



THE MARKET

This reader-focused magazine provides current information on political and commercial issues. One of China's few high-quality magazines with a national circulation, *Nanfeng Chuang* is mainly distributed around economic development zones including Guangdong, Jiangsu, Zhejiang, Beijing, Shanghai and Shandong. Between its subscription and retail distribution network around the country, *Nanfeng Chuang* has maintained 230,000 subscribers, with individual retail sales holding steady at 150,000 copies.

Figures from the Sinomonitor Market Research Company show that *Nanfeng Chuang* is No 1 in terms of readership among the country's most influential magazines for politics,

secured it a position as one of the world's most widely read publications, and made it a major force in China's news publications sector. In 1991, the Guangdong Provincial Committee's Department of Promotions and the Provincial News Publication Bureau named it a Guangdong's Top Ten Publication. In 1997, when it was Guangdong's sole periodical for current events, *Nanfeng Chuang* was hailed by the National News Publication Bureau as a Nation's Top 100 Social Sciences Periodicals.

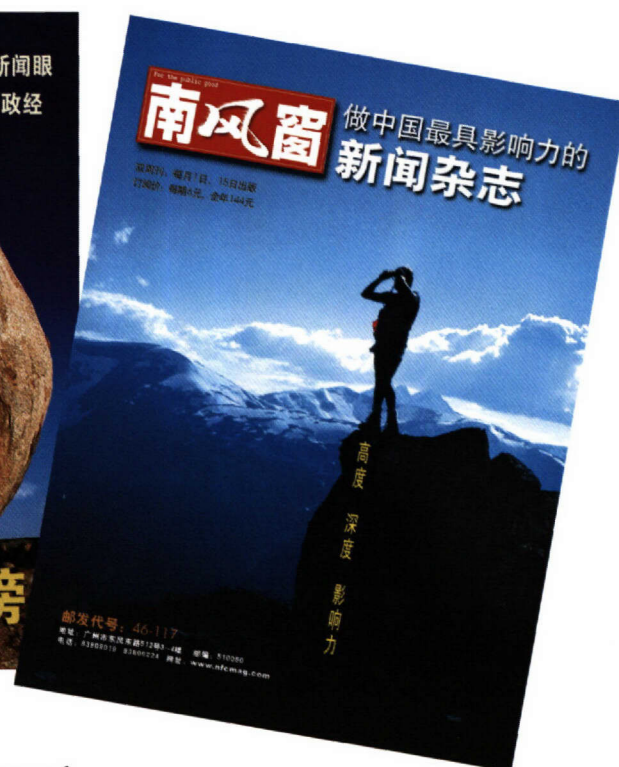
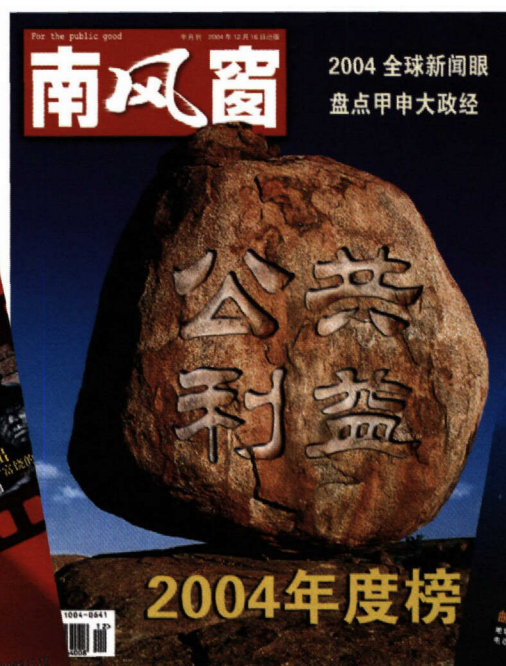
HISTORY

Nanfeng Chuang published its first issue in April 1985, with an aim to "introduce new concepts and ideas and act as a bridge between economics

THE PRODUCT

Nanfeng Chuang, a liberal and globally focused magazine, has closely followed important issues and hot topics and conflicts, thus merging the voices of the economic and political elite with those of ordinary citizens to provide constructive ideas on China's liberalization.

The magazine is divided into several sections, including Notes from the Editor, a space in which the editorial team can share important ideas in a lively, organised, witty and creative way; excerpts and summary reviews of bi-weekly events, which enhance the magazine's news and information content; In-House Plans, in which the magazine publishes views, assessments, integrated reports, general perspectives, multi-faceted analyses and



economics and finance, as well as one of the most popular and reliable magazines in China. Its main audience is high-status, educated people such as public officials and high-level management from businesses and large corporations, with 30.3% of readers holding college diplomas and 41.2% holding higher degrees. With an average readership of 273,000 copies per week, it is ranked among the nation's top economy and politics magazines.

ACHIEVEMENTS

Nanfeng Chuang's image of dependability, thoroughness, and being well-informed has

and politics, theories and application, leaders and the community, and between generations".

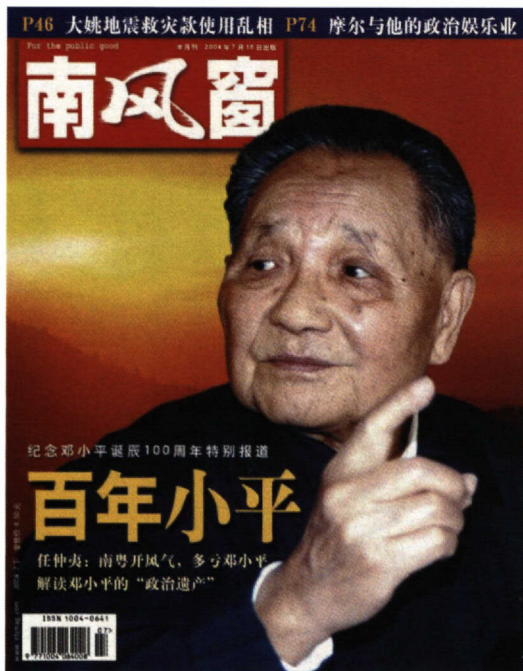
In 1998, the publication gave itself a complete makeover and introduced the concept of "a locally-based economy and politics magazine". It used full-colour laser printers comparable to international printing standards, and quickly became China's most widely circulated economy and politics news magazine, inspiring a wave of economic and political interest within the Chinese community.

In 2001, it became a bi-weekly publication, a step which lifted circulation to more than 800,000 copies a month and took *Nanfeng Chuang* closer to its goal of becoming China's most influential economy and politics magazine.

trends; Special Reports, which contain global updates; Modern Politics, which reviews general political issues through well-articulated summaries of political headlines; Finance and Economics, which focuses on economic news, commercial projects, and finance; Society, which investigates the ethics behind public, social, and environmental realities; International, which focuses on international politics and society; and Review and Commentary, which explores major cultural issues and personalities.

Nanfeng Chuang's web site (<http://www.nfcmag.com>) is already a well-known political and economic news website in China; it

is now looking to expand globally. The web site provides users with abstracts of each issue's latest contents, a magazine archive, reader contributions, *Nanfeng Chuang* Magazine's economy and politics bulletin board system, specialised magazine advertisements, and other services. Advertisements published in the magazine will also be placed on the website for free.



Nanfeng Chuang provides a strong network for writers, with connections in all major regions around the world. Aside from the Guangzhou headquarters, where editors and writers are stationed, the magazine has reporting bases in Beijing, Shanghai, Kunming, Zhengzhou, Shenyang, Fuzhou, Hong Kong and Macau.

RECENT DEVELOPMENTS

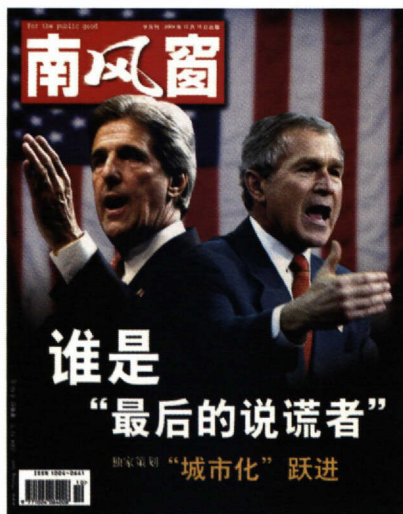
Reorganising the agency and renewing the management system: With the force of China's rapidly changing culture, the agency has implemented new strategies for reorganisation in 2005. Aiming to realise all its goals for building a modern business structure, it has already taken the first steps in restructuring the agency, such as starting a new system for recruitment within the agency.

Creating a new magazine: In 2005 the magazine plans to create a more market-oriented regional magazine, as well as other specialised magazines.

National redistribution of faculties: In 2005, the emphasis will be on strengthening and expanding its Shanghai and Beijing stations.

PROMOTION

As a liberal publication, *Nanfeng Chuang* was born into the seas of a market economy. Since being first published, it has travelled down the business road, organised social events and supported the cultural



industry, and organised the "If I was the Mayor of Guangzhou" awards. It also selected the ten most outstanding public officials in Guangzhou, conducted the *Nanfeng Chuang* public survey, hosted the Guangzhou 88 Dragon Boat Festival events series, held the *Nanfeng Chuang* Cup Table Tennis Competition, and voted on the best school principals in the Guangzhou region. Other representative events include:

A Date with Success: This lecture series has been held in over 20 locations. Notable speakers invited to participate have included TCL group chairman Li Dongsheng, Skyworth group chairman Huang Hongsheng, Hope group chairman Liu Yongxing, General Motors Electric (China) chairman Wang Jianmin, international marketing expert Jack Trout, international strategy management expert Kai-Alexander Schlevogt, Vanke chairman Wan Shi, Bubugao company general manager Duan Yongping, former Microsoft (China) general manager Wu Shihong, Gree Electrical Appliances chairman Zhu Jianghong, Broad company general manager Zhang Jian, well-known planning experts Wang Zhigang and Chen Huixiang, and economics academic and Zhong Yourong.

The *Nanfeng Chuang* high school event has already been conducted at over 20 locations, including Beijing University, Renmin University of China, Beijing Normal University, Fudan University, East China Normal University, Southeast University, Zhongshan University, South China University of Technology, Jinan University, South China Agricultural University, Guangdong University of Technology, Guangdong University of Business Studies, Henan University, Zhengzhou University and the Hainan Normal Institute.

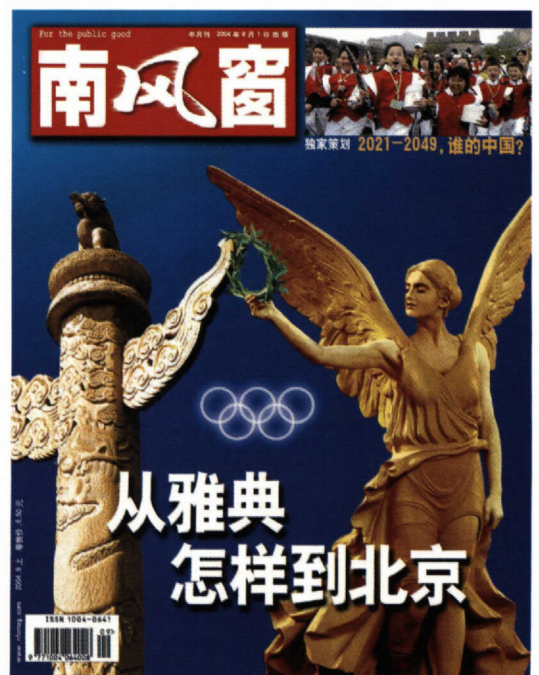
Discussion for the Sales & Marketing Elite: This annual event was first held in 2003. *Nanfeng Chuang* worked with Beijing University's China Economic Research

Center and other organisations to hold a conference entitled "China's globalization, reform, and development"; with the Shanghai WTO Research Center and Shanghai Enterprise

Association to jointly hold the "New Commercial Opportunities of Post-Globalization China" forum, in which experts, academics, local and overseas business enterprises, and government officials were invited to participate; and conducted influential events such as the "International Marketing Expert Jack Trout-China Development Circuit" and the "2003 China Sales Strategy Discussion".

BRAND VALUES

Nanfeng Chuang is one of the most closely watched Chinese



magazines by overseas mainstream media, such as the *Wall Street Journal*, *Financial Times*, *New York Times*, *South China Morning Post* and *Business Weekly*. Most of these publications have looked to *Nanfeng Chuang* for reports and interview sources. Copies are available at both Harvard University's Yenching Library and Stanford University's East Asia Library, as a "window to understanding China's restructuring progress".

Nanfeng Chuang is one of the country's most dependable publications. Looking at *Nanfeng Chuang* in the new century, its daring, bold and comprehensive new style will win reader approval. Well-received by the community, it is hailed as a "benchmark of the times". Circulation of the magazine continues to grow, and currently, over 90% of *Nanfeng Chuang*'s readers are members of various industries, including business managers, lawyers, doctors, and teachers, public officials, and university and college students. Its "A Date

with Success" symposium series has also been commended by the elite in many social circles. *Nanfeng Chuang* has become China's most influential economy, politics and financial magazine.

THINGS YOU DIDN'T KNOW ABOUT NANFENG CHUANG

- *Nanfeng Chuang* conducted the first public-opinion poll organised by a publication in China
- It was the first magazine in the country to have a return-guarantee service for reading materials
- *Nanfeng Chuang* is planning the nation's first investigative reporter winter training programme