

# 西雅圖 玩樂攻略



2014-2015

## What is it?

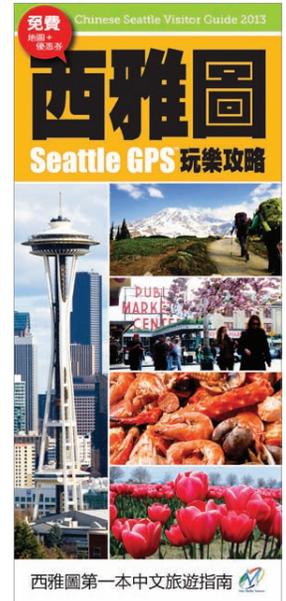
Seattle GPS™ is the first exclusive Chinese visitors guide in Washington State. In order to offer Chinese travelers unique and delightful experiences, we enlist Seattle's best restaurants and attractions specially tailored to Chinese lifestyle and culture. We would like to promote Seattle as a vibrant multicultural metropolis just like New York City and Los Angeles, bringing memorable moments to Chinese travelers.

## Why us?

One Media Venture has a long-established reputation of promoting Chinese culture with extensive community network. We are well connected with the market in China as well as in Seattle. We understand the Chinese culture and excel at identifying Chinese tourists' needs and wants. We pursue creativity, seek perfection, and dedicated to serve.

## Who are we?

One Media Venture has taken an unprecedented lead in publishing the first exclusive Chinese visitors guide in Washington State. We are innovative, creative and have a keen eye to major opportunities. Our mission is to provide Chinese tourists pleasant visits in Seattle while helping our state to expand tourism industry and capture this boom.



## 6 Distinctive Sections

- **Travel tips** - helpful hints and ideas when traveling to Seattle
- **Top 50 must-go attractions** - the souls of Seattle and must-see sights
- **Best bites** - the best food and drink around the region
- **Explore** - expose the unique American culture
- **Tours** - for tourist looking for themed and guided tours around the Puget Sound
- **Itinerary** - special itineraries for tourists who like self-guided tours at their own pace

## 4 Keys Features

- **Coupons**
- **Interactive maps**
- **64 colored pages**
- **Online version**

## Specifications

**Format:** Full Color  
**Size:** 4" x 9"  
**Circulation:** 50,000  
**Language:** Chinese  
**Target Audience:** Tourist from China, Taiwan, Hong Kong, and other Chinese speaking areas  
**Shelf Life:** Apr 2014 - Apr 2015

## 350+ Distribution Points

### 30,000 copies

Sea-Tac International Airport  
Portland International Airport  
50 visitor information centers  
100 hotels  
50 Chinese travel agencies  
Space Needle, Safeco Field, and 50 other major sightseeing attractions

20,000 copies on international airlines

## Digital Version Activity

### Average time spent:

06:46

### Top demographics:

1. United States
2. China
3. Taiwan
4. Hong Kong
5. Canada

### Why Chinese Market?

According to the United Nations World Travel Organization, China is the fastest growing travel market in the world and for the United States as well.

An effective presence in the Chinese market today is of inestimable importance.



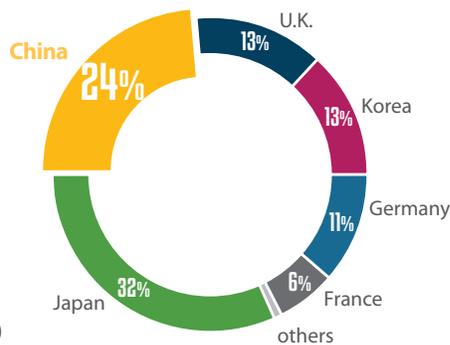
### Tourist Profile

**CHINA**  
including Taiwan & Hong Kong

is the **2nd** largest overseas tourism market for Seattle/Washington State.

Number of visitors from China grew from 39,894 in 2011 to 65,000 in 2012. It will become the largest tourism market in Seattle, surpassing Japan in 10 years based on the current trend.

Overseas Tourism Markets for Seattle/WA in 2012



Number of Visitors from China in 2011-2012

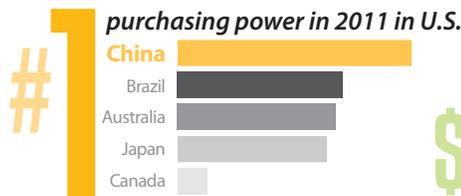
**63%**

### Spending Trend

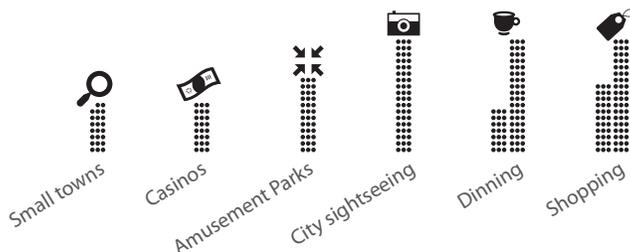
#### Big Spenders

Of the total travel receipts in 2011, Chinese travelers spend more per traveler than any of the top 11 markets.

In 2011, their spending was more than \$7,100 per traveler.



**\$7,100**



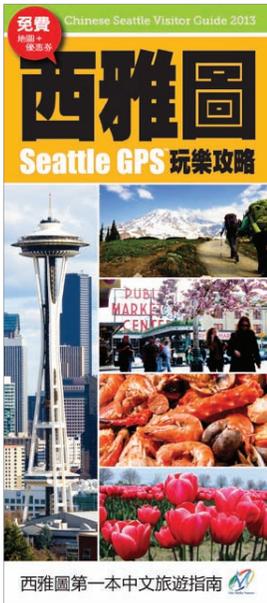
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## Print Ad Size & Price

**File Formats:** Adobe Acrobat PDF/X-1a (Preferred) or JPGs  
**File Resolution:** Graphics for color ads must be 300 dpi in CMYK mode  
**Trim Size:** 4" x 9"  
*\*Special request available*



**Full Page**  
 4" x 9"  
 (with 0.125" bleed)

Inside Front: \$3,800  
 Inside Back: \$3,800  
 Inside Page 1: \$3,000  
 Inside Page: \$2,200

**Back Cover**  
 4" x 7"  
 (with 0.125" bleed)

\$4,500

**1/2 Page**  
 3.5" x 4.125"

\$1,000

**1/3 Page or Article**  
 3.5" x 2.625"

\$750

**1/4 Page**  
 3.5" x 1.875"

\$600

**1/6 Page**

1.6" x 2.625"

\$480

**Coupon**  
 4" x 1.25"

\$380

## One Media Venture LLC Launches Seattle's First Chinese Visitor Guide

*Seattle GPS*™, a Seattle based travel publication with a full media spectrum to encompass print, web, and social media interactions

**Seattle, WA (June 10, 2013)** – One Media Venture LLC Managing Director Michael Chan is proud to announce the launch of *Seattle GPS*™, the first Chinese visitor guide of Seattle, Washington. *Seattle GPS*™ is a brand new complimentary Chinese visitor guide, offering Chinese travelers unique and delightful experiences with original content specially tailored to Chinese lifestyle and culture.

Chan says One Media Venture LLC is continually pushing itself to deliver the best production in the best format and *Seattle GPS*™ is born from the efforts aimed at the rapidly growing Chinese outbound travelling market.

"We would like to promote Seattle as a vibrant metropolis, bringing memorable moments to Chinese travelers," Chan said. "Our mission is to provide Chinese tourists pleasant visits in Seattle while helping our state to expand its tourism industry."

The brand new full-color 64-page *Seattle GPS*™ is loaded with spectacular images, creative content, detailed maps of the area, and money-saving coupons. The production team handpicked 50 must-see sights and a handful of best food, drink, and activity suggestions around the region, along with five sets of special itineraries for all kind of tourists who like tour at their own pace.

"We started *Seattle GPS*™ because we saw a need for it in our community; it is all about inspiring both local and international Chinese travelers to explore and to rediscover Seattle," Chan said.

*Seattle GPS*™ will have a starting circulation of 40,000. Distribution points include three Delta airline locations in Hong Kong, Shanghai, and Beijing international airports, and traveler information centers and major sightseeing attractions in the greater Seattle area. Content of *Seattle GPS*™ will also be published on various social media sites in China and the United States.

### About One Media Venture LLC

One Media Venture LLC is a "One stop reaches all" multimedia hub based in Seattle, Washington, providing communication and promotion platforms including, print & digital media, social media management, event production, visual production and marketing strategies.

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### Media Contacts

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### *Seattle GPS*™

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