

大紀元  
EPOCH TIMES



2017

**NATIONAL MEDIA KIT**

Sydney, Melbourne, Brisbane, Perth, Adelaide and Canberra



# THERE'S A REASON WE'RE THE WORLD'S FASTEST GROWING MEDIA GROUP

## **It started with an idea.**

Great things are born of simple yet profound ideas. Ours was the vision of a media company built on the foundation of what journalism and media are meant to do: to tell the truth.

## **That idea spread to millions.**

From New York to Hong Kong, from Sydney to London, our story, our uncompromising integrity, and our honest and in-depth news and features, have inspired and engaged millions around the world.

Learn More at [www.EpochMediaGroup.com](http://www.EpochMediaGroup.com)

EPOCH TIMES ∴  NTD ∴ YouMaker





**900**  
**MILLION**

AD IMPRESSIONS MONTHLY

**180**  
**MILLION**

PAGE VIEWS MONTHLY

**20**  
**MILLION**

UNIQUE VISITORS MONTHLY

**1.6**  
**MILLION**

NEWSPAPERS PRINTED WEEKLY

**35**

COUNTRIES

**21**

LANGUAGES

**EPOCH**  
**MEDIA GROUP**

TRUTH. IT'S WHAT WE STAND FOR.



# OUR NEWSPAPER

In May 2000, a group of Chinese-Americans started a fledgling news publication in response to growing demand for free information from the Chinese community.

From a single print and web edition in New York City, the publication quickly grew to span 35 different countries and publish in 21 languages. Today, the Epoch Times is one of the largest Chinese-language media groups outside of Asia.

## A trusted brand

The paper's independent and award-winning content makes it a key influencer in the Chinese community with a devoted and loyal readership. It covers important local, international, political and economic news and current affairs. The paper also features rich local content to enrich the daily lives of the Chinese community and build a deeper understanding of the Australian way of life.

## Australia's widest circulating Chinese-language news publication

The Epoch Times publishes six metro print editions every week and our Chinese digital platform enjoys an online readership of 220,000 unique visitors per month. The paper is also one of the few Chinese-language publications with a consistent circulation audit.

Amongst advertisers, the Epoch Times is considered the true link between East and West - the new Silk Road!

## PANPA Newspaper of the Year Award Finalist

Epoch Times' leadership in news media publishing was recognised at the coveted industry-run 2016 PANPA Newspaper of the Year Awards. Attracting entries from across the Asia-Pacific region, the PANPA awards place an emphasis on the quality of journalism, cross platform execution, design and the ability to engage audiences across multiple platforms.

2016 FINALIST  
PANPA  
NEWSPAPER  
OF THE YEAR  
AWARDS



2017

EPOCH TIMES  
NATIONAL MEDIA KIT

# OUR CONTENT

## News & Current Affairs

Our local is your global – local, national, and international news from its point of origin

## Business

Business news, market information, investment trends

## Legal

From immigration and criminal law, to tax planning and council rules, practical advice from legal experts

## Property

Tips and market analysis for homeowners and investors

## Home & Living

Creative and practical guide to better living, with inspiring ideas to transform your home and lifestyle

## Health

Tips and advice to help maintain great health and great shape

## Education

Research and advice for every stage of the learning curve, whether you're a parent, young graduate or working professional.

## Culture

Arts, culture, and ancient traditions

## Travel

Must-see places of the world, stunning destinations and one-of-a-kind experiences for avid travellers

## Auto

The latest news and reviews for car enthusiasts

## Luxury

Timepieces, statement jewellery and RTW fashion trends for the sophisticated consumer

## Food

Amazing recipes, humble home cooking and fine dining to satisfy the most discerning palates

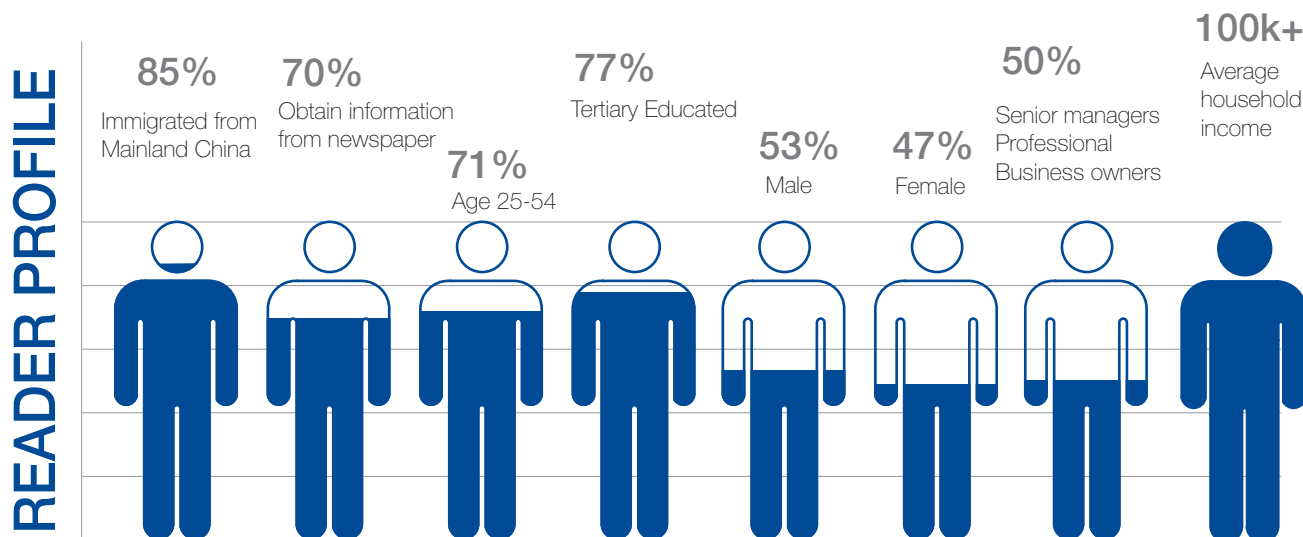
## Entertainment

Celebrity news, film reviews and the latest music releases



# WHY THE CHINESE-AUSTRALIAN MARKET?

## Affluent & educated readership



Source: Proprietary survey of 2052 readers of the Chinese print edition of the Epoch Times. Conducted Sept-Oct 2016.

## More people

- There are now over 1.2 million ethnic Chinese living in Australia. Mandarin-Chinese is the second most spoken language in Australia after English. (Census, 2016)
- China is the second largest source of permanent migrants. (Department of Immigration and Border Protection, 2016)
- 1.23 million Chinese travellers visit Australia each year, they are also the highest spending visitor segment. (Tourism Australia, 2014)
- China is the largest single nation contributor to the international student population in Australia. (Australian Bureau of Statistics, 2016)

## More opportunity

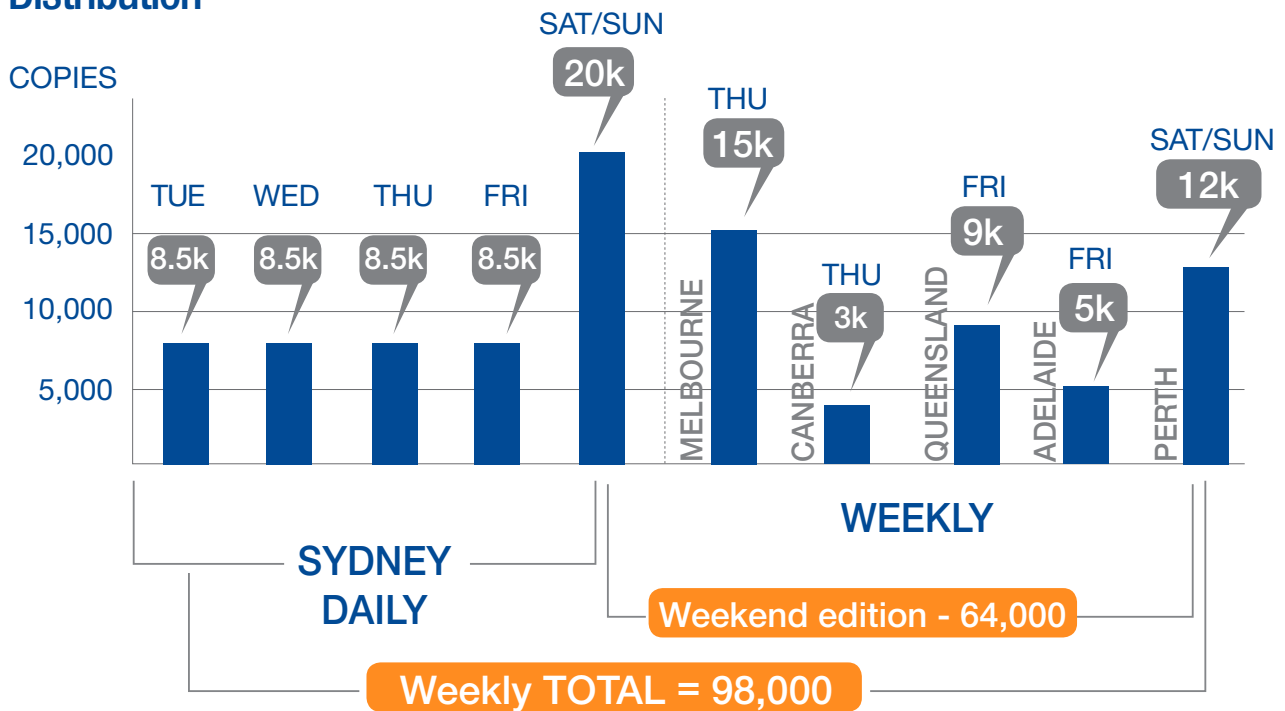
- Cashed-up Chinese consumers are actively on the lookout for goods and services related to luxury, health, education, property, cars, travel, family and household goods.
- China is the No. 1 source of foreign investment in the Australian real estate market. (CLSA, 2016)
- Chinese consumers are the world's No. 1 buyer of luxury goods. (Bain & Co., 2012)

## More spending power

- Chinese tend to have good monetary saving habits and are less likely to be affected during economic downturns.

# CIRCULATION

## Distribution



In Australia, Epoch Times is available in all major Chinese suburbs, train stations, select Coles/Woolworths supermarkets, shopping centres, Chinese grocery stores, restaurants, cafes, universities, libraries, transport hubs and hotels in various suburbs.





# DISTRIBUTION

## Sydney

Allawah	Carlingford	Fairfield	Macquarie Park	Parramatta	Strathfield
Ashfield	Carlton	Flemington	Maroubra	Penrith	Sydney Airport
Auburn	Castle Hill	Gordon	Mascot	Punchbowl	Thornleigh
Bankstown	Chatswood	Glenwood	Meadowbank	Ramsgate	Turrumurra
Baulkham Hills	Cherrybrook	Hornsby	Merrylands	Randwick	Ultimo
Belmore	Chinatown	Hurstville	Miranda	Regents Park	Wentworth Point
Berala	Concord	Ingleburn	Mt Druitt	Revesby	Waterloo
Blacktown	Coogee	Kingsford	Narwee	Rhodes	West Ryde
Bondi Junction	Dee Why	Kingsgrove	Newington	Riverwood	Wollongong
Burwood	Eastgardens	Kogarah	North Rocks	Rockdale	Zetland
Cabramatta	Eastlakes	Lakemba	North Ryde	Rouse Hill	
Campsie	Eastwood	Lidcombe	Padstow	Ryde	
Canley Vale	Epping	Liverpool	Parklea	Seven Hills	

## Melbourne

Abbotsford	Brunswick	Footscray	L.Templestowe	Preston	Sunshine
Ashwood	Clayton	Glen Waverley	Melbourne	Reservoir	Vermont
Balwyn	Dandenong	Glenroy	Mitcham	Richmond	VIC Market
Blackburn	Doncaster	Hawthorn	Narre Warren	Sanctuary Lakes	Werribee
Box Hill	Fitzroy	Kew	Nunawading	Springvale	
Bulleen	Flemington	Knox City	Point Cook	St. Albans	

## Brisbane & Gold Coast

Ashmore	Cleveland	Ipswich	Mermaid Waters	Stanthorpe	Varsity Lakes
Biggera Waters	Coolangatta	Jindalee	Redbank	Sunnybank	Victorial Point
Brisbane CBD	Darra	Kelvin Grove	Redbank Plains	Sunnybank Hills	Wellington Point
Broadbeach	Eight Mile Plains	Kenmore	Robertson	Surfers Paradise	West End
Chermside	Fortitude Valley	Labrador	Robina	Toowong	Woolloongabba
Cairns CBD	Goodna	Logan Central	Runcorn	Toowoomba	
Calamvale	Helensvale	Loganholme	SouthBank	Tweed Heads	
Carindale	Inala	Macgregor	Southport	Underwood	
Carrara	Indooroopilly	Main Beach	Springfield	U.Mt Gravatt	

## Perth

Balajurra	Cannington	Jandakot	Malaga	Perth	Wembley
Balga	Cottesloe	Jandakot	Mayland	Riverton Forum	Willetton
Beechboro	Curtin University	Joondalup	Mirrabooka	Sth Lake	Winthrop
Belmont	E.Victoria Park	Joondanna	Morley	Subiaco	
Bentley	Floreat	Kardinya	Murdoch Uni	Thornlie	
Bibra Lake	Fremantle	Leeming	Myaree	Vic Park	
Booragoon	Girrawheen	Lynwood	Nollamara	Victoria Park	
Bull Creak	Innaloo	Maddington	Northbridge	Wangara	

## Adelaide

Adelaide CBD	Chinatown	Kilkenny	Marden	Pooraka
Albert Park	Croydon Park	Malvern	Parafield Gardens	Rosewater
Bedford Park	Frewville Kilburn	Mansfield Park	Paralowie	

## Canberra

Belconnen	Dickson	Hawker	Lynham	Symonston
Borner	Erindale	Kingston	Mawson	Tuggeranong
Bruce	Fyshwick	Kippax	Mitchell	Woden
Canberra CBD	Gungahlin	Lanyon	Queanbeyan	



# TECHNICAL REQUIREMENTS

## File type and supply

Press ready PDF files are preferred for all advertisements with embedded fonts. Other acceptable file types are TIFF, EPS, PSD and AI (when submitting these formats, all fonts are to be converted to outlines).

When translation is needed, we request 2 versions to be submitted with:

1. Press Quality PDF with all English text included.
2. "Shell" version Press Quality PDF where English text requiring translation is removed. Alternatively, please supply packaged InDesign or Illustrator files.

Your artwork can be supplied via email (up to 10mb) or via HighTail/WeTransfer.

## Margins, marks and bleed

No margin or bleeds on the artwork file.

## Colour and resolution

Files are to be provided in CMYK, distilled or otherwise produced using standard profile "US Web Uncoated v2" with total CMYK colour no greater than 240%. No spot colour or RGB colour is allowed.

File should be created at its 100% finished size, rendered at 300dpi or higher resolution.

Black text and background should be in 100% Black (K=100), not registration black. Slight colour variation may occur when printed. Epoch Times cannot be held responsible for any errors in printing.

## Miscellaneous

Minimum line width is 0.25 point. Please avoid using 'hairline' widths. Minimum size for small white text on dark background is 8 point. Sans serif fonts are preferred for such fine print.

## Booking and material deadline

**Bookings:** 5 business days before publication date

**Material:** 4 business days before publication date

7 business days for artwork requiring translation or modification



SYDNEY/CANBERRA  
MELBOURNE  
BRISBANE  
PERTH  
ADELAIDE

49A TREACY ST, HURSTVILLE  
3/486 STATION ST, BOX HILL  
U3/21 DENNIS RD, SPRINGWOOD  
8/117 BRISBANE ST, PERTH  
188 GLEN OSMOND RD, FULLARTON

(02) 8988 5600  
(03) 9899 2645  
(07) 3290 5840  
(08) 9228 4238  
(08) 8379 9889

**35 COUNTRIES 21 LANGUAGES**

NEW YORK | LOS ANGELES | SAN FRANCISCO | HONG KONG | TORONTO | LONDON | PARIS | SYDNEY | TOKYO