

*Congratulating on the 65<sup>th</sup> National Day*

## **China Daily** will publish an **Italian Special**

The year of 2011 marks the **150<sup>th</sup> anniversary of unification** and the **65<sup>th</sup> National day** of Italy. Italy has achieved remarkable success in economy, science, service industry, culture and other fields since its establishment. The friendly exchange and cooperation between China and Italy trace back to centuries ago and will continue to expand in the future.

The trade volume between China and Italy increased dramatically in the beginning of this year. On January 2011, the country's exports to China fulfilled a year-on-year increase of 30 percent, while the imports grew 52 percent.

**The Embassy of Italy, China-Italy Chamber of Commerce and China Daily** will jointly publish an ***Italian Special*** on **June 2, 2011**, introducing Italian economy, trade, culture, education, sports, environment, technology and etc. We believe the special will enhance trade, economic and cultural cooperation between China and Italy as always.

**The editorial contents will include (subject to be changed):**

- 1) An interview of the **Italian Ambassador** to China;
- 2) Articles on successful cooperation between Chinese and Italian companies;
- 3) Articles on successful stories of Italian companies;
- 4) Articles on Italian tourism, culture, education, sports, environment, technology and etc.

**Excellent Company Exposure:**

We believe the supplement will further enhance sound bilateral relationship and offer a good opportunity for your company to promote your image and business in China. We cordially invite you to take part in our supplement by placing an advertisement.

### Special Report's Advantage

- ✓ China Daily is **the most authoritative English daily newspaper** in China and the special will be circulated together with China Daily to its 400,000 subscribers.
- ✓ All of the content will also be available on the **China Daily website** (www.chinadaily.com.cn), which has 40 million page views internationally every day, including a home page link and an online special.
- ✓ China Daily has a long-term partnership with China-Italy Chamber of Commerce. Its member can enjoy **10% discount** of the advertising rates, if they directly insert an advertisement in the special.

**Note: The prices for ads in respective sizes are as follows (RMB):**

<b>Your Choice</b>	<b>Position</b>	<b>Size</b> (Width x height)	<b>Color ad</b>
○	Full Page	30.8cm x 50cm	245,000
○	Half Page	30.8cm x 25cm	122,500
○	Bottom Page	30.8cm x 15cm	73,500
○	Quarter Page A	17.4cm x 25cm	70,000
○	Quarter Page B	12.9cm x 25cm	52,500

Deadline for advertisement booking is **May 15, 2011.**

Please contact: **Ms. Grace Chai, Special Report Department, China Daily**

Mobile: 134 6641 3699

Tel: 86-10-64995787

Fax: 86-10-6498 6107

Email: [chaihua@chinadaily.com.cn](mailto:chaihua@chinadaily.com.cn)