

時代

IMAGE MEDIA

MEDIA KIT





ONE-STOP CHINESE MARKETING **AND ADVERTISING SOLUTION**

Established in 2007, I AGE MEDIA is the pioneer and the most outstanding company in South Australia Chinese media industry.

Over the past decade, we have proudly developed and created many remarkable benchmarks in the Chinese media industry.

I AGE MEDIA publishes the most popular print publication I AGE News & Property Weekly newspaper, operates the most followed WeChat Subscription Account TodayAdelaide and the most popular South Australia news portal website www.sachinese.com.

To provide independent and high quality service, I AGE MEDIA believes that sincerity, communication and diligence are the foundation of our company working culture.

I AGE MEDIA has established a strong connection with South Australia Chinese community as well as the local mainstream Australia community since 2007.

Chinese Media Partner For

OzAsia
Festival

SALA

Port Adelaide Supporter



Media Platforms

PRINT MEDIA



I AGE NEWS
Weekly

I AGE PROREPTY
Weekly

SOCIAL MEDIA



 **Wechat**
Subscription Account

TodayAdelaide

ONLINE MEDIA



online News
Portal

SAchinese.com

Our Clients



Our Clients

WINES BY: GEOFF HARDY

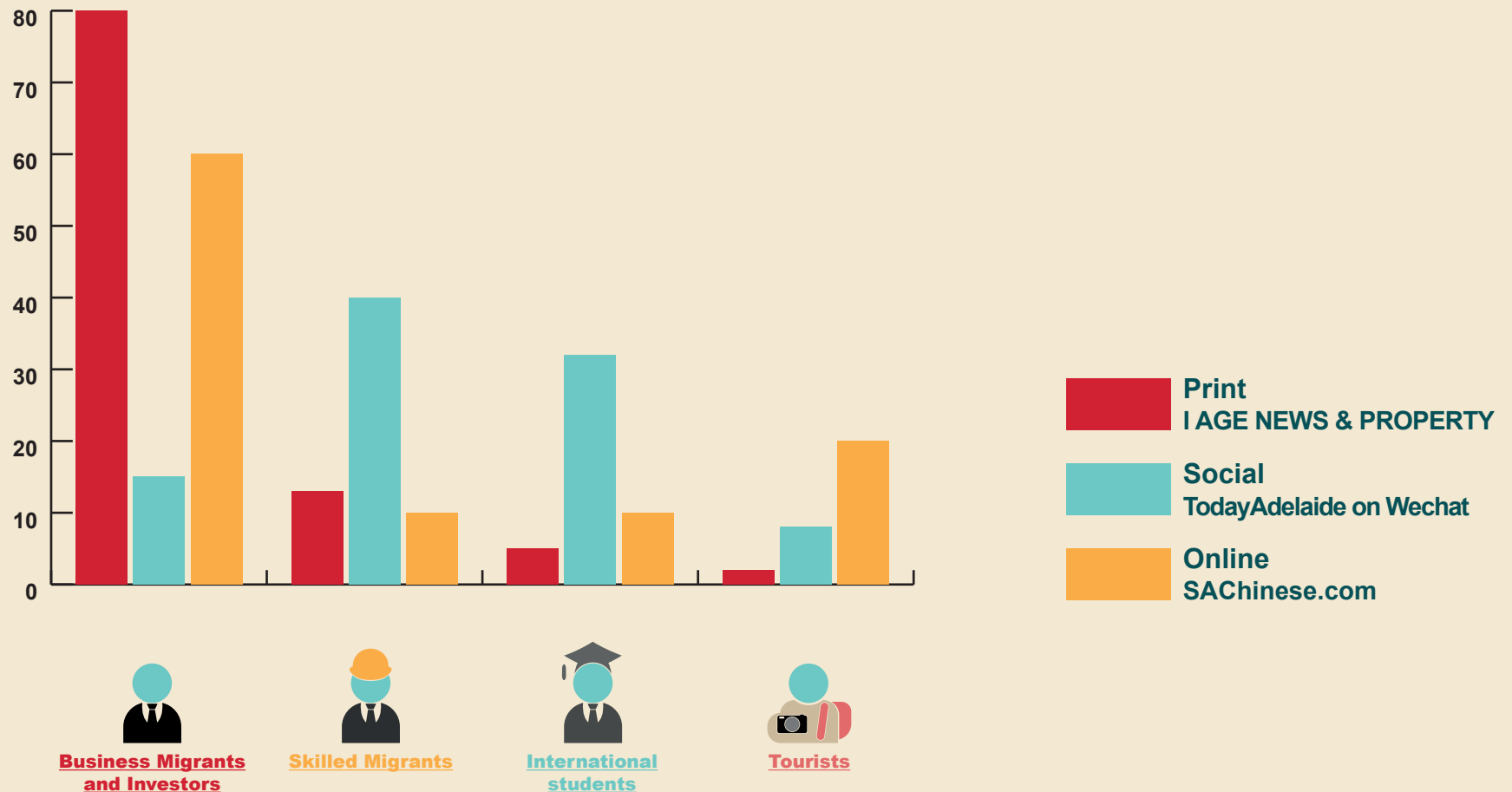


Goodlife.
HEALTH CLUBS



Readership Breakdown

Our media channels have a full coverage of South Australia local Chinese community, also reach out to readers in interstate and in China. Within our readership we covers international students, tourists, skilled migrants, business migrants, investors, also early Chinese migrants from Asian countries.



Our Readership, Your Market

Our Major Readerships



Business Migrants and Investors

Most of this group are at their early 40s-late 50s



International students

Most of this group are at their early 20s - late 20s



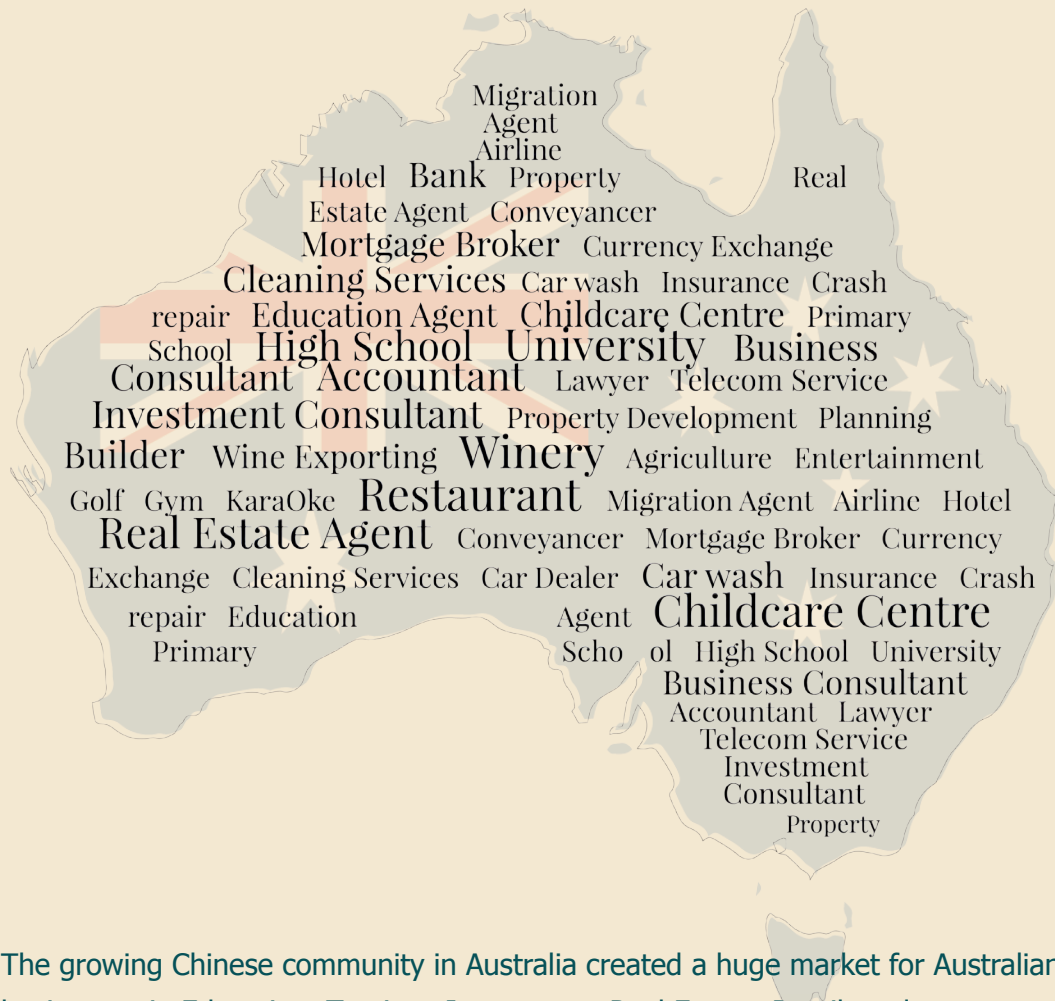
Skilled Migrants

This group include graduates, young professionals, and young families. Most of this group are at their late 20s - late 40s



Tourists

Age range of this group varies from early 20s to early 60s



The growing Chinese community in Australia created a huge market for Australian local businesses in Education, Tourism, Investment, Real Estate, Retail, and many more areas, supporting Australian economy to grow.



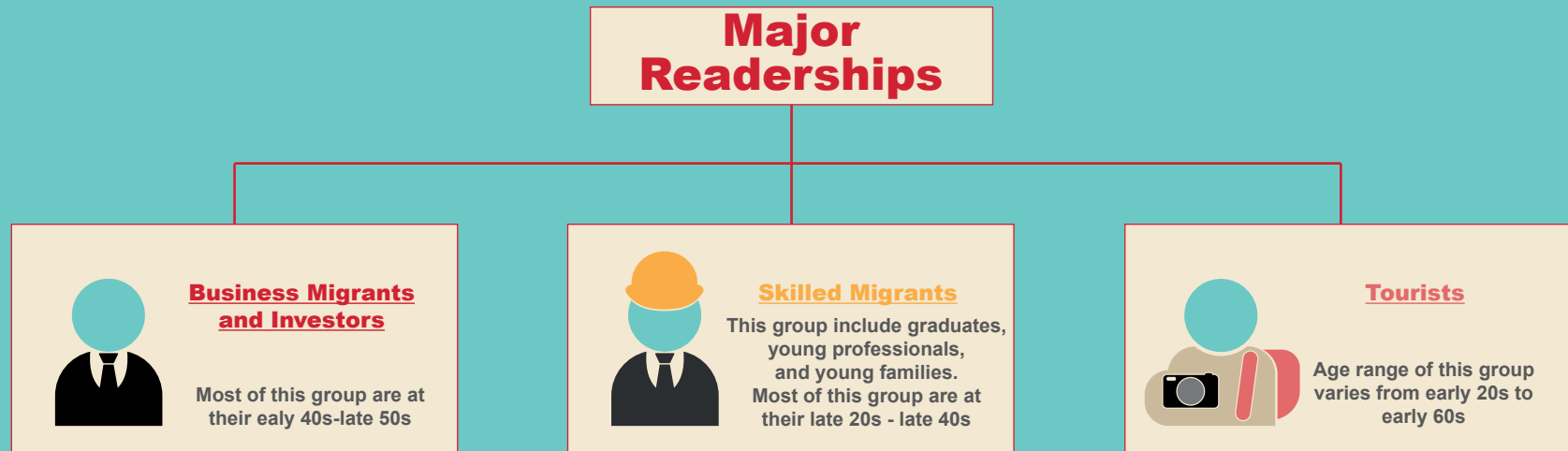
I AGE NEWS & PROPERTY

Print Media

I AGE WEEKLY was established on 2nd March 2017, currently include 2 cover-page sections, I AGE NEWS and I AGE PROPERTY.

I AGE NEWS is a general interest weekly newspaper feature local news, national and international news, South Australian life style, local Chinese community news, as well as a big section of classified business yellow page section.

I AGE PROPERTY is the only dedicated publication showcasing Real Estate information in South Australian Chinese community, reaching out to new migrants, international students's parents with strong demand on both residential and commercial properties.



I AGE NEWS & PROPERTY

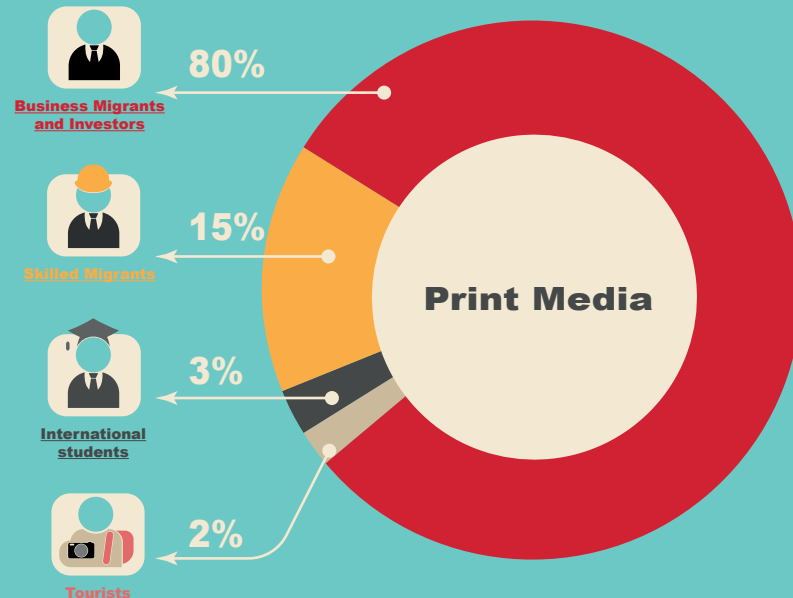
Print Media



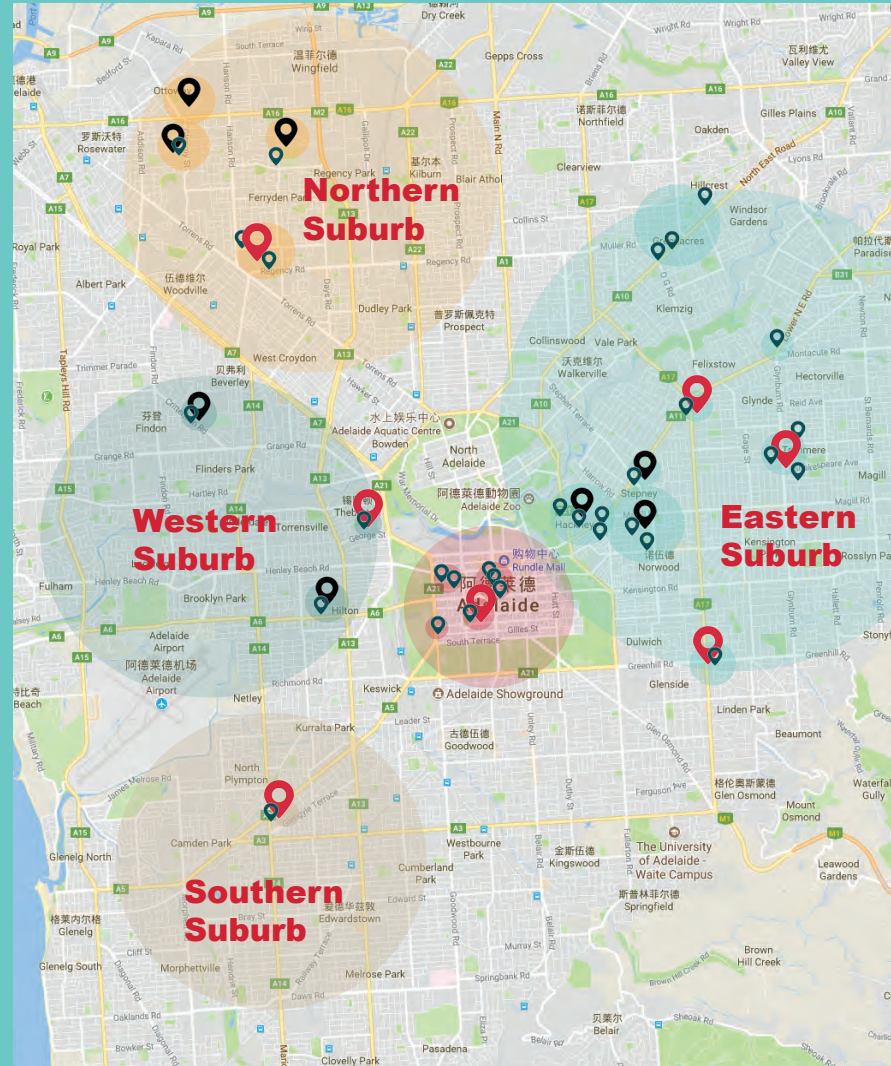
Specification

Type	Weekly Newspaper
Format	Tabloid, Dual Covers
Date of the initial issue	2nd March 2007
Circulation:	3,000 copies per issue
Distribution Time	Friday morning
Distribution Type	Free Publication

Readership Breakdown



Distribution Map





时代周报

Newspaper: I AGE NEWS

- ① Cover page stories
- ② Index & recommendations
- ③ Cover page stories continued
- ④ General news
- ⑤ Immigration & education
- ⑥ SA lifestyle: wine/tourism/food/movies..
- ⑦ SA Chinese community
- ⑧ Business yellow page & classified ad.



时代地产

Newspaper: I AGE PROPERTY

- ① Cover page property showcasing
- ② Residential Property & Commercial Property
- ③ Special columns on investment/Tax/property market...

The I AGE NEWS cover page story showcasing Australian local businesses and community icons for our readers to learn more about mainstream community and business environment in Australia.

聆听华人声音，联动华人社区

2017年2月17日 星期五
17th Feb. 2017 FRIDAY 总第485期
ISSUE 485

免費取閱
Free

時代
时代周报
I AGE NEWS

2007-2017 · 10周年

国家将掌握居民在101个国家地区账户信息，影响了谁？ P06

留学早规划，PR有保障 P11

ANZ和澳洲房地产协会联合发布调查，看好未来房市 P32

房产市场“买房代理”全解析 P35

生活-红酒

澳洲葡萄酒好喝其实没那么简单 P12

Larry谈理财

澳洲投资的股票：投资界的长跑冠军 P30

豪宅传递中 价值在升起
141150 Franklin Street, Adelaide
westfranklin.com.au 1300 992 166

RISE
OF THE WEST END

Cover Page
Advertisement

澳元走势如何？涨跌都可以赚钱！

本月开户还有更多惊喜优惠等着您：

- 高达\$10,000额外交易赠金
- Trading Central每日交易策略推荐
- 价值\$2,000在线金融投资交易课程一套
- iPhone 7 / iPad Mini赠品 (VIP Account only)

开户热线：1800 367 392 / 0434 672 677

forexCT 澳大利亚最专业最优惠的外汇，黄金，差价合约交易平台

✓ Profit 客户端，网页版，手机版平台 ✓ MT4 客户端，网页版，手机版平台

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Full Page
Advertisement

I AGE NEWS cover page provide a great exposure for our clients to showcase their business and products.

1 Block Advertisement

Business Classified
Advertisement

3 Blocks Advertisement

4 Blocks Advertisement

5 Blocks Advertisement

2 Blocks Advertisement

10 Blocks Advertisement

[illegible]



I AGE PROPERTY
WEEKLY

Full Page
Advertisement

NORMAN

277 WILLIAM STREET, NORWOOD Price \$1,995,000

25 RUNDLE ST, KENT TOWN
\$1,995,000

豪华，设计和优雅的声明。这个家将令人印象深刻。建筑设计由TK建筑设计建造，展现出最好的施工、设计和品质。

这个宏伟的住宅拥有您期望在这个地区的家中所有功能。慷慨的比例和整个生活区，最新的设计师完成和花园维护。

令人惊叹的开放式厨房和生活，无缝连接到户外娱乐区将是许多回忆的设置。厨房采用Smeg不锈钢电器，包括中央岛台和可调节高度的橱柜，提供与家人和朋友混合的娱乐能力。楼下配有令人惊叹的入口，楼梯室和洗衣房，充足的存储空间。

Victor Velazquez
Kimmovest
0438 991 966
08 8337 8881

Kimmovest Duggan
Kimmovest
0438 991 966
08 8337 8881

NORMAN

1 HARDY WALK, MAYLANDS
\$1,489,000 - \$1,519,000

豪华，设计和优雅的声明。这个家将令人印象深刻。建筑设计由TK建筑设计建造，展现出最好的施工、设计和品质。

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128 PORTRUSH ROAD, BEULAH PARK
地段绝佳，交通便利
\$1,460,000

17 MAGILL ROAD, MAGILL
地段绝佳，交通便利
\$1,460,000

Contact Agent

坐落在一个最佳大小的地段分配，提供豪华的地方，最高品质，现代设施和设施，使您从许多方面生活。令人惊叹的开放式厨房和生活，无缝连接到户外娱乐区将是许多回忆的设置。厨房采用Smeg不锈钢电器，包括中央岛台和可调节高度的橱柜，提供与家人和朋友混合的娱乐能力。楼下配有令人惊叹的入口，楼梯室和洗衣房，充足的存储空间。

1/2 Page
Advertisement

1/4 Page
Advertisement

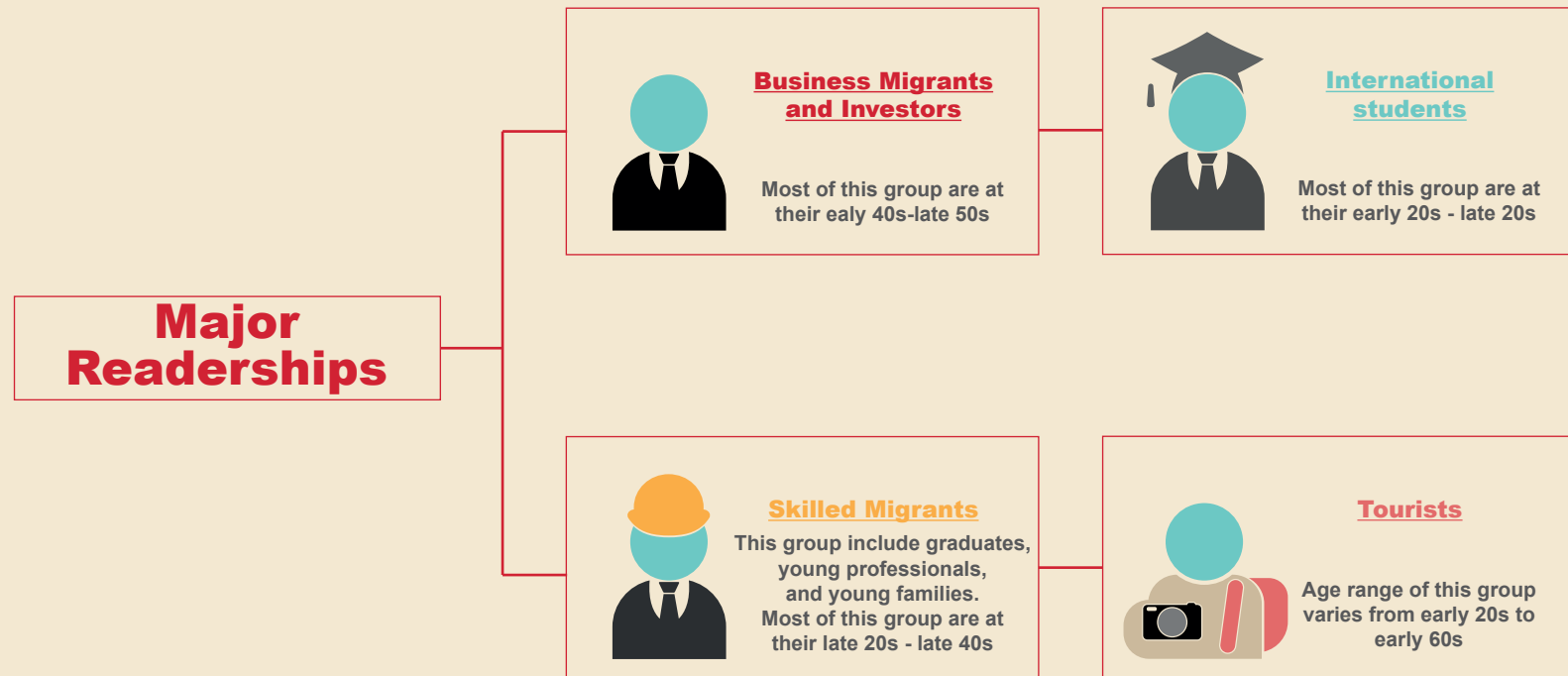
The rigid housing and investment demands from the new Chinese migrants and international students provides huge opportunities for local residential property market, as well as investment properties and commercial properties.



WeChat is the largest standalone messaging app by over 900 million monthly active users in China developed by Tencent.

TodayAdelaide is the earliest and largest established WeChat official subscription account in Adelaide, currently with over 22,000 followers.

TodayAdelaide broadcasts one group messages a day to its followers, includes featured articles in lifestyle, immigration, education, property, investment, tourism, trade, local events, local classified trading and lots more.

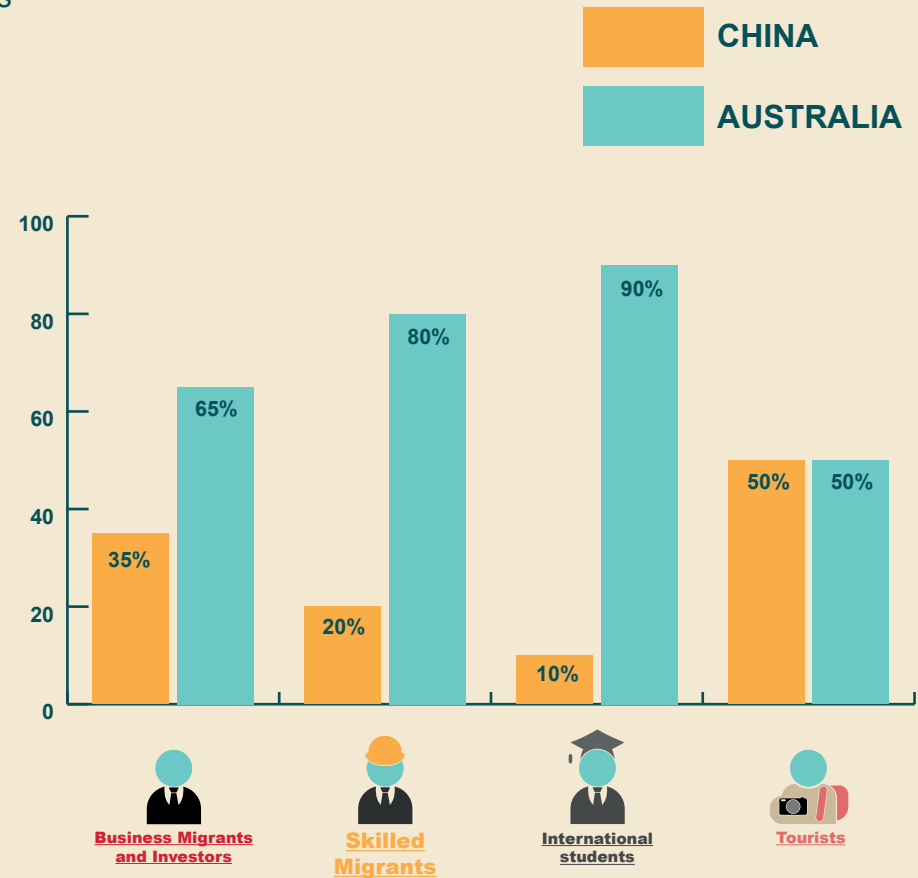
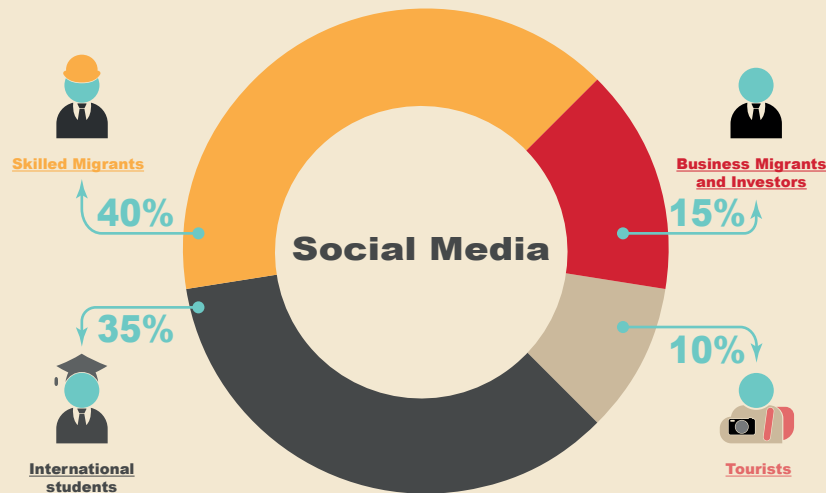




Specification

Type	WeChat Subscription Account
Broadcasting frequency	Daily
How to receive	Direct to all followers and reach out other users through Wechat Moments

Readership Breakdown





今日阿德莱德
WeChat: TodayAdelaide

- ① Headline news/Business interview
- ② Special column
- ③ Daily news
- ④ Properties



Headline News

2nd News

Image Display

Menu Function

Article Title

精品文章

点此吐槽



TodayAdelaide
Advertorials

時代
I AGE MEDIA



Business interview and advertorials provides the opportunity for our readers to learn more about our clients business and products.



The headline news is the most read article everyday, it provides great exposure for our clients displaying advertising banners within this article.



TodayAdelaide provides a ranges of special columns in property, health, immigration, lifestyle and many more areas.



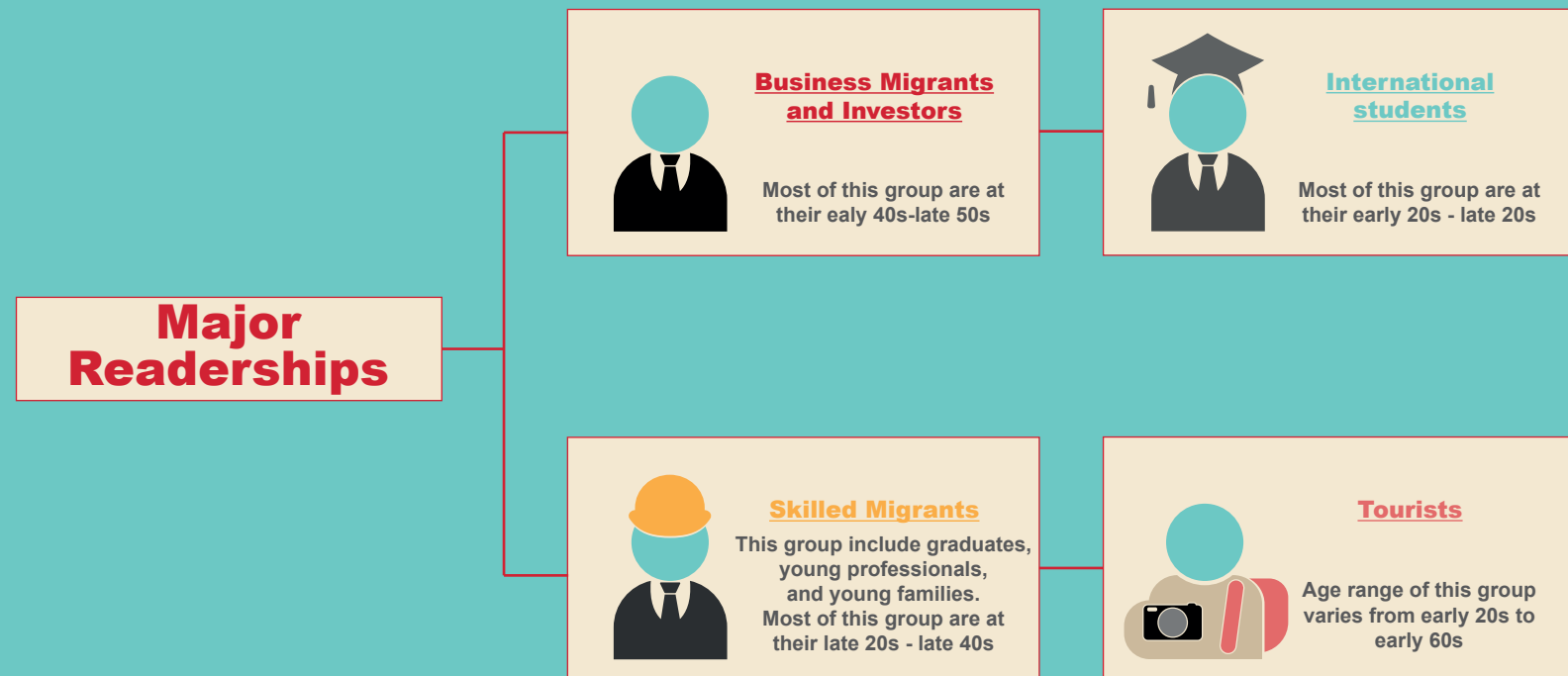
TodayAdelaide on WeChat provides a rich media platform for our clients to showcase through image, video, audio, text and links to their websites.



Showcasing your property listing on TodayAdelaide on WeChat helps our Real Estate clients to reach out more potential buyers.

SACChinese.com is South Australia's number one Chinese news portal site, our page viewing rate reaches over 20,000 per week, traffic from both Australia and China, delivering extensive breaking news and national interest stories. Thus, local and international current affairs. We also deliver information and news about education, real estate, winery and travelling, therefore our users can connect with our content where ever they are spending their time.

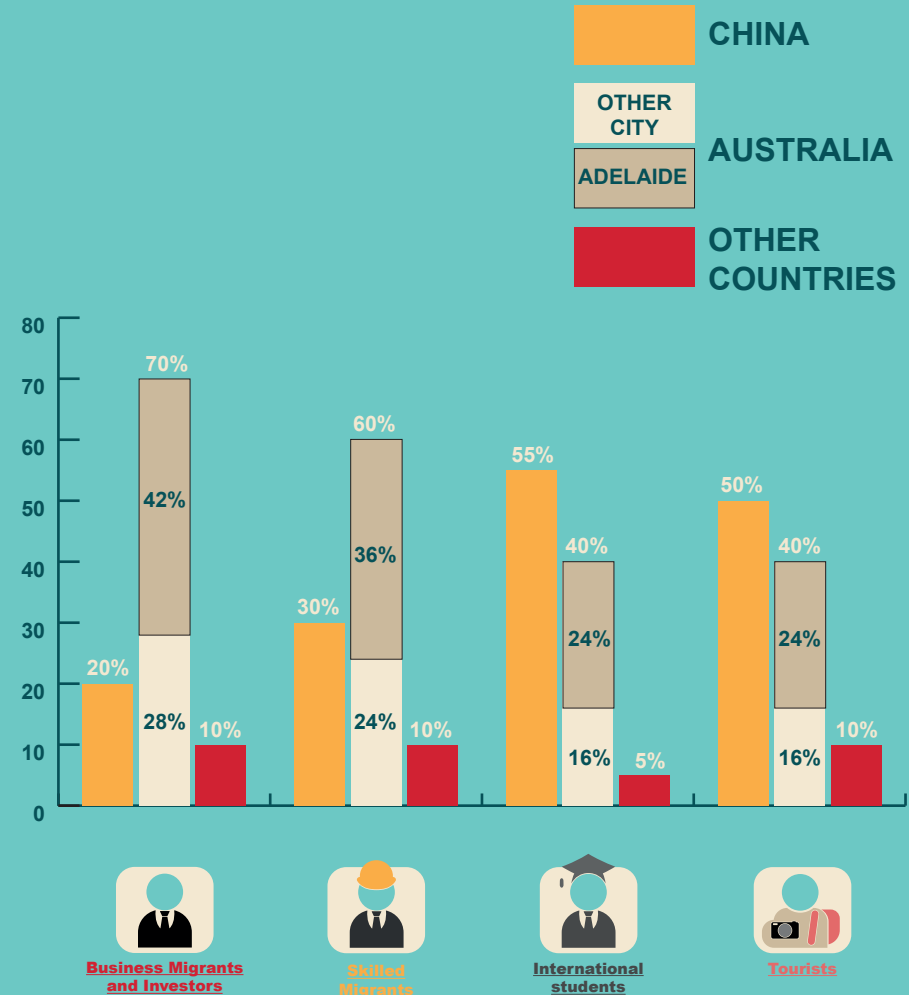
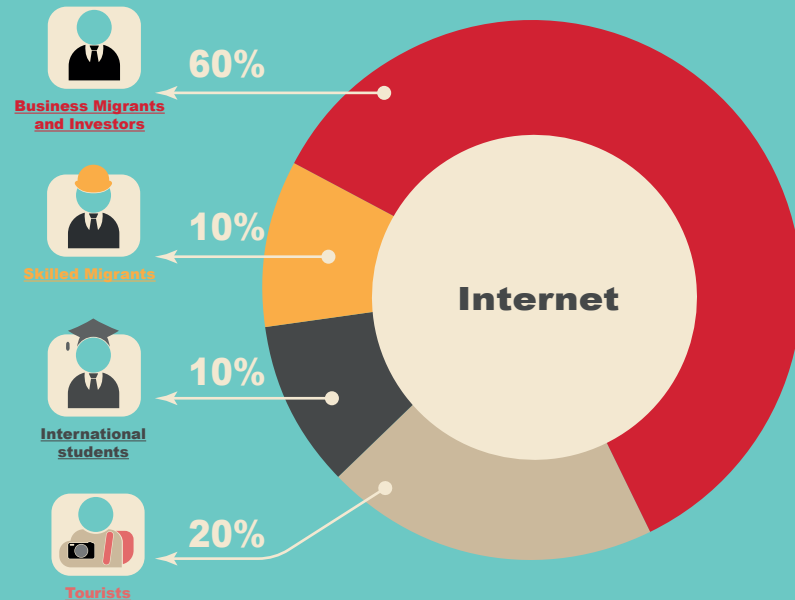
SACChinese.com provides our audience with an opportunity to become involved and be engaged on issues and stories. Our website offer a range of multimedia content which definitely meeting the growing demand for digital media.



Specification

Type	Portal website
Lanch of website	October, 2010
Current UV per week	Over 10,000

Readership Breakdown





南澳中文网
www.SAChinese.com

- ① Homepage
- ② South Australia news
- ③ Australia news
- ④ Immigration & education
- ⑤ Travel in Australia
- ⑥ Wine in Australia
- ⑦ Property Investment in Australia
- ⑧ Business yellow page



Navigation
Menu

Website Section

About
SAChinese.com

Medium Rectangle
Advertisement



Half Page
Advertisement

Half Page
Advertisement



Leaderboard
Advertisement

Poster
Advertisement

SAChinese.com home page provide many attractive news sections for readers in China to know more about South Australia.

Medium Rectangle
Advertisement



Half Page
Advertisement

Leaderboard
Advertisement

Poster
Advertisement

Each section page provides the advertising options for our clients to showcasing their business.

Article Title

丰田五星经销商Northpoint Hillcrest专访



Northpoint成立于1984年，是一家有着三十多年历史的南澳本土家族企业。在阿德莱德市区内有两家丰田的新车展厅、三家二手车展厅，以及超过二百多人的销售人员及机械师等雇员团队。目前代理经营着Toyota、Hyundai、Ford、Hino等多个品牌的全系列车型，满足客户从家用轿车到商业用车的不同需求。



2016年，Northpoint从全澳263家的丰田经销商中脱颖而出，荣获了该年度的丰田“五星级经销商”称号。这是每一个丰田经销商梦寐以求的荣誉。该奖项的评选，是基于顾客的消费体验和区域、丰田公司对此也有严格且严苛的考核标准。审查涵盖了从硬件的展厅规模、设施状况、到软件的销售服务、店面管理等日常工作各个环节。对于很多不懂车的顾客来说，五星级代表的就是品质，是丰田自我标准的保证，消费者可将其作为一个衡量标准。



Half Page
Advertisement

Image Display

一站式服务

Northpoint Hillcrest店汇集了新车、销售、维修保养、二手车买卖等各项业务，同时还围绕新车、二手车交易提供一系列的增值服务。四百多平米的新车展厅能够容纳五十余辆的停车场，保证各款车型都有充足的库存，并定期推出针对不同车型的优惠活动。



在与杨明天的过程中，展厅刚好在布置一辆新车的交车仪式。销售人员和相关负责人在很认真的对新车的细节进行一遍遍的检查，手上拿着的是一份详尽的给客户的清单。

杨明说，除了丰田有口皆碑的品质，NorthpointE应用这样级、负责的态度赢得了那么多顾客的信赖。



文章来源：今日阿德莱德（微信公众号）
编辑整理：Sandy

Article Content
Including
Text & Image

Contact
Information

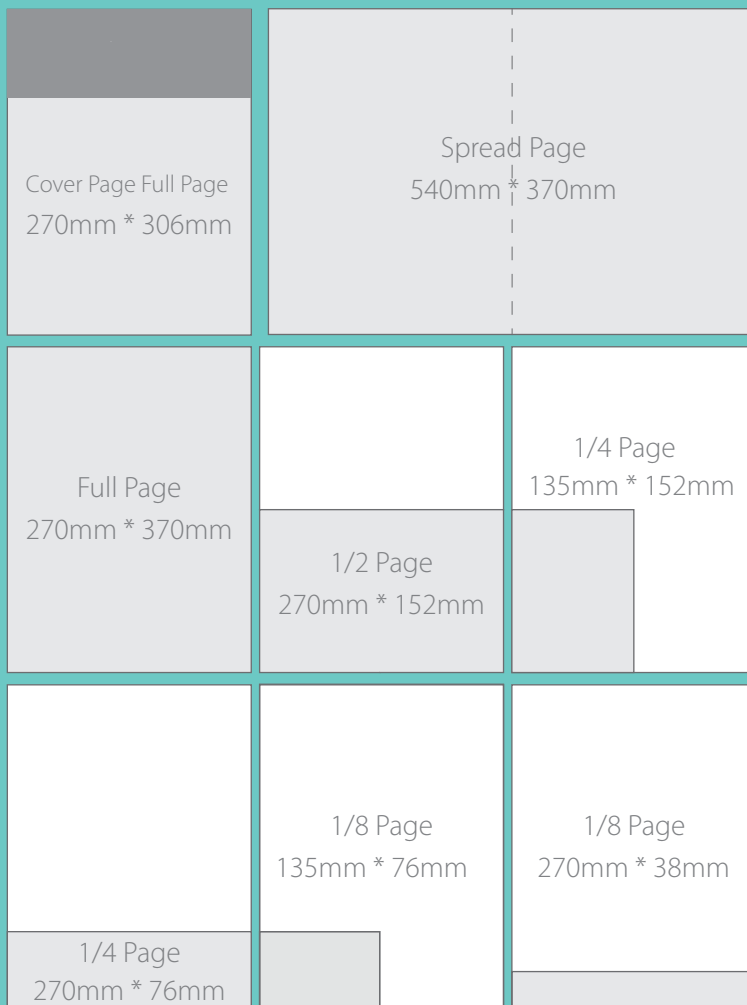
Medium Rectangle
Advertisement

The news page is the most browsed page provide great exposure for our clients.



I AGE NEWS & PROPERTY

Advertisement Size and Rate



I AGE NEWS Rate *

Size	Rate
Cover Page Full Page	\$2400.00
Spread Page	\$2400.00
Full Page	\$1200.00
1/2 Page	\$720.00
1/4 Page	\$432.00
1/8 Page	\$259.20

* GST Exclusive

I AGE PROPERTY Rate *

Size	Rate
Cover Page Full Page	\$1600.00
Spread Page	\$1600.00
Full Page	\$800.00
1/2 Page	\$480.00
1/4 Page	\$280.00

* GST Exclusive

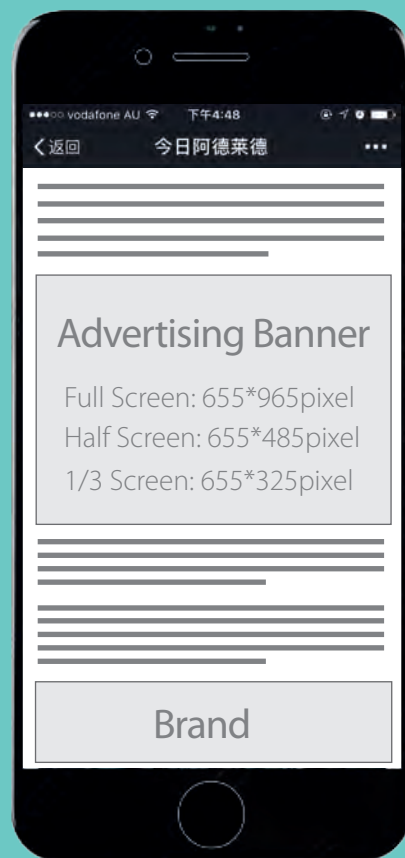
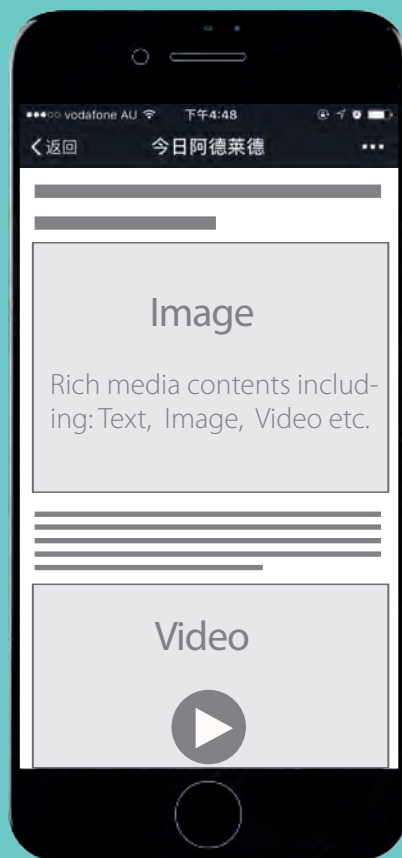
* Latest update at August 2017. Prices subject to change without notice.



TodayAdelaide



Advertisement Size and Rate

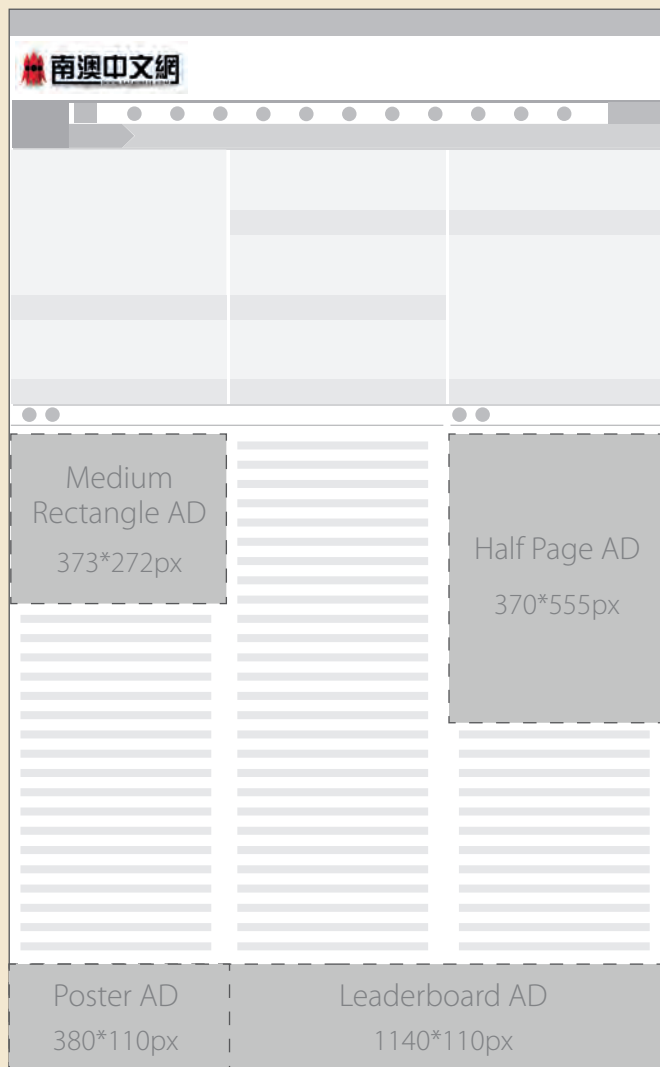


Rate *

	Rate
Advertorial Artical Post	\$200.00/Post
Headline News Advertising Banner	
Full Screen	\$1200.00
Half Screen	\$600.00
1/3 Screen	\$400.00
Other news / Special Column Advertising Banner	
Full Screen	\$400.00
Half Screen	\$250.00
1/3 Screen	\$150.00

* GST Exclusive

* Latest update at August 2017. Prices subject to change without notice.



Home Page ADs Rate *

Type	Rate(Weekly)
Medium Rectangle AD	\$200.00
Half Page AD	\$600.00
Poster AD	\$200.00
Leader Board AD	\$600.00

News Page ADs Rate *

Type	Rate(weekly)
Medium Rectangle AD	\$300.00
Half Page AD	\$800.00
Poster AD	\$300.00
Leader Board AD	\$800.00

Section Page ADs Rate *

Type	Rate(weekly)
Medium Rectangle AD	\$200.00
Half Page AD	\$300.00
Poster AD	\$100.00
Leader Board AD	\$300.00

* GST Exclusive

Loading

Type	Loading Rate
1st Screen	50%
Section Selection	20%



Advertising Booking:

Booking Deadline - 7 working days prior

Material Submission Deadline - 5 working days prior

Booking Contact:

08 8212 8008

advert@iage.com.au



Tel: 08 8212 8008 | Fax: 08 8212 9008 | Email: advert@iage.com.au

Level 2, 242-244 Franklin St., Adelaide SA 5000