

时尚家居[®]

TRENDSHOME

19 年 引 领 中 国 家 居 潮 流
为 你 的 生 活 用 心 探 享 最 美 家 居 生 活

PUT THE HEART INTO YOUR LIFE
ENJOY THE MOST BEAUTIFUL HOME LIFE

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2018 刊 例
MEDIA KIT



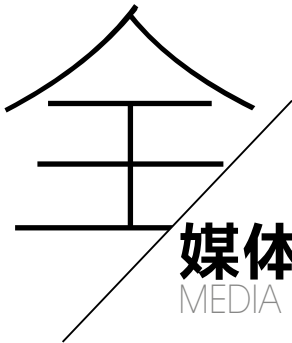


结 识时尚家居

TRENDS HOME

时尚家居诞生于 1999 年,是中国最早家居潮流精品期刊。时尚家居定位于追求高品质家居生活的人士,在介绍分析国际家居潮流、推介一流精品的同时,用个性化语言向用户传递时尚的家居生活方式。在 2018 年,时尚家居继续延续专注的力量。结合当下最流行最全面的传播方式,实现多维度融合,力求为当代人提供家居生活全方位信息。

First published in 1999, Trends Home is the first high-quality journal of modern home life in China. Trends Home targets audience pursuing high quality home life, focuses on international home trends, recommends first class product, and uses individualized languages to deliver fashionable home lifestyle to users. In 2018, Trends Home will continue to improve the concentration on home life. Integrating with the most popular and most comprehensive mode of transmission and achieving multi-dimensional convergence, Trends Home takes effort to provide all information on home life for modern people.



媒体平台

MEDIA CONVERGENCE PLATFORM

杂志

最具行业权威

时尚家居官方微信

时尚家居官方微博

配合杂志互动体验

时尚家居官方网站

时尚家居图书出版

结识时尚家居

MAGAZINE

Expertise of the field

TRENDS HOME OFFICIAL WECHAT

TRENDS HOME OFFICIAL WEIBO

Interaction Experience

TRENDS HOME OFFICIAL WEBSITE

TRENDS HOME BOOK PUBLISHING

INTEGRATED MARKETING



时尚家居优势

ADVANTAGES OF TRENDS HOME



第一品牌

自 2000 年创刊以来,《时尚家居》已经成为家居生活方式与室内设计领域名副其实的第一品牌。依托时尚传媒集团的优势传播平台,在市场上赢得最大发行量、最具消费实力读者群和最多高端品牌客户的合作,成为最具引导力的家居品牌。

优势定位

以时尚为引导力,全面观照中国最有品位、最有消费力的人群。

明星跨界合作

结合当下风向潮流趋势,与明星、设计师展开多种形式跨界合作,传播时尚居住理念,呈现创意生活方式。

全媒体平台联动

《时尚家居》优势整合线上线下媒体平台,实现全媒体联动。线上线下内容同步传播,满足不同用户习惯,覆盖更广阔人群。

重新出发

2018 年,《时尚家居》全新发力,将环保与公益元素注入到时尚家居,开启环保大 IP 项目,为环保事业添砖加瓦。

LEADING BRAND

Since the publication in 2000, Trends Home has been the real leading brand for home and interior design. With the advantage of Trends Media Group, Trends Home have earned the largest circulation in the market, consumers with the most consuming power, and the most cooperations with high-end brand customers, making it the home brand with the most guiding force.

TARGETING

Guided by trends, to cover audience with great taste and purchasing power in China.

CROSS-BORDER COOPERATION WITH CELEBRITY

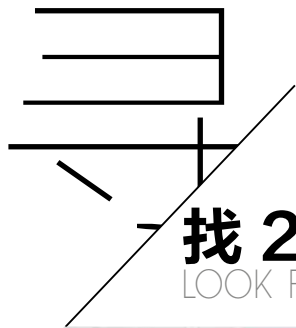
Combining with the current trend, to cooperate with celebrities and designers in various forms, to spread the fashion living philosophy, to show a creative style of life.

FULL-MEDIA PLATFORMS INTERACTION

With the integration of online and offline media platforms, Trends Home makes full-media platforms interaction come true. Through online and offline synchronous communication, Trends Home meets different users' habits and covers a much wider group of people.

NEW START

In 2018, Trends Home will make more efforts to inject environmental and public elements into itself and start big environmental protection IP project in order to help the construction of environmental causes.



找 2018 时尚家居生活咖
LOOK FOR 2018 TRENDS HOME'S BIG SHOT OF LIFE



根据品牌需求进行广告植入
putting ads according to brand requirements



可进行品牌冠名
Trying the business-branded

时尚家居全面整合市场营销，
市场传播将以更多元更趣味的方式全面展现，
开启全新体验式互动营销，
实现与目标群体的多渠道互动。

*Trends Home will comprehensively integrate the marketing,
use more diversified and interesting ways
to show the marketing communications,
open a new experiential and interactive marketing,
and then achieve multi-channel interaction
with the target group.*

将《时尚家居》杂志《生活咖》栏目实行落地视频化。以视频的形式生动呈现不同职业不同背景人群对家的不同要求与态度。在普通人中寻找爱家懂生活的时尚生活方式达人，代表时尚家居生活态度的真正生活咖。

The column BIG SHOT OF LIFE in TRENDS HOME will move towards more video. Vividly presents the different occupations and backgrounds people's different requirements and attitudes to the home by video. Looking for the real big shots who love home, understand life, and could represent the life attitude of Trends Home.

时尚家居年度大赏

TRENDS HOME ANNUAL AWARD

时尚家居年度大赏是时尚家居每年最大的庆典活动,该活动云集众多设计师、名人、明星、时尚达人、高端品牌代表等。获得过两次世界宴会奥斯卡大奖 Special Event 的最佳餐桌设计奖,业界典礼活动标杆。

新推出的“互动体验展”将符合家居行业需求的体验营销模式融入到年度大赏,为品牌提供更广阔的传播途径和平台。配合年度大赏的短视频单元,以一种更加直观有趣的形式呈现

Trends Home Annual Award is the largest annual celebration of Trends Home, and the celebration gathered many designers, celebrities, stars, fashion icons, high-end brand representatives and so on. Trends Home Annual Award won twice the world banquet Oscar-worthy award—Special Event’s Best Table Design Award, Industry Example of Celebration.

The new “Interactive Experience Expo” puts the experiential marketing model which meets the home industry needs into annual award, and provide more spread propaganda ways and platforms for brand. Cooperating with the short-video part of annual award, “Interactive Experience Expo” will be showed by a more visual and interesting way.

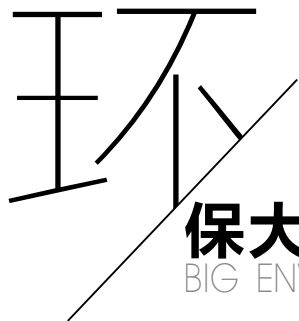


时尚家居家居艺术展

TRENDS HOME HOME ART EXHIBITION

艺术展的立意是希望将家居设计与生活艺术联姻,以提升当下中国人家居的文化品质。艺术展促使设计师、名人等作为艺术展的创作者与家居品牌联手,以家居产品作为基础,展开二次创作,重新诠释家居产品,为其注入新鲜创意和文化元素,对未来家居之道构成启发和示范。

Carrying out the exhibition is for combing the home design with living art, and then improve the present Chinese cultural equality of home. Art exhibition can make designers and celebrities as the creators of exhibition together with home brands, based on the home productions, to start the second design and inject fresh idea and cultural element into brands, and being the inspiration and example of the future home design.



保大项目 TRENDS HOME GO GREEN

BIG ENVIRONMENTAL PROTECTION PROJECT

《时尚家居》以环保公益为主题线索开启一系列绿色项目,以家为小单位延伸到地球环境的大单位的保护。《时尚家居》作为发起角色,唤起大众的环境保护意识。

“憋气一分钟,变身绿巨人” 线上视频挑战

时尚家居邀请明星、行业大咖、KOL 达人等为环保事业代言,成为时尚家居环保项目形象大使,发起“憋气一分钟,变身绿巨人”的网络接力挑战活动,通过时尚家居的平台让更多人从身边做起,关注环保,参与环保。

时尚家居移动环保快闪游击店

联合设计品牌推出《时尚家居》限定版环保功能或材质的环保周边产品。以旧换新的形式鼓励大家拿出家中闲置家具家电换取时尚家居联合环保周边产品。联合明星 / 设计师将闲置家具家电重新设计,并与淘宝,环保基金合作,在淘宝售卖。金额直接捐献环保基金。

客户定制相关小活动

配合客户需求联名发起更多环保内容小活动。

TRENDS HOME CARRIES OUT A SERIES OF ENVIRONMENTAL AND PUBLIC THEMED GREEN PROJECTS, AND MAKES THE PROTECTION EXTEND FROM SMALL HOME TO BIG EARTH ENVIRONMENT. AS A SPONSOR, TRENDS HOME HOPES TO AWAKEN PEOPLE'S AWARENESS OF ENVIRONMENTAL PROTECTION.

“HOLD BREATH FOR A MINUTE, BECOME A GREEN GIANT”ONLINE VIDEO CHALLENGE

Trends Home invites stars, industry big names, KOL big shots to act as environmental case spokesmen and be ambassadors for the environmental protection projects. Launching “hold breath for a minute, become a green giant” online relay challenge, to make more people start from side to focus on and concentrate on environmental protection by the platform of Trends Home.

TRENDS HOME MOBIL ENVIRONMENTAL POP-UP STORE

- Combined with design brands, Trends Home pushes out limited edition environmental products of environmental functions and materials.
- "old for new" program encourages people to exchange spare furniture and appliances for Trends Home joint environmental products.
- With stars and designers, Trends Home redesigns spare furniture and appliances and cooperate with Taobao and Environmental Protection Fund, sold in Taobao and donating money directly to Environmental Protection Fund.

CUSTOMIZED ACTIVITIES

Jointly initiate more environmental activities to meet users' requirements.

家

居私享下午茶

HOME PRIVATE TEA TIME

茶道，就是品赏茶的美感之道。亦被视为一种烹茶饮茶的生活艺术，一种以茶修身的生活方式。我们共同邀请设计师大咖或相关行业精英一起坐下来领略茶道的魅力，通过沏茶、赏茶、闻茶、饮茶这种和美仪式，以一种放松惬意的方式讨论家居行业的流行趋势和发展，展开对生活方式的体验和感悟。

- ◎全年活动场数：6-8 次
- ◎每次活动人数：10-20 人
- ◎活动形式：根据家居流行趋势设置生活方式类话题展开讨论

Tea culture, is the culture of appreciating the beauty of tea. It is also regarded as a living art of cooking and drinking tea, a lifestyle that cultivates the moral character by tea. We invite famous designers and the industry elites to enjoy the charm of tea culture. We discuss the fashion trend and development of home industry in a relaxing way through some tea ceremonies, such as tea making, tea appreciating, tea smelling and tea drinking, to share the experience and perception of lifestyle.

- ◎ Annual times: 6-8 times
- ◎ Each time's population: 10-20 people
- ◎ Activity: discuss life-style topic which be chosen by home industry trends



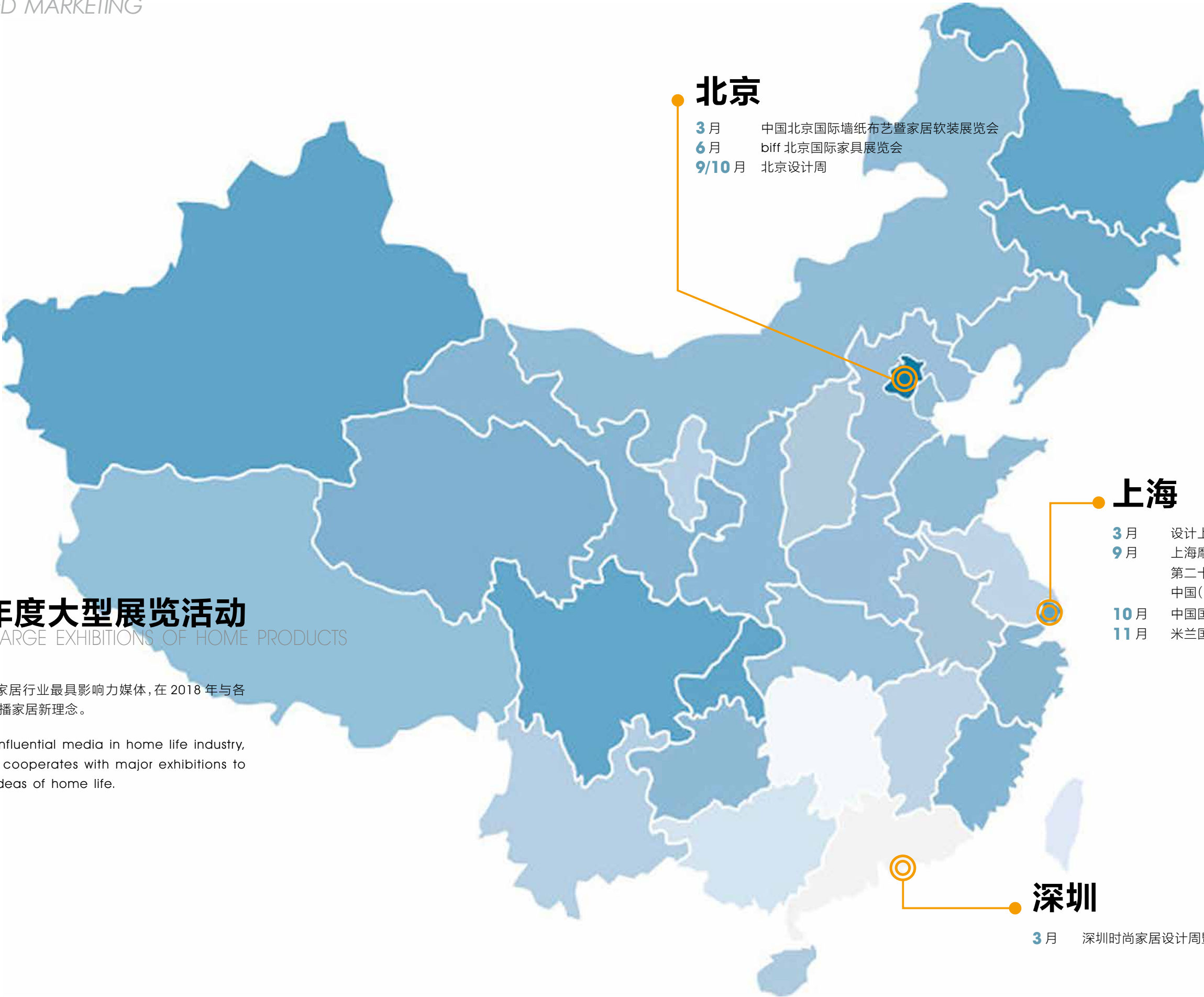


居类年度大型展览活动

ANNUAL LARGE EXHIBITIONS OF HOME PRODUCTS

时尚家居作为家居行业最具影响力媒体,在 2018 年与各大展会合作,传播家居新理念。

As the most influential media in home life industry, Trends Home cooperates with major exhibitions to spread new ideas of home life.



视 频策划

VIDEO DESIGN

《为中国设计》设计师选秀视频节目

"INSPIRING CHINA" DESIGNERS REALITY TV SHOW

与各大高校联手,从中选出优秀的青年设计师参加真人秀形式的视频节目。由明星设计师作为现场导师,每期设置不同的选题进行分组比赛,评选出优秀的作品,后续可进行生产销售。节目录制过程中展现出每个选手的性格、外貌、专业程度,利用选手在比赛、生活过程中出现的小摩擦等,制造话题性便于传播。最终,培养出一批优秀年轻设计师。

◎题材：设计师选秀视频节目

◎演员：在校年轻设计师，设计专业 KOL，跨专业设计师

Select excellent young designers for Designers Reality TV Show by collaborating with universities. Each program mentored by star designers, the young talented will be divided into different groups with different topics. The outstanding outcomes could be processed for sales. This show should demonstrate different candidates' personalities, appearance, professions, and create topics for promotion and communication. Last but not the least, train these young designers to be star ones.

◎ Theme: Designers Reality TV Show

◎ Cast: Student designers, KOL in design field, cross functional designers



视频播放渠道

大型视频平台:优酷、腾讯、乐视等

原创视频平台:美拍、秒拍、快手

Channel:

Famous Platform: Youku, Tencent, Letv

Original Platform: Meipai, Miaopai, Kuaishou

厨房类视频

KITCHEN VIDEO

以厨房为场景,每期做一道特色美食,根据节日、热点话题,做相应的美食,从人物、置景、嘉宾、配乐、美食内容、剪辑风格等多方面入手,与其他厨房类型节目产生区别。

◎风格：北京范儿混搭泰餐 / 复古木质腔调

◎时长：3 分钟 周播

◎影调：低保和度 低对比度 艺术字 小清新

Shot in kitchen, each video introduces one special cuisine. Based on festivals and hot topics, the kitchen videos differ from other cooking videos in characters, scenes, guests, soundtracks, cuisines, editing style, etc.

◎ Style: Beijing Style x Thai Food / Beijing Style x Antique-style Wood

◎ Length: 3 minutes, weekly

◎ Tone: Low saturation, low contrast, word art, fresh



由小故事串联的家居短剧

HOME LIFE SHORT ACT - THE SERIES OF SHORT TALES

该短剧由整条故事线串联,每集围绕一种家居产品重点延展出小故事。由一个个吸引人的小故事从而引出产品,更吸引观者持续关注。

◎时长:5分钟(月播)

◎题材:故事形短剧

◎演员:利用时尚家居的明星资源使该短剧更有看点

Following with a story line, each episode is a short tale focusing on home life products, to attract sustained attention.

◎Length: 5 minutes, monthly

◎Theme: Feature

◎Cast: Integrate entertaining stars from Trends Home



短剧《十二楼》

SERIES SHORT ACT: A TWELVE STORY

该短剧介绍一栋有12层的居民楼里每一层住着性格完全不同的12户人,这12户人的社会地位不同、工作不同、性格不同,起居方式更是不同,他们有单身男女、情侣、夫妇……每户人家都有自己不同的小癖好。每集介绍一户人家的起居方式,每集结束引出下一集住户的信息。12楼的住户性格特点反差强,工作、社会地位更加年轻化。

◎时长:5分钟(周播)

◎题材:故事形短剧

◎演员:利用时尚家居的明星资源使该短剧更有看点

The series short act is about a 12-story building with 12 different families. These families are totally different in social status, occupations, personalities, lives, marital status and quirks. Each episode introduces one family's life and forecasts another family's at the end.

◎Length: 5 minutes, weekly

◎Theme: Feature

◎Cast: Integrate entertaining stars from Trends Home



定制视频

TAILOR-MADE VIDEOS

根据品牌需求,可定制不同视频内容。

Customizing video contents to follow brands' demand.

◎品牌合作方式:

视频多以故事形式为主,让受众自然对产品拥有记忆点和感性理解,从故事中产生共鸣,从而引导受众关注品牌或产品。品牌合作形式多样,可在视频内以置景、道具、logo镜头等方式露出。

◎Cooperation Package:

The video focuses on storytelling. Target audience could resonate with the story, and have deep impression on the home life products in video. The cooperation types are diverse, such as insert scenes, props, brand logos, etc.



手艺人往往意味着固执,少量和劳作,
但是这些背后所隐含的
是专注、技艺、对完美的追求
When we describe craftsmen,
we may use "stubborn""inefficient"and"arduous".
But the message behind the description is
"dedicated""masterful"and"perfect"

《手艺人》视频策划
"CRAFTSMEN" VIDEO DESIGN

手工、匠人、手艺人已经是高端、品质的代名词，纯手工制造不仅仅是在选材用料上的考究，更是一个人对他所创造的物件所注入的情感。榫卯结构是中国引以为傲的发明，是中国人智慧的展现。榫卯，是中国传统木质家具之魂，一榫一卯之间，一转一折之际，凝结着中国几千年传统文化的精粹，沉淀着流光回转中传统手工艺的传承。

本视频通过半纪录式视频拍摄手法跟拍一名老木匠如何手工做出一样家具，通过微距镜头带出刨子刨木头的细节、老师傅手上的老茧，对工具的运用、保养，升格拍摄打磨后师傅吹走木料上的木屑的慢镜头，古老的榫卯结构精妙的设计，最后直到一件纯手工打造的家具出现在大家面前。通过老师傅自己的讲述（旁白 + 采访），讲述从业至今发生的事儿，学徒时的点点滴滴，让观众能对家具、手工家具有更多的理解。

- 时长：10 分钟
- 题材：半纪录片
美术置景、摄影风格为该影片之亮点
- 合作方式：
品牌如果有手工家具，可跟拍品牌的家具制作过程，从工艺、质量来增加该商品的销售（单条视频）。
品牌冠名，通过每期介绍不同家具的匠人制作不同的家居产品、匠人的自述，来让观众关注品牌、引导消费（系列视频，每周更新）。
- 投放渠道：
大型视频平台：优酷、腾讯、乐视等
原创视频平台：美拍、秒拍、快手

Handicrafts and craftsmen has been the symbol of high end and quality. Made by hand means not only attention to materials, but also personal emotions infused in his crafts. Mortise and tenon joint structure, a great Chinese invention, shows Chinese wisdom. Mortise and tenon are souls of Chinese traditional wooden furniture, which cohere the essence of Chinese traditional culture and heritage of traditional handicrafts.

Based on semi-documentary photography,how an old craftsman makes furniture by hand is shot .micro lens records the details of planing the wood,craftsman's calluses, using and maintenance of tools,slow motion of sawdust blew away by craftsman, exquisite design of old mortise and tenon. At last, a piece of handmade furniture appears.With the craftsman's narration (voiceover and interview), he narrates his apprentice time and little things after employment to make audiences better understand furniture and handmade furniture

- Length: 10 minutes
- Theme: semi-documentary. Fine arts settings and photography style as lightspots
- Cooperation Package:
If the brand has handmade furniture, the process of furniture making could be shotto increase sales from crafts and quality (each video).
Brand naming. Each video introduces different home products made by different craftsmen to make audiences focus on brands and guide their consumptions.
- Channels:
large video platform: Youku, Tencent, Letv
Original video platform: Meipai, Miaopai, Kuaishou



时尚家居数字媒体以“打造最有价值的家居时尚圈”为宗旨,以发布家居潮流趋势,展示设计案例,提供实用工具,传承创意经典为主要工具。时尚家居针对具有影响力的社交媒体均推出产品,全方面多层次的满足不同用户的需求。

Trends Home digital media to “build the most valuable home fashion world”for the purpose. Release home trends, showcase design works, provide practical tools, inherit classics and creations as the main tools.Trends Home digital media launches products direct to the most influential social media and comprehensively satisfies different users'needs.

极具视觉震撼的图片、视频、声音、音乐，
立体多元化的互动体验方式，
为您呈现近在指间的生活美学。

Keep a finger on the pulse of life aesthetics, deliver it to audience by diversified and three-dimensional interactive experience forms.

These forms include visually intriguing images, videos, audios, music, etc.

微店

WECHAT PURCHASING



生活方式解读 + 产品推荐 + 微店购买链接

内容描述 以微信内容作为销售媒介,通过资深家居编辑专业视角对商品进行生活方式可见性解读,让用户不仅了解产品的设计理念,更对产品的使用方式、搭配方法以及对生活带来的影响产生关联性了解及购买欲,吸引用户在线上完成购买。

线上销售 针对不同商品可参与“品牌专区”、“闪购及优惠活动专区”

LIFESTYLE READING + PRODUCT RECOMMENDATIONS + WECHAT PURCHASING LINK

INTRODUCTION Sell products through wechat with editors' professional interpretation from the perspective of lifestyle. Audience could comprehend not only design philosophy, but the usage, collocation and impact on life. This would become an impulse online shopping for the consumers.

Online sales branding area and quick purchasing with discount area offers different products options.

时尚家居官方微博

TRENDS HOME OFFICIAL WEIBO



拥有 **67** 万粉丝的时尚家居官方微博,是当年轻潮流的聚集地,同类别粉丝量第一。发布当下最新家居潮流趋势,解答家装问题。

Followers: **670,000**

The center of contemporary youth fashion has the most followers than the similar kind of weibo. It releases the latest home trends and responds home renovation enquiries.



扫一扫,了解更多详细咨询
MORE INFORMATION,
PLEASE SCAN QR CODE.



尚家居官方微信（订阅号）

TRENDS HOME OFFICIAL WECHAT

微信介绍WECHAT INTROCUCTION

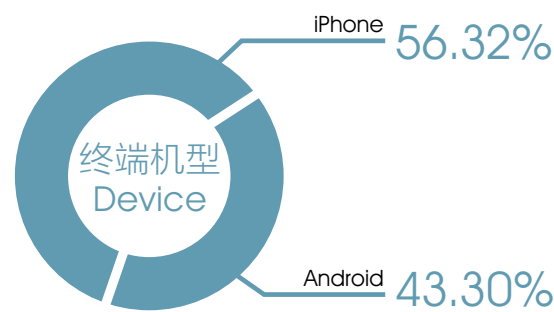
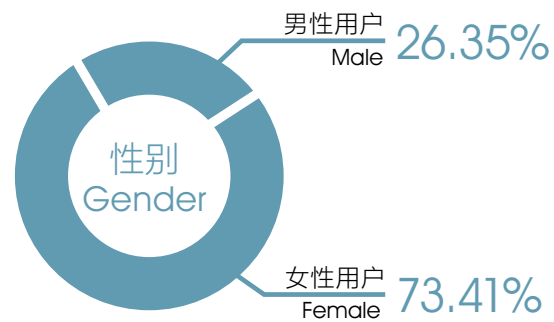
- 家居垂直类订阅号,粉丝数**70**万
汇聚了**70**万爱生活懂生活的品质用户。
 - 每日多频次发布
每日可发布3次,可定制化微信内容。
 - 内容符合用户碎片化阅读需求
满足年轻用户需求。
 - 多媒体平台联动
配合家居微博,官网,杂志多平台联动。
- Trends Home official wechat account with **700,000** followers
Gathering **700,000** tasteful life lovers with understanding of life.
 - Multi-frequency release every day
Releasing customizable wechat news three times every day.
 - Fragmentation reading
Catering to young users' requirements.
 - Multi-platform
Integrating home life Weibo, official websites and magazines.

微信订阅号平台覆盖OFFICIAL WECHAT PLATFORM COVERAGE RATE

粉丝量
Total Followers **700,000**

日均阅读数
Daily reviews **200,000**

日均转发量
Daily reposts **4000**



扫描二维码
关注更多家居资讯
Channe

早安图MORNING PICTURE

每日早安图,微博微信双平台发布;图片内容精美,文字简洁。可与品牌结合,符合当年轻人阅读习惯。

Released in Weibo and Wechat; beautiful pictures and concise texts. Combined with brand accords with the youth's reading habits.



精彩广告案例SPLENDID ADVERTISING CASESTUDY



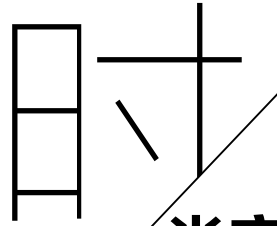
- 1 奥迪 将产品色彩与家具属性相结合,新颖的形式带来很高的阅读量。

2 赫曼德 与明星合作,带来很高的关注度。

3 索尼 以软文形式植入,内容图文结合,内容自然阅读性高。
- 1 Audi combined product color with furniture attribute, the novel form attracted amounts of reading.

2 KIC cooperated with stars which brought much attention.

3 Sony implanted with advertorials. High readability with pictures and graphics.



尚家居今日头条号

TRENDS HOME OFFICIAL TOUTIAO ACCOUNT

时尚家居与今日头条再 2015 年达成合作,目前已成为今日头条上重要家居类媒体号,实现与粉丝的互动与内容曝光。

Cooperation with Toutiao in 2015, Trends Home has become core home life media account to interact with users.



内容收藏及转发排名 FAVORITES AND REPOSTS

今日头条杂志类排行榜 MAGAZINE RANKING IN TOUTIAO

No.1

头条号累计用户数
Total Followers

25,000,000

累计阅读量
Reviews

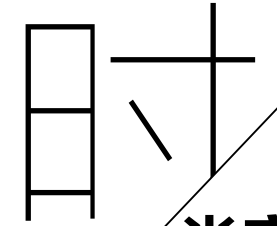
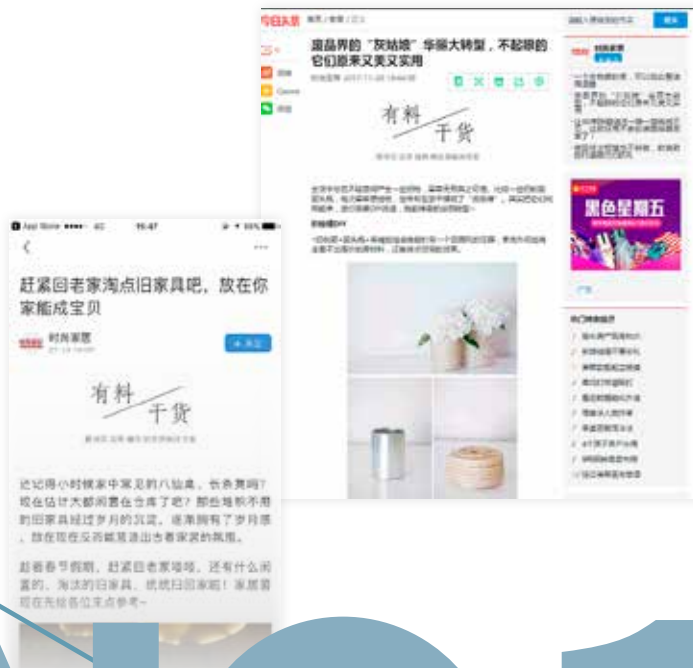
33,150,000

长期订阅用户数
Subscribers

300,000

文章被推荐总量
Reposts

80,000,000



尚家居官方网站

TRENDS HOME OFFICIAL WEBSITE

案例频道

CASESTUDY CHANNEL

提供最具时尚特色的家居案例,分潮品,空间两子频道,用户可通过空间,风格,类别检索;

态度频道

ATTITUDE CHANNEL

生活态度,方式为主题的家居技巧社区,内容更加精致,是用户展示美好生活的平台;

生活频道

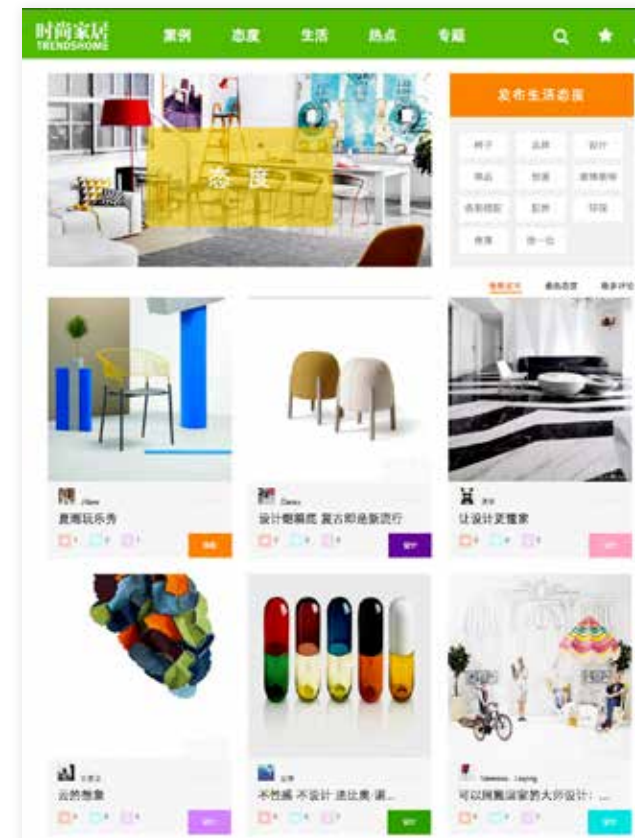
LIFESTYLE CHANNEL

生活经验,家居技巧为主题的技巧社区,内容更贴近生活,是用户交流的平台;

热点频道

ON TRENDS CHANNEL

聚焦时下热点,发布最新家居潮流趋势;

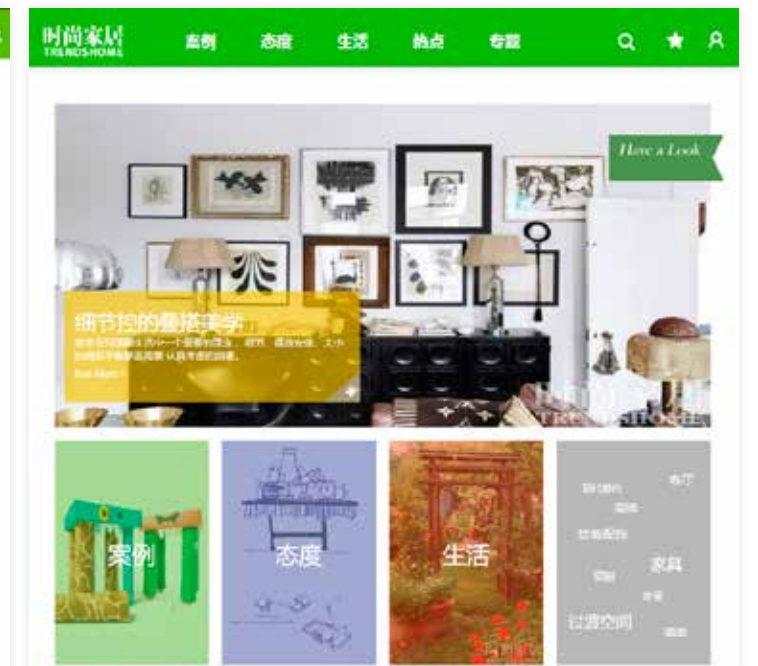


Case study includes Trends Items and Living Space, audience could get more relevant articles by different categories, such as chic, space, genres, etc.

A more delicate home and fashion theme community on lifestyle and attitude to life. Audience could showcase their own quality home life.

A life experience and home decoration theme community. Audience could interchange their home style views.

Focus on hot topics, reveal latest home life trends.



时尚家居编辑内容

TRENDS HOME EDITOR COLUMN

时髦有趣的生活方式读本。精致优雅的家居生活指南。

关注好设计、好创意、好产品。

我们相信,家是美好生活的开始。

Fashionable and interesting life-style book.

Delicate and elegant home living guide.

Focus on good designs, good ideas and good products.

We believe, home is the source of happy life.



眼界 SIGHT

每月主打概念性空间造型。

Monthly featured by conceptual space shape.



品物 TASTE

最in流行趋势、最新时髦单品,买买买清单。

Report the most fashionable trend, the lasted fashion item, and must-buy listing.



大师之作 MASTERPIECES

每月一款大师经典作品,设计理念和背后故事,全方位专业解读。

Monthly showing a masterpiece with comprehensive professional interpretation of its design philosophy and story in hide



视线
NEWS

来自全球的最新产品、室内及建筑设计。

Report the latest productions, interior and building designs from all over the world.

流行情报
TRENDS

足不出户,看遍全球各大设计展会,第一时间总结分析流行趋势看点。

Enjoy design exhibitions around the world and evaluating and summarizing the fashion trends without leaving room.

看设计
DESIGN WATCH

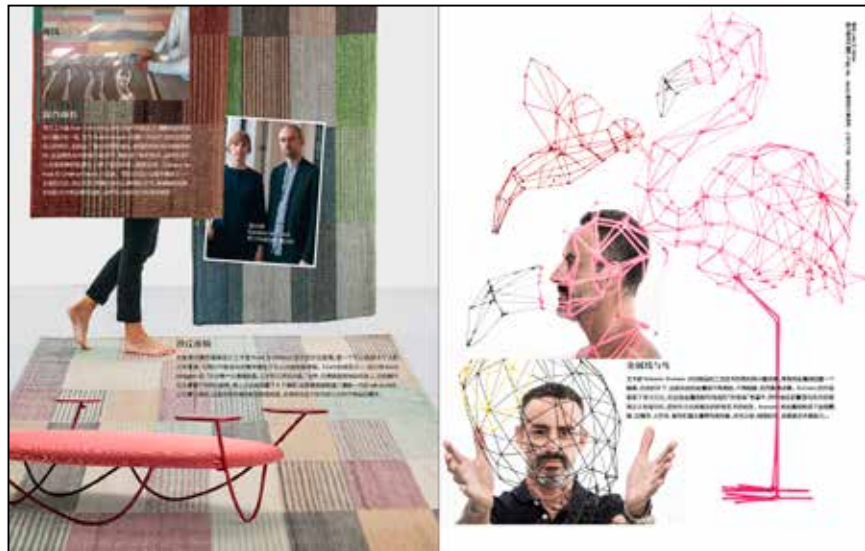
炫目的公共空间案例分享。

Share brilliant public space decoration cases.

遇见
MEET

餐厅、店铺,发现身边的美丽去处。

Find wonderful places around, such as restaurants, shops.



设计师手笔
PORTRAIT

来自全球的设计师一对一访谈。

Face-to face interview of designers around the world.

中国设计
CHINA DESIGN

中国设计师、中国设计大事件、中国设计风潮,全面关注中国设计的走向。

Display Chinese designers, Chinese design events, Chinese design trends and focus on the way of Chinese design.

生活咖
BIG SHOT OF LIFE

家居领域的生活方式 KOL 大集合。

Collect life-style KOL in home field.

艺术家
ARTIST

生活艺术化,看他们在做些什么。

Watch what artists do, and make your life be artistic.

家居界
HOME FIELD

关注家居圈的那些人和事。

Report the man and the thing in home field.

雅舍、爱家、设计师的家
"BEAUTIFUL HOUSE", "MAISON",
"DESIGNER'S HOME"

真实家居案例报道, 呈现高品质家居生活。

Report home decoration cases. Showcase
high grade home life.



时尚故事
TRENDS STORY

流行生活方式理念的引领和传播。

Lead and spread the concept of fashion
life-style.



专辑、家具、家电、厨卫空间、
尚品店、材料主义
"FEATURE", "FURNITURE", "APPLIANCES",
"KITCHEN", "PRODUCTS", "MATERIAL"

实用系特别策划, 每期一个主题, 解决家居
建设的各种问题。

Special report of pragmatism, each issue
a them, is for solving various home design
problems.

饰觉、灵感、寻味、美食美器
"DECO IDEA", "INSPIRATION",
"RUMINATION", "FOOD AND
UTENSILS"

出人意料的造型, 充满创意的场景, 带来震
撼视觉享受。

Report surprising models and original scenes.
Giving readers a shocked visual enjoyment.

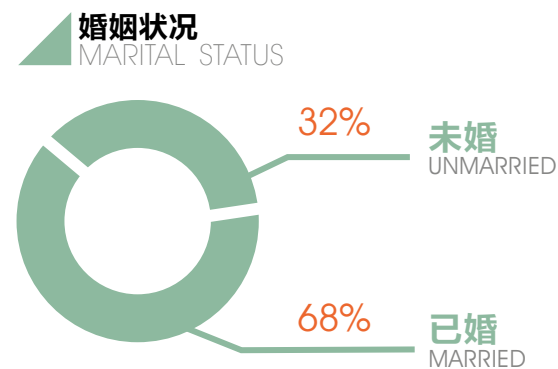
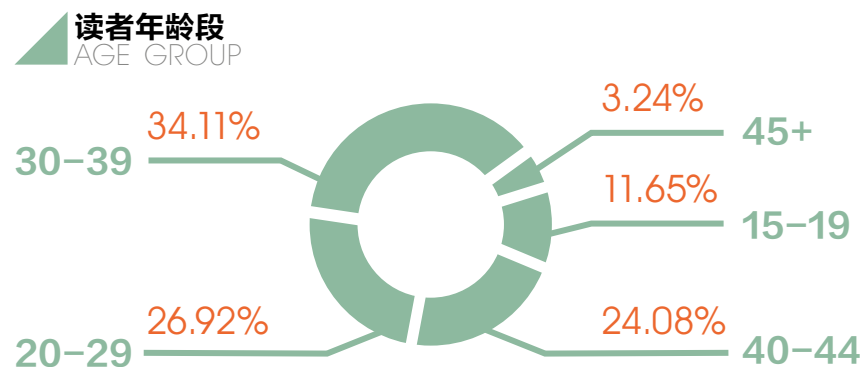
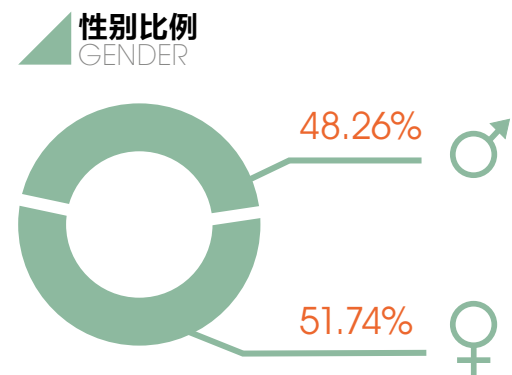


读者分析

READER SUMMARY

年龄构成: 用户高度集中于成年人群, 20-44 岁占比超 85%
Age structure: Highly centralized in adults group with 20-44 years old accounting for over 85%.

No.1



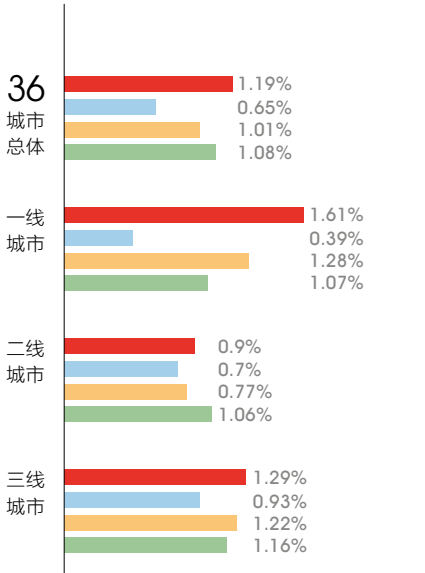
→ 大学本科及以上学历
Bachelor or higher degree **82.3%**

→ 家庭年收入
Annual Household Income **391,837 RMB**



1 强势引领各级市场
整体市场及一、二、三线城市
平均每期阅读率均为 No.1

A STRONG LEAD OF MARKETS AT ALL LEVELS
COMPREHENSIVE MARKET AND METROPOLIS
AVERAGE READING RATE NO.1



数据说明

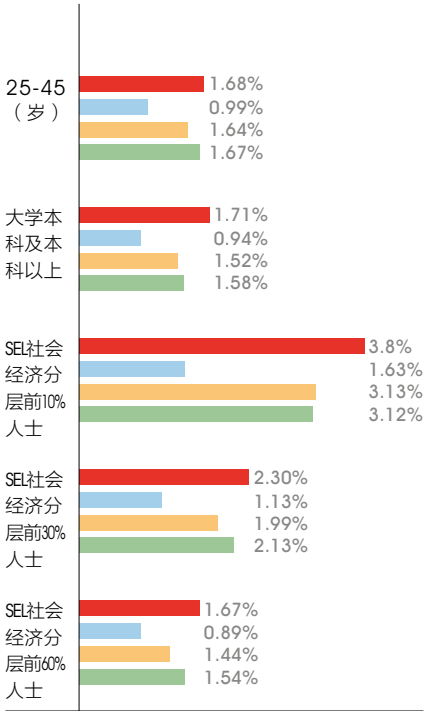
- **一线城市** 北京、上海、广州、深圳
- **二线城市** 天津、哈尔滨、大连、沈阳、济南、青岛、杭州、温州、宁波、南京、苏州、无锡、厦门、福州、佛山、武汉、长沙、成都、重庆、西安
- **三线城市** 长春、石家庄、太原、郑州、合肥、南昌、海口、南宁、贵阳、昆明、乌鲁木齐、兰州

DATA DECLARATION

- **Tier-one City** Beijing, Shanghai, Guangzhou, Shenzhen
- **Tier-two City** Tianjin, Harbin, Dalian, Shenyang, Jinan, Qingdao, Hangzhou, Wenzhou, Ningbo, Nanjing, Suzhou, Wuxi, Xiamen, Fuzhou, Foshan, Wuhan, Changsha, Chengdu, Chongqing, Xi'an
- **Tier-three City** Changchun, Shijiazhuang, Taiyuan, Zhengzhou, Hefei, Nanchang, Haikou, Nanning, Guiyang, Kunming, Urumqi, Lanzhou

2 年轻、优质、精英用户群
覆盖率 No.1

YOUNG SUPERIOR AND ELITE GROUP
CROWD COVERAGE NO.1



数据说明

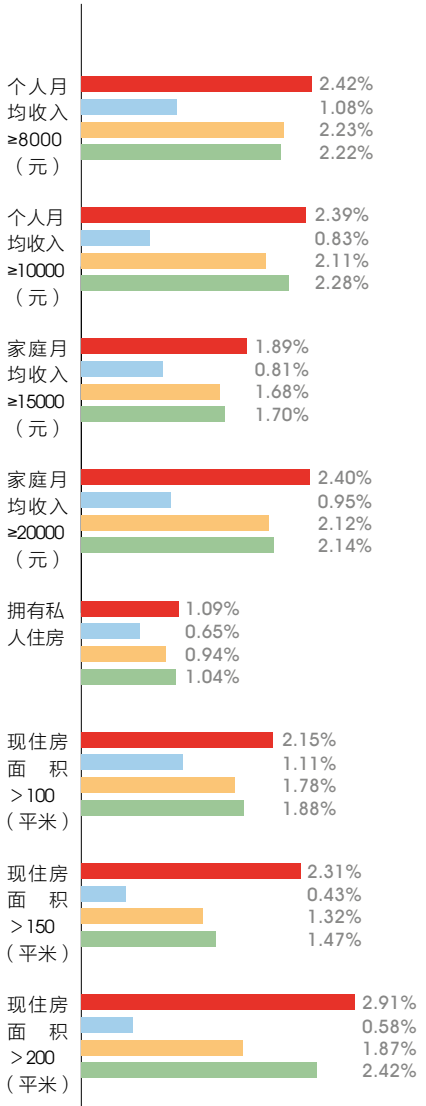
- **SEL 社会经济最顶层人士** 崇尚高品质生活、消费水平处于金字塔顶端 10% 的人群。
- **SEL 社会经济次高层人士** 崇尚中高端产品、消费水平处于金字塔上层 20% 的人群。
- **SEL 社会经济中间层人士** 崇尚大众化产品、消费水平处于金字塔中层 30% 的人群。

DATA DECLARATION

- **SEL Tier-one Group** Advocating high quality life, consumption level in top 10%
- **SEL Tier-two Group** Advocating middle-end product, consumption level in next 20%
- **SEL Tier-three Group** Advocating mass product, consumption level in middle 30%

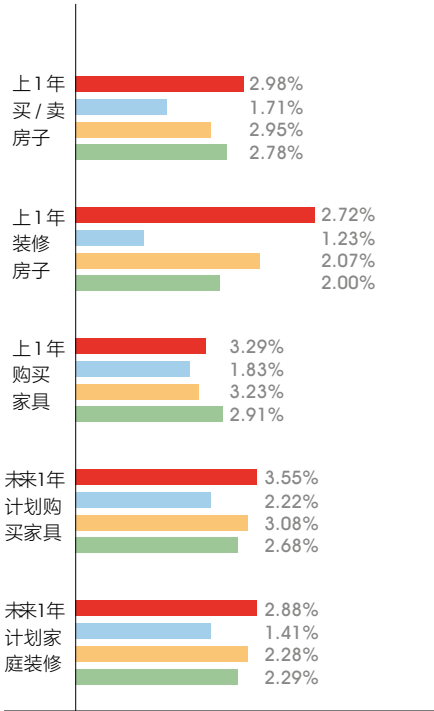
3 经济基础殷实用户群
覆盖率 NO.1

WELL-OFF GROUP
CROWD COVERAGE NO.1



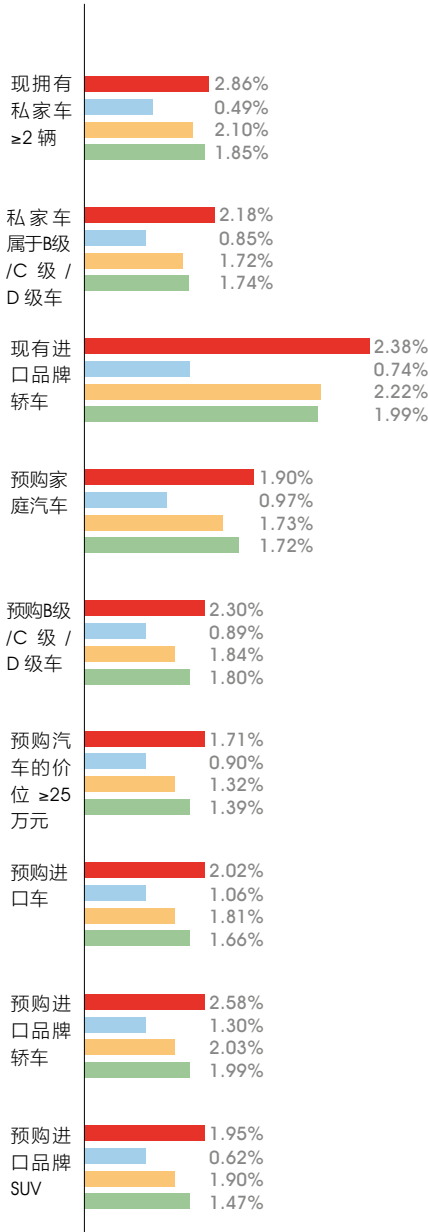
4 住房 / 装修
相关消费用户覆盖率 No.1

HOME RENOVATION GROUP
CROWD COVERAGE NO.1



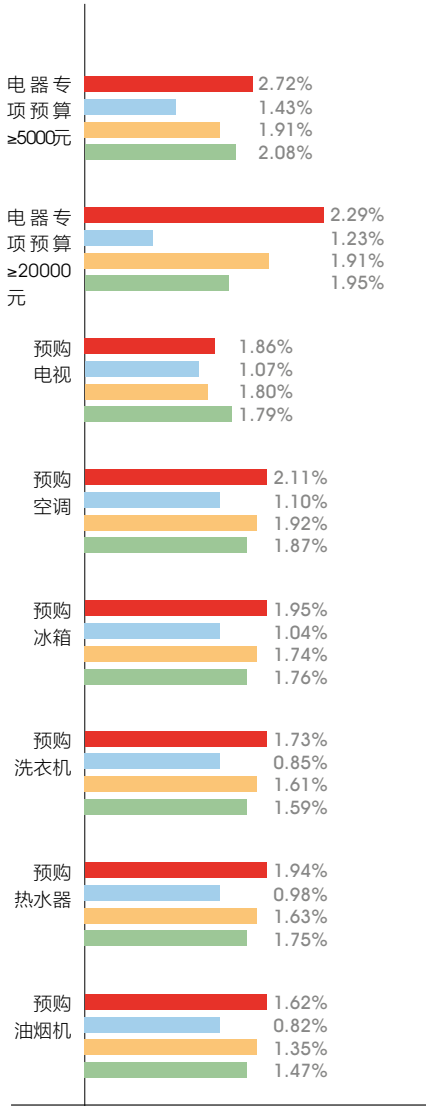
5 家庭汽车中高端消费及预购
用户覆盖率 No.1

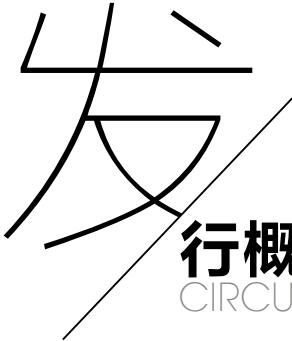
LUXURY CAR CONSUMER GROUP
CROWD COVERAGE NO.1



6 电器预购用户覆盖率 No.1

HIGH-END APPLIANCE CONSUMER GROUP
CROWD COVERAGE NO.1

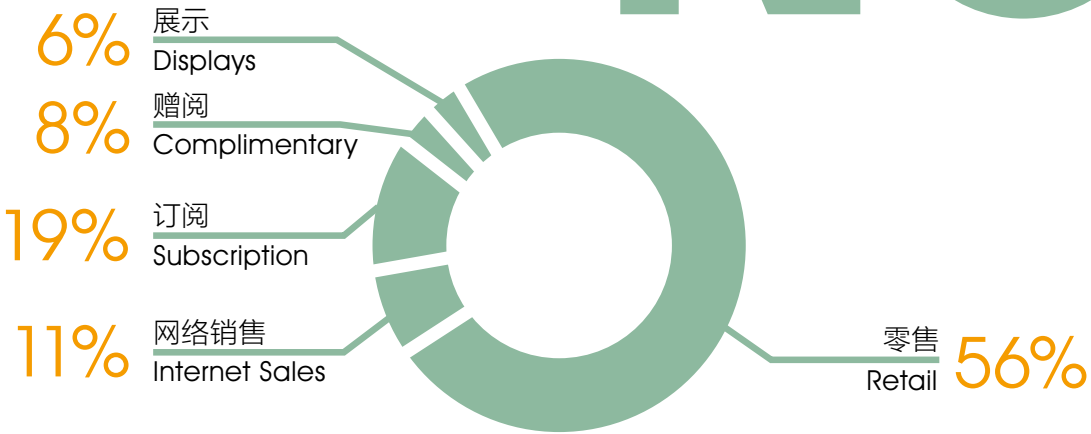




发行概况
CIRCULATION SUMMARY

杂志发行量
CIRCULATION

No.1



零售渠道
RETAIL CHANNELS

全国书报亭、加油站、机场、连锁便利店、大型超市、书店、网络商城等

Newsstands over the country, gas stations, airports, chain convenient stores, large supermarkets, book stores, online markets, etc

赠阅展示渠道
COMPLIMENTARY DISPLAY CHANNELS

- ◎ 社会各界名流
- ◎ 私人会所, 俱乐部
- ◎ 大型银行贵宾理财室
- ◎ 机场贵宾休息室
- ◎ 时尚集团数据库高端人群
- ◎ 高档餐厅及娱乐场所
- ◎ 高档商场、购物中心
- ◎ 知名市场调研公司
- ◎ 上市公司高层直投
- ◎ 顶级酒店公寓及四五星级酒店
- ◎ 顶级汽车品牌 4S 店
- ◎ 咖啡店

- ◎ Social celebrities
- ◎ Private clubs, clubs
- ◎ VIP Rooms in Large Banks
- ◎ VIP Lounges at Airports
- ◎ High end Consumers from Trends Group database
- ◎ Fancy restaurant and entertainment venues
- ◎ Upscale department stores, shopping malls
- ◎ Famous market research company
- ◎ Direct mailing to listed company executives
- ◎ Top service apartments, 4 or 5 star hotels
- ◎ 4S Stores of top brand cars
- ◎ Coffee shops

城市 / 省会 2017 年发行量
MUNICIPAL / PROVINCIAL CAPITAL 2017 CIRCULATION

中心城市
METROPOLIS

北京 BEIJING 189937	上海 SHANGHAI 176074	广州 GUANGZHOU 60296	深圳 SHENZHEN 52948
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一级城市
TIER-ONE CITY

杭州 HANGZHOU 48493	南京 NANJING 36838	成都 CHENGDU 24531	沈阳 SHENYANG 13062	大连 DALIAN 11812	重庆 CHONGQING 11559	苏州 SUZHOU 8563	青岛 QINGDAO 7366	天津 TIANJIN 10450
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省级区域
PROVINCIAL CITY (以下数据不含中心城市、一级城市)
(Metropolis and Tier-one cities do not contain)

广东 GUANGDONG 13110	云南 YUNNAN 13093	陕西 SHANXI 11359	湖北 HUBEI 9110	河北 HEBEI 7963	江苏 JIANGSU 7609
辽宁 LIAONING 8814	黑龙江 HEILONGJIANG 8503	广西 GUANGXI 3874	安徽 ANHUI 7624	福建 FUJIAN 6392	浙江 ZHEJIANG 5514
山东 SHANDONG 7015	四川 SICHUAN 7123	河南 HENAN 7102	湖南 HUNAN 6290	甘肃 GANSU 3106	江西 JIANGXI 5038
吉林 JILIN 5656	贵州 GUIZHOU 5174	新疆 XINJIANG 4834	山西 SHANXI 7751		

每月总计：
MONTHLY TOTAL: 813,983

精

彩广告案例

SPLENDID ADVERTISEMENT CASESTUDY

随心涂画板漆
让墙会说话

“你听过，墙会说话吗？”
立邦随心涂画板漆，让墙会说话。它是一种可以随意涂鸦的墙面漆，让墙面变成一张巨大的画布。你可以用各种颜色的画笔，在墙上画出你喜欢的图案。无论是孩子还是大人，都可以尽情发挥你的想象力。随心涂画板漆，让你的家充满创意和活力。

随心涂画板漆，让墙会说话。它是一种可以随意涂鸦的墙面漆，让墙面变成一张巨大的画布。你可以用各种颜色的画笔，在墙上画出你喜欢的图案。无论是孩子还是大人，都可以尽情发挥你的想象力。随心涂画板漆，让你的家充满创意和活力。

立邦 随心涂画板漆

KIC 赫曼德·德国整体厨房

内外不凡 尽揽全局
购车即享购置税补贴，贷款高达15万，可享24期0利率

福特金牛座
FORD TAURUS

内外不凡 尽揽全局
购车即享购置税补贴，贷款高达15万，可享24期0利率

福特金牛座
FORD TAURUS

卡萨帝
重新发明滚筒

双子云裳，突破双筒平衡科技。

世界上只有两种洗衣机，一种沿用已久，一种开创时代。卡萨帝双子云裳洗衣机，突破双筒平衡科技，让分区洗护成为可能。卡萨帝，重新定义滚筒。

Casarte
REFINED LIVING

ARTI 艺术科技

www.casarte.com | 服务热线: 4006396999

现代简约 与年轻设计一路向前

简约不等于简单，而是一种对生活的态度和追求。现代简约风格，以简洁的线条和色彩，营造出一种清新、明亮的氛围。它不仅是一种设计风格，更是一种生活态度。让我们一起，与年轻设计一路向前。

装修不拖拉 七天“焕”新家

装修不拖拉，七天“焕”新家。我们提供一站式装修服务，从设计到施工，全程透明，让您省心省力。无论是新房装修还是旧房改造，我们都能为您提供专业的建议和方案。七天“焕”新家，让您的家焕然一新。

Hästens
Crafting Sleep Since 1852

广告

人的一生有三分之一的时间在睡觉，因此，睡觉时很关键。选择一张舒适的床，可以让你在忙碌的一天后，得到充分的休息和放松。Hästens床，采用优质的材料和精湛的工艺，为您提供最舒适的睡眠体验。

Boloni
博洛尼整体厨房+全屋定制

博洛尼全屋定制

定制您的理想生活。博洛尼全屋定制，为您提供从厨房到客厅的全方位定制服务。无论是橱柜、衣柜还是客厅家具，我们都能根据您的需求和喜好，为您提供最合适的方案。博洛尼全屋定制，让您的家独一无二。



封面折页	Front Cover Gatefold	850,000.00
第一跨页	Page 1	800,000.00
第二跨页	Page 2	690,000.00
第三跨页	Page 3	680,000.00
目录前跨页	Double -page spread before content	400,000.00
传统目录旁页	Full catalogue side page	340,000.00
1/2 页	1/2 Page	110,000.00
1/3 页	1/3 Page	90,000.00
普通跨页	Double-page spread	340,000.00
杂志内单页	Inside page	250,000.00
封三	Inside Back Cover	350,000.00
封底	Back Cover	600,000.00
特殊形式	Special format	价格面议 (Negotiate)
指定位置加收	Specific position	



告刊登形式须知
ADVERTISEMENT FORMAT NOTICE

付款时间：广告刊登前 40 天。

附加费用：任何指定版位，需加收广告费的 20%。

取消预订广告:须在刊登前 50 天以书面形式通知，超过此期限缴纳 50% 违约金。 广告客户须按照中华人民共和国《广告法》规定交验相关证件。

广告内容：所有广告内容须符合中华人民共和国《广告法》相关规定，广告须经我社审核认可后方可刊登，本刊有权拒绝任何广告。

广告片要求：所有广告片需提供四色打样稿，并提供 TIF、JPG、EPS 格式的文件，并提供刻有电子文件的光盘。 提供文件请注明制作时使用的软件版本系统要求及存储格式。 所有广告需为 CMYK 四色，300dpi。印刷网线 175。

PAYMENT TIME: 40 days prior to publication.

ADDITIONAL COSTS: Any specific positions are subject to 20% of the advertising prices.

CANCELLATION OF THE BOOKED ADVERTISEMENT: Notice to be made in written 50 days prior to publication. A 50% penalty will occur if past the date. Advertisers shall submit related permits according to the Advertising Law of the People's Republic of China.

ADVERTISEMENT CONTENTS: All advertisement contents shall follow the Advertising Law of the People's Republic of China. No advertisement shall be published until the examined consent of our magazine. We have the right to refuse any advertisements.

ADVERTISEMENT PHOTO REQUIREMENTS: All advertisement photos shall provide 4/C proofs. Please provide TIF, JPG, EPS files on CD. Please note the version of your software, the system requirements, and the storage format of your file when providing. All advertisement shall be in CMYK, 300dpi, 175lpi.





时尚家居官方微信广告价格

名称	价格	数量	内容形式	发布时间
单条微信推送	80,000.00	1 条	微信图文	09 : 00 ~ 12 : 00 16 : 00 ~ 18 : 00
首条内容推送	80,000.00	1 条	微信图文	14 : 00 20 : 00
二条内容推送	50,000.00	1 条	微信图文	14 : 00 20 : 00
单条微信 +H5 推送	100,000.00	1 套	微信图文 +H5、文字 +H5 (包含 10 页以内的 H5 制作费)	09 : 00 ~ 12 : 00 16 : 00 ~ 18 : 00
视频植入	具体价格面洽	1 条	微信图文 + 视频植入	
产品试用	50,000.00	3 条	微信图文 +H5 (需提供 5 件以上的试用产品)	每周二、四单条

时尚家居官方微博

名称	价格	附加信息
软文	2 万	140 字以内，图片在 9 张以内
调查问卷	5 万	多种选题方式
线上有奖活动	3 万	转发、@ 好友、评论参与活动
话题讨论	3 万	编辑发起话题，用户参与评论、转发
视频植入	2 万	

TRENDSHOME OFFICIAL WECHAT

Name	Price	Amount	Format	Publish time
Single wechat news	80,000.00	1	Copy+Pic	09 : 00 ~ 12 : 00 16 : 00 ~ 18 : 00
First news	80,000.00	1	Copy+Pic	14 : 00 20 : 00
Second news	50,000.00	1	Copy+Pic	14 : 00 20 : 00
Single news + H5	100,000.00	1	Copy+Pic+H5, Copy+H5 (Including less than 10 pages H5 production)	09 : 00 ~ 12 : 00 16 : 00 ~ 18 : 00
Video implant	Customize	1	Copy+Pic+Video implant	
Product trial	50,000.00	3	Copy+Pic+H5 (Need to provide more than 5 items to have product trial)	Every Tuesday and Thursday 1 news

TRENDSHOME WEIBO

Name	Price	Extras
Advertorial	20,000	Within 140 characters and 9 pictures
Questionnaire	50,000	Multiple topic
Online reward activity	30,000	Repost, @, comment
Topic discussion	30,000	Trendshome raise a topic for users to a comment and repost
Video implant	20,000	

网站广告位

名称	价格	尺寸 (W/H)	位置信息	媒体类型	广告类型
首页焦点图	3 万 / 周	1000 × 494	首页焦点图 1-4	JPG/GIF	CPD/CPM
首页通栏	2 万 / 周	1000 × 200	首页焦点图下方	JPG/GIF,Flash	CPD/CPM
频道焦点图	1 万 / 周	650 × 328	频道固定焦点图	JPG/GIF	CPD/CPM
频道通栏	1 万 / 周	1000 × 200	焦点图下方	JPG/GIF,Flash	CPD/CPM
底层页推荐位	3 万 / 周	222 × 315	底层页推荐位	JPG/GIF	CPD/CPM

网站特殊广告形式

名称	价格	配发位置	可赠送位置	广告排期
软文植入整套	5 万 / 篇	内容底层页 (软文) 首页焦点图 案例内容列表页	关键词列表 搜索结果页推荐位	3 个工作日
品牌内容专题	5 万 / 个	Mini Site (专题) 首页焦点图 热点频道焦点图	底层页推荐 关键词列表 搜索结果页推荐位	3 个工作日
试用活动	10 万 / 个	试用活动 Mini Site (专题) 首页焦点图 热点频道焦点图 生活 / 态度频道焦点图	生活 / 态度底层页推荐 案例列表页 热点列表页	5 个工作日
调查问卷	5 万 / 个	调查问卷 (专题) 首页焦点图 热点频道焦点图	热点列表页	5 个工作日

WEBSITE ADVERTISING

Name	Price	Size(W H)	Position	Media Types	AD Type
Homepage focus picture	30,000/week	1000 × 494	Homepage-focus picture 1-4	JPG/GIF	CPD/CPM
Homepage-content list	20,000/week	1000 × 200	Below the focus picture	JPG/GIF,Flash	CPD/CPM
Channel focus picture	10,000/week	650 × 328	Fixed focus picture of the channel	JPG/GIF	CPD/CPM
Channel banner	10,000/week	1000 × 200	Below the focus picture	JPG/GIF,Flash	CPD/CPM
Bottom line recommendation	30,000/week	222 × 315	Bottom line recommendation	JPG/GIF	CPD/CPM

SPECIAL FORMART OF WEBSITE ADVERTISING

Name	Price	Location Information	Free resource	AD Scheduling
Advertorial Implant set	50,000/set	Content Homepage focus picture Case study content list	Key word list Search page recommendation	3work days
Brand content topic	50,000/topic	Mini site (topic) Homepage focus picture Hot spot channel focus picture	Bottom line recommendation Keyword list Search page recommendation	3work days
Trial activity	100,000/event	Mini site (trial activity) Homepage focus picture Focus picture of hotspot channel Focus picture of lifestyle /Attitude channel	Bottom line recommendation of lifestyle/Attitude channel Case study list page Hotspot list page	5work days
Research questionnaire	50,000/event	Research questionnaire (topic) Homepage focus picture Focus picture of hotspot channel	Hotspot list page	5work days