

## Media Facts at A Glance

### Basic:

- Publisher: Conter Publishing Group Corporation (USA)
- China Media Partner: Shanghai Via Vision Media Company, Ltd.
- Category: International business travel and cross culture
- Editorial Contents: China / USA Culture, Business and Education
- Language: English
- Established: 2005
- Magazine Size: 8' x 11'
- Frequency: Quarterly
- Circulation: 30,000
- Mailing Distribution: Qualified subscription in USA and China
- Location: 5,000 Hotels, Restaurants, Coffee Shops, Clubs in China
- Worldwide Home: [www.ViaMei.com](http://www.ViaMei.com)



### Readers Profile:

- Nationality: American 78%  
Chinese 20%  
Other Nation 2%
- Gender: Men 56%  
Women 44%
- Profession: Business Executives 70%  
Education 15%  
Professional 5%  
College Student 5%  
Government 5%
- Age: Under 25 8%  
25 – 35 30%  
35 – 55 42%  
55 and above 20%
- Readers' Average Annual Income: \$130,000.00
- Education: High School 2%  
College 58%  
Postgraduate 40%
- Annual Average travel to China: 3 times
- Annual Personal Budget for Travel: \$16,000.00

### Rate and Technical:

- Full Page, Run of Issue: \$6,000.00
- Back Cover: \$12,000.00
- Bleed Size: 8' 3/8" x 11' 1/10"
- Advertising Artwork Deadline: 1/30/08, 4/30/08, 7/30/08, 10/30/08