

Harper's BAZAAR MEN



MEDIA KIT 2018

BAZAAR
MEN

中国唯一——一个倾力于
商业与时尚
两大领域紧密融合的
媒体品牌

THE ONLY ONE IN CHINA IS TO FORCE IT
BUSINESS AND FASHION
CLOSE INTEGRATION OF THE TWO
MAJOR AREAS MEDIA BRAND

GLOBAL VISION

全球视野

INTERNATIONAL QUALITY

国际品质

中国角度

经典品牌

CHINESE ANGLE

CLASSIC BRAND

BAZAAR
MEN

成就你的成功
更聪明地创造事业财富

ACHIEVE YOUR SUCCESS
CREATING WEALTH MORE WISELY

完美你的品位
更智慧地拥有品位生活

PERFECT YOUR TASTE
HAVE A MORE INTELLIGENT LIFE OF TASTE

精选国际商业创新的瞬息潮流
打造精英人士的高效品位指南
影响高端阶层的消费行为方式
塑造成功男士的生活艺术品位

SELECTED INTERNATIONAL BUSINESS INNOVATION CHANGE TREND
AN EFFICIENT TASTE GUIDE FOR THE ELITE
THE MODE OF CONSUMPTION BEHAVIOR AFFECTING THE HIGH-END CLASS
SHAPING THE ARTISTIC TASTE OF SUCCESSFUL MEN





BAZAAR
MEN

创造强势媒体 集群效应

CREATING STRONG MEDIA
CLUSTER EFFECT





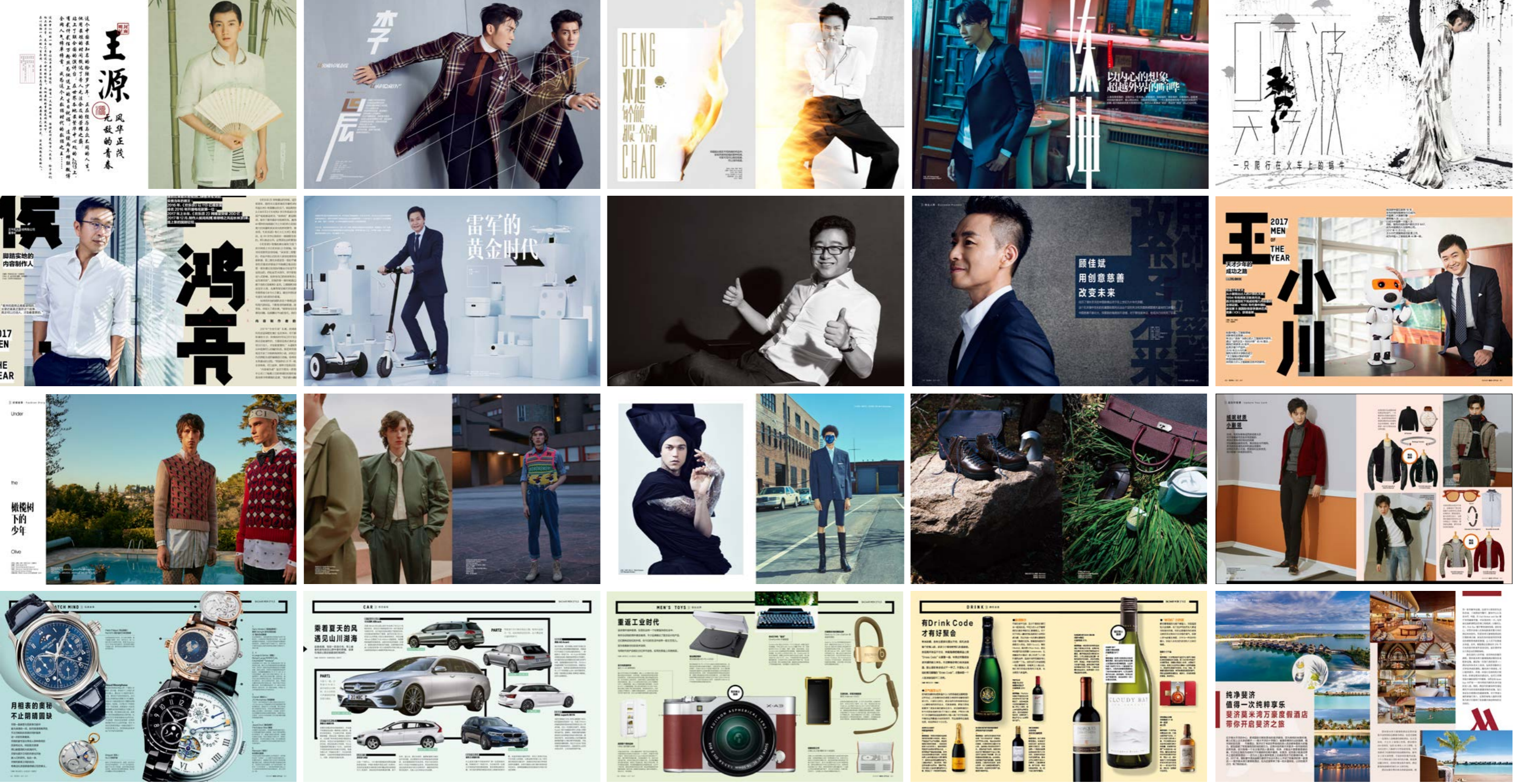
BOUTIQUE MAGAZINE

精品杂志

12期精品杂志 《芭莎男士》

满足成功男人最有品位的生活欲望
分享商业领袖的创业故事
满足高端人士的生活方式需求
专注实现精英男士真实的创富梦想

TO MEET THE MOST SUCCESSFUL MAN'S TASTE OF LIFE
SHARING BUSINESS LEADERS' ENTREPRENEURIAL STORIES
MEET THE NEEDS OF HIGH-END PEOPLE'S LIFESTYLE
FOCUS ON IMPLEMENTATION OF ELITE MEN'S REAL WEALTH DREAM



明星 商业 时装 生活

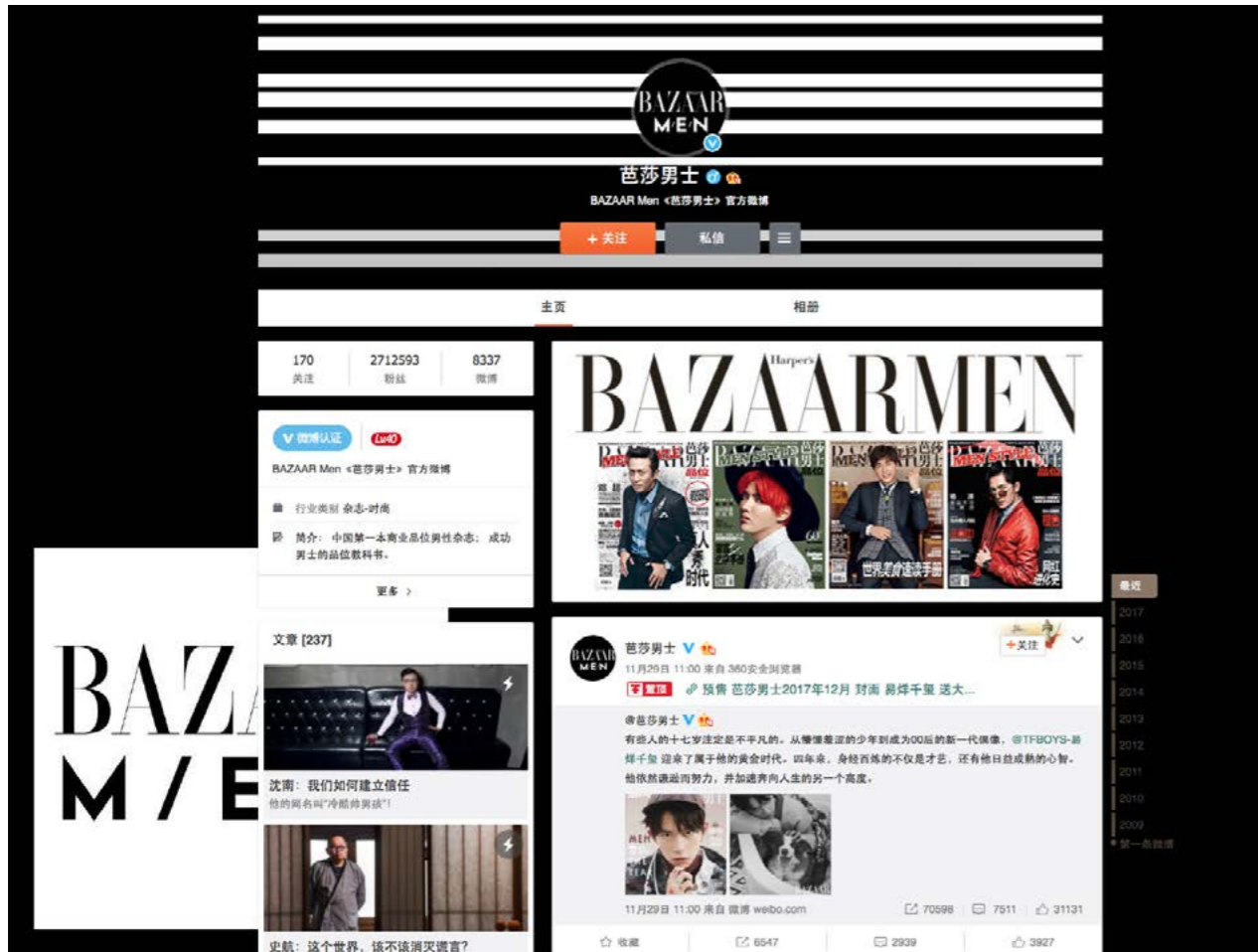
STAR

BUSINESS

TOP CHIC

LIFE






 最佳自媒体选择
 随时随地发布
270 万粉丝
 THE BEST MEDIA CHOICE
 THE BEST COOPERATIVE PARTNER
 MICRO-LETTERS MICRO-BLOG
 RELEASE AT ALL TIMES AND PLACES
 2,700,000 FANS

SOCIAL MEDIA

移动社交


 40 万订阅用户
 高端粉丝聚和
 每天推送
 300,000 SUBSCRIBERS
 HIGH-END FANS GATHER TOGETHER
 INFORMATION PUSH EVERYDAY



英国 England

澳大利亚 Australia



VIDEO MATRIX

视频矩阵

《遇见》 系列旅行视频—打造品位之旅

最特别的海外旅行路线，最全面的海外旅行攻略，
最具话题的网红达人，最广泛的传播渠道。
腾讯、优酷、爱奇艺等视频网站同步播出总点击量破千万

MEET

THE MOST SPECIAL TRAVELING ROUTES ABROAD
THE MOST COMPREHENSIVE TRAVELING ATTACK STRATEGY ABROAD
WEB CELEBRITY WITH STORIES

THE BROADEST COMMUNICATION CHANNEL
THE VIDEO WEBSITE SUCH AS QQ.COM, YOUKU, QIY BROADCAST SYNCHRONOUSLY
THE OVERALL TRAFFIC VOLUME GOES BEYOND TEN MILLION



快拍大明星

最当红的偶像，最炙手可热的明星，
记录他们最轻松的时刻，最挖空心思的提问，
最机智狡黠的回答，第一时间网络放送

SNAPSHOT SUPERSTARS
THE HOTTEST STARS
THE POPULAR IDOLS

RECORD THEIR MOST RELAXING MOMENTS
TRY ALL SORTS OF DODGES TO RAISE QUESTIONS
THE MOST TACTFUL ANSWERS
PUSH ONLINE THE VERY FIRST TIME

VIDEO MATRIX

视频矩阵



MARKETING EVENT

市场活动



商业星力量 年度人物颁奖盛典

创新推出年度人物奖项与派对融合形式，引领业界追随无数。
汇聚中国最有影响力的企业家，年度最具话题性明星名流，
创新人才和国际超模，为打通商业时尚界产业链提供便利。
以年度领域最杰出的代表，国际舞台最有影响力的表演嘉宾和最优秀的合作伙伴，
共同打造最具吸引力的年度盛典，凸显品牌专业和权威。

POWER OF THE BUSINESS STAR, MAN OF THE YEAR

START THE CREATIVE FORM COMBINING MAN OF THE YEAR AWARDS WITH PARTIES, LEADING THE FASHION WORLD. ASSEMBLE CHINA'S MOST INFLUENTIAL ENTREPRENEURS, CELEBRITIES MUCH-TALKED-ABOUT IN THE YEAR, INNOVATION TALENTS AND INTERNATIONAL SUPERMODELS TO PROVIDE CONVENIENCE FOR BRIDGING THE BUSINESS AND FASHION INDUSTRY. WITH THE MOST OUTSTANDING REPRESENTATIVE FIGURES IN THE FIELD, THE MOST INFLUENTIAL STARS ON THE INTERNATIONAL STAGE AND THE BEST COOPERATIVE PARTNERS, WE CREATE THE MOST APPEALING ANNUAL CEREMONY AND FULLY SHOW OUR SPECIALIZED FIELD AND AUTHORITY.

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

带你潜入
2017 巴塞尔时间之海
感受岁月的脉动

劳力士全新蚝式恒动海使型

DIVE INTO THE 2017 BASELWORLD WITH THE BRANDNEW OYSTER PERPETUAL SEA-DWELLER

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

薇薇·李承铉

Journey of time

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

黄景瑜·走在前行的路上

HEAD ON FAR FORWARD

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

ORACLE TEA

美洲之帆
全线启航
精品风向标

THE VAST SKY THE VAST SEA
那片天空那片海

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

蒋劲夫

温柔也有力量

AGE OF FRESH
DEDICATION

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

王嘉尔

我的斜杠时代

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

穿越时光的匠心
九牧王专注男装 28 载

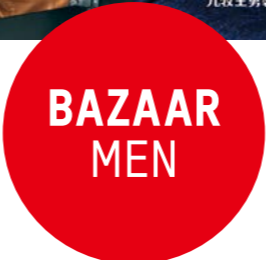
陆毅
新绅仕主义

JOEONE
九牧王男装

商业品位男性杂志 BUSINESS AND STYLE MEN'S MAGAZINE
Harper's BAZAAR MEN'S STYLE 芭莎男士

亲情篇 钟丽缇 张伦硕
友情篇 苏芒 李芸迪
爱情篇 张歆艺 袁弘

诗普琳
时光书
让美好时光永存



整合营销
INTEGRATED STRATAGY

COMPREHENSIVE COVERAGE OF PROFESSIONAL DISTRIBUTION

专业发行 全面覆盖

覆盖全国近 40 个省会及一二线城市，
机场书店，便利店，大型连锁超市，
全国连锁书店，近 5 万个销售网点，涵盖报亭，
月发行量超 120 万册

PROFESSIONAL RELEASE AND COMPLETE COVERAGE COVER NEARLY THE WHOLE COUNTRY
40 PROVINCES AND CITIES OF LINE 1 AND 2, ALMOST 50,000 SALES OUTLETS, INCLUDING
NEWSSTAND, AIRPORT BOOKSHOP, CONVENIENCE STORE, BIG CHAIN STORE, COUNTRYWIDE
CHAIN BOOKSTORE, MONTHLY CIRCULATION SURPASS 1,200,000 BOOKLET.

发行区域

AREAS IN CIRCULATION

中心城市

北京、上海、广州、深圳

一级城市

杭州、南京、成都、重庆、沈阳、大连

二三级城市

哈尔滨、西安、昆明、厦门、青岛等

MAJOR CITIES:

BEIJING, SHANGHAI, GUANGZHOU, AND SHENZHEN

FIRST TIER CITIES: HANGZHOU, NANJING, CHENGDU, CHONGQING, SHENYANG, DALIAN ECT.

SECOND AND THIRD TIER CITIES: HARBIN, XI'AN, KUNMING, XIAMEN, QINGDAO

城市分布

URBAN DISTRIBUTION

北京 BEIJING	23%
上海 SHANGHAI	20%
广东 GUANGDONG	10%
浙江 ZHEJIANG	9%
江苏 JIANGSU	9%
辽宁 LIAONING	6%
四川 SICHUAN	6%
山东 SHANDONG	4%
湖南 HUNAN	3%
重庆 CHONGQING	2%
湖北 HUBEI	2%
黑龙江 HEILONGJIANG	2%
天津 TIANJIN	2%
陕西 SHANXI	2%





ELITE READERS

精英读者

强势覆盖“高学历、高收入、高职务”的中青年男性群体

MALE AND YOUNG MALE GROUPS WITH A STRONG COVERAGE OF "HIGH EDUCATION, HIGH INCOME AND HIGH DUTY"

中高层男性群体中	平均每期阅读率 AIR
芭莎男士	2.36%
智族 GQ	2.34%
睿士 ELLEMEN	1.93%
男人风尚 LEON	1.47%

强势覆盖中高端品牌车用户

STRONG COVERAGE OF HIGH-END BRAND CAR USERS

家中现有的汽车属于 B 级 /C 级 /D 级的男性群体中	平均每期阅读率 AIR
芭莎男士	1.97%
智族 GQ	2.51%
睿士 ELLEMEN	1.59%
男人风尚 LEON	1.34%

强势覆盖品牌腕表消费用户

STRONG COVERAGE OF BRAND WRISTWATCH CONSUMER USERS

过去一年购买过品牌腕表的男性群体中	平均每期阅读率 AIR
芭莎男士	2.32%
智族 GQ	2.64%
睿士 ELLEMEN	1.89%
男人风尚 LEON	1.40%

强势覆盖投资理财群体

STRONG COVERAGE OF INVESTMENT FINANCIAL GROUPS

用投资理财的预算大于等于 10 万的男性群体中	平均每期阅读率 AIR
芭莎男士	2.24%
智族 GQ	2.85%
睿士 ELLEMEN	1.91%
男人风尚 LEON	1.40%

PROFESSIONAL DISTRIBUTION AND COMPREHENSIVE COVERAGE

广告价格

版位	POSITION	广告价格 (RMB)	广告价格 (USD)
封面 + 封面故事	Cover+Cover Story	2,000,000	307,000
封面外折 2P	Outside Gatefold 2P	1,080,000	163,512
封面内折 4P	Inside Gatefold 4P	1,500,000	227,100
封二跨页	Inside Front Cover Spread	1,000,000	151,400
第一服饰跨页	1st Fashion Spread	880,000	133,232
第一非服饰跨页	1st Non-Fashion Spread	880,000	133,232
第二服饰跨页	2nd Fashion Spread	810,000	122,634
第二非服饰跨页	2nd Non-Fashion Spread	810,000	122,634
第三服饰跨页	3rd Fashion Spread	770,000	116,578
第三非服饰跨页	3rd Non-Fashion Spread	770,000	116,578
第四服饰跨页	4th Fashion Spread	710,000	107,494
第四非服饰跨页	4th Non-Fashion Spread	710,000	107,494
第五服饰跨页	5th Fashion Spread	660,000	99,924
第五非服饰跨页	5th Non-Fashion Spread	660,000	99,924
目录前跨页	Spread Before Table Of Content	600,000	90,840
卷首语对页	Full Page facing Editor's Letter	500,000	75,700
目录及卷首语间跨页	Spread Between TOC&Editor's Letter	540,000	81,756
目录对页 1-3	Facing Table Of Content 1-3	470,000	71,158
目录间跨页	Spread after Content	500,000	75,700
目录对页 4	4th Facing TOC	450,000	68,130
目录对页 5	5th Facing TOC	420,000	63,588
目录对页 6	6th Facing TOC	400,000	60,560
目录对页 7	7th Facing TOC	390,000	59,046
目录对页 8	8th Facing TOC	380,000	57,532
目录对页 9	9th Facing TOC	370,000	56,018
目录对页 10	10th Facing TOC	360,000	54,504
前 1/2 单页	Full Page in the first 1/2 Magazine	320,000	48,448
前 1/2 跨页	Double-page Spread in the first 1/2 Magazine	460,000	69,644
后 1/2 单页	Full Page in the last 1/2 Magazine	300,000	45,420
后 1/2 跨页	Double-page Spread in the last 1/2 Magazine	400,000	60,560
时装大片 6P	Fashion Shooting 6P 900,000	1,000,000	151,400
封三	Inside Back Cover 320,000	360,000	54,504
封三跨页	DPS of Inside Back Cover	480,000	72,672
封底	Outside Back Cover 880,000	1,000,000	151,400

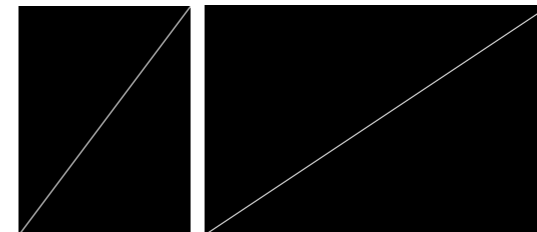




AD OPERATION TABLE

广告操作表

月份 MONTH	出版日 PUBLICATION DATE	合同截止日 CONTRACT DUE	物料截止日 MATERIAL DUE
2018.1	2018.1.1	2017.12.6	2017.12.15
2018.2	2018.2.1	2018.1.6	2018.1.15
2018.3	2018.3.1	2018.2.6	2018.2.15
2018.4	2018.4.1	2018.3.6	2018.3.15
2018.5	2018.5.1	2018.4.6	2018.4.15
2018.6	2018.6.1	2018.5.6	2018.5.15
2018.7	2018.7.1	2018.6.6	2018.6.15
2018.8	2018.8.1	2018.7.6	2018.7.15
2018.9	2018.9.1	2018.8.6	2018.8.15
2018.10	2018.10.1	2018.9.6	2018.9.15
2018.11	2018.11.1	2018.10.6	2018.10.15
2018.12	2018.12.1	2018.11.6	2018.11.15



全页尺寸 : 275X214MM
 全页出血尺寸 : 285X224MM
 跨页尺寸 : 275X428MM
 跨页出血尺寸 : 285X438MM

Double page spread

dimensionsFull page dimensions

出版日期 PUBLICATION DATE

BAZAAR CHINA IS ONE SALE MONTHLY FROM THE 1ST OF THE PRECEDING MONTH.

印刷方法 PRINTING PROCESS

BAZAAR CHINA IS PRINTED USING THE MOST ADVANCED 4/C WEB OFFSET PRINTER, SCREEN LINE 175LPI

特殊制作 SPECIAL ORDERS

ALL SPECIAL ORDER ARE AVAILABLE ON A CONTRACT BASIS, NEGOTIATED SEPARATELY AND MAY NOT BE CANCELLED.THIS INCLUDES BUT IS NOT LIMITED TO DIFFERENT SIZES OR SPECIAL PRODUCTION TREATMENTS, SUCH AS GATEFOLD, INSERTS, SUPPLEMENTS, MULTIPLE-PAGE ADVERTISEMENTS, SPECIAL INKS AND PAPER, SPECIAL ORDERS MUST BE DISCUSSED IN ADVANCE TO CONFIRM MECHANICAL FEASIBILITY AND FINAL QUOTATION.

一般条款 GENERAL CONDITIONS

ALL ADVERTISEMENTS ARE SUBJECT TO BAZAAR APPROVAL, BAZAAR RETAINS THE ULTIMATE RIGHT TO REJECT ANY ADVERTISEMENT. ANY ADVERTISEMENT THAT CONTAINS BILINGUAL TEXT MUST DISPLAY THE CHINESE TEXT BEFORE THE FOREIGN-LANGUAGE TEXT. ALL ADVERTISEMENTS MUST USE SIMPLIFIED CHINESE CHARACTER TEXT.ALL COSMETIC, MEDICINE AND FOOD ADVERTISEMENTS MUST DISPLAY A HEALTH/HYGIENE CERTIFICATE NUMBER.THE WORD "BAZAAR PROMOTION" WILL BE PLACED ABOVE CONTENT IN WHICH BAZAAR 'S OPINION STIMULATES EDITORIAL.BAZAAR WILL NOT BE RESPONSIBLE FOR ERRORS IN ADVERTISING MATERIALS THAT ARE PROVIDED AFTER THE MATERIAL DEADLINE.

ADVERTISING DEPARTMENT

精英团队

BAZAAR^{Harper's}ARMEN

ADVERTISING DEPARTMENT 营销事业部
AGENCY 总代理 · 上海文衡九峻广告有限公司

INTEGRATED SALES DIRECTOR 营销总监
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MANAGER OF ADVERTISING DEPARTMENT 营销部经理
范文竹 Fan Wenzhu

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韩诗 Stanley Han

ACCOUNT MANAGER 客户经理
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ACCOUNT MANAGER 客户经理
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