# **Caixin Group Subscription**

By Caixin Global

Aug 2022

# Content

- 1. About Caixin
- 2. Special Coverage
- 3. Benefits & Hot Features

# **1. About Caixin**

### **Caixin Media and Caixin Global**

Caixin is a media group dedicated to providing financial and business news through periodicals, online content, mobile apps, conferences, books and TV/video programs. Caixin aims to blaze a trail that helps traditional media prosper in the new media age through integrated multimedia platforms.

Caixin's editorial team are well-known for independent thinking and professional practices. They are insiders with a profound understanding of China's economic and social transition. They are sharp observers with a global vision.

Built upon Caixin Media's award winning journalism, Caixin Global delivers fast-paced, reliable business and financial news about China to the world. It offers its English news via a 24 / 7 digital and mobile platform (caixinglobal.com). It also has an intelligence arm that offers policy analysis, industry monitoring, and in-depth research with insight into China's economic policy-making and its financial markets.



# FIPP 2022 Global Digital Subscription Snapshot

Country	Title	Subscribers	Source date	Source	Change*	Cost
USA	The New York Times****	8,328,000	2022 Q2	Source	4.03	USD 4.25 / week
USA	Wall Street Journal	3,000,000	2022 Q2	Source	3.45	USD 38.99 / month
USA	Washington Post	2,700,000	2021 Q4	Source	No change	USD 10 / 4 weeks
USA	The Athletic***	1,117,000	2022 Q2	Source	4.75	USD 7.99 / month
USA	The Weather Channel	1,025,000	2022 Q2	Source	New entry	USD 4.99 / month
UK	Guardian (members + subs)	1,000,035	2022 Q1	Source	No change	Not applicable
UK	Financial Times	1,000,000	2022 Q1	<u>Source</u>	No change	GBP 35 / month
USA	Substack	1,000,000	2021 Q4	Source	No change	varies
China	Caixin	850,000	2022 Q2	Publisher	21.43	RMB 58 / month
Japan	Nikkei.com	816,682	2021 Q2	Publisher	No change	JPY 4277 / month

Published by the International Federation of Periodical Publishers

# Websites and Apps

### English Digital



### Read Caixin, Know China Better.

Web: <u>caixinglobal.com</u>





#### In Depth: How a Hotly Pursued VR Startup Came to China, and Imploded

nightmare







111 4G ....

### Web: caixin.com

Chinese Digital



# Madam HU Shuli



Founder and Publisher, Caixin Media Chairman, Caixin Global Madam Hu Shuli is also a **professor** of the School of Communication and Design at **Sun Yat-sen University**. **She is internationally recognized for her achievements in journalism.** 

- 2017, Hu was named one of the World's Greatest Leaders by Fortune.
- 2016, awarded the honorary doctorate degree from Princeton University
- 2014, received the Ramon Magsaysay Award
- 2012, received Missouri Honor Medal for Distinguished Service in Journalism
- 2011, listed among Top 100 Influential People by Time magazine
- 2009、2010, twice named one of Top 100 Global Thinkers by Foreign Policy magazine

# Caixin Global Editorial Team



Li Xin, Vice President, Caixin Media Managing Director, Caixin Global

Li Xin is leading the company's global news and intelligence services, as well as Caixin's international branding and global events.

Before Caixin, Li Xin was the Managing Editor of the Chinese <u>WallStreet</u> <u>Journal</u> and Chinese Dow Jones newswire.

In 2006, she founded Caijing Magazine's first bureau in the United States, as a correspondent of politics and economics. Li was a documentary producer at China Central Television between 2001 and 2004.

Li Xin is an avid public speaker, moderated panels at international conferences such as the World Economic Forum, DLD and Caixin Summit, on topics of China's economy and finance, tech, environment and women leadership, and spoke on journalism, China's economy and overseas investment at conferences at Oxford University and Global Editor's Network.

### **Editorial Team**



Nerys Avery Senior Editor

- Specializing in China's economy with over 15 years' experience in journalism
- 10 years with Bloomberg News in Beijing as speed desk editor, economics reporter and economics editor
- Also works for Economist Intelligence Unit, writing on China's economic data



Bob Simison Senior Editor

- 27 years at The Wall Street Journal and 11years at Bloomberg News as reporter, editor, and manager
- Investigations and projects teams and reporters he led at the WSJ and Bloomberg won a number of awards including a Pulitzer Prize.
- His areas of experience include business, markets, finance, economics, health care, science, transportation, and government.

### **Editorial Team**



Han Wei Assistant Managing Editor

Han Wei joined Caixin Media as an English reporter in 2009. She previously worked for Caijing Magazine and China Radio International, reporting business and financial news. She graduated from the University of Edinburg with a Master's Degree in international politics.



Lu Zhenhua Senior Editor

Before joining Caixin Global, Mr. Lu Zhenhua worked for the South China Morning Post and the 21st Century Business Herald, reporting from Washington D.C., Hong Kong and Brussels.

### **Editorial Team**



Lin Jinbing News Desk Chief Finance and Economy

Mr. Lin has nine years of experience in finance and economy news coverage at Caixin. He has also covered corruption in various industries, and received several Caixin awards for investigative reporting.



Flynn Murphy News Desk Chief Company

Murphy leads business coverage at Caixin Global, and reports on the drug sector, healthcare and medical politics in China and the region.

His journalism has appeared in a dozen publications including Nature, Daily Telegraph (UK), The BMJ, The Sydney Morning Herald, the South China Morning Post and Nikkei Asia.

# Public Confidence Committee

To ensure independent journalism, Caixin has set up Public Confidence Committee composed of respected intellectuals and academics that are independent from Caixin's board of directors and management, and have the final say in setting editorial principles, as well as the appointment or dismissal of the editor-in-chief.



Wu Jinglian

Chairman of Public Confidence Committee Senior Research Fellow for the Development Research Centre of the State Council



Xie Ping

Member Professor of the PBC School of Finance at Tsinghua University



Qian Yingyi Member

Former Dean of the School of Economics and Management at Tsinghua University



Xiao Meng

Member Executive Editor of *Comparative Studies* Magazine



### Xu Hong

Member Professor of the School of Journalism and Communication at Peking University

# They are all reading Caixin



### **Christine Lagarde**

Managing Director (MD) of the International Monetary Fund (IMF)



### Shi Wang

Shi Wang, Founder and Chairman of China Vanke

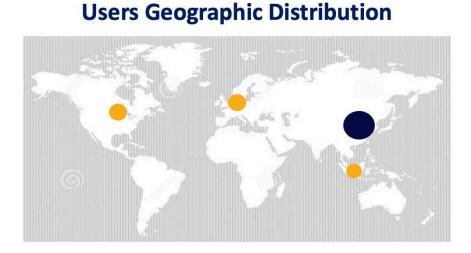


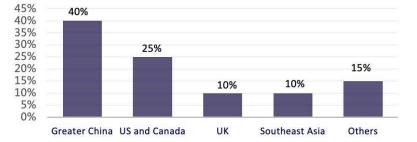


A large percentage of Caixin readers are financial elites, policy makers and future world leaders who work for the world's top international investment banks, private equity, global leading hedge funds, central banks (G20), think tanks, international organizations and the world's top 50 universities, **covering more than 60% of institutions in various global top rankings** including:

- Investment Bank: Goldman Sachs, JP Morgan, Morgan Stanley, Citi, UBS...
- Private Equity: Blackstone, KKR, Sycamore, Carlyle, TPG Capital, Warburg Pincus, Oak Tree...
- Asset Management: Blackrock, Vanguard, State Street, Fidelity, PIMCO, Charles Schwab, Allianz, GIC, Temasek...
- Hedge Fund: Bridgewater Associates, Citadel Advisors, Millennium Management...
- <u>Central Bank</u>: Australia, Brazil, Canada, China, France, Germany, Indonesia, Italy, United Kingdom, United States...
- International Organization: World Bank, IMF, BIS, OECD, ADB, AIIB...
- <u>Think Tank</u>: PIIE, Paulson Institute, CSIS, Heritage Foundation, Chatham House...
- <u>Academic</u>: Yale University, New York University, Stanford University, Harvard University, Tsinghua University...

# **Caixin Global Readership**





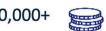
### **Users Profile**



Average Age 40+ 40+



Bachelor degree or above



Annual family income:200,000+



Average family asset worth,\$1,000,000+

# Accolades

The Economist 经济学人	One of China's more outspoken media organizations, Caixin… 中国最敢言的媒体之——— 财新
The New York Times 纽约时报	Caixin,an intrepid Chinese magazine well known for unusually bold investigations… 财新,勇敢的中国媒体,以深入的揭示性调查报道著称
Bloomberg Businessweek 彭博商业周刊	Caixin, a leading Chinese business magazine. 财新,中国领先的财经媒体
theguardian 卫振	The well-respected Caixin site… 备受尊重的财新网
FT FINANCIAL TIMES 金融时报	Influential reformist magazine Caixin… 具有影响力的改革派媒体,财新

# 2. Special Coverage

# **Economic & Financial Policies and Regulations**

- Caixin provides accurate and in-depth coverage of economic and financial regulatory policies, timely feedback on policy implications, and thus becomes a must-read source for decision-makers.
- Caixin's timely, comprehensive and authoritative interpretation of China's financial policy is widely trusted by the market.
- Related series reports on:
- China's new wealth management regulations
- China's reforms on stock market registration

https://weekly.caixin.com/2019-02-01/101377141.html https://weekly.caixin.com/2018-08-03/101311365.html https://weekly.caixin.com/2018-06-01/101261511.html



# **Financial Corruptions and Scandals**

- Caixin exclusively muckrakes scandals of large-scale financial institutions withbroad influence and numerous counterparties in China's financial market, and thus strongly moves the market.
- Related series reports on:
  - China Anbang Insurance Group
  - China Huarong Asset Management
  - CEFC China Energy







## **Caixin Series on Anbang Insurance**

Exposed how Wu Xiaohui, the founder of Anbang, leveraged his family ties to woo financial regulators for special treatment

In 2014, Caixin started to investigate and report on Anbang's suspicious shareholding structure and funding sources, ahead of all media. From 2014 to 2017, around Anbang's funds, company structure, and overseas acquisition, Caixin launched three cover articles and hundreds of reports, helping overseas investors gain insights of this suddenly emerged Chinese buyer

https://www.caixinglobal.com/2016-03-30/101011771.html https://weekly.caixin.com/2017-04-28/101084438.html https:// www.caixinglobal.com/2018-09-13/ anbang-offloads-first-asset-since-state-takeover- 10132 5817.html



## Series Report on CEFC China Energy

Exposed how CEFC China Energy and its actual controller Ye Jianming rose rapidly as an energy giant in China, unveiling his illegal trade with numerous government officials and former army officers

A25,000 word report revealed CEFC's complex political and business network, widely cited by Financial Times, Reuters, Bloomberg and more news outlets. After Caixin's exclusive report was released, stocks and bonds related to CEFC plunged. Shanghai Stock Exchange twice issued emergency notice on the bond

https://companies.caixin.com/2018-03-01/101215246.html https:// www.caixinglobal.com/2018 -03-01/ investigation-casts-shadow-on-rising-oil-star- 10121 5272.html



## Series Report on China Huarong Asset Management

Exposed how Lai Xiaomin-controlled Huarong, one of China's four biggest asset management firms, had become the chairman's personal cash machine; and how Huarong exploited SOE credit to raise capital in Hong Kong and illicitly lent it for trading high-risk assets, causing huge losses.

Caixin exposed Lai Xiaomin's capital and personal relationship in Huarong and disentangled the connections between Huarong-related companies. Caixin's report was widely cited by the Financial Times, Reuters, Bloomberg, etc.

https://weekly.caixin.com/2018-04-20/101237195.html

https://www.caixinglobal.com/2018-04-23/bad-business-at-a-bad-bank-101238048.html https://www.caixinglobal.com/2018-06-01/scandal-ridden-huarong-gets-new-anti-graft-chief-101 260588.html

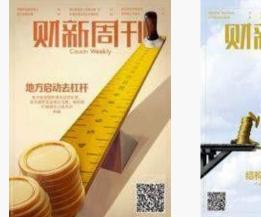
https://www.caixinglobal.com/2018 -10-15/investors-dismiss-regulator-pledge-as-stocks-fall-to-ne ar-four-year-lows-101335108.html



### **Bond Market Default**

Caixin has monitored a new trend in China's bond market since 2013 —that of "rigid payment" being gradually broken in the market of non-standardized debt assets. On the arrival of material defaults, Caixin tracked the entire default process by a series of state-owned and private enterprises, and therefore was widely trusted by market participants for its independent position. Meanwhile, the reports exposed long-standing corrupt practices in China's bond market, including bribery during bond issuance and tunneling behaviors in secondary market trading.

Related series reports on: Bohai Steel Group, Tewoo Group, Snton Group, SanPower Group, Qinghai Provincial Investment Group, etc.





https://weekly.caixin.com/2019-06-21/101429825.html https://weekly.caixin.com/2019-02-08/101378026.html https://www.caixinglobal.com/2019 -04-30/tianjin-com modities-trader-downgraded-for-continued-debt-risk-10 1410192.html

https://www.caixinglobal.com/2019-07-02/qinghai-soedowngraded-amid-continued-debt-woes-101433885.html

# **Technology and Startups**

On tech news, Caixin takes its independent stance and stands out against advertorials and sponsored articles. Caixin's tech &startup news exclusively covers tech companies with independent judgment, shows the changes of internet economy, and criticizes tech giants' actions which might hurt competition or consumers.

https://weekly.caixin.com/2019-06-28/101432628.html https://weekly.caixin.com/2018-08-31/101321030.html https://www.caixinglobal.com/2018-10-07/tencent-refocuses-on-business-custo mers-in-major-overhaul-101332089.html https://www.caixinglobal.com/2019 -05-13/in-depth-pinduoduo-gives-alibaba-a-r un-for-its-dominance-101414700.html



# **3. Benefits & Hot Features**

> Unlimited access to Caixin websites and apps

> Daily newsletter and weekly newsletters (view samples)

> Email recommendations of the latest news coverage, products and services

> Dedicated customer service

>Invitations to Caixin global events

> Email suffix authentication and IP authentication for libraries.

> Group discounts starting from 10% OFF



You have premium access to Caixin through connection.

Ergoy the latest exclusive reports on China's economic financial and political report.



### **Hot Features**

- Unlimited access to caixinglobal.com and the Caixin app
- Unlimited access to archive since 2010
- Caixin Global Newsletters
- Video
- Caixin Insight
- Podcast
- In-depth & Exclusive Coverage
- Subscriber Events
- Caixin Economic Indexes Reports
- Give friends subscription access for free
- Lucky draw for Caixin Global conferences
- Caixin roundtable and conference insight



### Cover Story: Overturning of Abortion Rights Lays Bare the Polarization of America

By Lu Kejia, Hu Xuan and Han Wei



Supreme Court's decision to strike down the 1973 Roe vs. Wade ruling feared to foreshadow more curtailing of rights

The U.S. Supreme Court's decision to overturn a landmark ruling that upheld the constitutional right to abortion for half a century has been lauded by some Americans as a long-awaited victory, but has terrified others who view it as a catastrophic step backwards in time.

The court on June 24 officially struck down the 1973 Roe vs. Wade decision, while upholding a Republican-backed Mississippi law that bans abortion after 15 weeks of pregnancy.

The historic reversal, driven by the court's conservative majority, ended the constitutional right to abortion and granted individual states the power to set their own abortion laws. The decision is expected to lead to abortion bans in roughly half the states. Jul 04, 2022 09:06 PM ECONON

### Exclusive: China's Largest Policy Bank to Fund Most of \$45 Billion Infrastructure Stimulus

By Peng Qinqin and Kelsey Cheng



The headquarters of the People's Bank of China on May 12. Photo: IC Photo

The China Development Bank (CDB), the country's largest policy lender by assets, will fund the majority of Beijing's latest 300 billion yuan (\$45 billion) infrastructure stimulus, sources with knowledge of the matter told Caixin.

The CDB and the Agricultural Development Bank of China (ADBC), the secondlargest policy lender, will raise 210 billion yuan and 90 billion yuan, respectively, before the end of next year, the sources said.

The State Council, China's cabinet, announced the 300 billion yuan fundraising on Thursday, saying that the funds would serve as capital for major infrastructure projects or as bridge financing for projects funded by local governments' special-purpose bonds. Jul 07, 2022 09:49 PM BUSINESS

### In Depth: Asia's Data Center Developers Grapple With Green Restrictions, Energy Security

By Yang Min in Singapore, Niu Mu Jiang Qu in Beijing, and Zhou Wenmin in Hong Kong



Data centers are a hot ticket in the Asia-Pacific, where investors are pouring billions of dollars into the industry. But the facilities' voracious appetite for electricity is posing a major hurdle for developers, who are facing both soaring energy prices and governments that are trying to wean themselves off of fossil fuels.

Demand for data storage has rocketed as the pandemic has shifted working life online, increasing the use of cloud computing and creating a proliferation of data that needs to be stored and processed. A boom in data center investment has followed but so has a need for power. In 2020, global data center electricity usage was between 200 and 250 terawatt hours, around 1% of total electricity demand, according to the International Energy Agency.

#### Jun 16, 2022 20:22 PM

#### Caixin Explains: Who Controls China's Health Code Apps --•

Three different parts of the government are in charge of three different areas of their local systems for tracking whose at risk of spreading Covid



#### Jun 15, 2022 21:13 PM

### Four Things to Know About China's Plan to Go 'All-Out' on Infrastructure 🗝

As policymakers dust off the old stimulus playbook to boost growth, some observers wonder if the spending drive will have the desired effect



#### Caixin Explains: Why Newly Listed Chinese Stocks Fall Below Their IPO Prices ----

Shares of 62 of the 107 companies that went public on the Chinese mainland this year as of April 20 were trading below their offer prices that day

#### Jun 03, 2022 20:01 PM

#### Five Things to Know About China's Plans for Regular Mass Covid Testing

Why is the country taking on this burden, how much will it cost and what barriers are there to success?



https://www.caixinglobal.com/caixin-explains/

Jun 15, 2022 09:13 PM ECONOMY

# Four Things to Know About China's Plan to Go 'All-Out' on Infrastructure

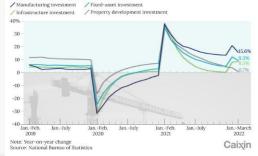
By Kelsey Cheng



Construction is underway for a bridge project in Ganzhou city, East China's Jiangoi province, on June 10 Photo: VCG

China is turning to its old stimulus playbook and pinning its hopes on infrastructure investment this year to rescue an ailing economy, as policymakers scramble to shore up sentiment depressed by the country's worst Covid-19 outbreak since early 2020.

#### Investment Growth Moderates



### Caixin Explains



#### Jul 08, 2022 05:06 AM

#### Analysis: The Post-Pandemic Future of China's Vaccine Industry ----

While profits from Covid shots could fuel expansion. vaccine makers will be bucking a public health system that's been starved of resources

#### Jul 07: 2022 21:35 PM

#### Chas Freeman: U.S.' 'Strategic Ambiguity' Over Taiwan Remains Alive and Well in Practice ----

Veteran American diplomat says that policy for the region is under siege from political forces determined to take a more belligerent stance

#### Jul 04, 2022 20:26 PM

#### Editorial: Why the Original Intent of China's Anti-Monopoly Law Is So Important

Fair competition is the soul of the market economy and the core of antitrust policies









Ling Huawei

Andrew

Sheng

Barry

Eichengreen

Keyu Jin

Sheng

Songcheng

He Yafei

Jianguang

Ken Fisher

Edward Tse







#### Editorial: Why the Original Intent of China's Anti-Monopoly Law Is So Important

Fair competition is the soul of the market economy and the core of antitrust policies

#### Jun 27, 2022 20:09 PM

#### Editorial: How to Keep the Economy Stable While Upholding 'Houses for Living, Not for Speculation' ---

Real estate should not be used as a short-term economic stimulus

#### Jun 21, 2022 03:56 AM

#### **Editorial: Against Abuse of Health** Codes

The abuse of health codes is an abuse of power. Incomplete investigation of the incident will abet bad practices for other authorities to follow

#### Jun 13, 2022 20:34 PM

#### Editorial: China Should Deepen Reforms and Opening Up to Keep Economy Stable

For the Chinese economy to stabilize, it is important to revitalize private and foreign investment, and boost market players' confidence in China's economic prospects







### Opinion, Editorial - https://www.caixinglobal.com/opinion-writer/



#### Caixin-Sinica Business Brief: Xi Swears in Hong Kong's New Leader

Plus, Evergrande faces creditor petition for liquidation; Chinese cities cut spending amid economic slowdown; and the latest development in the green energy market Jul 06, 2022 17:56 PM





**Caixin** SINICA

#### China Stories: Millions of China's Migrant Workers Find Themselves Shunned in Old Age

Laborers over 50 played a key role in the country's stunning growth over the decades, but they now face a bleak future in which they're getting cut off from the job market with little or no unemployment support. Jai 03, 2022 I7:00 PM

00:00/10:01

### English

- Caixin China Biz Roundup
- Caixin-Sinica Business Brief
- China Stories (Long Read)

### Video

#### May 23, 2022 18:30 PM

Davos Caixin Debate: China Investment and Economic Outlook



#### MOST POPULAR

Davos Caixin Debate: China Investment and Economic Outlook

Apr 07, 2022 15:49 PM

LIVE: 2022 Annual Conference on Social Impact Investment & Sustainability (SIISC 2022)



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#### Mar 11, 2022 14:09 PM

Dialogue with Prof. Esther Duflo: Good Economics for Post Pandemic Era



Feb 17, 2022 17:03 PM

SMART Talks: How Can Confucian Values Respond to Climate Change?



### Events & video playback - <a href="https://www.caixinglobal.com/video-list/">https://www.caixinglobal.com/video-list/</a>

#### Jul 05, 2022 07:52 PM TECH INSIDER

### Tech Insider: Crypto Bets Lose Beauty App a Pretty Penny, More Investment in Flying Cars

By Ding Yi

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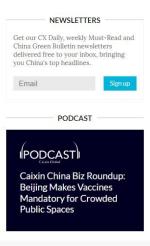
As of June 30, Meitu's holdings in bitcoin and ether had a total market value of \$50 million, the company said in the filing.

Welcome to Caixin's Tech Insider, your twice-weekly wrap on the movers, shakers and deal-makers in China's tech scene.

Meitu blames dud crypto investments as losses blow out



Gallery: The Bridge Where War Began in 1937



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# **Thanks**

Please don't hesitate to let us know your feedback.





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