

时尚先锋

FASHION PIONEER

2014

MEDIA KIT 广告刊例

瑞丽 Rayli



模特 / Mayumi Sada 摄影 / Kazutaka Nakamura (MAKIURA office) 出自《瑞丽时尚先锋》2013年10月号

瑞丽时尚先锋

杂志定位

MAGAZINE POSITIONING

助力中国女性树立

轻松·鲜活·个性

的着装风格&生活态度

满足不墨守成规的
生活常态&阅读需求

Helping Chinese women to form a relaxed,
living and individual fashion style and attitude towards life
Geared to unconventional lifestyles and reading needs

以新鲜创意的角度呈现新品流行信息
以快速简洁的方式, 提供最具指导性的实用方案

Presenting information on new in-style from a fresh and innovative perspective
Offering the most constructive and practical solutions in a fast, concise way

优势整合

ADVANTAGE INTEGRATION

强大的多媒体平台

广泛覆盖 + 有效到达 + 精准影响
全面覆盖中国最具消费力的女性读者

Powerful Multimedia Platform

Featuring wide coverage, efficient delivery and precise influence
Attracting female readers with the strongest purchasing power in China

《瑞丽时尚先锋》平面杂志

1,100,000 单月发行量

Rayli Fashion Pioneer Magazine

Monthly circulation 1,100,000



瑞丽时尚先锋HD

在免费报刊杂志类 iPad App

排名中名列下载量**第二名**

每月40~50p免费iPad精选版

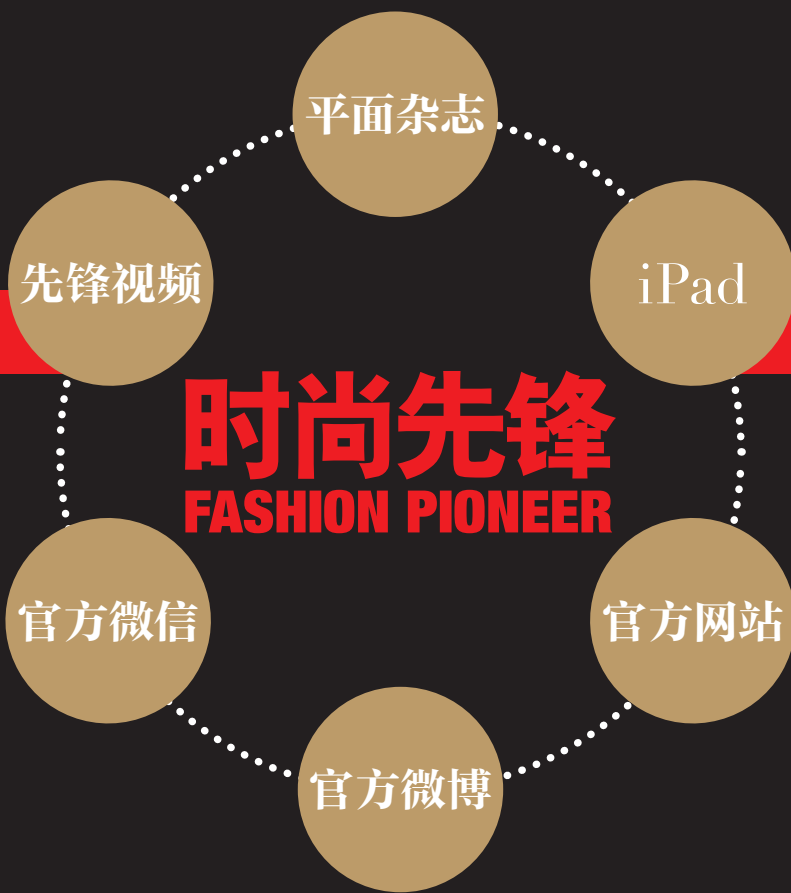
2014年将有更多产品体验型互动, 甚至体现产品购买链接

Rayli Fashion Pioneer HD

Ranked No. 2 among the most downloaded iPad Apps of free publications

50-60 pages of free iPad highlights every month

In 2014, more product trials interaction or even purchase links



时尚先锋

FASHION PIONEER



瑞丽时尚先锋官方网站

读者了解杂志及感知潮流的另一平台

最新杂志内容预报, 市场活动及编辑花絮报道, 与网友全面互动

Rayli Fashion Pioneer Official Website

Another access to the magazine and the latest trends

Preview of the upcoming contents, marketing activities, stories behind and interaction with netizens



先锋视频

最亲民的潮流讯息及贴心内容, 无痕迹的品牌及产品推广形式

定期推出时装周、巴塞尔表展等第一手编辑现场视频以及先锋搭配、创意彩妆等实用贴心内容视频
不定期推出明星视频、封面视频及内容拍摄花絮视频

Videos

The most friendly fashion information and warm tips and naturally embedded brand and product promotion

Live videos of fashion weeks, Basel World and practical and creative matching and make-up tips released regularly, in addition to videos of celebrities, magazine covers and shooting sidelights released from time to time

瑞丽时尚先锋官方微信

覆盖最精准的消费人群, 以实时、快捷的传播优势做杂志及品牌推广
明星、名模、潮人、专家音频以及实用图文信息互动

Rayli Fashion Pioneer Official WeChat

Precisely targeting at potential consumers and offering timely and convenient brand promotions

Voices of celebrities, models, trend-setters and experts; practical pictures and text information



瑞丽时尚先锋官方微博

高效的官方沟通平台, 形成多元化的线上广告推广
以精彩贴心内容提高微博热度、多种创意策划形式加大与品牌配合度

Rayli Fashion Pioneer Official Microblog

An efficient communication platform for a variety of online activities

Increased microblog popularity with exciting contents; deeper cooperation with brands through various creative ideas



杂志读者

READERSHIP

核心年龄 **25~35**岁

她们将时髦服饰、流行妆容和摩登发型作为创造时尚影响力的工具
引发时尚潮流并带动消费

她们深知品牌文化所蕴含的生活态度，并将这种态度无限推广
她们将个人魅力作为生活的原动力，内外兼修个人之美，关注并促进社会之美

Mostly aged between 25 and 35

They are independent, bold, witty, and sexy

They regard stylish clothes, fashionable make-up, and modern hairstyles as a device to create a fashion influence evoking the fashion trend and driving consumption

They are deeply aware of the life attitude conveyed in the brand culture, and promote it to the full

They see personal charisma as the powerhouse of life, paying attention to both inner and outer beauty and helping create the beauty of society

瑞丽联名信用卡

海量覆盖并精准到达的高消费力人群

183万持卡人及申请人

63%持卡人来自一线和二线城市

69%持卡人是23~35岁有消费力人群

人民币**20.6亿元**单月持卡消费总额

Rayli co-brand credit card

Extensively cover and precisely target groups with high consumption power

1.83 million card holders and applicants

63% of the card holders come from 1st and 2nd tier cities

69% of the card holders are potential consumers aged between 23 and 35

A record of RMB 2.06 billion spent in one month

数据来源: 瑞丽联名信用卡用户数据库, 2013年11月

Source: Rayli co-branded credit card user database, Nov. 2013

她们
独立、大胆
风趣、性感

87%

24岁以上有消费力读者

87% of the readers are potential
consumers aged above 24

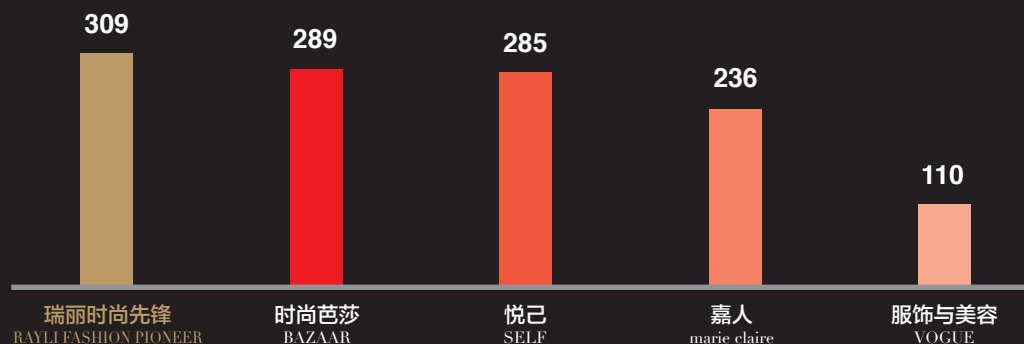
91%

大专及以上学历读者

91% of the readers are college
graduates or above



在高端女性人群中，《瑞丽时尚先锋》得到更多读者的认可和支持
Rayli Fashion Pioneer enjoys more recognition and support among high-end female readers



《瑞丽时尚先锋》读者平均消费水平更高
Rayli Fashion Pioneer readers have higher average consumption level

消费-均值 (元) Consumption - Average Amount (RMB)	瑞丽时尚先锋 RAYLI FASHION PIONEER	嘉人 marie claire	时尚芭莎 BAZAAR	服饰与美容 VOGUE	悦己 SELF
每年购买黄金/白金/珠宝首饰上的支出 Expenditures on gold/Pt/jewels each year	14,179	13,979	13,253	13,096	12,483
每年购买时尚女鞋上的支出 Expenditures on fashionable woman shoes each year	9,172	8,315	7,454	9,012	8,071
过去一年购买香水/彩妆/护肤品上的总支出 Expenditures on Perfume/Make-up/Skin care products last year	7,487	6,904	6,246	6,542	6,584
拥有的汽车价格 Price of vehicles owned	236,542	231,107	217,474	213,783	209,877
过去一年在购买CD/DVD等电子出版物及应用软件上的支出 Expenditures on electronic publications like CD/DVD and application software in the previous year	662	519	496	571	577
每月刷卡消费的金额(元) Payment by credit card each month	3,230	3,138	3,022	2,949	2,794

《瑞丽时尚先锋》拥有更多处于较高财富水平的读者 Rayli Fashion Pioneer has more high-level wealth readers

读者规模 (千人) Audience (1,000 readers)	瑞丽时尚先锋 RAYLI FASHION PIONEER	时尚芭莎 BAZAAR	悦己 SELF	嘉人 marie claire	服饰与美容 VOGUE
个人税前年收入10万元以上 Individual pre-tax income over RMB100,000	172	153	136	125	55
家庭税前年收入30万元以上 Household pre-tax income over RMB300,000	142	121	103	103	52

《瑞丽时尚先锋》读者时尚消费力更强 Rayli Fashion Pioneer readers have stonger consumption capabilities

读者规模 (千人) Audience (1,000 readers)	瑞丽时尚先锋 RAYLI FASHION PIONEER	时尚芭莎 BAZAAR	悦己 SELF	嘉人 marie claire	服饰与美容 VOGUE
过去一年护肤化妆品总支出超过5,000元 Spending over RMB5,000 on cosmetics in the previous year	183	137	142	127	54
每年在购买高端服饰品牌上的支出超过10,000元 Spending over RMB 10,000 on high-end fashions each year	172	139	132	153	53
每年在购买手提包上的支出超过10,000元 Spending over RMB 10,000 on bags each year	118	91	106	91	37
每年在购买珠宝首饰上的支出超过10,000元 Spending over RMB 10,000 on jewels each year	113	108	104	96	39
最新购买的手表价格超过5,000元 Having recently bought a watch worth over RMB 5,000	97	90	81	85	36
过去一年购买数码产品的总支出超过10,000元 Having spent over RMB 10,000 on digital products in the previous year	94	91	79	92	28
过去一年在购买运动产品方面的支出超过3,000元 Spending over RMB3,000 on sports products in the previous year	62	56	57	61	26
过去一年在旅行上的支出, 超过30,000元 Spending over RMB 30,000 on travel in the previous year	116	92	84	101	27
过去一年在休闲娱乐方面的支出超过3,000元 Having spent over RMB 3,000 on leisure and entertainment activities in the previous year	164	141	159	146	62

杂志内容

CONTENT



50% FASHION 时尚先锋

迅速有效地提供国际流行信息，以细致新颖的方式解析潮流，为不满足于常规搭配的高品位都会女性，提供时髦的、个性化的、富有创意的搭配方案，提升读者的高级时尚品味，帮助读者成为生活中的精英焦点

Offering useful international fashion information, and providing fresh, insightful analysis, thereby allowing top-grade metropolitan ladies to say "no" to traditional arrangement; providing fashionable, creative and individual outfit solutions to develop readers' taste of top-grade fashions and help them become the focus in daily life

以最快速、最直观的方式，提供最适合表达个人风格的彩妆方案；以最专业生动的角度给出简单易行的肌肤护理及身心健康方案；专属国际权威专家团队为读者提供最新美容趋势及美容方案；提供准确的产品试用报告及分析，形成权威的导购性产品推荐

Offering fast and intuitive make-up solutions best fitted for personal styles; and providing simple and convenient skin care solutions as well as physical and mental health advice from professionals. Our international leading experts will bring readers the latest fashion and beauty solutions, provide accurate reviews and analysis based on product trials, and make authoritative product recommendations

20% LIFESTYLE 生活先锋

集结中国最具先锋特质的杰出女性，与读者分享都市精英以独特视角出发并最终获得成功的生活感悟；为强大女性内心与精神世界的力量提供帮助；提供及时的、贴心的、提升创意生活乐趣与品质的实用性内容

The most stylish women in China will share their success stories from their unique perspectives, helping to energize ordinary women and providing timely and caring information that promotes the pleasure and quality of a creative life





派对装饰主义墨镜 塑造绝对瞩目度

瑞丽



怀赫科岛
Walheke Island

模特 / 长谷川润 摄影 / U.S.C.H 出自《瑞丽时尚先锋》2014年1月号



别册预告

UPCOMING SUPPLEMENT



2月号

2014春夏趋势别册

February 2014 Spring/Summer Trends



3月号

春夏美容别册

March Spring/Summer Beauty



4月号

春夏鞋包别册

April Spring/Summer
Shoes & Bags



5月号

牛仔别册

May Jeans



9月号

2014秋冬趋势别册 &
秋冬美容别册

September 2014 Autumn/Winter Trends &
Autumn/Winter Beauty



10月号

婚礼别册

October Wedding

市场活动

MARKETING EVENTS



8年积淀 13场活动

13 events over the past 8 years

带领先锋读者前往时尚大都会 **体验最新的潮流和品牌文化**

整合瑞丽及各领域**强势媒体资源，全面覆盖**目标群体

Leading vanguard readers to experience the latest fashions and brand culture in the world's capitals of fashion
The integration of resources of Rayli Group and competitive media in multiple fields, covering all target groups



先锋体验馆

为品牌搭建与最具消费力读者零距离接触的平台

Pioneer Experience

A platform bringing brands closer to readers with the highest purchasing power



提供最新鲜的潮流单品，让读者轻松体验前沿时尚
获得品牌、读者、杂志的三赢效果

Allowing readers to experience the latest avant-garde fashion items, a happy story for brands, readers and the magazine



编辑会客室

主编、首席资深编辑及行业专家与读者的近距离接触

Editor's Room

Bringing readers up close to editor-in-chief, senior editors and experts



预测最新流行趋势，分享富有创意的搭配方案及美妆美肤心得，贴心分享创意生活乐趣

Forecasting the upcoming trends, sharing original matching, make-up and skincare tips, and enjoying the fun of a creative life

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

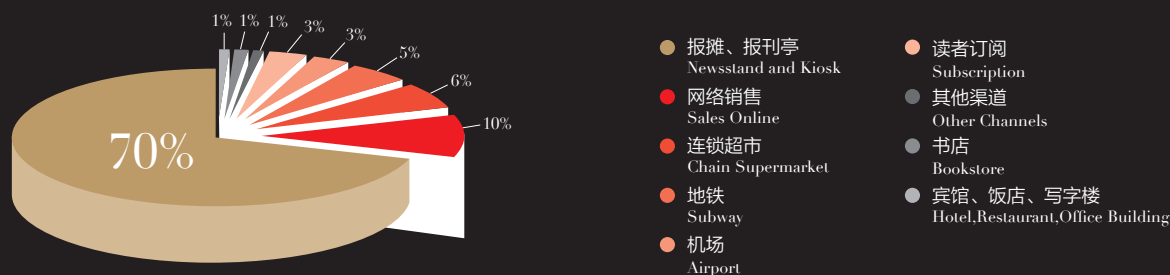
使瑞丽实现了对中国地级以上市场和发达县级市场的**全面有效覆盖**

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%



ABSOLU
PRECIOUS CELL

FOND DE TEINT ÉCLAT NOURRISSANT
ADVANCED RADIANCE REPLENISHING
CREAM FOUNDATION
SPF 26 / PA +++

Maestro
fusion makeup
maquillage fusion
SPF 15

GIORGIO ARMANI

GIORGIO
ARMANI

广告优势

ADVERTISING ADVANTAGES

跨媒体立体营销

Cross-media Vertical Marketing

瑞丽数字媒体秉承瑞丽品牌内涵，凭借深厚实力和创新方式，为都市人群提供围绕时尚生活的多元化资讯及服务，成为深受信赖的垂直时尚门户。瑞丽手机客户端、手机瑞丽网，多终端俱全，时时分享流行资讯，强大的互动平台，让千万用户不仅是时尚资讯的接收者，更是资讯的创造者，是企业扩展品牌影响力、放大企业品牌价值的优质平台

Sticking to the beliefs of the Rayli brand, and with its strong capabilities and in an innovative way, Rayli Digital Media provides city population with diversified information and service relating to fashion, and has become a much trusted vertical fashion portal. Rayli Mobile Edition and Rayli WAP Service work together to timely share fashion information, forming a strong interactive platform that enables numerous users to be not only the receiver but also the creator of fashion information, and providing a premium platform for companies to extend their brand influence and boost their brand value

瑞丽用户大数据库

Rayli User Database

由瑞丽系列期刊群读者、瑞丽网网民、瑞丽各类活动报名会员、瑞丽联名信用卡、男人风尚灵通卡、瑞丽商务旅行卡用户共同构成；具有数量庞大、用户资料详尽、信息准确、可细分性和活跃程度高的特点，可协助广告主准确快速地触达目标人群，以进行有关产品或服务的各种形式广告宣传及市场调查研究

The database consists of Rayli magazine subscriptions, users of Rayli.com, the Rayli co-branded credit card, Leon MoneyLink card and the Rayli business travel card. It features abundant, complete and accurate user information, which is highly dynamic and can be further segmented. It helps advertising clients reach out target groups in an accurate and efficient way, in order to do all forms of publicity or carry out market surveys related to their products or services

千人成本：548元，低于同类杂志（以内页整版为例）

Cost Per Thousand: Rayli's cost of RMB 548 per thousand readers is lower than that spent by its counterparts in the domestic market (this cost is that for a full page advertisement)

	内页刊例 (元) Full Page (RMB)	千人成本 (元/千人) Cost Per Thousand (RMB)
瑞丽时尚先锋 RAYLI FASHION PIONEER	188,000	548
悦己 SELF	260,100	805
嘉人 marie claire	283,500	1,062
时尚芭莎 BAZAAR	350,000	1,039
服饰与美容 VOGUE	320,670	2,695

数据来源：新生代市场监测机构中国新富市场与媒体研究(H3) 2013

Source: China New Rich Marketing & Media Study (H3) 2013, Sinomonitor International

广告价格 Advertising Quotation

2014年主刊广告价格及版位

Advertising Rates and Positions, 2014

版位	Position	价格(元) Rate(RMB)	价格(美元) Rate(USD)
封面折页	Cover Gatefold	750,000	122,600
第一跨页	First Double Page Spread	600,000	98,000
第二跨页	Second Double Page Spread	500,000	81,700
第三跨页	Third Double Page Spread	450,000	73,500
目录前跨页	Double Page Spread before Table of Contents	380,000	62,100
目录旁页	Full Page Facing Table of Contents	360,000	58,800
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	58,800
时装版内页	Full Page inside FASHION	220,000	36,000
时装版跨页	Double Page Spread inside FASHION	320,000	52,300
美容版内页	Full Page inside BEAUTY	200,000	32,700
美容版跨页	Double Page Spread inside BEAUTY	300,000	49,000
生活版内页	Full Page inside LIFE STYLE	160,000	26,100
生活版跨页	Double Page Spread inside LIFE STYLE	260,000	42,500
封三跨页	Inside Back Cover Spread	380,000	62,100
封底	Back Cover	420,000	68,600
封底拉页	Back Cover Gatefold	660,000	107,900
1/2版内页	1/2 Page	120,000	19,600
1/3版内页	1/3 Page	110,000	18,000

2014年副刊广告价格及版位

Advertising Rates and Positions of Supplement, 2014

版位	Position	价格(元) Rate(RMB)	价格(美元) Rate(USD)
第一跨页	First Double Page Spread	480,000	78,400
第二跨页	Second Double Page Spread	400,000	65,400
目录前跨页	Double Page Spread before Table of Contents	304,000	49,700
目录旁页	Full Page Facing Table of Contents	288,000	47,100
版权旁页	Full Page Facing Masthead	224,000	36,600
一般内页	Full Page	128,000	20,900
一般跨页	Double Page Spread	208,000	34,000
封底	Back Cover	336,000	54,900

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

广告时间 Advertising Material Deadline

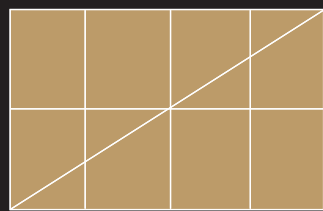
2014年《瑞丽时尚先锋》广告时间表 Calendar, 2014

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	广告菲林 Material	杂志上市时间 Issue Date
1月 Jan.	2013-11-12	2013-11-19	2013-11-15	2013-11-15	2013-11-20	2013-11-25	2013-12-16
2月 Feb.	2013-12-12	2013-12-19	2013-12-16	2013-12-16	2013-12-20	2013-12-25	2014-1-16
3月 Mar.	2014-1-10	2014-1-10	2014-1-10	2014-1-10	2014-1-13	2014-1-17	2014-2-19
4月 Apr.	2014-2-10	2014-2-10	2014-2-14	2014-2-14	2014-2-14	2014-2-24	2014-3-16
5月 May	2014-3-12	2014-3-19	2014-3-16	2014-3-16	2014-3-20	2014-3-24	2014-4-16
6月 Jun.	2014-4-10	2014-4-17	2014-4-16	2014-4-16	2014-4-21	2014-4-23	2014-5-16
7月 Jul.	2014-5-12	2014-5-19	2014-5-16	2014-5-16	2014-5-21	2014-5-23	2014-6-16
8月 Aug.	2014-6-12	2014-6-19	2014-6-16	2014-6-16	2014-6-20	2014-6-23	2014-7-16
9月 Sep.	2014-7-11	2014-7-18	2014-7-16	2014-7-16	2014-7-21	2014-7-23	2014-8-16
10月 Oct.	2014-8-12	2014-8-18	2014-8-15	2014-8-15	2014-8-21	2014-8-25	2014-9-16
11月 Nov.	2014-9-10	2014-9-17	2014-9-16	2014-9-16	2014-9-19	2014-9-23	2014-10-19
12月 Dec.	2014-10-10	2014-10-17	2014-10-16	2014-10-16	2014-10-20	2014-10-24	2014-11-16

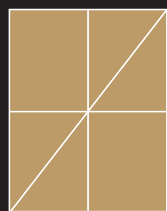
软广告指由杂志为客户编辑的广告。若客户提供终稿菲林，则按照常规广告的时间进程。特殊规格广告指1/2版、1/3版等需要和杂志内容衔接的广告；若是3页以上的连续页，也按照此特殊规格广告时间表运作。以上日期如遇改变，以另行通知为准

Advertorials refer to those compiled by Rayli' Editor. If materials 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

广告尺寸 Advertisement Format



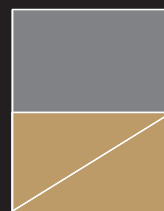
跨页装订尺寸
Trimmed Size of Double
Page Spread
275mm×430mm (H×W)



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)

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4色菲林及彩色打样，因提供不符合尺寸的菲林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. Four-color film 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 film

广告策划

ADVERTISEMENT PLANNING

策划理念 Planning Philosophy

在众多名品之中，建立专属的风格
全方位的立体策划思路
为品牌量身打造最具时尚感的传播方案
将客户品牌理念和产品完美融入杂志板块

Establishing exclusive styles to stand out from the crowd
All-inclusive vertical planning
Developing the most fashionable communication plans for clients
Perfectly integrating clients' philosophies and products into magazine columns

设计风格标新立异 前沿手法传达产品精髓

Promoting product essences through unique designs and cutting-edge approaches

LANCÔME



YSL



M·A·C



L'ORÉAL



历时整年精彩专题 持续性、立体化传播品牌理念

Consistently and vertically communicating brand spirits throughout the year

adidas



把握潮流趋势 提炼热点话题 巧妙表达品牌精神内核

Cleverly illustrating the core of brands in consistency with trends and hot topics

PANTENE



AUPRES



明星达人资源丰富 各界精英倾情演绎

Fabulous performances by stars, fashion leaders and industry elites

FREEPLUS



L'ORÉAL



PANTENE



先锋视角打造精彩静物大片 独特风格展现产品质感

Demonstrating the quality of products in blockbuster photos

CHANEL



LANCÔME



clarisonic



Shu uemura



PANASONIC



L'ORÉAL



LAROCHE-POSAY



fed



先锋步伐踏遍全球 深度探寻品牌奥秘

Exploring the secrets of brands in every corner of the world

嘉媚乐 保加利亚遇见玫瑰之旅

CAMENAE, Meeting Roses in Bulgaria



封面配合

Cover

品牌明星代言 Celebrity endorsement



先锋人物 Pioneers



整合营销

INTEGRATED MARKETING

瑞丽模特
Rayli Model



口碑营销
Word-of-Mouth
Marketing



平面杂志
Print
Magazine

瑞丽网
Rayli.com.cn



瑞丽360度整合营销，整合瑞丽所有平面刊物、数字媒体、无线应用、数据库、市场活动以及瑞丽精品读者口碑传播于一体，为你提供有效、专业的时尚类媒体推广咨询服务，策划富有创意的跨媒体互动整合推广方案，并负责全案执行，相信整合营销将为你的媒体推广注入全新的生命力！

By combining all of the Rayli's print publications, digital media wireless apps, databases, marketing events and word-of-mouth influence, Rayli's 360° integrated marketing offers you effective, professional consulting services in fashion media promotion. We provide creative promotion plans that are cross-media, interactive, and integrated and we execute them to the fullest. We believe our integrated marketing strategies can breathe new life into your media campaigns!

无线应用
Wireless Applications



360°
整合营销