



World Journal Atlanta Office

Media Kit

The Largest and Most Trusted Chinese Media in Southeast Region - including Daily Newspaper, Weekly Newspaper, ePaper, MPaper, WJ Mobile, Facebook, WeChat and Line.

Edition Covering: AL, FL, GA, MS, NC, SC, and TN

A decorative graphic at the bottom of the page consisting of overlapping, semi-transparent blue and grey geometric shapes. The year '2023' is prominently displayed in a large, black, sans-serif font on the right side of the graphic.

2023

WHO WE ARE

World Journal Chinese Daily News

Mission Statement: To serve all Chinese immigrants and help new citizens bridge the cultural and social gap to mainstream America. To provide a means for Chinese speaking communities to keep in touch with their heritage and culture, stay current with news from their homeland, maintain awareness and involvement in local communities, and improve overall quality of life while adjusting to living in the United States.

World Journal began on February 12, 1976. The newspaper has the largest circulation among Chinese American and Chinese Canadian readership. It is published in major cities containing large Chinese-speaking populations including Atlanta, Chicago, Boston, Los Angeles, New York, San Francisco, Houston, and Washington, D.C. in the United States as well as Toronto and Vancouver in Canada. The newspaper is widely sold in many Chinatowns in these cities and other major Chinese suburbs.

World Journal publishes between 36 and 44 pages every day, 7 days a week. *World Journal* features local, regional, and national news, as well as political and economic news coverage of China, Taiwan, Hong Kong, and other Southeast Asian countries. On worldjournal.com, the average monthly unique page views are more than 30 million, and the average monthly active users for the website number around 2.45 million.

World Journal features sports, entertainment, finance, literature, editorials, children's world, home, technology, health & medicine, and consumer & business news. The Southeast edition covers Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee.

WHERE WE ARE

As a branch of *World Journal*, the *World Journal Atlanta Office* established in 1983 and has been serving advertising, circulating and news for the Southeast edition covering seven states including AL, FL, GA, MS, NC, SC, and TN. All the paid advertisements from the daily newspaper will also be posted to our weekly newspaper, e-Paper (<http://ep.worldjournal.com/AT>), MPaper APP and social media (WeChat, Facebook and Line) at no cost to our clients. Also, our office is more than happy to write news reports about our clients in our newspaper for free.



With *World Journal's* 10 regional editions across the United States, our publication can help ensure your target audience is reached and your message delivered in the most efficient way. Our Atlanta office advertising professionals are standing by to help you plan your ad campaign in all the *World Journal* editions throughout the US, or just within a specific region - whichever is best to maximize your business' potential.

SERVICES

World Journal Atlanta is a full-service from print media to digital media company powered by creative people and innovative technologies. We thrive to provide individualized strategies designed to improve the efficiency and performance of

businesses. We offer a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience to drive profitable customer action.

- Display advertising
- Native advertising
- Campaign management
- Advisor services
- Consultancy services
- Editorial service

MEDIA MATRIX

World Journal Print Media:



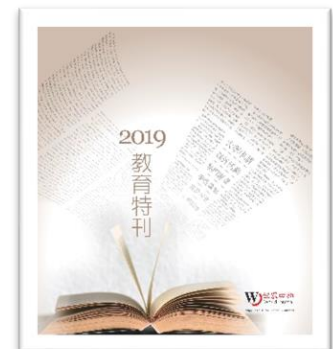
Daily Newspaper



Weekly Newspaper



Weekly Magazine



Special Edition Magazine

World Journal Web Media:

<https://www.worldjournal.com/wj/cate/local/121278/>

World Journal 世界日報
 新冠肺炎 全報導
 Google 搜尋關鍵字
 电子报 | 分类网 | 订阅 | 活动
 Atlanta, GA 73°
 2:03 pm EDT

要聞 美国 地方 生活 国际 中国 台湾 专题 周刊 影艺 地产 论坛

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 人壽保險 退休金計劃
 401K IRA Roll Over
 770-458-9700
 cyin@fl.newyorklife.com
 Corina Chou
 永久百萬圓成員
 Norcross, GA
 www.planforgenerations.com

LJL Real Estate
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 Lisa@Realtor.com Lisa Lynch
 407-616-6082

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 警察 officers 醫生 doctors 送貨員 Delivery People

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<http://ep.worldjournal.com/AT/>

世界電子報 ep.worldjournal.com
 設為書籤 新聞網 分類網 活動
 New York, NY 47°
 2:32 pm EDT

分享你我的故事 徵文：懷念&康復 / 怎堪人間四月天—老魏的故事 讚樣金正恩 金正恩不見人影 被爆因隨黨染疫「在

世界電子報
 紐約版 NY
 洛杉磯版 LA
 舊金山版 SF
 【新冠肺炎】疫情整理 疫情特刊
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 新澤西/賓州版 NJ/PA
 大華府版 DC
 波士頓版 BOS
 亞特蘭大/佛州版 ATL/FL

A3 | 結局 世界日報
紐約州每7人就有1人染疫
 紐約2月已有上萬病例 波士頓、舊金山、芝加哥、西雅圖 也早有隱憂疫情
 醫護公布抗體檢測

美東 美西南 美西北
 世界周刊 WJ
 黃藥器 N95之父 抗疫再上戰場

【新冠肺炎】疫情整理包

佛奇籲提升全美檢測能量...川普駁
 我不同意佛奇，我們在檢測上做得很棒

World Journal Social Media:



WeChat:
亚特兰大看世界



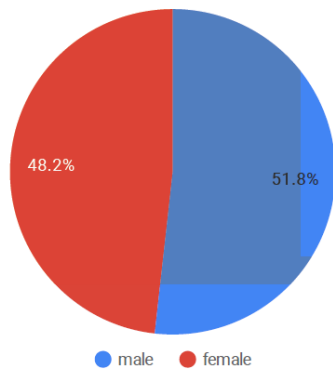
Facebook:
WorldJournal.Southeast



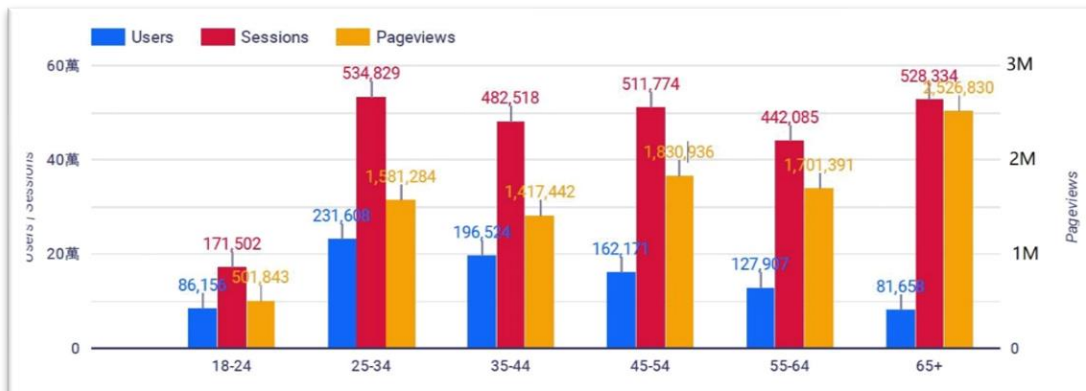
Line: 從亞城看世界

READERSHIP

*Demographic:

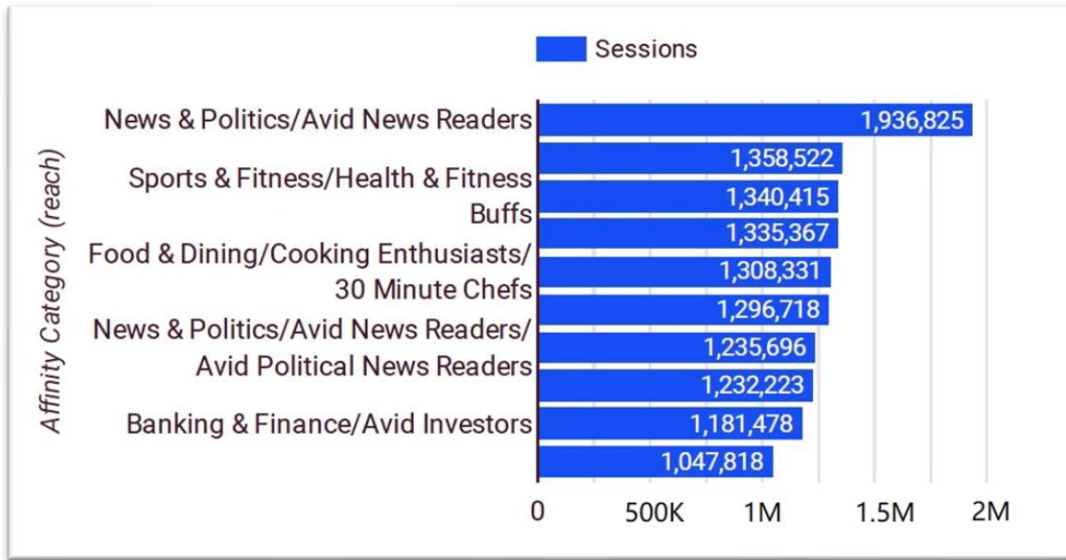


User Gender: Male 48.2% vs Female 51.8%

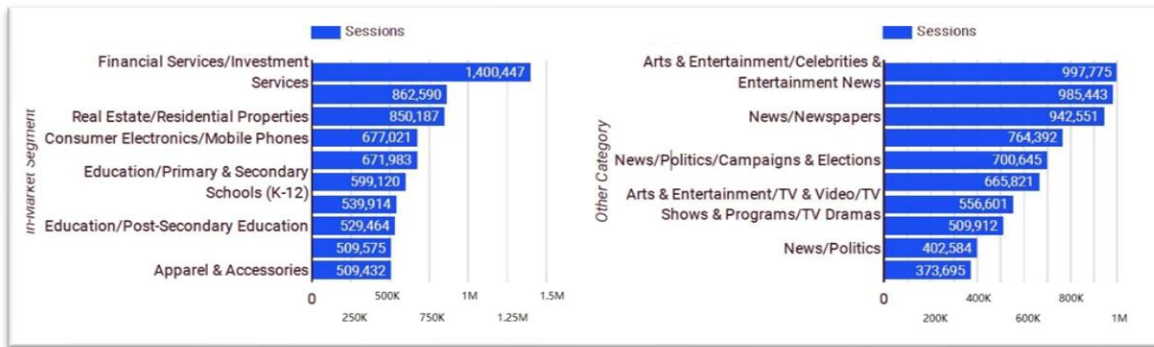


User Age

Affinity Category (Reach):



In-Market Segment:



*Data Source: Google Analytics, March 2020 Report

CONTACT US

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