

# 理财周刊

MONEYWEEKLY

## THE MARKET

*Money Weekly* is the first magazine published in China to specialize in investment and personal finance. Based in Shanghai but serving the Yangtze Delta specifically and the country generally, it now has a circulation of 100,000 dominating the Shanghai and eastern mainland market.

## HISTORY

A trial issue of *Money Weekly* was published in December 2000, and the magazine made its official debut in March 2001, the same month when Money Weekly Media Co Ltd was established to handle advertising and distribution of the magazine. In June 2002, the month-end edition of *Money Weekly* was introduced to serve readers living in urban areas across the country.

The first issue of *Special Real Estate* was published in August 2002 and is now a successful quarterly. In October 2003, *Money Weekly* launched its website, [www.Amoney.com.cn](http://www.Amoney.com.cn), a professional online community which now attracts a massive two million hits every day.

In September 2003, *Money Weekly* established a financial and investment training subsidiary to provide financial professionals and the investing public with investment and personal finance training and advice.

From 12 to 14 December 2003, the 1<sup>st</sup> Shanghai Personal Financing Exposition was held by *Money Weekly* at Shanghai Exhibition Center. Over 100,000 people visited the exhibition.

## ACHIEVEMENTS

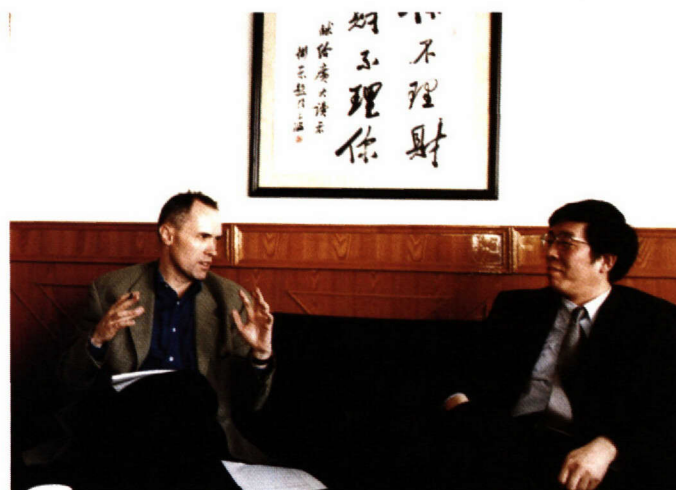
*Money Weekly* has grown into the largest financial magazine in terms of circulation in Shanghai and eastern China and has been nominated by the National Publication Bureau as the Excellent Periodical in east China. During the past three years, several new businesses have evolved from the magazine, including derivative publications, online information about personal finance, training on personal finance and a membership club. All these have helped *Money Weekly* consolidate its presence in

the personal investment and finance information industry.

In 2002, *Money Weekly* was nominated as the Excellent Periodical in east China. In the same year the magazine was awarded the 2<sup>nd</sup>-Grade Prize of Cover Design in the social science category and the 3<sup>rd</sup>-Grade Prize of Format Design.

## THE PRODUCT

*Money Weekly* has built an image as a friend of urban property owners. It is a professional magazine focusing on personal and family



about financing tools, financial products and techniques to satisfy their needs in such areas as stocks, bonds, funds, trust, savings, personal loans, foreign exchange, insurance, collections, real estate, individual ventures and automobiles. The publication targets middle-income citizens and above in the 25-45 year age bracket.

## RECENT DEVELOPMENTS

*Money Weekly* gained a leading position in its chosen field in just a few years, and has recently been building on that success by branching into related business areas, leveraging on its name as a leading personal finance services information and training provider.

## PROMOTION

Traditionally, magazines make revenue from two resources: subscriptions and advertisements. *Money Weekly* has developed a third source: additional services derived from the core magazine business.

Major derivative services include special editions, additional editions, books, CDs, databases, websites, exhibitions, customer list sales and brand authorization.

Derivative publications:

- *Money Monthly*: Now published in 25 cities with a circulation of 120,000, this edition was introduced to cater to higher-income readers.
- *Special Real Estate*: A professional real estate quarterly magazine, it has gained a foothold among property investors who need







Shanghai Citizens) at Shanghai Exhibition Center in December 2003. The three-day exposition attracted 72 exhibitors from personal financing-related industries (including banking, insurance, securities, real estate, franchise, collection and automobiles) and 100,000 visitors. Sessions by 15 speakers on personal financing were all booked out (more than 6,000 participates in total). The exposition was the first of its kind to be open to the Chinese public, and the company plans to make it an annual event.

#### Membership club:

- **Money Weekly Readers Club:** The Readers Club organizes activities for its members including various types of investment and financing lectures, financial services, symposiums, surveys of investment opportunities and preferential book-buying opportunities. The Club boasts nearly 10,000 members, at least 3,000 of them in the high-income bracket.
- **Venture Salon:** Members of Venture Salon pay fees in return for monthly group learning and discussion activities. It comprises more than 300 high net-wealth people interested in running their own businesses.

#### BRAND VALUES

As the first professional magazine on personal investment and finance published in the PRC, *Money Weekly* is regarded as a pioneer. It promotes the education of personal investment and finance among average citizens. The magazine's image as a good friend of city property owners is rooted in the minds of general readers. The company has devoted itself to the corporate goals of value creator, information interpreter, knowledge purveyor and risk assessor.

According to a survey conducted by a professional research company, *Money Weekly* enjoys a 51.3% brand recognition and the general satisfaction rate reaches 90%. Compared with other major magazines in the survey, *Money Weekly* subscribers had the highest income, strongest education background and the most active consumption activities, which is the target audience of most advertisers.

#### THINGS YOU DIDN'T KNOW ABOUT MONEY WEEKLY

- In 2002, *Money Weekly* was chosen by Shanghai Airlines as the reading material for business-class passengers
- In 2003, *Money Weekly* was chosen by Eastern Airlines as the reading material for first-class passengers to Hong Kong and Macau

in-depth analysis of the property industry in Shanghai.

- **Create Your Own Business Series:** The first issue of the series, *Clone Profitable Business – The 36 Most Profitable Businesses in Shanghai*, became a best-selling financial supplement and had two extra print runs in three months after first publication.
- **Financial Statements Warehouse 2003-2004:** Based on the Touch Stone evaluation system introduced by *Money Weekly*, the book offered a comprehensive ranking of over 130 public companies and, for the first time, gave a dynamic investment grading to each stock.

#### Online information about personal finance:

- **China's first personal finance website** ([www.Amoney.com.cn](http://www.Amoney.com.cn)): Online business and value-added information services offered by *Money Weekly*. The website provides users with consultancy, planning, products, basic knowledge and tools in relation to personal finance. It has 130,000 users (of whom 10,000 are paying subscribers), and attracts about two million hits a day.
- **Mobile phone messaging:** *Money Weekly* and *Amoney.com* provide users with a mobile phone wireless platform that has won wide market recognition and increasing number of customers. At present, the platform is capable of satisfying the financing needs of 100,000 users on a timely and effective basis through the SMS services provided by China Mobile and China Unicom.

#### Training on personal financing:

- **Affiliated to Money Weekly, Shanghai Touch-Stone Financing Training Co Ltd** brought together a team of financial experts and investment veterans to

develop systematic training courses on personal finance, which are in line with the requirements of the International CFP™ Council giving full consideration to the domestic financial environment and the actual needs of domestic financial institutions.



#### Personal financing expositions:

- In conjunction with VNU group, *Money Weekly* hosted the 1st Shanghai Personal Financing Exposition (Financing Day of

