



EPOCH
DIGITAL
NETWORK

2016 DIGITAL ADVERTISING MEDIA KIT

TRUTH THAT MATTERS

Epoch Digital Network (EDN) is an independent media group that seeks to inform and inspire its ever growing audience through its three major digital properties—Epoch Times, NTDTV, and Youmaker. As the leading authority on China, we produce exclusive editorials and investigated pieces to keep our audiences informed on issues critical to their lives. In addition, and in no small part, we produce lifestyle oriented content on topics ranging from finance, culture, life, economics, health, and entertainment.

PROPERTIES



Epoch Times consists of the premier Chinese language and the leading independent English language news publications in print and online.



NTD (New Tang Dynasty) TV is a leading Chinese TV network in US and global, broadcast via Satellite, Cable, Internet, and mobile.



Youmaker has now expanded to be one of the leading Chinese video and audio sharing portals in the Asia-Pacific region.



WHY EDN

1. Highly affluent loyal audiences responsive to online ads.
2. Behavioral and High Impact availability.
3. Native display and digital video opportunities.

OUR COVERAGE - DIGITAL

EPOCH DIGITAL NETWORK

Why our Digital Properties?

20 MILLION UNIQUES
180 MILLION PAGE VIEWS

900 MILLION
AD IMPRESSIONS

EPOCH TIMES

 **NTD**

大紀元

You**m**aker

OUR COVERAGE IN MAINLAND CHINA - DIGITAL

EPOCH DIGITAL NETWORK



UPPER CLASS TO
UBER AFFLUENT MAINLANDERS

80 MILLION
PAGE-VIEWS
6+ MILLION
UNIQUE VISITORS



VPN CHINA AUDIENCE

Dongtaiwang.com (The portal page for VPN visitors)
cn.EpochTimes.com
cn.NTDTV.com

- **6+ MILLION UNIQUE VISITORS/MONTH**
- **70+ MILLION PAGE VIEWS/MONTH**



CHINA DIRECT AUDIENCE

They can access internet without censorship.

- **550,000+ UNIQUE VISITORS/MONTH**
- **7+ MILLION PAGE VIEWS/MONTH**
- **HIGH RANKING OFFICIALS**

Together with our partner The Global Internet Freedom Consortium (GIF), Epoch Digital Network operates the world's largest Internet anti-censorship platform: Freegate and Ultrasurf, providing free access to the uncensored Internet for tens of millions of users in China (and millions in other places such as Iran, Saudi Arabia, UAE, and Syria).

Source: *Top Cities include Beijing, Shanghai, Guangzhou, Shenzhen **Google Analytics, July 2015

UNPARALLELED DATA & TECHNOLOGY

EPOCH DIGITAL NETWORK



TECH 1: GEO-TARGETING

GEO-TARGET BY

- Country
- State
- City
- Zip code (U.S. Only)



TECH 2: BEHAVIORAL TARGETING

TARGET SPECIFICALLY USER INTERESTS AND PURCHASE INTERESTS

- Auto
- Education
- Female Fashion
- Health & Beauty
- Chinese Luxury buyers
- Real Estate Investors
- High Income \$100k+
- Home & Garden



TECH 3: AUDIENCE EXTENSION & RE-TARGETING (COOKIE-TECHNOLOGY)

Advertisers can re-market to the targeted audience on different sites after they leave our sites.

Re-Targeting

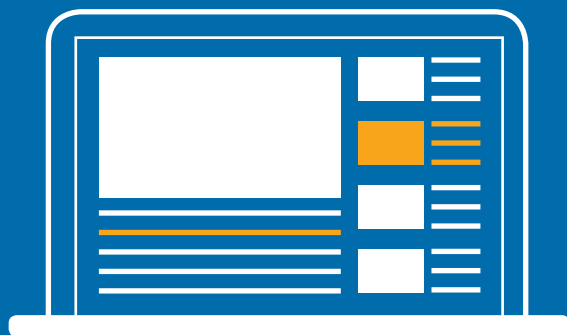
Track unique audience and keep contacting them with advertisements to increase the frequency



TECH 4: FREQUENCY CONTROL

For the audiences who get enough exposure, we stop the advertisement to avoid impression waste.





➤ Sponsored content


➤ In-feed content marketing


➤ Brand content marketing

➤ Native ad image or text

➤ Desktop and Mobile

➤ Truly native experiences, native in both display and language

- 

“SPONSORED BY....”
- 



WEB FILMS
- 

PHOTO STREAMS
- 

INTERACTIVE GRAPHICS



Text Article Link



Homepage Article Link



Image Article Link

TRAFFIC*

7 MILLION

Unique Visitors

60 MILLION

Page Views

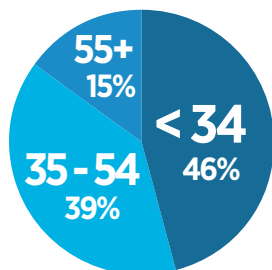
CHINESE EPOCHTIMES

EPOCHTIMES.COM

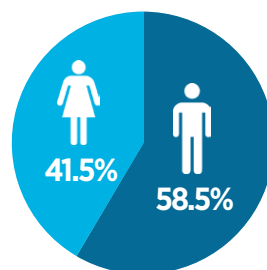
Epoch Digital Network (EDN) is the web's largest publisher of uncensored original China news. Led by two of the most respected Internet brands, EpochTimes.com and NTDTV.com, EDN offers editorial coverage and innovative advertising solutions that are second to none.

DEMOGRAPHICS*

AGE



GENDER



Comp %**

HHI \$50-100k	30
HHI \$100K+	29
College & above	51
Has Kids	42
Professionals	50
Birth Place	78
Mainland China	

Source: *Google Analytics. July 2015.

**Quantcast, U.S. data, July 2015. Online survey based on 2,722 samples.

TRAFFIC*

5 MILLION

Unique Visitors

15 MILLION

Page Views

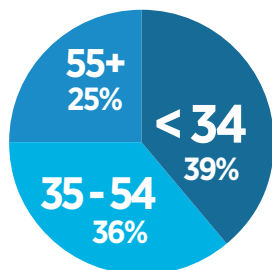
ENGLISH EPOCHTIMES

THEEPOCHTIMES.COM

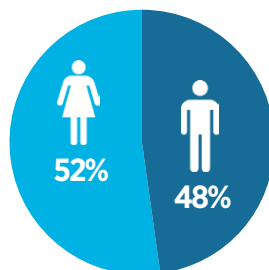
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DEMOGRAPHICS*

AGE



GENDER



Comp %**

HHI \$50-100k	29
HHI \$100K+	16
College & above	59
Has Kids	48

Source: *Google Analytics. March 2016.

**Quantcast, U.S. data, Dec 2015.

TRAFFIC*

5 MILLION

Unique Visitors

50 MILLION

Page Views

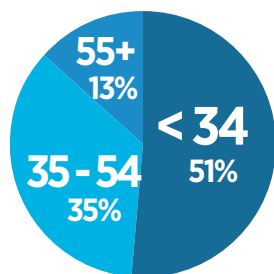
CHINESE NTD TV

NTDTV.COM

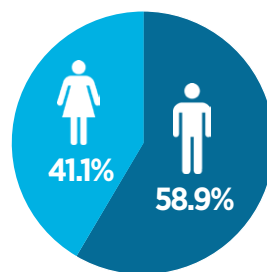
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DEMOGRAPHICS*

AGE



GENDER



Comp % **

HHI \$50K-100K	30
HHI \$100K+	29
College & above	51
Has Kids	40

Source: *Google Analytics. July 2015.

**Quantcast, U.S. data, July 2015.

TRAFFIC*
2 MILLION

Unique Visitors

50 MILLION

Page Views

2.7 MILLION

Registered Users

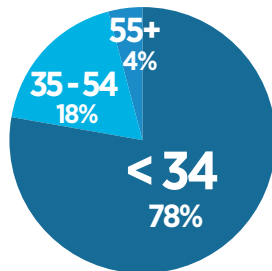
YOUMAKER

YOUMAKER.COM

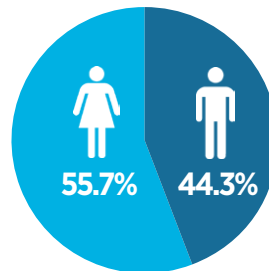
One of the first Chinese video-sharing and video library websites, Youmaker has now expanded to be one of the premier Chinese video and audio sharing portals in the Asia-Pacific region. Part of the Epoch Digital Network, Youmaker offers innovative advertising solutions that are second to none.

DEMOGRAPHICS*

AGE



GENDER



Comp %**

APAC	>95
TAIWAN	85.97
HONG KONG	3.97
JAPAN	3.35
MALAYSIA	1.06

Source: *Google Analytics. July 2015.

**Quantcast July 2015.

AD LOCATION

ABOVE THE FOLD (ATF)

BELOW THE FOLD (BTF)

SPONSORED ARTICLE LINK

A1: 728 x 90 or SKIN

A4: 300 x 250

A5: 300 x 250

A6: 728 x 90

B1: 728 x 90

B2: 300 x 250

B3: 300 x 250

B4: 300 x 250

F1: 728 x 90 or 970 x 250

F4: 300 x 250

F5: 300x250 or 300x600

F6: 300 x 250

F7: 300 x 250

BELOW THE ARTICLE (BTA)

AD LOCATION

ABOVE THE FOLD
(ATF)

BELOW THE FOLD
(BTF)

EPOCH TIMES

JANUARY 6, 2016

North Korea Says It Conducts Successful Powerful H-Bomb Test

SEOUL, South Korea—North Korea said it conducted a powerful hydrogen bomb test Wednesday, a defiant and surprising move that, if confirmed, would be a huge...

300 x 250

Special Coverage

Inspirational Color Through Shen Yun Performing Arts

Shen Yun Brings Ancient Tales of Journey to the West to Life

Shen Yun A World Beyond Expectations

TOP HEADLINES New York US China World Opinion Business

Presidential Campaigns Kept Afloat by Cash-Rich Super PACs

Iraq Offers Itself as a Mediator Between Saudi Arabia, Iran

Upcoming 'Dragon's Lair' Film Seeks to Rekindle Lost Secrets of Walt Disney

728 x 90

EDITOR'S PICKS

Why 2015 Was the Year That Changed TV Forever

China's Translucent Tourism Is Murder on Demand

Former China Supreme Court Judge Speaks Light on Dark Judiciary

Chinese People Walking Up, Say Descendants and Ancestries

What Stories Should You Be Telling Kids This Holiday Season?

China Is Fueling a Drug War Against the U.S.

EPOCH TIMES

JANUARY 6, 2016

FI: 728 x 90 or 970 x 250

SEE FULL COVERAGE OF SHEN YUN WORLD TOUR

Inspirational Color Through Shen Yun Performing Arts

The unexpected freshness of ancient color and costume

By Kallie Winkler, Epoch Times January 4, 2016 Last Updated: January 5, 2016 10:03 am

300 x 250 or 300 x 600

NATIVE AD

It all began with yellow.

Color has always played an instrumental role in China. Throughout the millennia, Chinese people believed that their culture was divinely bestowed. They believed the five elements of water, fire, wood, metal, and earth created all things in nature, including color, and thus color was inseparable from the heavenly laws.

Color was rich in symbolism and used wisely. The philosopher Confucius applied the colors black, red, cyan, white, and yellow, to the traditional values of benevolence, righteousness, rites, wisdom, and trust. Emperors chose from these symbolic colors for their respective reigns based on the five elements and the Yin Yang theory. Colors were chosen based on the elements, the season, and their symbolic meanings.

This had been the case until the communist regime took hold and worked to replace such beliefs with atheism, class struggle, and a destruction of ancient values.

Red—the color of the fire element—was once used sparingly as a dot of paint to depict the eye of the dragon. Now, China is awash with red to the exclusion of all other colors.

Reviving Color

Deep azure skirts turn into a glittering midnight sky, as dancers in costumes reminiscent of celestial phoenixes twirl and spin. Streams of ochre, gold, and orange are thrust into the air by the quick stepping performers in a celebratory northeastern folk dance.

Digital backdrops recreate mythical and earthly landscapes in full splendor. Holy temples, imperial palaces, infinite Chinese gardens, or heavenly scenes suddenly come to life when the dancers fill the stage.

Color is alive on stage as Shen Yun Performing Arts, poised to kick off its 2016 season, is at the forefront of a revival that showcases China's true culture through classical dance and music.

Since the New York-based company began performing in 2006, artists and fashion designers among the audience members have been fascinated by the unique stage effect achieved by combining classical Chinese dance with colorful costumes, set against vivid backdrops. Audiences worldwide have noted Shen Yun's unique and powerful artistic elements that combine an all-encompassing experience.

For instance, it is not every day that vivid greens and bright magenta are paired to an elegant effect. Fashion designers see Shen Yun, and the wheels of inspiration start to turn.

MORE:

- Shen Yun Leads Revival of Traditional Chinese Culture

Former model turned accessories designer Yilana Yipov watched Shen Yun Performing Arts at Lincoln Center's David H. Koch Theater in...

728 x 90

TODAY'S HEADLINES

US Marine Arrested for Killing University of North Texas Student in Road Rage Incident

WICKO: Starbucks Customer 'Gets Even' With Worker Who Allegedly Swore Her Credit Card Information

Teen 'Attendant' Apparently Spent Thousands on Alcohol, Strip Clubs

South Dakota US Marine Kills South Carolina Soldier

PHOTOGRAPHY: World's Toughest Watchmen Launches 'Beyond the Scale'

AD LOCATION

ABOVE THE FOLD (ATF)

BELOW THE FOLD (BTF)

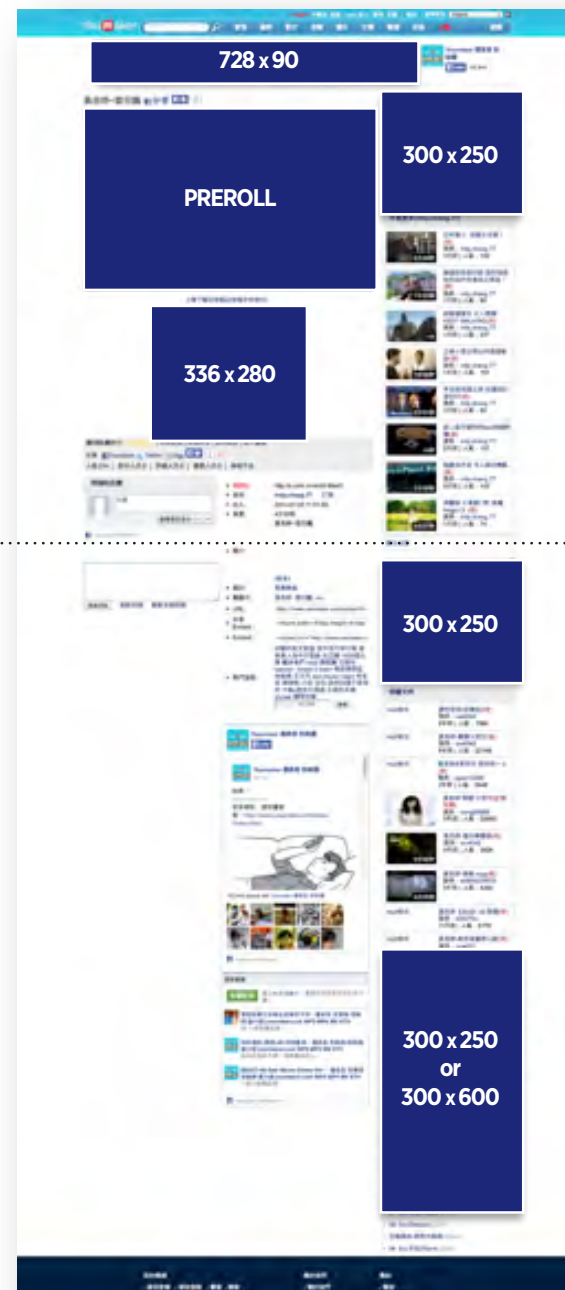


BELOW THE ARTICLE (BTA)

AD LOCATION

ABOVE THE FOLD
(ATF)

BELOW THE FOLD
(BTF)



HIGH IMPACT AD PRODUCTS

EPOCH DIGITAL NETWORK

Works Across EDN Properties



*NOT AVAILABLE ON TABLET AND MOBILE

SKIN

ROAD BLOCK

Computer and Tablet (900 x 600)
Mobile (300 x 250)



IMPACTFUL WAY TO DISPLAY YOUR BRAND

HIGH IMPACT AD PRODUCTS

EPOCH DIGITAL NETWORK

BILLBOARD

(970 x 250)

Works Across EDN Properties



*NOT AVAILABLE ON MOBILE

FILMSTRIP



PORTRAIT

PORTRAIT
(300 x 1050)



*NOT AVAILABLE ON TABLET & MOBILE

FILM STRIP
300 x 600
(300x3000)
100Kb Max File Size
Gif, JPG, layered PSD
Top Placement

HIGH IMPACT AD PRODUCTS

EPOCH DIGITAL NETWORK

Videos

*AVAILABLE ON COMPUTER, TABLET AND MOBILE

PRE-ROLL

(less than 30")

On NTDTV.com and YouMaker.com with Audience and Reach Extension



IN BANNER VIDEO

Available Across All EDN Properties

Out-stream Videos

In premium content. Maximize engagement.
Sound is only activated if the user's mouse hovers above the player.

InRead

Within the heart of editorial content.

InBoard

Sitting at the top of a homepage/category page



**ROAD BLOCK
/INTERSTITIAL**

300 x 250



BANNER

300 x 250



1 WIDE BANNER

2 ANCHOR

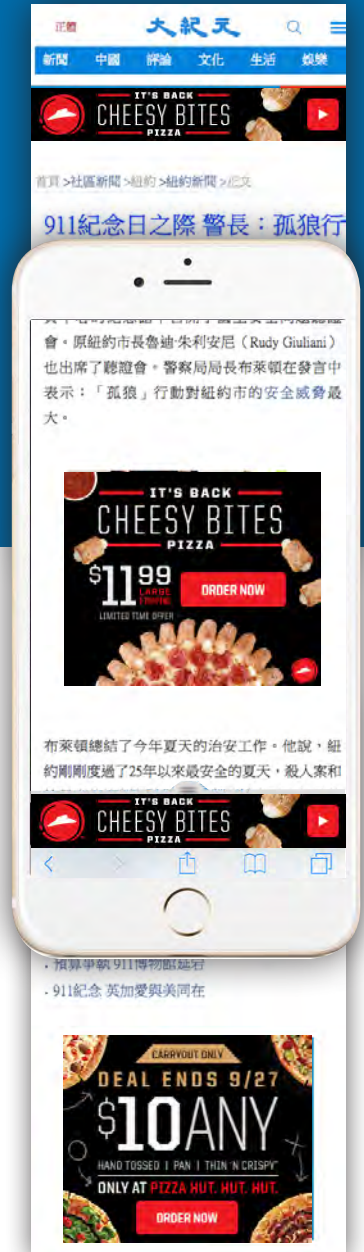
320 x 50

1

2



**PAGE TAKEOVER
(ALL UNITS ON THE PAGE)**



RATE CARD

EPOCH DIGITAL NETWORK

Type	W x H (Pixels)	Position	CPM (\$A)
Regular Banner	728 x 90 300 x 250 160 x 600	ATF	\$35
		BTF	\$28
	300 x 600 970 x 90	ATF	\$42
		BTF	\$35
Video	Pre-roll	Under 30"	\$65
	Out-stream	In Read	\$50
		In Board	\$85
	In banner video	ATF	\$42
High Impact	Billboard 970 x 250	ATF	\$50
	Road Block (600 x 400)	-----	\$85
	Skin	ROS	\$85
	Skin + leader board	Home Page	\$115
	Page Takeover	-----	\$140
Native Ads (Desktop & Mobile)	Image Article	ATF	\$42
	Text Article Link	Dongtaiwang	\$7/CPC
		Home Page**	\$1300/month

Type	W x H (Pixels)	CPM (\$A)
Mobile Ads	Wide Banner 320 x 50	\$30
	Anchor 320 x 50	\$35
	300 x 250	\$35
	300 x 600	\$42
	Road Block/interstitial 300 x 250	\$70
	Page Takeover	\$90

*BELOW THE ARTICLE (BTA) is priced equivalent to ABOVE THE FOLD (ATF) Behavior Targeting CPM+\$8

** For Australian IP only, For cities or other countries/region, please contact your sales representative.