Facilitating cooperation and the creation of exchanges between China and Italy is the inspiration of our work. Through specific know-how and a consolidated network of relationships, we provide tailor made services to support companies in establishing and maintaining economic relations with China.
The magazine Cina in Italia is the Italian edition of China Newsweek, a periodical published by China News - the Chinese government press agency - whose website chinanews.com has 40 million page views per day.

The editorial project began in 2001 with the creation of a multi-thematic monthly magazine in Chinese, which immediately became the point of reference for Chinese communities in Italy.

In 2007, the magazine implemented its first major transformation, becoming bilingual, expanding its audience to Italians and companies that look to China with interest and increasingly assuming the role of bridge between the two cultures.

A central role, which in 2011 led the magazine to be accredited by China News among the foreign editions of its magazine, in addition to those of the United States, United Kingdom, South Korea, Japan and Southeast Asia.

The community grows, expanding in 2013 its horizons to the world of the web, with the creation of the website cinainitalia.com and its official social media channels (Facebook, Instagram, Twitter and WeChat).

In 2018, at the historic Roman district of S. Lorenzo, Cina in Italia inaugurated its own events space, Roma 9: a location on two levels designed to give substance to the issues of exchange and interaction between the two countries.

In recent years Cina in Italia has established itself as a meeting point, virtual and physical, between China and Italy. The multimedia platform guarantees a privileged point of view to all those who want to deepen the exchanges between China and Italy in economic, cultural and business terms.

The magazine is distributed throughout the country in selected newsstands, in the VIP lounges of airports, in the business class of the Rome-Shanghai flights of China Eastern Airlines, in embassies and consulates, in cultural institutes, online and at the editorial office in Rome.
Cina in Italia is the brainchild of Hu Lanbo, a Chinese journalist and writer who has lived in Italy for over twenty-five years.

In 2014, for her deep and constant commitment to the exchange between the two countries, she was awarded the title of Knight of the Order of the Star of Italy by the President of the Italian Republic.

In 2015, Milano Finanza included her in its special MF International China/Italy in 13th place among the 50 most authoritative Chinese personalities in bilateral relations between China and Italy.
Cina in Italia is a multimedia platform, which guarantees pervasive communication, creating strong engagement.

The platform allows to intercept and involve the target audience composed of politicians, diplomats, entrepreneurs, import/export managers, lovers of China in Italy and lovers of Italy and products made in Italy in China.
**AUDIENCE**

**MAGAZINE**
- Frequency: monthly
- Distribution: national
- Circulation: 2,000
- Readers: 8,000

**SOCIAL MEDIA**
- Followers: 34,000
- Follower growth: +32%/year
- Reach: 305,000 unique users/month
- Engagement: 26,150 unique users/month

**WEBSITE**
- User: 30,000/month
- Page view: 56,000/month
- Frequency: +60 post/month
<table>
<thead>
<tr>
<th>FIXED HEADINGS</th>
<th>FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTUALITY</td>
<td>SOYBEAN EXPORT</td>
</tr>
<tr>
<td>ECONOMY</td>
<td>TAOIST IMMORTALITY</td>
</tr>
<tr>
<td>ITALIAN-CHINESE EXCHANGES</td>
<td>HISTORY OF THE CHINESE COMMUNITY IN MILAN</td>
</tr>
<tr>
<td>ARTS &amp; EXHIBITIONS</td>
<td>HISTORY OF GUANGZHOU, FOSHAN AND THE ZUMIAO TEMPLE</td>
</tr>
<tr>
<td>BOOKS</td>
<td>PEKING OPERA TURANDOT</td>
</tr>
<tr>
<td>TOURS</td>
<td>BILATERAL RELATIONS BETWEEN ITALY AND CHINA</td>
</tr>
<tr>
<td>WELLNESS</td>
<td>BUBBLE TEA</td>
</tr>
<tr>
<td>KITCHEN</td>
<td>BRAND AND CULTURAL APPROPRIATION</td>
</tr>
<tr>
<td>APPOINTMENTS</td>
<td>DIGITAL IN CHINA</td>
</tr>
<tr>
<td>HIGH TECH</td>
<td></td>
</tr>
<tr>
<td>FOOD &amp; BEVERAGE</td>
<td></td>
</tr>
<tr>
<td>DESIGN</td>
<td></td>
</tr>
</tbody>
</table>

**MARCH**
- FEAST OF QINGMING
- ANCIENT CITY OF CICHENG
- DEMOLITIONS IN BEIJING
- TRADITIONAL CEREMONY OF ZHUA ZHOU
FULL PAGE*  
20 X 25  

DOUBLE PAGE  
40 X 25  

* 2A 3A 4A cover and inside pages
For more-in-depth communication, we host and support the creation of editorial content, with translation and adaptation in Chinese (1 or 2 pages).
To increase the impact of campaigns you can imagine exclusive and personalized content, such as inserts, gadgets, booklets, bookmarks, etc..
Our editorial staff and a team of SEO experts (search engine optimization) who guarantee maximum support for the creation of editorial content, with high performance indexing on search engines.
Our website hosts a section in **language** dedicated to **Chinese readers**. Through a service of **translation and revision of the contents**, we offer the possibility to extend the advertising campaigns to this type of target audience.
Photos in which the brand is present in relation to a topic of the magazine “Cina in Italia”.

GIF (animated images) in which the brand is present (product placement)

Post links to articles (interviews, news about the brand) on the website www.cinainitalia.com

Facebook Surveys

Card on Facebook (recipes, quotes, bullet point)

Video news or interviews in which the brand is present (product placement)

Instagram Stories

Live coverage from events where the brand is present

Relay on Twitter and Live Tweet from events
WeChat is the most widely used social networking and messaging app in China. Our team is available to create dedicated content and graphics, to be disseminated throughout our WeChat page.*

* The institutional WeChat page is coordinated by the publisher Hu Lanbo
Aware of the growing importance of the experiential side of marketing, our 200 sq.m. **two-level location** is designed to bring companies and consumers together.

A **boutique showroom** ideal for food and wine tastings, product presentations, press conferences and for implementing **cross-media strategies** that involve direct contact with our audience.

We offer the possibility to extend campaigns within **exclusive partner spaces**.
CROSS-MEDIA STRATEGIES

In close collaboration with our customers, we carry out communication and marketing campaigns that, in a uniform style, are conveyed through our online, offline and onsite channels.