



# About

The first issue of The New York Times Travel Magazine New Horizon was published on August 10, 2017. It is the first independent Chinese travel magazine in the world launched by Huasheng Media and New York Times.

Michael Greenspon, general manager of News Service and Print Innovation of New York Times, said, "The Travel section of New York Times offers readers with an access to different destinations and an insight into local customs. The traveling spirit captured deserves the high stand of New York Times with quality, unique texts and pictures."





# They Write for Us

The New York Times Travel Magazine New Horizons brings together writers of distinction who offer classy stories to readers.



**Reif Larsen**  
Writer, key work: The Young and Prodigious Spivet



**Peter Kujawinski**  
Former US foreign diplomat who has published many novels in the best-seller list.



**William Friedkin**  
Film Director as an Oscar and Golden Globes Awards winner



**Francine Prose**  
Writer and former president of PEN American Center



**李光涵**  
Director of Chinese Program of World Monuments Fund, WMF



**Tony Perrottet**  
Travel writer and winner of the United States Travel Writing Awards for 6 times



**Andrew O'Hagan**  
Writer whose works had been listed for Booker Prize



**Ian Denis Johnson**  
Journalist as the Pulitzer Prize Winner



**林少华**  
Translator, who has translated 32 books of Haruki Murakami the Japanese writer



**庄卉家**  
Creative person as the Chief Creative Director of Ralph Lauren Perfume Brand and writer of Kyoteau Bottled Memories



**Lawrence Osborne**  
Writer whose works have won the praises of New York Times Book Review

And there're supervisors of New York Times in Washington DC, London, Rome, Moscow, East Africa, Berlin, Paris, Beijing, Shanghai, Tokyo, Jerusalem, Johannesburg, Warsaw and Rio de Janeiro.

# They Are Following Us

Male readers **48%**  
Female readers **52%**  
Professionals and managers **70%**  
Age **21-48**

¥320000 Median annual income  
\$16000 Average spending on entertainment  
\$28000 Average spending on travel  
**78%** Readers with literal tendency  
\$21000 Annual average consumption of clothing and accessories:  
**82%** Readers with higher education background  
**\$350000** Average consumption on car purchase



# What Can You Find Here



# Homeland

As the exclusive, original program of The New York Times Travel Magazine New Horizons, Homeland will visit the hometown of a Chinese cultural celebrity in each issue. Taking a position of their memories and feelings, it offers an in-depth presentation of how history is passing on in the place. In addition to paper publication, the journey will be captured on video and displayed in the multimedia platform in "Homecoming Trip" of each issue.

Chan Ho-San - Hong Kong, Yu Feihong - Hangzhou, Tian Zhuang Zhuang - Beijing, Chen Chong - Shanghai

In the first issue, we followed the track of actor Chen Chong and writer Jin Yucheng to their hometown Shanghai where we explore the city in the rainy day.





# 36 Hours

As the classic program of New York Times Travel section, 36 Hours offers the most practical city guide for travelers during brief stopovers to enjoy the essence of local experience. Since its creation, 36 Hours has embraced the guides of hundreds of cities around the world. It also published books with guide assortments such as 150 Weekends in the United States and 125 Weekends in Europe.

In addition to printed materials, 36 Hours is graphically accessible in multimedia platform more conveniently. The New York Times Travel Magazine New Horizons published in China will have more destination guides on Asia Pacific regions and China.



# Travel in Style

Travel in Style is reports on cultural travel focusing on fashion, cosmetics etc., such as Grasse in France, the world capital of perfume industry, the Mediterranean holiday villa of Mademoiselle Chanel, the production area of superior wool, and global exhibitions of brand anniversaries. With an eye on the industrial perspective of fashion and beauty culture, Travel in Style offers in-depth coverage for readers who are curious about luxury, fashionable life.

In addition to long articles, there are fashion wells and still life wells in the vanguard of vogue for reference.





# Traveler's Story

Traveler's stories coming in from different angles are fused into a World Cruise on paper.

## Celebrity Travelers

Celebrities and stars are regularly invited by The New York Times Travel Magazine New Horizons to unfold their stories on their round-the-world travels or the stories of their hometowns.

We have with us Karena Lam, Jiang Wenli, Guo Yanlin, Qi Xi, Song Xiaobao, Kara Wai, Ma Li, He Bing, Cui Xiuwen, Jin Chengzhi and Tian Zhuangzhuang.

## Budget Traveler

We offer travelers with limited budget with featured travel advices.

## Cultural Travelers

We offer culture and art lovers with a pilgrimage in art and culture.



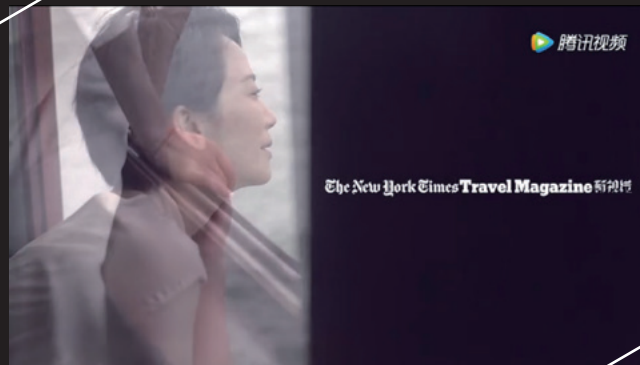
# Countryside

As the exclusive, original program of The New York Times Travel Magazine New Horizons, Countryside concerns rural China which is overlooked by most travelling magazines. In each issue, we will, by visiting the scenic villages or those with a splendid bank of history and culture, rediscover the folk customs and landscape beyond cities.



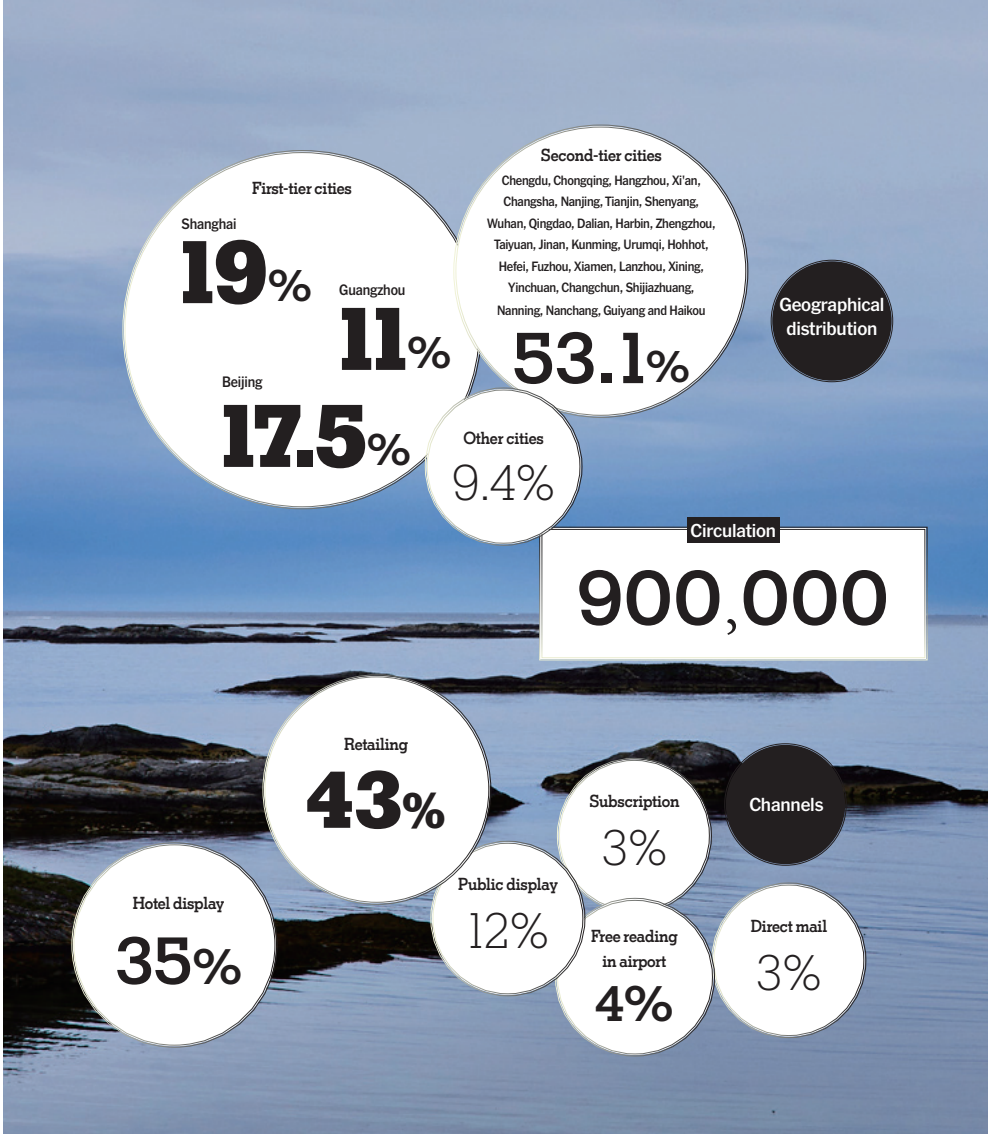
# Documentary

With the cover story and feature in each issue, the short documentary is released simultaneously by New York Times Travel Magazine New Horizons. Unlike the scenic films or travel notes found in other travel media, short documentary of The New York Times Travel Magazine New Horizons focuses on the relationship between man and place, in an attempt to reveal the deep seated cultural cues of the destinations. Narrative styles either new or complete, in combination with the topic of magazine, offers readers a panoramic view of the destination with the help of media technology to whet their appetite for humanistic travel.



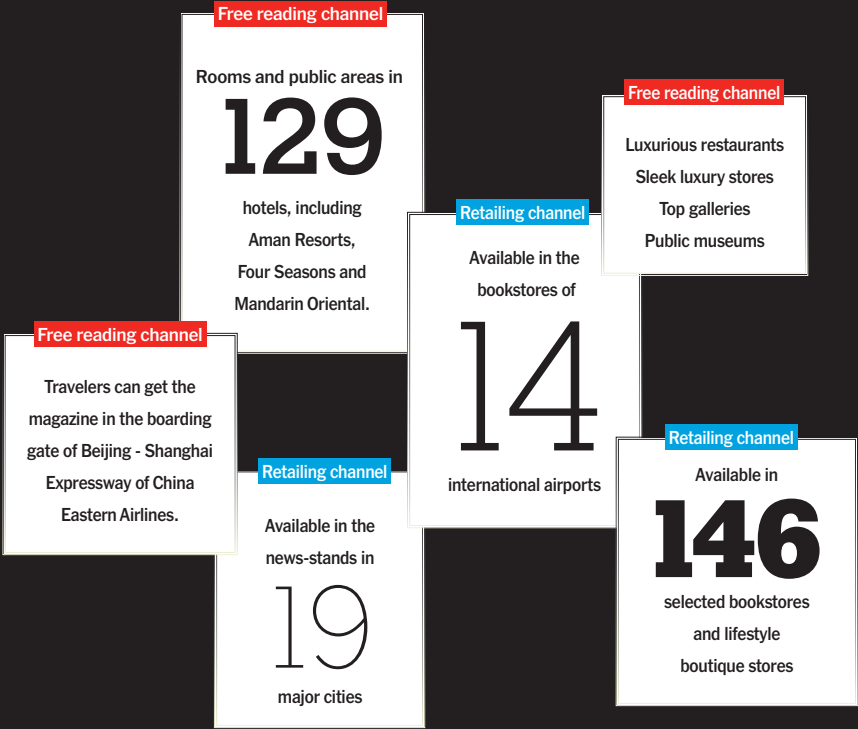


# Distribution



# Unique System to Reach the Travelers

The New York Times Travel Magazine has a unique distribution system which guarantee it appears where readers need it.



# Social Media

NYTimes Travel is found in Weibo, WeChat and Instagram. Through multimedia channels, a host of reader activities and amazing content updates will get to target audiences immediately.





**Read it  
and  
Experience it**



# Homeland Screening

Homeland, published alongside with The New York Times Travel Magazine New Horizons, launches documentaries recording visits to the hometowns of celebrities. When the magazine is released, protagonist of the issue and officials of local Tourist Administration will be invited over for the Screening. They will watch the documentary with the readers, and there will be a discussion on the Homecoming Trip.



# Travelers Conference

The New York Times Travel Magazine New Horizons will host the Travelers Conference, a congregation of snappy travelers, traveling journalists, photographers, cultural experts, industry decision makers, stars and celebrities from around the world, on an annual basis. They will share the important trends and latest ideas on travel industry. The Conference is designed to establish a network of key players in the global travel industry, through which the future of the travel industry is shaped.





# The New York Times Journeys

Beyond the Travel section, New York Times features The New York Times Journeys for custom travel. In each featured line, experts and scholars in related fields will be invited. Following their lead, travelers can go deep into the urban fabric and cultural context of the locality for the most professional perspective and in-depth travel experience. Launched in 2012, Times Journeys was initially the travel project and an independent news editing department of New York Times. Today, it is running 21 routes for land travels in more than 30 countries around the world. Huasheng Media will work in close collaboration with the New York Times Journeys to bring boutique travel lines to China and develop original lines for Chinese customers.

**BOTSWANA**

**MADAGASCAR**  
Cruise Alaska for the unique regional culture with Paul Finkelman, a historian on American Constitution and the Civil War.

**MICHIGAN**  
Detroit

**GERMANY**  
Hamburg

**GABON**  
Explore the wildlife in Australia with Justin Gilis, Global Chief Environmental Technology Officer of New York Times, as well as the author of Climate Warming.

## 2018 Pricelist of Advertisements

Front Cover Gatefold	1,196,000	Single page: next to author	338,000
First spread: in front of Table of Contents	663,000	Spread: between author and copyright page	533,000
Second spread: in front of Table of Contents	637,000	Single page: next to copyright page	325,000
Third spread: in front of Table of Contents	611,000	Spread of copyright page and 36 Hours	533,000
Fourth spread: in front of Table of Contents	585,000	Spread: inside 36 Hours	520,000
Fifth spread: in front of Table of Contents	559,000	Single page: inside 36 Hours	260,000
Spread: in front of Table of Contents	533,000	Spread: in front of Pursuits	455,000
Single page: next to first directory	416,000	Spread: in front of Homeland	468,000
Single page: next to second directory	403,000	Single page: in front of Homeland	247,000
Single page: next to third directory	377,000	Spread: behind Homeland	299,000
Single page: next to Table of Contents	364,000	Single page: behind Homeland	156,000
Spread: between Table of Contents and preface	572,000	Inside back cover	208,000
Single page: next to preface	351,000	Spread: inside back cover	416,000
Spread: between preface and author	559,000	Back cover	650,000

## 2018 Pricelist of customized advertisements

Cover Shoot	1040,000
Gatefold of Front Cover	962,000
Spread: in front of Table of Contents	468,000
Single page: next to first directory	338,000
Single page: next to second directory	312,000
Front: 1/4 cross page	416,000
Front: 1/4 single page	208,000
Back: 1/2 spread	234,000
Inside back cover	156,000
Spread: inside back cover	325,000
Back cover	520,000

## 2018 Pricelist of social media advertisements

Original single Weibo	50,000
Repost of single Weibo	30,000
Original Weibo (first)	100,000
Original Weibo (second)	80,000
HTML5 page customization	200,000



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# THANK YOU

The New York Times **Travel Magazine** 新视觉

