



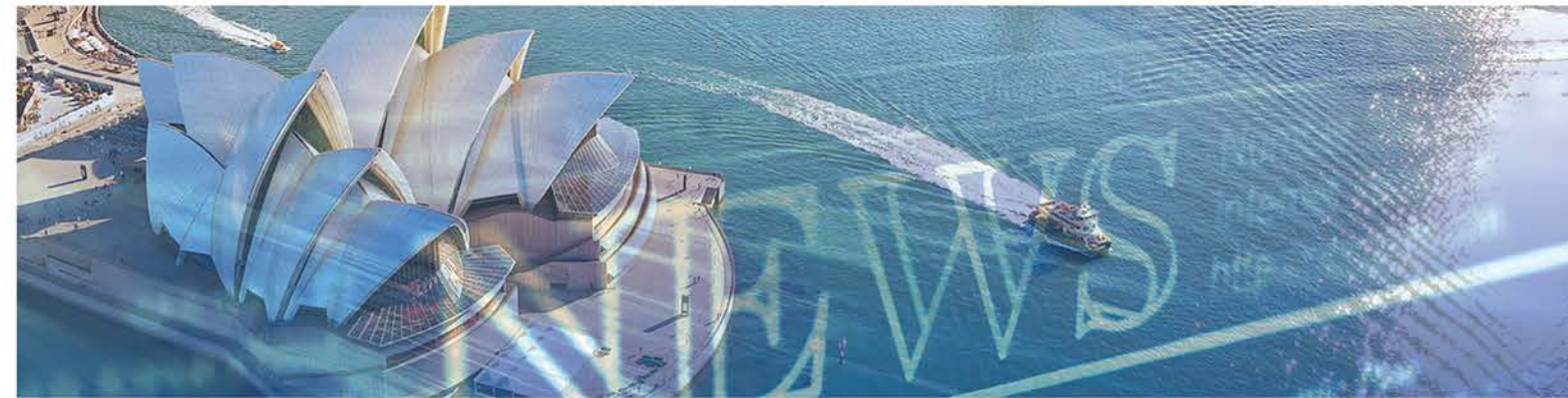
**1688传媒集团**  
Chinese News & Media Group

# **MEDIA KIT**

真澳洲 • real生活!







## 1688传媒集团

### CHINESE NEWS & MEDIA GROUP

Established in 1986, the Chinese New and Media Group is the only privately owned and operated Chinese media group in Australia. Our mission is to provide the Chinese Community with comprehensive and real time local, national and world-wide news. Our Multi- Media platforms include:

- Multiple platforms: Print, Digital and New Media
- Two daily newspapers - **Daily Chinese Herald** and **Chinese Melbourne Daily**
- Three local based community newspapers - **Sydney Chinese Daily**, **Melbourne Weekender** and **Queensland Chinese Times**
- Three property magazines - **Herald Property Sydney**, **Chinese Melbourne Property Weekly** and **Queensland Chinese Property Weekly**.
- Our leading Chinese news website **1688.com.au** and property website **ozhome.com.au**.
- Social "New" Media offerings including our official WeChat account "**Ausliving**", Facebook page and Weibo platforms.

OUR  
BRANDS

 **澳洲新闻网**  
1688.com.au

 **Ozhome**  
ozhome.com.au

 **澳洲新鮮事**  
微信平台

**1688澳洲APP**

**澳洲日報**  
DAILY CHINESE HERALD

**墨爾本日報**  
CHINESE MELBOURNE DAILY

**昆士蘭時報**  
QUEENSLAND CHINESE TIMES

**华声地产**  
Herald Property Weekly

**澳华地产**  
Melbourne Property Weekly

**昆士兰地产**  
Queensland Property Weekly

 **1688 小助手**  **1688澳洲新闻网**  **澳洲新闻咨询**

## ABOUT US

The Chinese News and Media Group is a non-political, non-religious and non-government funded independent media group. It strives to maintain its objectivity in its coverage, with an aim to inform and entertain.

We have been focused in providing the Chinese Community with comprehensive local, national and world-wide news; we are constantly expanding and are now the flagship of a multi-platform media group that each day provides timely information to Australia's Chinese community.

Each week we publish 8 print publications covering Sydney, Melbourne and Brisbane ranging from Daily titles to our local based communication newspapers.

We also publish three highly popular real estate magazines – one for each city. Our publications appeal to a wide range of people with an amazing diversity in readership.

With the ever changing media climate, the Chinese News and Media Group have developed the perfect combination of traditional and new media platforms. Our website 1688.com.au is the most popular Chinese news website in Australia and our new media offerings can reach the Australian community at a targeted level.

Since our inception, we have always strongly and successfully carried out our ideology "Real Australia, Real Lifestyle". Our many platforms have become the most recognized brands in the Chinese Community and are a proven promotional vehicle that offers you a greater reach and frequency, adding value to your business.





## Daily Chinese Herald

(\$1.20~\$1.30) 15,000-18,000/per issue

The Daily Chinese Herald is the flagship Chinese daily newspaper in Australia.

Established in September 1986, it is highly regarded for its influential and authoritative coverage giving valuable insights into local and foreign news.

With an extensive correspondent network, it is able to give readers timely and in-depth coverage of significant events taking place in Australia and around the world.

It is sold at all leading newsagents across NSW.

## Sydney Chinese Daily

(free) Sat & Sun 25,000-30,000/per issue

Sydney Chinese Daily is the most comprehensive Chinese newspaper in Sydney with the largest circulation and the most competitive price.

Each issue is over 30 pages covering national news, world news, entertainment, health & lifestyle, and a broad network of advertisement including classifieds to promote a variety of local businesses and corporations.

A freely distribution newspaper that is a distributed every Saturday in over 120 locations across Sydney in Shopping centers, Chinese Supermarkets, selected Chinese restaurants, and other Chinese retails in the local community.

## Herald Property Sydney

(free) Fri & Sat 32,000/per issue

The first and largest Chinese property publication in Sydney, printing 250 plus pages a week, the Chinese Herald Property Weekly is a professional real estate publication providing the Chinese Community with residential, commercial and investment advice. It is distributed at 300 selected outlets every Friday and inserted into the Daily Chinese Herald on weekends. Each print contains 3 sections - City/ North, South-/West and full gloss luxury property edition making property listings available and easy to find for all Chinese property buyers.



## Chinese Melbourne Daily

(\$1.20~\$1.30) 15,000-18,000/per issue

The first daily Chinese newspaper published in Melbourne. It covers local, national and international news.

Since its inception in 2001, it has grown significantly - it is now the largest and most popular newspaper in Melbourne. Published daily, the Chinese Melbourne Daily is edited, published and printed in Melbourne to allow immediate delivery. It is also the only Chinese newspaper sold in Newsagencies in Melbourne - in 235 selected outlets.

## Chinese Melbourne Weekender

(free) Sat & Sun 24,000/per issue

The most popular weekly newspaper distributed among the Chinese community of Melbourne with strong focus on local news and events.

The Chinese Weekender is a marketing focused publication calibrating a wide range of advertisements - from restaurants, books shops, telecommunication stores, legal and financial business, hair and beauty salons, motor dealers, and educational facilities.

A freely distribution newspaper that is a distributed every Saturday in over 85 locations across Melbourne in Shopping centers, Chinese Supermarkets, selected Chinese restaurants, and other Chinese retails in the local community.

## Chinese Melbourne Property Weekly

(free) Fri & Sat 18,000/per issue

A professional real estate publication specifically published for our readers interested in the property market.

The Chinese Melbourne Property Weekly publishes over 180 pages of real estate advertising each week.

A publication strongly supported by local real estate agents who rely on us for both successful sales and new listings.





network

## 1688 澳洲 (Australia) App

1688 澳洲 is your essential APP for Chinese to understand all things Australian. Proudly brought to you by the 1688 News and Media Group and covers all things news, lifestyle, real estate, rental, job search.

Everything is within a your fingertips with a few clicks of the button and fits in with our aim - Real Australia, real lifestyle for Chinese readers to know and keep up to date with all things Australia.

Join the community and masses as part of the 1688 platform to intuitively help you in all aspects of Australian Chinese life including finding a place to live, looking for a school or university, updating yourselves on local news and policies, help with visa applications, finding good real estate for rent or purchase, making financial decisions and posting local classifieds!

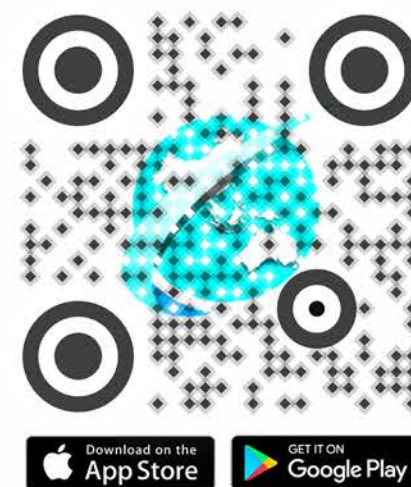
If you read Chinese and you want life to be easier in Australia - look no further than 1688 澳洲!

Downloads

10,000+

Views Per Day

100,000+



### Queensland Chinese Times

(free) Thu & Sat 10,000/per issue

The first and only broadsheet Chinese newspaper published in Queensland. The Queensland Chinese Times offers the local Chinese community an option above their usual weekly tabloid publications by reporting the most up to date news from the region, the national and around the world. Publishing every Thursday and Saturday, it has a weekly circulation of 30,000 copies; that is higher than any other Chinese newspaper in Queensland;

The Queensland Chinese Times is edited, published and printed in Queensland to allow immediate delivery to 100 selected locations around Brisbane and the Gold Coast.


### Queensland Chinese Property Weekly

(free) Friday 10,000/per issue

The first and only Chinese property publication in Queensland, printing 80 plus pages a week, the Queensland Property Weekly is a professional real estate publication providing the Chinese Community with residential, commercial and investment advice. It is distributed free throughout more than 100 locations in Brisbane and the Gold Coast.



# 1688 News Website

 1688.com.au

**1688.com.au** is the largest Chinese news website in Australia and features a mix of local, national and international news. Its audience mainly consist of Chinese living in Australian and a small percentage of overseas Chinese. The click-through rate reaches 200,000 per day. Updated throughout the day as news breaks, **1688.com.au** not only focuses on news, finance and entertainment but it also has a popular blog, a real estate and careers section providing a platform for the Chinese community to gain and share knowledge.

The homepage is the best environment for connecting with your Chinese audience. It is set-up for 100% buyouts, which means much ad position can be bought for a whole week, and only your ads will appear in that location.


Views Per Day

**200,000+**

ALEXA Gloabl Rank

**15,000**



 ozhome.com.au

## Who we are

The Ozhome purpose is to provide residential market information in the aim to connect Chinese buyers, investors and people interested in the local market with vendors and agents across Australia. It is there for those who do not want to miss the opportunity to extend their reach into this growing market segment.

## Our Aim

We aim to connect Asian buyers with your property. We do this by providing the best place for local and offshore Chinese to come together to explore and share your passion for Australian property and provide timely advice and updates for in their principal language.

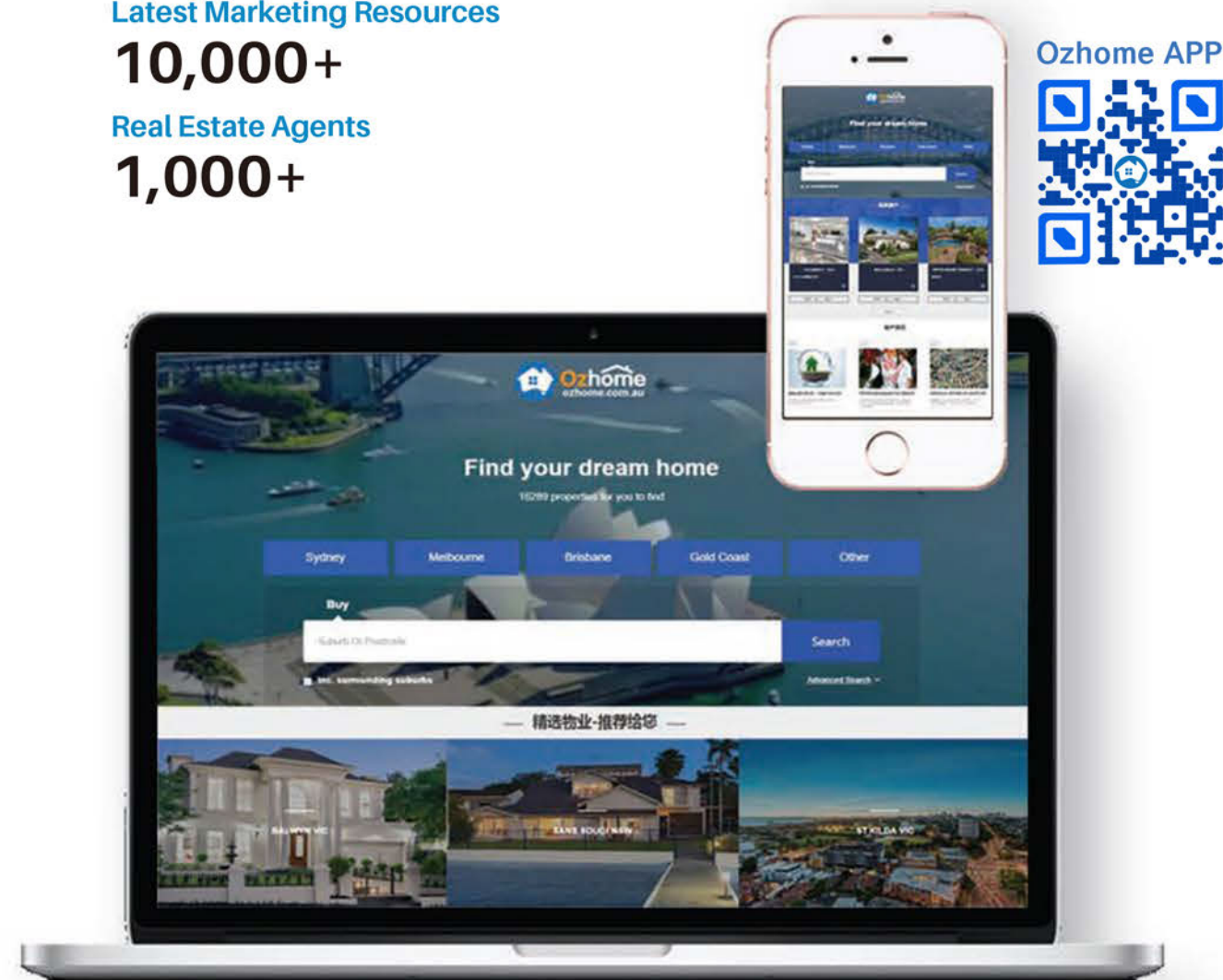
The Foreign Investment Review Board annual report shows China remains one of the biggest foreign buyers of property, splashing \$24.3bn in 2014-15. Followed by USA, Singapore and Malaysia.

Latest Marketing Resources

**10,000+**

Real Estate Agents

**1,000+**



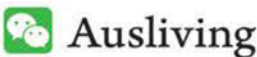
Ozhome APP





Social Platform

# WeChat Account: Ausliving



“Ausliving” is our official WeChat account. A power and dynamic social marketing tool in connecting with the Australian Chinese Community.

Our aim is to showcase authentic news and information in a friendly “chat” manner which has made us one of Australia’s most popular and influential WeChat platforms since its launch in 2015.

We currently have over 80,000+ subscribers with a combined 6.5 million news views.

Combined Views

6,500,000+

Subscribers

80,000+



Facebook 1688澳洲新闻网



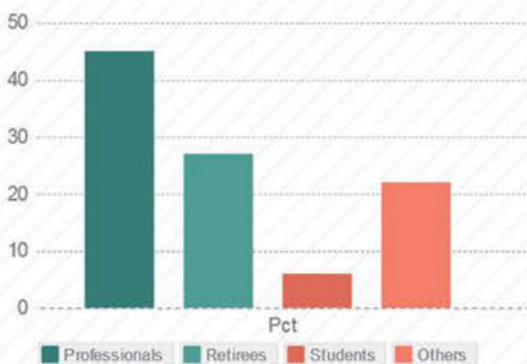
Weibo 澳洲新闻咨询



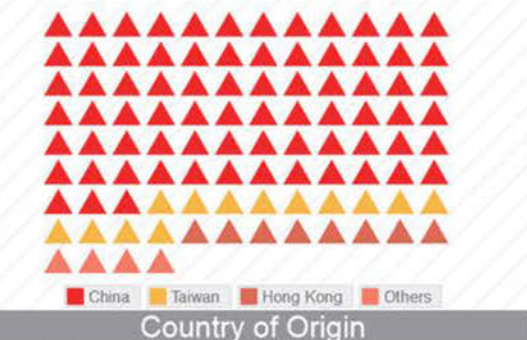
Demographics

# Readers' statistics

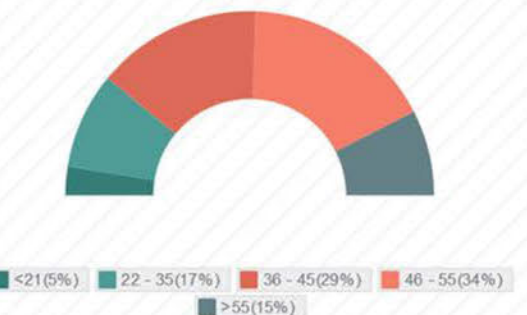
Work Status



Who is your target readership?



Age group





## Event Management

# International Recruitment Fair

A special recruitment event was hosted at the prestigious City Town Hall in Sydney - one of the biggest recruitment drives for Chinese Students of the year.

Many industry heavyweights present with professional speakers in their leading fields and a fantastic chance for corporates to showcase their companies and industry leading internships and jobs available.

Online and traditional media promotion across major Chinese media over the 2 month period with activities, articles, magazines, website, APP, social media, and poster promotion during that time.

candidates

2,000+



Empire冠名赞助, 澳洲微报主办, 新起点钻石赞助, 1688协办



# Real Star



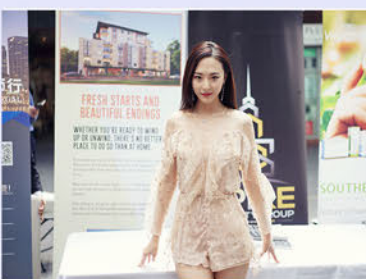
Real Sydney, Real Star event made its debut together with major sponsor Southern Nature. The event was held across three and a half months with training for competitors as well as a chance to showcase their skills in a number of engagements.



Strong promotional opportunities with events held in major Chinese community areas (Chatswood Railway Plaza and Hurstville Theatre) not to mention numerous articles coverage at different heats and finals, magazines, posters, newspaper and web and digital coverage in many social media platforms.



Professional production team with streaming video channel at many different locations for all types of performances. Winner with a major cash prize as well as a presenter recording contract.





## Business cooperation



## real estate







**1688传媒集团**  
Chinese News & Media Group

## Contacts

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Surry Hills NSW 2010

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Collingwood VIC 3066

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