



The Chinese Herald Property Weekly is Australia's largest Chinese property magazine. It has the highest readership to deliver the best value in property advertising. Each issue contains more than 250 pages divided into 3 booklets with unique content to successfully sell your property. The high quality of our publication reinforces brand value together with mass distribution reaches the broad and active Chinese market.

Our aim is to provide Chinese property buyers and investors with the latest property news and information and introduce a network of Chinese buyers to the Australian real estate market. We provide our clients with high quality bilingual advertisements with services of the highest professional standards.

- ✓ **Most reputable** – First published 22 years ago, the Chinese Herald Property Weekly is the most well known and highest circulated property publication in the Chinese Community.
- ✓ **High Circulation – 30,000 copies audited by the CAB**
30,000 copies printed per issue audited by the Circulation Audit Board, significantly higher than that of any other Chinese property publication in Australia. 20,000 copies distributed for free with another 10,000 copies inserted into the Saturday edition of the Daily Chinese Herald.
- ✓ **Unique Distribution**
Real estate agency | Newsagency | Supermarket & grocery stores | Restaurants | Hotels
~ The only Chinese property magazine to be inserted into a mainstream Chinese daily newspaper ~
Two unique channels of distribution, the Chinese Herald Property Weekly is available for free at 350 selected locations every Friday and inserted in the Saturday edition of the Daily Chinese Herald which is distributed national wide. A copy of our distribution list can be supplied to you upon request.
- ✓ **Bigger Exposure** – Each print contains 3 sections – City/ North, South/West and a full gloss section for the Eastern suburbs/ property developers and home and land packages - making your property available and easy to find for all Chinese property buyers
- ✓ **Display Your Portfolio** – use a full page ad to show property buyers properties that you have on offer! The Chinese Herald Property Weekly is printed in full colour with gloss pages. Our luxury section is a beautifully-presented full gloss edition. We pride ourselves in the quality of our print publications.
- ✓ **Most Experienced** – we aim to work with our advertising clients in developing a tailor advertising solution. All our sales managers have been in the property industry for more than 10 years and are able to provide professional advertise and support.
- ✓ **Free Online Exposure** – Every client of the Chinese Herald Property Weekly can have the choice of having their advertisement published on our website 1688.com.au which is the most popular Chinese News website in Australia with a global ranking of 15,000 and more than 600,000 hits per month. Your property advertisement will be uploaded weekly onto our website.

The Largest Chinese Media Group in Australia



PUBLICATIONS

澳洲日報
Daily Chinese Herald
墨爾本日報
Chinese Melbourne Daily
華聲地產週報
Chinese Herald Property Weekly

澳洲日報雪梨版
Sydney Chinese Daily
澳華導報
Melbourne Asian News
澳華地產
Chinese Melbourne Property Weekly

澳週刊
OZ Weekly
昆士蘭日報
Queensland Chinese Times
昆士蘭地產
Queensland Property Weekly


1688.com.au

ozhome.com.au