

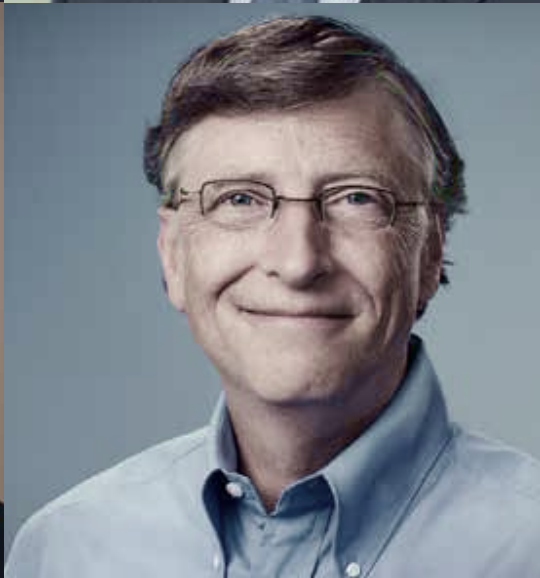


财富
世界

Fortune World

The Investment Guide for Chinese Business Leaders

Media Kit 2020





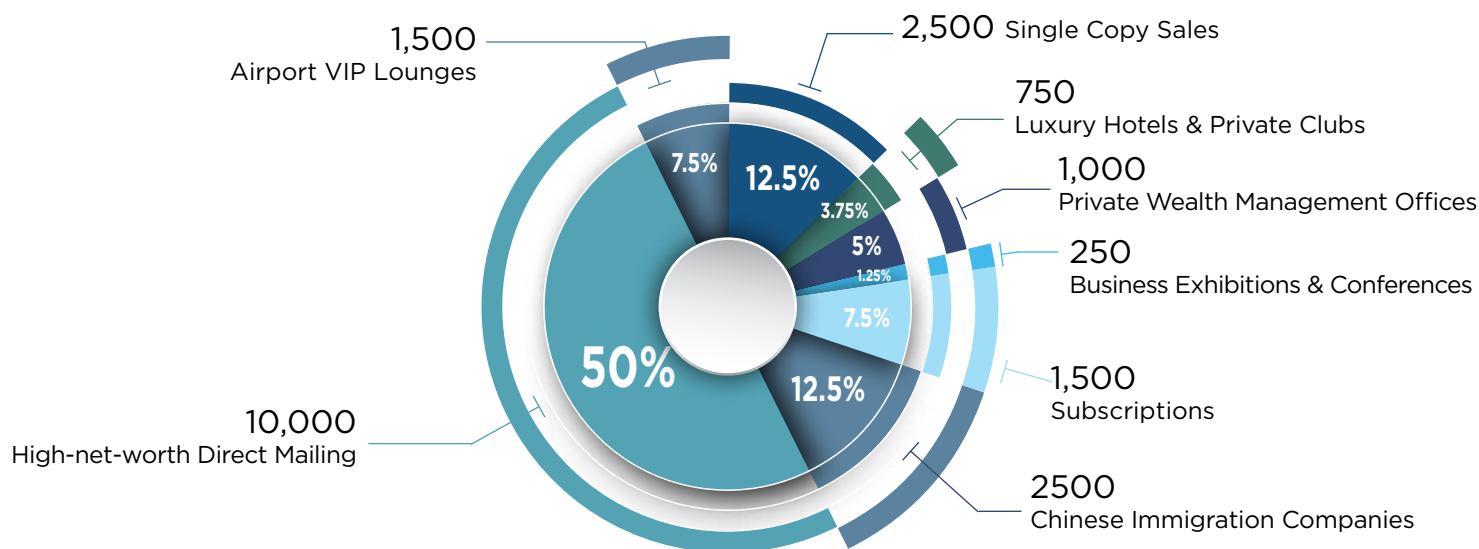
The Investment Guide for Chinese Business Leaders

Targeting the world's wealthiest and most influential Chinese elite, Fortune World is the only bilingual business magazine aimed specifically for the high-net-worth Chinese-speaking audience in China and North America.



Circulation

Circulation **20,000**





Editorial Content

“Fortune World” magazine recognizes the needs of the Chinese business community that is developing in North America. Each issue features a specific industry profile. The content includes articles that present in-depth industry profiles, interviews with leading Chinese and North American executives and comprehensive analysis of successful business case studies.

Global Investment

Investment insights from World known Economists and Money Managers

Explore North America

A journey to explore the vibrant North American markets and experiences

China Today

Insights on China markets, opportunities, and business cultures

Technology

Explores groundbreaking technologies that disrupt and enhance our lives

Entrepreneurship

Advice, profiles, and guides for established and inspiring entrepreneurs worldwide

Lifestyle

Whether it's exotic world travel, famous arts, or dream cars and homes, Fortune World celebrates the places, products and experiences that define life at its finest

2020 Editorial Calendar

4 Issues

Issue	Editorial Themes	Ad Close	Creative Due	Release Date
March	Travel	Feb 5	Feb 12	Mar 10
June	Real Estate	May 6	May 13	June 9
September	Fashion	Aug 5	Aug 12	Sep 8
December	Fashion	Nov 4	Nov 11	Dec 8

Events & Conferences

Fortune World Media organizes various types of international conferences and business forums, which creating a platform for senior executives and business leaders from North America and China to build new businesses, partnerships, investment, create job opportunities and promote economic growth.



Past Events & Conferences

Vancouver Welcomes Alibaba Group

Date: May 11, 2018

Location: The Fairmont Hotel Vancouver

"Meeting Beautiful Canada" Weibo Theme Week - 2018 Weibo Global Life + Summit

Date: December 10 - 14, 2018

Location: Vancouver

Vancouver Welcomes JD.COM

Date: July 28, 2017

Location: Vancouver Economic Commission

Canada China Business Forum 2016

Date: December 1, 2016

Location: Vancouver Four Seasons Hotel

30th Anniversary Vancouver-Guangzhou Sister City Relationship Celebration

Date: June 15, 2015

Location: Vancouver Four Seasons hotel

The 18th Convention of Teochew International Federation

Date: August 10, 2015

Location: Vancouver



Print Rate Card

Rate Base: 20,000

Full Page	\$3,100
Double Page Spread	\$5,400
2/3 Page	\$2,200
1/2 Page	\$1,900

Premium Positioning

Inside Front Cover	\$3,800
IFC Spread	\$6,400
Inside Back Cover	\$3,700
Outside Back Cover	\$4,500



*Frequency discounts available for multiple insertions. Ads must run within 12 months of first insertion to earn frequency discounts. Multiple ads in one issue qualify for frequency discounts.



Print Specifications

AD DIMENSION



Full Page

Live: 197.3×262.3mm

Trim: 210×275mm

Bleed: 216×281mm

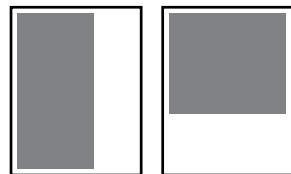


Double Page Spread

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Trim: 420×275mm

Bleed: 426×281mm



2/3 Page

Vertical

Live: 127.3×262.3mm

Trim: 140×275mm

Bleed: 146×281mm



1/2Page

Vertical

Live: 92.3×262.3mm

Trim: 105×275mm

Bleed: 111×281mm

Square

Live: 197.3×170.3mm

Trim: 210×183mm

Bleed: 216×189mm

Horizontal

Live: 197.3×123.3mm

Trim: 210×137mm

Bleed: 216×143mm

DELIVERY PROCEDURES

Please send print-ready artwork to:

advertise@caifumagazine.com

SUBMISSION GUIDELINES

Print Production specifications

For best reproduction, material should be submitted in a PDF-X1a format. Application files such as Adobe Illustrator, Adobe InDesign and Adobe Photoshop are not acceptable.

PDF/X1a Specifications:

All high-resolution images and fonts must be included when the file is created. Use only Type 1 fonts, not TrueType. Images must be CMYK or grayscale, TIFF or EPS between 266 and 300 dpi. No RGB or JPEG images should be used.



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