We help you Know China

From climate change to artificial intelligence, every major issue defining the next phase of human civilization needs to consider China. But the status quo sources of information, perspective and analysis on China are often insufficient.

The China Project is a New York-based independent journalism and business services platform that connects and informs a global audience to the culture, society, politics, technology and business world of China.

Our more than 2.5 million monthly active users come from governments, academic institutions, media organizations, and multinational corporations around the world.

2M Monthly web and social views
450K Monthly newsletter sends
250K Monthly podcast listens
1M Monthly video views
5K Annual event attendees
Our Audience

55% United States & Canada
15% UK and EU
20% China
5% Other regions
5% HK, Singapore and Australia

Median age: 36 years
Average income: $165K
Aged 25 - 39: 42%

Gender
Male: 54%
Female: 46%

Education
College: 70%
Graduate degree: 18%

Subscribers come from these organizations:

- University of Oxford
- bp
- Oxford University
- Macquarie
- LSE
- The London School of Economics and Political Science
- Committee of 100
- NYU
- Bill & Melinda Gates Foundation
- Yale
- Embassy of Ireland
- The Brookings Institute
- Norwegian Embassy
- Freepoint Commodities
- Schwarzman Scholars
- New Zealand Embassy
- Victoria State Government Australia
Capabilities

Newsletters
Our newsletters are read in embassies and board rooms around the world and many readers read them every day.

Podcasts
Our shows are the undisputed authoritative audio channel for current and former diplomats, business executives, and China-curious individuals around the world.

Video
We produce interview-format shows and documentaries on important China-related issues, distributed through our Youtube channels.

Webinars
We produce over 30 webinar events a year to discuss important China-related topics with the leading experts in our network.

Private Bespoke Events
We have the ability to draw an audience of high-value individuals to a private branded event for the U.S.-China space.

Native branded content
Partner with us to establish thought leadership and promotional content through all our channels. We will help you find the right media mix and content to establish trust with a targeted audience.
Newsletters
The best way to engage readers interested in China.

Our newsletters are read in embassies and board rooms around the world. Many readers open and read them every day. Reach users directly in their inbox when they are in "reading / learning mode."

- **27%** Of our readers read everyday
- **450K** Monthly sends
- **56%** Average open rate
- **2.7x** The industry average

Paid ads

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Podcasts
A loyal fanbase for the only China-focused podcast network

Our flagship show, The Sinica Podcast is a weekly discussion of current affairs in China that has featured the world's best diplomats, academics, journalists and other experts on China issues. With 60,000 average listens per episode, it has inspired a loyal fanbase and regularly sells out its live showcase events. And is just one of a smorgasbord of audio jewels regarding China.

- **4.5 YEARS** Average tenure of our listeners
- **250K** Monthly Downloads
- **< 5%** Listeners who skip past ads
- **37 MINS** Average session duration
Social video & webinars

Partner with us to illuminate the important and complex trends in China that affect everyone, everywhere.

- 1M Average number of monthly Youtube views
- 57K Youtube subscribers
- 73% Of US subscribers watch Youtube once a month

We produce dozens of videos per year that reach millions of viewers around the world.

- Documentaries
- Webinars
- Social media videos
- Live speaking engagements
- "Explainer" videos

We will work with your team to conceptualize, script, and produce best-in-class videos about all things China.
Work with us on a live event

Engage with our audience in person and build connections through a solid in-person networking opportunity.

We have hosted live events with numerous partners in multiple cities around the world.

- Podcast live recordings
- Community happy hours & meet ups
- Movie screenings and other cultural engagements

We will work with your team to conceptualize, script, and produce best-in-class events with a China-interested audience.
Work with us on our flagship conferences

Each year, The China Project hosts two major multi-day conferences annually attended by leaders and key decision makers in the U.S.-China space.

**NEXTChina Conference 22**

![NEXTChina Conference Image]

Our annual NEXTChina Conference the future of China and its role in international politics, business, and technology. We invite leading experts in a range of fields to illuminate what will be coming and why it matters.

Join us in November for a hybrid conference event accessible both online and in person in New York City.

**Attendees**

1000+

**C-Suite**

16%

**Sponsors**

10

**SupChina Women’s Conference**

![SupChina Women’s Conference Image]

For the past six years, the SupChina Women’s Gala & Conference has connected and empowered women thought leaders, visionaries, and rising talents that are revitalizing the international dialogue with China.

Join us in May for a two-day event, with an online conference on day 1 and a gala dinner on day 2 honoring visionary women shaping the U.S.-China space.

**Attendees**

500+

**C-Suite**

21%

**Sponsors**

15

**Speakers have included:**

- [Image of Speakers]

**Honorees have included:**

- [Image of Honorees]
Design your campaign

Standard solutions

These standard media options are turnkey solutions that can be planned and deployed within weeks and provide cost-effective opportunities to reach a unique audience.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Min. spend</th>
<th>Cost per 1k reached</th>
<th>Best used for</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Newsletter</td>
<td>$2500</td>
<td>$35</td>
<td>Brand building with specific messaging</td>
</tr>
<tr>
<td>Podcasts</td>
<td>$5500</td>
<td>$35</td>
<td>Brand building with specific messaging</td>
</tr>
<tr>
<td>Events</td>
<td>$5000</td>
<td></td>
<td>Establishing domain expertise &amp; prospecting for high-value leads</td>
</tr>
<tr>
<td>Native Branded Content</td>
<td>$2500</td>
<td>N/A</td>
<td>Public &amp; media relations, brand building and SEO</td>
</tr>
<tr>
<td>Video Production</td>
<td>$10,000</td>
<td>N/A</td>
<td>Demonstrating deep commitment to issues &amp; developing assets with a long shelf-life to reach large audiences</td>
</tr>
</tbody>
</table>

Custom solutions

Many long-term partners and/or new partners who are certain they want to commit to our audience opt to develop customized solutions. These may be year-long packages involving discounted rates on many of our standard options or greenfield collaborations on an entire podcast, conference, or series of events.

<table>
<thead>
<tr>
<th>Annual Package</th>
<th>Starting from $25,000</th>
<th>Build a year-long strategy to reach, nurture and convert leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Podcast</td>
<td>Starting from $80,000</td>
<td>&quot;The [industry/expertise] in China Podcast by [your company] and The China Project.&quot;</td>
</tr>
<tr>
<td>Custom Newsletter</td>
<td>Starting from $35,000</td>
<td>&quot;The [industry/expertise] in China Newsletter by [your company] and The China Project.&quot;</td>
</tr>
</tbody>
</table>
Thank you

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