

杂志发行 Distribution

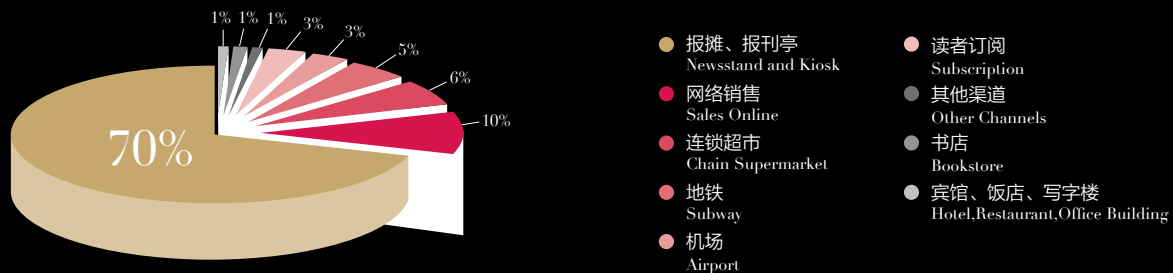
瑞丽拥有全国**最强大**的期刊营销系统

遍及全国的**62,000**多家销售、展示终端

使瑞丽实现了对中国地级以上市场和发达县级市场的**全面有效覆盖**

Rayli boasts the most powerful distribution system of all periodicals in China
Its 62,000 outlets enable Rayli to effectively cover all markets above the prefecture and county levels within the PRC

多样化的发行网络 Diversified Distribution Network



《瑞丽时尚先锋》月发行量1,100,000册

Monthly Circulation of *Rayli Fashion Pioneer* 1,100,000 (copies)

省份 Province	发行量比例 Share of Circulation	省份 Province	发行量比例 Share of Circulation
北京 BEIJING	21.3%	云南省 YUNNAN	1.4%
上海 SHANGHAI	18.8%	黑龙江省 HEILONGJIANG	1.3%
广州 GUANGZHOU	9.8%	河南省 HENAN	1.2%
广东省(除广州) GUANGDONG	6.2%	河北省 HEBEI	1.2%
浙江省 ZHEJIANG	6.0%	吉林省 JILIN	1.0%
江苏省 JIANGSU	5.1%	广西壮族自治区 GUANGXI	1.0%
四川省 SICHUAN	3.3%	江西省 JIANGXI	0.7%
重庆 CHONGQING	3.2%	新疆维吾尔自治区 XINJIANG	0.6%
辽宁省 LIAONING	2.7%	安徽省 ANHUI	0.6%
山东省 SHANDONG	2.4%	山西省 SHANXI	0.6%
湖北省 HUBEI	2.3%	甘肃省 GANSU	0.5%
湖南省 HUNAN	2.0%	内蒙古自治区 NEIMENGGU	0.5%
福建省 FUJIAN	2.0%	贵州省 GUIZHOU	0.5%
陕西省 SHAANXI	1.8%	青海省 QINGHAI	0.2%
天津 TIANJIN	1.6%	宁夏回族自治区 NINGXIA	0.2%

广告价格 Advertising Quotation

2015年《瑞丽时尚先锋》主刊广告价格及版位

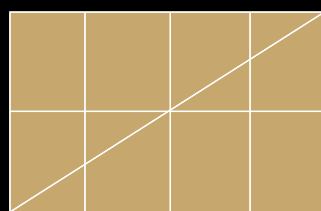
Advertising Rates and Positions of *Rayli Fashion Pioneer*, 2015

版位	Position	价格(元) Rate(RMB)	价格(美元) Rate(USD)
封面折页	Cover Gatefold	750,000	122,800
第一跨页	First Double Page Spread	600,000	98,200
第二跨页	Second Double Page Spread	500,000	81,800
第三跨页	Third Double Page Spread	450,000	73,700
目录前跨页	Double Page Spread before Table of Contents	380,000	62,200
目录旁页	Full Page Facing Table of Contents	360,000	58,900
版权旁页	Full Page Facing Masthead	280,000	45,800
卷首旁页	Full Page Facing EDITOR'S LETTER	250,000	40,900
时装版前内页	Full Page before FASHION	250,000	40,900
时装版前跨页	Double Page Spread before FASHION	360,000	58,900
时装版内页	Full Page inside FASHION	230,000	37,600
时装版跨页	Double Page Spread inside FASHION	330,000	54,000
美容版内页	Full Page inside BEAUTY	210,000	34,400
美容版跨页	Double Page Spread inside BEAUTY	310,000	50,700
生活版内页	Full Page inside LIFE STYLE	180,000	29,500
生活版跨页	Double Page Spread inside LIFE STYLE	280,000	45,800
封三跨页	Inside Back Cover Spread	380,000	62,200
封底	Back Cover	420,000	68,700
封底拉页	Back Cover Gatefold	660,000	108,000
1/2版内页	1/2 Page	120,000	19,600
1/3版内页	1/3 Page	110,000	18,000

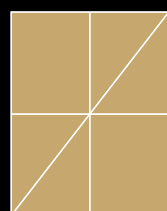
注: 若广告客户指定广告位置, 则须加收广告费用的20%

Notes: An extra 20% of the advertising rates will be charged should clients specifically require certain positions

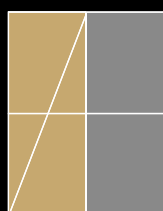
广告尺寸 Advertisement Format



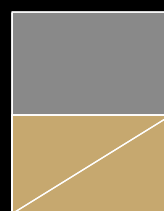
跨页装订尺寸
Trimmed Size of Double
Page Spread
275mm×430mm (H×W)



全页装订尺寸
Trimmed Size of Full
Page
275mm×215mm (H×W)



竖半版装订尺寸
Trimmed Size of Vertical
Half Page
275mm×100mm (H×W)



横半版装订尺寸
Trimmed Size of Horizontal
Half Page
130mm×215mm (H×W)



竖1/3版装订尺寸
Trimmed Size of Vertical
1/3 Page
275mm×70mm (H×W)

广告时间 Advertising Material Deadline

2015 年《瑞丽时尚先锋》广告时间表 Calendar, 2015

月份 No.	软广告 Advertorial Order	特殊规格广告 Special Size	资讯 News Release	读者俱乐部 Club Promotion	常规广告 Advertisement Order	电子文件 Electronic Files	杂志上市时间 Issue Date
1月 Jan.	2014-11-13	2014-11-19	2014-11-18	2014-11-18	2014-11-20	2014-11-26	2015-12-16
2月 Feb.	2014-12-12	2014-12-19	2014-12-18	2014-12-18	2014-12-20	2014-12-25	2015-1-16
3月 Mar.	2015-1-11	2015-1-16	2015-1-16	2015-1-16	2015-1-20	2015-1-26	2015-2-16
4月 Apr.	2015-2-6	2015-2-9	2015-2-9	2015-2-9	2015-2-16	2015-2-25	2015-3-16
5月 May	2015-3-12	2015-3-19	2015-3-18	2015-3-18	2015-3-20	2015-3-26	2015-4-16
6月 Jun.	2015-4-13	2015-4-17	2015-4-17	2015-4-17	2015-4-20	2015-4-24	2015-5-16
7月 Jul.	2015-5-12	2015-5-19	2015-5-18	2015-5-18	2015-5-20	2015-5-25	2015-6-16
8月 Aug.	2015-6-12	2015-6-19	2015-6-19	2015-6-19	2015-6-20	2015-6-25	2015-7-16
9月 Sep.	2015-7-13	2015-7-17	2015-7-17	2015-7-17	2015-7-20	2015-7-27	2015-8-16
10月 Oct.	2015-8-12	2015-8-19	2015-8-18	2015-8-18	2015-8-20	2015-8-25	2015-9-16
11月 Nov.	2015-9-10	2015-9-16	2015-9-16	2015-9-16	2015-9-18	2015-9-23	2015-10-16
12月 Dec.	2015-10-12	2015-10-16	2015-10-19	2015-10-19	2015-10-20	2015-10-26	2015-11-16

软广告指由杂志为客户编辑的广告。若客户提供终稿电子文件，则按照常规广告的时间进程。特殊规格广告指1/2版、1/3版等需要和杂志内容衔接的广告；若是3页以上的连续页，也按照此特殊规格广告时间表运作。以上日期如遇改变，以另行通知为准

Advertorials refer to those complied by Rayli' Editor. If final artwork files are provided by clients, a timetable for conventional advertisements should be made for reference. Advertisements with special specifications refer to those 1/2 and 1/3 page advertisement connected with the content of the magazine. Extended pages with more than 3 pages will be handled according to the timetable for advertisement with special specifications. Further notice will be given if there were any change of the above dates

印刷须知 Printing Requirements

网线:175 线

广告四周各留3mm出血位

跨页广告中间留10mm重叠位

Reticle: 175 lines

Leave 3mm safety margins from the bleed size of the material

For double page spread, allow 10mm across the gutter

广告刊登须知 Advertising Requirements

刊登的广告须遵守中华人民共和国《广告法》和相关法律法规的规定。本公司有权对不符合有关法律法规的广告予以修改直至撤换。广告用语用字应符合普通话和中文简体规范汉字的要求。按本刊公布尺寸提供电子文件及彩色打样，因提供不符合尺寸的电子文件而耽误时间由提供方负责

Published advertisements shall abide by the Advertisements Law of the People's Republic of China as well as other relevant rules and regulations. This company has the right to modify or even cancel those advertisements that fail to accord with relevant laws, rules and regulations. The expressions and characters used in advertisements shall follow the requirements for Mandarin and of simplified standard Chinese character. Electronic files and color designs should be provided in the size required by this magazine. The supplier should be responsible for any time delay arising from the inappropriate provision of electronic electronic files