

August 2013

Christmas Supplement of *Eastern Air Connections*



In December, the spirit of Christmas is in the air. Every shopping mall is adorned with Christmas decorations and window displays. To retailers around the world, Christmas is one of the biggest shopping seasons of the year. As the level of consumption has been increasing in recent years, it's time for brands make use of various media to launch their promotions, enhance competitiveness and draw in customers.

CinMedia is the best choice to launch your Christmas marketing and promotion campaign. The Christmas Supplement is inserted into the December issue of Eastern Air Connections. China Eastern Airlines has vast route networks covering the globe and serves travelers from all walks of life. The Christmas Supplement is a Christmas gift guide designed for travelers who fly abroad at Christmas. Travellers will enjoy reading the gift ideas and offers from various brands during the flight.

Eastern Air Connections Christmas Supplement Specification

Theme : Luxury high-end products

Publication Date : 1st December 2013

Circulation : 300,000/issue

Readership: Approximately 5,900,000/issue

Size : 260mm (height) x 185mm (width)

Paper : 80gsm matt art paper

Colour : Colour print

Binding : Can be torn off from the main book and becomes a separate booklet

For more information about the supplement, please contact Ms. Diana Lee at (+852)2976 2510 or dianalee@cinmedia.com.

Nihao with new look

Starting from July this year, Nihao, the in-flight magazine of China Southern Airlines has been presented with a brand new image for its readers. After the layout revamping of Nihao, both the cover and content will have a new breakthrough. The magazine is going to use a global approach to highlight the life style and the hot news in China and the world together with other new sections which will surely bring the readers a refreshing insight for China.

Feature Sections:

- “Luxury” :discovering the history, design, impact and the operation of luxury brands.
- “Timepiece” :introducing the latest watches in the market.
- “Hotel” :highlighting the new hotels and resorts around the world.
- “Column-Wine” :sharing the brand history and the brewing process of the world class liquor by the well recognized wine critic.
- “Expo” :reporting the highlights from the mega exhibitions all over the world.



Weibo of Cinmedia



Our official Weibo has been opened to provide a platform for the interaction with our clients and the billions of Weibo users. We will continuous to upload the latest market information and the update of our magazine titles on Weibo. In addition, we will also gather the international anecdotes and news to share with our Weibo fans.

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