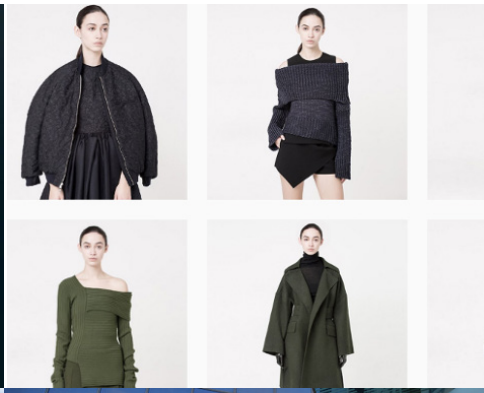
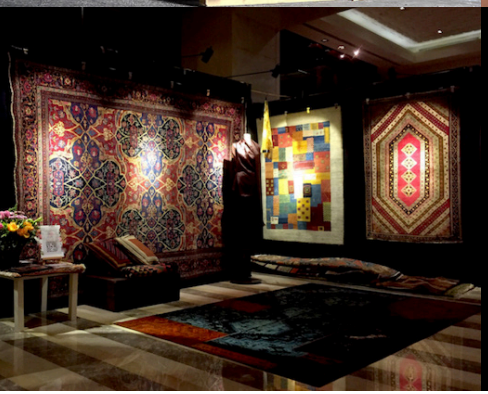
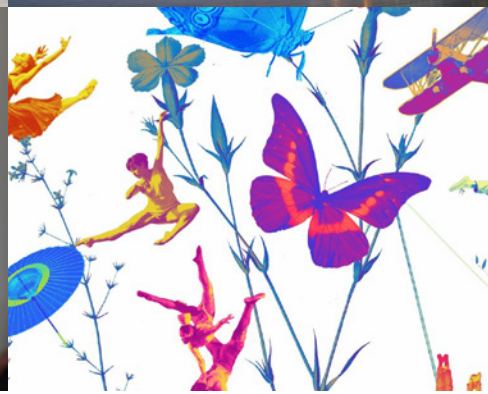
2016 MEDIA KIT

精日传媒 Jing Daily
THE BUSINESS OF LUXURY IN CHINA







ABOUT

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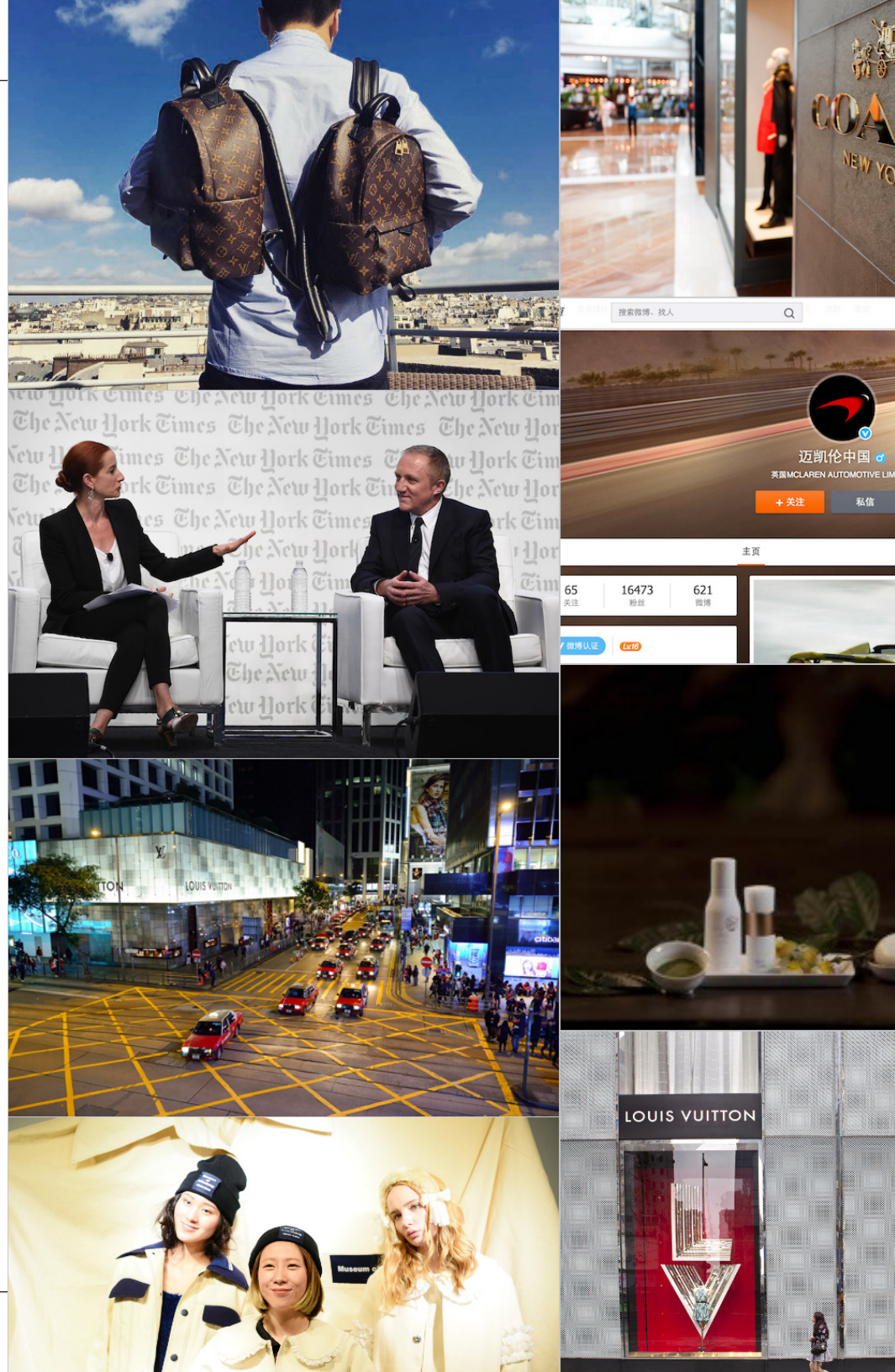
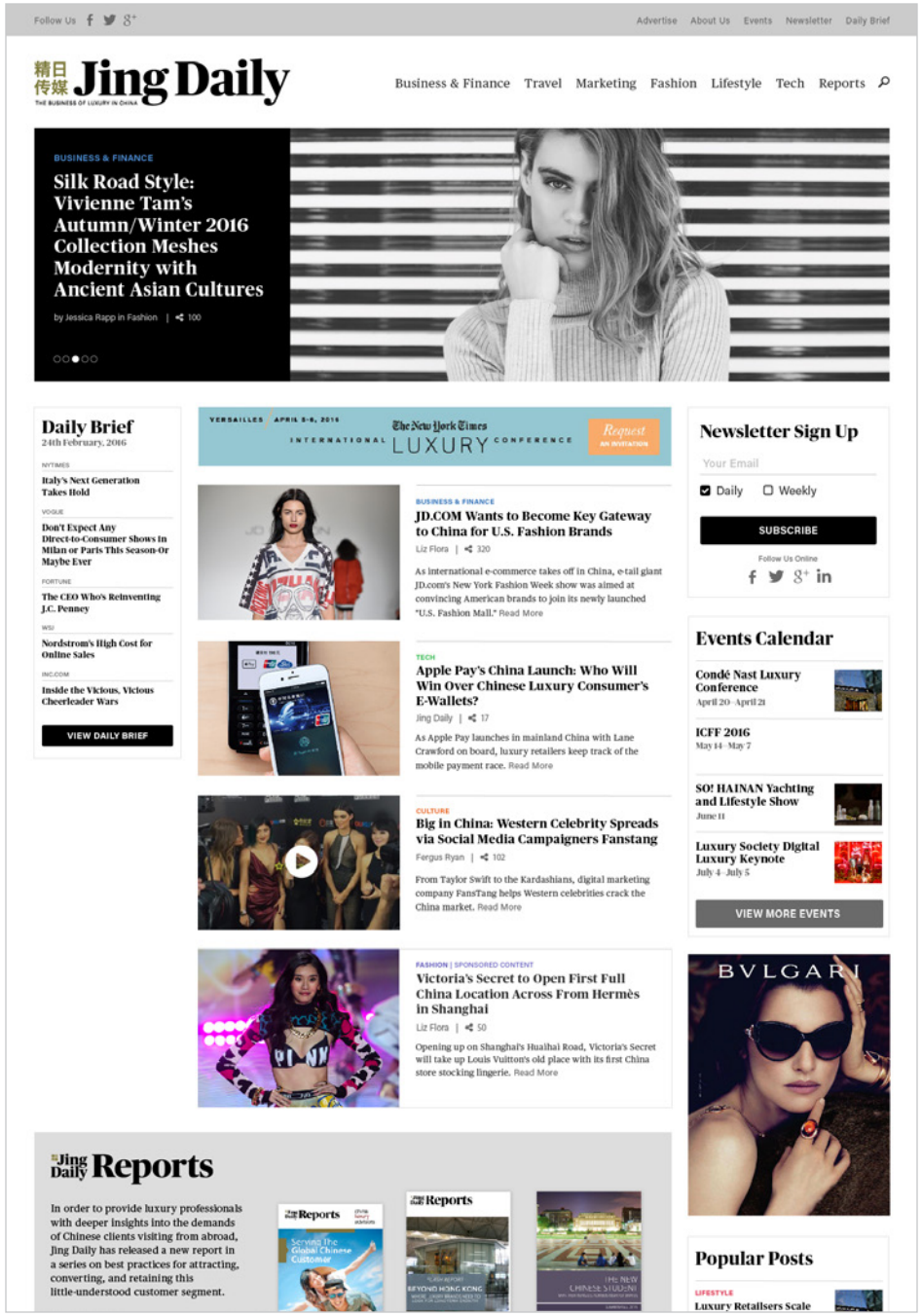
Launched in 2009, *Jing Daily* is the leading digital publication on luxury consumer trends in China.

Professionals seeking to understand China's complex and rapidly evolving luxury industry look to *Jing Daily* for fresh and accurate insights. We publish up-to-the-minute news updates, reports on key trends, insights from leading industry figures, and in-depth analysis on this vitally important market.

Jing Daily is regularly quoted as a trusted industry voice on *The New York Times*, *International Herald Tribune*, *Washington Post*, BBC, CNN, Bloomberg, *Financial Times*, *The Independent* (UK), *The Atlantic*, *Harper's Bazaar*, *Forbes*, *Business of Fashion*, *Quartz*, *Skift*, *The Gloss*, *Luxury Society*, and more.





COVERAGE

Extensive and continuous coverage of

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Lifestyle
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Auction	Campaigns	Food, Wine & Spirits	E-Commerce	Destinations	Accessories
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Policy Real Estate	Art	Leisure			Trends
	Entertainment	Boating & Yachting			Watches

FASHION

Shanghai Fashion Week Attracts Major Buyers in Search of 'Cutting-Edge' Design

Liz Flora @Liz__Flora | 19 April, 2016 | Comments

Momo Wang of Musuem of Friendship (pictured center) at her Tube presentation. (Courtesy Photo)

International buyers who offered high praise to the quality and scope of the Spring/Summer 16 edition of Shanghai Fashion Week returned this season to an even more diverse range of events,

BEAUTY & HEALTH

What Luxury Can Learn from Beauty Brands About Engaging Consumers on WeChat

Sumit Paul | 25 April, 2016 | Comments

Screenshots of Clinique's WeChat account.

This article was published earlier in our weekly newsletter. Sign up through our "Newsletter Sign Up" box on the right.

Among sectors in the luxury industry active on WeChat, the one

ART

Sotheby's Hong Kong Defies China Luxury Slowdown with Strong Auction Season Start

Sumit Paul | 04 April, 2016 | Comments

Liu Wei, *The Revolutionary Family Series (triptych)*, 1994. The painting set an artist price record when it sold for US$5 million at the Sotheby's Modern and Contemporary Asian Art Evening Sale in Hong Kong on April 3. (Image courtesy of Sotheby's)

Despite worries of China's economic slowdown hitting Chinese demand for art and luxury goods, art is still serving as an alternative asset for China's rich as they avoid the shaky domestic stock market.

Sotheby's kicked off its Hong Kong spring auctions on April 3 with solid results at an evening sale that set major global artist price

BUSINESS & FINANCE

Interview: Creative Capital Founder Stresses Brands in China Need to 'Find the Right People'

Liz Flora @Liz__Flora | 07 April, 2016 | Comments

The Paris postcard concept Creative Capital did for Lancôme in China. (Courtesy Photo)

Luxury brands seeking to connect to Chinese consumers to build relevancy and a brand image must tell a good story. Helping to craft their tale is Creative Capital, an independent branding

E-COMMERCE

Tmall Kicks Off Mei.com-Backed Luxury Channel With Star-Studded Launch in Shanghai

Liz Flora @Liz__Flora | 31 March, 2016 | Comments

Olivia Palermo (C), Mei.com CEO Thibault Villet (L), and Mei.com CFO Seamon Shi at the launch event for Tmall's fashion channel. (Courtesy Photo)

Luxury brands including Fendi, Dior, and Marc Jacobs may not have official shops on Tmall, but China's fashionistas can now easily find them on the platform's newly launched "Luxury Channel" created in partnership with flash sales site Mei.com

LIFESTYLE

Mickey Mouse and Luxury Shopping in Shanghai: Value Retail Gets Set to Open Massive Disney Location

Liz Flora @Liz__Flora | 01 April, 2016 | Comments

A rendering of Value Retail's Shanghai Village near Shanghai Disney Resort. (Courtesy Image)

As the gigantic Shanghai Disney Resort gets ready to launch on June 16, *Pirates of the Caribbean*, *Star Wars*, and *Toy Story*-themed

NEWSLETTER

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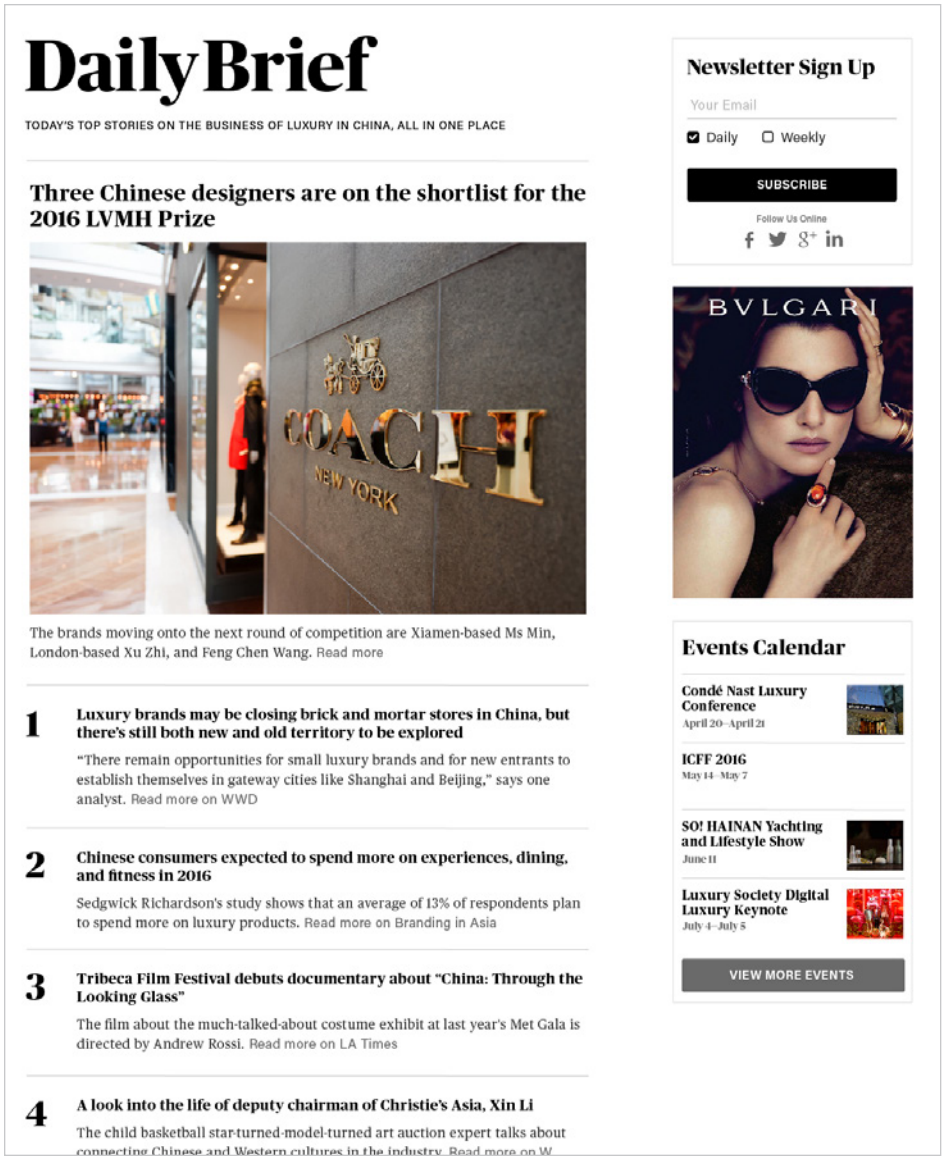

Daily Brief

TODAY'S TOP STORIES ON THE BUSINESS OF LUXURY IN CHINA, ALL IN ONE PLACE

Three Chinese designers are on the shortlist for the 2016 LVMH Prize

The brands moving onto the next round of competition are Xiamen-based Ms Min, London-based Xu Zhi, and Feng Chen Wang. Read more

1 **Luxury brands may be closing brick and mortar stores in China, but there's still both new and old territory to be explored**

"There remain opportunities for small luxury brands and for new entrants to establish themselves in gateway cities like Shanghai and Beijing," says one analyst. Read more on WWD

2 **Chinese consumers expected to spend more on experiences, dining, and fitness in 2016**

Sedgwick Richardson's study shows that an average of 13% of respondents plan to spend more on luxury products. Read more on Branding in Asia

3 **Tribeca Film Festival debuts documentary about "China: Through the Looking Glass"**

The film about the much-talked-about costume exhibit at last year's Met Gala is directed by Andrew Rossi. Read more on LA Times

4 **A look into the life of deputy chairman of Christie's Asia, Xin Li**

The child basketball star-turned-model-turned art auction expert talks about connecting Chinese and Western cultures in the industry. Read more on W

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Events Calendar

Condé Nast Luxury Conference
April 20–April 21

ICFF 2016
May 14–May 7

SO! HAINAN Yachting and Lifestyle Show
June 11

Luxury Society Digital Luxury Keynote
July 4–July 5

VIEW MORE EVENTS

精日传媒 Jing Daily **Newsletter**

KEY STORIES AND TREND-SHAPING CHINA'S LUXURY MARKET

Weekly eNewsletter to be designed

We compile reports to provide luxury professionals with deeper insights into the China market.

Past Webinars

Chinese Travel Media: Navigating the Landscape

Weibo vs. WeChat

Preparing for Chinese New Year

Reaching the Independent Chinese Tourist

Best Practices in Attracting and Retaining Chinese Tourists

We partner with experts in the luxury industry to host webinars on timely topics in the China luxury market.

EVENT LISTING

Global luxury events are listed on our calendar.

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April 20–April 21

ICFF 2016
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June 11

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July 4–July 5

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TK: sample event detail page

11 November 2015

International New York Times 2016

Date TK?

Financial Times Business of Luxury Summit 2016

We also host events such as breakfast briefings and panel discussions.

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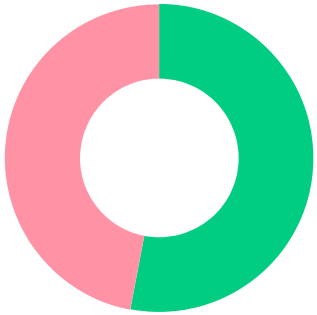
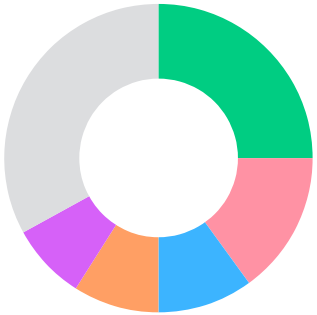
Gender



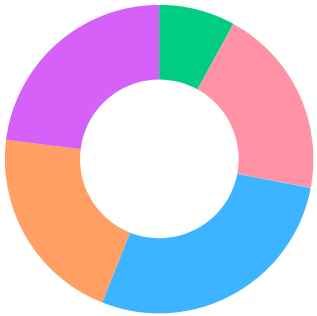
Male	53%
Female	47%

Country



United States	25%
Hong Kong	15%
United Kingdom	10%
China	9%
France	8%
Other	33%

Age



<18	8%
18–24	20%
25–34	28%
35–44	21%
45+	23%

Household Income

$0–$50K	41%
$50K–$100K	27%
$100K–$150K	14%
$150K+	18%

Monthly Pageviews

110,000 Average Unique Monthly Pageviews

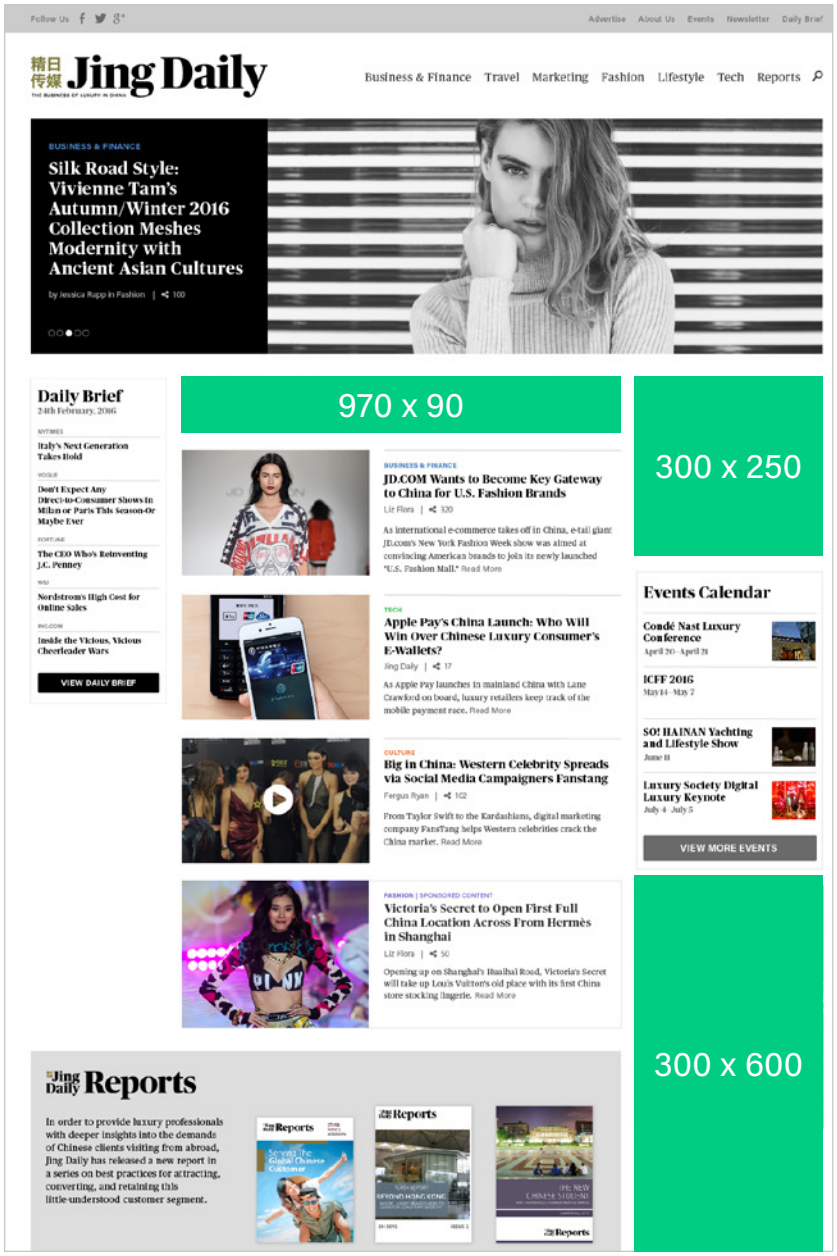
Social Media

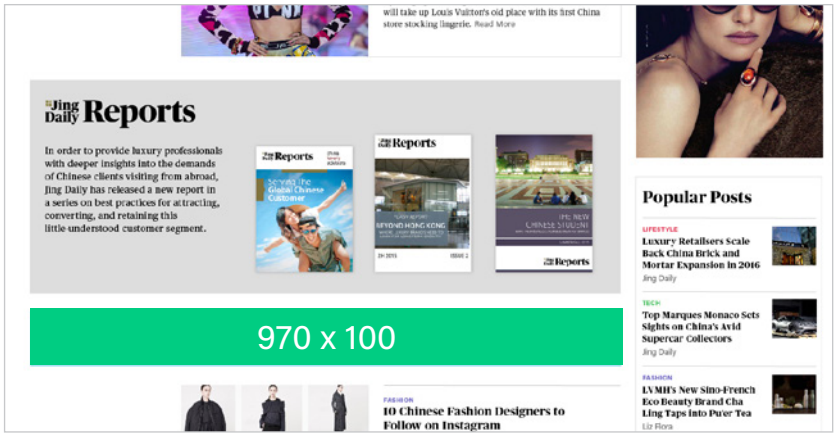
Facebook	5,300+
Twitter	13,000+
Weibo	9,300+
Pinterest	860+
LinkeddIn	1,100+

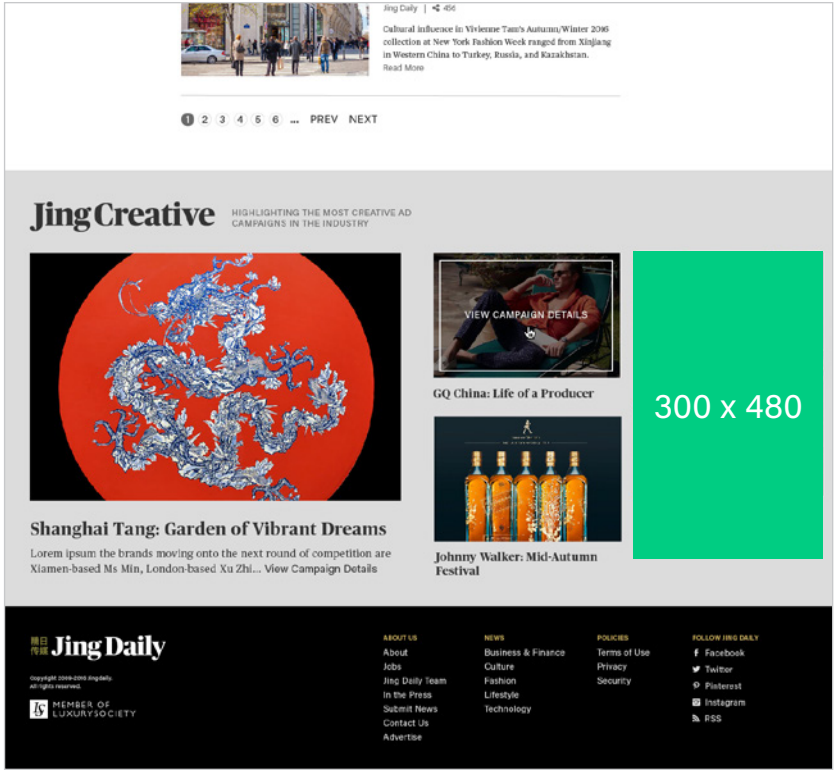
eNewsletter

Subscribers	11,000
Open Rate	26%
Click Rate	5.4%

ADVERTISING HOMEPAGE







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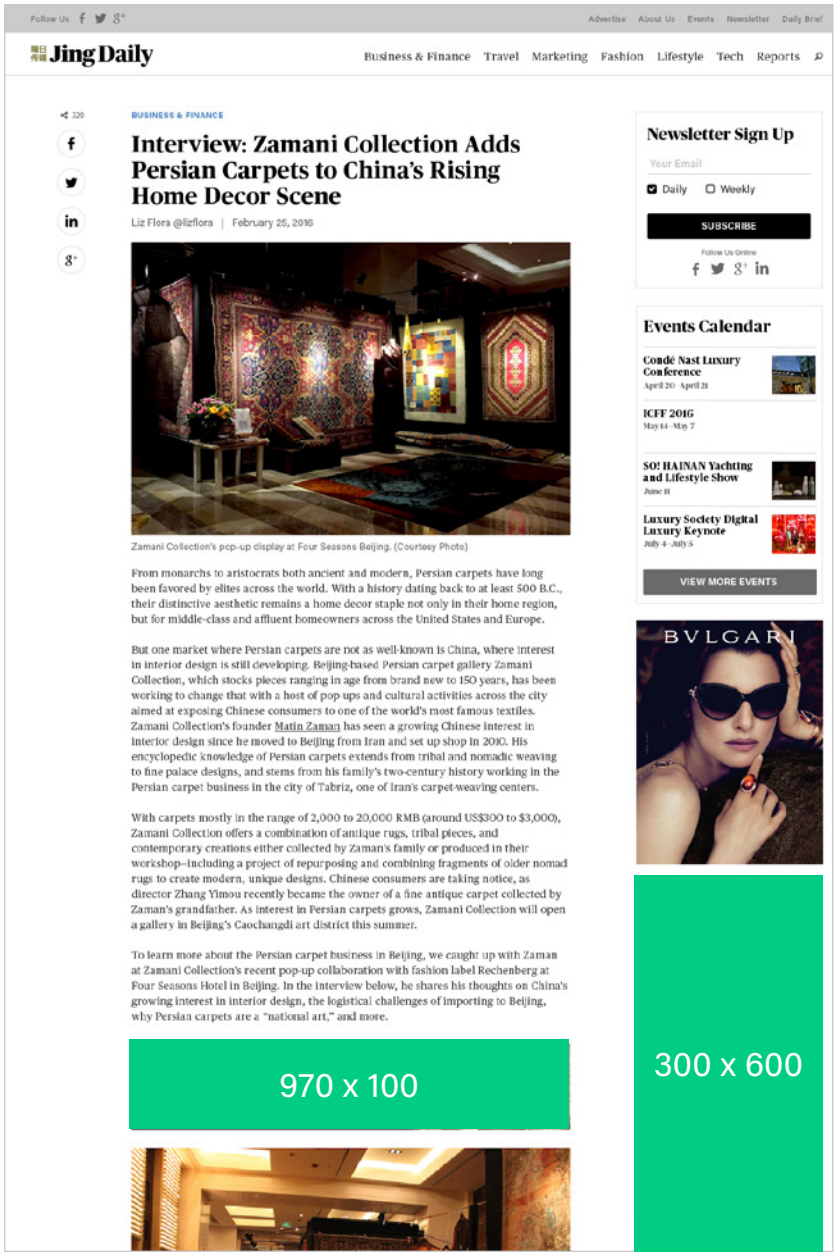

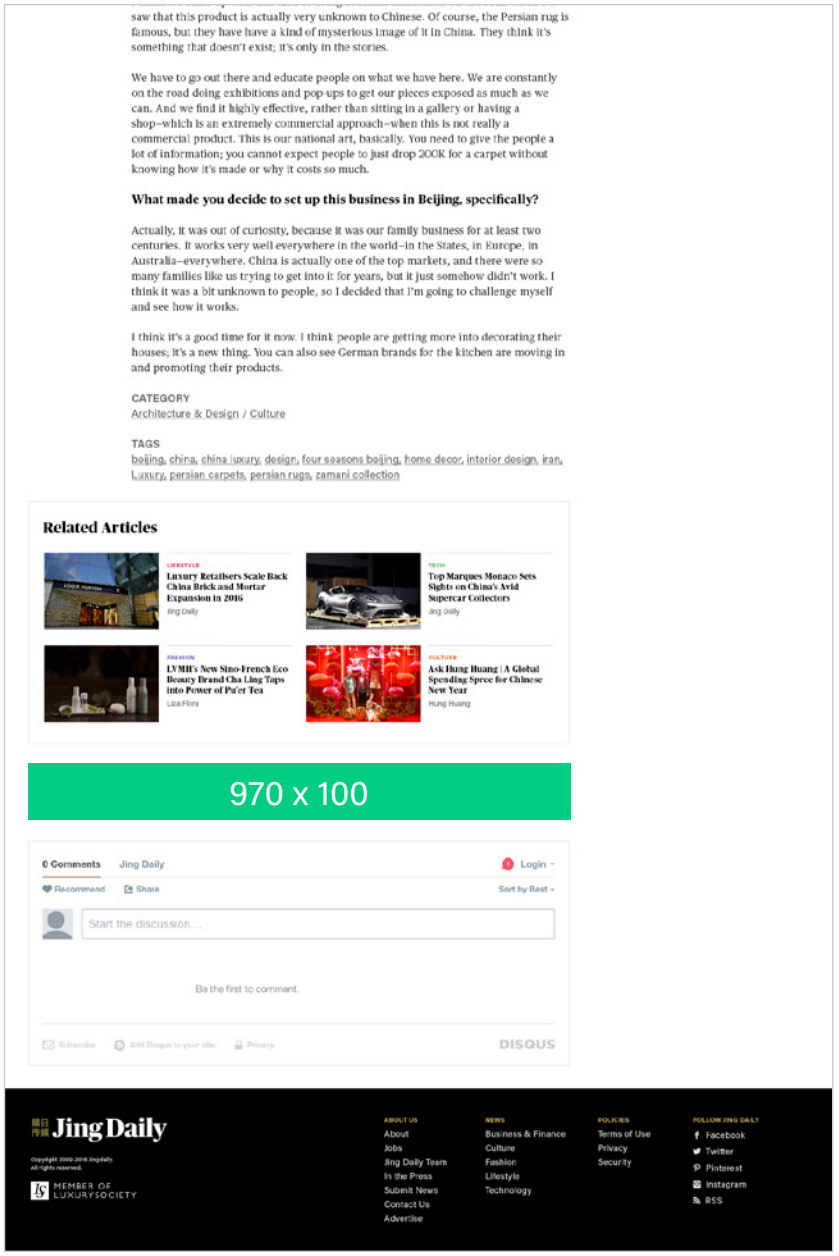

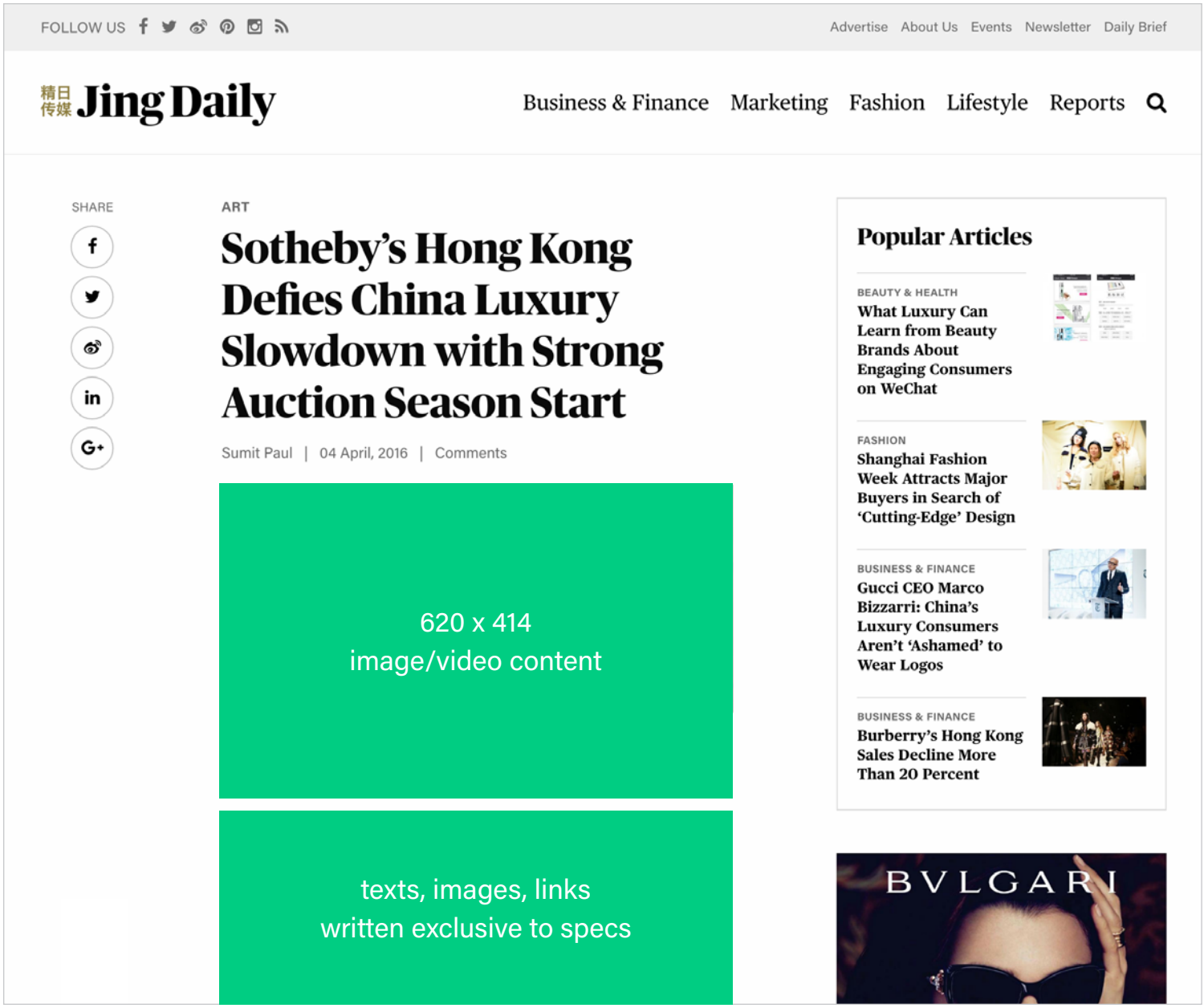
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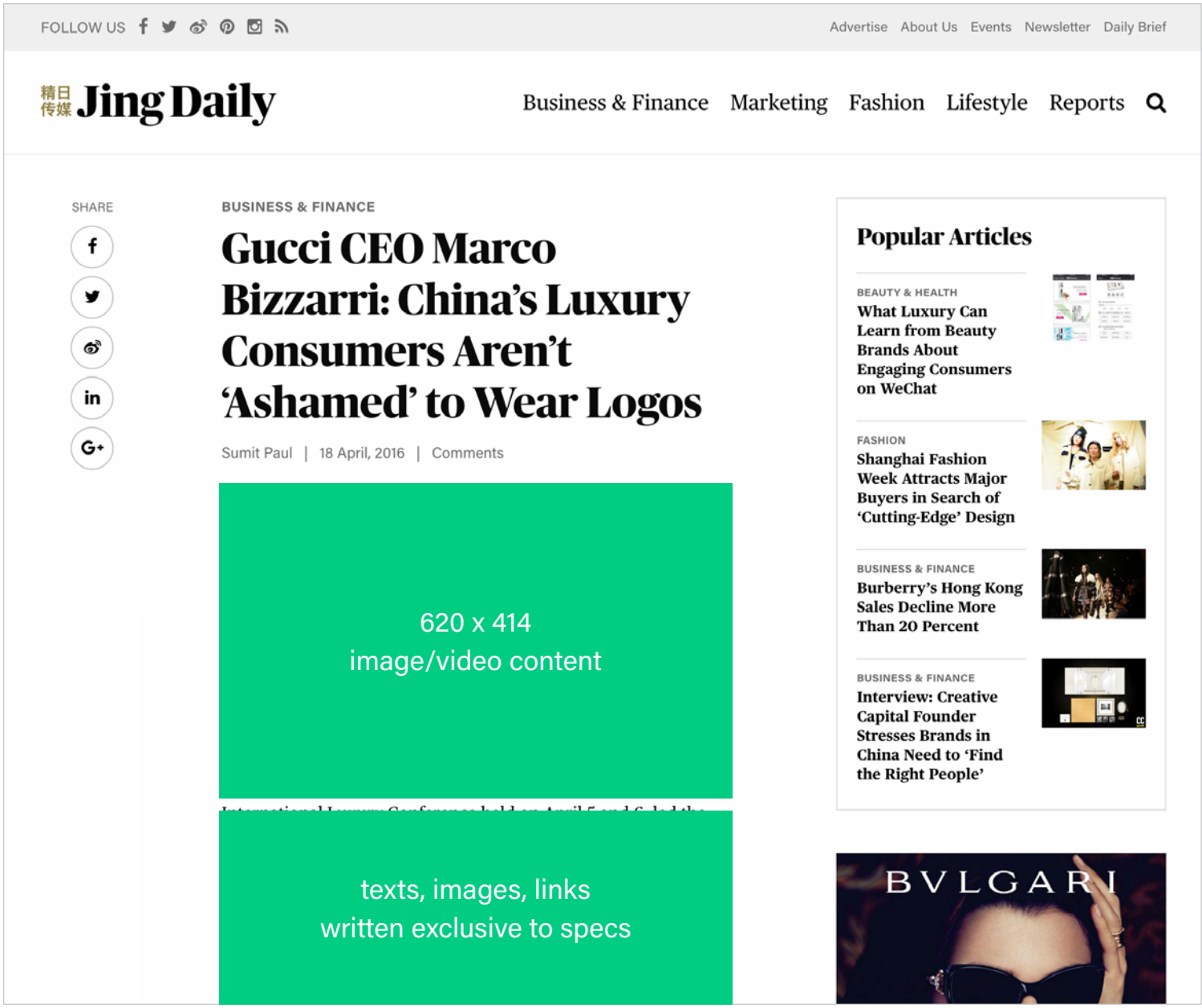
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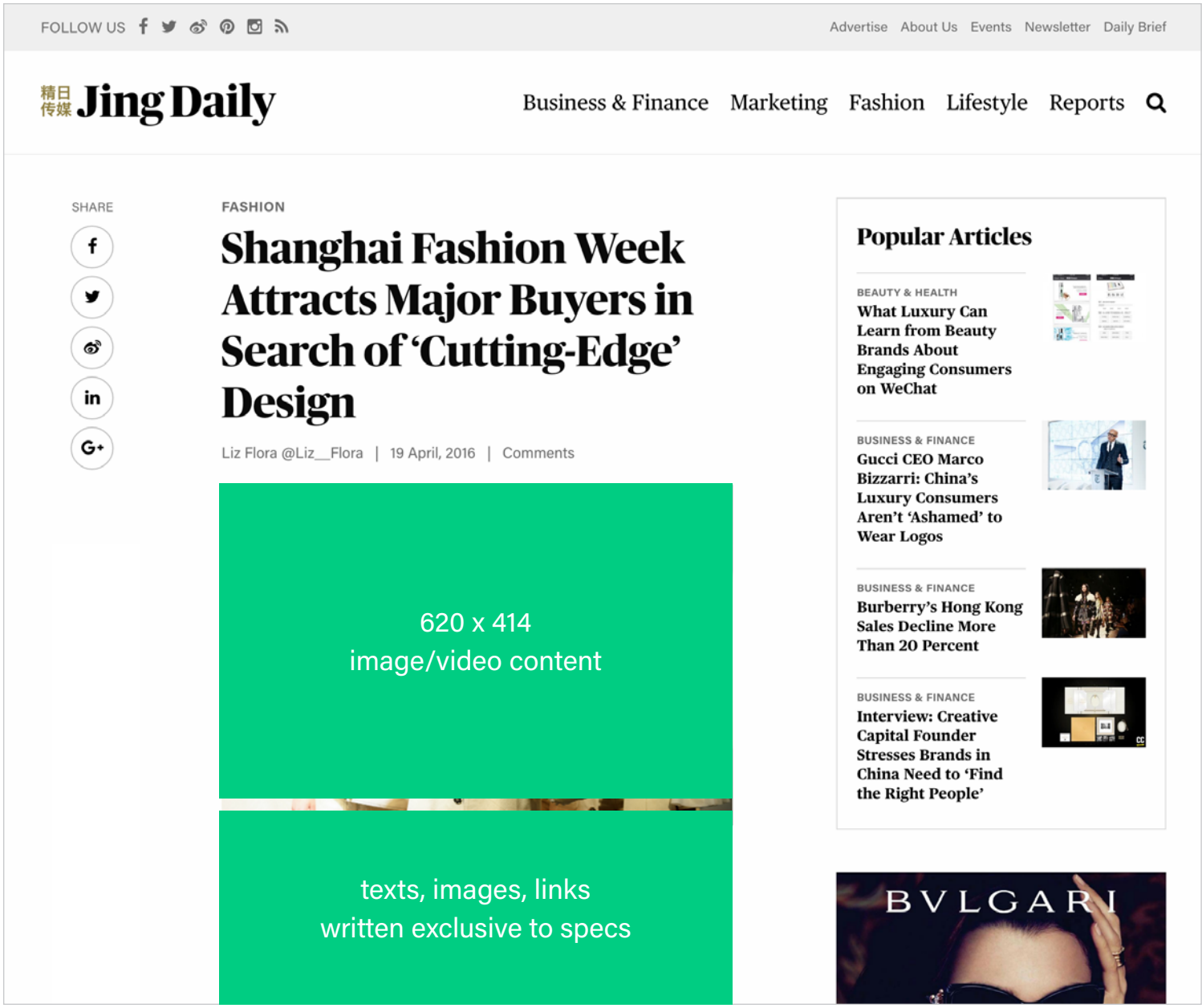
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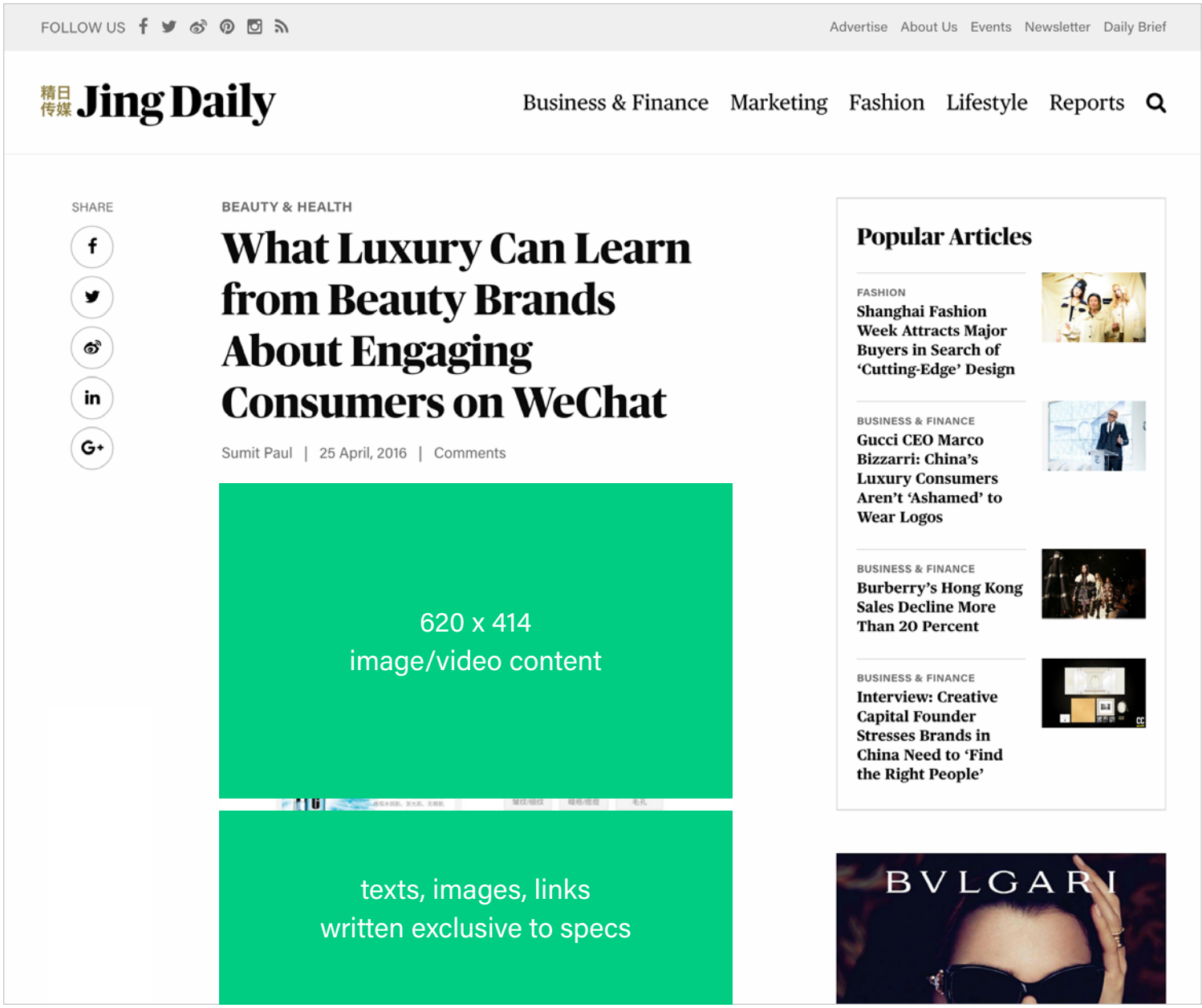
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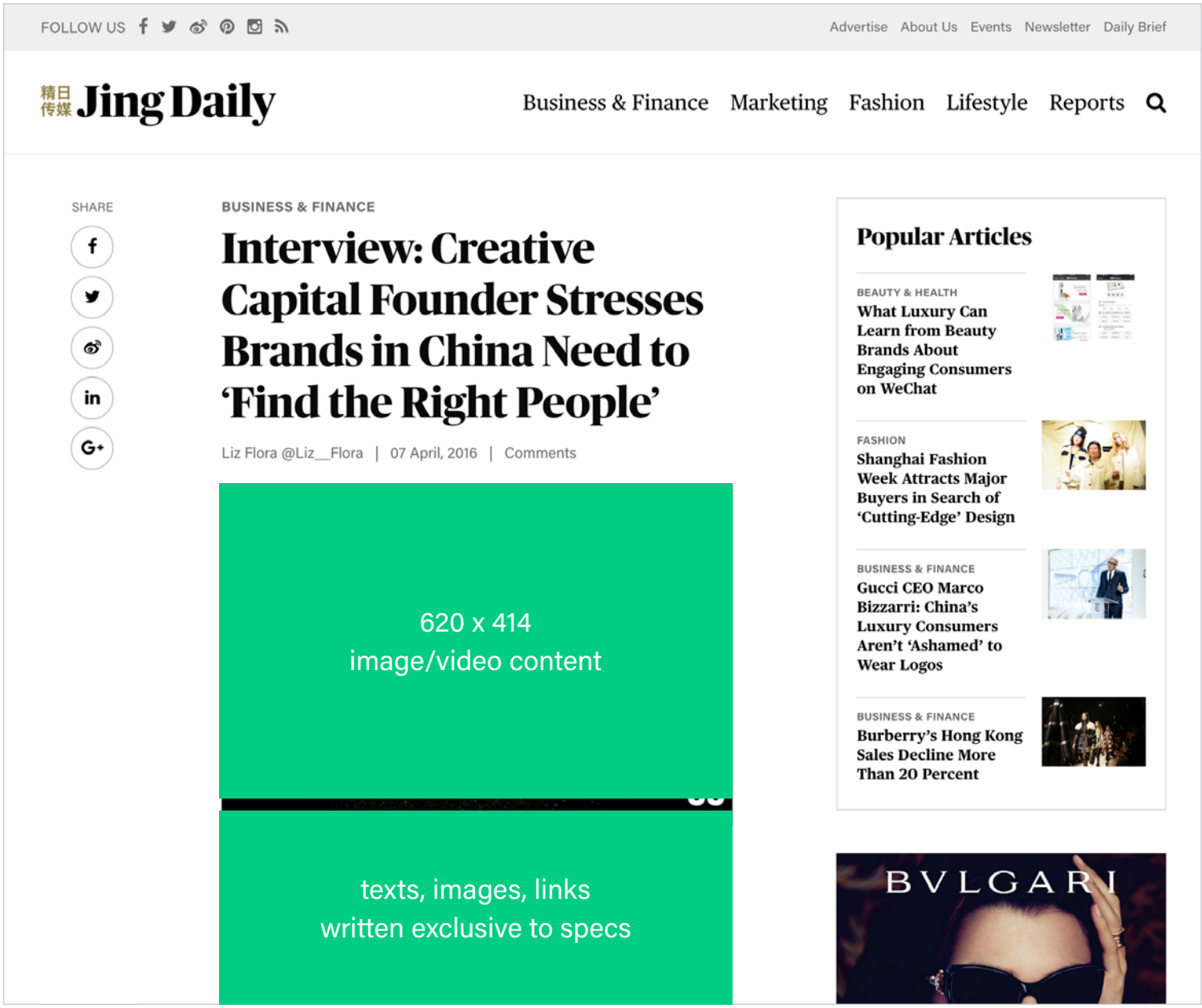
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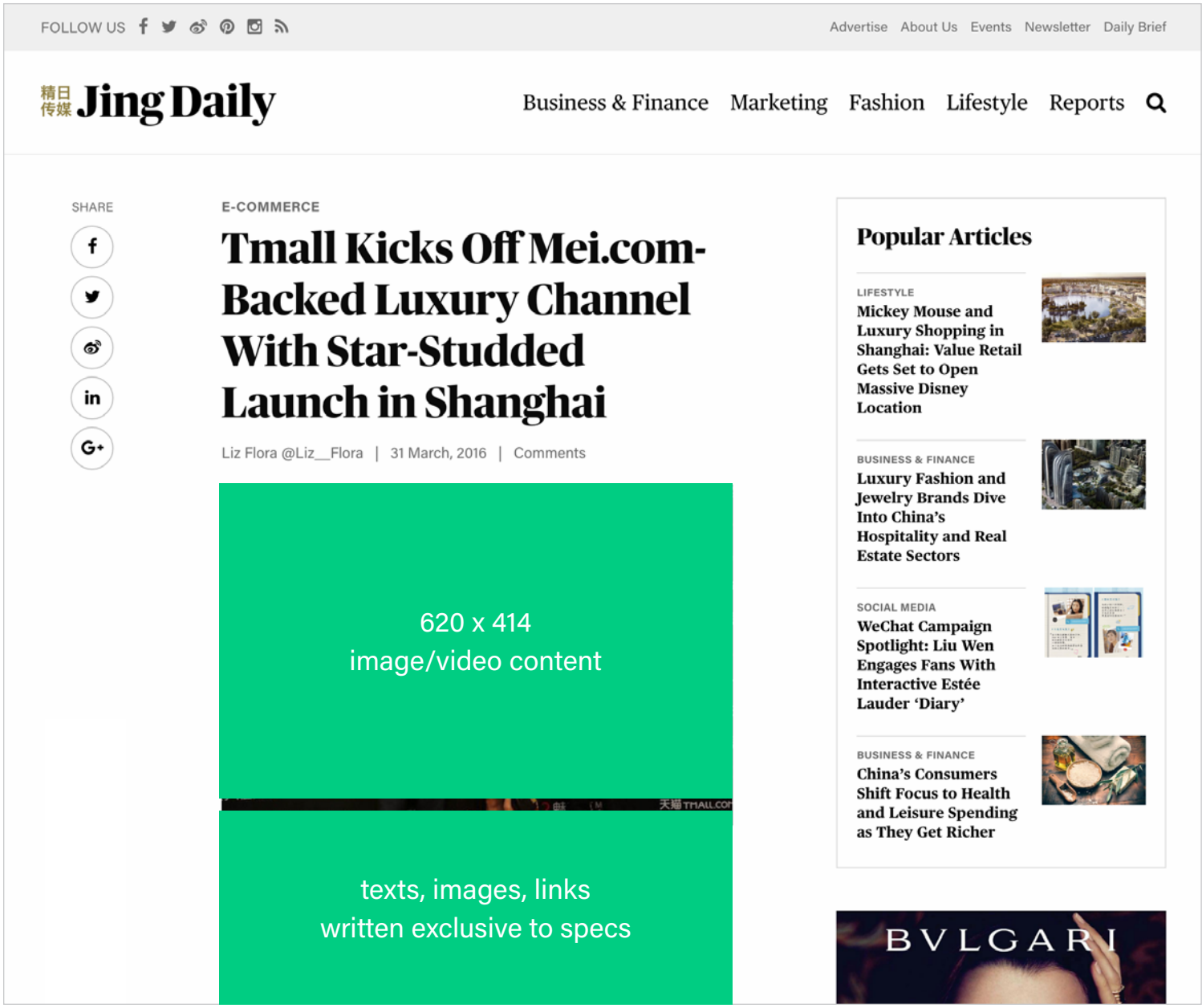
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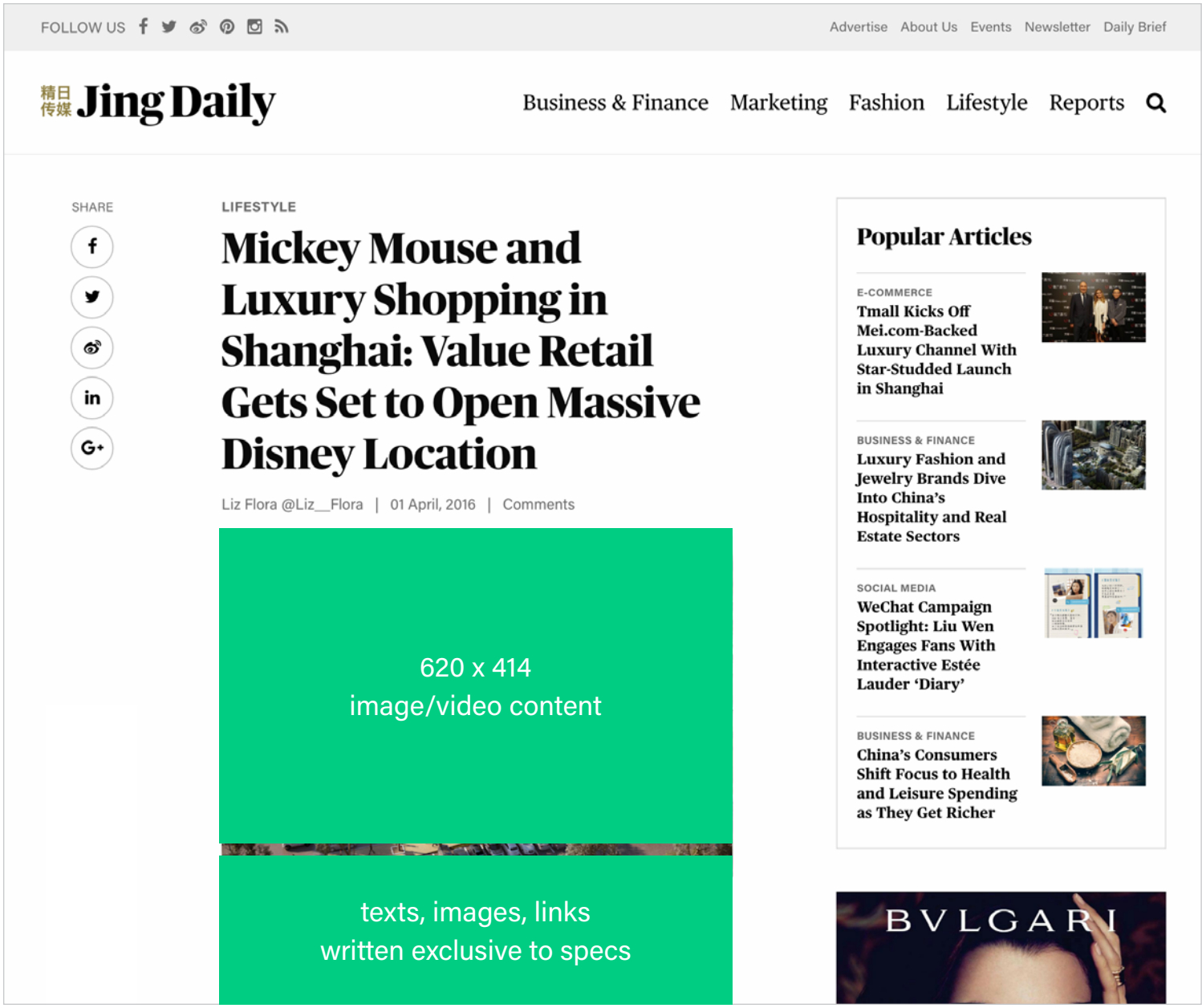
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SIDE BAR TILE AD
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$3,000/20 insertions per month

TALL SIDE BAR AD
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