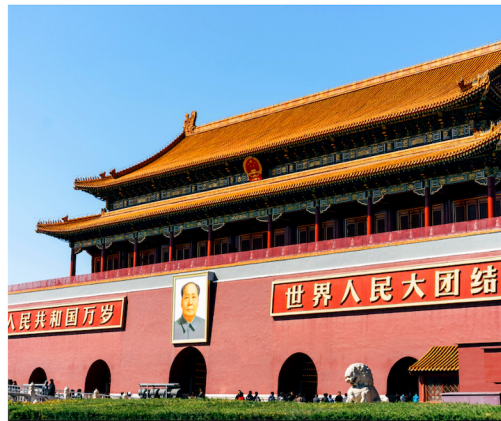
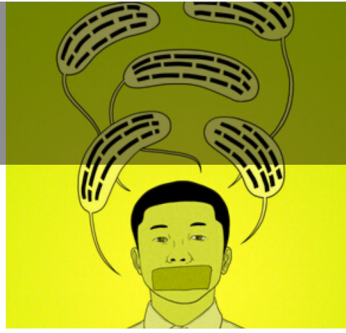
Channel	Min. spend	Cost per 1k reached	Best used for
Email Newsletter	\$2500	\$35	Brand building with specific messaging
Podcasts	\$5500	\$35	Brand building with specific messaging
Events	\$5000		Establishing domain expertise & prospecting for high-value leads
Native Branded Content	\$2500	N/A	Public & media relations, brand building and SEO
Video Production	\$10,000	N/A	Demonstrating deep commitment to issues & developing assets with a long shelf-life to reach large audiences

Custom solutions

Many long-term partners and/or new partners who are certain they want to commit to our audience opt to develop customized solutions. These may be year-long packages involving discounted rates on many of our standard options or greenfield collaborations on an entire podcast, conference, or series of events.

Annual Package	Starting from \$25,000	Build a year-long strategy to reach, nurture and convert leads
Custom Podcast	Starting from \$80,000	"The [industry/expertise] in China Podcast by [your company] and The China Project."
Custom Newsletter	Starting from \$35,000	"The [industry/expertise] in China Newsletter by [your company] and The China Project."

Thank you



Lona Sniderman

Business Development Director

✉ lona@thechinaproject.com

Elaine Chow

Chief Marketing Officer

✉ elaine@thechinaproject.com