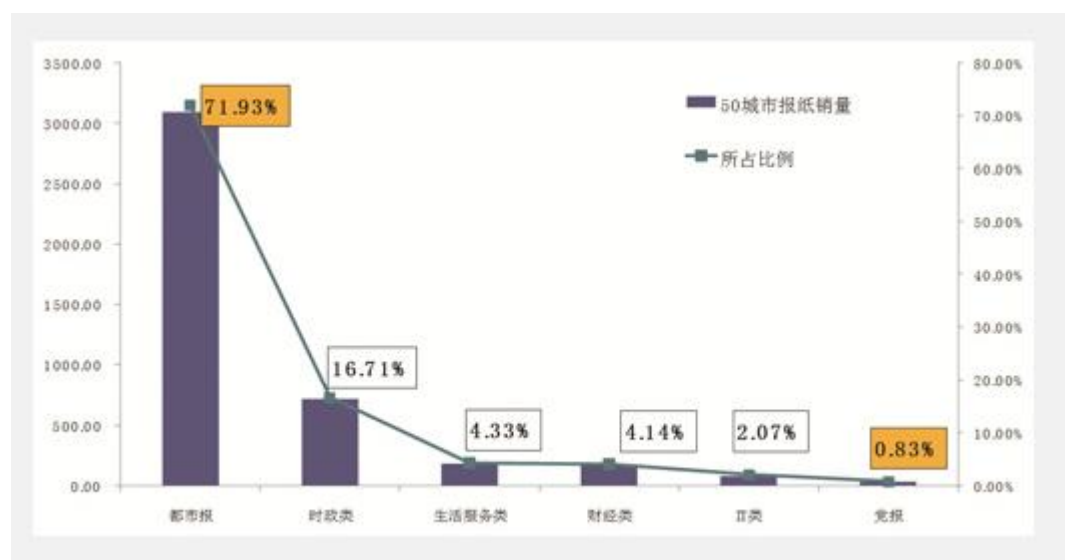


## Financial Newspapers

### Mainland China

#### General view of the market of newspapers

In 2012, the metropolitan newspapers took the largest percentage of the newspaper market, 71.93%. Political news rank second, 16.71%, followed by life service newspaper (4.33%) and financial newspapers (4.14%). The IT newspapers and party newspapers took 2.07% and 0.83% respectively.



#### Financial newspapers:

The sales volume of financial newspapers in the first six months of 2012 witnessed an increase compared with the second half of 2011. The average increase in first-tier cities is around 10% and the average increase in second-tier cities is more than 10%. However, in the second half of 2012, the sales volume dropped to the level of 2011.

Though there is a big difference between the sales volume of financial newspapers and metropolitan newspapers, most financial newspapers are distributed nationwide and have a relative high-end customer base. In 2012, the market coverage of financial newspapers decreased

图6 财经类报纸零售发行趋势



Blue cube: average sales volume

Red square: actual selling ratio

Green triangle: the coverage ratio

<http://zgbx.people.com.cn/n/2013/0313/c347582-20776898.html>

Jan. 2012 – Jun. 2012

<http://www.chinesebk.com/shuju/jingji/cj1/Index.html>

Shanghai

Newspapers	Rank	Market share	Coverage ratio
经济观察报 The Economic Observer	1	29.00%	94.19%
中国经营报 China Business	2	23.03%	88.13%
华夏时报 China Times	3	19.45%	93.14%
21世纪经济报道 21st Century Business Herald	4	14.68%	94.62%
第一财经日报 China Business News	5	13.84%	90.63%

Beijing

媒体名称	销量排名	市场份额	覆盖率
经济观察报	1	30.80%	94.62%
中国经营报	2	27.59%	95.94%
21世纪经济报道	3	20.00%	96.48%
华夏时报	4	19.56%	93.06%
第一财经日报	5	2.04%	87.50%

Shenzhen

经济观察报	1	27.22%	73.91%
21世纪经济报道	2	25.44%	77.30%

中国经营报	3	21.53%	68.75%
华夏时报	4	15.66%	75.86%
第一财经日报	5	10.14%	54.29%

Chengdu

中国经营报	1	21.36%	74.61%
经济观察报	2	21.07%	78.45%
21世纪经济报道	3	20.62%	77.22%
华夏时报	4	18.84%	70.95%
第一财经日报	5	18.10%	67.40%

Statistics gathered from 13 cities (Beijing, Guangzhou, Shenzhen, Shanghai, Nanjing, Hangzhou, Shenyang, Dalian, Wuhan, Chengdu, Chongqing and Xi'an), Jan. 2012 - Jun. 2012

★财经类报纸 Financial Newspaper

财经类报纸（13城市总排名）Financial Newspaper

（13城市分别为北京、广州、深圳、上海、南京、杭州、沈阳、大连、武汉、成都、重庆、西安）

报刊名称Name	覆盖率CR	销量指数SI	排名Rank
21世纪经济报道21st Century Business Herald	82.08%	2.8	1
第一财经日报China Business News	60.16%	2.6	2
华夏时报China Times	77.70%	2.3	3
经济观察报The Economic Observer	80.78%	2.2	4
中国经营报China Business Journal	80.77%	1.5	5

$$\Sigma \text{销量指数} = \text{平均销量} * 60\% + \text{覆盖率} * 20\% + \text{实销率} * 20\% + \frac{\text{城市销售终端总数}}{\text{调查样本量} \times 10}$$

*Sigma sale index (SI) = average sales volume \* 60% + coverage ratio \* 20% + actual selling ratio \* 20% + total number of sales / (sample volume \* 10)*

<http://vdisk.weibo.com/s/oarRD?sudaref=www.chinesebk.com>

**Information of the five main financial newspapers**

	21 <sup>st</sup> Century Business Herald	China Business News	China Times	The Economic Observer	China Business Journal
Chinese name	21 世纪经济报道	第一财经日报	华夏时报	经济观察报	中国经营报
Language	Chinese	Chinese	Chinese	Chinese	Chinese
Owner	Nanfang Media Group (state-owned)	Radio and Television Shanghai, Beijing Youth Daily, Guangzhou Daily Corp.	China Disabled Person's Federation Invested by Wanda Corp	Shandong Sanlian Co., Ltd.	Chinese Academy of Social Sciences
Frequency	Daily (Mon-Fri)	Daily (Mon-Sat)	Weekly	Weekly	Weekly
Founded	Guangzhou	Shanghai	Beijing	Beijing	Beijing
Initial publication	January 2001	November 2004	July 2007	April 2001	January 1985
Price (RMB)	2	2	3	5	3
Website	<a href="http://www.21cbh.com/">http://www.21cbh.com/</a>	<a href="http://www.yicai.com/">http://www.yicai.com/</a>	<a href="http://www.chinatimes.cc/index.htm">http://www.chinatimes.cc/index.htm</a>	<a href="http://www.eeo.com.cn/">http://www.eeo.com.cn/</a>	<a href="http://www.cb.com.cn/">http://www.cb.com.cn/</a>

<http://baike.baidu.com/view/179895.htm>

<http://baike.baidu.com/view/428045.htm>

<http://baike.baidu.com/view/155599.htm>

## Financial magazines

	CBN Weekly	Caijing Magazine	Money Weekly	Business Week	Century Weekly	Economy & Nation Weekly
Chinese name	第一财经周刊	财经	理财周刊	商业周刊	新世纪周刊	财经国家周刊
Owner	Shanghai Media Group	Stock Exchange Executive Council (SEEC)	Shanghai Century Publishing Group	Bloomberg, Modern Media Co., Ltd., China Commerce and Trade Press	Caixin Media, China Institute for Reform and Development	Xinhua news agency
Frequency	Weekly	Bi-weekly	Weekly	Bi-weekly	Weekly	Bi-weekly
Founded	Shanghai	Beijing	Shanghai	NA	Shanghai	Beijing
Initial publication	February 2008	June 1998	March 2001	1986	October, 1988	December 2009
Price (RMB)	10	12	8	10	10	10
Additional information		Important reports: "Inside stories of funds" (2000), "Yinguangxia Trap" (2001)				
Website	<a href="http://www.cbnweek.com/">http://www.cbnweek.com/</a>	<a href="http://www.caijing.com.cn/">http://www.caijing.com.cn/</a>	<a href="http://mag.amoney.com.cn/">http://mag.amoney.com.cn/</a>	<a href="http://www.businessweekchina.com/">http://www.businessweekchina.com/</a>	<a href="http://magazine.caixin.com/">http://magazine.caixin.com/</a>	<a href="http://www.enweekly.com/magazine/">http://www.enweekly.com/magazine/</a>

★财经类期刊 Financial Magazine

财经类期刊（13城市总排名）Financial Magazine

（13城市分别为北京、上海、广州、深圳、成都、大连、杭州、南京、青岛、沈阳、武汉、西安、重庆）

报刊名称Name	覆盖率CR	销量指数SI	排名Rank
第一财经周刊C.BN Weekly	79.36%	3.5	1
财经Caijing Magazine	61.70%	1.8	2
理财周刊Money Weekly	56.25%	1.3	3
商业周刊BusinessWeek	41.52%	1.1	4
新世纪周刊Century Weekly	45.48%	1.0	5
财经国家周刊Economy&Nation Weekly	36.89%	0.8	6

## Hong Kong

	Hong Kong Economic Journal	Hong Kong Economic Times	Financial Times (Asia edition)	The Wall Street Journal Asia
Chinese name	信報財經新聞	香港經濟日報	金融时报	亚洲华尔街日报
Language	Traditional Chinese	Traditional Chinese	English	English
Owner	Hong Kong Economic Journal Co., Ltd.	Hong Kong Economic Times Holdings Limited	Pearson PLC	Dow Jones & Company
Frequency	Daily (Mon-Sat)	Daily	NA	Daily
Founded	HK	HK	HK	HK
Initial publication	July 1973	January 1988	September 2003	1976
Price (HK \$)	8	7	NA	NA
Website	<a href="http://www.hkej.com/template/landing11/jsp/main.jsp">http://www.hkej.com/template/landing11/jsp/main.jsp</a>	<a href="http://www.hket.com/eti/">http://www.hket.com/eti/</a>	<a href="http://www.ft.com/home/asia">http://www.ft.com/home/asia</a>	<a href="http://asia.wsj.com/home-page">http://asia.wsj.com/home-page</a>

<http://wenku.baidu.com/view/1b9e1b7831b765ce05081495.html>

<http://zh.wikipedia.org/wiki/%E4%BF%A1%E5%A0%B1%E8%B2%A1%E7%B6%93%E6%96%B0%E8%81%9E>

<https://zh.wikipedia.org/zh-cn/%E9%A6%99%E6%B8%AF%E7%B6%93%E6%BF%9F%E6%97%A5%E5%A0%B1>

**Taiwan**

	Economic Daily News	Commercial Times
Chinese name	经济日报	工商时报
Language	Traditional Chinese	Traditional Chinese
Owner	United Daily News Group	Want Want China Times Group
Frequency	Daily	Daily
Founded	Taipei	Taipei
Initial publication	April 1967	December 1978
Price (NT \$)	20	20
Website	<a href="http://edn.gmg.tw/">http://edn.gmg.tw/</a>	<a href="http://ctee.com.tw/">http://ctee.com.tw/</a>

	Business Today
Chinese name	今周刊
Owner	財訊文化事業集團 Caixun (???) Culture Enterprise Group
Frequency	Weekly
Founded	Taiwan
Initial publication	1996
Price (NT \$)	NA
Website	<a href="http://www.businesstoday.com.tw/">http://www.businesstoday.com.tw/</a>

Source: wikipedia