



China Galerie

LUXURY · FASHION · WATCHES · JEWELRY · LIFESTYLE · REAL ESTATE FOR GLOBAL CHINESE TRAVEL SHOPPERS

EUROPE NORTH AMERICA 2020-2021 MEDIA KIT

CONNECTING YOU TO CHINESE GLOBAL TRAVEL SHOPPERS

The Proposition:

Why market to hundreds of millions of Chinese when it's only several million global Chinese travel shoppers who are most likely to be your customer? This is what China Galérié offers – targeted – exclusive – proven – real buyers!



Chinese Luxury Travel Shoppers:

\$280 Billion 2019 Global Spend

By 2021 – **234 Million** Global Chinese Travel Shoppers Will Travel The World



70% - 80% Of Chinese Luxury Shopping Occurs Outside Of China – When They Travel



Europe And North American Retail Spend Is Double That Of Asia

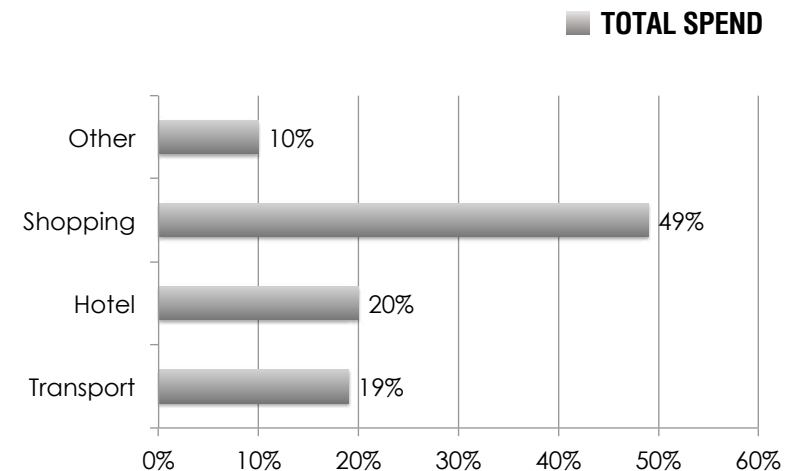


Chinese Shoppers Buy 50% Of Global Luxury Brands



3% Spend More Than \$6,516 Per Person Shopping

Chinese Shopping As A % Of Travel Spending



Independent Chinese Travelers:

Buy **42%** Of All Luxury Brand Products In The World While Traveling In Europe, North America, Korea, Japan, Southeast Asia, UAE And Australia



The Challenge:

Nearly 50% Of Chinese Long Haul (Europe And North America) Travelers Are FIT (Independent Travelers – Not In Groups)

Yet These Shoppers Are Only 1/3 Of 1% Of All Chinese People !!!!

How Do You Connect With Them And Market To Them On An Ongoing Basis????

Implications For Luxury Brands:

More Independent Travelers – Means Broader Customer Mix – Harder To Find The Right Customer

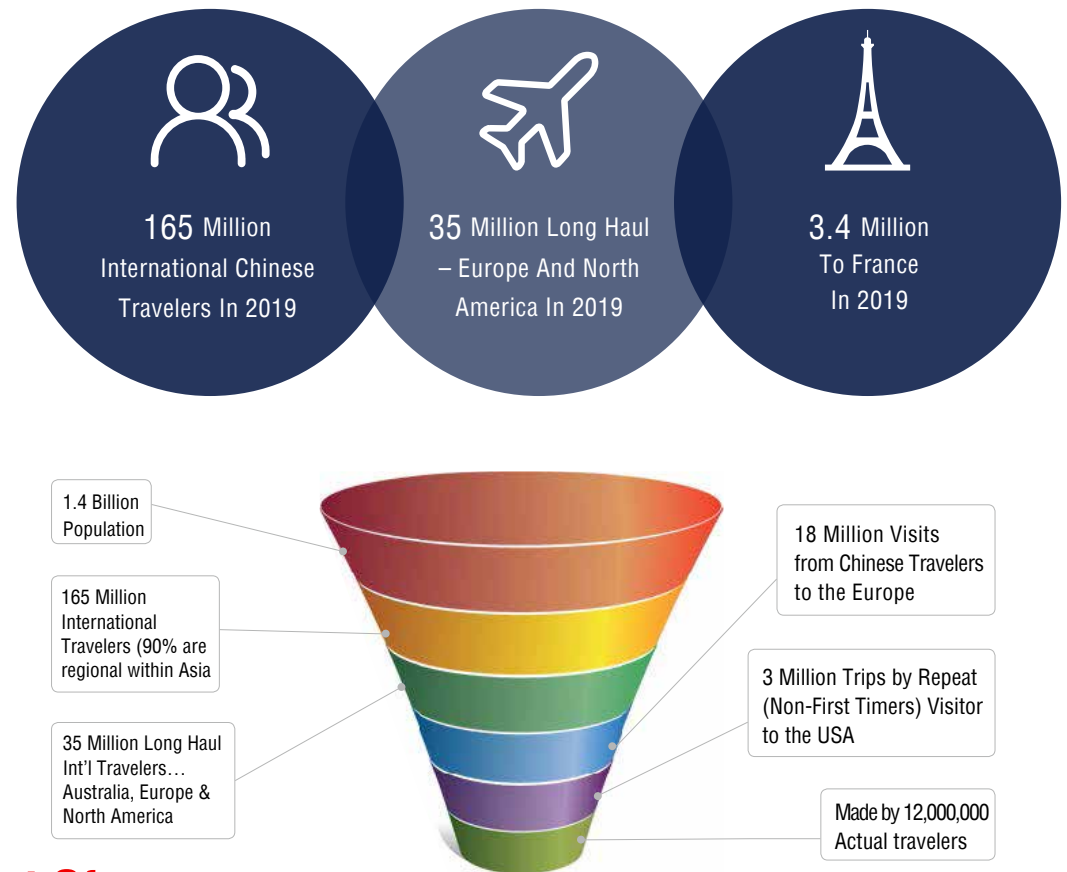
Investment And Return Should Be Global – Not Local

70% Of Purchases Made Outside Of China – This Will Increase With Corruption Clampdown

Wechat Social Media Platform As A CRM Tool

Targeting The Qualified Not The Mass

How Many Global Chinese Travel Shoppers?



The Impact Of Your Spend:

FOCUS ON REPEAT CHINESE TRAVELERS
ACTUALLY PLANNING TO TRAVEL THE WORLD

The Opportunity:

A Universe Of Capable And Experienced Frequent And Repeat Travel Shoppers From China That You Can Touch Monthly And Daily In Print, Social Media And Direct Marketing



China Galérié

– Europe & North America

Luxury Print Publication

Distributed Exclusively To Chinese Travelers When They Apply For Their International Travel Visa In China

Print Distribution Assures Direct Delivery Only To Chinese Travelers When They Apply For Their Travel Visa's To Europe, France, USA And Canada.

Content Focus On Luxury Brand Shopping, Lifestyle Travel, Art, Culture, Food And Wine, Discerning Experiences



Distribution To Chinese Travel Shoppers While They Apply For Their Travel Visa To North America (USA



& Canada), France And The Rest Of Schengen Europe: Italy, Germany, Switzerland And UK

Quarterly Publications – 600,000

Readers Per All Issues – 2,400,000 Annual Readers





The Portfolio:

A Complete Marketing, Communication And Connection Universe Through Which You Can Touch Global Chinese Travel Shoppers

China Galerie – Print Magazine

China Galerie Wechat – Social Media Platform

Galerie Red Envelope Program – Direct Marketing

Content Placement – Direct Media Communications

Customized Media – Publications & Wechat



China Galérié – Europe

- Distributed To Chinese Travelers Applying For Their International Travel Visa For Travel To Schengen Europe: Italy, Germany, Switzerland And The UK.
- A Quarterly Publication - 320,000 Readers Per Issue
- 1,280,000 Readers Annually
- €2855 Average Shopping Spend Per Reader
- €3.65 Billion Annual Spend Per Total Readers
- 2.7 International Trips Per Year Per Reader
- 3.5 Million Annual Trips Per Reader
- 28.4 Million Travel Days In Europe

China Galérié – North America – USA & Canada

- Distributed To Chinese Travelers Applying For Their International Travel Visa For Travel To USA And Canada
- Quarterly Publication - 160,000 Readers Per Issue
- 640,000 Readers Annually
- \$2352 Average Shopping Spend Per Reader
- \$1.5 Billion Annual Spend Per Total Readers
- 2.4 International Trips Per Year Per Reader
- 1.54 Million Annual Trips Per Total Readers
- 16.8 Million Travel Days In North America





China Galérié Wechat – Social Media Platform

Wechat (Wexin) Is China's Largest And Fastest Growing Social Media Network With Over 950 Million Daily Users Using The Platform On Average Of 125 Times A Day.

China Galérié Wechat Connects You To Over 2,000,000 International Chinese Travel Shoppers On A Regular Basis.

Push, Chat, Inform, Market And Promote To Chinese Global Travel Shoppers Through This Essential Communications Tool

Using China Galérié Wechat:

- Communication Pushes On China Galérié For Europe, France And North America
- Mini Site On China Galérié Platform
- Custom Dedicated Wechat Platform
- Advertising On Wechat Platforms



China Galérié Red Envelope Marketing Program:

In China, It Is Customary For Holidays And Birthdays To Give A Red Envelope With A Special Prize Or Money.

China Galérié Red Envelope's Are A Direct Marketing Piece Distributed To Travel Shoppers In China When Their Passports Are Returned To Them After Processing.

Direct Departure Distribution Through Gateway Airports In China, Including-Beijing Capital Airport, and Shanghai Pudong Airport - To Destinations In Europe, North America And Paris.

Customized Marketing Piece Design And Distribution



Branded Custom Publications:

- Your Own Branded Full-Color Magazine Including Translation, Design, Production, Renting, Distribution
- Standalone Distribution
- Insert In Issue Of Galerié
- Distribution To Europe And North American Visa Applicants, Plus HSBC And China Merchants Bank Private Banking Clients In China



China Galerié Content Placement:

Your Custom Designed Content In
China Galerié

Content Placement In Other Print,
Digital And Social Media

Translation, Editing, Design And
Production Included



China Galérié

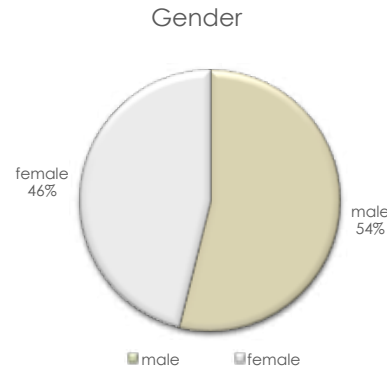
Readers Profile:

- Real Travelers - After All, No One Is Getting A Travel Visa For Fun - They Are Getting A Visa Because They're Planning To Travel
- Travelers Bound To Europe, France And North America

Results Have 2020 China Galérié Reader Profile Survey:

Conducted between April 15
and May 5, 2020

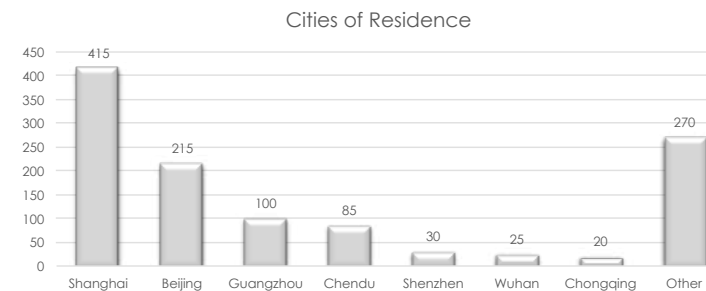
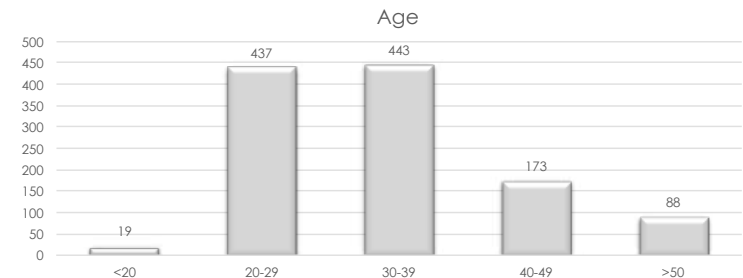
1,846 answers.



China Galérié Gender

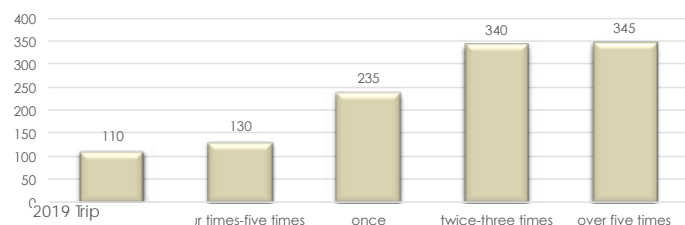
-54% Male 46% Female

**75% of Readers Between 20 –
39 Years of Age – Independent
Travelers Compared to Groups**



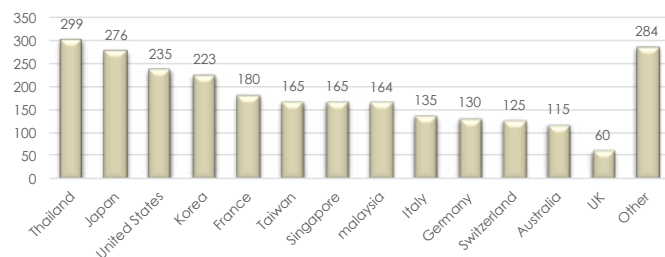
**62% From Tier
1 Chinese Cities**

Experience in Overseas Travel



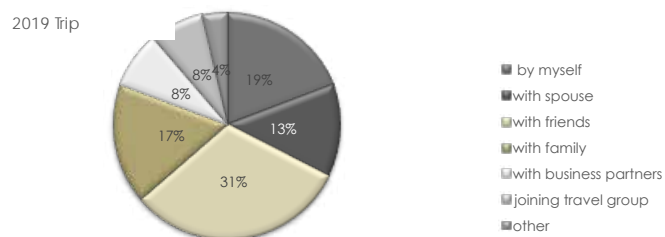
30% Traveled Internationally More Than 5 Times in The Past Year

Countries and Regions Visited in February 2020



Destination Countries In The Past Year

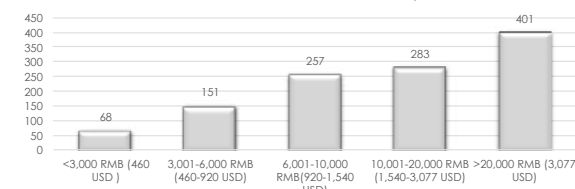
Travel Companions for the 2019 Trip



92% Are Independent Travelers

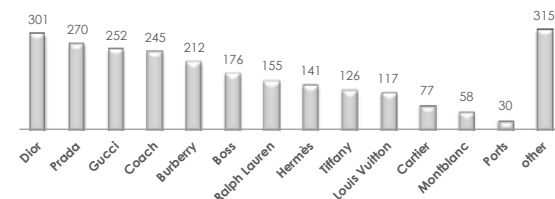
59% Spend More Than 10,000 RMB On Shopping Per Person

The Estimated Expense for the 2019 Trip



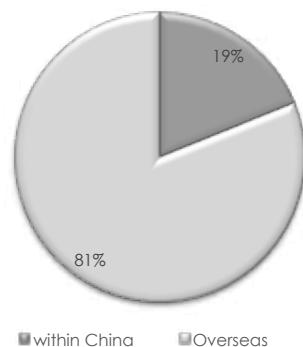
Preferred Brands Purchased While Abroad In The Past Year

Brands Purchased in 2019 Trip



81% Do Most Of Their Luxury Shopping Abroad

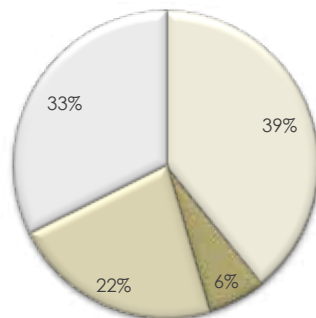
Location for Luxury Shopping



Why They Shop Abroad

Factors Impacting Overseas Shopping Decisions

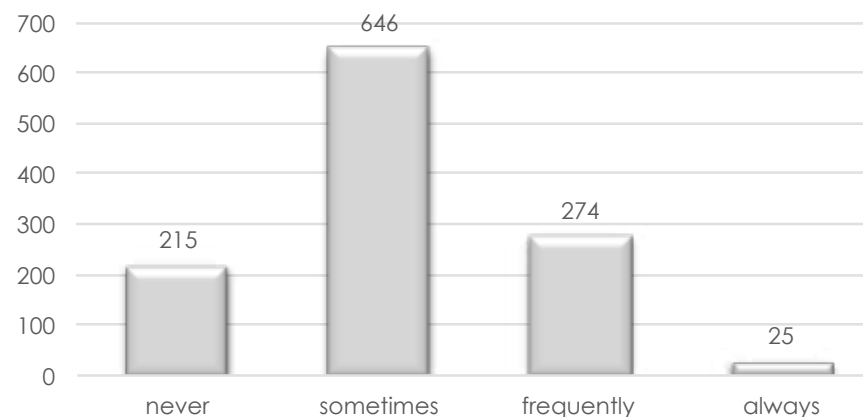
- It is cheaper than in China.
- The customer service and customer support after purchase in stores.
- There are more choices in stores.
- Genuine licensed products with quality assurance.



81% of Luxury Shoppers Use WeChat While Abroad

For 81% Luxury Shopping Means WeChatting!

Frequency of Sharing Shopping Experience via WeChat



Technical details

Size (Perfect Bound)	22x27.5 cm (WidthxHeight)
Cover (Matte U.V. Varnish)	250gsm
Inside pages	115gsm

Materials

Material artwork must be supplied digitally in the following Mac formats:

PDF (press quality) Adobe Illustrator (AI or EPS format with links)

All artworks must be in CMYK (colour mode) at 300dpi (resolution) on final output, with a colour print-out provided to cross-check. Pictures used within the artwork must not be JPEGs.

Gutter technical specifications

Double page spread:	1.5cm gutter extending on both sides of the spine
Single page:	1cm gutter starting from the spine

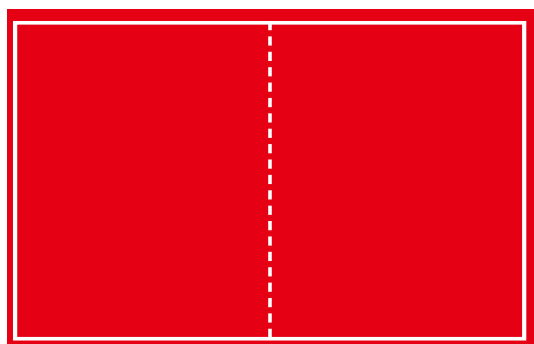
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Mechanical data

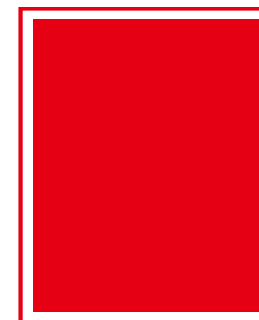


Double Page
Spread (bleed)
28.5 x 45 cm
(height x width)



Trim Size
27.5 x 22 cm
(height x width)

Full Page (bleed)
28.5 x 23 cm
(height x width)



Full Page (printarea)
25.5 x 20 cm
(height x width)



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