

# CHINA TALK

## 话中国

A trusted source of analysis on the ways China shapes our future

Winter 2023 - Spring 2024



We connect and educate leaders in **politics, technology, and finance** through **stories, conversation, and analysis** on the intersection of China, US-China relations, and technology.



China Watchers, Researchers and Journalists



Politicians, Policymakers, and Think Tanks



Leaders in Technology, Public and Private Capital Markets



**PETER HARRELL**  
Sr. Director for Int. Economics, NSC



“ So I I think ChinaTalk over the last year has really broken through.

You've been doing just a great job at elevating the debate and discussion on China by giving experts from across a wide range of backgrounds a chance to, really dig into complicated issues and to explain them in a way that **senior policy makers, senior folks in the media, senior folks around Washington** can actually understand.

In an era when it's so easy to just resort to talking points on China, **you've really created a forum for sustained and thoughtful debate about what the American approach to China should be.**”



Adam Tooze  
Columbia Prof & Author  
“ GREAT detail. Top Recommendation”



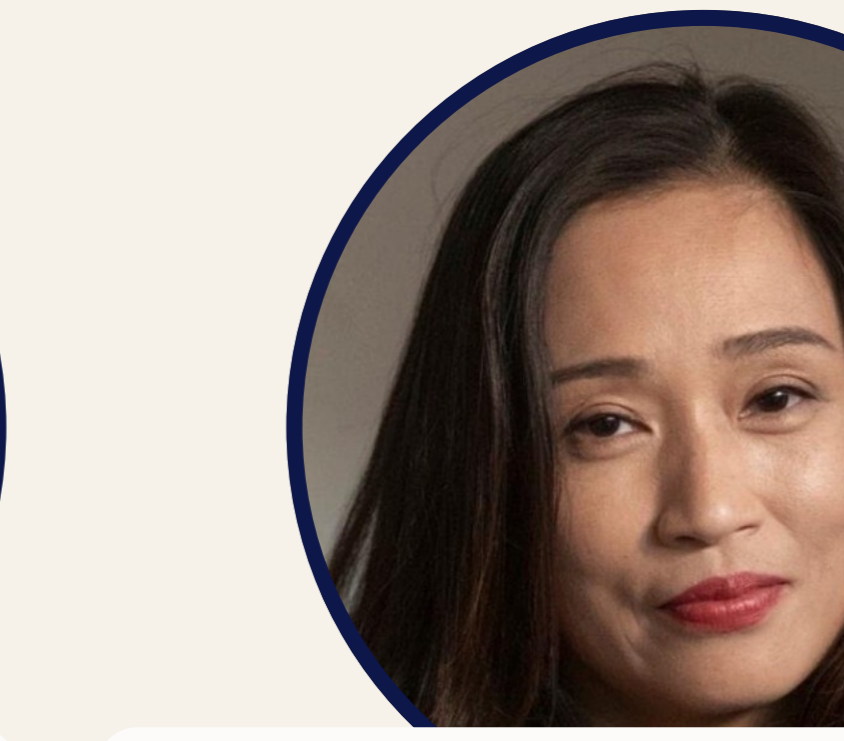
Jason Matheny  
CEO, RAND corp  
“ Thanks for all the work you do with ChinaTalk ”



Jake Sullivan  
NatSec Advisor  
“ I like it! ”



Kurt Campbell  
Co-Founder CNAS  
NSC Lead, Asia  
“ Here's to 300 more episodes! ”



Wei Lingling  
WSJ Chief China Correspondant  
“ Consistent, compelling analysis of both technology and US-China relations; a must-read ”



HR McMaster  
NatSec Advisor  
“ The podcast is my go-to Peloton listen ”



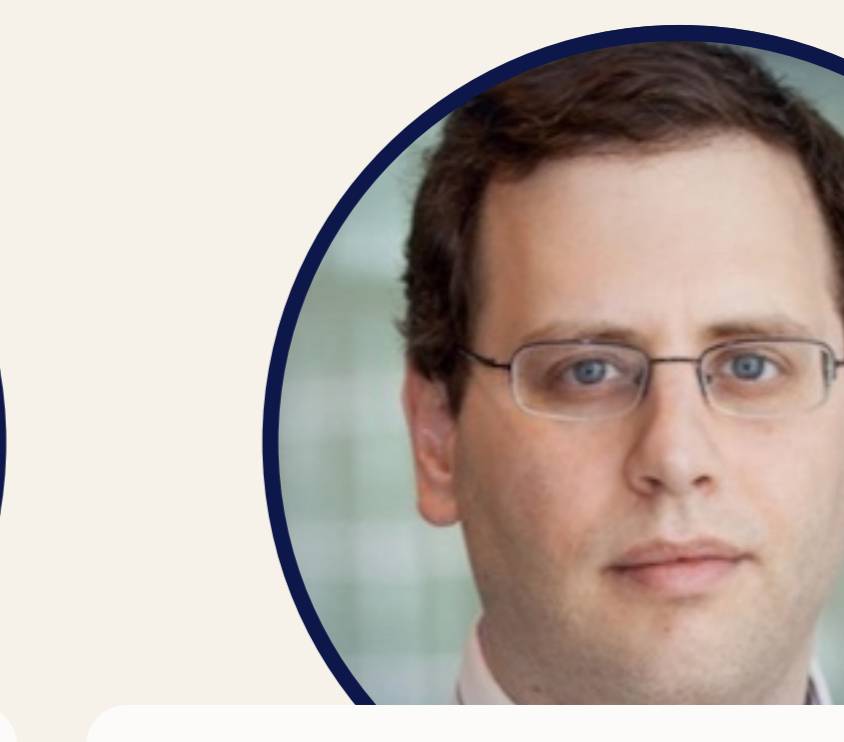
Martijn Rasser  
Director, Datenna  
“ The premier publication on China for those in the know.”



Rep Mike Gallagher  
Chair, CCP Committee  
“ We should all opt-in to the ChinaTalk view of the world ”



Jason Furman  
Director, NEC  
“ Don't tell the other podcasters, but your show I actually listen to! ”



Noah Smith  
Noahpinion Blog  
“ An incredible wealth of timely information about China-related stuff ”



### A FAIR AND TRUSTED SOURCE ON HOW CHINA SHAPES OUR FUTURE.

ChinaTalk has hosted some of the most important policymakers working today, as well as renowned academics, analysts and emerging scholars and technologists. We are trusted to deliver fair, cogent and insightful content.



Jake Sullivan



Lisa Porter



Adam Tooze



Ro Khanna



Tyler Cowen



Samm Sacks



Peter Hessler



Matt Brazil



Yuen Yuen Ang



HR McMaster

**300**  
Podcast Episodes over 5 years

**#1**  
China Current Events Podcast

**300,000+**  
Monthly Newsletter Reads

**120,000+**  
Monthly Podcast Downloads



### OUR MEDIA AND GOVERNMENT AUDIENCE IS UNPARALLELED



#### Policymakers

Senator  
Congressperson  
Staff Director  
Assistant Secretaries (DoD, State, Treasury, Commerce)



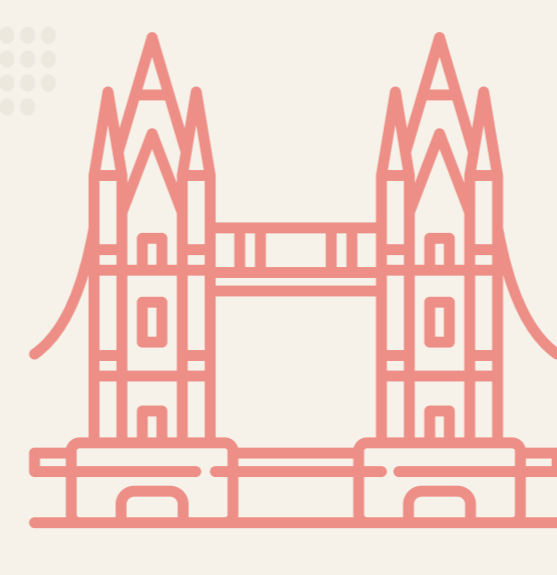
#### Defense

Indo-Pacific Command  
Strategic Focus Group  
Office of Net Assessment  
Defense Innovation Unit  
Intel Community  
RAND, MITRE, APL, STPI



#### White House

Assistant to the President  
Senior Director, China  
Senior Director, Tech  
Senior Director, NEC



#### Global Affairs

Prime Minister  
Foreign Affairs Minister  
Ambassador  
First Secretary, US Mission  
Senior Adviser to the European Commission  
Deputy High Commissioner  
Consul General



#### Top Tier Reporters

NYT subscribers: 50  
WSJ subscribers: 45  
Bloomberg subs: 35  
FT subscribers: 20  
Economist subs: 10

### Successful Case Studies



**Martijn Rasser**  
Senior Fellow, Dir. Technology & NatSec Program at CNAS

“ChinaTalk is the premier publication on China for those in the know. It's been an effective outlet to raise the profile of our work by reaching a broad, influential, and high-level audience.”

“Working with Jordan was a pleasure - he was flexible and diligent in collaborating on our sponsor messages. Our placements with ChinaTalk were among our highest-performing podcast placements.”



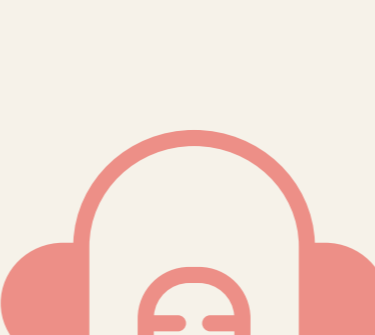
**Kayla Fishman**  
Aquisition Marketing Manager, Give Directly



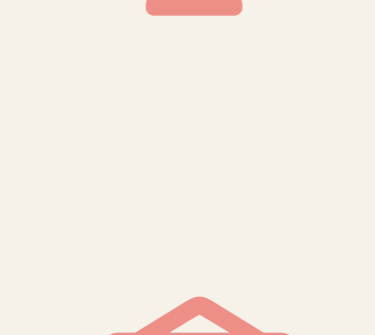
[More Information](#)



[Read ChinaTalk](#)



[ChinaTalk on Apple Podcasts](#)



[Email our Team](#)