中国改革

CHINA REFORM

政 经 评 论 月 刊

MONTHLY ECONOMIC AND POLITICAL REVIEWS

Media Kit

2011-2012

财新传媒

Caixin media

重塑中国的思想力量
进而以思想的力量重塑中国
Rebuild the Force of Thought in China

目录 Contents

杂志背景与编辑定位
Background & Editorial Positioning 02

采编团队与智库资源
Editorial Team & Think-tank Contributors 08

发行介绍与读者构成
Circulation & Readership 10

合作方式与广告刊例
Cooperation & Advertisement 12

中国改革开放的见证者、研究者及推动者
A Witness, Investigator and Promoter of China's Reform and Openning-up

- 《中国改革》创刊于 1986 年，由邓小平亲笔题写刊名。

China Reform was founded in 1986 with its calligraphic title inscribed by Deng Xiaoping, former state leader.

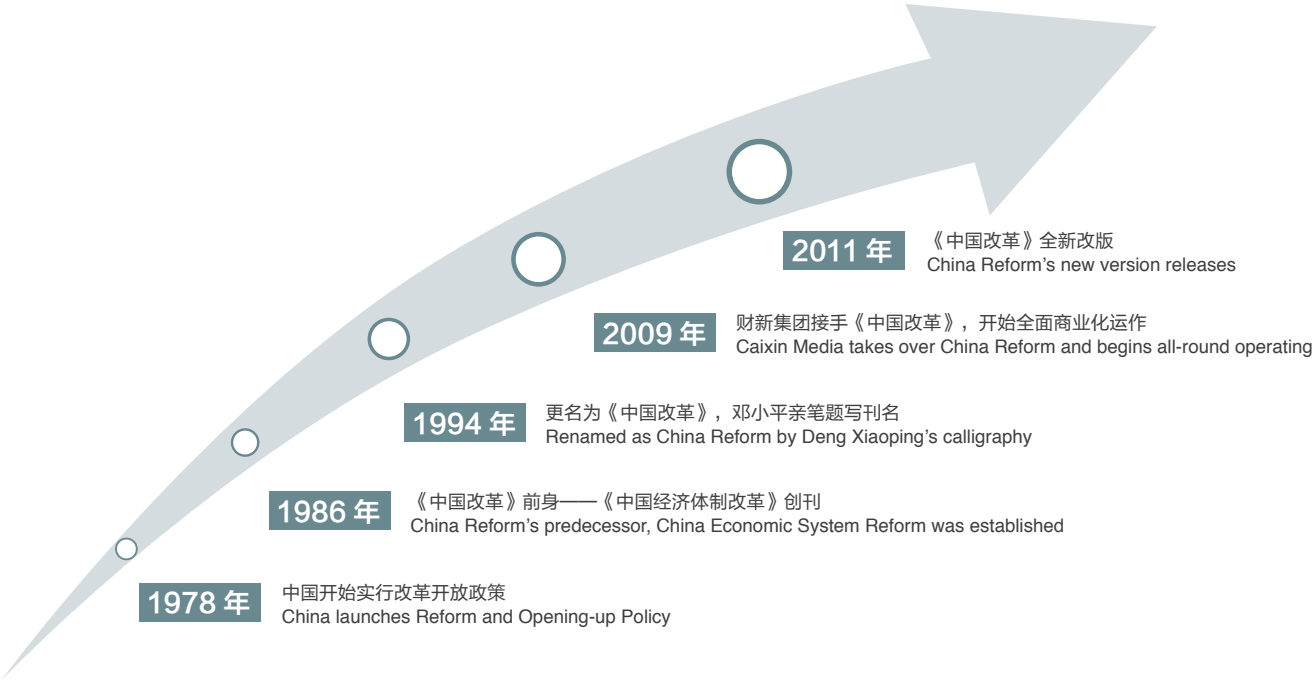
- 国家发改委主管、中国经济体制改革研究会主办、财新传媒编辑运营的高端思想评论月刊。

China Reform is an authoritative political and economics in-depth analysis monthly, published jointly by Chinese Economic Reform Press and Caixin Media under the supervision of the National Development and Reform Commission.

- 中国经济、经济计划与管理核心期刊，被评为"中国大陆在海外最受欢迎的五大经济类刊物之一"，在海内外政、产、学界享有盛誉。

The monthly is considered to be a leading economic review recognized by central Chinese authorities, which enjoys high reputation among policymakers, business leaders and academics nationally and internationally.

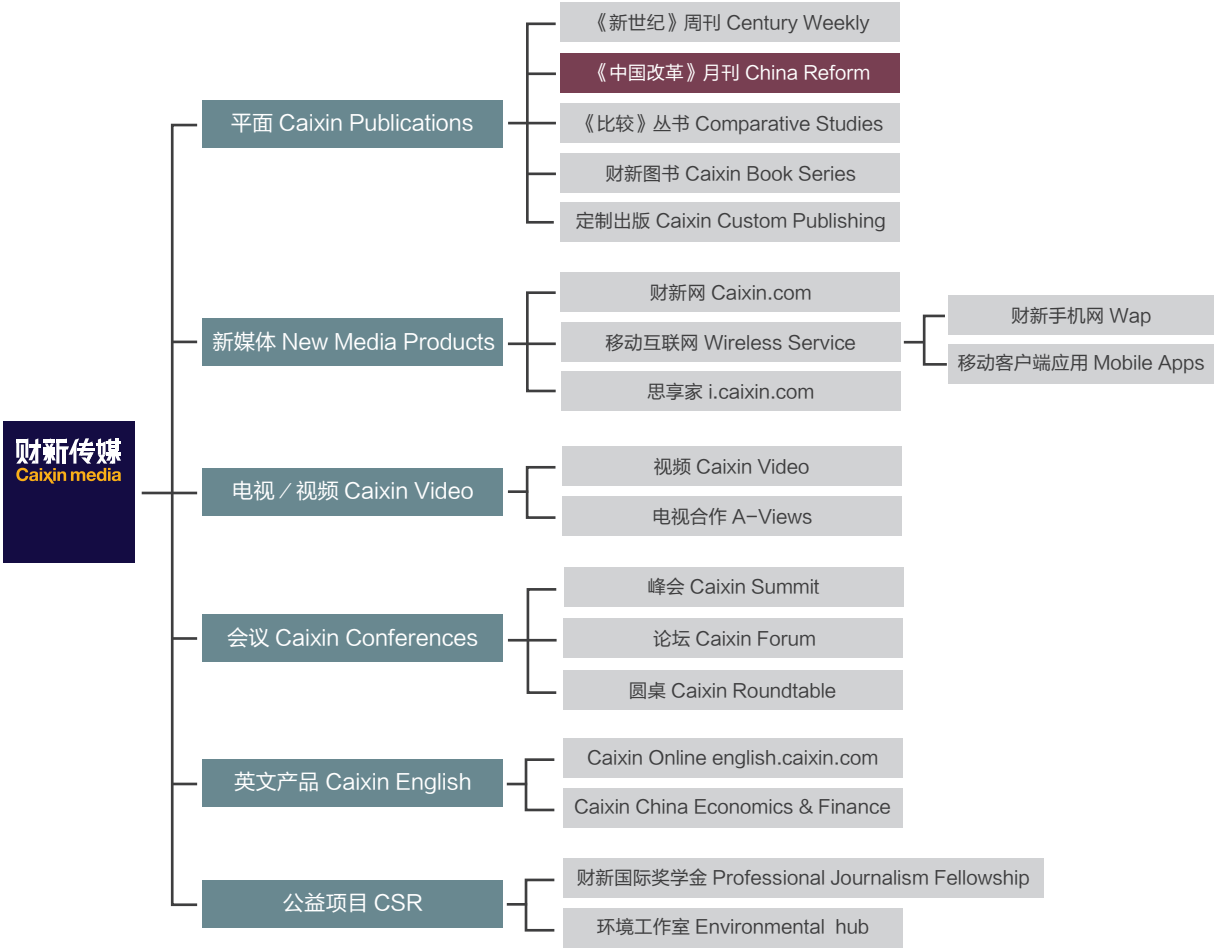
卓越的传承
A Unique Legacy



财新传媒旗下高端期刊
A Leading Publication under Caixin Media

财新传媒是专注于高品质财经新闻资讯的全媒体集团。依托专业的团队和强大的原创新闻优势，以杂志、网站、移动互联网、视频、图书、会议等多层次、相互融合的跨媒体业务平台，为中国最具影响力的受众群提供准确、全面、深入的财经新闻、资讯产品与服务。

Caixin Media Company Limited is a media group dedicated to providing high-quality and authoritative financial and business news and information through periodicals, online content, mobile apps, conferences, books and TV/video programs. Caixin Media aims to blaze a trail that helps traditional media prosper in the new media age through integrated multimedia platforms.



政经评论月刊
Monthly Economic and Political Reviews

● 编辑使命 Our Mission

重塑中国的思想力量，进而以思想的力量重塑中国。

Rebuild the force of thought in China.

● 编辑宗旨 Editorial Principle

凝聚中国决策层，引领政经新趋势。

通过对中国热点话题深度报道及政策经济的前瞻评述，为中国发展方向提供建设性解决方案。

Ground-breaking – Commentaries on pivotal individuals and events shaping China's transition
Comprehensive – Extensive theme-setting for a citizen-oriented public agenda
Accountable – Policy recommendations that move China forward

胡舒立

财新传媒总编辑、中山大学新闻传播学院院长

Hu Shuli, Editor-in-chief of Caixin Media
Dean of the School of Communication and Design,. Sun Yat-sen University.

30 多年改革的经验，概括言之，无非十二个字：市场经济、民主政治、法治社会。未来中国何去何从，不但攸关 136 亿中国人的切身利益，而且也对世界的稳定和繁荣有直接影响。《中国改革》可在未来中国发展过程中继续发挥新闻媒体传播事实和监督的功能，从而助力于中国经济、政治、文化体制改革。

30 years of China's reform experience can be summarized in three phrases -- the market economy, democracy and rule of law. The future direction of China not only affects 1.36 billion Chinese people's vital interests, but also has a direct impact on world's stability and prosperity. China Reform will continue to report facts and supervise government, contributing to economic, political and culture reforms in China.

国务院发展研究中心
高级研究员
吴敬琏

Wu Jinglian
Senior Research Fellow for the Developmental Research Center of the State Council

中国的改革和发展走上了一个新的高台，新的挑战也接踵而至。 中国该往何处去这样的问题，不像原来想的那样可以一劳永逸的解决。它是不断的解决，新的台阶又有新的挑战，需要解决新的问题。所以在这种情况下，不管是学术界还是传媒界，都需要共同努力，特别是传播信息、传播思想，进行各种各样的交流是非常重要的。财新传媒《中国改革》在这方面过去做了很好的工作，我相信你们能继续这个传统，用专业的理念来指导这个杂志，这样它就能够为读者所喜爱，从而发挥更大作用。

With China's reform and development entering a new stage, we are starting to see new challenges. At one point we thought we had answered questions such as 'Which development path ought China to follow?' for good, but now we realize that solutions need to be found one step at a time. New phases of development mean new challenges, and new problems that need to be solved. This suggests that the academic sector and the media sector must work together, particularly to disseminate and exchange information and ideas. Caixin Media's China Reform has done a great job over the past few years, and I believe China Reform will carry on with this admirable tradition. I hope China reform will work with professionalism, and it will only grow in influence and favor among readers.

清华大学经济管理
学院院长
钱颖一

Qian Yingyi,
Dean, Tsinghua SEM

当今的中国改革需要《中国改革》这样的杂志去挖掘思想的力量，产生新的改革方案。所以，我相信《中国改革》应该也会在中国下一步的改革发展中发挥重要的思想引领作用。我们希望通过这份杂志产生新的深刻的思想。一方面是能够领域经济思想的一般性原则，另一方面看到适合中国情况改革方案的不断的提出。这样的话，中国下一步的经济改革能在这份杂志的影响下更上一个台阶。

Current reform in China needs support from intellectual pillars like China Reform. This kind of magazine is crucial for developing new ideas and new plans. I believe China Reform will play an important role in the coming phase of reform. We hope that the magazine will provoke profound new understandings on topics such as our economy's guiding principles, and we hope that this can pave new paths for reform that can help bring China's economy into a new and superior stage of development.

中国经济体制改革
研究会副秘书长
马克

Ma Ke,
Executive Director of China Society of Economic Reform(CSER)

《中国改革》已经并将继续以敏锐的眼光、深刻的洞察力、广阔的视野，多方位捕捉、透视、反映鲜活的现实案例与改革的实际进程。中国 30 多年的改革开放，蕴含着极其丰富的历史经验和理论内涵。历史已经证明，轻率地声称或宣布某种判断的"唯一"正确是危险的，无限丰富的实践发展才是理论的最终裁判者。改革是中国的动力之源和希望所在，这是《中国改革》同仁的强烈使命感。

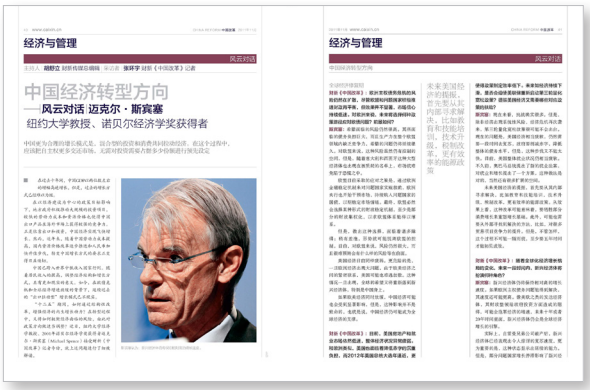
With its sharp perspective, deep insight and broad vision, China Reform has been and will continue to capture, examine and reflect the changing reality and actual process of reform. The 30 years of reform and opening-up have accumulated extremely rich experiences and theoretical contents. The history has proven that a rash claim or judgment of certain "only truth" is dangerous. Valuable development in practise should be the ultimater abiter. Reform is China's hope and source of power; this is the very strong sense of mission for all China Reform colleagues.

编辑定位 Editorial Positioning

重点栏目概览
Key Overviews

《中国改革》的文章构成以评论为主。其中，20% 为编辑部原创，80% 来自海内外顶级撰稿人约稿。栏目设定如下：

China Reform is mainly comprised of commentaries and analysis, of which 20% are written by the editorial team, and 80% comes from national and international submissions.



● 封面专题 COVER FEATURE

选择国际、国内极具影响力性和战略性的选题，邀请最具权威性的人士供稿以进行思想的交锋，提供权威及前瞻性观点。

Most authoritative contributors share reliable and foresight ideas on strategic and influential topics both domestic and international.

● 风云对话 CAIXIN ONE ON ONE

由财新传媒总编辑胡舒立与全球政商学界领袖就前沿性和战略性话题进行对话。

Interviews with global political and business leaders on cutting-edge and strategic topics.

● 经济与管理 ECONOMY & MANAGEMENT

深入分析影响国计民生的重大经济和金融政策和事件，深刻把握经济格局和政策动向；关注中国商业社会的发展进程，提供有助于推动产业、企业进步的政策、管理、技术以及可供分享的经验。

In-depth analysis of events surrounding the economy including fiscal and trade policies; Management approaches and experiences from entrepreneurs and industry leaders.

● 政事与法制 LAW & POLITICS

对时政与法治领域的热点事件进行评述，剖析民主、法治、政党之间的关系和演进；传递最前沿的法制思想，为立法、司法和行政执法领域的制度变革提供政策建议。

Commentaries on the hottest issues in current affairs, analysis on the evolution of democracy, the law and political parties; Convey the leading legislative ideas and provide policy recommendations for legislative, judicial and administrative reforms.

● 地球 PLANET

关于中国经济发展中的绿色商机与绿色责任。

Green business opportunities and responsibilies surrounding China's economic developmennt.

● 公共政策 PUBLIC POLICY

关注中国在土地制度、教育、医疗卫生、社会保障、人口、三农等领域制度和政策的变革，请相关领域的权威人士和专业学者做出深度分析和评论。

Investigates the balance of interests among the government, society and individuals; Critical analysis on policy-making, implementation and possible directions for social reforms including land system, education, medical care, social care, population and three-dimensional rural issues, etc.

● 中外 INTERNATIONAL

汇聚海内外精英思想，探索未来世界格局及走向。

Examines the subtle facets of international politics and trade from elites both locally and worldwide to anticipate future world developments.

● 财新圆桌 CAIXIN ROUNDTABLE

汇聚海内外知名的专业权威人士，围绕重要议题展开理性、建设性的探讨。

Experts from the frontlines of current issues meet to provide in-depth analysis.

● 新文化 CULTURE

反思文化现象，重构历史记忆，守护社会良知，弘扬自由精神。

To reflect cultural phenomenon and reconstruct historical memory and to guard social conscience and promote liberal spirit.

年度巨制：《中国改革》年刊

The Annual Edition of China Reform

每年年初出版，中英文版本全球同步发行，
聚集海内外顶尖撰稿人，以思想与智慧的交锋造就最高水平的中国问题专刊。
侧重于来年大势预测和策略建议，全面覆盖政经社会各个领域，是"当代中国百科全书式新闻读本"。

A comprehensive annual analysis published at the beginning of each year on Chinese issues from internationally-renown contributors.
Focuses on the trend forecasting and strategic recommendations: an extended compilation of critiques on China issues.
Worldwide distribution with bilingual versions in Chinese and English.

拥有崇高声望的公信力委员会
Highly-acclaimed Board of Trustees

财新传媒公信力委员会，由拥有崇高声望的政商学界人士组成，独立于财新传媒董事会和管理委员会，对于总编辑任免及编辑方针的设定拥有决定权。

The Board of Trustees is composed of well-respected intellectuals and academics who are independent from Caixin's board of directors and management. They have the final say in setting editorial principles and in the appointment or dismissal of the editor-in-chief.

吴敬琏
国务院发展研究中心
高级研究员
Wu Jinglian
Senior Research Fellow for the Developmental Research Center of the State Council

保育钧
国务院参事室
特约研究员
Bao Yujun
Research Fellow for the Counselors' Office of the State Council

肖梦
《比较》杂志
执行主编
Xiao Meng
Executive Editor of Comparative Studies Magazine

徐泓
北京大学新闻与传播
学院常务副院长，教授
Xu Hong
Professor and Executive Deputy Dean of the School of Journalism and Communication at Peking University

青木昌彦
斯坦福大学
名誉教授
Masahiko Aoki
Professor of Economics Emeritus at Stanford University

顶级专业新闻采编团队
Leading Editorial Team

《中国改革》编辑团队是由一批成长于本土并具有海外留学或工作背景的优秀记者和编辑组成。他 / 她们有学识、胸怀理想、尊重事实，即有国际化的视野又并注重本土实践 。

The editorial team of China Reform is comprised of top journalists and editors with educational and professional background from both overseas and local institutions. They're well-informed, motivated, and above all, value the truth. They are also capable of taking on international issues with perspectives on local practises.

杨大明
执行总编辑
Yang Daming
Executive Editor-in-Chief

张剑荆
常务副总编辑
Zhang Jianjing
Deputy Executive Editor

叶伟强
副总编辑
Ye Weiqiang
Vice Editor-in-Chief

杨哲宇
副总编辑
Yang Zheyu
Vice Editor-in-Chief

许成钢
首席经济学家
Xu Chenggang
Chief Economist

强大而多元的撰稿人智库
Prominent and Diversified Think-tank Contributors

《中国改革》杂志得到国家发改委宏观经济研究院、中国经济体制改革研究会、中央党校、社科院、北大、 人大等科研院校鼎力支持，与其共享优质学术资源，拥有由 35 名著名专家学者组成的学术委员会和由数百人组成的网络专家队伍作为撰稿人资源。

China Reform is supported by the top economic-planning agency and numerous esteemed academic institutions including the Academy of Macroeconomic Research (AMR) of the NDRC, China Society of Economic Reform, Party School of the Central Committee of C.P.C, Chinese Academy of Social Sciences, Peking University and the People's University of China. Its academic committee consists of 35 renown experts and a close network of several hundred experts as the magazine's contributing writers.

部分撰稿人简介 Select Contributors

政界高管 Policy Makers	
周小川 Zhou Xiaochuan	中国人民银行行长 Governor of Peoples' Bank of China
张铭清 Zhang Mingqing	海峡两岸关系协会副会长 Vice chairman of ARATS
赵启正 Zhao Qizheng	全国政协外事委员会主任 Chairman of the Subcommittee of Foreign Affairs, National Committee of the CRPCC
李万才 Li Wancai	大连市市长 Mayor of Dalian
许宪春 Xu Xianchun	国家统计局副局长 Deputy Director of the National Bureau of Statistics

商界高管 Business Leaders	
柳传志 Liu Chuanzhi	联想集团董事长 Chairman of Lenovo Group
肖钢 Xiao Gang	中国银行董事长 President of the Bank of China
郭树清 Guo Shuqing	中国建设银行董事长 President of China Construction Bank
方风雷 Fang Fenglei	厚朴投资管理公司董事长 Chairman of Hopu Investment Fund

学术权威 Academics	
吴敬琏 Wu Jinglian	国务院发展研究中心研究员 Economist, Development Research Center of the State Council, PRC
谢国忠 Andy Xie	独立经济学家 Board Member of Rosetta Stone Advisors
许小年 Xu Xiaonian	中欧国际工商管理学院教授 Professor at the China Europe International Business School
胡祖六 Fred Hu	清华大学中国经济研究中心联执主任 Co-director of NCER at Tsinghua University

境外资源 Overseas Experts	
乔治·索罗斯 George Soros	著名投资人 Chairman of Soros Fund Managemen
史蒂芬·罗奇 Stephen Roach	摩根士丹利亚洲区主席 Chief Economist of Morgan Stanley, U.S
霍华德·戴维斯 Howard Davis	伦敦经济学院（LSE）校长 Director of the London School of Economics and Political Science
乔纳森·安德森 Jonathan Anderson	UBS全球新兴市场首席经济学家 Chief Asia-Pacific Economist, UBS

目标发行量：100,000 份
Target Circulation: 100,000

- 精准覆盖北、上、广、深四大一线城市及重点二、三线城市的机场、高端书店、及商务楼宇周边报亭。

Distributed nationwide with precise target at airports, bookstores, and newsstands in the business section covering Beijing, Shanghai, Guangzhou, Shenzhen and key second-frontier and third-frontier cities.

- 强势直达各级党政机关部委，覆盖经济、法制、医疗、文体教育等政府主管部门负责人。

Directly delivered to Party and government organs at all levels, covering economy, law, health, culture, education and other government departments

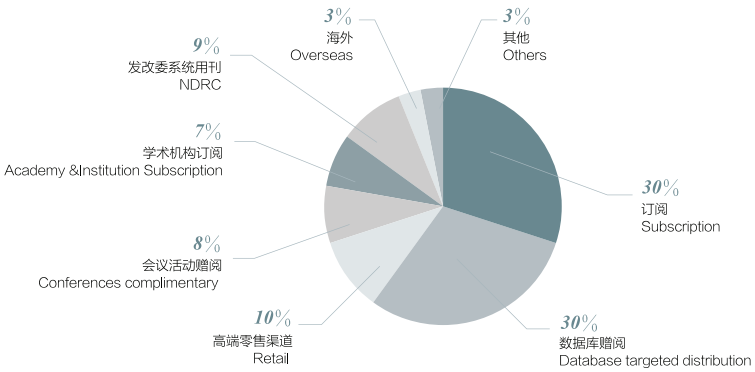
区域发行明细
Regional Circulation Data

华北 North China 34,500	华东 East China 31,650		华南 South China 25,530	东北 Northeast 3,580	西南 Southwest 1,830	西北 Northwest 1,590		香港/海外 Hong Kong and Overseas
北京 Beijing 26,600	上海Shanghai 18,000	安徽 Anhui 500	广东Guangdong 22,600	辽宁Liaoning 2,100	四川 Sichuan 1,100	山西 Shanxi 500	新疆Xinjiang 200	2,100
山东Shandong 3,700	江苏 Jiangsu 6,000	湖南Hunan 350	福建Fujian 2,400	黑龙江Heilongjiang 500	重庆Chongqing 380	陕西 Shannxi 600	宁夏Ningxia 60	
河北 Hebei 1,800	浙江 Zhejiang 5,500	江西Jiangxi 300	广西Guangxi 350	吉林Jilin 480	云南 Yunnan 250	甘肃 Gansu 180	青海Qinghai 50	
天津 Tianjin 1,600	湖北 Hubei 1,000		海南 Hainan 180	内蒙古 InnerMongolia 500	贵州 Guizhou 100			
河南 Henan 800								

以订阅和数据库为主的发行方式
Distribution Primarily Through Subscription and Database

《中国改革》的发行渠道以订阅和高端数据库发行为主，占到总发行量的 60%。

60% of China Reform's circulation originates through subcription and database.



中国政府、商业、学界的决策层人士
Decision-makers in the Fields of Government, Business and Academia

- 凭借高度思想性及对国内政治经济政策的前瞻性把握和深刻理解，《中国改革》成为国内政、商、学界领袖的必读刊物。

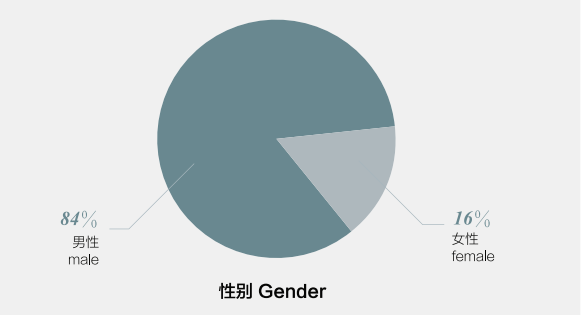
China Reform's target readers are decision-makers who care about the sustainable development of China's political and economic development, and possess great influence in China's political, business and academic arenas.

- 他们平均年龄在 45 岁左右，男性读者为主，普遍具备高学历，是社会中坚力量。他们在政府机构、企业或学术机构中担任高级管理职位，是中国经济社会发展强有力的领军者。

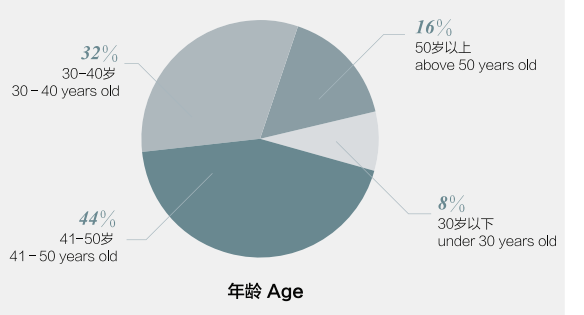
China Reform readers are predominantly 45-year-old males who hold crutial positions in government instutions, state-owned enterprises, private and foreign enterprises and academic institutions.

- 他们同时也具备很强的消费能力，一方面他们都是高收入、高净值人群，另一方面他们往往也是所在机构的预算支配者。

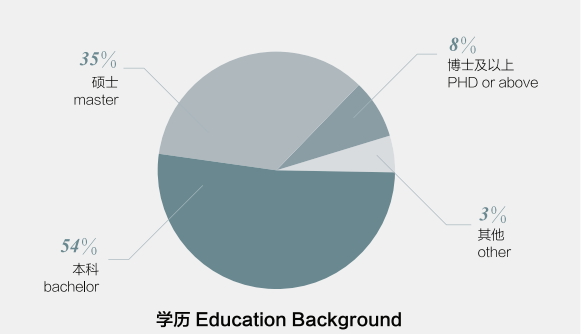
Often time, they have great spending power, and are decision makers in their institutions' financial planning.



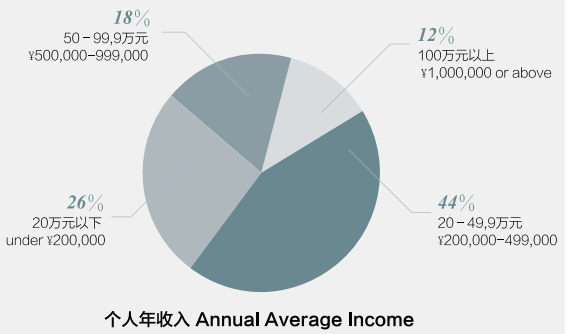
性别 Gender



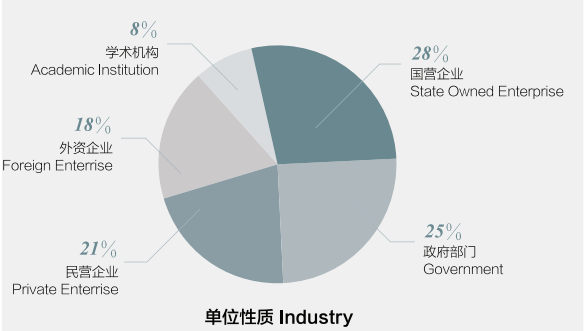
年龄 Age



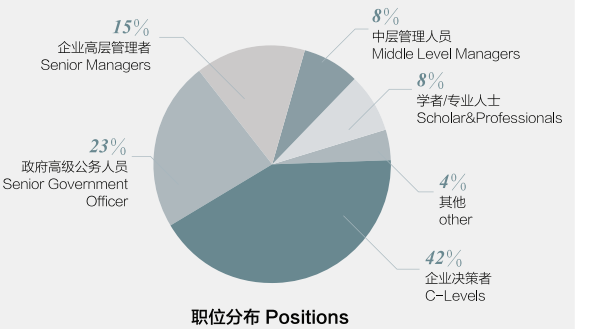
学历 Education Background



个人年收入 Annual Average Income



单位性质 Industry



职位分布 Positions

专业的运营及客户服务团队
Well-equipped Operations and Customer Service Team

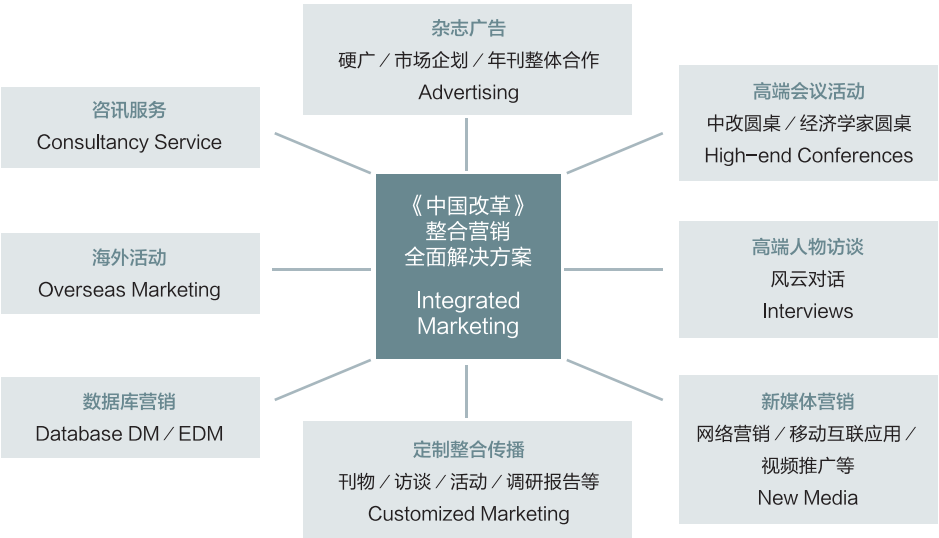
● 《中国改革》杂志拥有一支专业的运营和客户服务团队。他们既是具有多年一线采编经验的资深媒体人，同时也是深谙市场规则和客户需求的营销专家，能够以高效率的沟通将强大的内容生产能力转化为精准的客户产品推利器。
China Reform has a professional management and customer-service team. Its staffs are mostly veteran media persons with marketing insights to understand customers' needs. They are professionals with effective communication skills and competitive productivity.

● 团队成员中拥有硕士及以上学历占 40%，学士学历者占 50%。
The managing team consists of highly educated staff, many of whom have overseas education background. Of the team, 40% have masters' degrees or above, 50% have at least bachelor's degree.

● 团队成员平均媒体从业经验为 8 年。
Our staff has an average experience level of 8 years in media industry.

有效、创新及个性化的合作方式
Effective, Creative and Customized Collaborations

● 广告 Advertisement
● 会议活动赞助 Conferences Sponsorship
● 年刊整体合作 Anual Pulication Sponsorship Package
● 新媒体营销 New Media Marketing
● 定制整合传播（平面 / 多媒体、会议 / 活动、访谈 / 视频、调研 / 报告等）Customized Integrated Marketing (print & multi-media, conferences & events, interviews & videos, investigations & reports, etc.)
● 其他可操作的个性需求 Other customized approaches



《中国改革》广告价目表
China Reform Rate Card

2011年9月1日起执行
Effective from September 1, 2011

版位 Position	净尺寸（W*H)mm Trim size（W*H)mm	出血尺寸（W*H)mm Bleed size（W*H)mm	价格 Price（RMB）				
			1x	3x	6x	9x	12x
封面拉页/封面折页 Gatefold Cover	202*2x265	210*2x265	574,800	563,500	552,500	541,600	531,000
封二/封二对页 Inside front cover	205x265	213x273	293,300	287,600	282,000	276,400	271,000
第一跨页 First DPS	410x265	418x273	484,900	475,400	466,100	457,000	448,000
第二跨页 Second DPS	410x265	418x273	460,000	451,000	442,200	433,500	425,000
第三跨页 Third DPS	410x265	418x273	434,100	425,500	417,200	409,000	401,000
第四跨页 Fourth DPS	410x265	418x273	409,200	401,100	393,300	385,600	378,000
目录对页（一）Facing TOC1	205x265	213x273	255,500	250,500	245,500	240,700	236,000
目录对页（二）Facing TOC2	205x265	213x273	243,600	238,800	234,100	229,500	225,000
目录对页（三）Facing TOC3	205x265	213x273	229,500	225,000	220,600	216,200	212,000
目录对页（四）Facing TOC4	205x265	213x273	217,600	213,300	209,100	205,000	201,000
版权对页 Facing to copyright	205x265	213x273	203,500	199,500	195,600	191,800	188,000
普通跨页 Other DPS	410x265	418x273	319,300	313,100	306,900	300,900	295,000
内拉页（3页）Inside gatefold (3P)	300x265	308x273	484,900	475,400	466,100	457,000	448,000
蝴蝶拉页（8页）Butterfly DPS (8P)	796x265	804x273	1,022,900	1,002,800	983,200	963,900	945,000
内页 Full Page	205x265	213x273	171,000	167,700	164,400	161,200	158,000
1/2版（竖版）Vertical 1/2 page	102x265	110x273	102,800	100,800	98,800	96,900	95,000
1/2版（横版）Horizontal 1/2 Page	205x132	213x140	102,800	100,800	98,800	96,900	95,000
1/3版（竖版）Vertical 1/3 page	68x265	76x273	70,400	69,000	67,600	66,300	65,000
1/3版（横版）Horizontal 1/3 Page	205x88	213x96	70,400	69,000	67,600	66,300	65,000
1/4版（竖版) Vertical 1/4 page	102x132	110x140	61,600	60,400	59,300	58,100	57,000
1/4版（横版) Horizontal 1/4 Page	205x66	213x74	61,600	60,400	59,300	58,100	57,000
封三 Inside back cover	205x265	213x273	229,500	225,000	220,600	216,200	212,000
封底 Outside back cover	205x265	213x273	434,100	425,500	417,200	409,000	401,000

注：1. 所有异型版位及未在刊例上标注的特殊广告要求需加收刊例价格的 20%（如 1/2 跨页、内页加厚、连续广告页全部加收）。
2. 如刊登一则广告同时有两个或两个以上的特殊要求时，价格视广告形式而定。
3. 加厚广告用 128 克铜版纸，如加厚纸张克数大于 128 克，需另行加收费用，并视纸张克数而定。

Note:1.An additional charge of 20% will be incurred for any other special positions (such as 1/2 DPS, thick paper ad,continous position,etc.)
2.If there are two or more special production requests for one ad, pricing will vary depending on the ad format.
3.Thick paper: 128g coated paper. If the thickness of the paper is more than 128 grams, additional rates will be charged, depending on the thickness of the paper.Thick paper: 128g coated paper.
4.If payment is made in US$, the price will be calculated according to the exchange rate on the date of payment.

2012年截稿时间
Publishing Schedule 2012

期数 Issue No.	出刊日期 Publishing Date	订版截至日期 Booking Deadline	物料截至日期 Materials Deadline	期数 Issue No.	出刊日期 Publishing Date	订版截至日期 Booking Deadline	物料截至日期 Materials Deadline
1	2012-1-1	2011-12-12	2012-12-16	7	2012-7-1	2012-6-11	2012-6-15
2	2012-2-1	2012-1-16	2012-1-20	8	2012-8-1	2012-7-16	2012-7-20
3	2012-3-1	2012-2-13	2012-2-17	9	2012-9-1	2012-8-13	2012-8-17
4	2012-4-1	2012-3-12	2012-3-16	10	2012-10-1	2012-9-17	2012-9-20
5	2012-5-1	2012-4-16	2012-4-20	11	2012-11-1	2012-10-15	2012-10-19
6	2012-6-1	2012-5-14	2012-5-18	12	2012-12-1	2012-11-12	2012-11-16

广告物料要求　成品尺寸：H265mm x W205mm　出血尺寸：四周各 3mm　分辨率：300dpi　格式：tiff 或 PDF　色彩模式：CMYK
Materials Requirements　Trim size: H265mm x W205mm　Bleed: 3mm　Resolution: 300dpi　Type: tiff or PDF　Color Mode: CMYK

财新传媒
Caixin media

中国改革
CHINA REFORM

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