

# Proximity

## Media Facts At A Glance



### Basic:

**Publisher:** Conter Publishing Group Corporation in Kansas City

**China Media Partner:** Shanghai Via Vision Media Company, Ltd.

**Category:** Hotel in-room magazine

**Magazine Name:** Proximity

**Editorial Contents:** Luxury life style with local stories and treasure nearby.

**Language:** Chinese & English

**Magazine size:** 9' x 10-7/8'

**Frequency:** Quarterly

**City:** Shanghai

**Annual Circulation:** 3.5 Million

**Location:** 8,000 rooms and public area in 15 five-Star Hotels of Shanghai.

### Readers Profile:

**Nationality:**

|                 |     |
|-----------------|-----|
| Chinese         | 70% |
| World travelers | 30% |

**Gender:**

|       |     |
|-------|-----|
| Men   | 58% |
| Women | 42% |

**Age:**

|             |     |
|-------------|-----|
| Under 25    | 2%  |
| 25-35       | 9%  |
| 35-55       | 59% |
| 56 or above | 30% |

**Readers' Average Annual Income:** \$150,000.00

**Education:**

|              |     |
|--------------|-----|
| High school  | 14% |
| College      | 65% |
| Postgraduate | 31% |

**Annual Average Budget for Travel:** \$21,000.00

### Rate and Technical:

- 1) Full Page, Run of Issue: \$15,000.00
- 2) Bleed Size: 9-1/4" x 11-1/8" (live area of 8-3/8" x 10-1/4")
- 3) Advertising Artwork Deadline: 1/15/08, 4/15/08, 8/15/08, 11/15/08

### For More Info

U.S.A. Call: 913.649.8558

China Call: 21.5273.1673

Visit: [www.ProximityChina.com](http://www.ProximityChina.com)