

2017

A groundbreaking trade publication devoted to enhancing transparency and educating Chinese institutional investors about global real estate investment trends.

Advertising & Media Guide

The CHINA Investor

中国投资者



Brand

ABOUT

The China Investor is an industry-leading publication providing readers with access to information about global real estate investments via peer-reviewed articles, exclusive interviews, event coverage and industry news. *The China Investor* will be distributed biannually to a curated audience of subscribers that includes fund managers, institutional investors, wealth management firms, and family offices across China, along with industry-wide stakeholders such as attorneys, brokers, developers and consultants.

PROFESSIONALLY REVIEWED

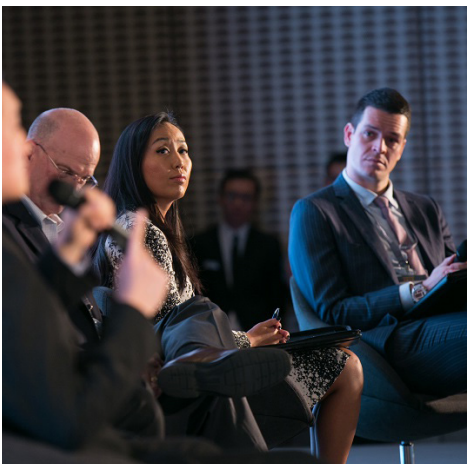
The China Investor is proud to have an editorial board comprised of highly regarded attorneys and real estate professionals with ample experience in U.S.-Chinese cross-border transactions. These editorial advisors are selected to help structure the content of our publication so that our readers have access to relevant, engaging and practicable information within each publication.

LIMITED OPPORTUNITY

The China Investor will feature a limited number of advertisement placements for businesses to build their presence among a vetted audience of over three thousand institutional Chinese investors who will receive the publication in print copy. As a biannual publication, opportunities will be exclusively limited to a select group of companies.

“The China Investor gathers a select group of Chinese funds seeking investment opportunities and U.S. companies seeking capital – all with first-class planning and execution. The events are a valuable meeting place for deal makers and professionals involved in outbound Chinese investment.”

- Scott Barrack
Colony NorthStar



Events

WHY ATTEND

- Learn about the \$350 billion in Chinese real estate and other investments that have come into the United States between 2010 and 2016
- Gain access to Chinese investment funds and network in a unique cross-cultural setting
- Increase your exposure to Chinese wealth managers, family offices and institutional investors through sponsorship
- Experience the value of Chinese and U.S. stakeholders coming together to discuss investment trends

“I am very impressed by the quality of the event. Looking forward to meeting you in Shanghai later this year.”

- Jason Zhao
China Post Life
Insurance Company

UPCOMING EVENT

2017 Shanghai Global Private Equity Opportunities Forum

November 8 - 9
Jing'An Shangri-La, West Shanghai

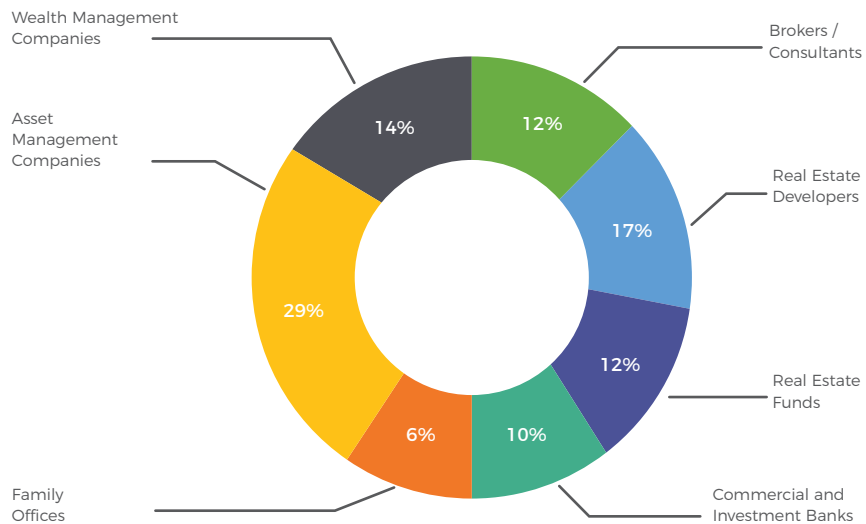
- Gain access to real estate investment knowledge and networking opportunities in a unique cross-cultural setting
- Experience the value of Chinese and US stakeholders convening to discuss a shared interest.

PAST PARTICIPATING COMPANIES

Join a curated audience of fund managers, institutional investors, wealth management firms, attorneys, brokers, developers, consultants and family offices across China.



Readership



Over

10,000

Readers

Through group subscription, database release and free magazine distribution at events, *The China Investor* covers the four of China's largest cities (Beijing, Shanghai, Guangzhou, Shenzhen) along with 35 second-tier cities, influencing a large audience of deal-makers and executives.

25%

Print

70%

Digital

5%

Conferences

Content



“One of the most well-organized events that I have ever attended. I am very impressed by the professionalism and efficiency of your team. I appreciated your making introductions as well.”

- Joanna Jiang
Ballard Spahr LLP

AUTHORS

The China Investor editorial board and authors, which include experienced corporate and securities attorneys, developers, asset managers, fund managers, and tax advisors, to ensure the specialized content and market analyses' are relevant, innovative and timely.

ARTICLE CONTRIBUTION

The China Investor is open to article contributions from industry professionals on important and relevant industry news. Through an unbiased, multi-processed editorial review, The China Investor's staff and editorial board present readers with the most valuable articles submitted by our community of professionals.



Alan Nevin
Xpera Group



Barry Wen
BPM



Chris Marlin
Lennar
International



Christopher Wein
Great Gulf Group



Harry Pflueger
Maxim Hotel
Brokerage Inc.



Lu Zhang
BPM



Matthew Thomas
Blank Rome LLP



Mike Margolis
Blank Rome LLP



Skip Whitney
Kidder Mathews



Scott Barrack
Colony NorthStar

Advertising

SIZE GUIDELINES

The bleed should be added as described in the section below when creating the initial design. Then, the designer should make sure all content is within the trim size, to avoid important content from being cut off. The final file submitted should match the dimensions under the "Bleed" column in the chart above. Please be sure to leave 1/4" to 3/8" safety margin between the trim line and all live content.

GENERAL GUIDELINES

The China Investor Magazine asks that you closely follow our production guidelines so that we can provide both advertisers and readers with the best possible service. *The China Investor Magazine* is not responsible for errors caused by improperly prepared files. It is strongly recommended that you preflight and check your files prior to submission using industry standard preflighting software. Ensure that all images are a minimum of 300 dpi at 100% of placement size.

COLORS

All artwork must be CMYK or grayscale mode. Do not submit files in RGB, or files containing additional channels. Color proofs requested if sending art on disc. We cannot guarantee exact color matching.

MATERIAL REQUIREMENTS

- High-resolution (300 dpi) **PDF** (all artwork)
- Images within the PDF also should be at least 300 dpi at 100% of placement size

PRINTING SPECIFICATIONS

Sheet-fed covers:

80#Sonoma Gloss cover

5/4: CMYK +AQ over CMYK

Web text: 70# Sonoma

Gloss book

4/4: CMYK

300dpi

Perfect bound

PUBLICATION	AD DEADLINE
Volume 1, Issue 2	July 31, 2017

ADVERTISING RATES	
SIZE	1X
Full Spread	\$6,000
Full Page	\$4,000
1/2 Page Horizontal	\$2,000
1/3 Page Vertical	\$1,300
1/4 Page	\$1,000

PREMIUM POSITIONS*

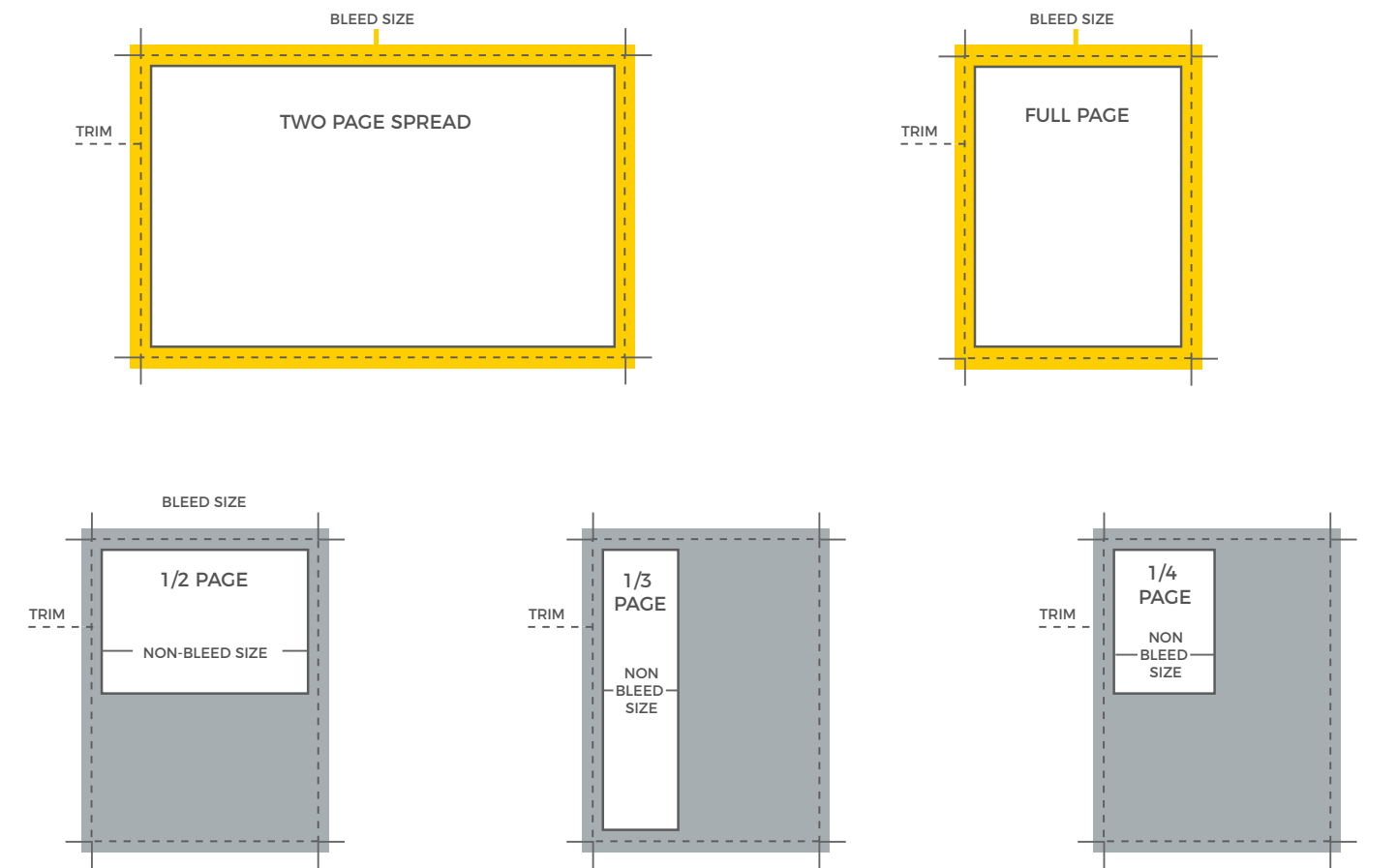
Placement on inside cover, page 3 (opposite inside cover), opposite of cover story (front or back), inside cover story and back cover.

PREFERRED POSITIONS*

Placement within first 20-pages of publication and any special placement requests, non-related to premium placements (next to a specific article).

*A limited number of Premium and Preferred positions available for each issue. Please call for Premium and Preferred rates.

Advertising



SPACE UNIT	BLEED	NON-BLEED	TRIM SIZE
Two Page Spread	16.500" x 11.062"	---	16.250" x 10.812"
Full Page	8.375" x 11.062"	---	8.125" x 10.812"
1/2 Page Horizontal	---	7.0" x 4.750"	8.125" x 10.812"
1/3 Page Vertical	---	2.250" x 9.688"	8.125" x 10.812"
1/4 Page	---	3.500" x 4.750"	8.125" x 10.812"

- Please be sure to leave 1/4" to 3/8" safety margin between the trim line and all live content.
- All bleed materials must extend 1/8" (.125") beyond trim edge and contain crop and bleed marks.
- Crop and bleed marks must be offset by at least 1/8" (.125") to avoid appearing in the bleed area.
- All artwork must be CMYK or grayscale mode. Spot or custom colors will not be accepted.



November 8-9, 2017

2017 Shanghai Global Private Equity Opportunities Forum

Jing'An Shangri-La, West Shanghai

The 2017 Shanghai Global Private Equity Opportunities Forum is an intimate networking event bringing together Chinese institutional investors and global investment groups in the heart of Shanghai's vibrant Jing'an commercial district. This private conference is an opportunity for U.S. businesses to meet active investors and learn the latest trends in Chinese outbound real estate investment. The event will feature guest speakers, interactive panels, networking and exhibiting opportunities. Our goal is to facilitate interactions among Chinese investors, fund managers and U.S. companies to strengthen existing ties and build new partnerships.

Who Will Attend

- Institutional Investors
- Family Offices
- Wealth Managers
- Real Estate Developers
- Legal and Transactional Service Providers

Why Attend

- Meet and network with the decision makers from Chinese investment firms seeking outbound investment opportunities
- Learn the latest trends in real estate investments, market outlooks, joint venturing and more
- Showcase opportunities to the most dominant global investment market in the world

The
CHINA Investor
中国投资者

For inquiries regarding attendance, sponsorship or speaking opportunities, contact our team at info@thechinainvestor.com.



DELIVER ADVERTISING MATERIALS TO:

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