

TANG

CULTURAL MEDIA

唐界  
传媒

中国户外LED媒体全国点位

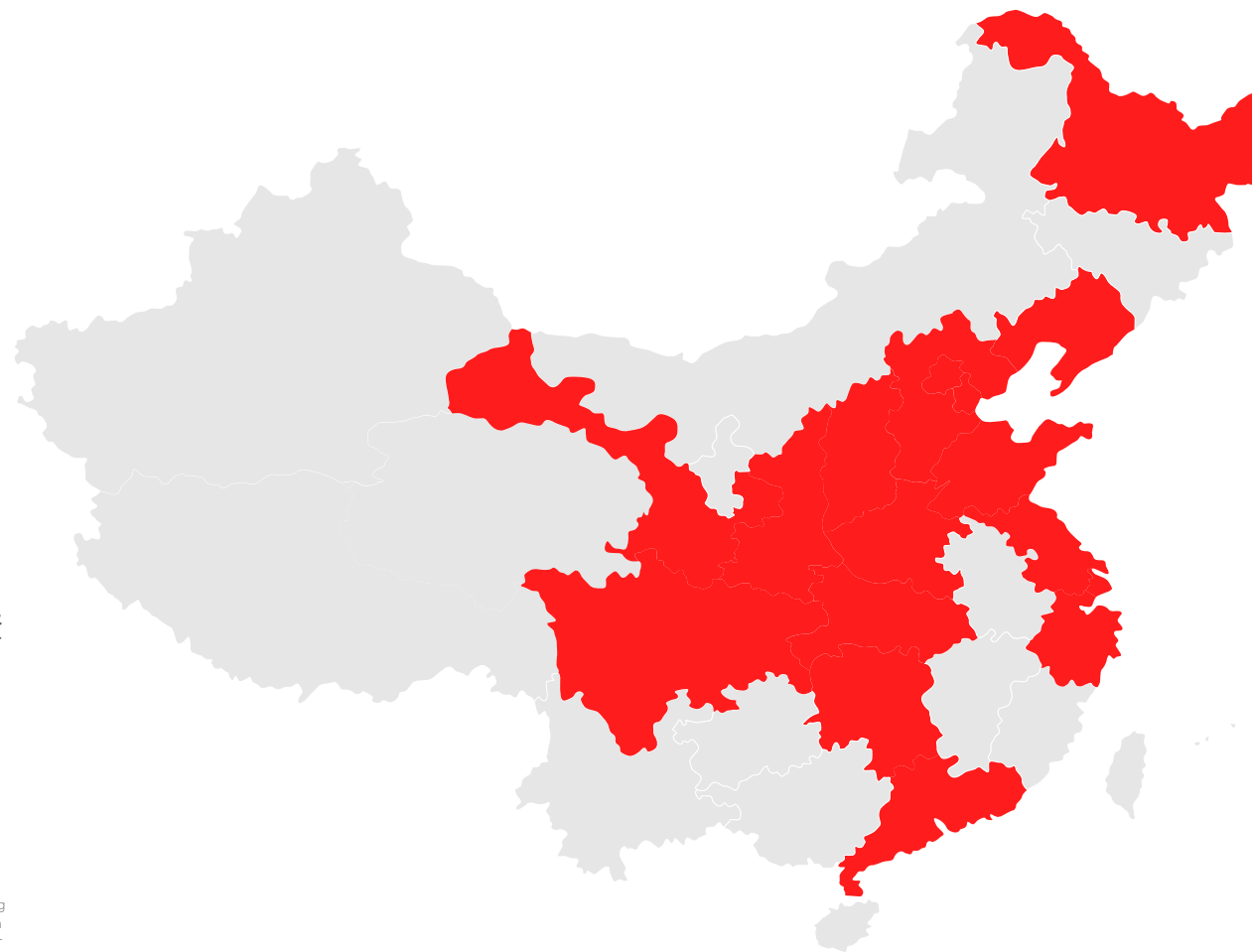
CHINA LED DIGITAL  
BILLBOARD NETWORK.

唐界传媒

# CHINA OUTDOOR LED MEDIA . 中国户外LED媒体

唐界传媒在中国户外媒体市场中占据了重要地位，目前拥有52个媒体点，覆盖了全国24个主要城市。公司自有的媒体资源总量在行业中名列前茅，不仅在数量上占优势，在质量和影响力上也遥遥领先。随着资源版图的不断扩展，唐界传媒致力于进一步提升其在市场中的竞争力，通过不断创新和优化，继续引领行业的发展潮流，确保为客户提供最广泛、最有效的传播平台。

Tang Cultural Media holds a significant position in China's outdoor media market, currently owning 52 media points and covering 24 major cities nationwide. The company's total owned media resources rank among the top in the industry, excelling not only in quantity but also in quality and influence. As the resource map continues to expand, Tang Cultural Media is committed to further enhancing its market competitiveness. Through continuous innovation and optimization, the company aims to lead industry trends and ensure the provision of the most extensive and effective communication platforms for its clients.



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## 北京 BEIJING .

西单君太百货

Jun Tai Department Store at Xidan

崇文门搜秀商城(西向和北向)

SoShow Mall at Chongwenmen (West and North)

金宝街国旅大厦

National Travel Building at Jinbao Street



## 深圳 SHENZHEN .

深南大道中电大厦

Shennan Avenue Zhongdian Building

湾区之心

Core of Great Bay Area

深南大道东门振华大厦

Shennan Avenue Dongmen Zhenhua Building

深南大道万象城

Shennan Avenue MixC

华强北现代之窗

Huaqiangbei Modern Window



## 上海 SHANGHAI .

南京西路静安寺百乐门

West Nanjing Road Jing'an Temple Paramount

浦东世纪大道金茂大厦东

Jin Mao Tower East at Pudong Century Avenue

南京东路第一百货1088

East Nanjing Road No. 1 Department Store 1088

淮海路商圈兰生大厦

Lansheng Building at Huaihai Road

浦东世纪大道金茂大厦西

Jin Mao Tower West at Pudong Century Avenue



## 广州 GUANGZHOU .

天河万菱汇广场

Tianhe OneLinkWalk Plaza

天河北中石化大厦

Tianhe North Sinopec Building

珠江新城雅居乐中心

Zhujiang New Town Agile Center

天河太古汇

Tianhe Talkoo Hui



## 成都 CHENGDU .

航天科技大厦

Aerospace Science and Technology Building

跳伞塔数码广场

Tiaosanta Digital Square

天府广场百扬大厦

Tianfu Square Baiyang Building

太古里IFS伊势丹

Tai Koo Li IFS Mitsukoshi

银泰中心in99

Yintai Center in99



## 杭州 HANGZHOU .

延安路武林银泰

Yan'an Road Wulin Yintai



# 南京 NANJING

新街口天时代大厦  
Xinjiekou Times Tower

金陵巨幕2688  
Jinling IMAX 2688



# 苏州 SUZHOU

第一百货  
No. 1 Department Store



# 无锡 WUXI

中山路大洋百货  
Grand Ocean at Zhongshan Road



# 重庆 CHONGQING

解放碑重庆百货  
Jiefangbei Chongqing Department Store

观音桥北城天街  
Guanyinqiao Beicheng Tianjie

朝天门来福士购物中心  
Chaotianmen Raffles Shopping Center



# 沈阳 SHENYANG

青年大街卓展  
Qingnian Street Zhuozhan Mall



# 长沙 CHANGSHA

IFS国金中心  
IFS Guojin Center

芙蓉广场小天鹅戴斯酒店  
Furong Square Swan Hotel by Dais

芙蓉广场碧云天大厦  
Furong Square Biyuntian Building

芙蓉CBD-喜来登财富中心  
Furong CBD - Sheraton Wealth Center

郑州 ZHENGZHOU

二七广场商城大厦  
Erqi Square Shopping Mall Building



天津 TIANJIN

小白楼凯德国贸  
Xiaobailou Kerry Center

南京路大悦城  
Nanjing Road Joy City



武汉 WUHAN

光谷国际广场  
Optics Valley International Plaza

武汉之光818  
Wuhan Light 818



石家庄 SHIJIAZHUANG

新百广场  
Xinbai Plaza



西安 XI'AN

钟楼世纪金花  
Bell Tower Century Golden Flower

高新区世纪金花  
High-tech Zone Century Golden Flower



宁波 NINGBO

三江口邮政大楼  
Sanjiangkou Post Office Building





济南 JINAN

泉城路彩云大厦  
Quancheng Road Caiyun Building



哈尔滨 HARBIN

秋林国际购物中心  
Qiulin International Shopping Center



太原 TAIYUAN

迎泽大街南大门  
Yingze Street Da Nanmen



佛山 FOSHAN

祖庙路华辉大厦  
Zumiao Road Huahui Building



徐州 XUZHOU

中央百大商场  
Central Department Store Building



兰州 LANZHOU

西关十字西单商场  
Xiguan Crossroads Xidan Shopping Center



# BEIJING. 北京

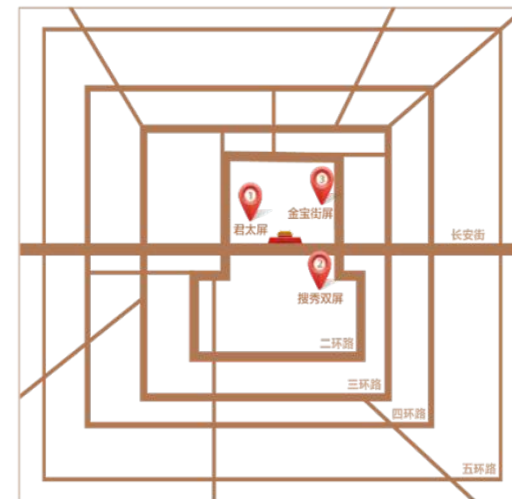
西单君太百货  
Jun Tai Department Store at Xidan

崇文门搜秀商城(西向和北向)  
SoShow Mall at Chongwenmen (West and North)

金宝街国旅大厦  
National Travel Building at Jinbao Street

北京，中国的政治与文化中心，是全球最具影响力的城市之一。其丰富的历史遗产，现代化的城市景观，以及繁荣的经济发展，使得北京成为国际上备受瞩目的目的地。无论是古老的故宫与长城，还是现代的CBD与国际化的购物中心，北京汇集了多样化的文化和商业活动，为广告市场提供了丰富的机会。

Beijing, China's political and cultural center, stands as one of the most influential cities globally. With its rich historical heritage, modern urban landscapes, and thriving economic development, Beijing attracts international attention as a premier destination. Whether it's the ancient Forbidden City and Great Wall or the contemporary CBD and international shopping centers, Beijing offers diverse cultural and commercial activities, presenting abundant opportunities for advertising campaigns.





长安街可视面积最大户外LED  
国内4K级户外全高清LED

Chang'an Avenue has the largest visible area of outdoor LED screens in China, featuring domestic 4K-level outdoor full HD LED technology.

## JUN TAI DEPARTMENT STORE AT XIDAN 北京旗舰屏-西单君太百货屏

**商业:** 最受时尚消费人群欢迎的西单商圈内最显眼、最大的户外LED大屏幕, 有效覆盖高端时尚的实质消费人群。

**干道:** 位于京城东西向核心干道长安街与西单大街交汇处, 可同时覆盖长安街与西单大街的车流及西单购物人流。

**商务:** 周边云集中行总行、光大银行等众多金融机构, 与金融街相隔不足千米, 世界知名企业入住颇多, 是我国重要的成熟高端商务区之一。

**Commercial:** The most prominent and largest outdoor LED screen in Xidan, the most favored commercial district among fashion-conscious consumers. Effectively reaches affluent consumers in the high-end fashion sector.

**Thoroughfare:** Located at the intersection of Chang'an Street and Xidan Street, the core east-west thoroughfares in Beijing. Covers both the traffic on Chang'an Street and foot traffic in Xidan shopping district simultaneously.

**Business:** Surrounded by major financial institutions such as China Everbright Bank and Industrial Bank, with Financial Street just a kilometer away. Home to numerous world-renowned corporations, making it one of China's mature and upscale business districts.



媒体位置 MEDIA LOCATION	西城区 西单北大街西侧君太百货 朝东 Xicheng District, West side of Xidan North Street, Jun Tai Department Store, facing east
可视面积 DIMENSIONS	54.4m (W) × 13.44m (H) = 731m <sup>2</sup>
亮屏时间 OPERATING HOURS	06:00—24:00
日人车流 DAILY FOOT TRAFFIC	700,000
屏体像素 SCREEN PIXEL	Ultra-HD 4080 (W) × 1008 (H)
周刊例价(RMB) WEEKLY RATE	15"=725,000 30"=1,208,000 (60 times/d) 15"=1,378,000 30"=2,297,000 (120 times/d)





## SOSHOW MALL AT CHONGWENMEN (WEST & NORTH)

# 崇文门搜秀商城(西向和北向)

商业：崇文门商圈定位为“引导时尚潮流的青年商业聚集地”，是京东区域购物、娱乐休闲、餐饮视听一体化的时尚消费中心，周围高端住宅云集，消费力水平高。

干道：“王字”交通网络实现四方纵横，地铁2号线、5号线汇集，双向转角特型LED大屏幕覆盖崇文门商圈车流与人流视线，且特型显示屏有利于激发LED无限想象创意。

**Commercial: Commercial:** Chongwenmen Business District is positioned as a “youthful commercial hub leading fashion trends,” serving as a comprehensive center for shopping, entertainment, leisure, dining, and audiovisual integration in the central area of Beijing. Surrounding it are high-end residential areas with strong purchasing power.

**Thoroughfare:** The “Wangzi” transportation network facilitates convenient access in all directions, intersected by Metro Lines 2 and 5. Special-type LED screens strategically cover both vehicular and pedestrian traffic in the Chongwenmen Business District, fostering limitless creative possibilities with LED displays.

媒体位置 MEDIA LOCATION	西东城区 崇文门外大街与花市大街交汇处 朝西 朝北 Dongcheng District, Chongwenmen Outer Street and Huashi Street, facing west and north
可视面积 DIMENSIONS	7.7m (W) ×16.3m (H) =125.5m <sup>2</sup> (西向West) 7.7m (W) ×16.3m (H) =125.5m <sup>2</sup> (北向North)
亮屏时间 OPERATING HOURS	07:30—22:00
日人车流 DAILY FOOT TRAFFIC	450,000
屏体像素 SCREEN PIXEL	640 (W) x 1360 (H)
周刊例价(RMB) WEEKLY RATE	15"=66,000 30"=110,000 (60times/d) 15"=125,000 30"=208,000 (120times/d)



## NATIONAL TRAVEL BUILDING AT JINBAO STREET

# 金宝街国旅大厦

**商业:** 金宝街奢侈品名店汇集, 豪车店面众多, 具有“中国最高端商业街”的著称, 是名副其实的超高端消费场所。

**干道:** 地处东单北大街与金鱼胡同和金宝街三街交汇处, 人车流量大, 十字路口的双红灯设置使得屏幕拥有更加充足的等待关注时间。

**商务:** 金宝街毗邻东城政务办公区和外交部街, 政务人事聚集具有浓郁的政务商务气息和众多相关来往穿梭人群。

**Commercial:** Jinbao Street is renowned as "China's most high-end commercial street," featuring a collection of luxury brand stores and numerous high-end car dealerships. It is a truly ultra-high-end shopping destination.

**Thoroughfare:** Located at the intersection of Dongdan North Street, Jinyu Hutong, and Jinbao Street, the area experiences heavy pedestrian and vehicular traffic. The dual traffic lights at the crossroads provide ample waiting time for the screen to capture attention.

**Business:** Jinbao Street is adjacent to the Dongcheng government office area and the Ministry of Foreign Affairs Street, attracting a dense concentration of government officials and business personnel, enhancing the area's rich governmental and business atmosphere with numerous related interactions.

媒体位置  
MEDIA LOCATION 东城区 金宝街国旅大厦正门上方墙体 朝东北 弧形屏  
Dongcheng District, Above the entrance of the China Travel Service Building on Jinbao Street, facing northeast, with a curved screen

可视面积  
DIMENSIONS 14.616m (W) x 23.8m (H) = 347.9m<sup>2</sup>

亮屏时间  
OPERATING HOURS 08:00—21:00

日人车流  
DAILY FOOT TRAFFIC 350,000

屏体像素  
SCREEN PIXEL 640 (W) x 1360 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=392,000 30"=653,000 (60times/d)  
15"=745,000 30"=1,242,000 (120times/d)



# SHANGHAI. 上海

南京西路静安寺百乐门  
West Nanjing Road Jing'an Temple Paramount

浦东世纪大道金茂大厦东  
Jin Mao Tower East at Pudong Century Avenue

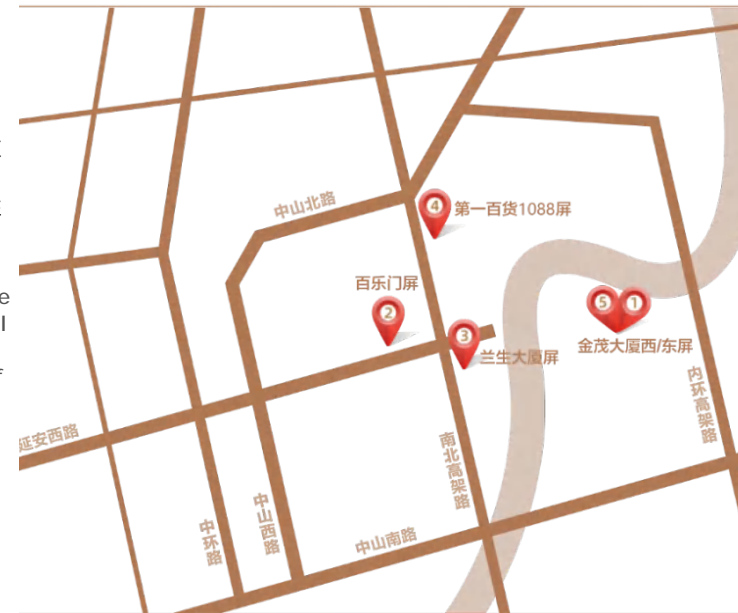
南京东路第一百货1088  
East Nanjing Road No. 1 Department Store 1088

淮海路商圈兰生大厦  
Lansheng Building at Huaihai Road

浦东世纪大道金茂大厦西  
Jin Mao Tower West at Pudong Century Avenue

上海，作为中国最具国际化和现代化的城市之一，融合了东西方文化的精髓。作为全球金融、贸易和科技创新的重要枢纽，上海不仅拥有繁荣的商业环境和世界级的现代建筑，还保留着许多历史悠久的文化遗产。从外滩的国际化氛围到豫园的古典韵味，再到浦东的现代摩天大楼，上海展示了其无与伦比的多样性和魅力，为全球品牌和广告活动提供了丰富的舞台和创意空间。

Shanghai, known as one of China's most international and modern cities, blends the essence of Eastern and Western cultures. As a crucial hub for global finance, trade, and technological innovation, Shanghai boasts a thriving business environment and world-class modern architecture while preserving its rich historical heritage. From the international ambiance of the Bund to the classical charm of Yu Garden, and the modern skyscrapers of Pudong, Shanghai epitomizes unparalleled diversity and allure, offering an abundant stage and creative space for global brands and advertising campaigns.





## JIN MAO TOWER EAST AT PUDONG CENTURY AVENUE 浦东世纪大道金茂大厦东

**商业:** 毗邻上海国金中心商场, 营业额规模百亿, 国际高端品牌入驻数量最高的国内商场。  
**干道:** 金茂大厦遥对东方明珠电视塔, 与地铁二号线连通面朝世纪大道, 毗邻延安东路隧道口, 是浦东通往市区的重要枢纽。早晚高峰LED大屏幕可以有效吸引堵车人群的视线。  
**商务:** 金茂大厦位于上海浦东核心——陆家嘴金融中心, 拥有“远东华尔街”之誉, 是目前我国内地规模最大、资本最密集CBD, 众多国内外知名金融机构及跨国公司汇集于此。

**Commercial:** Adjacent to Shanghai IFC Mall, which boasts an annual revenue in the hundreds of billions, it has the highest number of international high-end brand stores among domestic malls.  
**Thoroughfare:** Jin Mao Tower faces the Oriental Pearl TV Tower and connects with Metro Line 2, facing Century Avenue and near the Yan'an East Road Tunnel entrance. It is a crucial hub for traffic from Pudong to the city center. The LED screens can effectively capture the attention of people stuck in traffic during peak hours.  
**Business:** Jin Mao Tower is located in the core of Shanghai's Pudong area - Lujiazui Financial Center, known as the "Far East Wall Street." It is currently the largest and most capital-intensive CBD in mainland China, hosting numerous renowned financial institutions and multinational companies.

媒体位置 MEDIA LOCATION	浦东新区 世纪大道金茂大厦裙房东墙 朝东 Pudong, Century Avenue, East Wall of the Podium of Jin Mao Tower, facing east
可视面积 DIMENSIONS	26.9m (W) x 10.6m (H) = 285.1 m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00—22:00
日人车流 DAILY FOOT TRAFFIC	580,000
屏体像素 SCREEN PIXEL	2000 (W) x 786 (H)

周刊例价(RMB) WEEKLY RATE	East: 15"=272,800 30"=455,000 (60 times/d)
	East: 15"=518,000 30"=863,000 (120 times/d)
	East + West: 15"=351,800 30"=586,000 (60 times/d)
	East + West: 15"=668,000 30"=1,113,000 (120 times/d)



## WEST NANJING ROAD JING'AN TEMPLE PARAMOUNT

# 南京西路静安寺百乐门

**商业：**静安寺商圈是上海市中心十字轴心的重量级商圈，云集众多世界顶级奢侈品品牌，精准锁定高端消费人群。

**干道：**正对静安寺商圈最热闹的黄金宝地——南京西路与华山路交叉口人车流，靠近上海交通要道延安路高架，同时汇集地铁2号线、7号线及众多公交线路，人车流量庞大。

**商务：**覆盖静安“国际商务港”核心标志性地区，高端写字楼林立，众多国际品牌企业在办公楼即可看到大屏广告。

**Commercial:** Jing'an Temple area is a heavyweight commercial district at the heart of Shanghai's central axis, housing numerous world-class luxury brands and targeting high-end consumers precisely.

**Thoroughfare:** Strategically located at the bustling intersection of Nanjing West Road and Huashan Road, facing heavy pedestrian and vehicular traffic. Close proximity to Shanghai's major transportation artery, Yan'an Road Elevated Highway, and serviced by Metro Lines 2 and 7, along with numerous bus routes, ensures substantial traffic flow.

**Business:** Encompassing the core area of Jing'an "International Business Port," surrounded by high-end office buildings where large screen advertisements are prominently displayed, visible to numerous international brand enterprises.

媒体位置  
MEDIA LOCATION

静安区 南京西路与华山路交汇处 朝东 弧形  
Jing'an District, intersection of Nanjing West Road and Huashan Road, facing east, curved

可视面积  
DIMENSIONS

36.66m (W) x 14.19m (H) = 520.4m<sup>2</sup>

亮屏时间  
OPERATING HOURS

07:30—22:30

日人车流  
DAILY FOOT TRAFFIC

1,100,000

屏体像素  
SCREEN PIXEL

HD 2232 (W) x 864 (H)

周刊例价(RMB)  
WEEKLY RATE

15"=529,000 30"=882,000 (60times/d)  
15"=1,005,000 30"=1,675,000 (120times/d)



在延安路高架上可视面积最大LED屏

上海市府办公室可视面积最大LED屏

The largest visible LED screen on Yan'an Road Elevated Highway.  
The largest visible LED screen at the Shanghai Municipal Government Office.

## LANSHENG BUILDING AT HUAIHAI ROAD

# 淮海路兰生大厦

商业：临近上海中心人民广场著名商圈，周边商业林立，购物氛围浓厚。

干道：地处繁华的淮海路，是上海中心商业区的重要交通路段，且是延安路高架可见最大的LED屏。

商务：上海市政府可见的最大LED屏，周边商务楼鳞次栉比，是上海核心商务区。

**Commercial:** Located near Shanghai's central People's Square, a well-known commercial district surrounded by numerous shops, creating a strong shopping atmosphere.

**Thoroughfare:** Situated on the bustling Huaihai Road, an important traffic artery in Shanghai's central commercial area, and home to the largest LED screen visible from the Yan'an Road Elevated Highway.

**Business:** The largest LED screen visible from the Shanghai Municipal Government, surrounded by numerous business buildings, making it part of Shanghai's core business district.



媒体位置 MEDIA LOCATION	黄浦区 人民广场与淮海路商圈交汇处 朝北 弧形屏 Huangpu District, intersection of People's Square and Huaihai Road commercial area, facing north, curved screen
可视面积 DIMENSIONS	30.72m (W) x 16.32m (H) = 501.3m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30-23:00
日人车流 DAILY FOOT TRAFFIC	880,000
屏体像素 SCREEN PIXEL	HD 1920 (W) x 1020 (H)
周刊例价(RMB) WEEKLY RATE	15"=527,000 30"=878,000 (60times/d) 15"=1,001,000 30"=1,668,000 (120times/d)



## EAST NANJING ROAD NO. 1 DEPARTMENT STORE 1088

# 南京东路第一百货1088

**商业：**南京路商业街——中华第一街，中国最具代表性的步行路商业街，拥有世界级影响力的步行街。上海商业第一中心，位于上海市中心，周边有各大商场及购物中心，向东直达外滩，是购物、旅游的首选之地。

**干道：**覆盖南京西路车流，有多条轨道交通经过于此，地铁人民广场站，已经成为上海人流量最大的车站，可以直达南京东路步行街。

**Commercial:** Nanjing Road Pedestrian Street—China's premier street and the most representative commercial pedestrian street, with world-class influence. As the top commercial center in Shanghai, it is located in the city center, surrounded by major malls and shopping centers, and extends east to the Bund, making it a prime destination for shopping and tourism.

**Thoroughfare:** Covers the traffic flow of Nanjing West Road, with multiple rail transit lines passing through. People's Square Metro Station is the busiest station in Shanghai, providing direct access to Nanjing East Road Pedestrian Street.



媒体位置  
MEDIA LOCATION 黄浦区南京东路（近六合路）朝西南弧形  
Huangpu District, East Nanjing Road (near Liuhé Road),  
facing southwest, curved screen

可视面积  
DIMENSIONS 40.90m (W) x 26.60m (H) = 1088m<sup>2</sup>

亮屏时间  
OPERATING HOURS 08:00—22:30

日人车流  
DAILY FOOT TRAFFIC 700,000

屏体像素  
SCREEN PIXEL HD 4672 (W) x 3040 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=520,000 30"=867,000 (60times/d)  
15"=988,000 30"=1647,000 (120times/d)



## JIN MAO TOWER WEST AT PUDONG CENTURY AVENUE 浦东世纪大道金茂大厦西

**商业:** 毗邻上海国金中心商场, 营业额规模百亿, 国际高端品牌入驻数量最高的国内商场。  
**干道:** 金茂大厦遥对东方明珠电视塔, 与地铁二号线连通面朝世纪大道, 毗邻延安东路隧道口, 是浦东通往市区的重要枢纽。早晚高峰LED大屏幕可以有效吸引堵车人群的视线。  
**商务:** 金茂大厦位于上海浦东核心——陆家嘴金融中心, 拥有“远东华尔街”之誉, 是目前我国内地规模最大、资本最密集CBD, 众多国内外知名金融机构及跨国公司汇集于此。

**Commercial:** Adjacent to Shanghai IFC Mall, which boasts an annual revenue in the hundreds of billions, it has the highest number of international high-end brand stores among domestic malls.  
**Thoroughfare:** Jin Mao Tower faces the Oriental Pearl TV Tower and connects with Metro Line 2, facing Century Avenue and near the Yan'an East Road Tunnel entrance. It is a crucial hub for traffic from Pudong to the city center. The LED screens can effectively capture the attention of people stuck in traffic during peak hours.  
**Business:** Jin Mao Tower is located in the core of Shanghai's Pudong area - Lujiazui Financial Center, known as the "Far East Wall Street." It is currently the largest and most capital-intensive CBD in mainland China, hosting numerous renowned financial institutions and multinational companies.

媒体位置 MEDIA LOCATION	浦东新区 世纪大道金茂大厦裙房东墙 朝东 Pudong, Century Avenue, West Wall of the Podium of Jin Mao Tower, facing east
可视面积 DIMENSIONS	21.76m (W) x 13.44m (H) = 292m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00—22:00
日人车流 DAILY FOOT TRAFFIC	580,000
屏体像素 SCREEN PIXEL	1088 (W) x 672 (H)

周刊例价(RMB) WEEKLY RATE	West: 15"=167,600 30"=279,000 (60 times/d)
	West: 15"=318,000 30"=530,000 (120 times/d)
	East + West: 15"=351,800 30"=586,000 (60 times/d)
	East + West: 15"=668,000 30"=1,113,000 (120 times/d)





# GUANGZHOU.

## 广州

天河万菱汇广场  
Tianhe OneLinkWalk Plaza

天河北中石化大厦  
Tianhe North Sinopec Building

珠江新城雅居乐中心  
Zhujiang New Town Agile Center

天河太古汇  
Tianhe Taikoo Hui

广州，作为中国南方的重要经济和商业中心，是一个充满活力和现代化的国际大都市。凭借其悠久的历史、繁荣的商业环境和完善的交通网络，广州吸引了无数国内外知名品牌和企业。天河区和珠江新城等核心商圈汇集了高端购物中心和顶级写字楼，吸引了大量高消费人群和商务精英。广州的广告市场具有巨大的潜力和影响力，是品牌宣传和市场推广的理想之地。

Guangzhou, the capital city of Guangdong Province, as a major economic and commercial hub in southern China, is a vibrant and modern international metropolis. With its rich historical culture, thriving commercial environment, and comprehensive transportation network, Guangzhou attracts numerous renowned domestic and international brands and enterprises. Core business districts like Tianhe and Zhujiang New Town are home to high-end shopping centers and top-tier office buildings, drawing a large number of high-spending consumers and business elites. Guangzhou's advertising market offers immense potential and influence, making it an ideal location for brand promotion and marketing campaigns.





## TIANHE ONELINKWALK PLAZA 天河万菱汇广场

**商业:** 天河路商圈是华南最大的商圈，涵盖天河城、维多利亚广场等多个大型成熟商业体。万菱汇是商圈内超大规模的复合型Mall，吸引众多国际品牌进驻，定位高端。

**干道:** 覆盖天河路与体育东路人车流，多条地铁线及公交车无缝对接保证了充足的人流

**商务:** 位于珠江新城与天河北CBD交汇核心，白领、外籍人士较为集中，商务氛围浓厚。

**Commercial:** The Tianhe Road business district is the largest in South China, encompassing several large and well-established commercial entities such as Teemall and Victoria Plaza. One Link Walk, a massive composite mall within the district, attracts numerous international brands and is positioned as a high-end destination.

**Thoroughfare:** Covering the pedestrian and vehicular traffic on Tianhe Road and Tiyu East Road, seamless integration with multiple metro lines and bus routes ensures ample foot traffic.

**Business:** Located at the core intersection of Zhujiang New Town and Tianhe North CBD, the area is densely populated with white-collar workers and expatriates, creating a strong business atmosphere.



媒体位置 MEDIA LOCATION	天河区 体育东路与天河路交汇处 朝西北 弧形屏 Tianhe District, intersection of Tiyu East Road and Tianhe Road, facing northwest, curved screen
可视面积 DIMENSIONS	44.2m (W) × 12.2 (H) = 539.2m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:30—22:30
日人车流 DAILY FOOT TRAFFIC	950,000
屏体像素 SCREEN PIXEL	Ultra HD 4416 (W) x 1216 (H)
周刊例价(RMB) WEEKLY RATE	15"=661,250 30"=1,102,000 (60 times/d) 15"=1,256,000 30"=2,093,000 (120 times/d)



## TIANHE NORTH SINOPEC BUILDING 天河北中石化大厦

**商业:** 毗邻天河体育中心的天河时尚购物广场商圈，宜家、百佳、万佳等知名大商家均有进驻，商业氛围浓厚。

**干道:** 正对天河北路及体育西路，三个红灯位等待保障关注。

**商务:** 天河北是广州商务氛围最浓厚的CBD，以中信广场为核心的天河北商务办公圈是外企进驻广州的首选地段，其中宝洁、汇丰银行、友邦等国际知名公司都在该区域，聚集着众多甲级写字楼及高档楼盘。

**Commercial:** Adjacent to Tianhe Sports Center, the Tianhe Fashion Shopping Plaza district hosts renowned retailers such as IKEA, ParknShop, and Vanguard, creating a vibrant commercial atmosphere.

**Thoroughfare:** Facing Tianhe North Road and Sports West Road, with three red light positions ensuring maximum visibility.

**Business:** Tianhe North CBD is Guangzhou's most vibrant business district, anchored by CITIC Plaza. It's the preferred location for multinational corporations entering Guangzhou, including Procter & Gamble, HSBC, and AIA, among others. The area boasts numerous Grade A office buildings and upscale residences.

媒体位置 MEDIA LOCATION	天河区 体育西路与天河北路交汇处 朝东北弧形屏 Tianhe District, intersection of Sports West Road and Tianhe North Road, facing northeast, curved screen
可视面积 DIMENSIONS	17.9m (W) x6.7m (H) = 119.9m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30—22:00
日人车流 DAILY FOOT TRAFFIC	400,000
屏体像素 SCREEN PIXEL	HD 1792 (W) x 672 (H)
周刊例价(RMB) WEEKLY RATE	15"=161,000 30"=268,000 (60 times/d) 15"=306,000 30"=510,000 (120 times/d)



## ZHUJIANG NEW TOWN AGILE CENTER

# 珠江新城雅居乐中心

**商业:** 位于中央商务区核心, 配套餐饮娱乐众多, 且消费高端, 隔路即是市妇幼保健医院, 来往人群此起彼伏。

**干道:** 金汇路和华夏路交汇处人车流繁忙, 雅居乐中心紧邻环岛中心, 四向人车流均可优异收视屏体信息。

**商务:** 珠江新城是国家级中央商务区之一, 雅居乐地处珠江新城分区规划中的金融办公区, 周边高端写字楼、高端酒店分布众多, 覆盖人群大多为三高群体。

**Commercial:** Located in the heart of the Central Business District with abundant dining and entertainment options, catering to a high-end consumer base. Adjacent to the Maternal and Child Health Hospital, ensuring continuous foot traffic.

**Thoroughfare:** Busy intersection of Jinhui Road and Huaxia Road, adjacent to the Huan Dao Center, offering excellent visibility to traffic and pedestrians from all directions.

**Business:** Zhujiang New Town is one of the national-level central business districts. The IFC Center is strategically positioned in the financial office area of Zhujiang New Town, surrounded by upscale office buildings and hotels, targeting primarily high-income individuals.

媒体位置  
MEDIA LOCATION  
天河区珠江新城华夏路26号雅居乐中心外墙 朝西南  
Tianhe District, No. 26 Huaxia Road, Zhujiang New Town, facing southwest

可视面积  
DIMENSIONS  
39.36m (W) × 10.88m (H) =428.24m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
07:30—22:30

日人车流  
DAILY FOOT TRAFFIC  
650,000

屏体像素  
SCREEN PIXEL  
HD 5904 (W) ×1632 (H)

周刊例价(RMB)  
WEEKLY RATE  
15"=215,000 30"=358,000 (60 times/d)  
15"=409,000 30"=682,000 (120 times/d)



## TIANHE TAIKOO HUI 天河太古汇

**商业:** 正对太古汇, 这里云集众多广州首次落地国际品牌, 且多旗舰店或体验店, 吸引众多高端潮流人士慕名而至。

**干道:** 地处天河路与天河东路交汇处, 车道数量多且临近天河东隧道和猎德大桥, 巨大交通压力有效保证了媒体关注时长。

**商务:** 地处中国三大CBD天河CBD核心, 周边高层摩天大楼和国内外大型知名企业密集, 是广州乃至华南的重要商务区。

**Commercial:** Facing Taikoo Hui, this area gathers numerous international brands debuting in Guangzhou for the first time, many of which are flagship or experiential stores, attracting a large number of high-end trendsetters.

**Thoroughfare:** Located at the intersection of Tianhe Road and Tianhe East Road, with multiple lanes and close proximity to Tianhe East Tunnel and Liede Bridge, ensuring significant media exposure due to heavy traffic flow.

**Business:** Situated in the core of Tianhe Central Business District (CBD), one of China's top three CBDs, surrounded by skyscrapers and a concentration of large domestic and international enterprises, making it a crucial business hub in Guangzhou and South China.



媒体位置 MEDIA LOCATION	天河区 天河东路168号石牌酒店墙体 朝西南 弧形屏 Tianhe District, Wall of Shipai Hotel, No. 168 Tianhe East Road, facing southwest, curved screen.
可视面积 DIMENSIONS	35.84m (W) × 13.44m (H) = 482m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30—22:30
日人车流 DAILY FOOT TRAFFIC	700,000
屏体像素 SCREEN PIXEL	HD 2240 (W) × 840 (H)
周刊例价(RMB) WEEKLY RATE	15"=402,000 30"=670,000 (60 times/d) 15"=764,000 30"=1,273,000 (120 times/d)



# SHENZHEN. 深圳

深南大道中电大厦  
Shennan Avenue Zhongdian Building

湾区之心  
Core of Great Bay Area

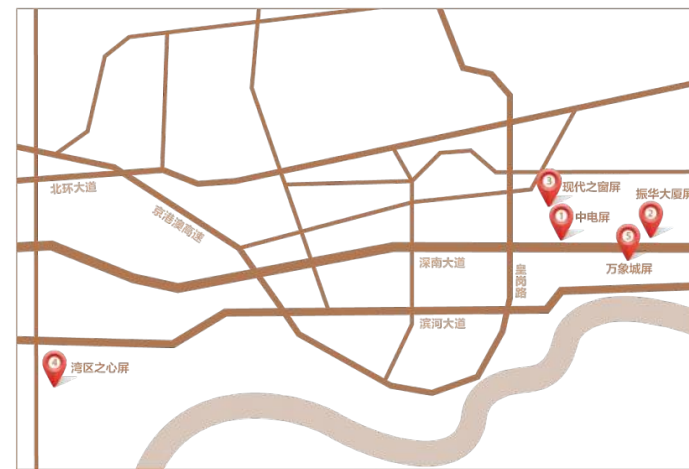
深南大道东门振华大厦  
Shennan Avenue Dongmen Zhenhua Building

深南大道万象城  
Shennan Avenue MixC

华强北现代之窗  
Huaqiangbei Modern Window

深圳，作为中国改革开放的先行者和现代化城市的典范，蓬勃发展成为全球科技和商业创新的重要枢纽。其高速发展的经济实力和日益增长的消费能力，使其成为广告市场的热门目标。深圳以其高密度的科技企业群体、创新型企业 and 繁荣的商业区域而闻名，如南山科技园、福田CBD和前海自贸区，这些地区汇聚了全球顶尖的企业和人才，为品牌推广和市场营销提供了丰富的机会。无论是在科技、金融、文化还是消费市场，深圳都展现出了其无限的商业潜力和广阔的发展空间。

Shenzhen, Guangdong Province, as a pioneer of China's reform and opening up and a model of modernization, has flourished into a major hub for global technology and business innovation. Its fast-growing economic strength and increasing consumer power make it a hot target in the advertising market. Shenzhen is renowned for its high density of tech companies, innovative enterprises, and thriving business districts such as Nanshan Science and Technology Park, Futian CBD, and Qianhai Free Trade Zone. These areas attract top companies and talent worldwide, providing ample opportunities for brand promotion and marketing. Whether in technology, finance, culture, or consumer markets, Shenzhen showcases its limitless commercial potential and vast room for development.





## SHENNAN AVENUE ZHONGDIAN BUILDING

# 深南大道中电大厦

**干道:** 地处深圳户外广告“钻石宝地”的交通主干道深南中路与“城市名片”华强北商圈华强北路交汇处，面积巨大、垂直路面，正对由西向东车流，并且毫无建筑物遮挡，2000米外便可接触此屏，视觉效果震撼。

**商业:** 大屏幕位于深圳最繁华商业街华强北路南端，有效覆盖活动在华强北商圈的庞大消费人群。

**Thoroughfare:** Located at the intersection of Shennan Middle Road, the main transportation artery of Shenzhen's outdoor advertising "Diamond Treasure Land", and Huaqiang North Road, the "City Business Card" Huaqiang North Business District, it has a huge and vertical road surface, facing the traffic flow from west to east, and is unobstructed by buildings. You can reach this screen from 2000 meters away, and the visual effect is stunning.

**Business:** The large screen is located at the southern end of Huaqiang North Road, the busiest commercial street in Shenzhen, effectively covering a large consumer group in the Huaqiang North business district.



媒体位置 MEDIA LOCATION	福田区 深南中路与华强北路交汇处 朝西 Futian District, Facing west at the intersection of Shennan Middle Road and Huaqiang North Road
可视面积 DIMENSIONS	12m (W) × 40m (H) = 480m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:00—22:00
日人车流 DAILY FOOT TRAFFIC	700,000
屏体像素 SCREEN PIXEL	HD 750 (W) × 2500 (H)
周刊例价(RMB) WEEKLY RATE	15"=387,000 30"=645,000 (60 times/d) 15"=735,000 30"=1,225,000 (120 times/d)



## SHENNAN AVENUE ZHENHUA BUILDING

# 深南大道振华大厦

**商业：**位于深圳两大核心商圈之一东门商圈，东门商圈以东门步行街为中心，是深圳历史最为悠久、商铺最密集、客流最集中、商品最丰富、历史最悠久的商业旺区。东门步行街是深圳乃至全国极具规模醒目的商业步行街，被定位成“深圳的窗口、罗湖的品牌”。

**干道：**面对深圳第一交通动脉深南大道由西向东车流，东门中路人流量非常庞大，媒体可优异覆盖进入东门商圈的人车流视线。

**Commercial:** Located in the Dongmen commercial district, one of Shenzhen's two core business areas, this district is centered around Dongmen Pedestrian Street. It is the most historic, densely packed with shops, highly trafficked, and merchandise-rich commercial area in Shenzhen. Dongmen Pedestrian Street is a prominent commercial pedestrian street in Shenzhen and even nationwide, known as the "Window of Shenzhen, Brand of Luohu."

**Thoroughfare:** Facing the west-to-east traffic flow of Shennan Avenue, Shenzhen's primary traffic artery, the pedestrian traffic on Dongmen Middle Road is very high. The media can effectively cover the traffic and pedestrian flow entering the Dongmen commercial district.

媒体位置 MEDIA LOCATION	罗湖区 深南东路与东门中路交汇处 朝西 Luohu District, at the intersection of Shennan East Road and Dongmen Middle Road, facing west.
可视面积 DIMENSIONS	20.5m (W) x 7.7m (H) =157.9m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00—22:00
日人车流 DAILY FOOT TRAFFIC	420,000
屏体像素 SCREEN PIXEL	2112 (W) x 768 (H)
周刊例价(RMB) WEEKLY RATE	15"=102,000 30"=170,000 (60 times/d) 15"=194,000 30"=323,000 (120 times/d)





## HUAQIANGBEI MODERN WINDOW

# 华强北现代之窗

**商业：** 位于深圳两大商圈之一华强北商圈核心，这里是“中国电子第一街”，还是亚洲最大的电子专业市场。它以电子市场为龙头，汇集了百货、服装、珠宝、电子、餐饮等几十个行业，使华强北成为多业种、多业态、综合功能齐全的商业集合体。

**干道：** 屏幕面向振华路自西向东单项行驶车流。

**商务：** 周边中高端写字楼林立，商业、办公互相激发是华强北商圈的最大优势，人气更加旺盛。

**Commercial:** Located at the core of Huaqiangbei, one of Shenzhen's two major commercial districts, this area is known as "China's No. 1 Electronics Street" and is also Asia's largest professional electronics market. Centered around the electronics market, Huaqiangbei encompasses a wide range of industries including department stores, fashion, jewelry, electronics, and dining, making it a comprehensive commercial hub with diverse business types and functions.

**Thoroughfare:** The screen faces the west-to-east one-way traffic flow on Zhenhua Road.

**Business:** The surrounding area is densely packed with mid-to-high-end office buildings, with the interplay between commerce and office spaces being Huaqiangbei's greatest advantage, contributing to its vibrant atmosphere.

**媒体位置**  
MEDIA LOCATION 福田区 华强北路振华南路交汇处 朝西北 弧形屏  
Futian District, at the intersection of Huaqiangbei Road and Zhenhua South Road, facing northwest, curved screen.

**可视面积**  
DIMENSIONS 32.64m (W) × 14.4m (H) = 470.02m<sup>2</sup>

**亮屏时间**  
OPERATING HOURS 08:00—22:00

**日人车流**  
DAILY FOOT TRAFFIC 520,000

**屏体像素**  
SCREEN PIXEL HD 2040 (W) × 900 (H)

**周刊例价(RMB)**  
**WEEKLY RATE** 15"=208,000 30"=347,000 (60 times/d)  
15"=395,000 30"=658,000 (120 times/d)



买A面+B面-送顶部+底部光栅屏

Purchase A-side + B-side and get the top + bottom raster screens for free.



## CORE OF GREAT BAY AREA

# 湾区之心

**商业:** 位于深圳西部最繁华区域与最核心地段的南山商圈, 是深圳富人集合地。除了有岁宝、天虹、海雅、新一佳等传统商城百货, 还有来福士广场、深圳海岸城、深圳湾万象城等大型综合商业体, 已成为时下火热的集商业、文化、休闲与办公于一体的新型商圈。

**干道:** 位于创业路与南海大道交汇处, 覆盖南海大道来往深南大道、滨海大道的庞大车流, 是前往蛇口、前海片区的主要交通干道。

**商务:** 科技产业创新基地核心区, 头部企业如腾讯总部、阿里巴巴、百度、今日头条等均入驻此地。

**Commercial:** Located in the Nanshan commercial district, the most prosperous and central area in western Shenzhen, this district is known as the gathering place for the affluent. It features traditional malls and department stores such as Suibao, Rainbow, Haiya, and New Yijia, as well as large integrated commercial complexes like Raffles City, Shenzhen Coastal City, and Shenzhen Bay MixC. It has become a popular new commercial district that integrates commerce, culture, leisure, and office spaces.

**Thoroughfare:** Positioned at the intersection of Chuangye Road and Nanhai Avenue, it covers the massive traffic flow between Nanhai Avenue, Shennan Avenue, and Binhai Avenue. It is the main traffic artery leading to the Shekou and Qianhai areas.

**Business:** This area is the core of the tech industry innovation base, home to major companies such as Tencent Headquarters, Alibaba, Baidu, and ByteDance.

媒体位置  
MEDIA LOCATION 南山区 南海大道与创业路交汇处 电信大楼外墙  
Nanshan District, at the intersection of Nanhai Avenue and Chuangye Road, on the outer wall of the Telecom Building.

可视面积  
DIMENSIONS **A(north):** 20.48m (W) × 34.56m (H) = 707.79m<sup>2</sup>  
**B(south):** 15.04m (W) × 34.56m (H) = 519.78m<sup>2</sup>

亮屏时间  
OPERATING HOURS **LED Screen:** 08:00–22:00  
**Raster Screen:** 17:00–22:00

日人车流  
DAILY FOOT TRAFFIC 400,000

屏体像素  
SCREEN PIXEL (1280+940) (W) × 2160 (H)

周刊例价(RMB)  
WEEKLY RATE **A / B : 15"=290,000 30"=483,000 (60 times/d)**  
**15"=551,000 30"=918,000 (120 times/d)**  
**A + B : 15"=550,000 30"=917,000 (60 times/d)**  
**15"=1,045,000 30"=1,742,000 (120 times/d)**



## SHENNAN AVENUE MIXC

# 深南万象城

**商业:** 深南中路万象城商圈属于深圳最具高端人群汇聚的消费商圈。媒体西南面是著名的深圳万象城——深圳最具高端中国知名的大型室内购物中心。地处深圳最繁华地段之一。

**干道:** 媒体正对深圳最繁华主干道深南大道，贯通东西，连通福田、罗湖三个区。

**商务:** 媒体西面是地王大厦与深圳地标建筑京基100，贴近深南中路商务及金融中心，深交所、深圳大剧院、深圳书城等分布与此，媒体附加值非常高。

**Commercial:** The MixC Shopping Mall on Shennan Middle Road is among Shenzhen's premier commercial hubs, attracting a high-end consumer demographic. Positioned southwest, it stands adjacent to Shenzhen's upscale and renowned MixC – a leading indoor shopping center in China. Located in one of Shenzhen's busiest and most affluent areas.

**Thoroughfare:** Facing Shennan Avenue, Shenzhen's busiest main thoroughfare connecting Futian and Luohu districts from east to west.

**Business:** To the west lies Diwang Building and Shenzhen's iconic skyscraper, KK100, near the financial and business center of Shennan Middle Road. Adjacent to Shenzhen Stock Exchange, Shenzhen Grand Theater, and Shenzhen Book City, making it a highly valuable media location.



媒体位置  
MEDIA LOCATION 罗湖区 深南东路与宝安南路交汇处 朝西  
Luohu District, intersection of Shennan East Road and Bao'an South Road, facing west.

可视面积  
DIMENSIONS 16.32 m (W) × 24.96 m (H) = 407.3 m<sup>2</sup>

亮屏时间  
OPERATING HOURS 08:00—22:00

日人车流  
DAILY FOOT TRAFFIC 600,000

屏体像素  
SCREEN PIXEL 1632 (W) × 2496 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=261,000 30"=435,000 (60 times/d)  
15"=496,000 30"=827,000 (120 times/d)



# CHENGDU.

## 成都

航天科技大厦  
Aerospace Science and Technology Building

跳伞塔数码广场  
Tiaosanta Digital Square

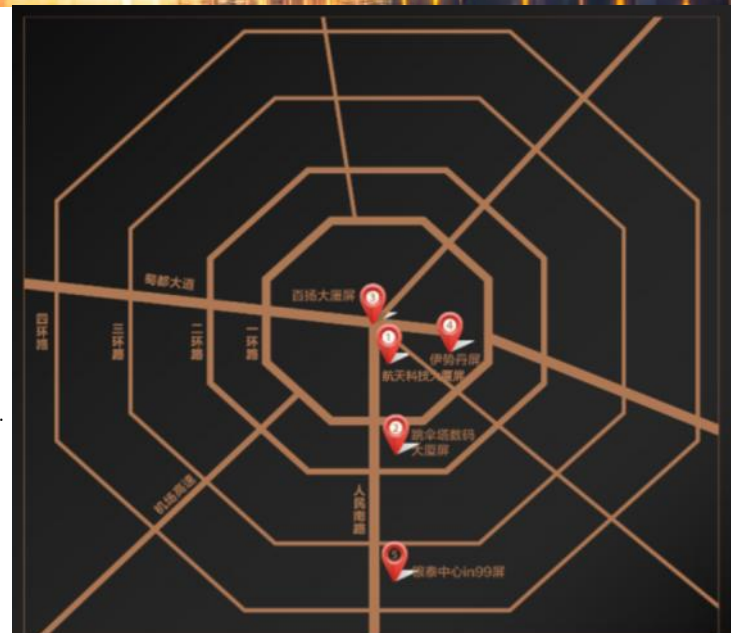
天府广场百扬大厦  
Tianfu Square Baiyang Building

太古里IFS伊势丹  
Tai Koo Li IFS Mitsukoshi

银泰中心in99  
Yintai Center in99

成都，古老与现代的完美融合，是中国西部的繁荣之都。作为四川省省会，成都不仅以其丰富的历史文化遗产和美食而闻名，还因其快速发展的经济和现代化的城市规划而备受瞩目。成都以其宜人的气候、友好的商业环境和多样化的文化场景，吸引了来自全球的投资者和游客。无论是深厚的历史底蕴还是充满活力的现代城市面貌，成都都展现出其作为全球商业和文化交流中心的无限潜力。

Chengdu, a perfect blend of ancient charm and modernity, stands as the prosperous capital of western China. As the capital city of Sichuan Province, Chengdu is renowned not only for its rich historical and cultural heritage, and delectable cuisine, but also for its rapidly growing economy and modern urban planning. Chengdu attracts investors and tourists globally with its pleasant climate, friendly business environment, and diverse cultural scenes. Whether through its profound historical legacy or vibrant modern urban landscape, Chengdu showcases immense potential as a global hub for business and cultural exchange.





## AEROSPACE SCIENCE & TECHNOLOGY BUILDING

# 航天科技大厦

**商业:** 媒体位于红照壁商圈, 占据成都商业发展最高档区域, 周边有顶级时尚名品广场仁恒置地、红照壁高端精品商业区, 汇聚LV、GUCCI、OMEGA等国际一线品牌。

**干道:** 人民南路素有“天府第一路”美誉, 是成都最具标志性南北要道, 媒体位于人民南路与新光华街黄金交汇拐角。

**商务:** 地处成都CBD核心区域, 高端写字楼、银行、五星级酒店云集, 高级白领及商务人士集中。

**Commercial:** Located in the Hongzhaobi business district, occupying Chengdu's most upscale commercial area, surrounded by top-notch fashion plazas such as Renhe Spring, Hongzhaobi high-end boutique commercial district, gathering international brands like LV, GUCCI, OMEGA, and others.

**Thoroughfare:** Renowned as "Tianfu's First Road," Renmin South Road is Chengdu's most iconic north-south thoroughfare. The media is situated at the golden intersection corner of Renmin South Road and Xinguanghua Street.

**Business:** Positioned in the core area of Chengdu CBD, with high-end office buildings, banks, and five-star hotels gathering here, attracting high-level executives and business professionals.



媒体位置  
MEDIA LOCATION  
锦江区 人民南路与红照壁街交汇处东北角 朝西南  
Jinjiang District, Northeast of the intersection of South Renmin Road and Hongzhaobi Street, facing southwest.

可视面积  
DIMENSIONS  
32.76m (W) x 14.4m (H) = 472m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
08:30—22:30

日人车流  
DAILY FOOT TRAFFIC  
550,000

屏体像素  
SCREEN PIXEL  
Ultra HD 5460 (W) x 2400 (H)

周刊例价(RMB)  
WEEKLY RATE  
15"=356,000 30"=593,000 (60 times/d)  
15"=676,000 30"=1,127,000 (120 times/d)



## TIAOSANTA DIGITAL SQUARE

# 跳伞塔数码广场

**商业:** 跳伞塔商圈地处最繁华市中心区域，是成都唯一IT专卖科技一条街，人气非常旺盛，是大众集中消费重要选择地。

**干道:** 面朝成都最核心的干道人民路由北向南车流，同时覆盖一环南路与高科技跳伞塔商圈庞大的车流和人流。

**商务:** 成都市最主要CBD商圈之一，周边众多A甲级写字楼，商务成熟，氛围浓厚，聚集大量的高端白领往返于此。

**Commercial:** Located in the bustling downtown area, the Tiaosanta (Parachute Tower) business district is Chengdu's only IT specialty technology street. It enjoys high popularity and is a crucial choice for concentrated consumer activity.

**Thoroughfare:** Facing Chengdu's core thoroughfare, Renmin Road flows north to south, covering substantial traffic and pedestrian flow around Yihuan South Road and the Tiaosanta (Parachute Tower) business district.

**Business:** One of Chengdu's major CBD business districts, surrounded by numerous Grade A office buildings, it boasts a mature business environment and a strong atmosphere, attracting a large number of high-end professionals commuting here.



媒体位置  
MEDIA LOCATION  
武侯区 人民南路与一环南路交汇处 朝西北  
Wuhou District, at the intersection of Renmin South Road and Yihuan South Road, facing northwest.

可视面积  
DIMENSIONS  
9.28m (W) x 23.04m (H) = 213.8m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
08:30—22:30

日人车流  
DAILY FOOT TRAFFIC  
380,000

屏体像素  
SCREEN PIXEL  
696 (W) x 1696 (H)

周刊例价(RMB)  
WEEKLY RATE  
15"=134,000 30"=223,000 (60 times/d)  
15"=255,000 30"=425,000 (120 times/d)



## TIANFU SQUARE BAIYANG BUILDING 天府广场百扬大厦

**商业:** 天府广场的成都天府红购物中心与附近的仁和春天、茂业天地以及四川省科技馆、四川省博物馆、四川省图书馆、四川省美术馆、四川大剧院等构成此地非常浓厚的商业、文化氛围，聚集大量高端消费人群。  
**干道:** 无遮挡覆盖天府广场的人群和环绕天府广场的人民中路、人民东路的车流，加上成都地铁1号线与2号线的换乘站汇集于此，颇具交通枢纽价值。  
**商务:** 旁边的城市之心以及百扬大厦写字楼则充分体现天府广场屏让品牌广告到达写字楼白领和精英人群的能力。

**Commercial:** Chengdu Tianfu Square, along with nearby Renhe Spring, MixC World, Sichuan Science and Technology Museum, Sichuan Provincial Museum, Sichuan Provincial Library, Sichuan Art Museum, and Sichuan Grand Theatre, forms a rich commercial and cultural atmosphere, attracting a large number of high-end consumers.

**Thoroughfare:** Unobstructed flows cover the crowds in Tianfu Square and the traffic around Renmin Middle Road and Renmin East Road. The convergence of Chengdu Metro Lines 1 and 2 transfer stations here adds significant transportation hub value.

**Business:** Adjacent to the heart of the city and Baiyang Building office towers, Tianfu Square effectively extends brand advertising reach to office executives and sophisticated audiences.

媒体位置  
MEDIA LOCATION 锦江区 东御街18号百扬大厦外墙 朝北  
Jinjiang District, outside the façade of Baiyang Building at 18 Dongyu Street, facing north.

可视面积  
DIMENSIONS 40.96m (W) × 18.24m (H) = 747m<sup>2</sup>

亮屏时间  
OPERATING HOURS 08:30—22:30

日人车流  
DAILY FOOT TRAFFIC 550,000

屏体像素  
SCREEN PIXEL HD 3040 (W) × 960 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=318,000 30"=530,000 (60 times/d)  
15"=604,000 30"=1,007,000 (120 times/d)



## TAI KOO LI IFS MITSUKOSHI 太古里IFS伊势丹

**商业：**屏幕位于伊势丹百货墙面，紧邻华堂、百盛，隔路是IFS超大型商业体，东西相邻路口即为春熙路和太古里，都是成都最核心的高端商圈，众多国际一线和潮流品牌入驻此区域，商圈与大慈寺紧邻，旅游与购物无缝连接，使得此区域的消费人群数量庞大、购物欲强。

**商务：**屏幕正对的IFS是成都地标建筑和超甲级写字楼，入驻企业多为国际和国内知名公司和实力金融企业。

**Commercial:** The screen is located on the wall of Isetan Department Store, adjacent to Huatang and Parkson, across the street from IFS, a large-scale commercial complex. The east-west neighboring intersection leads to Chunxi Road and Taikoo Li, both core high-end business districts in Chengdu. Numerous international and trendy brands have settled in this area. With Daci Temple adjacent, seamlessly connecting tourism and shopping, this area attracts a vast number of consumers with strong purchasing power.

**Business:** The screen directly faces IFS, a landmark building in Chengdu and home to Grade A office spaces. Many international and domestic renowned companies and strong financial enterprises are located here.



媒体位置  
MEDIA LOCATION  
锦江区 红星路IFS广场伊势丹百货墙面 朝南  
Jinjiang District, outside the façade of Baiyang Building at 18 Dongyu Street, facing north.

可视面积  
DIMENSIONS  
34.43m(W) X10.24m(H)= 352.56m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
08:30—22:30

日人车流  
DAILY FOOT TRAFFIC  
800,000

屏体像素  
SCREEN PIXEL  
2152(1000+1152) (W) X640(H)

周刊例价(RMB)  
WEEKLY RATE  
15"=242,000 30"=403,000 (60 times/d)  
15"=460,000 30"=767,000 (120 times/d)





## YINTAI CENTER IN99 银泰中心IN99

**商业：**银泰in99作为成都地标建筑，定位高端商业综合体，集华尔道夫酒店、超甲级写字楼，全客层国际化购物中心in99，打造高端购物体验及生活方式。

**干道：**面朝成都商务中轴天府大道由北向南车流，5车道及路口等候区域可覆盖大量车流，同时覆盖金融商圈东西线核心主干道。

**商务：**位于成南高新区CBD商圈，成都市政府重点打造的城市新中心，国家级“天府新区”高速发展的核心区域，涵盖经济中心、政治中心及产业中心，正对的天府国际金融中心是未来四川省乃至我国西部地区金融业发展和金融机构聚集的核心承载区，目前已入驻各大金融、保险及政府机构，政商人士每日来往于此。

**Commercial:** Yintai IN99 in Chengdu, a landmark high-end commercial complex featuring the Waldorf Astoria hotel, Grade A office spaces, and the IN99 international shopping center, offering a sophisticated shopping experience and lifestyle.

**Thoroughfare:** Facing Chengdu's central business axis, Tianfu Avenue, with five lanes and intersection waiting areas accommodating significant traffic flow. It also covers the core east-west arteries of the financial district.

**Business:** Located in Chengnan High-tech CBD, a key area for urban development and part of the national-level Tianfu New Area, encompassing economic, political, and industrial centers. Facing Tianfu International Financial Center, a core hub for financial industry development in Sichuan and western China, hosting major financial, insurance, and government institutions, frequented by business and political elites daily.



媒体位置  
MEDIA LOCATION 武侯区 天府大道1199号 朝向西北  
Wuhou District, 1199 Tianfu Avenue, facing northwest.

可视面积  
DIMENSIONS Hexagonal, 800m<sup>2</sup>

亮屏时间  
OPERATING HOURS 08:30—22:30

日人车流  
DAILY FOOT TRAFFIC 400,000

屏体像素  
SCREEN PIXEL Ultra HD 4200 (W) X 1680 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=305,000 30"=508,000 (60 times/d)  
15"=580,000 30"=967,000 (120 times/d)



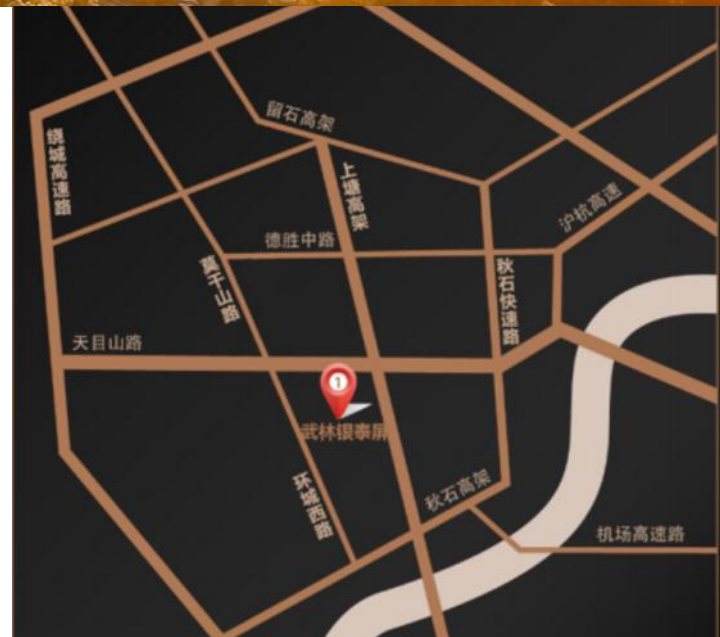
# HANGZHOU.

## 杭州

延安路武林银泰  
Yan'an Road Wulin Yintai

杭州，中国东部著名的历史文化名城和现代化都市，以其优美的自然风光和悠久的历史积淀闻名于世。西湖是其灵魂所在，被誉为“天下第一西湖”，不仅有着千年的历史，还是诗人墨客笔下的灵感源泉。杭州，还是中国经济发展的先行者之一，作为电子商务和互联网技术的重要基地，吸引了无数创业者和企业家。无论是自然景观还是经济活力，杭州都展现出其作为一个现代化城市的独特魅力。

Hangzhou, the capital city of Zhejiang Province, a renowned city in eastern China steeped in history and culture, blends its picturesque natural scenery with modern urban life. The West Lake, acclaimed as "heaven on earth," is the heart of Hangzhou, boasting millennia of history and inspiring poets and artists throughout the ages. Beyond its cultural richness, Hangzhou stands at the forefront of China's economic development, particularly in e-commerce and internet technology, attracting numerous entrepreneurs and businesses. Whether for its natural beauty or economic vitality, Hangzhou captivates as a city of modern charm and innovation.





## YAN'AN ROAD WULIN YINTAI

# 延安路武林银泰

**商业：**位于杭州最繁华的延安路商圈核心，商圈内业态齐全，面对著名的武林广场，过往人群经济实力强，能够形成有效消费，媒体堪称占据杭州旗舰位置的“杭州第一屏”。

**干道：**覆盖体育场路与延安路人车流，交通繁忙视角广泛。

**商务：**武林商圈是武林中央商务区的核心，商务发展成熟。

**Commercial:** Located in the heart of Hangzhou's bustling Yan'an Road commercial district, this area boasts a diverse mix of businesses. Facing the renowned Wulin Square, it attracts a strong economic crowd capable of substantial consumption, making this media location the flagship "First Screen of Hangzhou."

**Thoroughfare:** Covers traffic flow on Stadium Road and Yan'an Road, offering a broad view of busy traffic intersections.

**Business:** Wulin commercial district forms the core of Hangzhou's central business district (CBD), characterized by mature business development.



**媒体位置**  
**MEDIA LOCATION** 拱墅区 体育场路与延安路交汇处 朝西北 弧形屏  
 Gongshu District, at the intersection of Stadium Road and Yan'an Road, facing northwest with a curved screen.

**可视面积**  
**DIMENSIONS** 50.04m (W) x 20.16m (H) = 1008.8m<sup>2</sup>

**亮屏时间**  
**OPERATING HOURS** 06:00—22:30

**日人车流**  
**DAILY FOOT TRAFFIC** 450,000

**屏体像素**  
**SCREEN PIXEL** Ultra HD 4170 (W) X 1680 (H)

**周刊例价(RMB)**  
**WEEKLY RATE** 15"=397,900 30"=663,000 (60 times/d)  
 15"=756,000 30"=1,260,000 (120 times/d)



# NANJING.

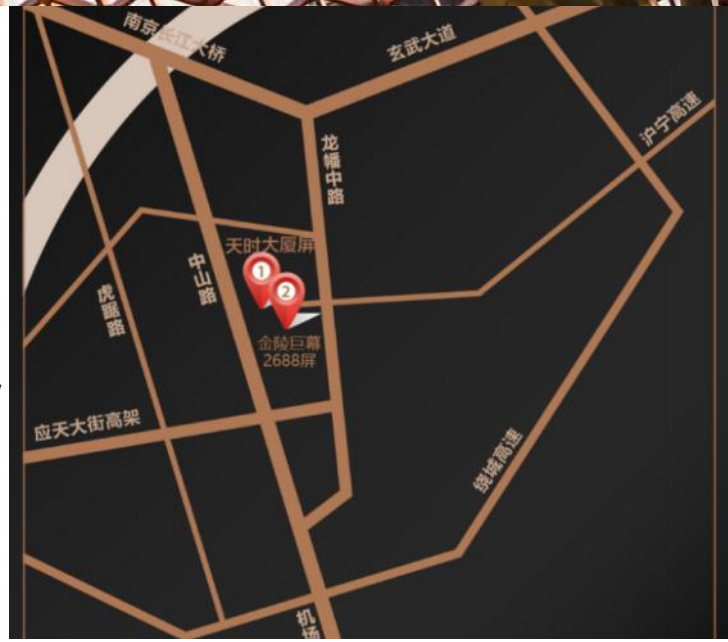
## 南京

新街口天时大厦  
Xinjiekou Times Tower

金陵巨幕2688  
Jinling IMAX 2688

南京，位于中国东部长江流域，是一座兼具悠久历史和现代活力的城市。作为中国四大古都之一，南京拥有丰富的历史文化遗产和壮丽的自然风光。紫金山下的明城墙、夫子庙的文化街区以及长江两岸的现代城市景观共同构成了南京多元化的城市面貌。南京不仅是政治、文化和经济中心，还是中国重要的科研和教育基地，吸引了众多国内外企业和创新人才。无论是历史底蕴还是现代发展，南京都展现出其作为一个充满活力和活力的城市的独特魅力。

Nanjing, the capital city of Jiangsu Province, located in the eastern Yangtze River Delta of China, is a city blending ancient history with modern vitality. As one of China's four ancient capitals, Nanjing boasts rich cultural heritage and magnificent natural scenery. The Ming City Wall under Purple Mountain, the cultural district of Confucius Temple, and the modern urban landscapes along the Yangtze River together create the diverse urban landscape of Nanjing. Not only a political, cultural, and economic center, Nanjing is also a hub for scientific research and education in China, attracting numerous domestic and international businesses and innovative talents. Whether in historical richness or modern development, Nanjing embodies its unique charm as a vibrant and dynamic city.





## XINJIEKOU TIMES TOWER 新街口天时大厦

**商业：**位于江苏消费力最旺盛的新街口商圈核心，紧贴新街口步行街。新街口是有着近百年历史的著名商圈，位于南京中心区，商业密集，辐射力大，为中国商贸密集度最高的地区，被称为“中华第一商圈”。

**干道：**地处中山路与汉中路交汇处，交通便捷人车流量大，日均客流量峰值超过百万人次。

**商务：**新街口是南京中央商务区（CBD），金融机构、咨询公司、法律事务所、会计事务所与大公司总部、办公室数量居南京之首，近百家世界五百强分支机构进驻。

**Commercial:** Located in the heart of Xinjiekou, the most prosperous consumer area in Jiangsu, adjacent to Xinjiekou Pedestrian Street. Xinjiekou is a renowned commercial district with nearly a century of history, situated in the central area of Nanjing. Known for its dense commercial activity and extensive influence, it is considered the busiest commercial area in China, often referred to as the "Number One Commercial Circle in China."

**Thoroughfare:** Positioned at the intersection of Zhongshan Road and Hanzhong Road, enjoying convenient transportation with high pedestrian and vehicular traffic. Daily foot traffic peaks exceed one million people.

**Business:** Xinjiekou serves as Nanjing's Central Business District (CBD), hosting the largest number of financial institutions, consulting firms, law firms, accounting offices, corporate headquarters, and offices. Nearly a hundred Fortune 500 companies have established branches here.



媒体位置 MEDIA LOCATION	玄武区 中山路与汉中路交汇处 朝西 Xuanwu District, at the intersection of Zhongshan Road and Hanzhong Road, facing west.
可视面积 DIMENSIONS	19.2m (W) × 47m (H) = 902.4m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30—22:00
日人车流 DAILY FOOT TRAFFIC	600,000
屏体像素 SCREEN PIXEL	768 (W) × 1880 (H)
周刊例价(RMB) WEEKLY RATE	15"=234,000 30"=390,000 (60 times/d) 15"=445,000 30"=742,000 (120 times/d)



## JINLING IMAX 2688 金陵巨幕2688

**商业:** 媒体位于南京地标建筑新百百货正门外墙，与中山先生雕像遥相呼应。地处被称为“中华第一商圈”新街口商圈中心位置，紧邻新街口商业步行街，汇聚众多高端购物消费商场，有效覆盖目标人群。

**干道:** 地处中山路与中山东路交汇处，覆盖南京最核心4条交通干道，每日人车流密集。

**商务:** 新街口是南京中央商务区（CBD），金融机构、咨询公司、法律事务所、会计事务所与大公司总部、办公室数量居南京之首，近百家世界五百强分支机构进驻。

**Commercial:** The media is located on the exterior wall of the main entrance of the iconic Xinbai Department Store in Nanjing, echoing the statue of Mr. Sun Yat-sen. Situated at the heart of Xinjiekou, known as the "Number One Commercial Circle in China," it is adjacent to the bustling Xinjiekou Pedestrian Street, surrounded by numerous high-end shopping malls, effectively reaching the target audience.

**Thoroughfare:** Positioned at the intersection of Zhongshan Road and Zhongshan East Road, covering four of Nanjing's busiest traffic arteries, with dense pedestrian and vehicular traffic daily.

**Business:** Xinjiekou is Nanjing's Central Business District (CBD), leading in the number of financial institutions, consulting firms, law firms, accounting offices, corporate headquarters, and offices. It hosts branches of nearly a hundred Fortune 500 companies.



媒体位置  
MEDIA LOCATION

秦淮区 中山南路新街口新百百货 朝西北  
Qinhuai District, the intersection of South Zhongshan Road and Xinbai Department Store in Xinjiekou, facing northwest.

可视面积  
DIMENSIONS

84.78m(W)×28.56m(H)=2421.32m<sup>2</sup>

亮屏时间  
OPERATING HOURS

08:00—22:30

日人车流  
DAILY FOOT TRAFFIC

600,000

屏体像素  
SCREEN PIXEL

7064 (W) x 2380 (H)

周刊例价(RMB)  
WEEKLY RATE

15"=888,000 30"=1,480,000 (60 times/d)  
15"=1,687,000 30"=2,812,000 (120 times/d)



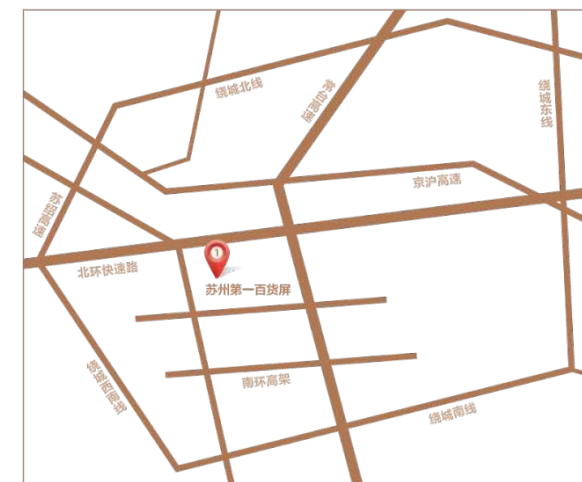
# SUZHOU.

# 苏州

第一百货  
No. 1 Department Store

苏州，坐落于中国江苏省中部，是一座兼具千年历史与现代繁荣的城市。以其古典园林和水乡文化闻名于世，被誉为“人间天堂”，被联合国教科文组织列入世界文化遗产。苏州不仅拥有丰富的历史文化底蕴，还是中国经济发展的重要枢纽之一，特别是在制造业和高科技产业方面具有重要地位。如今，苏州以其独特的城市魅力和创新活力吸引着全球投资者和游客，成为了一个蓬勃发展的现代化城市。

Suzhou, located in the central part of Jiangsu Province, is a city of both ancient history and modern prosperity. Renowned for its classical gardens and water towns, Suzhou is often referred to as a "paradise on earth" and is recognized as a UNESCO World Heritage site. Beyond its rich cultural heritage, Suzhou is a key hub for China's economic development, particularly in manufacturing and high-tech industries. Today, Suzhou attracts global investors and tourists alike with its unique urban charm and innovative vitality, establishing itself as a thriving modern city.





## NO. 1 DEPARTMENT STORE 第一百货

**商业:** 位于正对苏州千年商街——观前街购物人流的苏州第一百货楼体，观前街地处苏州古城中心，区域内商业繁荣，名店云集，古迹众多。观前街是苏州经济、文化、金融的中心，集购物、休闲、娱乐、餐饮商贸为一体的繁华步行街，云集上百年老店与著名景点，是大众消费首选之地。

**干道:** 覆盖纵贯苏州市古城区的交通主干道人民路和景德路往来车流，转角屏幕优异覆盖多向视线。

**Commercial:** Located at Suzhou's landmark department store building directly facing the millennia-old shopping street of Guanqian Street. Guanqian Street is renowned for its commercial prosperity, collection of renowned stores, and numerous historical sites. Serving as the economic, cultural, and financial center of Suzhou, Guanqian Street is a bustling pedestrian street integrating shopping, leisure, entertainment, and dining, with its array of century-old stores and famous landmarks making it a prime destination for public consumption.

**Thoroughfare:** Covers the main traffic arteries of Renmin Road and Jingde Road in Suzhou's ancient city area, providing excellent coverage with corner screens for optimal visibility in multiple directions.

媒体位置 MEDIA LOCATION	姑苏区 人民路与景德路交汇处 朝东朝北转 Gusu District, located at the intersection of Renmin Road and Jingde Road, faces northeast.
可视面积 DIMENSIONS	10.56m × 13.44m (facing east) + 8.64m × 13.44m (facing north) = 258.05m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:00—23:00
日人车流 DAILY FOOT TRAFFIC	300,000
屏体像素 SCREEN PIXEL	880 × 1120 (facing east) 720 × 1120 (facing north)
周刊例价(RMB) WEEKLY RATE	15"=188,000 30"=313,000 (60 times/d) 15"=357,000 30"=595,000 (120 times/d)



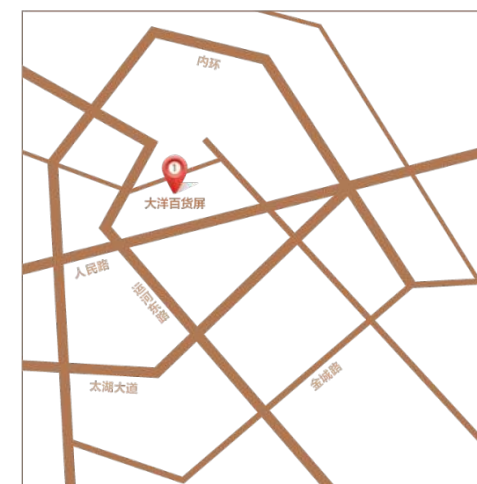


# WUXI. 无锡

中山路大洋百货  
Grand Ocean at Zhongshan Road

无锡，位于中国江苏省南部，是一座历史悠久、现代发达的城市。作为中国著名的历史文化名城之一，无锡以其优美的自然风光和丰富的文化遗产而闻名。城市内现代化与古典文化和谐共存，融合了现代高科技产业和传统手工艺，是全球企业和投资者的热门目的地之一。无锡还以其独特的太湖风光和美食文化吸引着众多游客和商务人士。

Wuxi, located in the southern part of Jiangsu Province, China, is a city with a rich history and modern development. As one of China's famous historical and cultural cities, Wuxi is renowned for its beautiful natural scenery and abundant cultural heritage. The city harmoniously combines modernization with classical culture, integrating modern high-tech industries with traditional craftsmanship, making it a sought-after destination for global businesses and investors. Wuxi's unique Taihu Lake scenery and culinary culture also attract numerous tourists and business professionals.





## GRAND OCEAN AT ZHONGSHAN ROAD

# 中山路大洋百货

**商业：**大洋百货位于无锡市中心的中山路商圈，紧邻崇安寺步行街，是无锡最繁华的商业中心，也是最核心的地段。

**干道：**位于中山路与人民路两大主干道交汇处，正对十字路口，人流密集，车流如梭。

**商务：**覆盖众多周边写字楼人群，企业白领高管占比较高。

**Commercial:** Ocean Department Store is located in the central Zhongshan Road commercial area of Wuxi, adjacent to Chong'an Temple Pedestrian Street. It is the busiest commercial center in Wuxi and the most prime location.

**Thoroughfare:** Positioned at the intersection of Zhongshan Road and Renmin Road, a major thoroughfare, directly facing a bustling intersection with heavy pedestrian and vehicular traffic.

**Business:** Captures a high concentration of professionals from surrounding office buildings, with a significant presence of corporate executives and white-collar workers.



媒体位置 MEDIA LOCATION	崇安区 中山路与人民路交汇处 朝南 Chong'an District, at the intersection of Zhongshan Road and Renmin Road, facing south.
可视面积 DIMENSIONS	37.12m (W) x 9.6m (H) = 356.35m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30—22:00
日人车流 DAILY FOOT TRAFFIC	300,000
屏体像素 SCREEN PIXEL	HD 2320 (W) x 600 (H)
周刊例价(RMB) WEEKLY RATE	15"=150,000 30"=250,000 (60 times/d) 15"=285,000 30"=475,000 (120 times/d)



# CHONGQING. 重庆

解放碑重庆百货  
Jiefangbei Chongqing Department Store

观音桥北城天街  
Guanyinqiao Beicheng Tianjie

朝天门来福士购物中心  
Chaotianmen Raffles Shopping Center

重庆，位于中国西南部，是一座充满活力和文化魅力的现代化城市。作为中国四大直辖市之一，重庆以其壮丽的山水和独特的火锅文化闻名于世。作为长江经济带的重要城市节点，重庆拥有发达的工业基础和多样化的经济结构，是中国西部地区重要的经济、金融和文化中心之一。城市内现代化建设与古老文化遗产交相辉映，吸引着来自世界各地的游客和投资者。

Chongqing, located in southwest China, is a vibrant and culturally rich modern city. As one of China's four municipalities directly under the central government, Chongqing is famous for its magnificent landscapes and unique hotpot culture. As a key city along the Yangtze River Economic Belt, Chongqing boasts a developed industrial base and diverse economic structure, serving as a crucial economic, financial, and cultural center in western China. The city harmoniously blends modern development with ancient cultural heritage, attracting tourists and investors from around the world.





## JIEFANGBEI CHONGQING DEPARTMENT STORE 解放碑重庆百货

商业：位于重庆解放碑重庆百货大楼外墙，占据重庆解放碑商业街核心位置。解放碑商圈商业气氛浓郁，汇集众多大型百货公司、顶级品牌专卖店，规模与密度堪称第一，号称西部第一大商圈。

商务：紧靠重庆解放碑中央商务区（CBD），是重庆CBD的重要组成部分。区域内有世界贸易中心、万豪国际金融中心等众多高级写字楼，大批国内外知名机构、企业，是重庆最重要的商务中心。

**Commercial:** Located on the exterior wall of Chongqing Department Store Building at Jiefangbei, it occupies a prime position in the heart of Jiefangbei Commercial Street. Jiefangbei is renowned for its vibrant commercial atmosphere, housing numerous large department stores and flagship stores of top brands. With its scale and density, it is hailed as the largest commercial district in western China.

**Thoroughfare:** Adjacent to the central business district (CBD) of Jiefangbei in Chongqing, it forms an integral part of Chongqing's CBD. The area features many high-end office buildings such as the World Trade Center and Marriott International Financial Center, attracting a large number of renowned domestic and international institutions and enterprises. It stands as Chongqing's most significant business center.

媒体位置  
MEDIA LOCATION 渝中区 民权路重百大楼 朝东  
Yuzhong District, Chongqing Department Store Building on Minquan Road, facing east.

可视面积  
DIMENSIONS 19.5m (W) x 16.4m (H) = 319.8m<sup>2</sup>

亮屏时间  
OPERATING HOURS 07:30—23:00

日人车流  
DAILY FOOT TRAFFIC 600,000

屏体像素  
SCREEN PIXEL Ultra HD 2432 (W) x 2048 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=192,000 30"=320,000 (60 times/d)  
15"=365,000 30"=608,000 (120 times/d)



## GUANYINQIAO BEICHENG TIANJIE

# 观音桥北城天街

**商业：**位于江北区观音桥商圈-重庆观音桥商圈是西部第一大步行街，西南地区规模最大的复合型商业区，商圈聚集了重庆几乎所有的高端消费人群，成为继解放碑商圈之后第二个能辐射全市人口的标志性商圈。媒体位于香港城墙面，汇聚众多大型SHOPPINGMALL，包括协信新光68购物中心，茂业百货，远东百货，大融城等，是重庆不可替代的时尚购物新地标。

**商务：**媒体毗邻希尔顿逸林酒店，周围云集金融机构，商务写字楼，高档社区，高档酒店及娱乐会所。

**Commercial:** Located in the Guanyinqiao commercial district of Jiangbei District, Chongqing - Guanyinqiao is the largest pedestrian street in western China and the largest complex commercial area in the southwest region. The district gathers almost all high-end consumer groups in Chongqing, becoming the second iconic commercial district after Jiefangbei that radiates across the city's population. The media is located on the exterior wall of Hong Kong City, surrounded by numerous large shopping malls including MixC 68 Shopping Center, Maoye Department Store, Far Eastern Department Store, and Dapingcheng. It serves as an irreplaceable new landmark for fashionable shopping in Chongqing.

**Thoroughfare:** Adjacent to Hilton Yilin Hotel, the media is surrounded by financial institutions, business offices, upscale communities, high-end hotels, and entertainment clubs.



媒体位置 MEDIA LOCATION	江北区 北城天街“龙湖·北城天街购物广场”朝西 弧形屏 Jiangbei District, Beicheng Tianjie 'Longhu • Beicheng Tianjie Shopping Plaza' faces west with a curved screen.
可视面积 DIMENSIONS	17.8m (W) × 7.7m (H) = 137m <sup>2</sup>
亮屏时间 OPERATING HOURS	09:00—22:00
日人车流 DAILY FOOT TRAFFIC	700,000
屏体像素 SCREEN PIXEL	Ultra HD 1680 (W) x 720 (H)
周刊例价(RMB) WEEKLY RATE	15"=115,000 30"=192,000 (60 times/d) 15"=219,000 30"=365,000 (120 times/d)



# 西南新地标 重庆第一高楼 3屏套装组合

Southwest new landmark,  
Chongqing's tallest building,  
3-screen suite combination.

白景-LED屏  
Daytime LED screen

夜景-LED屏+2块灯光屏  
Night LED+ 2 Lighting

## CHAOTIANMEN RAFFLES SHOPPING CENTER

# 朝天门来福士购物中心

商业：地处重庆核心地段朝天门广场与解放碑之间，又被誉为重庆的“朝天扬帆”，由8座超高层塔楼和一个6层商业裙楼组成，此建筑为重庆第一高楼、中国西南的新地标。该商业是来福士在亚洲的最大投资项目。现已成为重庆最红的网红商业体。

干道：坐落在嘉陵江和长江交汇处，周边交通便利了，码头众多还有地铁六号线可直达，通过轨道交通、道路、桥梁和轮渡码头等多种交通方式精准辐射城市各级商圈，是重庆两江四岸最优质的可见户外媒体之一。

商务：来福士购物中心是一个集高档住宅、甲级办公楼、商业、服务公寓、城市观景屋顶花园、酒店、餐饮会所为一体的大型城市综合体，有效覆盖差旅商务人群。

**Commercial:** Located in Chongqing's core area between Chaotianmen Square and Jiefangbei, known as "Chaotian Yangfeng," comprising 8 super-high-rise towers and a 6-story commercial podium. This skyscraper is Chongqing's tallest and a new landmark in southwest China, part of Raffles City's largest investment project in Asia, now Chongqing's most popular commercial hotspot.

**Thoroughfare:** Situated at the junction of the Jialing and Yangtze Rivers, with convenient access via numerous docks and Metro Line 6, it spans the city's commercial districts via rail, road, bridge, and ferry, boasting premier outdoor media visibility in Chongqing's waterfronts.

**Business:** Raffles Shopping Center integrates luxury residences, Grade A offices, retail, serviced apartments, rooftop gardens, hotels, and dining, catering effectively to business travelers and corporate clients.



媒体位置 MEDIA LOCATION	接圣街18号 朝天门来福士购物中心屏 朝东北 J18 Jie Sheng Street, Chaotianmen Raffles Shopping Center screen facing northeast.
可视面积 DIMENSIONS	LED 15.84 m x 9.36 m = 148.26 m <sup>2</sup> Lighting 51.438 m x 7.004 m x 2 = 720.54 m <sup>2</sup>
亮屏时间 OPERATING HOURS	LED 08:00—23:00 Lighting 19:00-23:00
日人车流 DAILY FOOT TRAFFIC	250,000
屏体像素 SCREEN PIXEL	LED - HD 2000 (W) x 1182 (H) Lighting - 2000 (W) x 270 (H)
周刊例价(RMB) WEEKLY RATE	15"=249,600 30"=416,000 (LED60 Lighting16 times/d) 15"=474,500 30"=790,400 (LED120 Lighting32 times/d)



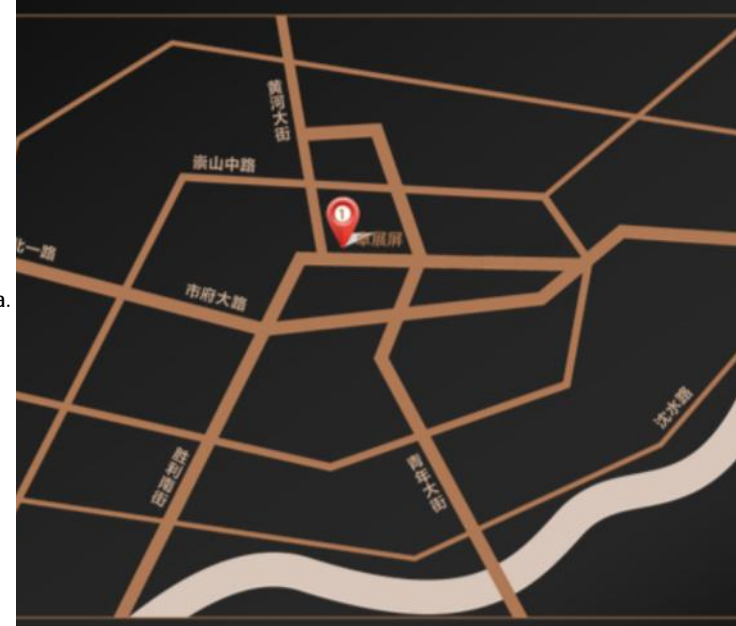
# SHENYANG.

## 沈阳

青年大街卓展  
Qingnian Street Zhuozhan Mall

沈阳，这座融合丰厚历史与现代活力的东北城市。作为辽宁省的经济中心，沈阳拥有多元化的市场，为企业丰富的发展机会。凭借其战略位置和便捷的交通网络，沈阳成为通往东北亚的重要门户，吸引着全球品牌，促进各行业的持续增长。无论是历史名胜还是充满活力的商业区，沈阳都为广告营销活动和品牌策略的成功实施提供了理想的平台。

Shenyang, a vibrant city blending rich history with modern dynamism in northeastern China. As the economic hub of Liaoning Province, Shenyang offers a diverse market ripe with opportunities for businesses. With its strategic location and extensive transport links, Shenyang serves as a pivotal gateway to Northeast Asia, attracting global brands and fostering growth across various sectors. From historic landmarks to thriving commercial districts, Shenyang promises an ideal landscape for impactful advertising campaigns and strategic brand engagement.





## QINGNIAN STREET ZHUOZHAN MALL

# 青年大街卓展

**商业:** 东向面对沈阳最高端消费区卓展购物中心, 汇聚沈阳奢侈品牌旗舰店, 同时覆盖中街商圈, 聚集沈阳最高端消费人群, 是品牌形象树立和强化的黄金资源。

**干道:** 地处市府大街、青年大街纵横干道交汇处, 地铁公共交通便利, 可有效覆盖沈阳核心并辐射周边区域。

**商务:** 北向毗邻沈阳CBD核心区, 周边金融企业众多, 南向覆盖市府广场人群, 经济、政治、交通覆盖优势集于一身。

**Commercial:** Facing east towards Shenyang's most upscale shopping district, Zhuozhan Shopping Center hosts flagship stores of luxury brands, and extends its reach to Zhongjie Commercial Circle, attracting Shenyang's elite consumers. It stands as a prime resource for establishing and reinforcing brand image.

**Thoroughfare:** Located at the intersection of Shifu Street and Qingnian Street, a major thoroughfare in Shenyang, with convenient access to metro and public transport. It effectively covers Shenyang's core areas and radiates into surrounding regions.

**Business:** To the north, adjacent to Shenyang's CBD core area with numerous financial enterprises, and to the south, encompassing the crowds of Municipal Plaza, combining economic, political, and transportation advantages in one.



**TANG**  
唐界传媒

媒体位置  
MEDIA LOCATION  
沈河区 青年大街人才大厦裙楼 朝东南 转角直角屏  
Shenhe District, Qingnian Street Talent Building podium, southeast facing corner right-angle screen.

可视面积  
DIMENSIONS  
24.96m (W) x9.6m (H) x2units=480m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
07:00—22:00

日人车流  
DAILY FOOT TRAFFIC  
500,000

屏体像素  
SCREEN PIXEL  
2000 (W) x770 (H) x2

周刊例价(RMB)  
WEEKLY RATE  
15"=137,000 30"=228,000 (60 times/d)  
15"=260,000 30"=433,000 (120 times/d)





# ZHENGZHOU. 郑州

二七广场商城大厦  
Erqi Square Shopping Mall Building

郑州，这座位于中国中部的充满活力的城市，以其丰富的文化遗产和快速的经济发展而闻名。作为河南省的省会，郑州是一个重要的交通枢纽，拥有广泛的铁路、公路和航空网络，吸引着众多企业和旅客。城市繁华的商业区和现代化的基础设施为有效的广告活动提供了绝佳的机会。凭借多元化的消费群体和战略性的位置，郑州是品牌拓展在中国发展最快地区之一的理想平台。

Zhengzhou, a dynamic city at the heart of central China, renowned for its rich cultural heritage and rapid economic development. As the capital of Henan Province, Zhengzhou is a vital transportation hub with extensive rail, road, and air links, making it an attractive destination for businesses and travelers alike. The city's thriving commercial districts and modern infrastructure offer prime opportunities for impactful advertising campaigns. With its diverse consumer base and strategic location, Zhengzhou is an ideal platform for brands looking to expand their presence in one of China's fastest-growing regions.





## ERQI SQUARE SHOPPING MALL BUILDING

# 二七广场商城大厦

**商业:** 位于郑州历史最悠久、最负盛名、人流最密集、交通最繁忙的二七广场商圈核心位置，地处市中心商业繁华区，周围百货商铺林立，是国内外游客必达之地。紧邻郑州商业业态最丰富配套最全面的德化步行街，到此顾客多数具备消费实力。

**干道:** 人民路、二七路、西大街交汇处，紧邻火车站，人流量极大，交通拥堵繁忙。

**商务:** 覆盖周边写字楼商务人群，商务人士占比较高。

**Commercial:** Located in the heart of the Erqi Square business district, the oldest and most renowned, densely populated, and busiest area in Zhengzhou, this prime location in the city's bustling commercial center is surrounded by numerous department stores and shops. It is a must-visit destination for both domestic and international tourists, adjacent to Dehua Pedestrian Street, known for its diverse commercial offerings and comprehensive facilities, attracting a consumer base with strong purchasing power.

**Thoroughfare:** Situated at the intersection of Renmin Road, Erqi Road, and Xidajie, near the train station, this area experiences extremely high foot traffic and heavy congestion, making it a prime location for visibility.

**Business:** Catering to the surrounding office buildings, the area boasts a high proportion of business professionals, making it ideal for targeting the business community.



媒体位置 MEDIA LOCATION	二七区 二七路与人民路交汇处北侧 朝西南 Erqi District, North side of the intersection of Erqi Road and Renmin Road, facing southwest.
可视面积 DIMENSIONS	38.4m (W) × 12.48m (H) = 479.23m <sup>2</sup>
亮屏时间 OPERATING HOURS	06:30—23:00
日人车流 DAILY FOOT TRAFFIC	400,000
屏体像素 SCREEN PIXEL	1920 (W) × 624 (H)
周刊例价(RMB) WEEKLY RATE	15"=220,000 30"=367,000 (60 times/d) 15"=418,000 30"=697,000 (120 times/d)



# TIANJIN. 天津

小白楼凯德国贸  
Xiaobailou Kerry Center

南京路大悦城  
Nanjing Road Joy City

天津，这座中国东海岸充满活力的大都市，以其丰富的历史和快速的现代化进程而闻名。作为中国四个直辖市之一，天津是一个重要的经济和物流枢纽，拥有广泛的交通网络，包括世界上最大的港口之一。城市繁荣的商业区和多元化的消费市场为有效的广告活动提供了巨大机会。凭借其传统文化与现代创新的融合，天津是品牌在充满活力和战略性位置上建立和扩展影响力的理想平台。

Tianjin, a vibrant metropolis on the eastern coast of China, known for its rich history and rapid modernization. As one of China's four direct-administered municipalities, Tianjin serves as a crucial economic and logistics hub with extensive transportation networks, including one of the largest ports in the world. The city's flourishing business districts and diverse consumer market offer significant opportunities for impactful advertising campaigns. With its blend of traditional culture and modern innovation, Tianjin is an ideal platform for brands looking to establish and expand their presence in a dynamic and strategic location.





## XIAOBAILOU KERRY CENTER 小白楼凯德国贸

**商业：**媒体周边集中了天津最具人气的购物中心，以及高端写字楼和商圈，凯德置地国贸大厦、凯旋门百货、滨江购物中心、小白楼欧式风情街等，商业繁华购物人群集中。

**干道：**地处天津消费人群心中的“第一大道”南京路，毗邻地铁1号线及著名马场道核心地段，覆盖来往庞大车流。

**商务：**汇集凯德国贸写字楼、滨江万丽酒店、富力中心等众多高端商务地段，能够覆盖更多高端白领人士。

**Commercial:** The media surroundings are home to Tianjin's most popular shopping centers, as well as high-end office buildings and business districts such as CapitalLand International Trade Plaza, Arc de Triomphe Department Store, Binjiang Shopping Center, and Xiaobailou European Style Street. This area attracts a concentrated flow of shoppers in a bustling commercial environment.

**Thoroughfare:** Located on Nanjing Road, regarded as the 'First Avenue' by Tianjin's consumers, it is adjacent to Metro Line 1 and the famous Machang Road core area, covering a vast flow of pedestrians and vehicles.

**Business:** This area is a hub for high-end business locations such as CapitalLand International Trade Plaza, Renaissance Tianjin Hotel, and R&F Center, attracting a large number of high-end white-collar professionals.



媒体位置  
MEDIA LOCATION 和平区 南京路与马场道交汇处 朝西北  
Heping District, Intersection of Nanjing Road and Machang Road, facing northwest.

可视面积  
DIMENSIONS 16.32m (W) x 15.84m (H) = 259m<sup>2</sup>

亮屏时间  
OPERATING HOURS 07:30—21:00

日人车流  
DAILY FOOT TRAFFIC 650,000

屏体像素  
SCREEN PIXEL HD 2000 (W) x 1922 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=141,000 30"=235,000 (60 times/d)  
15"=268,000 30"=447,000 (120 times/d)



## NANJING ROAD JOY CITY 南京路大悦城

**商业:** 媒体位于天津市中心黄金地带南京路-滨江道商业圈, 集中了天津最具人气的购物广场, 最高档的写字楼、最密集的人流, 毗邻天津市最繁华步行街——滨江道, 大悦城本身也是一个地标性综合商业中心, 吸引了众多的中高端消费者。

**干道:** 南京路是天津本地消费人群心中的“第一大道”, 横贯市区中心最繁华地段, 媒体所在是地铁1号线及3号线交汇处, 覆盖来往庞大车流。

**商务:** 南京路正形成沿路CBD, 集中了大量天津最高档的写字楼, 国内外知名企业云集。

**Commercial:** Located in the golden area of Tianjin's city center, the Nanjing Road-Binjiangdao commercial circle, this media site is surrounded by Tianjin's most popular shopping plazas, the most upscale office buildings, and the densest foot traffic. Adjacent to Tianjin's busiest pedestrian street, Binjiangdao, Joy City itself is a landmark comprehensive commercial center, attracting a large number of mid-to-high-end consumers.

**Thoroughfare:** Nanjing Road is regarded as the 'First Avenue' by Tianjin's local consumers, running through the busiest section of the city center. The media location is at the intersection of Metro Lines 1 and 3, covering a vast flow of pedestrians and vehicles.

**Business:** Nanjing Road is forming a CBD along the road, concentrating a large number of Tianjin's most upscale office buildings and attracting many well-known domestic and international enterprises.



媒体位置  
MEDIA LOCATION  
和平区 营口道和南京路交汇处大悦城墙面 朝北  
Heping District, Joy City wall at the intersection of Yingkou Road and Nanjing Road, facing north.

可视面积  
DIMENSIONS  
22.72m (W) × 12.16m (H) = 276m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
08:00—22:00

日人车流  
DAILY FOOT TRAFFIC  
550,000

屏体像素  
SCREEN PIXEL  
Ultra HD 4480 (W) × 2400 (H)

周刊例价(RMB)  
WEEKLY RATE  
15"=198,000 30"=330,000 (60 times/d)  
15"=376,000 30"=627,000 (120 times/d)



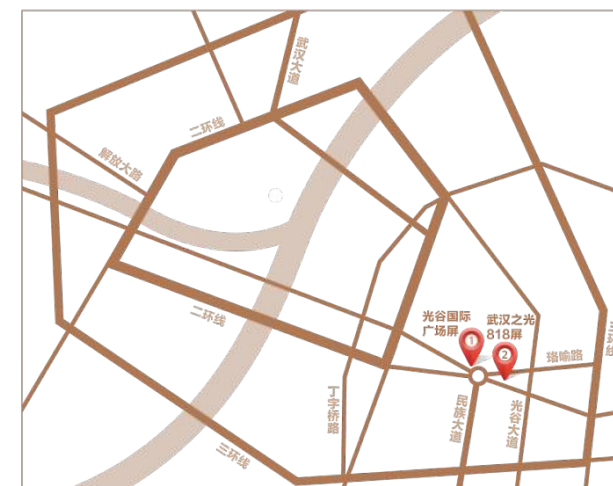
# WUHAN. 武汉

光谷国际广场  
Optics Valley International Plaza

武汉之光818  
Wuhan Light 818

武汉，这座位于中国中部的繁华大都市，以其在贸易、教育和技术领域的重要角色而闻名。坐落于长江和汉江的交汇处，武汉是一个战略性的交通枢纽，拥有多元化的人口。城市内设有活力四射的商业区、现代化的基础设施和蓬勃发展的消费市场，为有效的广告活动提供了理想的场所。凭借其丰富的文化遗产和快速的经济增长，武汉为希望与多样化和不断增长的受众互动的品牌提供了一个充满活力的平台。

Wuhan, a bustling metropolis in central China renowned for its pivotal role in trade, education, and technology. Situated at the confluence of the Yangtze and Han rivers, Wuhan is a strategic transportation hub and home to a diverse population. The city boasts vibrant business districts, modern infrastructure, and a burgeoning consumer market, making it an ideal location for impactful advertising campaigns. With its rich cultural heritage and rapid economic growth, Wuhan offers a dynamic platform for brands seeking to engage with a diverse and growing audience.





## OPTICS VALLEY INTERNATIONAL PLAZA

# 光谷国际广场

**商业:** 地处光谷国际广场、正对光谷步行街、周边有西班牙、意大利、德国风情街，大洋百货、资本大厦、书城等大型购物、休闲、娱乐场所，聚集了庞大的高端时尚消费人群。

**干道:** 媒体位于光谷交通枢纽光谷转盘西北角，二环、三环、外环、数十公交线路纵横交错，是武汉重要的交通枢纽。

**商务:** 大屏所在光谷国际广场临近资本大厦、多家著名高端酒店、众多银行聚集于珞瑜路，还有知名学府坐落周边，众多的高知分子、白领频繁光顾、穿梭于此。

**Commercial:** Located in the heart of Optics Valley International Plaza, facing Optics Valley Pedestrian Street, this media site is surrounded by themed streets like Spanish, Italian, and German, as well as major shopping, leisure, and entertainment venues such as Dayang Department Store, Capital Mansion, and the Book City. It attracts a large affluent and fashion-conscious consumer base.

**Thoroughfare:** The media site is positioned at the northwest corner of Optics Valley Roundabout, a crucial transportation hub in Wuhan with intersecting Second Ring, Third Ring, and Outer Ring roads, along with numerous bus routes.

**Business:** The large screen is situated in Optics Valley International Plaza, close to Capital Mansion, several renowned upscale hotels, and many banks along Luoyu Road. The area also hosts prestigious educational institutions, frequented by intellectuals and white-collar workers.



媒体位置  
MEDIA LOCATION 洪山区 珞瑜路光谷国际广场屏 朝东南  
Hongshan District, Optics Valley International Plaza screen,  
Luoyu Road, facing southeast.

可视面积  
DIMENSIONS 38m (W) x 11m (H) = 418m<sup>2</sup>

亮屏时间  
OPERATING HOURS 07:00 - 22:00

日人车流  
DAILY FOOT TRAFFIC 380,000

屏体像素  
SCREEN PIXEL HD 2360 (W) x 680 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=312,000 30"=520,000 (120 times/d)



## WUHAN LIGHT 818 武汉之光818

**商业:** 地处光谷世界城步行街、武汉人气最高、规模最大的商业综合体。周边有西班牙、意大利、德国风情街，大洋百货、光谷国际广场、资本大厦、书城等大型购物休闲娱乐场所，聚集了庞大高端时尚消费人群。  
**干道:** 位于光谷交通枢纽光谷转盘东南角，二环、三环、外环、数十公交线路，是武汉重要的交通枢纽。  
**商务:** 大屏所在光谷世界城临近资本大厦、多家著名高端酒店、众多银行聚集于珞喻路，还有知名学府、科研院所机构坐落周边，众多的高知分子、白领频繁光顾、穿梭于此。

**Commercial:** Located in Optics Valley World City Pedestrian Street, the largest and most popular commercial complex in Wuhan. Surrounding areas include themed streets such as Spanish, Italian, and German, along with major shopping, leisure, and entertainment venues like Dayang Department Store, Optics Valley International Plaza, Capital Mansion, and Book City. It attracts a vast population of high-end fashion-conscious consumers.

**Thoroughfare:** The media site is positioned at the southeast corner of Optics Valley Roundabout, a vital transportation hub in Wuhan intersected by the Second Ring, Third Ring, and Outer Ring roads, as well as numerous bus routes.

**Business:** The large screen is located near Capital Mansion in Optics Valley World City, close to several renowned upscale hotels and numerous banks along Luoyu Road. It is also surrounded by prestigious universities, research institutions, and many intellectuals and white-collar workers frequent this area.



媒体位置 MEDIA LOCATION	洪山区 珞喻路光谷世界城中心墙面 朝西北 Hongshan District, Optics Valley World City center wall on Luoyu Road, facing northwest.
可视面积 DIMENSIONS	46.8m (W) x17.1m (H) =800.28m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:00 - 22:00
日人车流 DAILY FOOT TRAFFIC	400,000
屏体像素 SCREEN PIXEL	5616 (1104+3456+1056) (W) x2052 (H)
周刊例价(RMB) WEEKLY RATE	15"=214,000 30"=357,000 (60 times/d) 15"=406,000 30"=677,000 (120 times/d)





# CHANGSHA.

## 长沙

IFS国金中心  
IFS Guojin Center

芙蓉广场小天鹅戴斯酒店  
Furong Square Swan Hotel by Dais

芙蓉广场碧云天大厦  
Furong Square Biyuntian Building

芙蓉CBD-喜来登财富中心  
Furong CBD - Sheraton Wealth Center

长沙，这座位于中国中部的充满活力的城市，以其丰富的历史、文化活力和充满活力的娱乐产业而闻名。长沙位于湘江畔，是湖南省的商业和文化中心。城市内拥有活力四射的商业区、现代化的基础设施和繁荣的消费市场，是实施广告营销活动的理想地点。长沙拥有湖南卫视和芒果TV，这两家在中国领先的广播电视台和内容制作公司。长沙结合传统的本地表演、历史博物馆、现代剧院、热闹的夜总会和繁华的购物区，为希望与多样化且积极参与的受众建立联系的品牌提供了战略平台。

Changsha, a vibrant city in central China known for its rich history, cultural vitality, and dynamic entertainment sector. Located along the Xiang River, Changsha is a bustling hub of commerce and culture in Hunan Province. It features vibrant business districts, modern infrastructure, and a thriving consumer market, making it an ideal location for impactful advertising campaigns. Changsha is home to Hunan TV and Mango TV, leading broadcasters and content producers in China. With a blend of traditional local performances, historical museums, modern theaters, lively nightclubs, and bustling shopping districts, Changsha offers a strategic platform for brands looking to engage with a diverse and active audience.





## FURONG SQUARE BIYUNTIAN BUILDING

# 芙蓉广场碧云天大厦

**商业:** 城市级地标中心, 长沙各区域消费者往返于此, 距离五一商圈仅有700米距离、毗邻IFS国金中心、新世界百货及黄兴路步行街。

**干道:** 地处五一大道与芙蓉路交汇处东南角, 五一大道是长沙东西向最重要的城市主干道, 芙蓉路为长沙最具拥堵的南北向主干道, 该路口交通常年拥堵, 人车流量巨大。

**商务:** 媒体位于长沙芙蓉中央商务区的中心点, 省级金融分行总部全部汇集于此, 5A级写字楼林立, 商业氛围浓郁。

**Commercial:** Located in the heart of Changsha's landmark center, attracting consumers from all districts of the city. Only 700 meters from Wuyi Square, adjacent to IFS MixC Center, New World Department Store, and Huangxing Road Pedestrian Street, it serves as Changsha's major shopping and commercial hub.

**Thoroughfare:** The media is strategically positioned at the southeast corner of the intersection of Wuyi Avenue and Furong Road. Wuyi Avenue is the most important east-west urban artery in Changsha, while Furong Road is the busiest north-south thoroughfare, resulting in significant traffic congestion at this intersection.

**Business:** Situated at the focal point of Changsha's Furong Central Business District, it houses provincial-level financial branch headquarters and multiple 5A-grade office buildings, creating a vibrant commercial environment ideal for corporate exposure and brand promotion.



媒体位置 MEDIA LOCATION	芙蓉区 芙蓉广场碧云天大厦楼顶 朝西北 Furong District, atop the Biyun Tian Building at Furong Square, facing northwest.
可视面积 DIMENSIONS	37m (W) × 13m (H) = 481m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30-23:30
日人车流 DAILY FOOT TRAFFIC	360,000
屏体像素 SCREEN PIXEL	3256 (W) × 1080 (H)
周刊例价(RMB) WEEKLY RATE	15"=271,000 30"=452,000 (60 times/d) 15"=515,000 30"=858,000 (120 times/d)



长沙4K地标屏  
Changsha 4K landmark screen

## IFS GUOJIN CENTER IFS国金中心

**商业:** 屏幕位于长沙黄金商圈核心, 南靠黄兴路, 北临五一广场, 正对IFS, 汇聚众多国际高端品牌, 其中首次入湘和华中首店达数十家, 未来将成为华中地区商业新地标。

**干道:** 屏幕所在的解放西路与黄兴中路交汇处商业众多, 交通繁忙。大屏略微倾斜呈绝佳视角, 优异覆盖多向人群。

**商务:** 长沙国际金融中心集高端写字楼及国际白金五星级酒店等设施于一体, 聚集着大量高端商务人群。

**Commercial:** The screen is located in the heart of Changsha's prime commercial district, south facing Huangxing Road and north overlooking Wuyi Square. It directly faces IFS, gathering numerous international high-end brands, including dozens opening their first stores in Hunan and Central China, poised to become a new commercial landmark in Central China.

**Thoroughfare:** Positioned at the bustling intersection of Jiefang West Road and Huangxing Middle Road, the screen enjoys a slightly tilted angle for optimal viewing, effectively covering diverse pedestrian traffic.

**Business:** Changsha International Finance Center integrates high-end office towers and international platinum five-star hotels, attracting a large number of high-end business professionals.



媒体位置 MEDIA LOCATION	天心区 黄兴南路步行街街口 东南角 Tianxin District, southeast corner of Huangxing South Road Pedestrian Street intersection
可视面积 DIMENSIONS	55.38m (W) × 12.48m (H) = 691.14m <sup>2</sup>
亮屏时间 OPERATING HOURS	8:00—24:00
日人车流 DAILY FOOT TRAFFIC	700,000
屏体像素 SCREEN PIXEL	5184 (W) × 1152 (H)
周刊例价(RMB) WEEKLY RATE	15"=362,000 30"=603,000 (60 times/d) 15"=688,000 30"=1,147,000 (120 times/d)



## FURONG SQUARE SWAN HOTEL BY DAIS 芙蓉广场小天鹅戴斯酒店

**商业:** 位于芙蓉商圈, 芙蓉广场是长沙市著名的商业综合区。长沙各区域消费者往返于此, 距离五一商圈仅有700米距离、毗邻IFS国金中心、美美百货及黄兴路步行街。

**干道:** 地处芙蓉广场五一大道与芙蓉路交汇处东北角, 五一大道是长沙东西向最重要的城市主干道, 芙蓉路为长沙最具拥堵的南北向主干道, 该路口交通常年拥堵, 人车流量巨大。

**商务:** 媒体位于长沙CBD核心地带, 省级金融分行总部汇集, 5A级写字楼林立, 如: 世贸环球金融中心、交通银行、湖南投资大厦, 小天鹅戴斯酒店。

**Commercial:** Located in the Furong commercial district, Furong Square is a renowned commercial complex in Changsha. Consumers from various districts of Changsha frequent this area, situated just 700 meters from Wuyi Square and adjacent to IFS MixC Center, Meimei Department Store, and Huangxing Road Pedestrian Street.

**Thoroughfare:** Positioned at the northeast corner of the intersection of Wuyi Avenue and Furong Road at Furong Square, Wuyi Avenue is the most important east-west urban artery in Changsha, while Furong Road is the busiest north-south thoroughfare, notorious for perennial traffic congestion and significant pedestrian and vehicle flow.

**Business:** The media is located in the heart of Changsha's CBD, where provincial-level financial branch headquarters converge. It boasts numerous 5A-grade office buildings such as the World Trade Financial Center, Bank of Communications, Hunan Investment Building, and Swan Hotel.

媒体位置  
MEDIA LOCATION  
芙蓉区 芙蓉中路与五一路交汇处东北角裙楼墙体 朝西南  
Furong District, southeast corner of the intersection of Furong Middle Road and Wuyi Road, facing southwest.

可视面积  
DIMENSIONS  
60m (W) x14m (H) =840m<sup>2</sup>

亮屏时间  
OPERATING HOURS  
07:30-23:30

日人车流  
DAILY FOOT TRAFFIC  
360,000

屏体像素  
SCREEN PIXEL  
4734 (W) x1080 (H)

周刊例价(RMB)  
WEEKLY RATE  
15"=368,000 30"=613,000 (60 times/d)  
15"=699,000 30"=1165,000 (120 times/d)





# XI'AN. 西安

钟楼世纪金花  
Bell Tower Century Golden Flower

高新区世纪金花  
High-tech Zone Century Golden Flower

西安是中国历史文化名城，拥有丰富的文化遗产和深厚的历史底蕴。作为中国四大古都之一，西安不仅是古代丝绸之路的起点，也是中国十三朝古都，承载着悠久的文明历史。今天的西安不仅是一个历史悠久的城市，还是现代化和文化多样性的象征。城市中心的钟楼和大雁塔是其标志性建筑，吸引了来自世界各地的游客和商业投资者。西安以其独特的文化魅力、优越的地理位置和快速发展的经济实力，成为了中国西部地区不可忽视的商业中心和广告市场。

Xi'an is a renowned historical and cultural city in China, boasting rich cultural heritage and profound historical significance. As one of the Four Great Ancient Capitals of China, Xi'an is not only the starting point of the ancient Silk Road but also an ancient capital city that has witnessed thirteen dynasties, carrying a deep history of civilization. Today, Xi'an is not only a city steeped in history but also a symbol of modernity and cultural diversity. The iconic landmarks of the city center, such as the Bell Tower and the Giant Wild Goose Pagoda, attract tourists and business investors from around the world. With its unique cultural charm, advantageous geographical location, and rapid economic development, Xi'an has emerged as an indispensable commercial center and advertising market in western China.



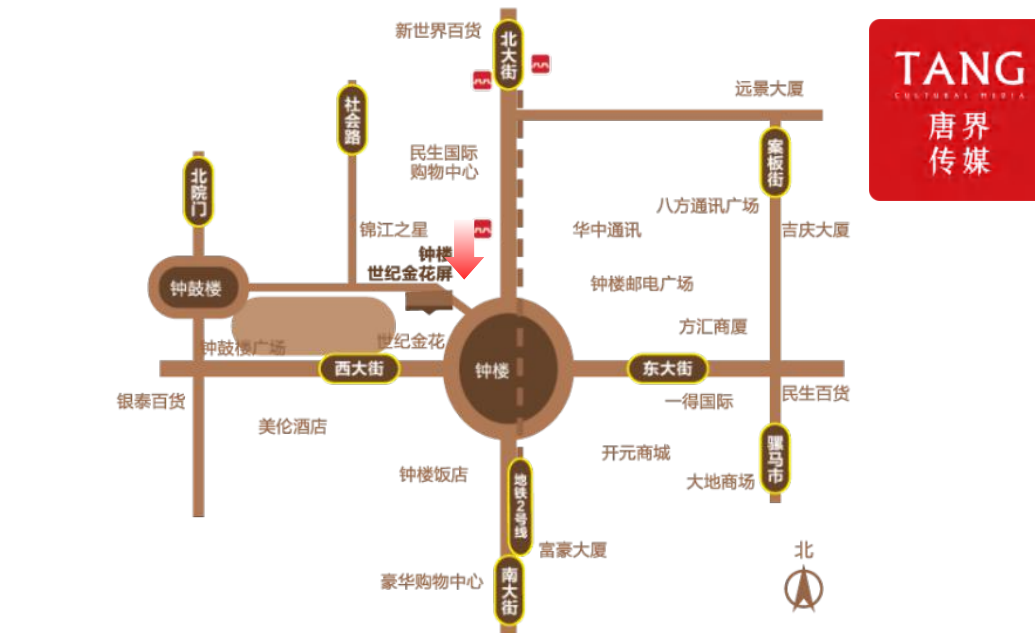


## BELL TOWER CENTURY GOLDEN FLOWER

# 钟楼世纪金花

商业：媒体位于西安市中心的钟楼地段，文化、商务、商业、交通高度集中，拥有中心城市中最大的绿化广场，每天融汇近20万车流量以及数以十万的来往游客。所处的世纪金花串联世纪经典凝聚名品精华，占据西安黄金商业地段，是全市大型公共服务和商业工程。如今世纪金花已成为西部时尚风向标，乃至中国高级百货业标杆，被誉为“西安市窗口中的窗口”是西安市一张亮丽的名片。

**Commercial:** Located in the heart of Xi'an at the Bell Tower, this area is highly concentrated with cultural, commercial, and transportation hubs. It boasts the city's largest central green plaza, integrating nearly 200,000 daily vehicle flows and tens of thousands of visitors. The Century Golden Flower, situated in this prime commercial location, links classic centuries and condenses the essence of prestigious brands, serving as a major public service and commercial project in Xi'an. Today, Century Golden Flower has become the trendsetter for western fashion and a benchmark in China's upscale department store industry, acclaimed as the "window within Xi'an's window," presenting a splendid business card for the city.



媒体位置 MEDIA LOCATION	莲湖区 钟楼广场世纪金花上方 朝南 Lianhu District, above Century Golden Flower on Bell Tower Square, facing south.
可视面积 DIMENSIONS	16m (W) x 10m (H) = 160 m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00-22:00
日人车流 DAILY FOOT TRAFFIC	600,000
屏体像素 SCREEN PIXEL	HD 1664 (W) x 960 (H)
周刊例价(RMB) WEEKLY RATE	15"=211,000 30"=352,000 (60 times/d) 15"=401,000 30"=668,000 (120 times/d)



# HIGH-TECH ZONE CENTURY GOLDEN FLOWER 高新区世纪金花

**商业:** 大屏位于高新区世纪金花正门墙体, 下方紧邻GUCCI专卖店, 隔路即是金鹰购物中心, 地处集娱乐、购物等于一体且定位高端的商圈核心, 是西安高消费群体集中消费地。

**干道:** 占据高新区主干道科技路和高新路交汇处, 人车流量庞大交通拥堵繁忙, 媒体曝光率非常高。

**商务:** 大屏所在地是西安高新技术开发区核心, 周边聚集众多商务写字楼, 企业、银行金融机构众多, 商务成熟。

**Commercial:** The large screen is located on the facade of Century Golden Flower in the High-Tech Zone, directly adjacent to the GUCCI flagship store and across the street from Golden Eagle Shopping Center. It is situated at the core of a high-end commercial district that integrates entertainment and shopping, catering to Xi'an's affluent consumer base.

**Thoroughfare:** Occupying the intersection of Keji Road and High-Tech Road in the High-Tech Zone, this main thoroughfare experiences heavy traffic flow and congestion, ensuring high media exposure.

**Business:** The location of the large screen is at the core of Xi'an High-Tech Development Zone, surrounded by numerous commercial office buildings, enterprises, and financial institutions, making it a mature business environment.

媒体位置 MEDIA LOCATION	高新区 高新路与科技路交汇处世纪金花外墙 朝南 High-Tech Zone, at the intersection of Gaoxin Road and Keji Road, Century Golden Flower's exterior wall facing south.
可视面积 DIMENSIONS	15m (W) x 8m (H) = 120m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00-22:00
日人车流 DAILY FOOT TRAFFIC	420,000
屏体像素 SCREEN PIXEL	1340 (W) x 748 (H)
周刊例价(RMB) WEEKLY RATE	15"= 266,000 30"=443,000 (120 times/d)





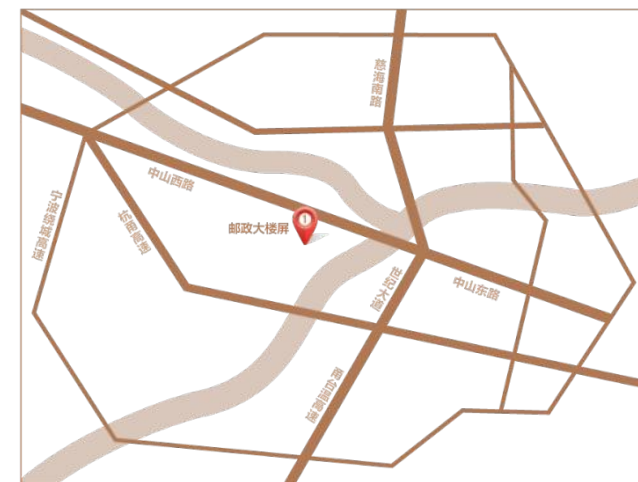
# NINGBO.

# 宁波

三江口邮政大楼  
Sanjiangkou Post Office Building

宁波，位于中国东南沿海，浙江省东部。作为中国最重要的港口城市之一，宁波不仅有着悠久的历史和文化底蕴，还是重要的经济中心和现代化城市。其优越的地理位置和发达的物流网络使其成为国际贸易和海洋产业的重要枢纽。宁波以其现代化的商业区、风景如画的海滨风光和丰富的文化遗产而闻名，是投资者和游客不可忽视的目的地。

Ningbo, located on the southeast coast of China, is in the eastern part of Zhejiang Province. As one of China's most important port cities, Ningbo boasts a rich history and cultural heritage, alongside being a pivotal economic center and modern city. Its strategic location and well-developed logistics network make it a crucial hub for international trade and maritime industries. Known for its modern business districts, picturesque coastal scenery, and abundant cultural heritage, Ningbo is an essential destination for investors and tourists alike.





## SANJIANGKOU POST OFFICE BUILDING

# 三江口邮政大楼

**商业:** 坐落于宁波核心地标位三江口, 与“商业中心驱动”重叠, 是著名的天一广场、老外滩、江东、和义大道四大经济圈重合交汇处, 周边商超百货云集, 是宁波最繁华地段。

**干道:** 中山东路是宁波中心最繁华的道路和地区主干道, 市政府、天一广场和数家大型商场分布与此, 交通拥堵繁忙。

**商务:** 大屏幕紧贴天一广场中央商务区, 遥望市政府, 成为黄金商业CBD的强势媒体。

**Commercial:** Situated at the core landmark of Sanjiangkou in Ningbo, overlapping with the "Business Center Drive," it intersects with the famous Tianyi Square, Laowaitan, Jiangdong, and Yidao Avenue economic zones. Surrounded by numerous supermarkets and department stores, it is the most bustling area in Ningbo.

**Thoroughfare:** Zhongshan East Road is the busiest road and central artery in Ningbo's downtown area, where the municipal government, Tianyi Square, and several large shopping malls are located, leading to heavy traffic congestion.

**Business:** The large screen is located adjacent to the central business district of Tianyi Square, overlooking the municipal government, making it a powerful media asset in Ningbo's prime commercial CBD.



**媒体位置**  
MEDIA LOCATION

海曙区 中山东路与江夏街交汇处 朝东北 弧形屏  
Hai Shu District, at the intersection of Zhongshan East Road and Jiangxia Street, facing northeast, with a curved screen.

**可视面积**  
DIMENSIONS

42m (W) x 8.7m (H) = 366m<sup>2</sup>

**亮屏时间**  
OPERATING HOURS

07:30—22:30

**日人车流**  
DAILY FOOT TRAFFIC

250,000

**屏体像素**  
SCREEN PIXEL

2320 (W) x 480 (H)

**周刊例价(RMB)**  
**WEEKLY RATE**

15"=187,000 30"=312,000 (60 times/d)  
15"=355,000 30"=592,000 (120 times/d)

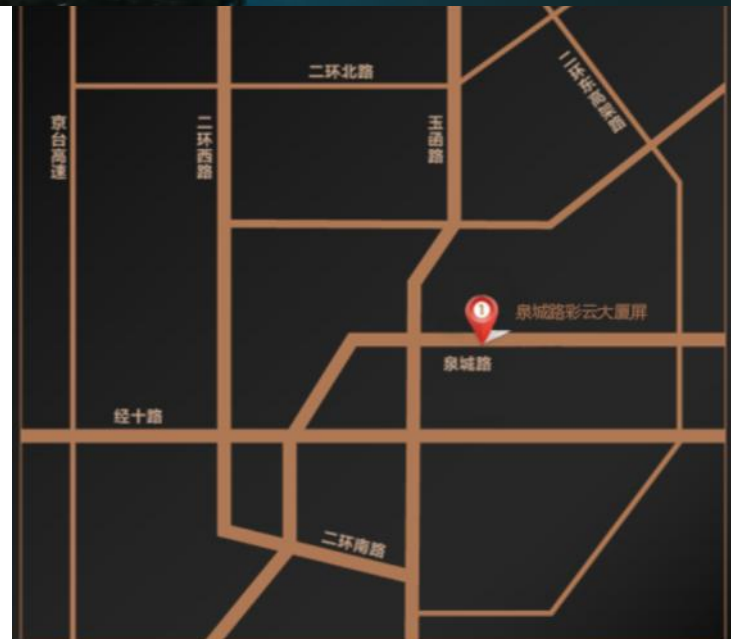


# JINAN. 济南

泉城路彩云大厦  
Quancheng Road Caiyun Building

济南，位于中国东部山东省的省会城市，历史悠久，是著名的历史文化名城。以其丰富的泉水资源而闻名于世，被誉为“泉城”。济南不仅拥有深厚的文化积淀和悠久的历史传统，还是山东省的政治、经济、文化中心和重要的交通枢纽。作为山东省的经济引擎，济南在制造业、高新技术产业、金融服务等领域具有重要影响力，并在全国范围内发挥着重要作用。其独特的地理位置和丰富的旅游资源使其成为投资者和游客的理想选择。

Jinan, located in eastern Shandong Province, China, is the provincial capital with a rich history as a renowned cultural city. Famous for its abundant natural springs, Jinan is known as the "Spring City." It boasts deep cultural heritage and longstanding historical traditions, serving as the political, economic, and cultural center of Shandong Province and a vital transportation hub. As the economic engine of Shandong Province, Jinan holds significant influence in manufacturing, high-tech industries, financial services, and more, playing a crucial role across the nation. With its unique geographical advantages and diverse tourism resources, Jinan is an ideal choice for investors and tourists alike.





## QUANCHENG ROAD CAIYUN BUILDING

# 泉城路彩云大厦

**商业：**绝对覆盖济南市地标性商业步行街“泉城路商业街”，毗邻恒隆广场，贵和购物中心，银座购物广场，世贸广场。西邻家电数码市场、北临山东省政府、省府文化中心，临近济南最具核心旅游景区“趵突泉”，商业价值属性极大，极具品牌影响力传播和扩散。

**干道：**地处济南市最繁华、地标性的泉城路商圈，地理位置优越，车流拥堵，人流量可观。

**Commercial:** Situated adjacent to landmark commercial pedestrian street "Quancheng Road Shopping Street" in Jinan, covering all key locations including Henglong Plaza, Guihe Shopping Center, Ginza Shopping Plaza, and World Trade Plaza. To the west lies the home appliance and digital market, north is the Shandong Provincial Government and Provincial Cultural Center, and nearby is Jinan's core tourist attraction, "Baotu Spring." This area holds immense commercial value and significant brand influence, ideal for spreading and amplifying brand impact.

**Thoroughfare:** Located in Jinan's most bustling and landmark Quancheng Road business district, it enjoys prime geographical positioning with heavy traffic congestion and substantial pedestrian footfall.



媒体位置 MEDIA LOCATION	历下区 泉城路与省府前街交汇处 朝东北 Lixia District, at the intersection of Quancheng Road and Shengfuqian Street, facing northeast.
可视面积 DIMENSIONS	22.7m (W) x 13.3m (H) = 301.9m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00—22:00
日人车流 DAILY FOOT TRAFFIC	300,000
屏体像素 SCREEN PIXEL	2560 (W) x 1536 (H)
周刊例价(RMB) WEEKLY RATE	15"=178,000 30"=297,000 (60 times/d) 15"=338,000 30"=563,000 (120 times/d)



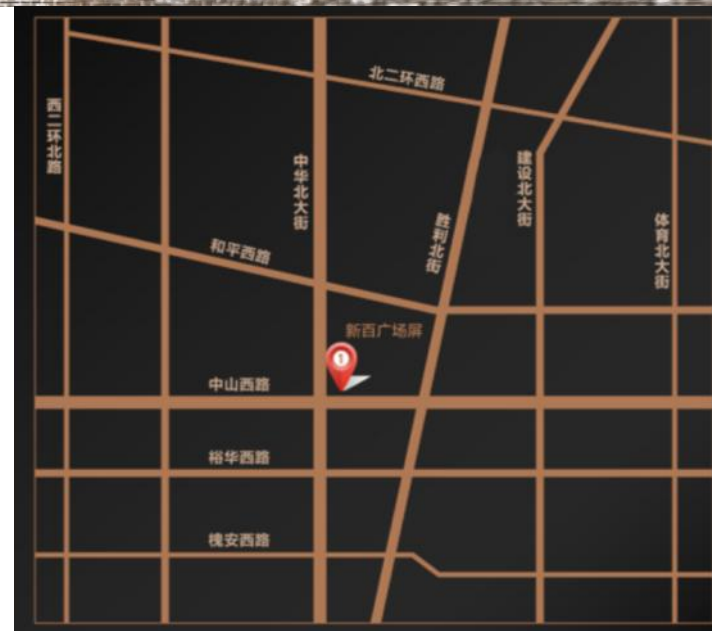
# SHIJIAZHUANG.

## 石家庄

新百广场  
Xinbai Plaza

石家庄，是中国北方重要的经济、文化中心和交通枢纽，位于河北省中部。作为省会城市，石家庄不仅拥有悠久的历史和丰富的文化底蕴，还是重要的工业基地和现代化城市。其优越的地理位置和发达的交通网络使其成为华北地区的重要商贸中心和物流枢纽。石家庄以其多样化的经济结构和活跃的商业活动而著称，是投资者和企业发展的理想选择。

Shijiazhuang, located in the central part of Hebei Province, China, is a key economic, cultural center, and transportation hub in northern China. As the provincial capital, Shijiazhuang boasts a rich history and cultural heritage, alongside being an important industrial base and modern city. Its strategic location and well-developed transportation network make it a significant commercial and logistics center in North China. Known for its diverse economic structure and vibrant business activities, Shijiazhuang is an ideal choice for investors and business development.





## XINBAI PLAZA 新百广场

**商业：**新百广场即人民广场，是石家庄历史文化地标建筑。新百大屏西邻世纪大饭店，东邻银座东购广场，南邻万象天成购物中心，北邻金圆大厦，商业鳞次栉比热闹非凡。

**干道：**中山西路及中华大街为石家庄主干道，是本市车流量庞大地段之一。

**商务：**附近有河北省委省政府、省财政厅、太行国宾馆等政务机构，同时还云集各大银行、保险公司等金融机构。

**Commercial:** Xinbai Plaza, also known as People's Square, is a historical and cultural landmark in Shijiazhuang. The large screen at Xinbai Plaza is situated west of Century Hotel, east of Ginza East Shopping Plaza, south of Wanshi Tiancheng Shopping Center, and north of Jinyuan Building, creating a vibrant and bustling commercial hub.

**Thoroughfare:** Zhongshan West Road and Zhonghua Avenue are major thoroughfares in Shijiazhuang, characterized by heavy traffic flow.

**Business:** Nearby are key government institutions such as Hebei Provincial Committee and Provincial Government, Provincial Finance Department, and Taihang State Guesthouse. The area also hosts major banks, insurance companies, and other financial institutions.



**媒体位置**  
MEDIA LOCATION 桥西区 中山西路与中华大街交汇处新百广场楼体 朝西南  
Qiaoxi District, at the intersection of West Zhongshan Road and Zhonghua Avenue, Xinbai Plaza, facing southwest.

**可视面积**  
DIMENSIONS 16m (W) x 20m (H) = 320 m<sup>2</sup>

**亮屏时间**  
OPERATING HOURS 07:00—22:00

**日人车流**  
DAILY FOOT TRAFFIC 500,000

**屏体像素**  
SCREEN PIXEL 1284 (W) x 1608 (H)

**周刊例价(RMB)**  
**WEEKLY RATE** 15"=184,000 30"=307,000 (60 times/d)  
15"=350,000 30"=583,000 (120 times/d)



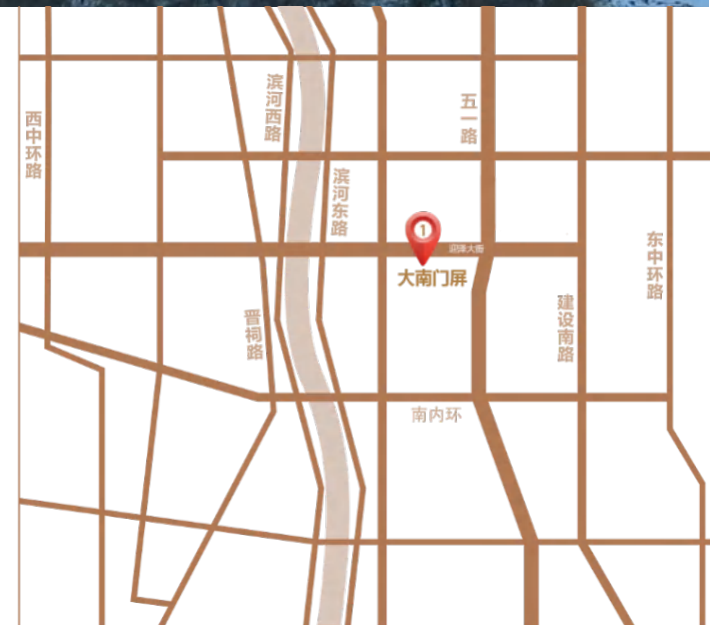
# TAIYUAN.

## 太原

迎泽大街南大门  
Yingze Street Da Nanmen

太原，是中国山西省的省会城市和重要的工业基地。作为华北地区的经济中心之一，太原不仅拥有悠久的历史和丰富的文化积淀，还是中国煤炭工业的重要城市。其独特的地理位置和丰富的煤炭资源使其成为中国能源工业的核心地区之一。太原以其现代化的城市景观、繁华的商业区和活跃的经济活动而著称，是投资者和企业发展的理想选择。

Taiyuan, the capital city of Shanxi Province in China, is a significant industrial base and economic center in North China. Renowned for its long history and rich cultural heritage, Taiyuan is also a pivotal city in China's coal industry. Its strategic location and abundant coal resources make it a key region in China's energy sector. Known for its modern urban landscape, bustling commercial districts, and dynamic economic activities, Taiyuan is an ideal destination for investment and business development.





## YINGZE STREET DA NANMEN 迎泽大街南大门

商业：覆盖通信商圈，周边各种手机卖场云集，每日人流车流量巨大。

干道：大南门大屏位于“三晋第一街”迎泽大街（南北中轴线）与“太原通信一条街”解放路（东西中轴线）十字路口西南角处，与迎泽大街、解放路均成45度角。

商务：此处汇集移动、联通等通信运营商；冠芝霖、搜机城、话机世界等手机大卖场以及诺基亚、摩托罗拉、三星等品牌旗舰专卖店，为太原著名的通信商圈。

**Commercial:** Located in the telecommunications business district, surrounded by various mobile phone stores, attracting massive daily foot and vehicle traffic.

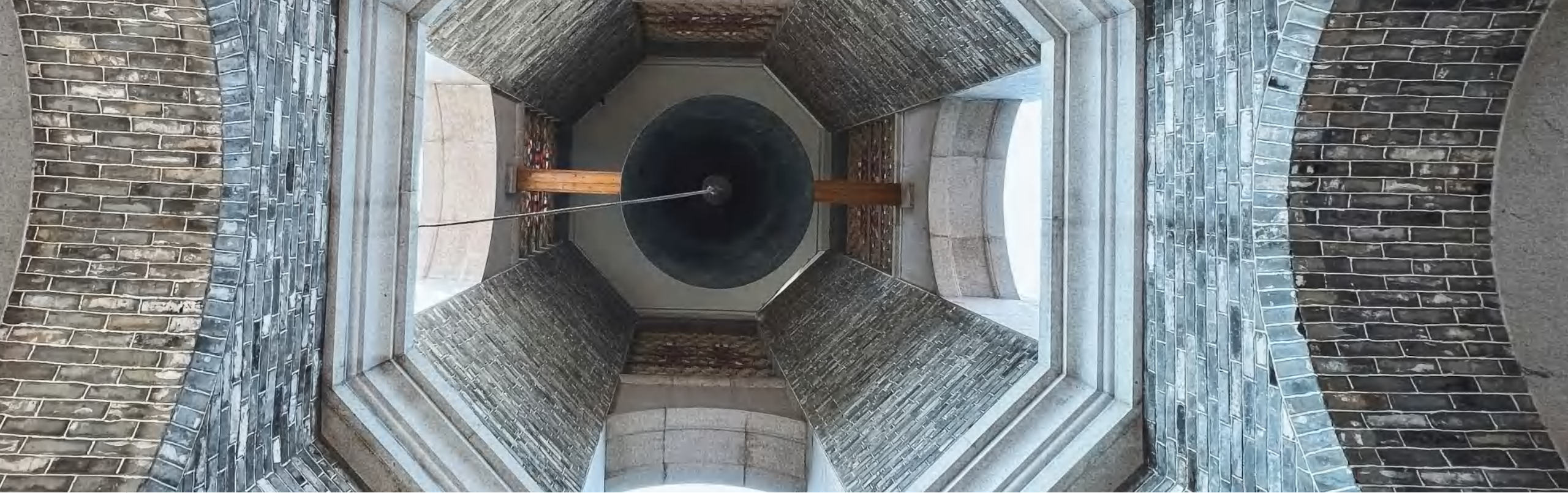
**Thoroughfare:** The Damingmen large screen is situated at the southwest corner of the intersection of "Sanjin First Street" Yingze Avenue (north-south axis) and "Taiyuan Telecommunications Street" Jiefang Road (east-west axis), forming a 45-degree angle with both Yingze Avenue and Jiefang Road.

**Business:** This area gathers telecommunications operators such as China Mobile and China Unicom; major mobile phone markets like Guanzhilin, Souji Cheng, and Huaji World; as well as flagship stores for brands like Nokia, Motorola, and Samsung, making it a renowned telecommunications hub in Taiyuan.



媒体位置 MEDIA LOCATION	迎泽大街与解放路十字路口大南门西南角 海外海大酒店楼体 Intersection of Yingze Avenue and Jiefang Road, southwest corner of Da Nanmen, Overseas Chinese Hotel building
可视面积 DIMENSIONS	17.9m (W) x 9.2m (H) = 164.68m <sup>2</sup>
亮屏时间 OPERATING HOURS	08:00—21:00
日人车流 DAILY FOOT TRAFFIC	300,000
屏体像素 SCREEN PIXEL	2240 (W) x 1056 (H)
周刊例价(RMB) WEEKLY RATE	15"=152,000 30"=253,000 (60 times/d) 15"=289,000 30"=482,000 (120 times/d)





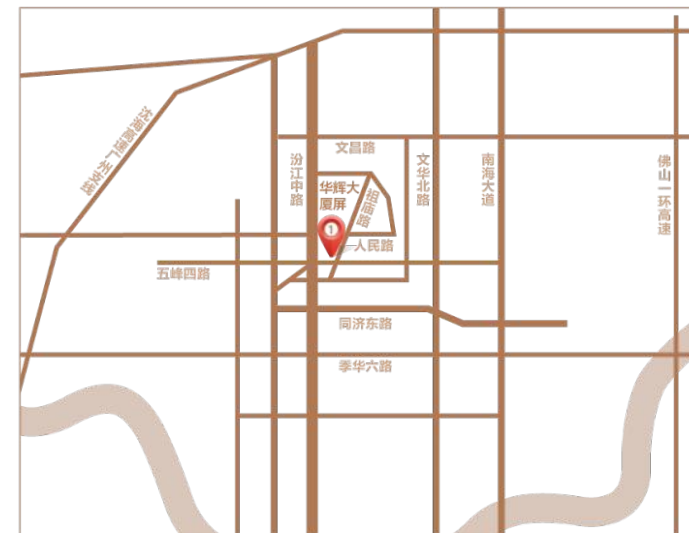
# FOSHAN.

## 佛山

祖庙路华辉大厦  
Zumiao Road Huahui Building

佛山，位于中国广东省南部，是珠江三角洲地区的重要城市之一。作为中国历史悠久的文化名城，佛山不仅以其传统艺术如南拳和岭南文化闻名，还是全球陶瓷之都。其发达的制造业和现代服务业使其成为广东省的经济引擎之一。佛山以其繁荣的商业氛围、现代化的城市建设和丰富的旅游资源而著称，是投资者和企业发展的理想选择。

Foshan, located in the southern part of Guangdong Province, China, is one of the key cities in the Pearl River Delta region. As a city with a rich cultural heritage, Foshan is renowned for its traditional arts such as Southern Kung Fu and Lingnan culture, and is also known globally as the "Capital of Ceramics." Its developed manufacturing and modern service industries make it an economic powerhouse in Guangdong Province. Foshan is celebrated for its vibrant business environment, modern urban development, and abundant tourism resources, making it an ideal destination for investment and business development.





## ZUMIAO ROAD HUAHUI BUILDING

# 祖庙路华辉大厦

**商业:** 该显示屏位于禅城商业繁华地带, 是祖庙商圈的核心位置, 区域内密布众多中高档餐饮娱乐消费场所还毗邻祖庙商业步行街, 可吸引聚集大量实力消费人群。

**干道:** 屏幕位于祖庙路华辉大厦东南角, 行人、车辆川流不息, 人车流量庞大, 绝佳高度转角屏极具视觉冲击力。

**商务:** 周边毗邻百花广场、ICC国际商业中心、佛山图书馆、佛山科学馆等是理想的广告位置。

**Commercial:** This display screen is located in the bustling commercial district of Chan Cheng, at the core of Zumiao Commercial Circle. The area is densely populated with numerous mid-to-high-end dining, entertainment, and consumer venues. Adjacent to Zumiao Pedestrian Street, it attracts a large number of affluent consumers.

**Thoroughfare:** The screen is positioned at the southeast corner of Huahui Building on Zumiao Road, where pedestrians and vehicles flow continuously, ensuring significant foot and vehicle traffic. Its exceptional height and corner location provide a striking visual impact.

**Business:** Surrounding areas include Baihua Plaza, ICC International Business Center, Foshan Library, Foshan Science Museum, making it an ideal advertising location.



TANG  
唐界传媒

媒体位置  
MEDIA LOCATION 禅城区 祖庙路华辉大厦东南角裙楼墙体 朝东南  
Chancheng District, southeast corner of Huahui Building on  
Zumiao Road, podium wall facing southeast.

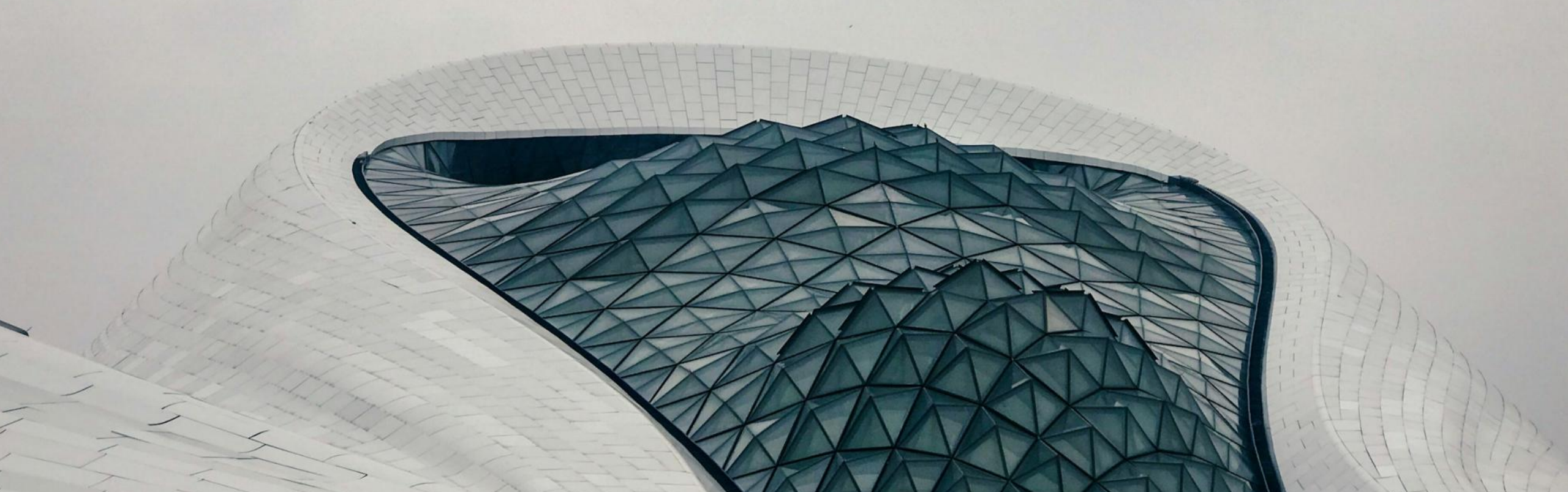
可视面积  
DIMENSIONS 22.4m (W) × 8m (H) =179.2m<sup>2</sup>

亮屏时间  
OPERATING HOURS 10:00—22:00

日人车流  
DAILY FOOT TRAFFIC 300,000

屏体像素  
SCREEN PIXEL HD 2240 (W) × 800 (H)  
Left: 1053 (W) × 800 (H) Right: 1187 (W) × 800 (H)

周刊例价(RMB)  
WEEKLY RATE 15"=142,000 30"=237,000 (60 times/d)  
15"=270,000 30"=450,000 (120 times/d)

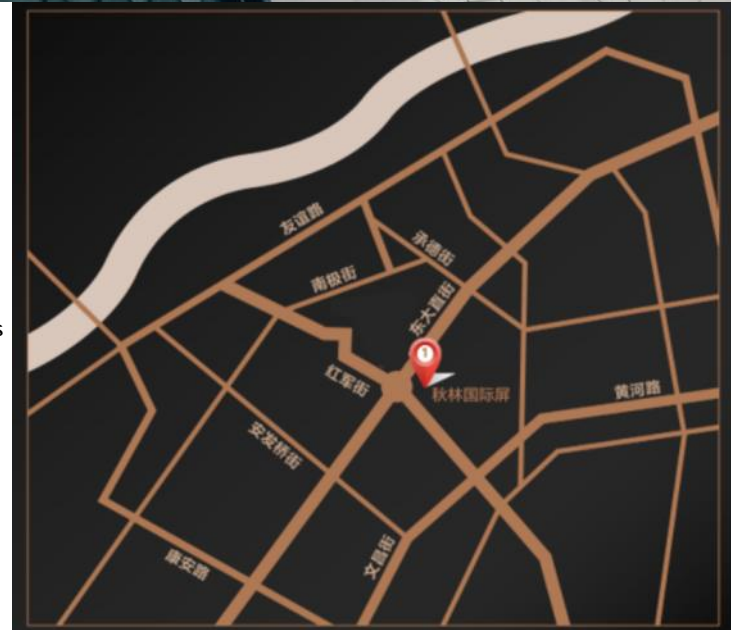


# HARBIN. 哈尔滨

秋林国际购物中心  
Qiulin International Shopping Center

哈尔滨，位于中国东北部黑龙江省的省会城市，是俄罗斯风情与东方文化交融的独特城市。作为中国最具欧洲风情的城市之一，哈尔滨以其冰雪文化和建筑遗产而闻名于世。每年的哈尔滨冰雪节吸引了全球数百万游客，展示了城市独特的冬季魅力。哈尔滨不仅是重要的工业基地和经济中心，还是教育、科技与文化的重要枢纽。其优越的地理位置和丰富的旅游资源使其成为投资者和游客的理想选择。

Harbin, the capital city of Heilongjiang Province in northeastern China, is a unique blend of Russian charm and Oriental culture. Known as one of China's most European cities, Harbin is famous for its ice and snow culture and architectural heritage. The annual Harbin Ice and Snow Festival attracts millions of visitors worldwide, showcasing the city's unique winter charm. Beyond being a major industrial base and economic center, Harbin is also a hub for education, technology, and culture. Its strategic location and rich tourism resources make it an ideal choice for investors and tourists alike.





## QIULIN INTERNATIONAL SHOPPING CENTER

# 秋林国际购物中心

**商业：**秋林是哈尔滨市第一商圈，包括秋林公司、远大购物中心、松雷商厦、新世界百货、红博广场、苏宁、国美、博览中心、凌志手机、大世界小商品市场等大型百货商场，且是哈尔滨最繁华商圈的核心地带。  
**干道：**哈尔滨秋林国际购物中心位于南岗区东大直街320号，果戈里大街与东大直街交叉口，车流密集。  
**商务：**周边紧邻省人大、省政协、省建设厅、中国银行哈尔滨分行、中国建设银行哈尔滨分行、广发银行哈尔滨分行、中国光大银行哈尔滨分行、中国工商银行支行等多家政府部门和金融机构及股份制银行办公。

**Commercial:** Qiulin Commercial Circle is Harbin's top commercial district, featuring various large department stores such as Qiulin Co., Yuanda Shopping Center, Songlei Mansion, New World Dept. Store, Hongbo Plaza, Suning, Gome, Expo Center, Lingzhi Mobile, and Dajie Small Commodities Market. It is the core of Harbin's most bustling commercial hub.

**Thoroughfare:** Harbin Qiulin Intl. Shopping Center is located at 320 Dongdajie St., Nangang District, at the intersection of Gogol St. and Dongdajie St., with heavy traffic flow.

**Business:** Nearby are several government offices and financial institutions, including the Provincial People's Congress, Provincial CPPCC, Provincial Construction Dept., ICBC, CCB, CGB, CEB, and others.

媒体位置 MEDIA LOCATION	南岗区 东大直街320号秋林国际 朝西南 Nangang District, 320 Dongdajie Street, Qiulin International, facing southwest.
可视面积 DIMENSIONS	16.64m (W) ×28.8m (H) =479m <sup>2</sup>
亮屏时间 OPERATING HOURS	07:30—21:30
日人车流 DAILY FOOT TRAFFIC	350,000
屏体像素 SCREEN PIXEL	1040 (W) ×1800 (H)
周刊例价(RMB) WEEKLY RATE	15"=189,000 30"= 315,000 (60 times/d) 15"=359,000 30"= 598,000 (120 times/d)



# XUZHOU.

## 徐州

中央百大商场  
Central Department Store Building

徐州，位于中国江苏省北部，是华东地区重要的工业城市和交通枢纽。作为中国历史文化名城之一，徐州拥有悠久的历史和丰富的文化遗产，如云龙湖、彭祖园等著名景点。徐州以其发达的制造业和现代服务业著称，是江苏省的经济支柱之一。其优越的地理位置和完善的交通网络使其成为商业活动和投资项目的热门地区。徐州以其繁荣的商业环境、现代化的城市设施和丰富的文化活动而著称，是企业扩展和投资发展的理想选择。

Xuzhou, located in the northern part of Jiangsu Province, China, is an important industrial city and transportation hub in East China. As one of China's historic and cultural cities, Xuzhou boasts a rich history and cultural heritage, with famous attractions such as Yunlong Lake and Pengzu Garden. Known for its developed manufacturing and modern service industries, Xuzhou is a key economic pillar of Jiangsu Province. Its strategic location and well-connected transportation network make it a hotspot for business activities and investment projects. Xuzhou is renowned for its thriving business environment, modern urban facilities, and rich cultural activities, making it an ideal choice for business expansion and investment development.





## CENTRAL DEPARTMENT STORE BUILDING

# 中央百大商场

**商业：**大屏位于中央商场百大广场大厦，徐州最大的核心商圈，紧邻“城央轴心”，是城市消费的重心。周边彭城广场、金鹰国际购物、苏宁广场等大型商场娱乐场所。

**干道：**媒体地处彭城路和大同路交汇处，紧邻彭城广场地铁站，有效覆盖中轴线彭城路、繁华商业街淮海路两条街区的人车流

**商务：**市中心写字楼、银行保险证券等金融服务，基本多汇集于此地，来往人流络绎不绝。

**Commercial:** The large screen is located on the Central Mall Baida Plaza Building, Xuzhou's largest core commercial district, adjacent to the "city center axis," serving as the city's consumer hub. Nearby are major shopping and entertainment venues such as Pengcheng Square, Golden Eagle International Shopping Center, and Suning Plaza.

**Thoroughfare:** The media is situated at the intersection of Pengcheng Road and Datong Road, close to Pengcheng Square Metro Station, effectively covering the traffic flow of Pengcheng Road and the bustling commercial street of Huaihai Road.

**Business:** The city center is home to office buildings, banks, insurance companies, and securities firms, making it a bustling area with a constant flow of people.



**媒体位置**  
MEDIA LOCATION 彭城路和大同街交叉口 朝西北 转角屏  
Intersection of Pengcheng Road and Datong Street, facing northwest, corner screen.

**可视面积**  
DIMENSIONS 33.4m (W) × 11.4m (H) = 380.76m<sup>2</sup>

**亮屏时间**  
OPERATING HOURS 07:30—22:30

**日人车流**  
DAILY FOOT TRAFFIC 150,000

**屏体像素**  
SCREEN PIXEL HD 2940 (W) × 1050 (H)

**周刊例价(RMB)**  
WEEKLY RATE 15"=230,000 30"=383,000 (120 times/d)



# LANZHOU.

# 兰州

西关十字西单商场  
Xiguan Crossroads Xidan Shopping Center

兰州，位于中国西北部甘肃省的省会城市，是黄河流域重要的政治、经济和文化中心。作为丝绸之路经济带的重要节点，兰州历史悠久，文化多样。城市以其独特的地理环境和丰富的旅游资源而闻名，如兰州水车博物馆、中山桥等。兰州是甘肃省的经济支柱，拥有发达的制造业、农业和现代服务业。其重要的交通枢纽地位和丰富的自然景观使其成为投资和旅游的理想地点。

Lanzhou, the capital city of Gansu Province in northwest China, is a crucial political, economic, and cultural center in the Yellow River Basin. As a key node on the Silk Road Economic Belt, Lanzhou boasts a rich history and diverse culture. The city is renowned for its unique geographical environment and abundant tourism resources, such as the Lanzhou Waterwheel Museum and Zhongshan Bridge. Lanzhou is an economic pillar of Gansu Province, with developed manufacturing, agriculture, and modern service industries. Its strategic transportation hub status and rich natural landscapes make it an ideal destination for investment and tourism.





## XIGUAN CROSSROADS XIDAN SHOPPING CENTER

# 西关十字西单商场

**商业:** 地处兰州第一商圈西关商圈, 一直在兰州占据着不可撼动的老大地位, 覆盖全市乃至影响全省。亚欧商厦、西单商场、新世界百货三大巨头挺立, 毗邻张掖路步行街, 聚合众多高端时尚消费群体, 向北500米为兰州中山桥、向南700米为正宁路夜市, 同时吸引众多游客群体。

**干道:** 位于兰州市中山路与张掖路交汇处, 中山路车流繁忙, 紧邻西关地铁站, 人流量大。

**商务:** 媒体距离甘肃省人民政府不足800米, 兰州市委财政厅等政府机关单位环绕周边, 临近中国银行、农业银行等多个金融机构, 政商人士频繁来往于此。

**Commercial:** Located in Lanzhou's primary commercial district, West Gate Commercial Circle, influencing the city and province. Landmarks include Asia-Europe Department Store, Xidan Mall, and New World Department Store, adjacent to Zhangye Road Pedestrian Street, attracting high-end consumers. North is Zhongshan Bridge, 500 meters away, and 700 meters south is Zhengning Road Night Market, drawing tourists.

**Thoroughfare:** Positioned at Zhongshan Road and Zhangye Road intersection in central Lanzhou, with constant traffic and congestion. Near West Gate Metro Station, experiencing substantial foot traffic.

**80 Business:** 800m from Gansu Prov. Govt. offices, surrounded by Lanzhou Municipal Committee, Finance Dept., and financial institutions like BOC & ABC, frequented by gov. & business figures.



媒体位置  
MEDIA LOCATION

城关区 中山路与张掖路交叉口西关十字西单商场墙面 朝东北  
Chengguan District, West Gate Crossroads, Xidan Mall Wall  
at the intersection of Zhongshan Road and Zhangye Road,  
facing northeast.

可视面积  
DIMENSIONS

18m(W)×12m(H)=216m<sup>2</sup>

亮屏时间  
OPERATING HOURS

09:00—22:00

日人车流  
DAILY FOOT TRAFFIC

180,000

屏体像素  
SCREEN PIXEL

HD 1920 (W) x 1080 (H)

周刊例价(RMB)  
WEEKLY RATE

15"=110,000 30"=183,000 (60 times/d)  
15"=209,000 30"=348,000 (120 times/d)



唐界传媒官方用户手册  
美国日报通讯社中国公共关系服务商  
荷兰新视野国际电影节·塞普蒂米乌斯奖全球合作伙伴



THANKS FOR REVIEWING OUR MANUAL. TANG CULTURAL MEDIA HAS BEEN SELECTED AS THE OFFICIAL PARTNER OF THE SEPTIMIUS AWARDS FOR FIVE CONSECUTIVE YEARS, LEVERAGING ITS GLOBAL POPULARITY AND INFLUENCE, WITH PRESS DISTRIBUTION SUPPORTED BY AMERICAN DAILY NEWSWIRE.

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Tang Cultural Media is a **PR Reputation** partner for leaders in finance, asset management, professional services, fintech and B2B technology.

唐界传媒通过覆盖全球数十个国家的海量优质媒体及政商资源快速有效处理**品牌声誉严重受损**等重大公共关系危机事件

唐界传媒·危机公关事业部

高级客户总监: Stella Chen



近期客户好评

Tang Cultural Media created content, which received media attention and became the **Preferred School Brand** for local students, with gratifying results!

唐界传媒上海公关团队在一周的时间，帮助我们创作和发布了大量的优质原创内容，短时间内获得巨大的媒体关注，成为当地学生首选的高中品牌，取得**提前超额完成招生指标**的目标，成绩喜人！

河北诗经高级中学

策划部经理：陈老师

唐界传媒

# WHY CHOOSE US. 为什么选择我们

唐界传媒全新一代舆情监测及公共关系处理系统  
凭借我们的强大功能及基于投资回报的营销推广解决方案  
让我们帮助您实现创纪录的营销流量目标

Tang Cultural Media's Next-Generation Public Opinion Monitoring and Public Relations Management System  
With our powerful features and ROI-based marketing promotion solutions  
Let us help you achieve record-breaking marketing traffic goals.



GLOBAL VISIBILITY  
全球视野



ABUNDANT RESOURCES  
海量资源



POWERED BY DATA  
数据驱动



RESULT ORIENTED  
真实力·敢承诺

唐界传媒

# ABOUT US.

## 品牌介绍

唐界传媒凭借国际影响力连续五年成为美国日报通讯社及荷兰塞普蒂米乌斯奖全球合作伙伴。作为行业代表，我们帮助世界各地的政商客户提供公共关系及品牌战略发展解决方案，业务覆盖数十个国家地区。通过创新传播技术、深厚媒体经验和深入国际市场调研能力，制定精准传播策略，全面帮助客户塑造和增强公众形象，赢得更广泛的国际社会认可和相关政策支持，进一步提升品牌全球市场中的影响力和美誉度，保持您的业务高速增长。

With a steadfast commitment to international excellence, Tang Cultural Media proudly stands as a longstanding global partner of American Daily Newswire and the Netherlands Septimius Awards for five consecutive years. Renowned as a preeminent leader in the industry, we offer an extensive array of public relations and brand strategy development solutions to esteemed governmental and corporate clientele worldwide. Our operational footprint spans across dozens of countries and regions, underpinned by cutting-edge communication technologies, profound media acumen, and meticulous international market research capabilities. Through tailored and precise communication strategies, we adeptly shape and fortify our clients' public image, fostering widespread recognition and policy endorsement on a global scale. This strategic approach not only bolsters brand influence and reputation in the international marketplace but also fuels continual business expansion and success.



American Daily Newswire

# ADNewswire

美国日报通讯社中国公共关系服务商

自2024年起，唐界传媒获得美国日报新闻通讯社全球战略合作授权，帮助政商客户提供全球范围内的公共关系解决方案

SINCE 2024, TANG CULTURAL MEDIA HAS BEEN FULLY AUTHORIZED BY ADNEWswire TO PROVIDE GLOBAL PR SOLUTIONS FOR POLITICAL & BUSINESS CLIENTS

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# THE SEPTIMIUS AWARDS.

The Septimius Awards is an international award ceremony showcasing Feature Films, Documentaries, Shorts, Animations, Television Series and Screenplays. Our goal is to showcase independent films and projects from around the world and Grant Awards to the best nominees at our yearly festival. The Septimius Awards is a strong supporter of new talent and visionary ideas. What makes the Septimius Awards unique is our approach to three categories. Best Actress, Best Actor and Best Film.



SEPTIMIUS AWARDS



NL FILM FONDS

Duvel



SALTO

DBUFF  
DA BOUNCE URBAN FILM FESTIVAL

Liefmans  
Master Blender Since 1810



DIRECTORS Roundtable AMSTERDAM



唐界传媒凭借全球影响力连续五届入选「荷兰新视野国际电影节·塞普蒂米乌斯奖」官方合作伙伴。

Tang Cultural Media has been selected as the official partner of the "Septimius Award" for 5 consecutive times with its global popularity and influence



# SCIENCE FOUNDATION.

TANG CULTURAL MEDIA WON THE SIX GRAND SLAM AWARD  
FROM THE 2022 UK SCIENCE FOUNDATION

唐界传媒荣获英国科学基金颁发的六满贯大奖





# PRESS CLIPPING SNAP SHOT



## Jamila Awad Named Best African/Asian Actress at NVIFF

30 September 2019



**Trương Ngọc Ánh được vinh danh 'Nữ diễn viên châu Á xuất sắc nhất' tại NVIFF 2019**

Với những đóng góp của sự thể hiện của mình, Trương Ngọc Ánh được ghi nhận bằng một giải thưởng lớn trong sự nghiệp.

- Đi từ bên của 'người yêu' Trương Ngọc Ánh: Từ 'sinh sống như chuột' của đồng nghiệp mẹ chồng cho tới tại tin đồn về phẫu thuật thẩm mỹ, ghen.
- Trương Ngọc Ánh được vinh danh Nữ diễn viên châu Á tại Seoul International Drama Awards 2019
- Trương Ngọc Ánh giành tin đồn tại họ nam diễn viên kếm 14 tuổi
- Trương Ngọc Ánh thừa nhận: Đã có lúc tôi không chung thủy?

Nhà sản xuất kiêm diễn viên Trương Ngọc Ánh vừa có mặt tại Hà Lan để tham dự lễ trao giải Liên hoan phim quốc tế New Vision International Film Festival - NVIFF 2019. NVIFF là nơi vinh danh những tài năng và ý tưởng sáng tạo mới với nhiều bộ phim. Đặc biệt, liên hoan phim này chính là địa chỉ kết nối quan trọng cho các nhà sản xuất và đạo diễn phim độc lập trên toàn thế giới.

# FAMOUS OVERSEAS. 蜚声海外

作为国际金融峰会及文化体育赛事服务商，唐界传媒凭借全球知名度和影响力连续五年受邀成为「荷兰新视野国际电影节·塞普蒂米乌斯奖」官方指定合作机构，不仅如此，我们还帮助许多大型金融财经峰会及文化体育赛事提供媒体全渠道公共传播及商业合作解决方案。

As a large-scale international financial summit and sports event service provider, Tang Cultural Media has been invited to become the official designated partner of the "Netherlands New Vision International Film Festival Septimius Award" for five consecutive years due to its global popularity and influence. Not only that, We also help many large-scale financial and financial summits and cultural and sports events provide media omni-channel public communication and business cooperation solutions.





# GLOBAL VISION.

## 全球视野

唐界传媒是上市公司及世界百强企业信赖的国际公关服务商，帮助品牌方提供新闻发行、品牌战略、市场研究、数据挖掘、知识产权、书籍出版等全面企业公关传播解决方案。以精准高效战略实践引领营商决策，以创新传播帮助品牌发展，唐界传媒致力成为更受尊重的国际公关传媒公司。

Tang Cultural Media is an international public relations company trusted by listed companies and the world's top 100 companies, helping brands to provide comprehensive corporate public relations communication solutions such as news distribution, brand strategy, market research, data mining, intellectual property, and book publishing. Leading business decisions with precise and efficient strategic practice, and helping brand development with innovative communication, Tang Cultural Media is committed to becoming a more respected international public relations media company.



## 10X Your Business - Drive More Leads and Sales

推动更多潜在客户和销售，全力实现十倍业务增长的目标，获得更多客户并击败您的竞争对手。

Grow your business, get more customers and beat your competition.



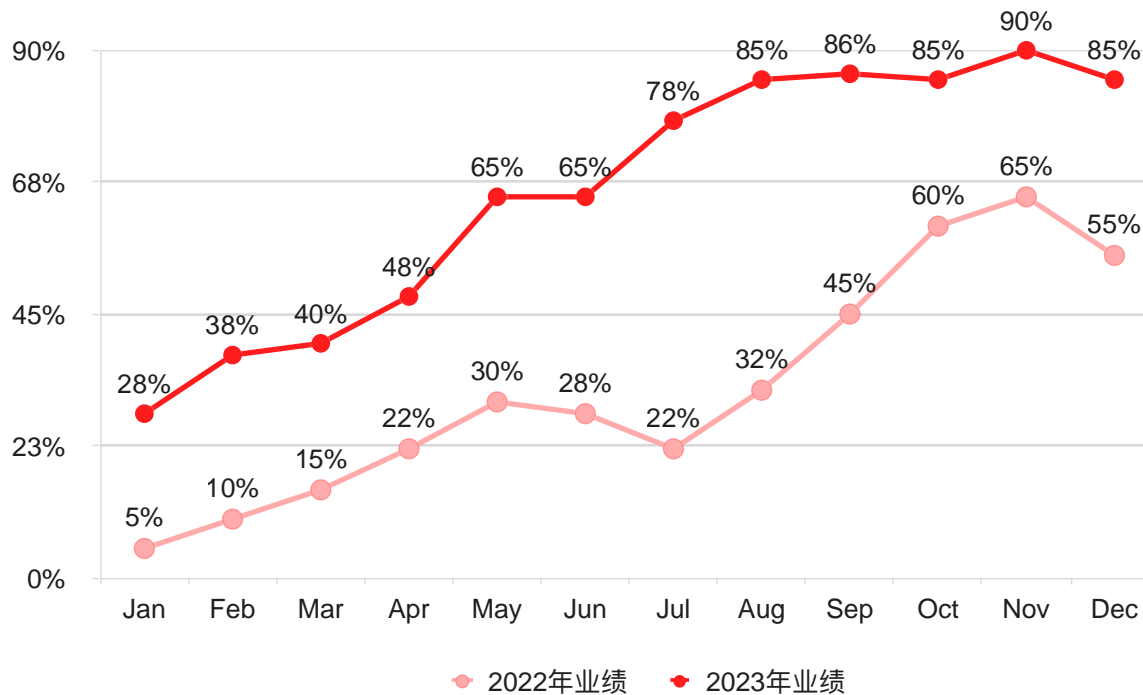
客户续约率高

# CUSTOMER RENEWAL RATE.

## 业绩逆势增长的秘密

唐界传媒中国主营业务持续逆势快速增长，客户续约率相较上一年度再创新高，我们凭借真正的全球实力和雄厚的市场资源，为企业提供公共关系传播及危机公关解决方案，持续创造品牌价值，进一步优化品牌公众形象。

Tang Cultural Media's main business in China continues to grow rapidly against the backdrop and the renewal rate of customers is higher than that of the previous year. With real global strength and strong market resources, we provide public relations communication and crisis public relations solutions for enterprises, create brand value continuously and further optimize the brand public image.





# CORE POWERFUL.

## 真实力·有底气

唐界传媒中国上海运营接待中心提供总建筑面积超过 10,000m<sup>2</sup> 客户接待会议公关活动场地，独栋四层超大型千人会场，唐界传媒上海客户接待中心为上市公司、世界百强企业及明星工作室年度优质大客户提供专属的公关咨询、商务洽谈及大型公关演艺活动，平均工作十年经验的公关顾问为您制定科学有效的品牌公共关系传播及业绩快速增长解决方案。

Tang Cultural Media's Shanghai operations and reception center offers over 10,000 square meters of client reception, conference, and PR event space. This includes a standalone four-story building with a large venue that accommodates up to 1,000 people. The Shanghai client reception center provides exclusive PR consulting, business negotiations, and large-scale PR events for publicly listed companies, Fortune 100 companies, and celebrity studios. Our PR consultants, with an average of ten years of experience, will develop scientifically effective brand public relations communication and rapid performance growth solutions.



# GLOBAL BRANDING.

AMERICAN DAILY NEWSWIRE THE LEADING US NEWS AGENCY  
MOST EXTENSIVE RESOURCES & TECHNOLOGY

美国日报通讯社覆盖全球百万级媒体资源



媒体资源优势

## OVERSEAS MEDIA. 海外知名媒体

权重更高 · 效率更快

全球数十个国家的权威媒体记者  
帮助品牌快速赢得世界瞩目

Renowned media journalists from dozens of countries  
Helping brands quickly gain global attention



唐界传媒联合全新一代海外新闻发行及品牌出海合规平台 ADNewswire 通过海量优质媒体触达数以亿计的消费者及投资人。

Tang Cultural Media in collaboration with ADNewswire, an overseas international enterprise news distribution platform, reaching hundreds of millions of consumers and investors through a large number of high-quality media around the world.

媒体资源优势

## DOMESTIC MEDIA. 国内知名媒体

内容为王 · 渠道制胜

仅需十分钟快速发行数千家主流平台  
媒体记者内容策划及宣传发行

Distribute to thousands of mainstream platforms in just ten minutes  
Media journalist content planning and publicity distribution



唐界传媒中国新闻发行及公共关系数字营销平台通过高权重优质媒体帮助企业提升品牌公众形象及影响力。

TANGPR, the digital marketing platform for Chinese enterprise news distribution and public relations of Tang Cultural Media, helps enterprises improve their brand image and influence through more high-quality media.





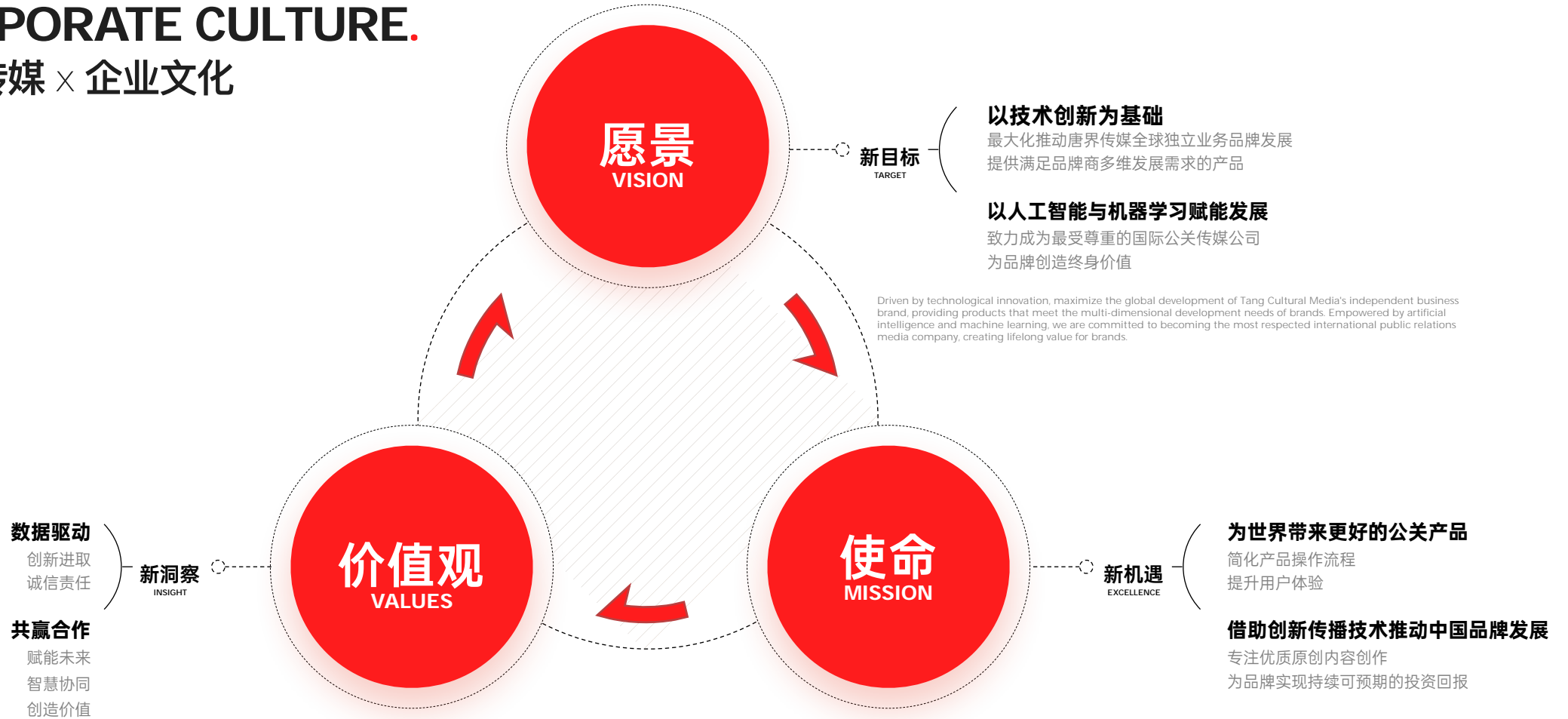
# BUSINESS MANAGEMENT.

## 全球业务管理体系

Meet Certainty, Tang Cultural Media Visibility's proprietary digital marketing forecasting system. Our clients have the upper hand with the power of our Certainty software.

# CORPORATE CULTURE.

## 唐界传媒 × 企业文化



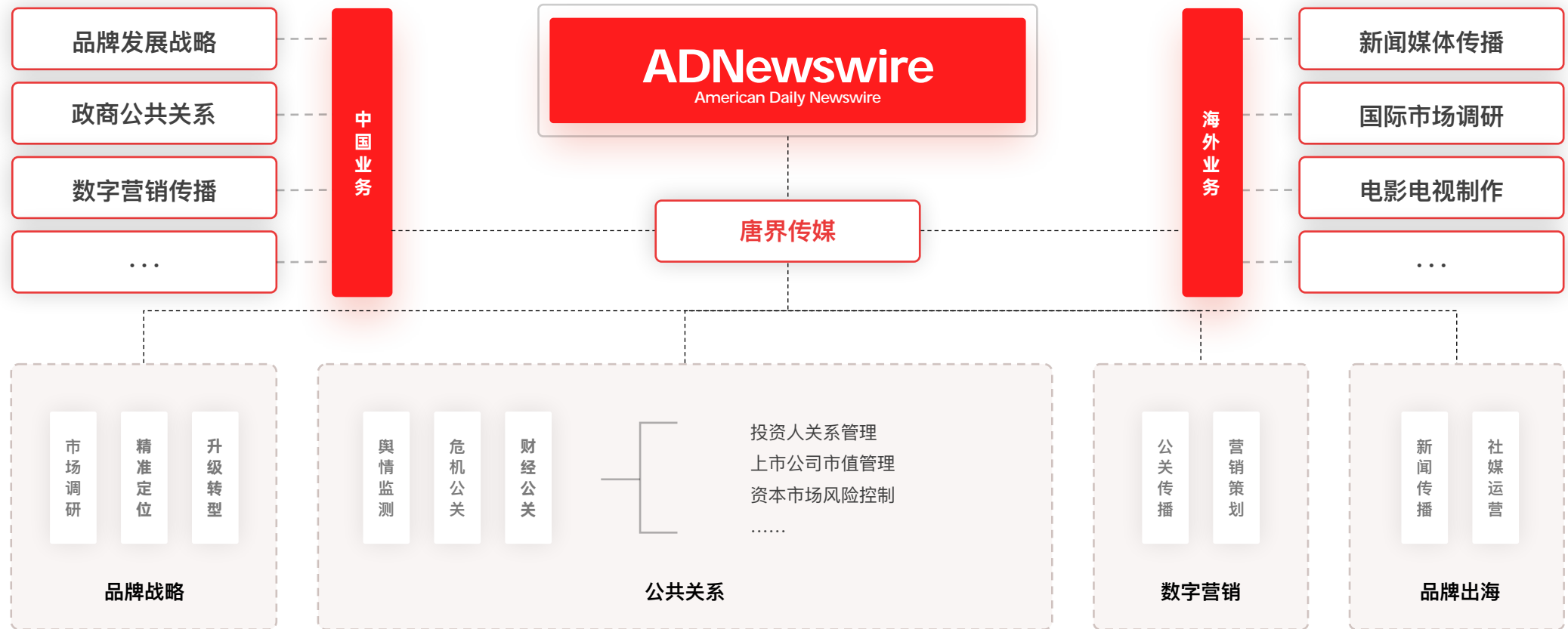
Data-driven, innovative, and responsible. Always adhering to win-win cooperation, empowering future development of enterprises with intelligent collaborative systems, and creating more brand value.

Bringing better public relations products to the world, simplifying product operation processes, and enhancing user experience. Promoting the development of Chinese brands through innovative communication technologies, focusing on high-quality original content creation, and ensuring sustainable and predictable investment returns for brands.

# GLOBAL BUSINESS EXERCISES.

## 唐界传媒 × 全球体系

Tang Cultural Media is a strategic partner of the American Daily Newswire. In China, its main services include brand strategy development, public relations, and digital marketing. Brand strategy solutions cover market research, precise positioning, and digital transformation. Public relations solutions involve public opinion monitoring, crisis management, financial PR, investor relations, market value management for public companies, and capital market risk control. Digital marketing solutions include PR communication, self-media content planning and marketing, and overall marketing planning. Brand expansion solutions focus on news dissemination and social media marketing.



# BRAIN STORMING.

## 历经百次头脑风暴

唐界传媒全球业务管理体系通过海量数据业务模型帮助客户有效快速达到传播目标，百余次头脑风暴充分激发媒体公关及运营人员的极致思维创造力，让创意方案灵感勃发。

Tang Cultural Media's global business management system uses massive data business models to help customers effectively and quickly achieve their communication goals. After more than 100 brainstorming sessions, it fully stimulates the ultimate thinking and creativity of media PR and operations personnel, allowing creative solutions to flourish.



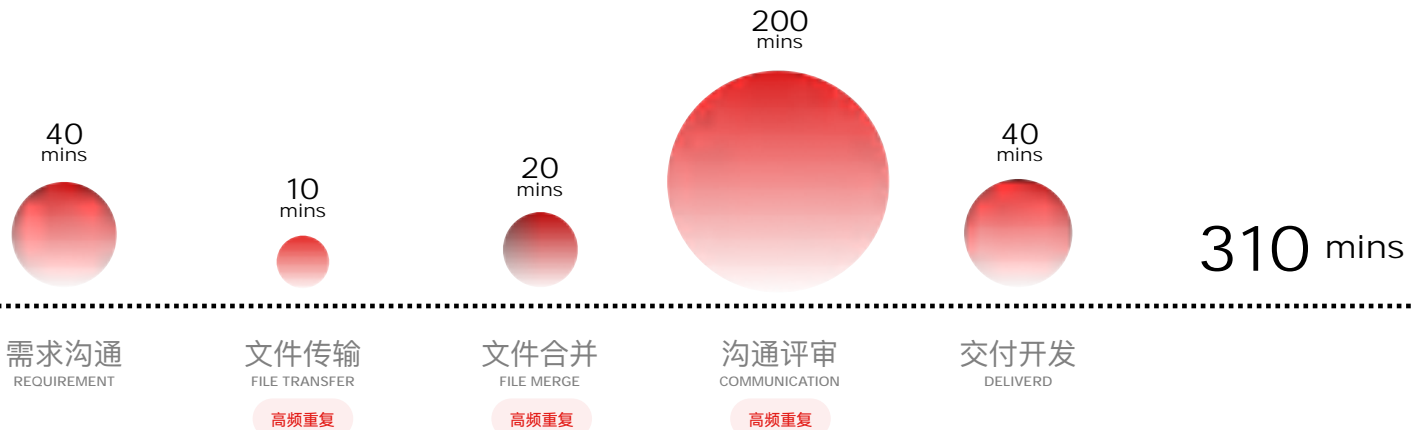


# SERVICE COMMITMENT.

## 二十小时工作制 × 极速效率

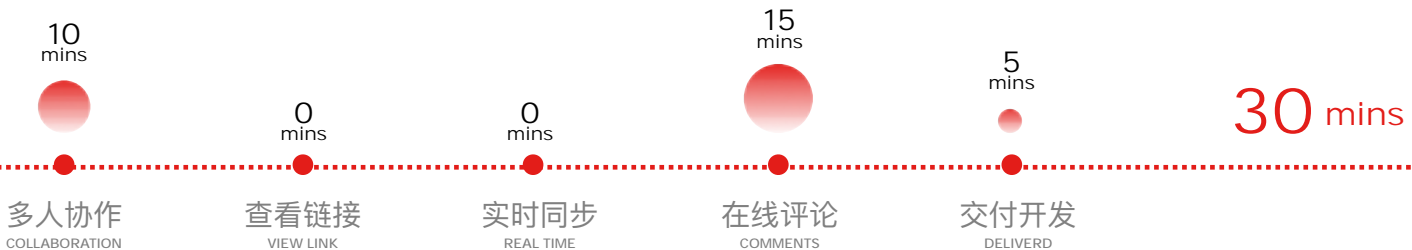
唐界传媒处置效率 2023

平均所需时间 AVERAGE TIME



唐界传媒处置效率 2024

平均所需时间 AVERAGE TIME



# SERVICE COMMITMENT.

唐界传媒 × 服务承诺

唐界传媒中国市场三大服务承诺

免费诊断  
FREE DIAGNOSIS  
**全流程方案报价**  
FULL PROCESS SOLUTION QUOTATION

终身保密  
CONFIDENTIALITY  
**银行级保密体系**  
BANK LEVEL CONFIDENTIALITY SYSTEM

百万补贴\*  
MILLION SUBSIDY  
**新客户签约专享**  
EXCLUSIVE FOR NEW CUSTOMER SIGNING



# SERVICE CENTER.

## 在线顾问 秒级响应

唐界传媒全球客服中心终身免费提供具有丰富经验的在线顾问，为您快速解决处理问题秒级响应，依托美国日报通讯社覆盖数十个国家的媒体及政商资源，通过全新一代智能管理系统有效提升响应效率，帮助客户实现业绩高速增长的品牌战略发展目标，显著提升品牌价值及国际社会形象。

Tang Cultural Media's Global Customer Service Center offers lifelong free access to experienced online consultants who provide rapid problem-solving with responses in seconds. Leveraging the media and political resources spanning dozens of countries through its partnership with American Daily Newswire, Tang Cultural Media effectively enhances response efficiency with a next-generation intelligent management system. This aids customers in achieving rapid growth in brand strategy development, significantly boosting brand value and international reputation.

唐界传媒

# OUR SERVICES.

## 我们的服务

唐界传媒全新一代舆情监测及公共关系处理系统  
凭借我们的强大功能及基于投资回报的营销推广解决方案  
让我们帮助您实现创纪录的营销流量目标

Tang Cultural Media's Next-Generation Public Opinion Monitoring and Public Relations Management System  
With our powerful features and ROI-based marketing promotion solutions  
Let us help you achieve record-breaking marketing traffic goals.

### BRAND STRATEGY 品牌战略

- 市场研究 Market Research
- 战略咨询 Strategic Consultation
- 品牌出海 Overseas Marketing
- 视觉设计 Visual Design

### DIGITAL MARKETING 数字营销

- 公关传播 PR Communication
- 社交媒体 Social Media
- 搜索引擎 Search Engine
- 营销策划 Marketing Planning
- 精准广告 Targeted Advertising

### PUBLIC RELATIONS 公共关系

- 公关活动 PR Campaign
- 舆情监测 Brand Monitoring
- 媒体关系 Media Relations
- 危机公关 Reputation Management
- 财经公关 Financial PR





# BRAND STRATEGY.

## 品牌战略

Our holistic digital strategies, proprietary insights, Tang Cultural Media platform, and granular targeting accelerate growth and outmaneuver your competition.

# WHY BRAND STRATEGY.

## 为什么选择品牌战略

唐界传媒始终将品牌的国际战略、数字转型、视觉设计及品牌出海的全球视野，结合中国市场的发展趋势以及研究消费者心理，形成独具特色、卓有成效的品牌服务体系。通过对品牌诊断、品牌分析、战略规划、策略制定、形象设计、品牌落地执行等运营，帮助客户度身定造品牌管理、品牌发展与品牌全面升级转型的解决方案。

Tang Cultural Media consistently combines the brand's international strategy, digital transformation, visual design and global vision for market expansion with the development trends of the Chinese market and consumer psychology research, creating a distinctive and effective brand service system. Through brand diagnosis, brand analysis, strategic planning, strategy formulation, image design, brand implementation and other operations, we help customers tailor-made solutions for brand management, brand development and comprehensive brand upgrading and transformation.



**DXC**  
PORTFOLIO



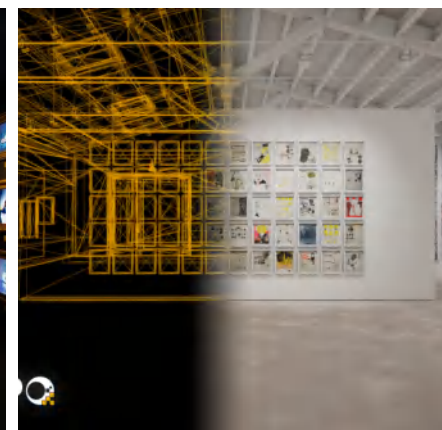
**勤策**  
PORTFOLIO



**泸州老窖**  
PORTFOLIO



**韩国东大门光绘美术馆**  
PORTFOLIO



**NFT 数字藏品展**  
PORTFOLIO

市场研究

# MARKET RESEARCH.

## 市场研究

唐界传媒上海智库中心依托丰富的行业研究经验、完备的数据库资源以及专业分析框架，为客户提供市场、行业、技术、竞品、标杆企业商业模式、趋势及市场监测研究报告。除此之外，我们还提供商业计划、投资风险、海外投资、可行性研究、产业规划、产业园区规划等个性化定制化报告服务。

Relying on rich industry research experience, complete database resources and professional analysis framework, Tang Cultural Media Shanghai Think Tank Center provides customers with market, industry, technology, competing products, benchmarking enterprise business models, trends and market monitoring research reports. In addition, we also provide customized reporting services such as business plans, investment risks, overseas investments, feasibility studies, industrial planning, and industrial park planning.



# MARKET RESEARCH.

## 市场研究 × 洞悉未来

Our market research product offers comprehensive data sources, a robust analysis framework, and the TANG think tank. It features an extensive data collection and verification system, standardized industry data processing, and quantification of data information for insightful reports. The product provides significant value by enabling in-depth competitive analysis, strategic development planning, and enhancing corporate efficiency. It reduces market risks, seizes market opportunities, and meets customer needs effectively.

### 产品特点 / FEATURES

#### 数据来源 Data Sources

- 瑞典数据信息采集系统
- 信息汇总交叉验证分析

#### 分析框架 Analysis Framework

- 行业数据监测处理标准化
- 市场要素价值体系模型化

#### 唐界智库 TANG Think Tank

- 数据信息量化多维细分
- 输出研究结论建议报告

### 商业价值 / VALUABLE

#### 研判 RESEARCH

- 分析竞争环境
- 规划发展战略
- 提高竞争能力
- 预判运营策略
- 制定业务组合

#### 战略 STRATEGY

- 发展战略
- 研发战略
- 财务策略
- 营销战略
- 生产战略

#### 优势 ADVANTAGE

- 提高企业自身竞争效益
- 全面降低市场竞争风险
- 及时把握市场趋势机会
- 掌握政策制定营销计划
- 洞察目标客群真实需求

战略咨询

# STRATEGIC CONSULTATION.

## 战略咨询

唐界传媒中国智库中心通过品牌营销战略规划探索品牌价值；为企业提供品牌战略、市场研究、产品定位、企业文化、品牌命名、视觉系统、公共关系营销策划推动品牌价值。全新一代「唐界智库」品牌战略发展规划和定位管理体系全面帮助企业提升市场综合竞争力。

Tang Cultural Media China Think Tank Center explores brand value through brand marketing strategy planning. We offer enterprises solutions in brand strategy, market research, product positioning, corporate culture, brand naming, visual systems, and public relations marketing to enhance brand value. The new generation "Tang Cultural Think Tank" brand strategy development and positioning management system comprehensively helps enterprises improve their market competitiveness.



# STRATEGIC CONSULTATION.

## 战略咨询 × 数字转型

Digital Transformation is a crucial part of our strategic consulting model system at Tang Cultural Media, encompassing four main strategies: Value Upgrade Strategy, Market Segmentation Strategy, Value Extension Strategy, and Growth-Driven Strategy. Diagnostic Analysis: This involves in-depth exploration of niche industries, investigating development trends, forecasting future trends, and optimizing financial systems. Strategic Consulting: This step includes strategic positioning, organizational structure, business models, and business vision. Development Planning: This encompasses competitive strategies, development strategies, asset management, and operational systems. Establishing and Optimizing the Visual Identity System: This involves corporate philosophy identification, visual design identification, public relations publicity norms, and brand image shaping. Brand Communication: Utilizing the ADNewswire news media reporting system, social media matrix operations, creative design of communication materials, and ultimately enhancing the user's digital experience.

### 价值升级战略

定位转型升级

### 细分市场战略

品牌差异管理

### 延伸价值战略

品牌价值资产

### 增长驱动战略

强化品牌影响

### 诊断分析

深耕细分行业  
探究发展趋势  
预判未来趋势  
优化财务体系

### 战略咨询

战略定位  
组织架构  
商业模式  
业务远景

### 发展规划

竞争战略  
发展战略  
资产管理  
运营体系

### 识别系统

企业理念识别  
视觉设计识别  
公关宣传规范  
品牌形象塑造

### 品牌传播

新闻媒体报道体系  
社交媒体矩阵运营  
传播资料创意设计  
增强用户数字体验

融合  
赋能

唐界传媒以客户需求为导向为企业 提供全面精准的品牌战略和 品牌营销解决方案，通过唐界 传媒战略融合和赋能落地， 进一步帮助企业建立核心竞争力， 为渴望通过数字转型升级、 提升用户体验、加强创新能力、 实现业绩增长破局的企业提供 更具实战意义的战略指引.....

品牌出海

# OVERSEAS MARKETING.

## 品牌出海

唐界传媒是一家具有全球视野的国际公关公司，我们为中国、美国、俄罗斯、英国、韩国、日本、澳大利亚等全球38个国家提供品牌出海全案策划、海外公关活动、媒体传播及采访邀约、社交媒体营销、网红营销、高端政商及非政府组织关系等国际公关解决方案。

Tang Cultural Media is an international public relations company with a global perspective. We provide comprehensive brand expansion planning, overseas public relations activities, media communication and interview invitations, social media marketing, influencer marketing, high-end government-business and NGO relations, and other international public relations solutions to 38 countries, including China, the United States, Russia, the United Kingdom, South Korea, Japan, and Australia.

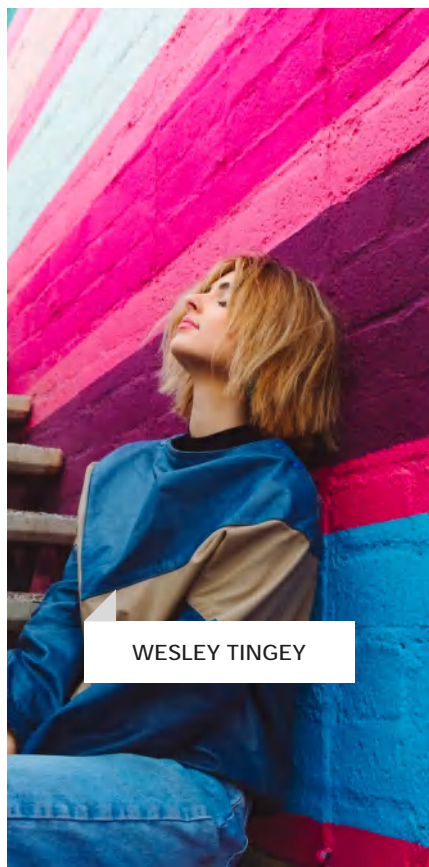


# GLOBAL INFLUENCER.

## 网红助力品牌出海

唐界传媒作为一家具备丰富海外公关经验的国际公关公司，我们为中国、美国、俄罗斯、英国、韩国、日本、澳大利亚等数十个国家提供品牌出海全案策划、海外公关活动、媒体传播及采访邀约、社交媒体营销、网红营销、高端政商及NGO公关解决方案。

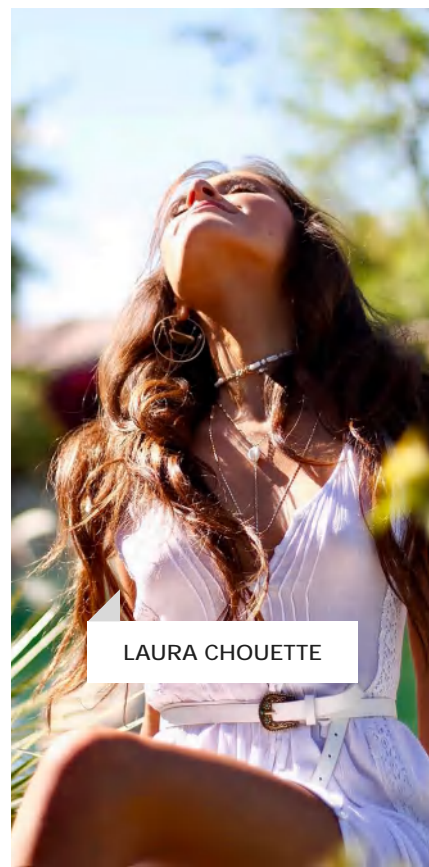
As an international public relations company with extensive overseas experience, Tang Cultural Media offers comprehensive brand expansion planning, overseas public relations activities, media communication and interview invitations, social media marketing, influencer marketing, high-end government-business and NGO public relations solutions to dozens of countries, including China, the United States, Russia, the United Kingdom, South Korea, Japan, Australia, etc.



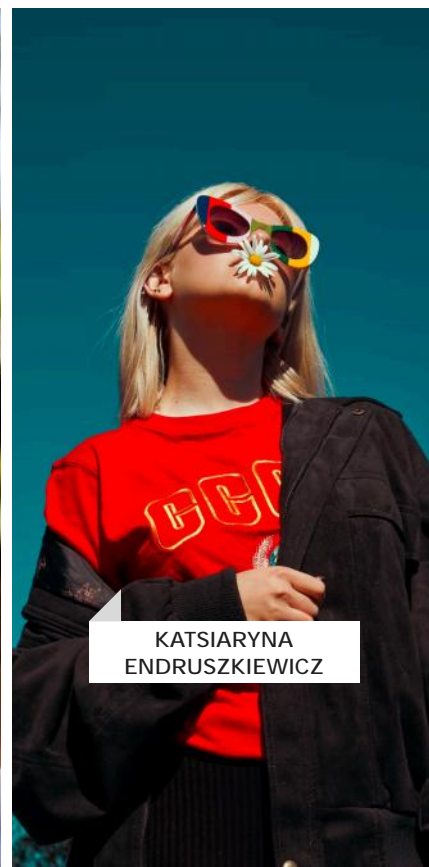
WESLEY TINGEY



LUCAS DAVIES



LAURA CHOUETTE



KATSIARYNA  
ENDRUSZKIEWICZ



AHMEDVEVO



# OVERSEAS MARKETING.

## 品牌出海 × 精准引流

出海策划

### 品牌出海市场研究

BRAND RESEARCH

#### 全案策划 IMC MARKETING

品牌出海全案整合策划  
INTEGRATED PLANNING

#### 会展活动 EXPO & CAMPAIGNS

线下会议会展及品牌活动  
CONFERENCES & EXHIBITIONS

#### 海外公关 PR GLOBAL

海外营销传播及舆情公关处理  
OVERSEAS MARKETING & PR

#### 政商合作 POLITICS & BUSINESS

政商合作及奖项申请等合作机会  
POLITICS & AWARD APPLICATIONS

01

02

03

04

媒体传播

唐界传媒中国公司

#### 全球新闻媒体报道平台 PRESS RELEASE DISTRIBUTION

American Daily Newswire - ADNewswire.com

#### 中国及海外权威媒体邀约 / 记者采访报道 MEDIA INVITATION & INTERVIEW

地标户外 / 电视大屏 / 报刊杂志 / 数字终端

#### 世界知名广告资源采购投放 ADVERTISING RESOURCES

数字营销

#### 海外社媒网红营销 INFLUENCER MARKETING

#### 海外网红活动邀约 INFLUENCER ACTIVITY

#### 社交媒体矩阵运营规划 SOCIAL MEDIA OPERATIONS

#### 数字创意增强用户体验 AUGMENTED USER EXPERIENCE

#### 搜索引擎技术优化 SEARCH ENGINE OPTIMIZATION

#### 电商运营互动管理 E-COMMERCE MANAGEMENT

视觉设计

# BRAND VISUAL IDENTITY.

## 视觉设计

唐界传媒帮助品牌创造快速推动产品业绩增长的用户体验，突破界限，为全渠道用户带来全新的体验。精心设计的品牌标识让品牌从人群中脱颖而出。凭借引人注目的设计元素和独特的视觉系统融入产品市场公关营销。

Tang Cultural Media helps brands create user experiences that rapidly drive product performance growth, breaking boundaries to provide an entirely new experience for users across all channels. Meticulously designed brand identities help brands stand out from the crowd. We integrate striking design elements and unique visual systems into product market public relations and marketing.



# BRAND VISUAL IDENTITY.

视觉设计 × 增强体验





# DIGITAL MARKETING.

## 数字营销

We achieve the big wins. Our client-first approach, deep technical knowledge, and performance focus fuel our clients' successes — and grow their brands.

# WHY DIGITAL MARKETING.

## 为什么选择数字营销

唐界传媒携手美国日报通讯社及瑞典数据等全球知名机构共同赋能品牌快速成长，根据品牌受众和品牌目标的独特需求分析，帮助品牌量身定制全面系统的数字营销解决方案。通过品牌公关传播、社交媒体营销、搜索引擎优化、营销活动策划、精准广告投放等全渠道数字营销方法体系，让品牌获得更高的品牌知名度、更好的品牌声誉以及投资回报率。

Tang Cultural Media collaborates with globally renowned institutions such as the American Daily Newswire and Sweden Data to empower rapid brand growth. By analyzing the unique needs of brand audiences and brand objectives, we provide tailored, comprehensive digital marketing solutions. Our all-channel digital marketing approach, which includes brand PR communication, social media marketing, search engine optimization, marketing event planning, and targeted advertising, helps brands achieve higher brand awareness, better reputation, and return on investment.



百度营销  
PORTFOLIO



有跑  
PORTFOLIO



樊登读书会  
PORTFOLIO



狂暑季  
PORTFOLIO



新西特  
PORTFOLIO

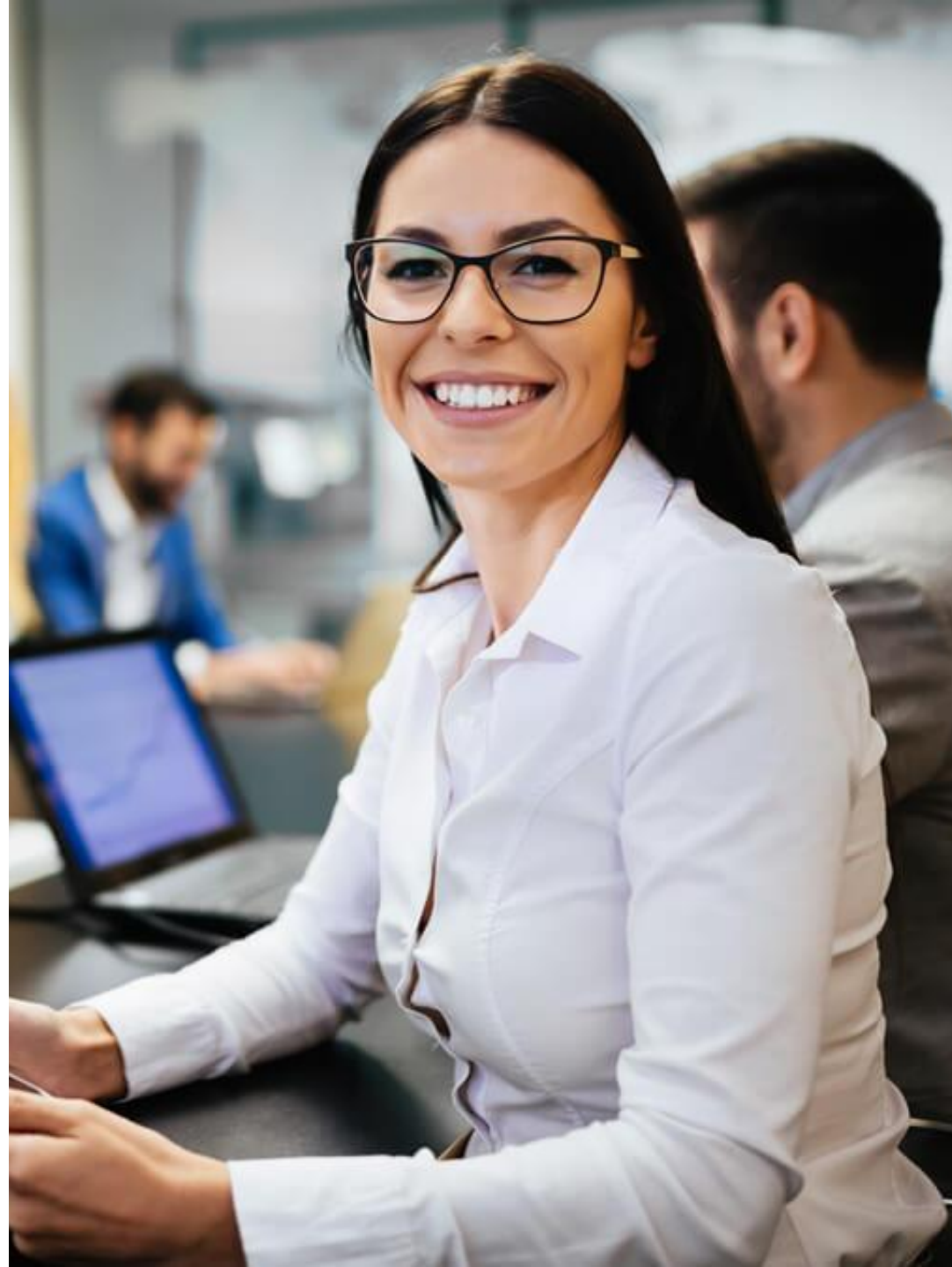
公关传播

# BRAND COMMUNICATION.

## 公关传播

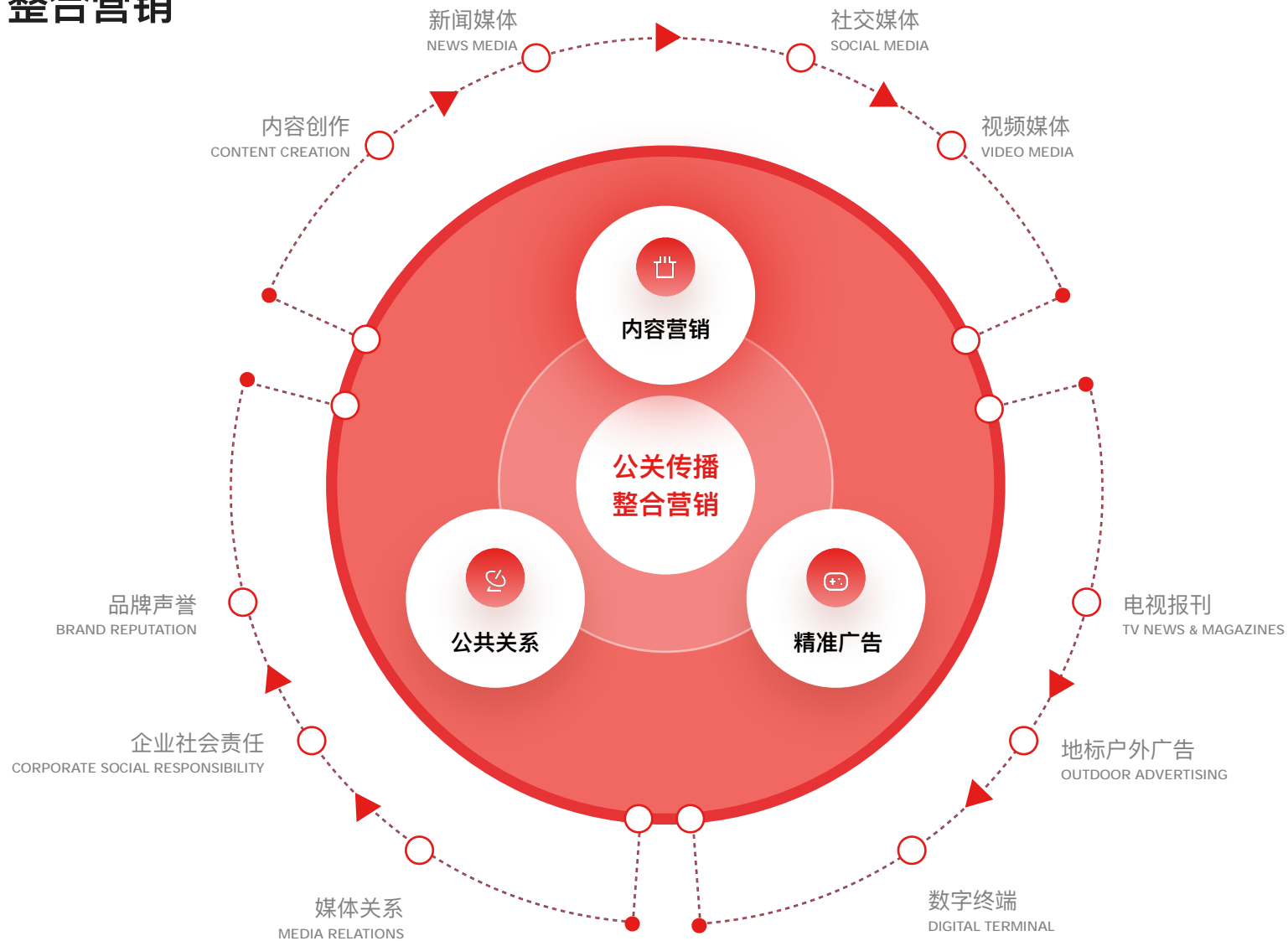
唐界传媒全媒体整合营销公关传播解决方案，提供品牌营销传播规划、媒体传播、公关管理、创意策划、品牌话题、内容营销、口碑传播、社交媒体整合营销及品牌体验普及等服务，通过唐界传媒在媒体、渠道、内容、创意及广告等方面等优势，实现满意的公关传播效果。

Tang Cultural Media offers integrated marketing and PR communication solutions, providing services such as brand marketing communication planning, media communication, PR management, creative planning, brand topics, content marketing, word-of-mouth marketing, social media integrated marketing, and brand experience promotion. Leveraging our strengths in media, channels, content, creativity, and advertising, we deliver satisfying PR communication results.



# BRAND COMMUNICATION.

## 公关传播 × 整合营销



社交媒体

# SOCIAL MEDIA OPERATION.

## 社交媒体

唐界传媒拥有微博、微信、小红书、抖音及海外知名社交媒体丰富社交媒体的策划运营及公关传播经验，通过中国及海外优质网红资源整合与精准营销传播解决方案，为企业提供社交媒体运营、网红营销、口碑推广及社交媒体倾听，提升品牌公众形象和品牌知名度。

Tang Cultural Media has extensive experience in planning, operating, and executing PR communication on social media platforms such as Weibo, WeChat, RED, Douyin, and internationally renowned social media. By integrating high-quality influencer resources from China and abroad with precise marketing communication solutions, we offer social media operation, influencer marketing, word-of-mouth promotion, and social media listening services to enhance brand public image and awareness.



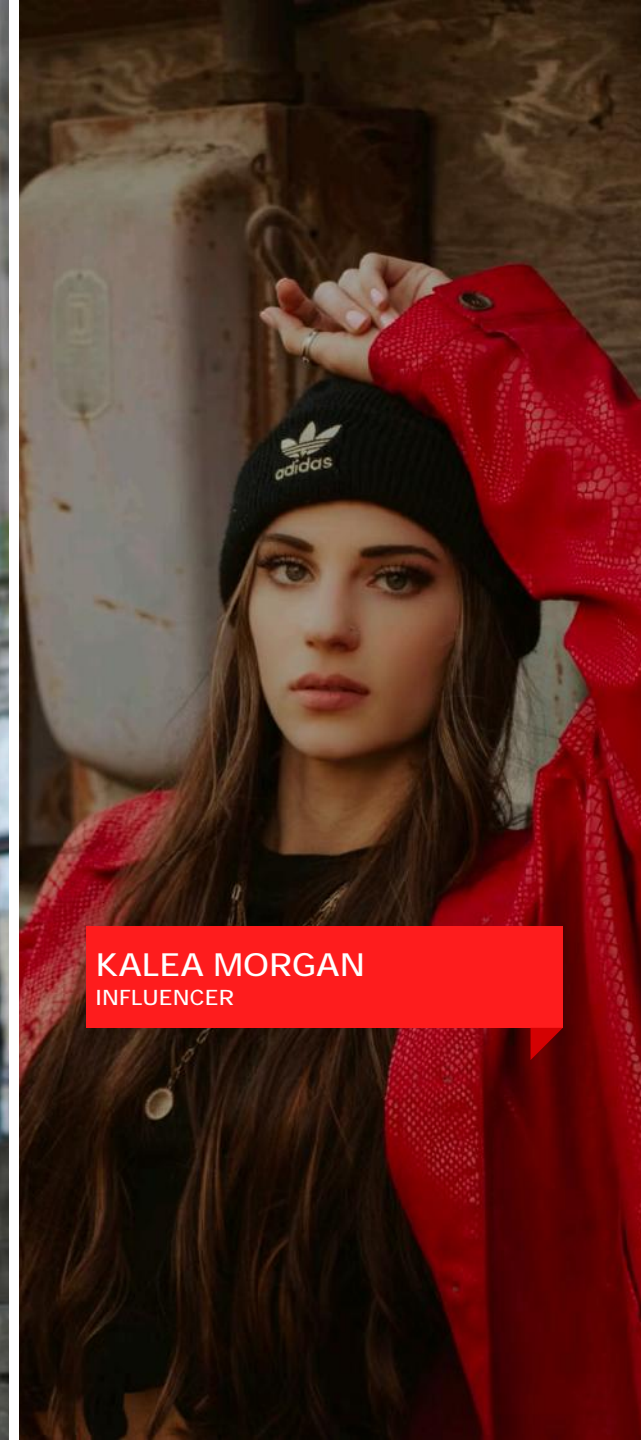




**HAMZA NOUASRIA**  
INFLUENCER



**CHARLIZ ZIKA**  
INFLUENCER



**KALEA MORGAN**  
INFLUENCER



**FILIPP ROMANOVSKI**  
INFLUENCER

搜索引擎

# SEARCH ENGINE OPTIMIZATION.

## 搜索引擎

唐界传媒核心技术团队，多维度分析品牌的业务目标、品牌形象、市场和竞争格局，利用洞察分析数据制定搜索引擎优化战略，将搜索引擎技术优化与社交媒体、付费广告精准投放、内容营销和公共关系相结合，提供安全可靠的搜索引擎技术优化及品牌声誉管理优化解决方案。

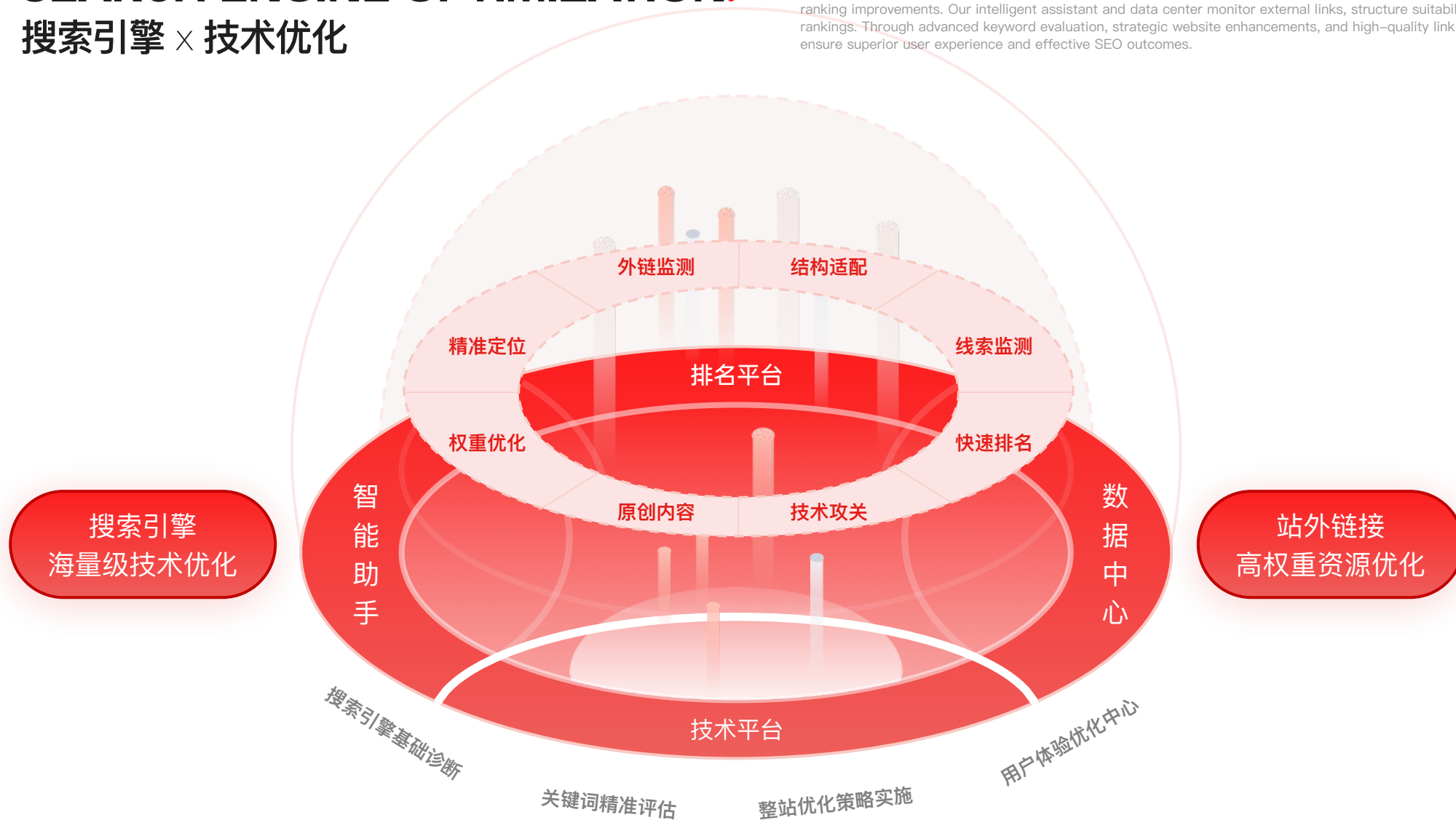
Tang Cultural Media's core technical team conducts multidimensional analyses of brand business objectives, brand image, market, and competitive landscape. Utilizing insight and analysis data, we develop SEO strategies that combine search engine optimization with social media, targeted paid advertising, content marketing, and public relations. We provide safe and reliable SEO and brand reputation management optimization solutions.



# SEARCH ENGINE OPTIMIZATION.

## 搜索引擎 × 技术优化

Tang Cultural Media's Search Engine Optimization (SEO) services encompass comprehensive and scalable technical optimizations. Key features include precise positioning, authority optimization, content creation, technical strategies, and rapid ranking improvements. Our intelligent assistant and data center monitor external links, structure suitability, and search rankings. Through advanced keyword evaluation, strategic website enhancements, and high-quality link optimization, we ensure superior user experience and effective SEO outcomes.



营销策划

# MARKETING PLANNING.

## 营销策划

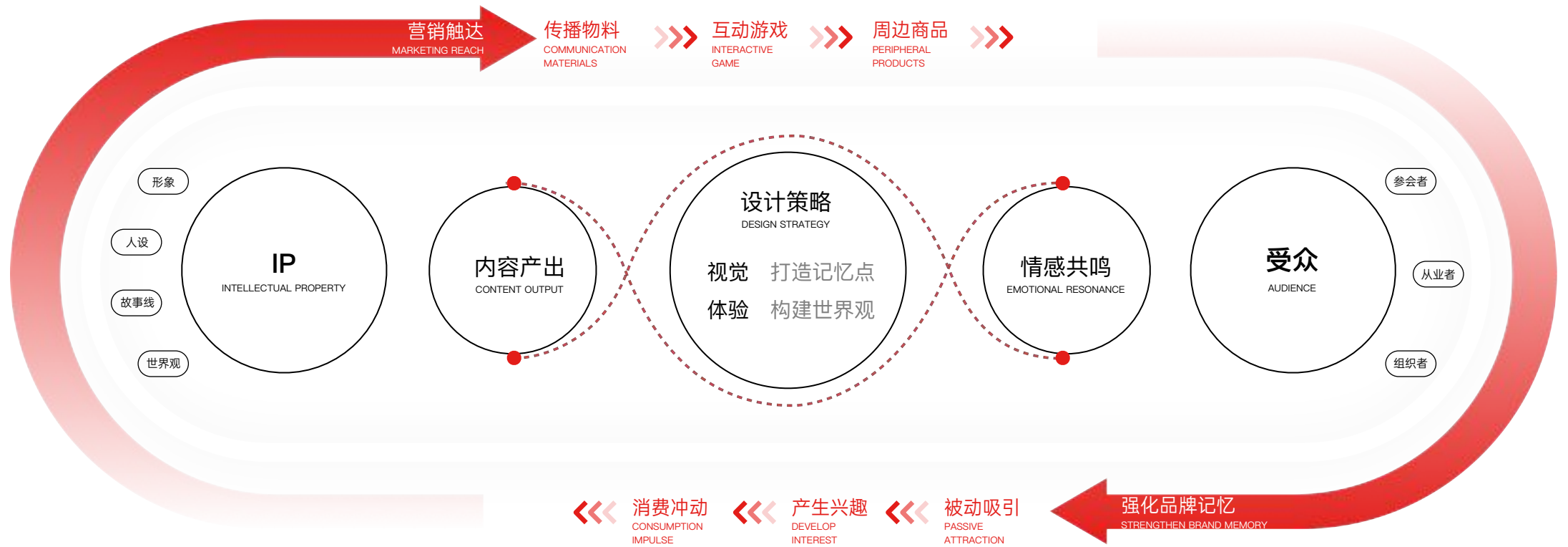
唐界传媒的营销策划提供商业模式、媒体活动、内容营销、广告策划、营销活动及年度营销服务等整合营销服务解决方案。围绕品牌优化意识或品牌需求统一策划组织品牌营销活动，旨在通过跨多个渠道的同步联动整合营销，培养品牌亲和力并激活潜在客户群体。

Tang Cultural Media's marketing planning offers integrated marketing service solutions, including business models, media events, content marketing, advertising planning, marketing activities, and annual marketing services. We organize brand marketing activities around brand awareness optimization or brand needs, aiming to cultivate brand affinity and activate potential customer groups through synchronized cross-channel integrated marketing.



# MARKETING PLANNING.

## 营销策划 × 价值传达



精准广告

# TARGETED ADVERTISING.

## 精准广告

唐界传媒拥有全球电视报刊、地标枢纽户外广告及互联网媒体、数字媒体广告资源，通过数据分析、算法升级、效果监测及转化评估的变化趋势以及不同数字媒体广告发布的新功能进行详细分析和深度洞察，实现品牌广告精准投放，进一步优化广告效果。

Tang Cultural Media has global TV newspapers, landmark hub outdoor advertising and Internet media, digital media advertising resources, through data analysis, algorithm upgrades, effect monitoring and conversion evaluation trends, as well as new functions of different digital media advertisements for detailed analysis and in-depth analysis insights, realize the precise placement of brand advertising, and further optimize the advertising effect.



# TARGETED ADVERTISING.

## 精准广告 × 内容管理

### 全渠道精准内容营销模型

OMNI-CHANNEL PRECISE CONTENT MARKETING MODEL

品牌广告

BRAND ADVERTISEMENT

效果广告

PERFORMANCE ADVERTISEMENT



### 建立品牌营销矩阵

ESTABLISH A BRAND MARKETING MATRIX

深度内容更高品质  
IN-DEPTH CONTENT

深度内容

IN-DEPTH CONTENT

种草短视频 · 内容

SHORT VIDEO · CONTENT

唐界传媒企业营销传播素材设计

TANG CULTURAL MEDIA CORPORATE MARKETING COMMUNICATION MATERIAL DESIGN

基础内容铺垫数量多  
BASIC CONTENT



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# PUBLIC RELATIONS.

## 公共关系

We pride ourselves on pushing the boundaries of digital marketing and development. We combine relevant trends and best practices to build platforms with longevity.



# WHY PUBLIC RELATIONS. 为什么选择公共关系

唐界传媒为上市公司和财富百强企业提供科学完整的公共关系解决方案，基于瑞典数据先进的全球舆情监测系统针对社交媒体、新闻、短视频、微博和论坛等数据来源的情绪及传播进行实时监控，即使是在负面侵权舆情最高发的夜间，唐界传媒中国公关顾问必须确保一经发现侵权线索，三十秒内通知客户并立即组建工作组参与分析评估和处置解决方案。我们通过经验丰富的法律顾问、媒体顾问、公关顾问、声誉顾问及传播顾问帮助企业快速有效合规解决处置涉及品牌侵权的公共关系危机事件。

Tang Cultural Media provides scientific and complete public relations solutions for listed companies and Fortune 100 companies. Using Sweden Data's advanced global public opinion monitoring system, we conduct real-time monitoring of sentiments and dissemination from sources such as social media, news, short videos, Weibo, and forums. Even during the peak times of negative infringement at night, Tang Cultural Media's PR consultants in China must notify clients within thirty seconds of discovering any infringement clues and immediately form a working group to participate in analysis, evaluation, and resolution. We help companies quickly and effectively resolve public relations crisis events involving brand infringement through our experienced legal advisors, media consultants, PR consultants, reputation advisors, and communication consultants.



金融服务创新与客户体验峰会  
PORTFOLIO



威派格  
PORTFOLIO



波咯咯  
PORTFOLIO



CLUB FACTORY  
PORTFOLIO



和邦生物  
PORTFOLIO

公关活动

# PUBLIC RELATIONS CAMPAIGN.

## 公关活动

唐界传媒拥有丰富等国内外公关活动策划、创意、执行、推广经验，专注高端会议论坛、展会活动、年会庆典、答谢晚宴、大型体育赛事活动及影视策划，丰富的优质政商嘉宾明星网红资源，将公关活动策划、运营及公关营销全渠道有效结合，打造精准的品牌公关活动。

Tang Cultural Media has extensive experience in planning, creativity, execution, and promotion of domestic and international PR events. We specialize in high-end conferences and forums, exhibition events, annual celebrations, appreciation dinners, large sports events, and film and television planning. With a wealth of high-quality resources including government and business guests, celebrities, and influencers, we effectively combine PR event planning, operations, and all-channel PR marketing to create precise brand PR events.



# PUBLIC RELATIONS CAMPAIGN.

## 公关活动 × 会议会展

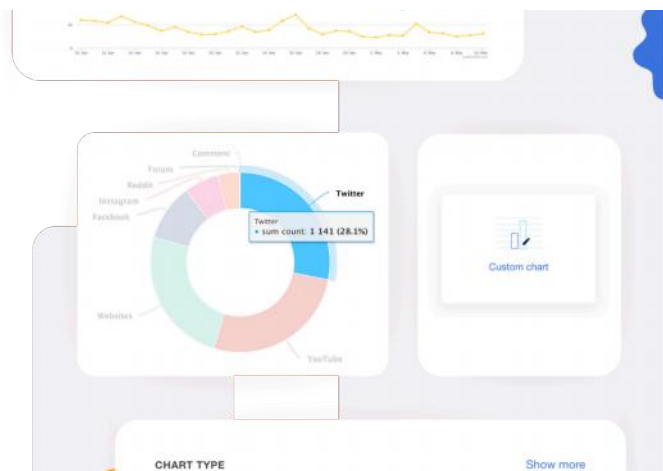


# DATA ANALYSIS REPORTING.

## 瑞典数据舆情监测

唐界传媒作为瑞典数据 SwedenData.com 品牌舆情及商业情报监测系统中国总代理商，监控关键词和短语或特定来源，智能机器学习和人工智能的强大搜索过滤器，从不同语言海量在线数据源中获得即时的预警通知及监测结果。

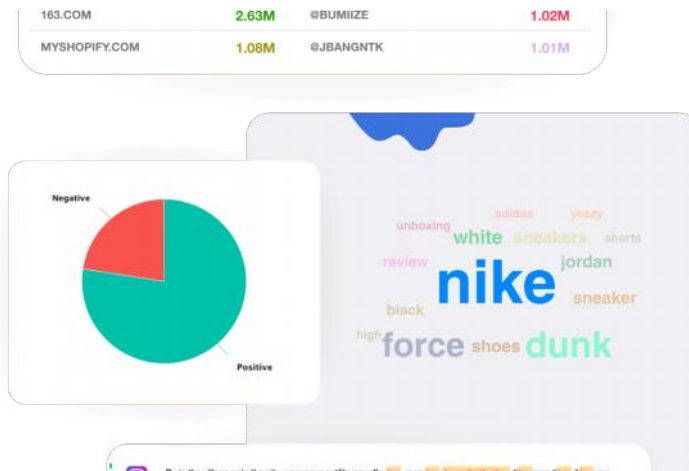
Tang Cultural Media is the general agent of SwedenData brand public opinion and business intelligence monitoring system in China. It monitors keywords and phrases or specific sources, powerful search filters for intelligent machine learning and artificial intelligence, and obtains instant warning notifications and monitoring results from massive online data sources in different languages.



### 可定制的商业情报深入分析平台

免费提供报告模板来满足您舆情及商业竞争分析需求，通过千余数据点创建自定义图表和仪表板。

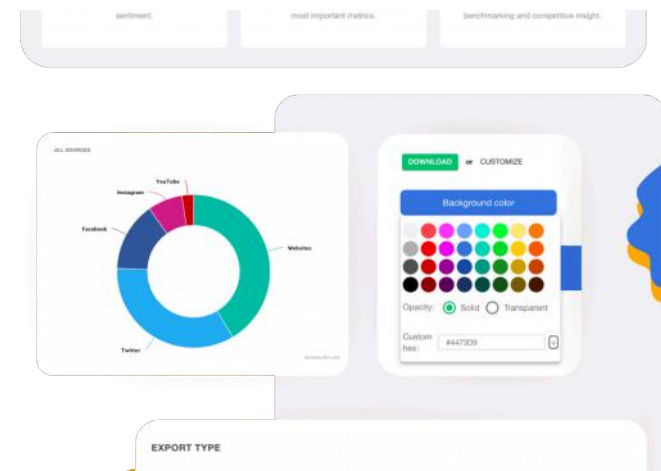
Leverage ready-made report templates to cover basic, advanced, and competitive analysis needs, or create custom charts and dashboards with over 2000 data points at your fingertips.



### 消费者洞察助力商业决策

详细了解客户的消费特征以及如何有效地定位消费者，创建引起共鸣的信息并传播给更多新用户。

Get detailed insights into your customers' behavior and learn how to effectively target them, create resonating messages, and reach new audiences.



### 一键导出监测分析情报

我们提供丰富的系统模板支持您添加个性化品牌信息，几秒内完成引人入胜的数据和可视化报告。

Use ready-made templates or design custom charts and dashboards, add your branding, and a report packed with engaging, easily digestible data and actionable insights is done in seconds.

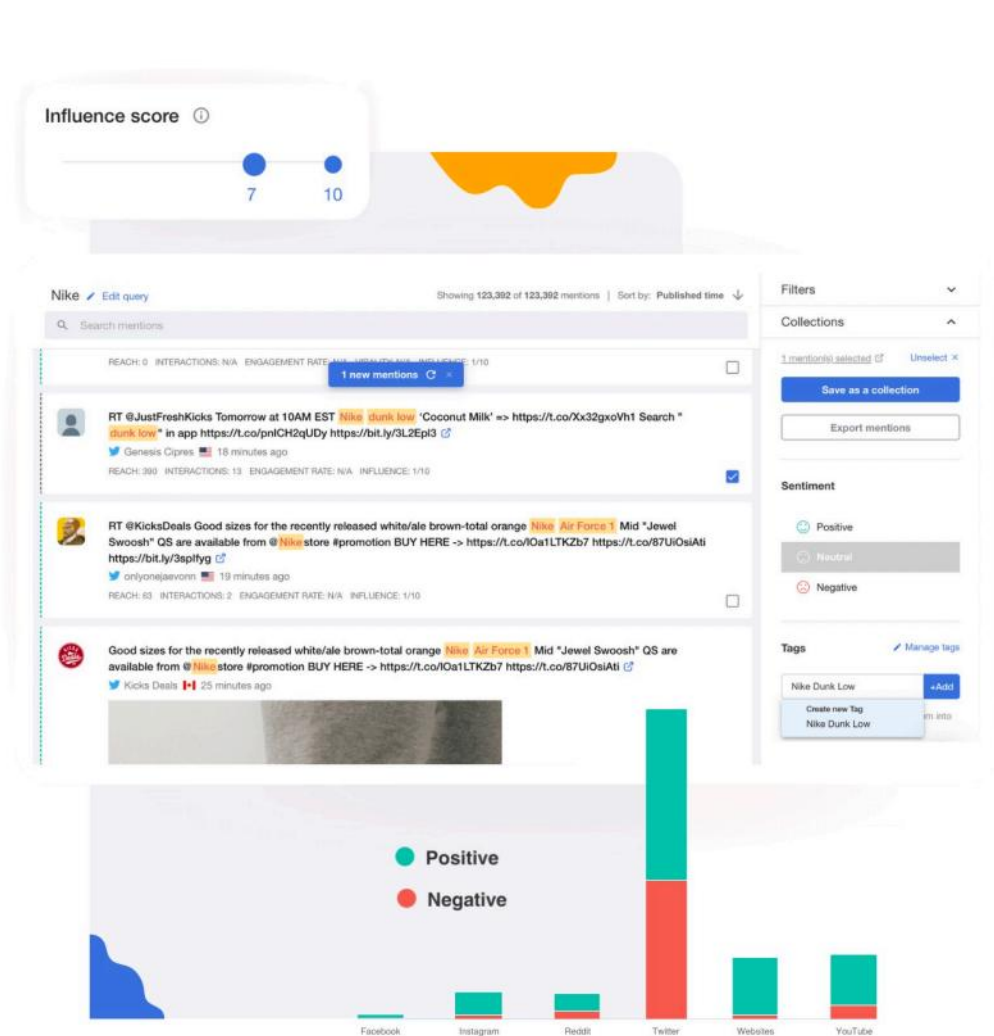
舆情监测

# MEDIA MONITORING.

## 舆情监测 × 声誉管理

提高品牌知名度并将自己定位为行业领导者，获得消费者、市场和行业洞察力这对于创建与目标受众产生共鸣并增加品牌信任度的消息传递至关重要。通过唐界传媒舆情监测系统跟踪全球媒体及消费者的情绪、参与度、印象、评价等重要信息；二十四小时监测人工预警，三十分钟即可完成评估及处理策略。

Increasing brand awareness and positioning yourself as an industry leader is crucial for creating messages that resonate with your target audience and enhance brand trust. Through the Tang Cultural Media Public Opinion Monitoring System to track important information such as emotions, participation, impressions, and evaluations of global media and consumers; Our 24-hour monitoring provides manual alerts, allowing us to complete assessments and handling strategies within 30 minutes.



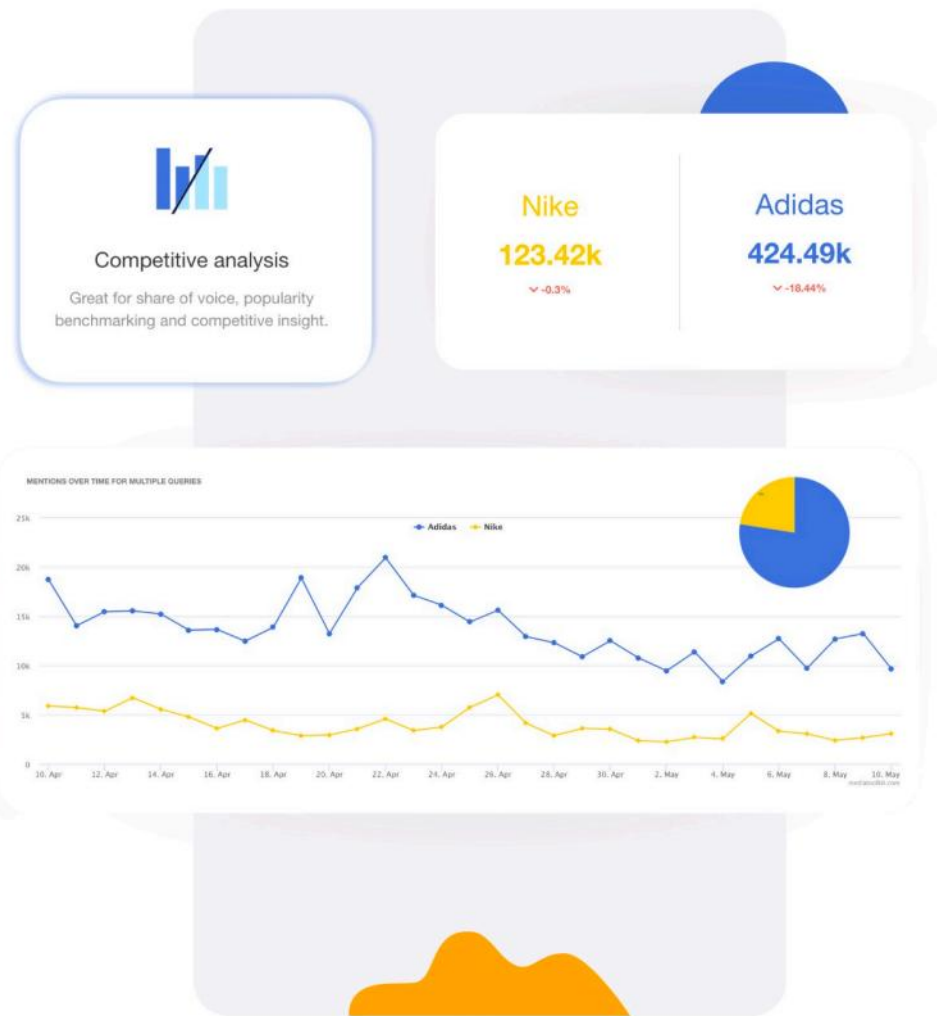
竞品研究

# MEDIA MONITORING.

## 舆情监测 × 竞品研究

我们可以通过唐界传媒的竞争对手研究分析系统，衡量竞争对手的公众情绪、市场份额和品牌知名度。进一步深入了解您和您的竞争对手品牌的表现，针对关键指标进行测试，并利用这些见解和洞察来提高品牌知名度。通过研究报告了解竞争对手品牌传播渠道、策略、标签等数据。

We can measure competitors' public sentiment, market share, and brand awareness through Tang Cultural Media's competitor research and analysis system. Further understand the performance of your brand and that of your competitors, test key indicators, and use these insights to improve brand awareness, and understand competitor brand communication channels, strategies, tags, and other data through research reports.



# MEDIA MONITORING.

## 舆情监测 × 溯源研判

Tang Cultural Media collaborates with Sweden Data to provide comprehensive public relations solutions through world-leading media monitoring and data analysis systems. Our Shanghai data center integrates big data and AI technologies to analyze and predict public opinion trends in real-time, ensuring brands can swiftly respond to and manage crises at any moment. Our full-spectrum news media monitoring and social media listening services help brands stay informed about market dynamics and public feedback, enhancing brand reputation and market competitiveness.

### 瑞典数据

#### 舆情监测

针对海量网络舆论进行数据采集分析并识别关键舆情信息。多维度分析挖掘快速了解舆情态势，全渠道二十四小时系统自动舆论分析搭配人工服务，正确研判舆情，提供合规有效的舆情预警和公关决策。

### 唐界传媒「中国上海」数据中心

#### 数据分析溯源

大数据+人工智能分析系统

#### 舆情发展推演

实时预判舆情风险和发展走向

#### 唐界传媒舆情监测报告

#### 数据分析

实时舆情分析

+

阶段性舆情研判

+

竞争品牌数据分析

全网新闻媒体监测

社交媒体口碑倾听

媒体关系

# MEDIA RELATIONS.

## 媒体关系

唐界传媒始终保持着与全球知名媒体的紧密深度合作及优质媒体资源的开发。迄今拥有超过上万家中国及海外优质媒体资源，为企业提供覆盖世界主流国家新闻营销、媒体专题报道、新闻发布会、危机公关处理等公关营销服务，实现跨平台、多维度、深层次公关宣传，进一步提升品牌形象。

Tang Cultural Media has always maintained close and in-depth cooperation with globally renowned media and develops high-quality media resources. With over 10,000 high-quality media resources in China and abroad, we provide PR marketing services for news marketing, media feature reports, press conferences, and crisis management in mainstream countries worldwide, achieving cross-platform, multi-dimensional, and in-depth PR promotion to further enhance brand image.





# MEDIA MONITORING.

## 媒体关系 × 全球传播

Tang Cultural Media facilitates global brand communication through premium content creation, media relations management, and brand image building. We focus on continuous output of high-quality text and multimedia content, leveraging news and social media channels for extensive public relations and marketing communication. Ultimately, we enhance brand reputation and value through comprehensive public image enhancement and promotional activities.

### 01. 内容生产

CONTENT

图文和音频视频优质原创内容持续输出



### 02. 媒体渠道

MEDIA

媒体关系推动品牌公共关系及营销传播



### 03. 品牌形象

BRAND

良好的品牌声誉及口碑提升品牌价值



危机公关

# REPUTATION MANAGEMENT.

## 危机公关

唐界传媒公关团队拥有多行业品牌危机公关和网络公关经验，坚持以客户需求为导向，基于海量数据舆情监测系统实现危机公关管理与快速处置，通过声誉管理、竞争对手研究分析、公关危机快速处置、媒体关系、领导形象、可持续发展、企业社会责任、品牌修复等提升品牌公众形象。

Tang Cultural Media's PR team has extensive experience in brand crisis PR and online PR across various industries. We remain customer-centric, achieving crisis PR management and rapid response through a massive data public opinion monitoring system. We enhance brand public image through reputation management, competitor research analysis, rapid PR crisis response, media relations, leadership image, sustainability, corporate social responsibility, and brand restoration.



# REPUTATION MANAGEMENT.

## 危机公关 × 处理修复

Tang Media leverages comprehensive reputation management and crisis communication strategies to help brands quickly recover and reshape their image during crises. Utilizing extensive data analysis and global media relations, we ensure swift and effective response to emerging issues. Through compliance handling and authoritative endorsements, we enhance public trust in the brand. Tang Media is dedicated to providing holistic crisis prevention and public relations solutions, ensuring that brands can rapidly recover and continually elevate their value post-crisis.



财经公关

# FINANCIAL PUBLIC RELATIONS.

## 财经公关

唐界传媒财经公关团队以投资者关系管理为核心，通过资本营销定位、投资者分析、大数据洞察、路演策划、舆情监测、市值管理、媒体关系、公共关系等公关服务，为上市公司提供全面高效的投资人关系管理及财经公关解决方案，打造企业品牌形象，稳定和提升企业市值。

Tang Cultural Media's financial PR team focuses on investor relations management, providing comprehensive and efficient investor relations management and financial PR solutions for publicly listed companies. We achieve this through capital marketing positioning, investor analysis, big data insights, roadshow planning, public opinion monitoring, market value management, media relations, and public relations, thereby building corporate brand image and stabilizing and enhancing corporate market value.



# FINANCIAL PUBLIC RELATIONS.

## 财经公关 × 上市赋能

Tang Cultural Media is dedicated to providing comprehensive financial public relations solutions for listed companies and Fortune 100 enterprises, ensuring compliance with information disclosure, improving corporate governance, enhancing trust and support, increasing investment value, and promoting sustainable development. Through strategies such as investor relations, market relations, and public relations, we implement activities like investor meetings, roadshows, and press releases to significantly enhance brand reputation, boost investor confidence, improve market valuation, and reduce reputational risks.



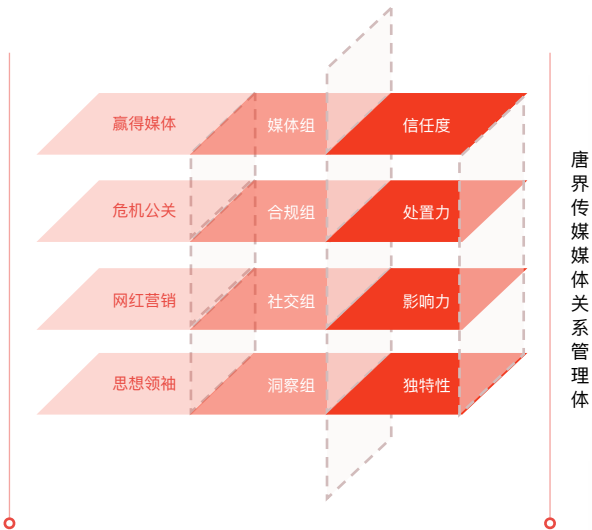


# FINANCIAL PUBLIC RELATIONS.

## 财经公关 × 传播之道

Tang Cultural Media is a financial public relations firm specializing in providing comprehensive investor relations services. Our offerings include investor relations advisory, investor targeting and outreach, investor communications, and organizing investor events. Through strategic counsel, identifying and engaging potential investors, preparing and disseminating communications materials, and hosting investor conferences and roadshows, we help clients raise capital, maintain a strong stock price, and attract top talent. Tang Cultural Media is dedicated to leveraging its expertise and resources to help companies effectively manage their investor relations, enhancing their reputation and market performance.

### 媒体关系



- 唐界传媒帮助您的品牌每天定制更新优质媒体列表，策划撰写新闻公告、发布企业信息、媒体分发，安排媒体采访和新闻简报，通过日常媒体沟通进一步强化媒体关系资源，日常媒体跟进和监控，通过唐界传媒的创新策略帮助企业赢得积极的新闻媒体报道，通过提高知名度和信任度建立您的品牌和声誉。

### 洞察能力

- 唐界传媒在促进投资人关系管理及利益相关者沟通方面具备丰富的经验：买方和卖方并购交易、首次公开募股、融资轮公告和资本重组，整合内部和外部 IR 团队合作的直接经验，以及驾驭 IPO 生态系统所需的高度协调能力。
- 本季度深受唐界传媒客户欢迎的TOP15海外媒体排行榜：The New York Times、CNBC、Forbes、Bloomberg、The Wall Street Journal、Fast Company、Business News Daily、Business Insider、AdExchanger、Crain's New York、New York Post、TechCrunch、New York Business Journal、Fox News、Financial Times.....

### 合规披露

- 唐界传媒中国公司携手千金岛财经公关凭借深入了解监管流程和处理高度敏感信息的经验，全球海量优质媒体资源优势及媒体关系解决方案，可以更好地指导客户获得最大的曝光率，同时协同唐界传媒中国上海合作律所确保在政策合规范围内，通过唐界传媒的公众披露相关产品和解决方案，进一步引起传播轰动和赢得强大的市场份额。

### 声誉管理

- 唐界传媒中国危机公关团队可以确保制定的策略有助提高您自身品牌及信息披露媒体矩阵的知名度和影响力，进一步有效管理品牌声誉。
- 唐界传媒声誉管理风险预测管理模块有助于制定完善的危机公关处理预案，整合政商资源和战略名人合作伙伴，发言人制度，网络红人及行业权威人士背书。

### 演讲机会

- 唐界传媒帮您创造具有影响力的演讲活动和露面机会，最大限度提高您的公众曝光率，进一步影响和吸引重要的受众。
- 唐界传媒三大热门演讲机会不仅是宣传您品牌的绝佳机会，在活动中发言是提高市场知名度的有效方式，同时也可以分享知识并提高您品牌的声誉形象。



# BRAND PORTFOLIO.

## 经典案例

Public Relations consumers signal their individuality in all kinds of ways. We build winning marketing strategies based on a deep understanding of those consumers and what drives their decision-making across all channels.

# BRAND CLASSIC PORTFOLIO.

## 经典案例 × 营销赋能

Tang Cultural Media's clients span a wide range of industries, including culture and entertainment, healthcare, consumer goods, watches and jewelry, health and beauty, internet, real estate, hospitality and tourism, medical care, technology, new energy vehicles, government departments, and energy consumption. By providing professional financial public relations services to these sectors, we help our clients enhance their corporate image, strengthen market competitiveness, and achieve business growth.





经典案例

# COOPERATION GROWTH.

多维度 / 全渠道 / 增强品牌传播

澳大利亚澳药集团 FPA 新西特 (SLAITE) 需要整体的公共关系传播推广解决方案, 我们的公共关系团队帮助他们在扩大品牌知名度和销售额的同时, 成功实现公关传播绩效目标, 推动了品牌增长。

The SLAITE needed a holistic public relations performance strategy. Our expertise helped their team pivot successfully while amplifying sales. We fuel brand growth and have the numbers to prove it. Here's just a few of our superior results.





# SLAITE PUBLIC RELATIONS

## 新西特中国

18.6X

新闻传播增长率

近二十倍的新闻传播增长，帮助品牌快速建立良好的公众形象，通过快速有效的公共关系传播，进一步提升品牌的影响力，吸引更多消费者及经销商。

#### GROWTH RATE OF NEWS DISSEMINATION

The nearly twenty fold increase in news dissemination helps brands quickly establish a good public image, further enhance brand influence through fast and effective public relations communication, and attract more consumers and distributors.

+400%

社交媒体检索率

通过综艺营销、媒体推广、数字营销强有力的组合，实现品牌价值内容，增强品牌在消费者心中好感度和信任度，快速提升新西特品牌移动媒体检索率。

#### SOCIAL MEDIA SEARCH RATE

By combining variety show marketing, media promotion, and digital marketing, we can achieve brand value content, enhance brand favorability and trust in the minds of consumers, and quickly improve the mobile media search rate of the SLAITE brand.

97%

产品自然复购率

行业标准输出和专业的科普推广与内容营销，形成“乳铁蛋白=新西特”的品牌的独特竞争优势，新西特乳铁蛋白在天猫商城的复购率高达97%。

#### NATURAL REPURCHASE RATE OF PRODUCTS

Industry standard output and professional science popularization and content marketing have formed a unique competitive advantage of the brand "Lactoferrin=SLAITE". The repurchase rate of SLAITE Lactoferrin on Tmall is as high as 97%.



经典案例

# COOPERATION GROWTH.

多维度 / 全渠道 / 增强品牌传播

俄罗斯世界杯期间，泸州老窖·国窖1573在莫斯科举行了2018俄罗斯世界杯之旅欢迎晚宴。唐界传媒帮助泸州老窖在莫斯科市成功举办「让世界品味这一杯」公关活动媒体专访报道。

Luzhou Laojiao held a dinner for the 2018 World Cup in Russia in Moscow. Tang Cultural Media helped Luzhou Laojiao to successfully hold a media interview and report on the public relations event "Let the World Experience the Refined Taste of China" in Moscow.





# LUZHOU LAOJIAO RUSSIAN NEWS.

## 唐界传媒 × 泸州老窖 × 俄罗斯

唐界传媒作为一家享有盛誉的国际公关传播机构，与全球数十个国家知名权威媒体建立良好的合作关系和全面的传播渠道，俄罗斯世界杯期间，我们帮助泸州老窖在莫斯科市成功举办「让世界品味这一杯」公关活动媒体专访报道。2018年6月13日泸州老窖全球文化之旅俄罗斯站欢迎晚宴邀请包括社会各界名媛名流及塔斯社、俄罗斯国家电视台等权威媒体进行采访报道。

As a prestigious international public relations agency, Tang Cultural Media has established good cooperative relations and comprehensive communication channels with dozens of well-known authoritative media in dozens of countries around the world. During the World Cup in Russia, we helped Luzhou Laojiao successfully hold the Let the World Experience the Refined Taste of China media coverage of the PR campaign in Moscow. On June 13, 2018, the welcome dinner of Luzhou Laojiao Global Cultural Tour Russia Station invited celebrities from all walks of life, as well as authoritative media such as TASS and Russian National Television to conduct interviews and reports.





# LUZHOU LAOJIAO RUSSIAN NEWS.

## 唐界传媒 × 泸州老窖 × 俄罗斯

唐界传媒作为一家享有盛誉的国际公关传播机构，与全球数十个国家知名权威媒体建立良好的合作关系和全面的传播渠道，俄罗斯世界杯期间，我们帮助泸州老窖在莫斯科市成功举办「让世界品味这一杯」系列公关活动媒体专访。2018年7月15日世界知名媒体塔斯社、俄罗斯国家电视台及莫斯科 24 等媒体采访泸州老窖集团党委书记、董事长刘淼先生。

As a prestigious international public relations agency, Tang Cultural Media has established good cooperative relations and comprehensive communication channels with dozens of well-known authoritative media in dozens of countries around the world. During the World Cup in Russia, we helped Luzhou Laojiao successfully hold the Let the World Experience the Refined Taste of China media coverage of the PR campaign in Moscow. On July 15, 2018, the world-renowned media TASS, Russian state television, Moscow 24 and other media interviewed Mr. Liu Miao, Secretary of the Party Committee and Chairman of Luzhou Laojiao Group.



经典案例

# COOPERATION GROWTH.

多维度 / 全渠道 / 增强品牌传播

JCB是日本信用卡行业的开路先锋，是该行业首屈一指的品牌。唐界传媒通过品牌公关传播、社交媒体营销、营销活动策划等全渠道数字营销，让品牌获得更高的品牌知名度及更好的品牌声誉。

JCB is the industry's premier brand. Tang Cultural Media enables brands to gain higher brand awareness and better brand reputation through omni-channel digital marketing such as brand public relations, social media marketing, and marketing activity planning.



# JCB PUBLIC RELATIONS

日本信用卡株式会社

90%

新闻传播覆盖率

唐界传媒通过美国日报通讯社ADNewswire新闻平台覆盖更多中国及海外主流财经媒体资源建立良好的媒体关系，帮助企业迅速发声，有效提升品牌声誉。

#### NEWS COVERAGE RATE

Tang Cultural Media uses the ADNewswire news platform of the American Daily News Agency to cover more mainstream financial media resources in China and overseas, establish good media relationships, help companies quickly speak up, and effectively enhance brand reputation.

23.8X

社交媒体增长率

通过微博、微信、知乎、小红书、抖音、视频号等新媒体品牌活动营销渠道，快速提升品牌综合社交媒体传播增长，优化品牌声誉，形成良好的消费者口碑形象。

#### SOCIAL MEDIA GROWTH RATE

Through the marketing channels of new media brand activities such as Weibo, WeChat, Zhihu, Xiaohongshu, Tiktok, video number, etc., the brand's comprehensive social media communication growth is rapidly improved, the brand reputation is optimized, and a good reputation image of consumers is formed.

500000+

媒体综合浏览量

通过全面系统的数字营销解决方案，品牌公关传播、营销活动策划、社交媒体营销等多渠道公关传播，品牌传播媒体综合浏览量高达50万以上。

#### COMPREHENSIVE MEDIA VIEWS

Through comprehensive and systematic digital marketing solutions, brand public relations communication, marketing event planning, social media marketing and other multi-channel public relations communication, the comprehensive browsing volume of brand communication media reaches over 500000.

经典案例

# COOPERATION GROWTH.

多维度 / 全渠道 / 增强品牌传播

中荷人寿保险有限公司是中国加入世界贸易组织后首批获准成立的中外合资寿险公司，唐界传媒通过经验丰富的媒体顾问、公关顾问、声誉顾问及传播顾问为其提供科学完整的公共关系传播解决方案。

BOB-CARDIF Life is the first Sino-foreign joint-venture insurance companies after China's accession to the WTO. Tang Cultural Media provides complete PR solutions through experienced media, PR, reputation and communication consultants.





# BOB-CARDIF LIFE MEDIAS

## 中荷人寿

# 95%

### 官方媒体触达率

根据保险行业特性，为品牌量身定制媒体公关传播方案。通过专业的公关活动策划、内容策略及媒体传播资源，触达95%以上的官方新闻信息稿源渠道。

MEDIA REACH RATE

Tailored media public relations and communication plans for brands based on the characteristics of the insurance industry. Through professional public relations event planning, content strategy, and media communication resources, we have reached over 95% of the official news and information source channels.

# +400%

### 线上活动互动率

从品牌业务需求、场景、定位、产品等多个方面进行分析，通过对优势资源的整合利用，显著提升品牌活动浏览率、互动率、曝光率、关注度、活跃度及忠诚度。

ONLINE ACTIVITY INTERACTION RATE

Analyzing from multiple aspects such as brand business needs, scenarios, positioning, and products, and integrating and utilizing advantageous resources, significantly improving brand activity browsing rate, interaction rate, exposure rate, attention, activity, and loyalty.

# 5000+

### 品牌新闻传播量

通过多种形式的线上线下品牌活动策划、优质媒体资源、新媒体平台的广泛参与，品牌累计获得5000家以上优质新闻媒体报道及转载，进一步扩大品牌影响力。

BRAND NEWS DISSEMINATION VOLUME

Through various forms of online and offline brand activity planning, high-quality media resources, and extensive participation on new media platforms, the brand has accumulated over 5000 high-quality news media reports and reprints, further expanding its brand influence.

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



蚂蚁金服

2018.07.17



樊登读书会

2018.08.10



Boots

2018.08.16



同程艺龙

2018.09.17



紫燕食品

2018.09.20



斐乐

2019.02.18



黑鹰

2019.03.25



宝石树酒庄

2019.06.24

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



黄致列

2019.07.24



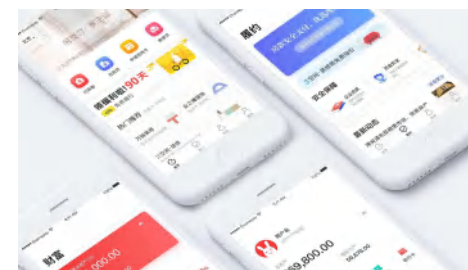
延世牛奶

2019.08.27



京东数科

2019.09.17



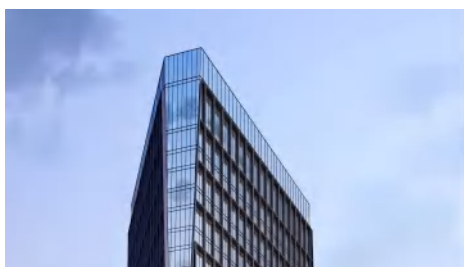
理房通

2019.9.30



红旗汽车

2020.01.09



鲁能集团

2020.01.15



DXC

2020.02.13



泰瑞沙

2022.02.15

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



澳美制药

2020.03.13



山东航空

2020.04.13



福特汽车

2020.05.04



燕京啤酒

2020.07.09



冬博会

2020.09.08



中国联通

2020.09.23



威马汽车

2020.09.25



恒大冰泉

2020.09.29

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



益博睿

2020.10.29

Metersbonwe  
美特斯邦威

美特斯邦威

2020.10.30



宏正自动科技

2020.11.18



招商银行

2020.11.19



威派格

2020.12.29



普米克

2021.01.27



南孚电池

2021.02.24



度小满金融

2021.03.15

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



捷信集团  
2021.03.15



汉庭酒店  
2021.03.15



康芝药业  
2021.03.24



科大讯飞  
2021.03.24



建信信托  
2021.03.24



以岭药业  
2021.03.26



佳能中国  
2021.04.09



上汽认证二手车  
2021.04.14

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



佳通轮胎

2021.04.26



振东制药

2021.04.27



用友 U9 cloud

2021.05.20



Adyen

2021.05.20



喜小茶

2021.05.24



第一三共

2021.06.07



领克

2021.06.11



BOE (京东方)

2021.06.18

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



九芝堂

2021.06.21



戴森

2021.07.08



浦发银行

2021.07.20



钟薛高

2021.07.27



中国联通金融

2021.07.29



联想集团

2021.08.12



未势能源

2021.08.17



神州数码

2021.08.20



## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



长城汽车 坦克300

2021.08.23



乐享集团

2021.08.31



美团单车

2021.09.08



苏宁银行

2021.10.20



鼎桥通信

2021.10.25



交通银行信用卡

2021.10.25



派安盈 Payoneer

2021.11.30



理想 ONE

2021.12.13

## PORTOFOLIO

唐界传媒携手旗下优质公关传播平台始终帮助品牌提供公共关系传播解决方案，我们定期更新品牌公关传播、媒体关系、数字化转型、营销活动等近期服务案例。



欧拉好猫

2022.01.05



尚德机构

2022.01.05



Airwallex 空中云汇

2022.03.28



劲电科技

2022.03.29



固生堂中医

2022.03.29



郑州文创设计大赛

2022.06.09



河间诗经高级中学

2022.06.16



奇瑞QQ

2022.06.28



# "Best Public Relations Campaign"

Tang Cultural Media is an award-winning public relations agency & ranks as one of Global TOP 100 PR Agencies

唐界传媒通过卓有成效和值得信赖的公共关系解决方案帮您赢得更广阔的市场



# COOPERATION PROCESS.

## 合作流程

Numbers don't lie — and the results are in. We deliver for our clients. With data, determination, and the latest insights and tools, we work across teams to exceed business outcomes. Here are just a few of our successes.

# COOPERATION PROCESS.

合作流程 × 价值共赢





# COOPERATION PROCESS.

## 报价方案 × 诊断报告

Tang Cultural Media's collaboration plans typically include brand diagnosis, solution development, risk assessment, spokesperson system development, media resource library access, public relations strategy, market and industry insights, public opinion analysis, crisis PR handling strategy, and communication materials and content creation to help clients comprehensively enhance brand image, manage risks, and achieve their PR goals.

### 品牌诊断 DIAGNOSIS

- 品牌战略定位
- 企业文化愿景
- 关键价值主张
- 风险管理预测
- 舆情数据监测
- 公关传播策略
- 市场行业洞察

### 舆情分析 ANALYSIS

- 媒体舆情报道趋势
- 用户评价属性标签
- 社交媒体数据监测
- 传播风险趋势预测

### 解决方案 SOLUTION

- 舆情监测系列产品
- 社交倾听解决方案
- 危机公关快速处置
- 品牌公众形象修复优化
- 可持续发展战略

### 资源整合 RESOURCE

- **社会公益** 企业社会责任计划
- **冠名赞助** 品牌赞助商业合作
- **获奖机会** 获奖机会奖项申请
- **明星嘉宾** 明星嘉宾洽谈接待
- **线索拓展** 异业合作机会探索
- **政商资源** 整合海量公关资源

### 风险预测 PREDICTION

- 宏观政策变动
- 社会关系危机
- 产品质量危机
- 诚信经营危机
- 战略决策危机
- 经营管理失误
- 恶意诋毁谣言

### 风险管理 MANAGEMENT

- 导入唐界传媒公关体系
- 全面强化风险预判能力
- 制定危机公关处置预案
- 舆情数据传播轨迹监控

### 发言人体系 SPOKESPERSON

- 新闻发言人管理体系
- 唐界传媒发言人智库
- 企业发言人知识体系
- 发言人信息沟通技巧
- 媒体及政商资源协调

### 公关策略 STRATEGY

- 唐界传媒公关策略指导
- 政府及媒体应对白皮书
- 权威媒体议程舆情营造
- 全面传递企业积极声音

### 媒体资源库 MEDIA

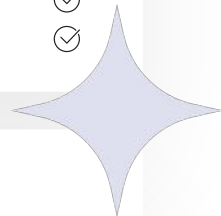
- 中央电视台 CCTV ✓
- 上海电视台 SMG ✓
- 人民日报 PEOPLE'S DAILY ✓
- 中国日报 CHINA DAILY ✓
- 环球时报 GLOBAL TIMES ✓
- 人民网 PEOPLE.CN ✓
- 新华网 XINHUANET.COM ✓
- 中新网 CHINANEWS.COM ✓
- 环球网 HUANQIU.COM ✓
- 国际在线 CRI.CN ✓
- 中国广播网 CNR.CN ✓
- 新浪 SINA ✓

### 危机公关处理策略 CRISIS PR

唐界传媒中国危机公关处理团队帮助您快速有效合规处置舆情危机及其他重大公共关系事件，提升提高企业危机风险抵御能力，确保企业的经营活动得以正常开展，修复品牌声誉形象.....

### 传播资料 / 内容创作 CREATIVE CONTENT

唐界传媒帮助客户制作策划精良优美的传播资料，搭配全球优质媒体资源投放，提升品牌公众形象.....

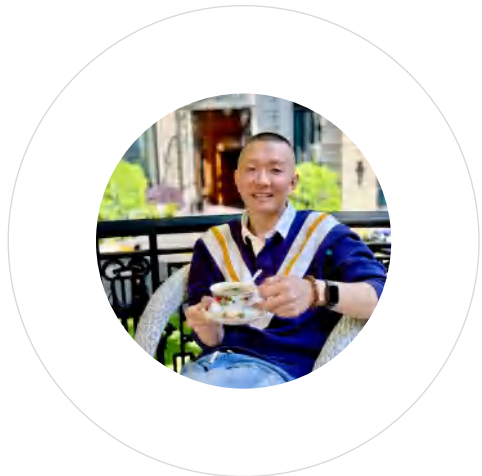


# MILLION SUBSIDY

IF YOU PURCHASE NOW, YOU CAN APPLY FOR THE  
MILLION SUBSIDY WE PROVIDE FOR FREE

唐界传媒百万补贴福利\*

唐界传媒始终坚持为企业提供超越预期的优质服务体验，积极践行社会责任，我们连续两年为中国及海外新客户专设百万人民币补贴资金，希望您以更低的采购价格体验我们的服务和产品，若您有采购签约意向，建议您通过公关顾问免费申请唐界传媒新客户百万专项补贴资金。  
Tang Cultural Media has always insisted on providing enterprises with quality service experience beyond expectations and actively practiced social responsibility. We have set up a million yuan subsidy fund for new customers for two consecutive years. We hope that you will have opportunity to experience our services and products at a lower purchase price. If you have the intention to sign a purchase contract recently, you can apply for a million yuan special subsidy fund for new customers of Tang Cultural Media online through your public relations consultant.



# PUBLIC RELATIONS CONSULTANT.

## 公关顾问

李峰：唐界传媒中国上海总部公关顾问，拥有超过十年工作经验，参与服务法国航空、固安捷、蚂蚁金服、福特汽车、泸州老窖、延世牛奶、平安银行信用卡、京东、联想、同程艺龙等品牌。资源优势涉及中国、英国、美国、德国、法国、韩国、日本、加拿大、澳大利亚和俄罗斯等国家。

Vincent. Lee (SH00815) is a public relations consultant of Tang Cultural Media Shanghai Headquarters, China. He has over ten years of experience and participates in services such as Air France, Grainger, Ant Financial, Ford, Luzhou Laojiao, Yonsei Milk, Pingan Bank Credit Card, JD, Lenovo and Tong Cheng Yi Long. Resources advantages include China, UK, USA, Germany, France, Korea, Japan, Canada, Australia and Russia.

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86 - 21 - 80394580 CHINA OFFICE  
Vincent@tangcm.com EMAIL







**THANK YOU.**

**感谢您采购我们的产品和服务**

It is clear that Tang Cultural Medial understands our needs and industry the best. Our transparency and willingness to educate clients on how we're handling your marketing efforts is refreshing.