

2011 品位

商务女性品质生活读本

MEDIA KIT



品位

商务女性品质生活读本

Edited by For
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For Evaluation

MINI SIZE
&
RICH
CONTENT.
精致小开本，超值大容量

Excellent performance-price ratio
内容丰富，价优而质高

Mini size, convenience to carry, easy chic
小开本，好携带

《品位》是一个聪明乐观的职业女性，时尚、积极、务实，有主见。
PINWEI, is a smart professional lady, chic, active, pragmatic, has
her own ideas.



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NOT
ONLY
A
FASHION
MAGAZINE
不仅仅是一本时尚杂志

- 不只是关心时尚潮流，更拓展女性国际视野，最美的形象来自于充实而自信的内心。
- 一如商务女性的日程表，紧凑丰富而充满魅力地呈现编辑内容。
- We not just care about fashions and trends, but also strive to broaden the vision of our female readers. The most beautiful image comes from the enriched and confident inner mind
- Just like the schedules of professional women, the contents we put together are focused, rich, and enchanting.



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CAREER

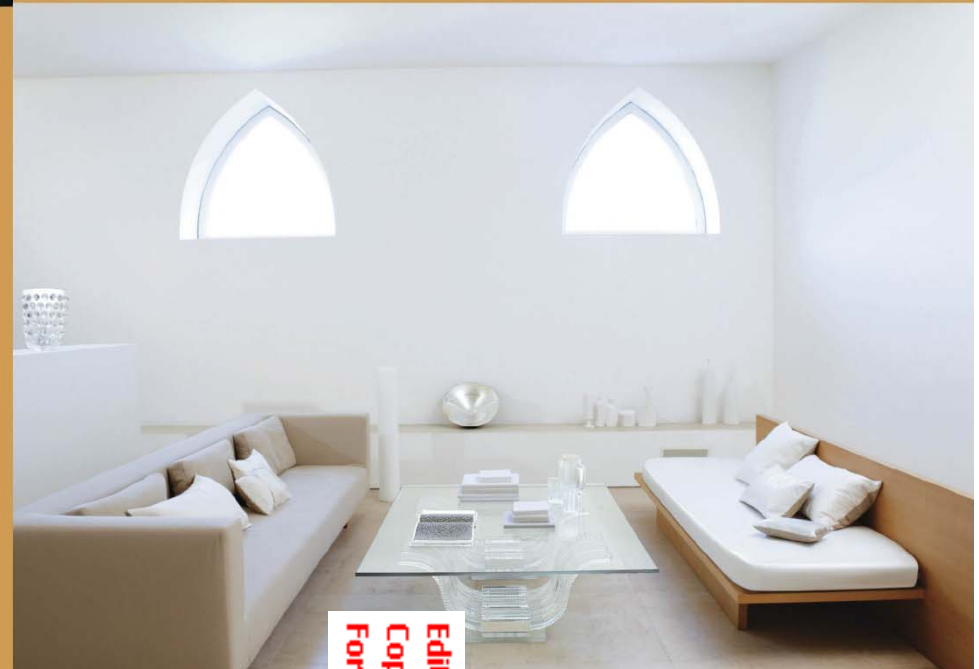
职场

- 密集的工作时间，事无巨细的工作执行和管理。借鉴一下职场模范生的历练，如何提升职场能见度，分享工作中的NG状况剧和小幽默，我们永不说教，只呈献大家最棒的经验供你参考。
- Tight schedule, meticulously execution and administration. Draw on the experiences of your role models in workplace, explore how to increase visibility in your career, and share with you the NGs and humors at work. We never preach. We just offer the best practices for your reference.

TREND & FASHION

潮流&时装

- 忙碌的新鲜晨会与隆重的商务午餐，这是重要信息和时尚课题的公布与探讨。
- 在商务质感与时髦个性之间收放自如，不仅穿得对，还要穿得美，更要穿得有气场！
- The busy morning meeting and the ceremonious business lunch represent the time to release important information and discuss lifestyle topics.
- Keep an elegant balance with ease between professional formality and stylish personality. Wear not just the right stuff, but also wear it beautifully and with style!





SPIRIT & LIVING

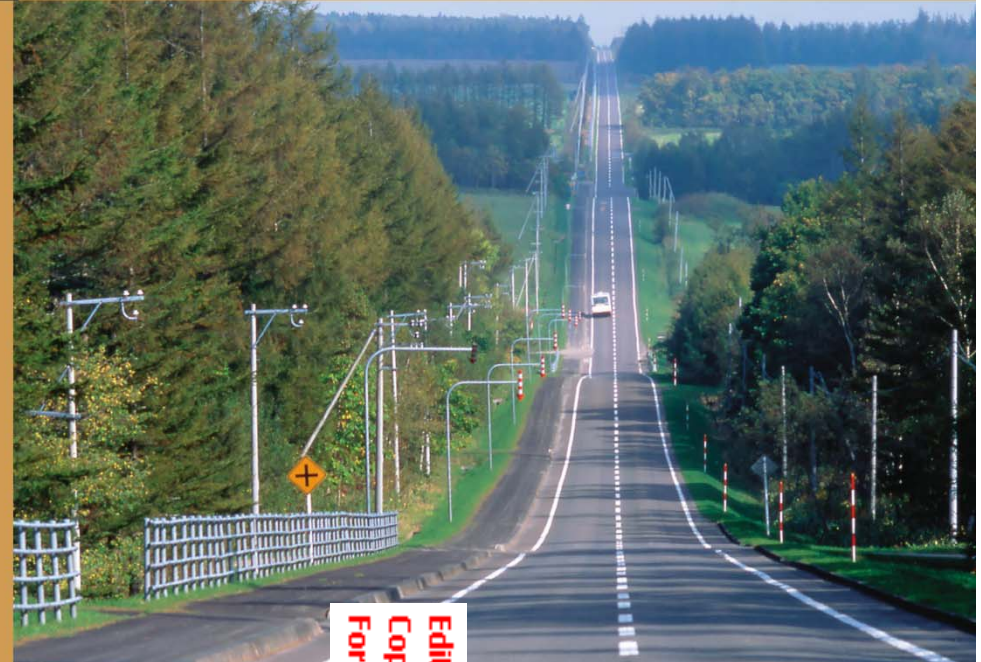
自我 & 生活

- 夜晚的静谧，周末的释放，这是完全属于自己的时光。所有的目光和思绪都聚焦在自我和家庭，几个好友消磨一个午后的聚会，或者一个人在家读书听音乐，或和他一起谈谈未来，生活无法一路顺风，哭过醉过之后我们选择更加坚信爱情。
- Quiet nights and free weekends, these times totally belong to yourself. All eyes and thoughts are focused on self and family. Sometimes we spend the pastime with some friends, sometimes we read books or listen to music at home and sometimes we talk about the future with the one in our life. Life cannot always be smooth, but after crying or drinking, we still choose to be a devoted believer for love.

BEAUTY & HEALTH

美容 & 健康

- 精致而闲适的晚宴，美丽而慵懒的时光。一切不是只为了看上去更好，我们追求的是身体的感觉更好，从内到外的悉心呵护，美丽从点滴习惯开始养成。
- Exquisite and laid-back dinner party, beautiful and indolent hours. All the efforts are not just for looking better. We want you to feel better. We give you the meticulous care from inside out. Beauty is formed starting from the small things.



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READERSHIP PROFILE

读者分析

她们热爱消费——81.6%的读者认为“有了钱就应该享受生活”。
They love spending——81.6% of the readers believe that "you simply should enjoy life when you become rich".

她们未来计划诱人——49.5%的读者明确计划未来1—3年内买车, 38.5%、41.6%和56.5%的读者未来1年内计划购买数码相机、摄像机、笔记本。
Their plan for the future is attractive——49.5% of the readers clearly plan to buy a car in the next 1–3 years, and 37.1%, 38.5%, 41.6% and 56.5% of the readers plan to buy a digital camera/video camera, and notebook PC within 1 year.

她们关注杂志广告——79.2%的读者保留阅读过的杂志还会再翻阅, 63.3%的读者经常阅读杂志中的广告, 83.4%的读者认为“有广告的品牌比较可靠”。
They pay attention to magazine ads——79.2% of the readers keep the magazines they have read and will read them again; 63.3% of the readers often read ads in the magazines; and 83.4% of the readers believe that "brands making advertisement are relatively reliable".

她们认同名牌——71.2%的读者愿意多花钱购买名牌产品, 78.6%的读者认为“使用名牌可以提高一个人的身份”, 71.2%的读者认为“名牌是身份和地位的象征”。
They recognize leading brands——71.2% of the readers are willing to spend more to buy famous-brand products, 78.6% of the readers believe that "using famous brands can improve a person's identity", and 71.2% of the readers believe that "a famous brand is the symbol of identity and status".
(Source: Sinomonitor H3)

(数据来源: 新生代市场监测机构新雷H3)
(Data source: The new generation market monitoring institutions H3)

年龄分布 Age distribution



收入状况 Income level



家庭税前总收入 Yearly Household Income (RMB, Before Tax)



数据来源:《品位》读者数据库
Source: Readers database of the Noble Life magazine

ADVANTAGE IN CIRCULATION

发行优势

凭借《都市丽人》成熟的发行网络,《品位》在做好常规发行网络邮局、报摊工作的同时,也加强了在各大超市、机场、星级酒店、高级会所等地的发行力度。其中报刊亭(摊)45%,便利店、超市、卖场34%,机场6%,书店、高级服务场所3%,高尔夫球场、星级酒店、美容店、休闲娱乐场所3%,订阅9%。

Taking advantage of the mature circulation network of Smart She, Noble Life, while ensuring circulation through conventional networks of postal offices and newsstands, has also increased circulation efforts in locations including various major supermarkets, airports, star hotels, and upscale clubhouses. Among them, the circulation percentages are as follows: newsstands 45%; convenient stores, supermarkets & malls 34%; airports 6%; bookstores & senior service channel 3%; golf courses, star hotels, beauty salons, and entertainment locations 3%; and subscription 9%.

《品位》市场份额5城市排名第一,1城市第二

8种杂志相比,《品位》市场份额在深圳、北京、上海、成都、广州5个城市的高端区域均排名第一,在武汉排名第二,零售市场优势明显。



调查对象:《品位》、《时尚健康》、《今日风采》、《嘉人》、《健康之友》、《时装(女士版)》、《型时代》、《心理月刊》
数据来源:开源研究 2010年8月品位专项调查



省市区 Province	发行量比例 Circulation
北京Beijing	56,638
河南Henan	9,790
黑龙江Heilongjiang	5,863
上海Shanghai	82,000
陕西Shanxi	10,890
吉林Jilin	5,407
广东Guangdong	76,740
湖北Hubei	17,490
辽宁Liaoning	19,316
天津Tianjin	8,635
湖南Hunan	15,417
河北Hebei	9,900
重庆Chongqing	10,626
广西Guangxi	11,638
山东Shandong	10,978

省市区 Province	发行量比例 Circulation
江苏Jiangsu	65,065
福建Fujian	10,010
安徽Anhui	9,020
浙江Zhejiang	59,032
云南Yunnan	9,570
江西Jiangxi	5,198
四川Sichuan	24,860
贵州Guizhou	7,502
其他Others	18,755

全国网络

FEATURED MARKETING EVENTS

特色市场活动

品位盛典 Noble Life gala

作为《品位》的年度大戏，品位盛典集合年度最具人气的明星，最有话题的事件，最受读者喜爱的品牌，共同打造属于《品位》的视觉盛宴。

As the major annual event of Noble Life, the gala brings together the brightest stars in the year, the most topical events, and the brands most loved by our readers to present a visual feast exclusive to Noble Life.

写字楼DV Office building DV

这将是席卷全国的话题热潮——写字楼DV活动。活动旨在展示当下中国行各地充满魅力的商务女性，千人千面，风格各异，存在于绚丽纷呈的精彩生活形态中，以写字楼为单位的真人写真，是我们身边美丽的商务女性的明星写照。

This is going to be an overwhelming DV activity focusing topics of office buildings.

The aim of the event is to showcase the attractive professional women in various industries and various regions of China today.

Different people have different appearances and different styles. They existing in their own brilliant and colorful forms of life.

Depict the beautiful female business professionals around us in the office buildings.

金鼻子香水评选 The Golden Nose Perfume Selection

2011年，《品位》将继续寻找极具魅力的各种香味，邀请广大女士根据个人的品位为她们钟爱的味道投票。

In 2011, Noble Life will continue to look for various extremely attractive perfumes, and invite our female readers to vote for their favorite brands according to their own preferences.

品位俱乐部 Readers Club

品牌、编辑、读者的精彩互动，为新品上市积攒人气，传递品牌信息，收集第一手用户体验，通过亲身经历在潜移默化中梳理根深蒂固的品牌形象。

The brilliant interaction among brands, editors and readers helps to create the hype for the launch of new products, to convey brand information, to collect first-hand information on user experience, and to build up the established brand images unconsciously and inconceivably through personal experience.



ONLINE INTEGRATION CREATIVE MARKETING

网络整合&创意营销

全心策划 立体营销

Wholeheartedly planning and 3D marketing

贴近杂志风格的软宣策划和极富创意的特殊广告策划

Soft publicity planning aligned to the style of the magazine and extremely creative special advertising planning

●单产品个案策划

《品位》策划团队针对客户个别产品的市场需要，结合杂志自身特点与读者的兴趣，配合编辑化的文字主题与高品质的视觉图片与设计，给读者传递产品的核心价值，体现品牌的主题精神，无形中加深读者记忆，帮助客户达到出色的推广目的。

Planning for a single product on a case-by-case basis

Our planning team conveys the core values of a particular product of the client, and reflects the core spirit of the brand in accordance the market demand of the product, in connection with our magazine's characteristics and the interests of our readers, and in cooperation with the edited textual subjects as well as the quality visual images and designs.

●合作专栏策划

开辟以客户全线产品为主导的专题栏目，根据《品位》读者的阅读习惯与兴趣点，挖掘相应的编辑主题，每期连续刊登不同内容、相同版面感觉的文章，形成读者连续性的记忆，特别适用于客户主线产品的推广。

Planning for cooperative columns

We can create special columns dominated by the entire lineup of the client's products, to explore corresponding subjects in accordance with the reading habits and interests of our readers. We will continuously carry articles with different contents but similar page layouts each issue, to help readers form a continuous memory. This is especially suitable for the promotion of the client's main line of products.

●广告专册策划

时尚界的热点话题、品牌的当季主推产品、丰富信息量的制作，广告专册的形式呈现给读者以强化印象，并对主题获得深入的认知。

Planning for advertising specials

Hot topics in the lifestyle industry, featured products of your brand in the season, and information-intensive presentation can give an enhanced impression to the readers in the form of advertising specials, and enable them to have a deep understanding of the subjects.

●品牌联合的读者

公关活动策划，使品牌与读者直接交流

The planning for PR events targeted at readers in cooperation with your brand enables you to communicate directly with our readers

●读者会员的DM服务

The DM service for readers who are members of the reader's club

●联合终端零售推广

Retail promotion in collaboration with the retail terminals

●互动的网络行销方案

Interactive online marketing plan



Ad Rates 2011

基础数据 Basic data

出版日 Date published: 每月1日 The 1st day of each month
 订单截止日 Deadline for PO: 出版日前40天 40 days prior to the publishing date
 广告物料截止日 Deadline for ads: 出版日前30天 30 days prior to the publishing date
 定价 Price: 10元 RMB 10 Yuan

开本大小 Format: 224mm*170mm
 印刷指标 Printing index: 175 mesh lines
 色彩格式 Color Format: CMYK
 文件格式 File Layout: TIF、AI、EPS (AI格式文字需转曲, 并附文件所用链接图)
 (AI-format text needs conversion, and the connection diagram used by the file also needs to be provided)

图片精度 Image precision: 350dpi
 出血位 Bleeding positions: 每边加3mm adding 3mm to each side

刊登条例 Publication rules

客户刊登广告须符合《广告法》之各项规定, 若不符合有关规定, 本刊对客户刊登之广告稿件有删改及拒绝刊登权

客户需在截稿期前提供尺寸准确的光盘和打样稿, 否则本刊有权使用既有稿件

客户须在指定日期前付清广告款

客户如果取消订单, 须在出刊日前30天向本刊发出书面通知, 否则须支付该广告合约金额之50%作为赔偿

The client's ads must meet various requirements of the Advertisement Law. If the ads do not meet related requirements, we have the right to make modifications to them as well as to refuse to publish them.

The client needs to provide the CD-ROMs and the sample printouts with the accurate measurements before the required deadline, or we have the right to use the existing documents.

The client must pay the advertising fee in full by the required deadline.

If the client cancels an order, it must notify us in writing 30 days prior to the publishing date, and otherwise it has to pay 50% of the contract price for the ads as compensation.

广告价格 Advertising Prices

版面 Pages	价格 (元) RMB
第一美容跨版 The first double-page spread of BEAUTY	450,000
第二美容跨版 The second double-page spread of BEAUTY	430,000
第三美容跨版 The third double-page spread of BEAUTY	410,000
第四美容跨版 The fourth double-page spread of BEAUTY	390,000
第一服装跨版 The first double-page spread of FASHION	450,000
第二服装跨版 The second double-page spread of FASHION	430,000
第三服装跨版 The third double-page spread of FASHION	410,000
第四服装跨版 The fourth double-page spread of FASHION	390,000
第五跨版 The fifth double-page spread	370,000
目录前跨版 The double-page spread before the Table of Contents	350,000
第一目录旁 Beside the first Table of Contents	220,000
目录旁页 The page beside the Table of Contents	200,000
版权页旁 Beside the Copyright page	190,000
编者话旁 Beside the Editor's Words	180,000
读者来信旁 Beside the Letters from the Readers	170,000
潮流趋势旁 Beside the Trends	160,000
封面故事前跨版 The double-page spread before the Cover Story	320,000
杂志前1/2整版 1/2 page in front of the magazine	140,000
杂志后1/2整版 1/2 page at the back of the magazine	130,000
杂志前1/2跨版 The 1/2 double-page spread in front of the magazine	280,000
杂志后1/2跨版 1/2 page at the back of the magazine	260,000
1/2版 1/2 page	80,000
1/3版 1/3 page	60,000
左手页 Left-hand page	120,000
封三 Inside back cover	200,000
封底 Back cover	320,000

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***Thanks for your
attention!***