

Print media (Shanghai-based)

	Name	Newspaper type	Report type	Event coverage (estimate)	Print circulation	Target/covering group	Introduction/impact
1	Jiefang Daily	Daily	News	2-3 times	550,000	High education level, high income groups, decision-makers, managers, investors, entrepreneurs and researchers from various industries	Based in Shanghai and covering many important cities nationwide and abroad
2	Oriental Sports Daily	Daily	Report-age	Once	240,000	The sole comprehensive sport daily among popular media, positioned as "a newspaper for men"; emphasis on extensionality of sports, covering topics favoured by the youth, such as entertainment, fashion sport, fitness, tourism and current news. Its daughter magazine "Man's Week" was founded on 8 April 2009	Based in Shanghai, covering the Delta Yangtze River and Eastern China region A comprehensive sport daily providing timely accurate, in-depth and thorough sport news and information
3	Xinmin Evening News	Daily	News report	2-3 times	1,100,000	Middle to high income, middle to high education level, young to middle age	High national reputation The first evening newspaper to be distributed abroad
4	Shanghai Morning Post	Daily	News	2-3 times	750,000	All social groups	One of the morning newspapers with the largest sales volume and print circulation in Shanghai
5	Youth Daily	Daily	News	2-3 times	400,000	Mainstream groups with high education levels, professional occupations, stable incomes, high capacities for consumption Young to middle age	The first published youth daily in China All-embracing and popular
6	ShangHai Times	Weekly	News and miscellaneous	2-3 times	400,000	The most preferred weekly for young and fashionable groups in Shanghai	Comprehensive weekly newspaper, integrating news and services Covers the whole of Shanghai
7	Daily News	Daily	Report-age	Once	500,000	Metropolis fashionable consumer groups, mainly female	Covers the whole city, 10,000 issues for two airports and for over 1,000 office buildings

Print media (nationwide)

	Name	Media type	Report type	Event coverage (estimate)	Print circulation	Target/covering group	Introduction/impact
1	China Art Newspaper	Issued on Tuesday/Friday	Report-age	Once	30,000	Top business groups, writers and artists nationwide	The most authoritative national newspaper for literature and art
2	China Culture Daily	Weekly	News	Once	60,000	Cultural managers, entrepreneurs and consumers	Authoritative culture newspaper supervised by the Ministry of Culture
3	China Sports Daily	Daily	News	Once	Over 800,000	Sport managers, entrepreneurs and consumers, mainly men around 39	Authoritative sports newspaper supervised by the Ministry of Sport Covers national circulation network and a large reader group Ranks 6th among newspapers nationwide by reading rate
4	A magazine covering the sponsor's industry/branch (to be confirmed)						

Internet media

	Name	Reporting form
1	Xinhua News Net	Text and pictures
2	Sina	
3	Shanghai Literature and Art	
4	China Sport Online	
5	Tencent	Text and video links
6	Youku	
7	Eastday	
8	Shanghai Dancing Conference	