

Media Kit

REDSTAR

红星杂志刊例

2019



HELLO! HANGZHOU



2003



2013



2015



2016



2018

WHAT?

We have been in publication field for more than 16 years. We have published the only English magazine - REDSTAR in Qingdao since 2003. REDSTAR informs about local and regional entertainment, travel, health and culture from an international perspective in English.

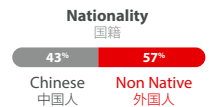
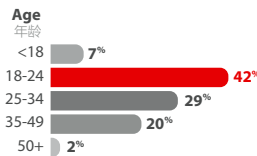
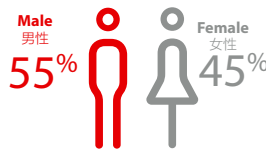
FOR WHOM?

Over 300,000 English-speaking readers living or doing business in Hangzhou, including expat families, internationally oriented Chinese residents, company owners, and thousands of property owners. Also members of the local community having an overseas background.

WHERE?

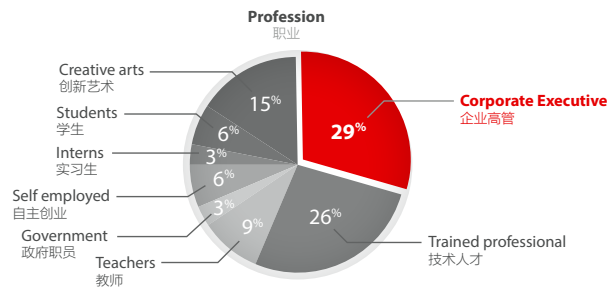
REDSTAR (double issue - Hangzhou Family inside) is distributed free of charge every month to airport VIP lounges, medical centres, hotels, cafes, bars, restaurants, and other lifestyle destinations, plus subscriptions to families and major multinational companies.

OUR READERS



REDSTAR's readers are well educated, affluent professionals who enjoy traveling, eating out, shopping and attending entertainment events.

The amount of English-speaking readers in Hangzhou far exceeds 300,000. With 10,000+ copies per issue and an average of three readers per copy, REDSTAR (double issue - Hangzhou Family inside) is read by around 30,000 people every month, making it the ideal platform for promoting products, brands and services.



Eats out 45 times and goes out 12 nights per month.
Spends RMB 6,000 on eating out and RMB 3,000 on nightlife per month.
每人每月外出就餐45次花费6000元，夜生活12次，花费3000元。

DISTRIBUTION

WHERE DOES REDSTAR MAGAZINE GO?

Every month 10,000+ copies of REDSTAR are distributed to carefully selected 300+ places.

These combined channels are honed to targeted areas where readers live, work and relax, creating the combined strong impact that you are looking for from your advertising.

REDSTAR is published on the 1st day of every month, 12 times a year, ensuring maximum exposure for advertising. In a number of hotspots, we ensure that our products are well-stocked on a daily or weekly basis.

Distributed world-wide on
myredstar.com & issuu.com
线上阅读



Fitness / Beauty / Massage / Cinema
健身/美容/按摩/影院
Places 发行点: 35
Copies 发行量: 300

Subscription 订阅
Places 发行点: 150
Copies 发行量: 300

Medical 医疗
Places 发行点: 25
Copies 发行量: 420

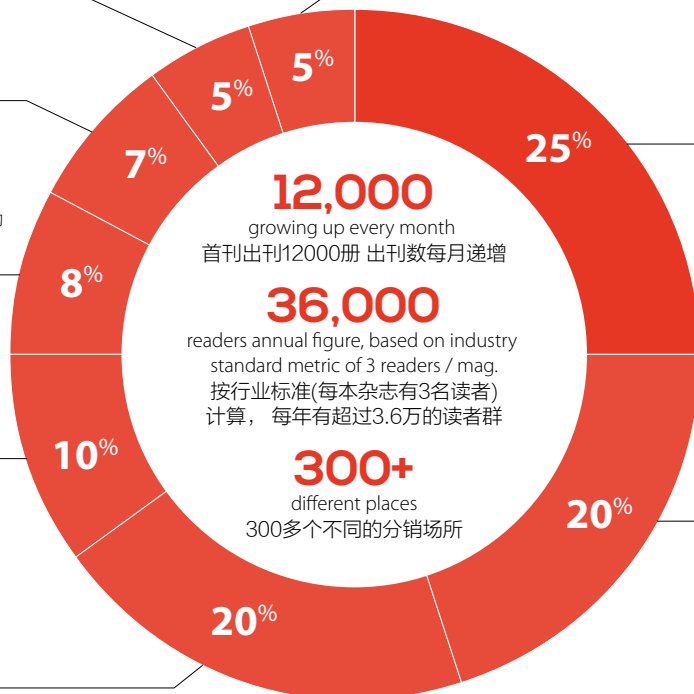
Restaurants & Cafés
餐厅&咖啡厅
Places 发行点: 65
Copies 发行量: 1750

Professional Service 服务机构
Places 发行点: 32
Copies 发行量: 480

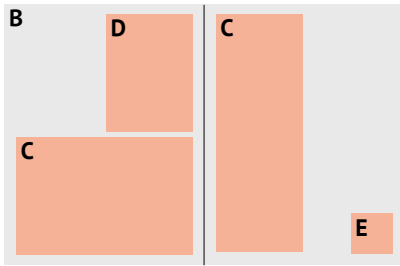
Bar & Club 酒吧俱乐部
Places 发行点: 90
Copies 发行量: 800

Education & Community
教育&社区
Places 发行点: 40
Copies 发行量: 1200

Hotels 酒店
Places 发行点: 35
Copies 发行量: 1200



"A LA CARTE" PLACEMENT RATE



APPLIES TO	#	ITEM	PRICE	PRICE PER
REDSTAR, QINGDAO FAMILY OR EDUCATION	A	Back Cover	¥40,000	Issue
		Inside Front Cover / Inside Back Cover	¥30,000	Issue
		1 Full Page Ad Inside The Magazine	¥18,000	Issue
		1 Full Page Ad Editorial	¥35,000	Issue
	B	Double Page Spread	¥60,000	Issue
		1 st Double Page Spread	¥76,000	Issue
	C	1/2 Page Ad	¥10,200	Issue
		1/2 Page Promotional Review	¥15,800	Issue
	D	1/4 Page Ad	¥4,800	Issue
	E	1/24 Page Ad	¥1,680	Issue
	F	Coupon	¥8,000	Issue
G	Loose Insert In Magazine (Client Provides Insert)	¥1	Piece	
H	Premium Listings / Listings	¥500 / ¥200	Issue	
I	Classifieds	¥15	Word	
REDSTAR	J	Banner on Top of 3D Map	¥11,000	Issue
	K	1/36 page at top of map	¥3,500	Issue
	L	Bubble & Logo on Map	¥2,400	Issue
	M	Bubble on Map	¥1,200	Issue
	N	Building Icon on Map	¥3,000	Issue
	O	Banner on Top of 2D Map	¥3,000	Issue
EDUCATION	P	School Profile	¥5,000	Issue

TERMS & CONDITIONS:

- All prices are in RMB, valid until 31 Dec 2019, and exclude tax.
- Full contract value must be paid in advance.
- Design fees are charged depending on the ad size, 1/24--¥300, 1/4--¥600, 1/2 and above--¥1,000 Ad design rates include 3 alterations but do not cover photography fees. Also include 3 times for changing the text or background colour only.
- Promotional review definition - REDSTAR editorial writes the review (<200 words), translates the text and takes 1 photo. Client must tell us the main USP's beforehand in order to review to be effective.

ADVERTISING DEADLINES:

All deadlines are for the month before the magazine is published. For example, if your advertisement is to appear in the April magazine, the ad booking deadline is in March. All editorial deadlines are five days prior to the ad booking deadlines.

	REDSTAR / FAMILY	EDUCATION
BOOKING	15th of the month	25 Feb
MATERIALS	21st of the month	10 March

PRINTED AD SPECIFICATIONS (mm):

#	ITEM	REDSTAR	EDUCATION
A	Full Page Placement	206w x 273h	173w x 253h
B	Double Page Spread	412w x 273h	346w x 253h
C	1/2 Page Ad	89w x 249h / 182w x 123h	153w x 104h
C	1/2 Page Promotional Review	89w x 249h (1 image & < 200 words)	-
D	1/4 Page Ad	89w x 123h	-
E	1/24 Page Ad	43w x 43h	48w x 48h
F	Coupon	< 206w x 60h	-
H	Premium Listing	< 100 words	< 100 words
O	Banner on Top of 2D Map	198w x 23h	-
P	School Profile	-	2-3 images & 200-300 words

6 Months Marketing Bundles*

DIGITAL	PRINT	DIGITAL + PRINT
<ul style="list-style-type: none"> • 6 x WeChat posts • In WeChat & Website directory • 1 x Giveaway Monday Post 	<ul style="list-style-type: none"> • 6 x 1/24 ADs★ • 6 x Premium Listings 	<ul style="list-style-type: none"> • 6 x WeChat posts • In WeChat & Website directory • 1 x Giveaway Monday Post • 6 x 1/24 ADs★ • 6 x Premium Listings
¥788 / MONTH*	¥1,388 / MONTH*	¥1,488 / MONTH*
<ul style="list-style-type: none"> • Additional WeChat posts ¥600 each (client translates), or ¥800 each (REDSTAR translates) • Upgrade any WeChat post to a headliner (where available) for ¥298 • Add a Homepage Sliding Header to our websites ¥1,588 / Month - 1ST MONTH FREE! • Add a Listings Logo Box to our websites ¥588 / Month - 1ST MONTH FREE! 		
<ul style="list-style-type: none"> • ★ Upgrade AD (from 6 x 1/24 to 6 x 1/4) + ¥2,200 / Month or upgrade (from 6 x 1/24 to 6 x 1/2) + ¥5,600 / month • 1/2 page review in REDSTAR (maximum one in contract), ¥1,998 • Buy a logo bubble on 3D map, ¥498 / Month • Buy an AD in Qingdao Family magazine, 1/4 page for ¥2,000 / Issue or 1/2 page for ¥3,000 / Issue 		

MOST POPULAR

12 Months Marketing Packages for International Schools

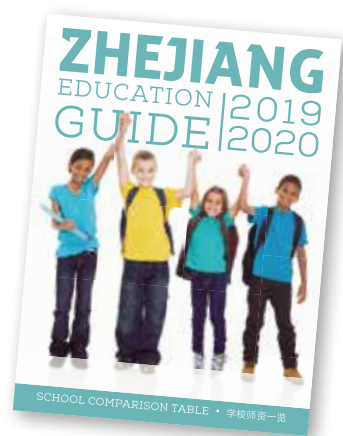
	MARKETING BUNDLE #1	MARKETING BUNDLE #2
DIGITAL	<ul style="list-style-type: none"> • Up to 10 x WeChat posts • Inclusion in WeChat directory 	<ul style="list-style-type: none"> • Up to 20 x WeChat posts • Inclusion in REDSTAR WeChat directory • Sliding logo box in Listing section (PC and mobile website)
PRINT (REDSTAR & Education)	<ul style="list-style-type: none"> • Up to 13 x 1/24 Ads • Up to 4 x full page ADs • Up to 13 x premium listings • Up to 12 x bubbles on 3D map • Up to 3 x editorial page 	<ul style="list-style-type: none"> • Up to 13 x 1/24 ADs • Up to 14 x full page ADs • Up to 13 x premium listings • Up to 12 x bubbles on 3D map • Up to 5 x editorial pages
EVENT	<ul style="list-style-type: none"> • 1 x event sponsorship 	<ul style="list-style-type: none"> • 2 x event sponsorship (ie writing competition)
TOTAL PRICE	¥227,474	¥327,770
OPTIONS	<ul style="list-style-type: none"> • Upgrade any full page AD to an inside front, or inside back cover add ¥6,000 per issue • Upgrade any full page AD to a back cover (if available) add ¥10,000 per issue • 1/36 AD on 3D map ¥1,500 per issue, banner on 2D map ¥998 per issue • Add 1 x event sponsorship ¥10,000 	

EDUCATION GUIDE

Every newly arriving family knows what options they have, where the schools are and how to get in touch, whether they prefer an immersive Montessori education, Advanced Placement classes or International Baccalaureate program.

Education Guide Package

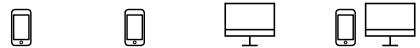
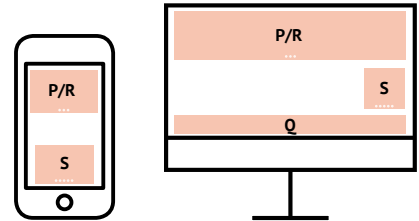
2p x Editorials 2p x Advertisements	50% OFF TOTAL PRICE ¥53,000	Upgrade to 4p x Editorials + 1 x logo box + 1 x school profile
1p x Editorials 1p x Advertisements	40% OFF TOTAL PRICE ¥31,800	1 x logo box + 1 x school profile



REACH 20K REDSTAR FOLLOWERS VIA OUR WECHAT & WEBSITES

Three totally integrated platforms to enable you to reach REDSTAR readers and followers!

- A. Every thursday we post contents on our WeChat account - you can purchase a standard or a 'headliner' post (deadline for content submission is 2pm before Wed).
- B. Our WeChat account has menus which link to our **NEW** mobile website m.myredstar.com. You can purchase AD space according to your focus (homepage for maximum exposure, events page, food & drink listings categories, Qingdao Family, Education etc).
- C. Our full size 'PC' website myredstar.com has been around since 2003 and is the online resource for what's happening in Qingdao. More important is that our site is the only gate for the foreigners who is planning to go to Qingdao to have a general view of Qingdao's health services, education services, and the entertainment. You can purchase AD space on this site alone, or **get a '2 sites' package discount*** if you combine with AD space on the mobile site.



PAGE / FOCUS	#	AD (PRICE / WEEK UNLESS STATED)	(A) REDSTAR WECHAT	(B) MOBILE SITE	(C) PC SITE	*SPECIAL 2 SITES PACKAGE
WECHAT	W	Wechat Post (Client translates)	¥1,500			
	W	Wechat Post (REDSTAR translates)	¥2,000			
	W	WeChat Headliner Post	¥500			
HOMEPAGE	P	Sliding Header		¥800	¥800	¥1,200
	Q	Static Footer			¥800	
EVENTS	R	Sliding Header		¥600	¥600	¥900
	S	Logo Box		¥200	¥600	¥300
LISTINGS	S	Listings Page Logo Box		¥300	¥300	¥450
	S	Each Listings Category Logo Box		¥200	¥200	¥300
CLASSIFIEDS	S	Logo Box		¥200	¥200	¥300
QINGDAO FAMILY	R	Sliding Header		¥600	¥600	¥900
	S	Logo Box		¥200	¥200	¥300
EDUCATION	R	Sliding Header		¥600	¥600	¥900
	S	Logo Box		¥200	¥200	¥300

*Quantity Discount (applies to website advertising)

4 WEEKS (1m)	12 WEEKS (3m)	26 WEEKS (6m)	52 WEEKS (12m)
-20%	-30%	-40%	-50%

Specifications

#	TYPE OF AD	MOBILE SITE	PC SITE	MAXIMUM # OF ADS
P	Homepage Sliding Header	330w x 210h pixels	990w x 360h pixels	3
Q	Homepage Static Footer		960w x 143h pixels	1
R	Sliding Header	320w x 200h pixels	960w x 360h pixels	3
S	Logo Box	320w x 320h pixels	200w x 200h pixels	5

TERMS & CONDITIONS:

- All prices are in RMB, valid until 31 Dec 2019, and exclude tax
- Prices are for AD placement only and do not include any design, copy-writing or proof-reading
- WeChat posts do not include translation by REDSTAR
- *2 Sites* = WeChat Mobile Site (m.myredstar.com) & Website (www.myredstar.com), both fully integrated with REDSTAR WeChat

EVENTS



REDSTAR CHIFAN AWARDS
吃饭大奖



COMEDY
脱口秀



REDSTAR ANNIVERSARY PARTY
周年庆



REDSTAR PUB CRAWL
酒吧串游



REDSTAR REMARKABLE RACE
非凡争锋跑



REDSTAR BOOZE BUS
畅饮巴士

