

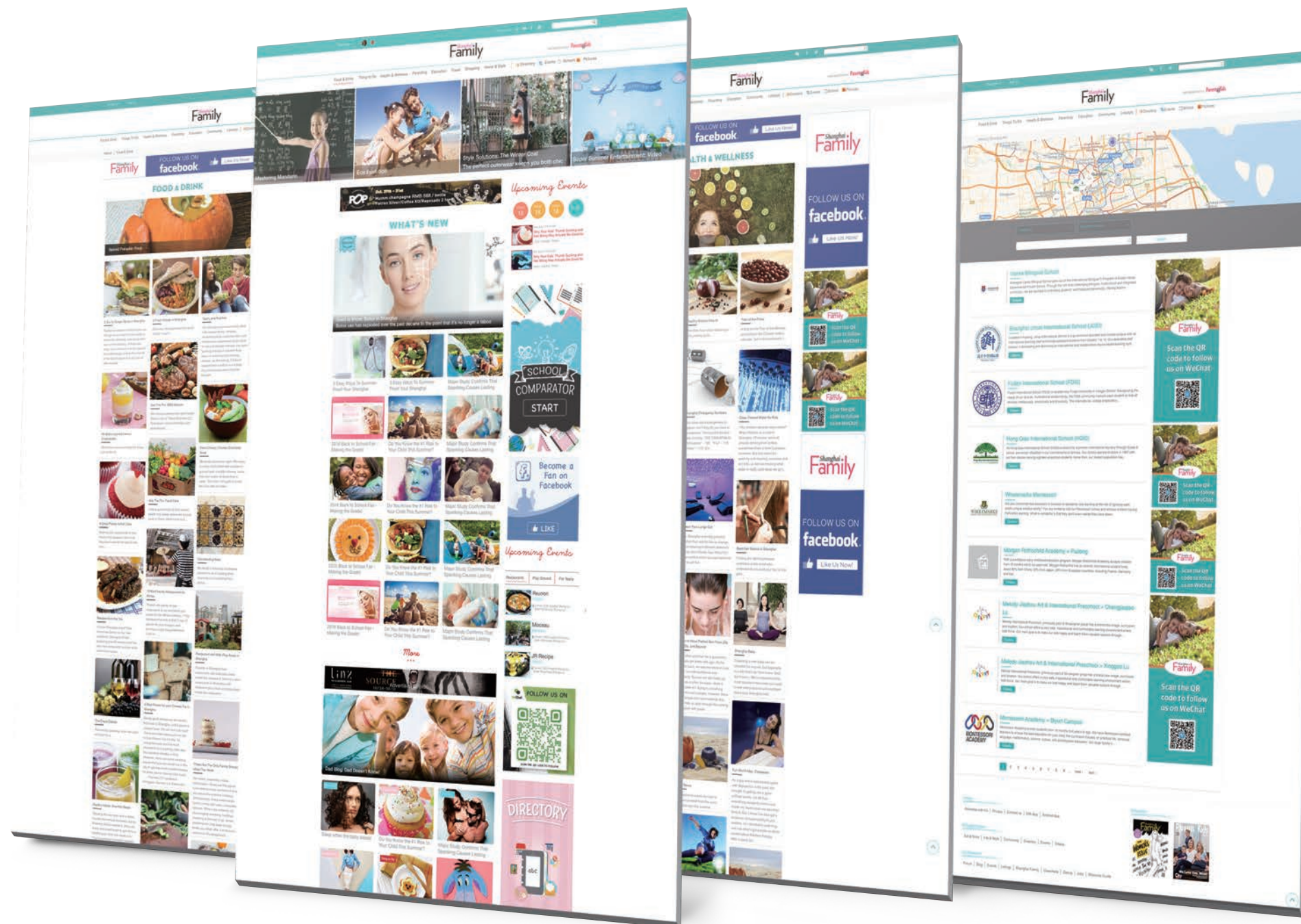


Shanghai
Family
Parents & Kids

Media Kit

DIGITAL

2017



Shanghai Family

www.shfamily.com

Parents & Kids

Shanghai Family and Parents & Kids are the two top performing and most trusted family brands in Shanghai. We have combined both leading family titles under one digital roof to provide international families with the most up-to-date family content in the city. We are well known for our strong ties within the expat community, and we work closely with Shanghai's international schools, healthcare providers and other local experts to provide practical and inspirational content to help readers make the most of family living in Shanghai. Our website is also the number one source of information for families who want to know what's fun and happening around Shanghai, with the latest exciting news and events around town. The Family website is an invaluable and easily accessible resource of family education, health, travel, shopping, home décor, food & drink, events and deals around town to give families everything they need at the click of a button.

WHY ADVERTISING WITH US WORKS



Editorial

Our editorial team is comprised of editors who are a mix of parents themselves and previous teachers, so their knowledge and commitment to children, parents and the family community is exceptional. Our editors pride themselves on scouring the city for all the latest information and trending topics that affect family life in Shanghai to keep their readers up-to-date with the most reliable information.

Education and Parenting Focus

The Family website covers a wide range of educational content, covering topics around school news, Q&A's with teachers and students and development and enrichment articles. The parenting section covers features and stories on a wide range of topics including parenting advice, giving parents a voice and life lessons for the family.

Directory & School Comparator

Along with the wide range of helpful and practical content, our community listings and directory provides our readers with a comprehensive listing of the top places and services for the expat community. The School Comparator is a great new tool for families to use when they are moving to Shanghai and are making the hard decision about which school to choose, or if they are here already and looking to make more enquiries about schools.

Lifestyle Focus

We know the top concerns for parents in Shanghai are education and health, however, we know parents of Shanghai also want to be the best they can be by providing a well-rounded lifestyle for their families. Because of this, we recognize the importance of content for home & style, food & drink, beauty & wellness and other lifestyle topics as also being extremely popular.

Sales

Our helpful sales team are here to assist in any of your advertising questions and are happy to make an appointment to meet clients face-to-face to provide the best digital packages on offer.

OUR USERS



Traffic

UV: 85,000/month*

SESSIONS: 180,000/month*

PV: 500,000/month*



Wechat

Shanghai Family 10,000*

Parents & Kids 10,000*



Newsletter

25,000

Education



82.56%

Health



52.67%

Food & Drink



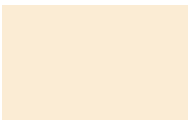
56.75%

Shopping



44.67%

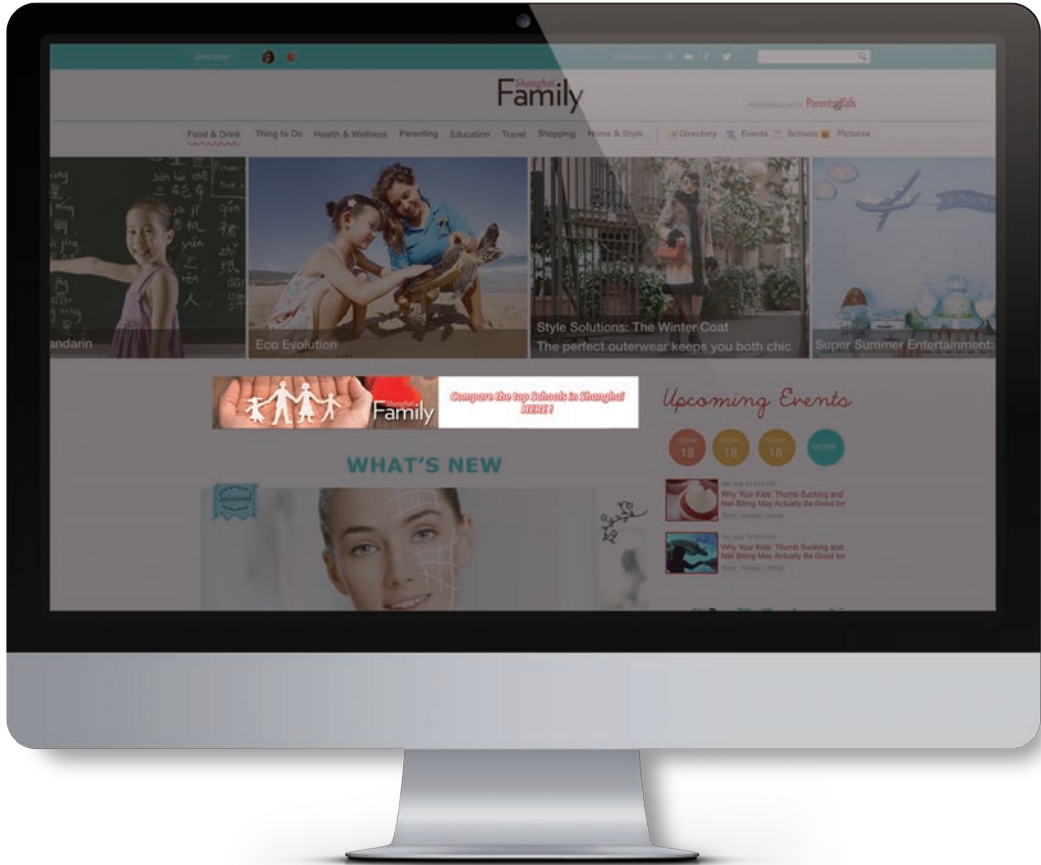
Travel



48.21%

Interests

*projected numbers for 2017



TOP BANNER

TOP BANNER

Homepage

Education/Health/Food Page

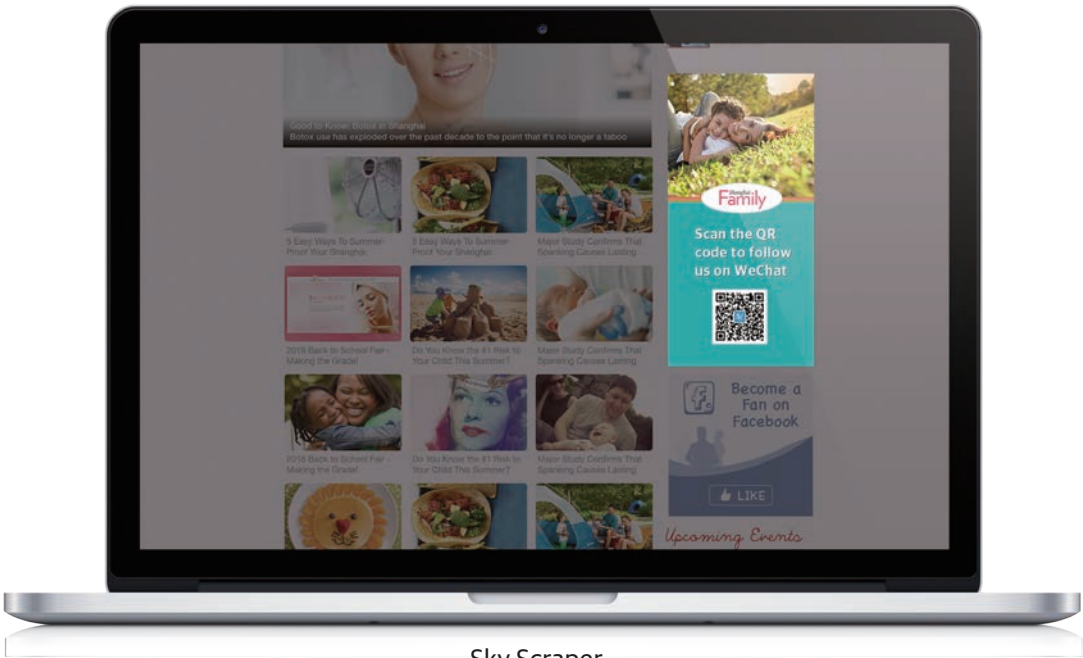
Other Landing Pages



MIDDLE BANNER

MIDDLE BANNER

Homepage



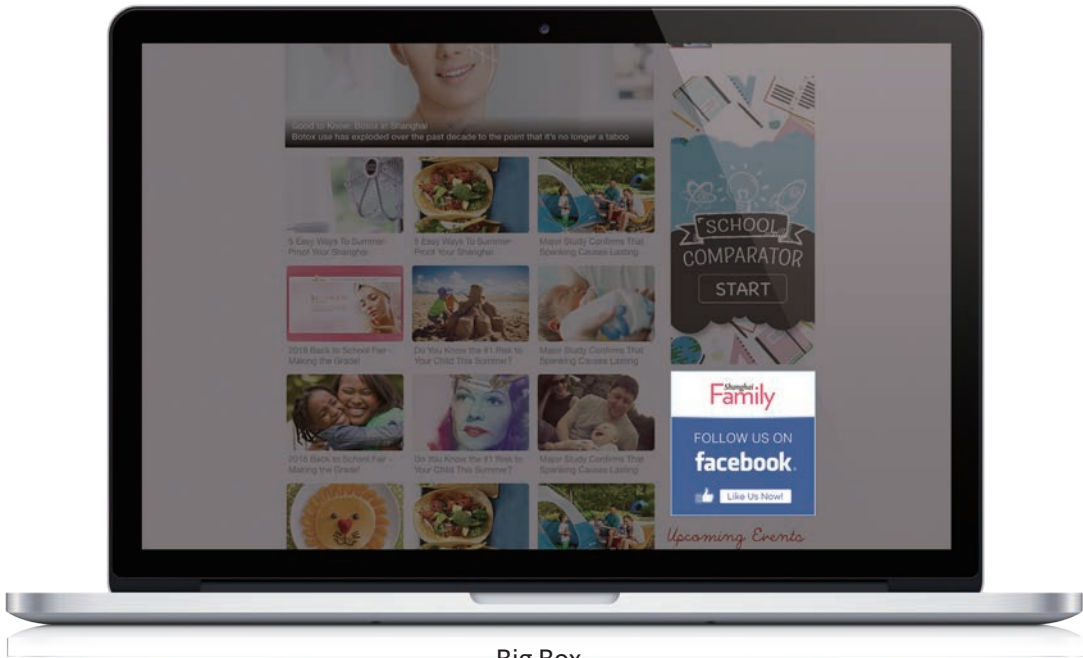
Sky Scraper

Sky Scraper A

Homepage	Education/Health/Food Page
Directory Page	Other Landing Pages
School Page	

Sky Scraper B

Homepage	Education/Health/Food Page
Directory Page	Other Landing Pages
School Page	



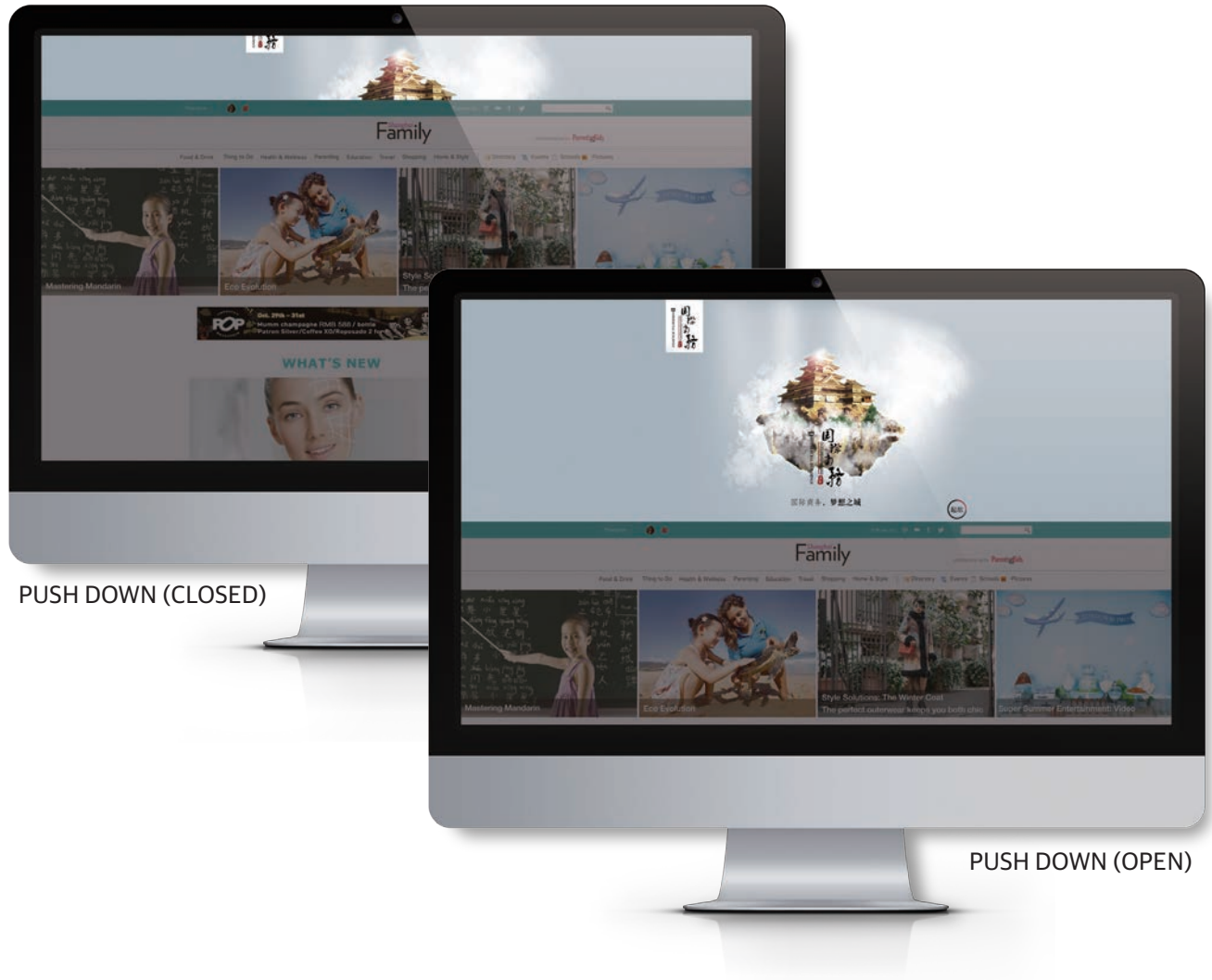
Big Box

Big Box A

Homepage	Education/Health/Food Page
Directory Page	Other Landing Pages
School Page	

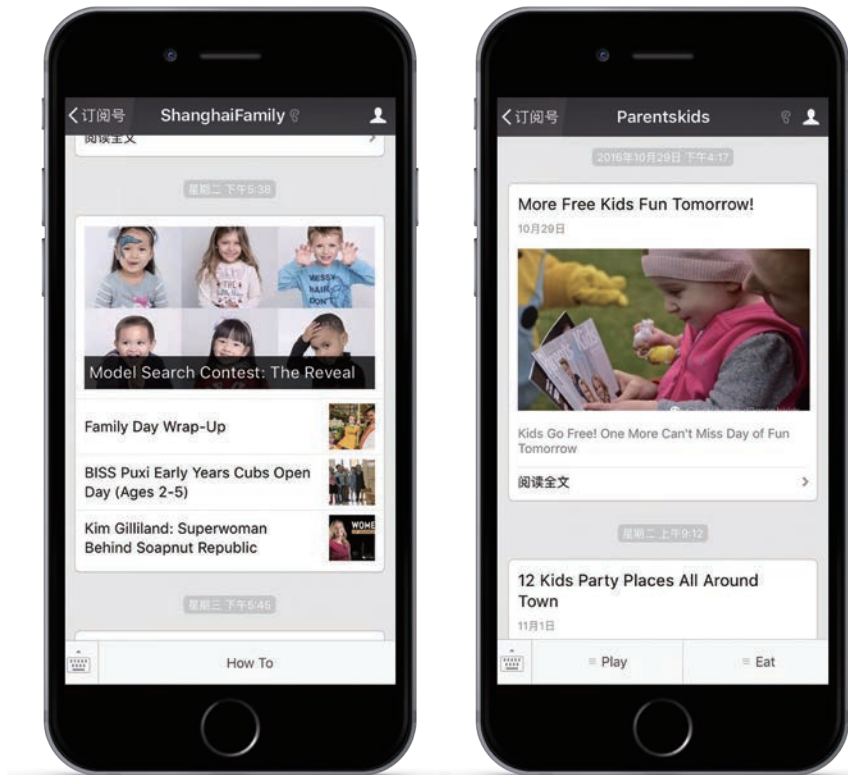
Big Box B

Homepage	Education/Health/Food Page
Directory Page	Other Landing Pages
School Page	



PUSH DOWN

Homepage



Shanghai Family-WeChat

Parents & Kids-WeChat

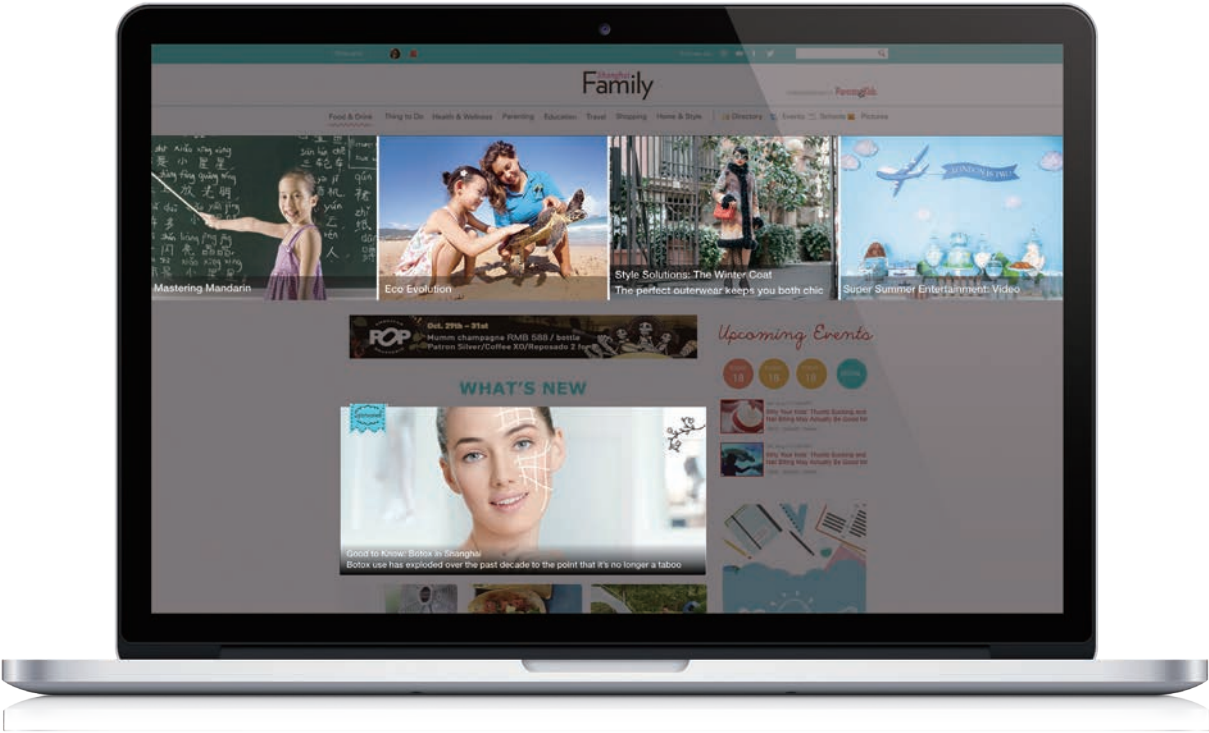


WECHAT



EDM

EDM



SPONSORED ARTICLE

SPONSORED ARTICLE

Regular Article
Premium Article

BANNER SIZE

pix

Homepage

Push Down (closed)	1140wx180h
Push Down (open)	1140wx600h
Top Banner	728wx90h
Middle Banner	728wx90h
Sky Scraper A	300wx600h
Sky Scraper B	300wx600h
Big Box A	300wx300h
Big Box B	300wx300h

Directory Page

Sky Scraper A	300wx600h
Sky Scraper B	300wx600h
Big Box A	300wx300h
Big Box B	300wx300h

Education/Health/Food Page

Other Page

Top Banner	728wx90h
Sky Scraper A	300wx600h
Sky Scraper B	300wx600h
Big Box A	300wx300h
Big Box B	300wx300h

School Page

Sky Scraper A	300wx600h
Sky Scraper B	300wx600h
Big Box A	300wx300h
Big Box B	300wx300h

EDM	700wx1000h
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Banner material format: gif or jpg file. Provide web link.
EDM material format: html or jpg file. Provide EDM title and link.

ABOUT RINGIER

Ringier is the largest internationally operating Swiss media company, producing over 120 newspapers and magazines. It also runs printing plants, several radio and TV stations and well over 80 web and mobile platforms with a worldwide staff of approximately 6500 employees. With its 180-year history, Ringier stands for a pioneering spirit and individuality as well as independence, freedom of expression and diversity of information. The company's hallmarks are excellence in products, journalistic quality and exceptional entertainment. Founded in Switzerland in 1833, Ringier has been family run for five generations.

Ringier set its foot in the China market in early 1990s. In cooperation with its publishing partners in China, Ringier (China) publishes a range of popular consumer titles such as the "City Weekend" English city lifestyle magazine, the "Shanghai Family" and "Parents & Kids" monthly parenting magazines, the "CAAC" inflight monthly magazine, as well as the multimedia line extensions for these publications such as websites, online video programs, mobile applications, digital magazines, events, books, and custom publishing services. The company also runs the leading expatriate online portal www.shanghaipat.com. Ringier has business operations in major cities in China, including Shanghai, Suzhou and Hong Kong, with a total number of over 200 employees.



Shanghai
Family
www.shfamily.com

Parents & Kids

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