



EPOCH
DIGITAL
NETWORK

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



大紀元

You**m**aker

EPOCH DIGITAL NETWORK



Chinese websites:

Epochtimes.com

Ntdtv.com

Vietnamese website:

daikynguyenvn.com

	Chinese		Vietnamese	
	Uniques	PageViews	Uniques	PageViews
Australia	226,288	1,295,534	209,944	1,164,556
Sydney	85,507	579,432	73,480	407,595
Melbourne	66,813	339,121	62,983	349,367
Brisbane	27,426	116,609	27,293	151,392
Perth	18,352	84,151	16,796	93,164
Adelaide	10,624	51,755	10,497	58,228
Canberra	3,428	16,193	1,893	7,365

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: Freetag 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

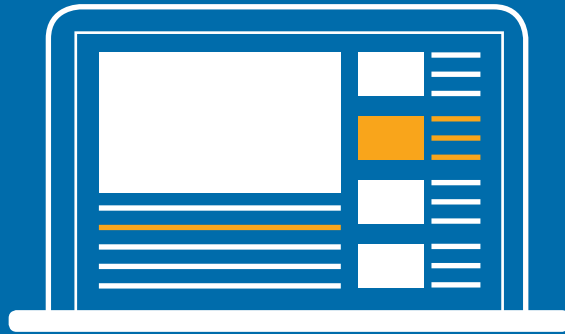
Track unique audience and keep contacting them with advertisements to increase the frequency



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

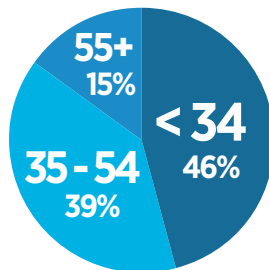
CHINESE EPOCHTIMES

EPOCHTIMES.COM

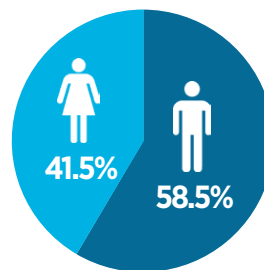
Epoch Digital Network (EDN) is the web's largest publisher of uncensored original China news. Led by two of the most respected Internet brands, EpochTimes.com and NTDTV.com, EDN offers editorial coverage and innovative advertising solutions that are second to none.

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.

For more information please contact your sales representative.

TRAFFIC*

5 MILLION

Unique Visitors

15 MILLION

Page Views

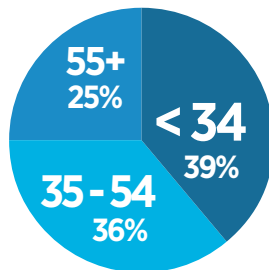
ENGLISH **EPOCHTIMES**

THEEPOCHTIMES.COM

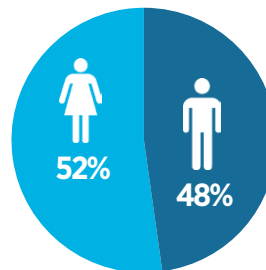
Epoch Digital Network (EDN) is the web's largest publisher of uncensored original China news. Led by two of the most respected Internet brands, EpochTimes.com and NTDTV.com, EDN offers editorial coverage and innovative advertising solutions that are second to none.

DEMOGRAPHICS*

AGE



GENDER



Comp %**

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

TRAFFIC*

5 MILLION

Unique Visitors

50 MILLION

Page Views

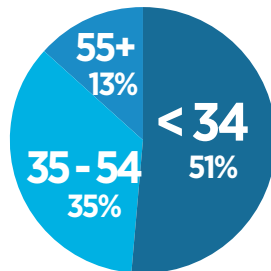
CHINESE **NTD TV**

NTDTV.COM

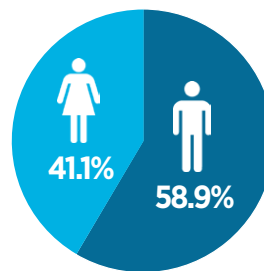
Epoch Digital Network (EDN) is the web's largest publisher of uncensored original China news. Led by two of the most respected Internet brands, EpochTimes.com and NTDTV.com, EDN offers editorial coverage and innovative advertising solutions that are second to none.

DEMOGRAPHICS*

AGE



GENDER



Comp % **

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

TRAFFIC*
2 MILLION

Unique Visitors

50 MILLION

Page Views

2.7 MILLION

Registered Users

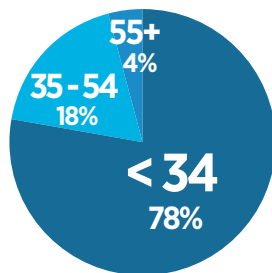
YOUMAKER

YOUMAKER.COM

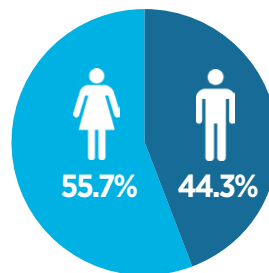
One of the first Chinese video-sharing and video library websites, Youmaker has now expanded to be one of the premier Chinese video and audio sharing portals in the Asia-Pacific region. Part of the Epoch Digital Network, Youmaker offers innovative advertising solutions that are second to none.

DEMOGRAPHICS*

AGE



GENDER



Comp %**

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

AD LOCATION

ABOVE THE FOLD (ATF)

BELOW THE FOLD (BTF)

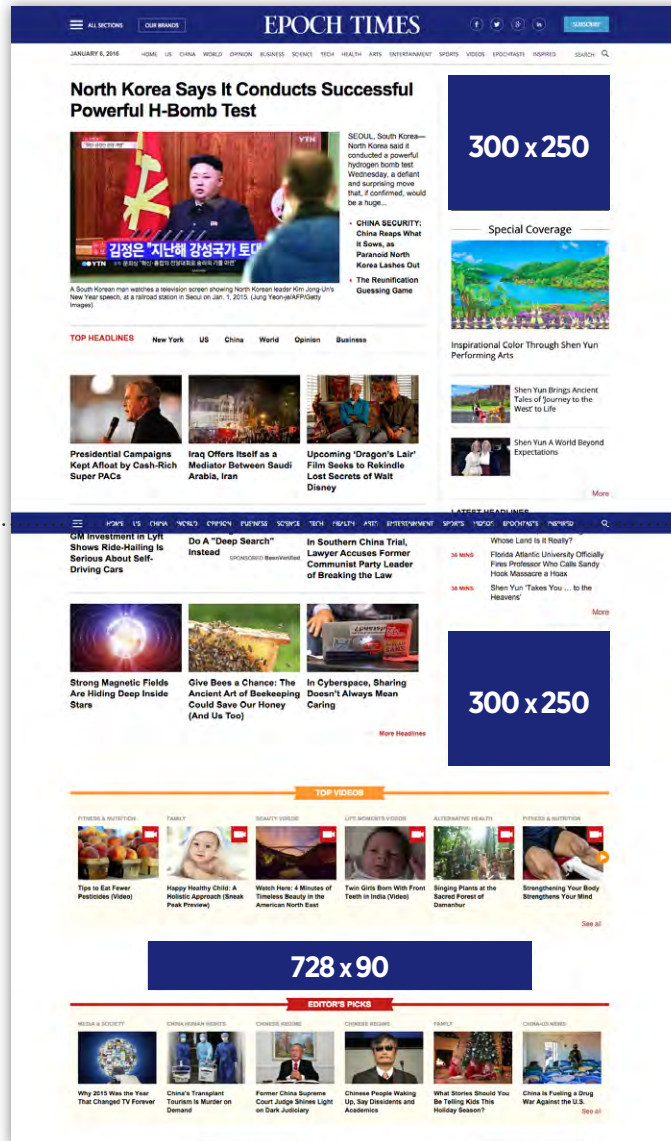
SPONSORED ARTICLE LINK

BELOW THE ARTICLE (BTA)

AD LOCATION

ABOVE THE FOLD
(ATF)

BELOW THE FOLD
(BTF)



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)

