

Brief introduction of World News Journal

Controlled by the National China Film and Television General Bureau and hosted by China Radio International, it is the leading newspaper of the whole Chinese national broadcasting, film and television system. It is also an authoritative journal for the reporting of international news and affairs throughout China. The newspaper is distributed free of charge to all Chinese government departments and large state owned companies, as well as sold in shops nationally.

World News Journal Draws on China Radio international's extensive news resources. This gives them access to foreign correspondents in over 60 countries around the world including the USA, the Russian federation, Britain, France, Germany, Italy, Switzerland, Egypt, Isreal, Kenya, Australia, Japan, Thailand, South Korea, Brazil, Mexico, Argentina and many others. Long term relationships are also held with several hundred other journalists overseas.

World News Journal is published twice each week on Mondays and Thursdays. It is 24 pages in length. Contents typically include international political and social news. Economic and financial hotspots and activity are given special attention. Additionally there is also extensive coverage of significant international cultural news and events.

World News Journal has a prominent official web presence at:

http://gb.cri.cn/world_news_journal

A Letter From London

This weekly 1,000 word editorial article will describe aspects of life in the UK. Particular emphasis is given to culture and business activities in the lead up to the 2012 London Olympics. The column will appear each Monday in the new World News Journal with a **400,000 circulation** and on the online version.

A number of appropriate people have already been interviewed for the first few items. The style is intended to be relaxed but informative, showing much that is interesting, charming and inspiring about the UK. There is already a great deal of interest in the UK within China, initiated by the passing of the Olympic flag from Beijing to London. The Letter from London will both draw on and feed this.

World News Journal has agreed that each item should be accompanied by 5 logos and web addresses from relevant sponsor companies and organisations. Companies must pass the requirements of the journal for public interest and relevance.

ChinaContact acts as the resale agency for the sponsorship opportunities associated with the **Letter from London**.

- Size of advertisement: 4.5cm wide x 2.5cm high
- Minimum insertion: 10 issues with mention in one editorial feature over a 12 month period.
- **Cost per ad: £400.00**

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