

## Upgrading Development Paths for Health and Wellness Journals Under Media Convergence: A Case Study of the Converged Media Publishing Project of “Wish You Health·Health Preservation Hall” Monthly (Postprint)

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Against the backdrop of an era in which “media convergence” has been elevated to a national strategic priority, health and wellness journals must proactively embrace new media and emerging technologies across content production, distribution and marketing, and communication modalities, thereby embarking on the developmental path of media convergence. This paper systematically analyzes the planning and implementation process of the converged media publishing project for the monthly periodical “Wishing You Health·Yangshengtang”, providing concrete pathways and implementation methodologies for the media convergence development of health and wellness journals.

### Full Text

## Upgrading Development Paths for Health and Wellness Journals in the Context of Media Convergence: A Case Study of the “Wishing You Health·Yangshengtang” Monthly Integrated Media Publishing Project

**Abstract:** Against the backdrop of “media convergence” having become a national strategy, health and wellness journals must proactively embrace new media and technologies in content production, distribution, marketing, and communication methods, pursuing a path of integrated media development. This paper systematically analyzes the planning and implementation process of the “Wishing You Health·Yangshengtang” monthly integrated media publishing project, providing concrete pathways and implementation methods for the media convergence development of health and wellness journals.

**Keywords:** journals; health and wellness; media convergence; development paths

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With the proliferation of mobile smart terminals and rapid advancements in communication technology, people's reading carriers and methods have undergone profound changes, directly leading to a situation in China's journal industry characterized by increasing variety, shrinking scale, and diversified operations 2013-2018 China Journal Publishing Industry Market Performance by Business Segment Journal Operating Revenue:

## 2018

(Data Source: General Administration of Press and Publication, compiled by Zhiyan Consulting)

Journal Sales Scale: Journal Advertising Revenue: 2011-2018 China Journal Publishing Industry Production Volume

## 2018 10188

(Data Source: General Administration of Press and Publication, compiled by Zhiyan Consulting)

As shown in Tables 1 and 2, from 2011 to 2018, China's journal industry experienced little overall change in operating revenue and sales scale, with a slight increase in the number of varieties. However, key performance indicators such as average print runs, total print volume, total printed sheets, and advertising revenue declined significantly, indicating that the traditional journal industry is inevitably showing signs of decline following the newspaper industry. Specifically regarding health and wellness journals, because their readers are generally older and have a strong thirst for health knowledge, they have retained the habit of reading print journals, making this a key battleground for various publishing houses. It is foreseeable that as China's population aging accelerates and the "Healthy China 2030" planning outline is gradually implemented, readers' demand for health and wellness information will continue to grow, presenting an excellent development opportunity for health and wellness journals. Simultaneously, the diversification of reading methods among middle-aged and elderly readers compels traditional health and wellness journals to keep pace with the times, pursue media convergence development, and meet readers' diverse reading needs.

On August 18, 2014, General Secretary Xi Jinping presided over the fourth meeting of the Central Leading Group for Deepening Reform, reviewing and approving the "Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media." On January 25, 2019, the Political Bureau of the CPC Central Committee held its twelfth collective study session

on the all-media era and media convergence development. In his speech, General Secretary Xi Jinping, focusing on the long-term development of the Party and the country, profoundly analyzed the challenges and opportunities of the all-media era, scientifically grasped the trends and laws of media convergence development, and clearly put forward major requirements for promoting in-depth media convergence development. Over the past five years, integration between traditional media and between traditional and emerging media has continuously advanced, with profound changes in media structure and communication methods, and “media convergence” has risen to a national strategy. In the future, with continuous development of internet technology and deepening media convergence, the journal publishing industry will welcome a new integration development opportunity. Some journal groups have already found new revenue growth points through diversified industrial development and new media business, with video services, WeChat official accounts, and e-commerce thriving, demonstrating powerful convergence development capabilities.

## **1. Current Status and Development Demands of “Wishing You Health” Magazine**

Sponsored by Jiangsu Phoenix Publishing & Media Corporation and hosted by Jiangsu Phoenix Science and Technology Press Co., Ltd., “Wishing You Health” magazine was founded in 1980. It is the longest-established medical and health popular science journal in Jiangsu Province, targeting middle-aged and elderly readers, and has repeatedly won national and provincial awards for excellent popular science journals. After 39 years of development, it has expanded into a weekly publication with monthly circulation exceeding 300,000 copies, initially forming a situation where traditional print media, radio, television, and online media integrate and develop vigorously. Before 2017, “Wishing You Health” magazine remained a “traditional” print journal, maintaining modest growth through “traditional” editorial concepts. Starting in 2017, “Wishing You Health” magazine actively responded to the central government’s requirements for promoting in-depth media convergence development, adjusting its editorial concept from “advocating scientific and civilized lifestyles, introducing practical health and wellness knowledge” to “developing, disseminating, and operating high-quality health and wellness content, serving the greater health of China’s elderly.” Based on the magazine’s own characteristics, it actively explored paths suitable for its development, integrating and cooperating with traditional and new media, adapting to and making achievements on the path of media convergence development. Within one year, the magazine’s circulation and sales revenue doubled.

## **2. Integrated Development of “Wishing You Health” Magazine and the “Yangshengtang” Program**

In early 2017, Jiangsu Phoenix Science and Technology Press Co., Ltd.’s “Wishing You Health” magazine and Beijing Satellite TV’s “Yangshengtang” pro-

gram launched a cross-media cooperation, jointly introducing the “Wishing You Health · Yangshengtang” Monthly Integrated Media Publishing Project. This project integrates the high-quality journal publishing resources of “Wishing You Health” magazine, the premium content resources of the “Yangshengtang” TV program, and China’s largest elderly wellness IP resource—the “Yangshengtang” TV program itself. Through this strong alliance, it achieves the transformation of television media content to print and online media based on audience characteristics, comprehensively integrating three media platforms with common ground yet complementary advantages in terms of human resources, content, promotion, and operations to realize a “media convergence” project featuring “resource integration, content mutual integration, promotional mutual integration, and shared benefits.”

The project was initiated based on several considerations:

First, from the perspective of social benefits. The “Wishing You Health · Yangshengtang” Monthly Integrated Media Publishing Project is an integrated media publishing project that strongly combines television, magazine, and online media for integrated development and resource complementarity. It disseminates the high-quality content and expert resources of the Yangshengtang TV program through the print magazine and online platforms of “Wishing You Health,” presenting authoritative health and wellness information through different media to reach broader audiences and mutually strengthen brands, laying a foundation for diversified development of the elderly industry beyond journals and television. This project’s launch aims to meet Chinese elderly people’s growing need for authoritative health and wellness information, serve the promotion of greater health for China’s elderly, actively respond to General Secretary’s instruction to “vigorously develop health undertakings and build a physically healthy nation,” and practice the requirements of the “Healthy China 2030” planning outline. It holds great significance for accelerating the innovative development of traditional Chinese medicine health and wellness culture.

Second, from the perspective of target audiences. According to international standards, individuals aged 65 and above are defined as elderly; China’s “Law on the Protection of the Rights and Interests of the Elderly” stipulates 60 years old as the starting standard, meaning all Chinese citizens aged 60 and above belong to the elderly population.

[Figure 1: see original paper] 2010-2025 China’s Elderly Population Numbers (Data Source: “2019-2025 China Aging Population Market Research and Development Trend Report” )

As shown in Figure 1, China’s elderly population has been increasing year by year in recent years, expected to reach 300 million by 2025. A noteworthy phenomenon is that China’s first generation of middle-class citizens is about to enter retirement. This group primarily refers to those who, through their own efforts after the reform and opening-up, have accumulated certain savings. Currently concentrated in the 50-65 age range, they will be the main force in

elderly consumption over the next decade. This elderly group possesses more open-minded thinking and actively enjoys life, pursuing more fulfilling lives and spiritual worlds. According to data analysis from Beijing's first elderly reading survey, 96.00% of respondents have reading habits, with 59.48% reading "frequently" and 36.52% reading "occasionally." Among readers with habits, reading frequency is very high—over 90% read at least twice weekly, with more than half reading five times or more. When asked "which types of books and periodicals do you pay most attention to," 67.34% of respondents chose "life and health care" as their first choice, followed by "literature" and "history." This demonstrates that reading alleviates loneliness, uplifts mood, improves health levels and quality of life, and brings positive impacts to elderly life, laying an audience foundation for the "Wishing You Health • Yangshengtang" Monthly Integrated Media Publishing Project.

Third, from the perspective of brand recognition and professionalism of both parties. As Beijing TV's signature program, Yangshengtang holds strong influence among middle-aged and elderly groups and in the health and wellness field. Data shows that BTV's Yangshengtang program has 700 million TV viewers nationwide, mostly middle-aged and elderly, with 8 million WeChat followers and 10 million Douyin followers. As a daily broadcast program, its ratings top the health and wellness category. A detail often observed at the program site is many middle-aged and elderly audience members taking notes with paper and pen, showing regret when missing a knowledge point—undoubtedly, many such viewers also exist in front of television screens. This detail demonstrates that compiling, organizing, and regularly publishing the TV program in book form is an urgent need for Yangshengtang's vast fan base. Meanwhile, "Wishing You Health" magazine has specialized in health and wellness journal editing, publishing, and distribution for nearly 40 years, possessing rich journal publishing experience and a professional editing and marketing team with abundant practical experience in mining, editing, and developing high-quality content resources. Readers of "Wishing You Health" and viewers of "Yangshengtang" converge and expand through "Wishing You Health • Yangshengtang."

The development of the "Wishing You Health • Yangshengtang" integrated media publishing project is divided into three phases. Phase I (March 2017 to June 2019) focuses on six aspects: startup funding, team building, copyright acquisition, journal content production, multimedia presentation, and business development. Phase II (July 2019 to December 2022), the project expansion stage, will conduct large-scale business development and operations for the "Wishing You Health • Yangshengtang" print journal and new media matrix, striving to achieve monthly circulation of one million copies and new media user numbers in the millions, becoming China's top brand in elderly health journals and internet media. Phase III (January 2023 to December 2028), the industry expansion stage, will transform "Wishing You Health • Yangshengtang" from merely a publication into an elderly service industry based on a million-member foundation, engaging in elderly product sales, elderly education and training, and elderly film and television development to serve the greater health of China's elderly

comprehensively and wholeheartedly.

Phase I construction of the “Wishing You Health · Yangshengtang” Monthly Integrated Media Publishing Project is divided into two stages. The first stage (March 2017 to June 2018) focused on creating the “Wishing You Health · Yangshengtang” monthly magazine. Through two trial issues and six monthly issues, it explored methods for transforming television and print media content, accumulated content and expert resource databases, trained editing and marketing teams, stabilized the publication cycle, identified suitable distribution channels, explored integrated media marketing models, and ensured the journal’s survival. The second stage (July 2018 to June 2019) aimed to produce graphics, short videos, and audio content based on the Yangshengtang program’s long-form videos and “Wishing You Health · Yangshengtang” journal content, upgrade and transform the “Wishing You Health” App, WeChat subscription account, and mobile newspaper software, and promote through platforms including China Mobile’s Migu Digital Media Co., Ltd., WeChat official accounts, Toutiao, Baijiahao, and Meipian, ultimately achieving multi-format, cross-media release of authoritative health and wellness information with integrated online-offline three-dimensional dissemination.

### **3. Analysis of Characteristics of the “Wishing You Health · Yangshengtang” Monthly Integrated Media Publishing Project**

#### **3.1 Content Integration Between Journal and Television Program**

The content production of the “Wishing You Health · Yangshengtang” Monthly Integrated Media Publishing Project integrates the high-quality content and expert resources of Beijing Satellite TV’s Yangshengtang program with the mature editorial and publishing capabilities of “Wishing You Health” magazine, representing integrated development between traditional media. Since its launch ten years ago, Beijing Satellite TV’s Yangshengtang program has received strong support from numerous authoritative medical experts, gradually becoming China’s most widely disseminated, influential, and highest-rated television health science classroom by delivering medical knowledge in accessible and entertaining ways. Its mission of “spreading public health communication and embedding health concepts in people’s hearts” aligns highly with the publishing philosophy of “Wishing You Health” magazine.

Journals are media with intellectual depth. Published regularly and prepared over time, they classify and deeply analyze Yangshengtang program topics, presenting them in more concentrated, richer, and more comprehensive forms. The information provided has substance, connotation, and depth, distinguishing it significantly from today’s popular fast-food information consumption. For Yangshengtang’s vast fan base, the journal serves as material for preservation and collection.

Journals possess advantageous advertising resources. Compared to television advertising, journal advertising has clear reader segmentation, strong preservation

value, lower production costs, exquisite printing quality, and flexible presentation that can include supplements and gifts, with high survival and pass-along rates. This makes it an effective supplement to Yangshengtang TV program advertising, forming a high-low pricing strategy from a business attraction perspective.

**3.2 Innovation and Integration of Distribution Channels** Based on the positioning of journal readers and television viewers, “Wishing You Health·Yangshengtang” Monthly (print edition) creatively developed a distribution model primarily based on enterprise membership marketing within the elderly health industry chain, supplemented by retail and subscriptions. Through extensive preliminary market analysis, we discovered that the journal’s potential users highly overlap with enterprise members across the elderly health industry chain. Therefore, we selected several leading enterprises in the elderly health industry chain that needed media to interact with members for cooperative distribution. First, leveraging development: precisely delivering the journal to target customers with relatively stable and large customer bases solved the survival problem during the journal’s initial establishment. Second, integrated concept dissemination: effectively integrating the journal’s health and wellness concepts with enterprises’ customer service concepts, using the journal as a carrier to build a communication bridge between enterprises and members.

Through distribution channel innovation and integration, by August 2019, the journal had distributed 4.4 million copies, with average monthly circulation exceeding 200,000 copies, generating good social and economic benefits.

**3.3 Integration of Communication Methods** Currently, communication methods are undergoing profound changes. The “Wishing You Health·Yangshengtang” Monthly Integrated Media Publishing Project must both tap the communication effectiveness of traditional media (television, journals) and build a new media communication matrix based on journal content. Over more than a year of project operation, starting from our existing content, we have followed user thinking and awareness, explored user pain points, continuously adapted to the trends of segmented and differentiated communication, and intensified innovation in content, expression, and presentation methods. Through promotion and dissemination across television, radio, journals, mobile newspapers, WeChat official accounts, Toutiao, and Meipian platforms, the integrated development of traditional and emerging communication methods has reached millions in content dissemination and service population, accumulating experience and building confidence for subsequent platform development.

**3.4 Integration of Management Concepts** “Wishing You Health” magazine hopes to use the “Wishing You Health·Yangshengtang” Monthly Integrated Media Publishing Project as an opportunity to develop, disseminate, and operate high-quality health and wellness content, serving the greater health of

China's elderly. Therefore, management concepts must learn from and integrate with new media platform management concepts. Since content production and project operation ultimately depend on people, concept integration is essentially human integration. In management, we have flattened boundaries between journal positions, requiring editors and marketers to be “product managers”; requiring “one-time collection, multi-media presentation, and multi-channel release” of content; requiring editors to write both traditional and new media manuscripts; requiring free combination and collaboration among topic project teams; requiring core team building with basic service project outsourcing; and requiring adherence to the “three reviews and three proofreads” principle where quality is life. These management requirements have effectively promoted the normal operation and virtuous cycle of the media convergence project.

In 2018, the “Wishing You Health · Yangshengtang” Monthly Integrated Media Publishing Project received 1 million RMB in funding from the Jiangsu Provincial Modern Service Industry (Press, Publication, Radio, Film, and Television) Development Special Fund. This represents a small step in the magazine's nearly 40-year development history but a giant leap on its media convergence path, further strengthening confidence in future in-depth media convergence development. We believe that with China's deepening population aging and gradual advancement of Healthy China construction, the media convergence development and endogenous diversified development of “Wishing You Health” magazine will have tremendous potential.

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*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv – Machine translation. Verify with original.*