

As the China market is developing at a phenomenal pace, you need to extract the essence of market intelligence from the vast sea of information in order to help you make quality decisions. Does it mean you have to spend a lot of precious time using free search engines to gather incomplete and dubious information? High quality information is not necessarily uploaded to the Internet, and some of the newspapers and magazines contents are not free.

## **Brilliant Decision Makers** have the following demands on information:

**Reliable and Authoritative Information**

**Comprehensive and Diversified Sources**

**The Fastest and Newest Information coupled with Abundant and Complete Archives**

**One-stop Portal assembles all Related News Information**

**Legitimate Storage and Resource Sharing**

**Systemic Knowledge Management by Arranging All Related Information In Order**

**Covering the Important News Information about the Greater China Region**



### **Wisers can provide you with:**

#### **Over 1,500 Top-tier Content Providers**

Wisers has over 1,500 content providers, including key newspapers, magazines, newswires, television stations, radio stations and websites in the Greater China Region, to enable you to capture various news items and social activities.

#### **Timely News Information; Robust Database of Chinese Content**

Wisers receives over 80,000 pieces of news and commentary daily. We provide our clients with timely news information before they start the day's work. In addition, the Wisers database has stored over 88 million articles since 1998.

#### **Multimedia Electronic Resources and News Website Information**

We collect the audio and visual news programmes from Hong Kong's mainstream electronic broadcast media, as well as the world's most popular and representative news website information and assemble them in a single integrated platform. Supported by accurate screening and searching functions, our information provided to our clients will be more comprehensive.

#### **Integrated Platform Ties in with Your Information Management System**

Through an integrated management platform, we eliminate the work to read every newspaper, or to scan every website, or to search over 1,500 information sources. We can tailor-make an information management structure to suit the needs and workflow of each client.

#### **Authorised Download and Delivery**

All the information in the Wisers database is authorised by our media partners. Our clients can therefore feel at ease in using the information without worrying about its legitimacy.

#### **The Leading Provider of Information from Greater China**

As the supplier providing information from the largest number of media in Mainland China, Hong Kong and Taiwan, the depth and breadth of the information in our database is unrivalled among other information providers.



## Wisers' Media Resources

### Hong Kong

- We provide information on Hong Kong's 19 major Chinese and English newspapers, including:
- Hong Kong's largest circulation newspapers, including Oriental Daily News, Apple Daily, and Headline Daily;
- Hong Kong's largest circulation financial newspaper – Hong Kong Economic Times;
- Hong Kong's largest circulation English newspaper: South China Morning Post;
- Chinese newspapers considered to be most credible – Ming Pao Daily News and Hong Kong Economic Journal;
- Hong Kong's top three largest circulation magazines: Sudden Weekly and Eat & Travel Weekly, Next Magazine, and Oriental Sunday;
- Hong Kong's general interest magazine on trendy living for men and women: ELLE Hong Kong, ELLE Men, ELLE Accessories, ELLE Decoration, and JET ;
- Hong Kong's popular car magazine and car trade advertising magazine: Automobile, Car and Driver, and Caz Buyer;
- Hong Kong's largest circulation Chinese and English computer magazines: e-zone and Computerworld Hong Kong;
- One of Hong Kong's largest circulation Chinese economic magazines: Economic Digest;
- Multimedia information content: Cable TV News Channel, Now Business News Channel, METRO Finance, and Commercial Radio Hong Kong News;
- Hong Kong's major radio and television channels – audio and visual programmes (NEW): the daily Chinese and English news, current affairs and financial interview programmes of TVB, ATV, and RTHK.

### Mainland China

- We collect most of China's major media, and the number is constantly increasing. The media include:
- Among China's 10 largest circulation newspapers: People's Daily, Guangzhou Daily, Southern Metropolis Daily, Information Times, and Yeng Cheng Evening News;
- Among China's 10 top advertising financial media: 21st Century Business Herald, China Business Post, Financial News, Economic Information Daily, Economic Observer, and National Business Daily;
- Official newspapers appointed by the China Securities Regulatory Commission for information disclosure by listed companies: Beijing Times, Financial News (China), 21st Century Business Herald, Economic Observer, National Business Daily, Securities Times, and Securities Daily;
- China's most well-known legal newspaper: Legal Daily;
- 30 top-of-the-category professional newspapers;
- We cover the southern, eastern, northern, northeastern, southwestern and northwestern regions – their leading and even monopolistic political, urban life and financial media.

### Taiwan

- Taiwan's largest circulation newspapers: The Liberty Times, Taiwan Apple Daily, United Daily News, and China Times;
- Taiwan's largest circulation English newspapers: Taipei Times, The China Post;
- Taiwan's two major professional business and financial newspapers: Commercial Times, and Economic Daily - Taiwan;
- Taiwan's largest distribution magazine: Business Weekly;
- Taiwan's largest circulation general magazine: Taiwan Next Magazine;
- Taiwan's largest circulation financial monthly: Smart;
- Taiwan's largest distribution computer magazine: PC Home.

### Asia Pacific

- Singapore's largest circulation English newspaper: The Strait Times and Sunday Times;
- Malaysia's 4 largest distribution and largest circulation Chinese newspapers: Sin Chew Daily, Nanyang Siang Pau, China Press, and Guang Ming Daily;
- Thailand's most popular English newspaper: Bangkok Post, Thailand;
- The newspaper with the world's top distribution: Japan's The Yomiuri Shimbun;
- The magazine with the largest circulation in Asia: Reader's Digest;
- The business magazine with over 8 million worldwide readers weekly: BusinessWeek.

Others: including the most influential media in North America, UK, North Africa and the Middle East, etc. To understand more about the media resources provided by Wisers, please visit <http://www.wisers.com>.

## Wisers Information Limited

[www.wisers.com](http://www.wisers.com)

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