

NOBODY KNOWS CHINA'S RICH BETTER



Founded in 1999, Hurun Report is an integrated media platform targeting the Chinese luxury consumer and high net worth. Whilst research lies at the heart of the brand, Hurun Report has evolved into an award-winning digital platform with four main platforms today: Digital, print, events and research.

Hurun Report - Passionate about Chinese Entrepreneurship.

Nobody Knows China's Rich Better!

胡润百富

HURUN REPORT

Hurun Report Anniversary Celebration
Oct. 18, 2013 Beijing



From Left: Zhiqiang LU, Yin ZHANG, Lihua CHEN, Hurun, Jianlin WANG, Bin YAN



Qinghou ZONG



Yonghang LIU



Zhiqiang REN



Guangbiao CHEN



Xiaolei LIANG



Jinyuan LI



Yanming GAO



Keng YANG



Xiangyang LV



Haiming TU



Zhaoxing NI



Rong CHEN



Tao ZHAO



Zongrong OU



Xin AI



Chaoyong WANG



Changhong ZHANG



Xichang ZOU



Xing PENG



Minhong YU



Jia LIU



Youcai ZHANG



Xinghao LI



Xiaoyan SHI



Zheng WU



Xiaohua LI



Xiaolin LI



Xiaodi YI



Jianhong CAI



Yidong WANG



Chunya ZHOU



Ruzhuo CUI



Xuan AI



Lizhi MAO



Xiaogang ZHANG



Weizhong WANG



Chaoyang YIN



Guangyi WANG

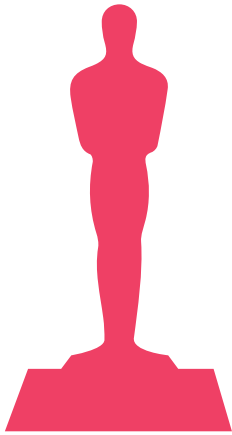


Lijun FANG

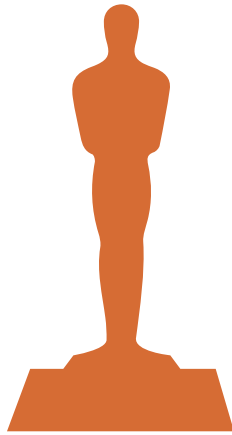


胡润百富

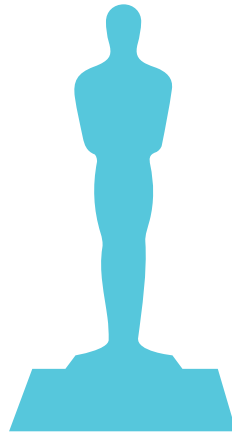
HURUN REPORT



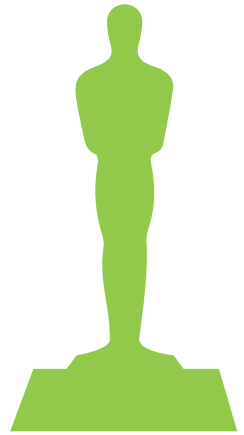
Magazine



Events



New Media



Research

Our four magazines: 1. Hurun Report is a monthly magazine targeted at the Chinese luxury consumer; 2. Hurun Schools Guide comes out 6 times a year, targeted at parents looking to send their children to study abroad; 3. Wings & Water, targeted at ultra high net worth with US\$30 million and an interest in business jets and yachts; 4. Horse & Polo China, targeted at the fashionably interested in racing, polo and dressage.

Our two digital solutions include the Hurun App, ranked as the top business title on the Apple App Store, and the Hurun Schools Guide App.

Our events: Hurun Report holds 100 events a year, led by four flagship events in Shanghai, Beijing, Shenzhen and Sanya. These events bring together 15,000 of China's most influential entrepreneurs, luxury consumers and opinion leaders.

Our database: Since 1999, Hurun Report's reporters and researchers have interviewed 1000s of entrepreneurs to create one of the foremost databases of high net worth individuals in China.

The Hurun China Rich List comes out every October, documenting the changes in the country's wealthiest individuals and inspiring many young entrepreneurs to set out on their own. The Hurun Best of the Best ranks the brands and service providers for China's richest, based on its proprietary Chinese Luxury Consumer Survey. The results are widely regarded as an ISO9000 for China's luxury sector. The Hurun Art List rank the top 100 Chinese artists alive today based on the sales of their works at public auctions throughout the past year. In April, the Hurun Wealth Report identifies the number of millionaires broken down by region across China. In May, the Hurun China Philanthropy List ranks the most generous Chinese.

Hurun Report - Nobody Knows China's Rich Better!



Influencing the Lion Kings of China

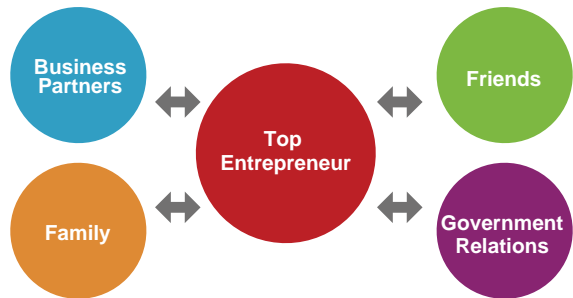
Each entrepreneur influences no less than 60 people in their inner circle, assuming 15 family members, 15 close friends, 15 business partners and 15 government relations. For our richest 5000 readers, for example, that would mean our advertisers get to influence 300,000 of China's inner circle..

3.0 Influencing them in their backyard

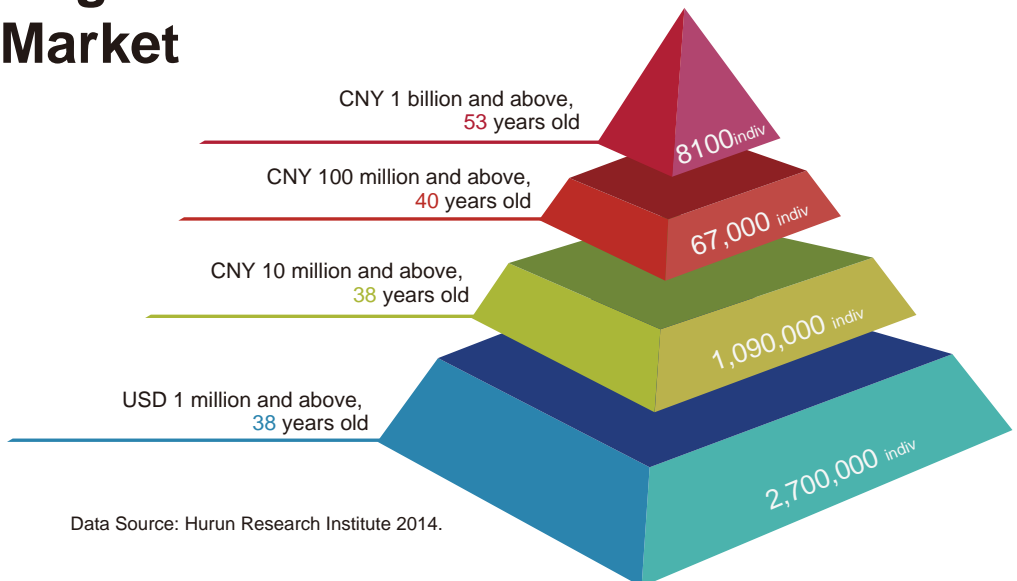
2.0 Influence the influential

1.0

Exposure to The Inner Circle of China's Richest

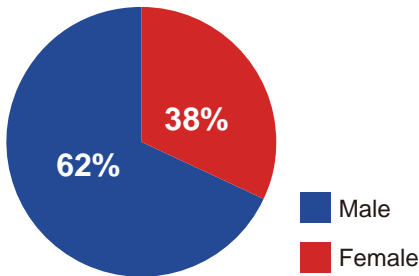


How Big is The Market

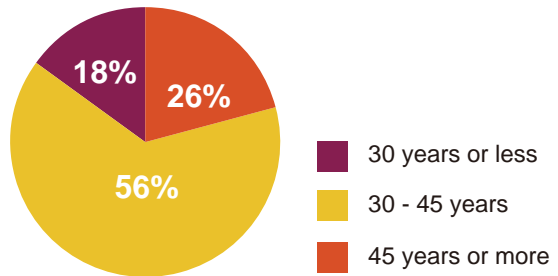


READERSHIP PROFILE

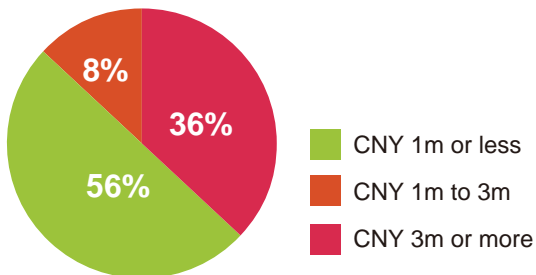
GENDER



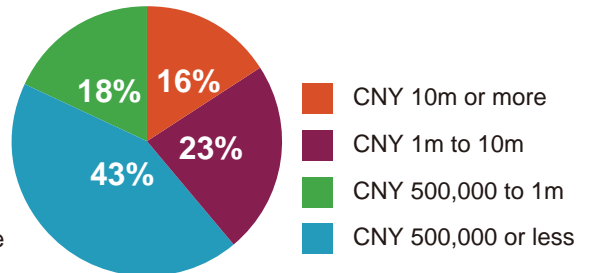
AGE



ANNUAL SPENDING



PERSONAL ANNUAL INCOME



Elite Readership

Our readers' net wealth averages at CNY 60 million, one of the highest readerships in the country. The total wealth of the *Hurun Rich List* was US\$1.4 trillion in 2014, equivalent to 15% of the GDP of China, and larger than the GDP of countries like Spain or South Korea.



Why readers love Hurun Report

91% for the pieces on entrepreneurship
85% for its authorities lists
71% for its luxury lifestyle influencers.
62% draw inspiration and positive energy from the stories in the magazine.



Advertising Influence

86% believe brand information can influence their consumer behavior and create purchase intention.



Spending Power

Our readers. Their average age is 39 years. They own 3 cars and 4 luxury watches. They take 19.3 days holiday a year. Their spending was CNY 1.982 million a year. Australia and France are their most popular travel destinations. Domestically, it is Sanya and Xizang. Travel and reading are the preferred leisure activities. Golf and swimming are the most popular sports. Real estate and stocks are their preferred investments. They like collecting art and watches.

DISTRIBUTION CHANNELS

For the six months ended June 2014,
the average print run of Hurun Report was

115,758

copies per issue

according to the audit by BPA Worldwide.



Founded in 1931 by a group of advertisers, publishers and agencies, BPA Worldwide is an independent, not-for-profit, self-regulating organization governed by a tripartite Board of Directors. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,600 media properties - including over 1500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, more than 550 websites, 40 events, email newsletters, databases, wireless and other advertiser-supported media - as well as more than 2,700 advertiser and agency members.

DISTRIBUTION

Leading
entrepreneurs

7,000

Qualified partner
databases

20,000

Direct mailing to
proprietary
database
and subscriptions

43,700

Retail,
public channels
and events

45,000

Based on the BPA audit, each Hurun Report magazine in its public channels is read by three people.

Nationwide Reach

- Key cities (34.4%): Beijing and Shanghai
- East China (31.5%): Hangzhou, Ningbo, Wenzhou, Nanjing, Wuxi, Xiamen, Hefei, etc...
- South China (20.4%): Guangzhou, Shenzhen, Dongguan, Sanya, Haikou, etc...
- North China (6.3%): Qingdao, Tianjin, Shenyang, Dalian, etc...
- Central and West China (7.3%): Chengdu, Chongqing, Kunming, Xi' an, Changsha, Wuhan, Zhenzhou, etc...

Distribution

- 19.2% - Five-star Hotels
- 17.3% - Private Members Clubs
- 16.2% - Golf Clubs, Polo Clubs
- 14.2% - Airlines/FBO
- 11.0% - Private Bank VIP rooms
- 6.90% - Airport Retail
- 5.20% - Events, Exhibitions, Forums
- 4.40% - High-end Office Building
- 3.50% - Business Schools
- 2.10% - Others

Core database: Includes members of the *Hurun Rich List* from 1999.

High-end venues display: Private clubs, business chamber, EMBA schools, luxury car dealerships, and five-star hotels.

High-end events display: Hurun Report flagship events in Shanghai, Beijing, Shenzhen and Sanya, as well as other bespoke events and media partnerships, private dinners, polo, luxury exhibitions, art show, business forums.

Distribution: Airports in major cities, retail stores in high-end venues.

Channel Partners (Naming a few)

Car showrooms and 4S stores: Rolls-Royce, Bentley, Ferrari, Maserati, Porsche, Audi, Cadillac, BMW, Mercedes, Infiniti

EMBA Schools: Cheung Kong Graduate School, CEIBS, Antai College of Economics and Management, Fudan University, Zhongshan University, State College Leadership Center, Tsinghua University School of Management

Private Clubs: Beijing Hong Kong Jockey Club, Beijing International Club, Capital Club, Oriental Club Beijing, Beijing Chang An Club, Chengdu China Club, Tibet China Club, Shanghai Embassy Club, Ritz-Carlton Shanghai, Shanghai Sheshan, Quintessentially Shanghai, KEE Club Shanghai, Shanghai M1NT, Shanghai Yating Yacht Club, Suzhou Mercury Yacht Club, Nine Dragons Hill Polo Club, Jiulong Mountain Yacht Club, Ningbo Chamber of Commerce – Canton, Shenzhen Bay Yacht Club, Sanya Hongzhou International Yacht Club, YongFoo Elite

Bank lounges and VIP clients: HSBC Bank, Standard Chartered Bank, China Bank, Citi Bank, Minsheng Bank, Hang Seng Bank, UOB, Shanghai Pudong Development Bank, DBS Bank, China Merchants Bank, Netherlands Bank, ANZ Bank, China Construction Bank, Industrial and Commercial Bank

Airline Companies and Airport Retail Stores: Lufthansa, Virgin Atlantic Airways, Air China, China Eastern Airlines, China Southern Airlines, Shanghai Pudong International Airport, Beijing Capital International Airport, Guangzhou Airport, Chongqing Airport, Nanjing Airport, Chengdu Airport, Harbin Airport, Nanchang Airport, Ningbo Airport, Xiamen Airport, Zhengzhou Airport, Hangzhou Airport, Wuhan Airport, Xining Airport, Yinchuan Airport, Dalian Airport, Taiyuan Airport, Sanya Airport, Haikou Airport

Hotels: Shangri-La Hotels and Resorts, Ritz Carlton Hotel Group, The Peninsula Shanghai, Peace Hotel Shanghai, Jinjiang Tomson Intercontinental Hotel Atrium Shanghai, Hyatt on the Bund Shanghai, Park Hyatt Shanghai, Renaissance Shanghai Yu Garden Hotel, Shanghai Puli Hotel, The Mansion, Swissotel Grand Shanghai, Yangtze Boutique Shanghai Hotel, Shanghai Xintiandi Langham Hotel, Sofitel Huanghe Sheshan Resort Shanghai, Shanghai Marriott Hotel Changfeng Park, Beijing International Club, The Peninsula, Hotel Sofitel Zhongshan Golf Resort Nanjing, Royal Court Hotel, Fuchun Resort Hangzhou, InterContinental Shenzhen, Hyatt, Doubletree By Hilton Hotel Wuxi, Le Meridien Chongqing, Dushu Lake Hotel, Sheraton Sanya, InterContinental Sanya Resort, Mandarin Oriental – Sanya, Kempinski Hotel Sanya, Sanya Marriott Yalong Bay Resort & Spa, Hilton Sanya, Pullman Sanya, Sanya Horizon Resort & Spa, Yalong Bay Mangrove Tree Resort Sanya

Prestigious Exhibitions and Competitions: Shanghai Contemporary Art Fair, Asia Luxury Travel Market (ILTM Asia) China (Shanghai), International Yacht Exhibition, Super Car Festival, Top Marques Monaco, Ambassador Cup Polo Tournament


Annual Plan for Cover Stories 2015

January / BEST OF BEST




This is the 11th release of the CLCS (China Luxury Consumer Survey). The issue analyzes the lifestyle trends and consumption habits of China's high-end crowd. The survey also ranks brand preferences of Chinese luxury consumers, with the brands of choice singled out for recognition at the annual Hurun Best of the Best Awards.

February / Healthy Body, Healthy Trip



Entrepreneurs who have high levels of stress are more prone to illness. They are eager to know what can help the anti-aging process. Which country's medical technology is most advanced? Which country's environment is the most pleasant? It's time to take a trip for the sake of one's health.

March / Hurun Art List



March Art Gala: This is the 8th consecutive year the *Hurun Art List* is being released. It includes the top 100 artists, the top 50 modern and contemporary paintings and calligraphy, top 50 oil paintings, and top 50 ancient paintings and calligraphy. The focus is on matters surrounding the art community, with exclusive coverage of international artists.

Wealth Close Up: Hurun Global Rich List

April / Overseas Study



Overseas study remains a hot topic for China's most successful families. This issue looks at how to get into the world's top schools and the preparation that needs to be done, including some of the world's top summer schools.

Wealth Close Up: China's Most Generous

May / Hurun Global Chinese Rich List



China's entrepreneurs expand global presence. How will China's wealthy stand up in comparison to those from the rest of the world? With the increasing wealth and number of Chinese entrepreneurs, it won't be long before China's most successful individuals begin to dominate this global list.

June / The Horseback Noble Sport



Hurun Report brought the wave of passion for polo culture to China and deeply participated China's polo tournament. What kinds of culture will be created in China's elite crowd by the culture integration between British nobility and Chinese culture? Who will be the real horseback nobility?

Wealth Close Up: Hurun Brand List

Annual Plan for Cover Stories 2015

July / The New Elite' s Minimalist Creed



What changes are afoot in the new Chinese elite' s consumption and lifestyle trends in 2015? Hurun Report' s Luxury Living Index will reveal all.
Wealth Close Up: Hurun Wealth Report

August / Toys for Boys & Girls' Best Friend



Boys seek greater freedom to pursue their passions. Meanwhile, independent ladies seek extreme pleasure and enjoyment. We find some new ways for them to have fun.

September / Passion Investment and Precious Collections



Since ancient times, Chinese collectors have been obsessed with art and collections, with great fortunes spent on accumulating treasures. We examine the connection between collectors and their collections.

October / Hurun China Rich List



Hurun Research Institute will publish the 17th release of the China Rich List. Witness the strength of China' s wealthiest, highlighting the vitality of the private economy. Who will top the list this year? Who will go down in history? Who will become China' s self-made female role model?

November / Legacy Planning



How to guarantee the prosperity of the family firm is always a popular topic. We will interview top figures from successful family firms to gain an in-depth understanding.

December / Person of the Year



We acknowledge the outstanding figure of 2015 and shed light on China's most respected entrepreneurs. Our criteria for selection include responsibility, influence in the community and innovation in their sector.

MAIN COLUMNS INTRODUCTION

How to Earn it

Face To Face

Hurun Report has always been associated with the development of Chinese entrepreneurs and "Face To Face" provides a deeper look into the perspectives of successful entrepreneurs. In exclusive interviews with leading figures from the Hurun Rich List, some of China's most successful business leaders divulge the strategies and factors which propelled them to the top, and discuss their investment and lifestyle patterns with us.



Investors

Through the stories of successful investors, we investigate the success behind their investment strategies, their visions for the future, and their motivation for development.

Wealth Close Up

In addition to content from the Hurun Wealth Report, Corporate Responsibility Report, Chinese Luxury Consumer Price Index and Chinese Philanthropy List, we also include in-depth reports on key financial events to track and record wealth development.



Column

Each month we will invite well-known and respected figures from a variety of backgrounds to share their philosophies of life with us.

Future Star

We come face to face with China's young business leaders and rising entrepreneurs, who are remarkable not only their achievements, drive and potential but for the passion with which they do it. We document this innovative period in their careers as we watch their growing impact on the future development of the Chinese economy.



Collections

We scrutinize world-famous auctions, and discover potential collectibles and up-and-coming artists.



MAIN COLUMNS INTRODUCTION

Best Things in Life

Icons & Innovators

We invite opinion leaders from multiple fields including arts, culture, design, literature, film and television to share their stories and ideas with the audience.



Accessories

Coverage of the latest and most fashionable jewelry on the market, as well as reportage from the world's greatest jewelry shows, and insights from top jewelry designers.



Luxury Travel

We provide unique insights into the world's luxury travel destinations, including Italy, Australia, The UK, Japan, France and others.

Stylish

What stimulates designers to create their masterpieces? What kind of styles capture the essence of elegance?



Auto

We cover the full range of luxury vehicles preferred by China's elite, by bringing you the hottest news from the domestic luxury car market, and analyzing future trends.



Watches

We will cover the design and components of superb luxury watches, and gain insights from top brand name watch designers.

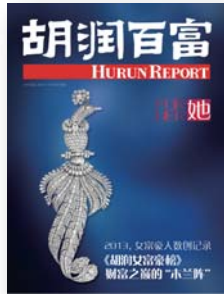
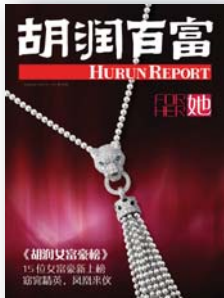
Liquor

Liquor weaves a kind of magic all of its own, and sets the stage for good times. We take a look at some of the world's top tipples.

Healthy Body

Without a healthy body, one can't enjoy a satisfying life. How can one lead a balanced life? We reveal the answers.

For Her



Ultimate Gifting



ILTM



China Wine Challenge



Hurun International Property



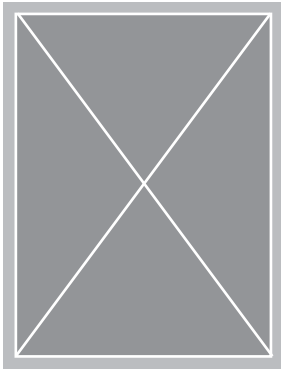
Country Guide



HURUN REPORT Advertising Rates

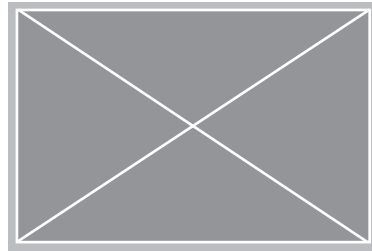
Regular Positions		RMB
Inside Full Page		159,800
Double Page Spread		279,800
1/2 Page		105,200
Special Positions		RMB
Outside Back Cover		598,000
Inside Front Cover Gatefold (4P)		838,000
First DPS (does not allow outside gatefold)		696,800
First DPS (allows outside gatefold)		528,600
Outside Front Cover Gatefold (2P)		985,000
Second DPS		476,800
First Watch/ First Jewellery/ First Car/ First Fashion DPS		455,800
Third DPS		448,000
Fourth DPS		426,900
Fifth DPS		415,800
DPS Before Contents		398,000
TOC1		268,000
TOC2		249,800
TOC3		239,000
TOC		229,800
Facing English Page		216,000
Facing Masthead		208,600
Facing Contributors Page		198,000
Facing Hurun Column		191,000
Facing Entrepreneurs Column		191,000
Inside Back Cover		238,000
Inside Back Cover Package (Inside Back Cover Plus 1P)		319,000
Single Page with thick paper (200g)		192,000
Three continuous ads on RH side		622,800
Three continuous ads on RH side with thick paper (200g)		746,800
8-page butterfly		868,000
8-page butterfly with thick paper (200g)		1,039,800
4-page butterfly		519,800
4-page butterfly with thick paper (200g)		625,800
8-page butterfly		827,800
8-page butterfly with thick paper (200g)		985,000
4-page butterfly		491,800
4-page butterfly with thick paper (200g)		592,000
Special Advertising Sections (bound into magazine)		RMB
8-page section bound into magazine		789,000
20-page section bound into magazine (includes 4p thick covers)		1,228,000
book mark per 10,000 distribution		35,000

The Hurun China Rich List will be published in the October issue of the magazine. Advertising rates for this issue will be subject to a 20% loading fee.



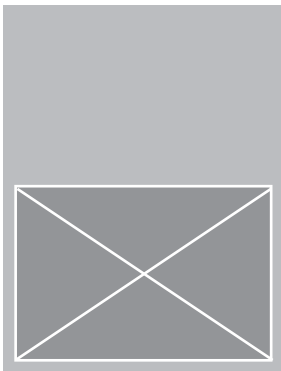
FULL PAGE

Full Page
240 (W) X 320 (H) mm
Full bleed Page
246 (W) X 326 (H) mm



DOUBLE PAGE

Double Page
480 (W) X 320 (H) mm
Double bleed Page
486 (W) X 326 (H) mm



HALF PAGE

Half Page
240 (W) X 160 (H) mm
Half bleed Page
246 (W) X 166 (H) mm



HALF PAGE

Half Page
120 (W) X 320 (H) mm
Half bleed Page
126 (W) X 326 (H) mm

According to the policy and clause, all the advertiser, advertisement and rates should be approved by the publisher. It has been effective since January 2015. There will be no inform if the publishing rates change.

Deadline

Reservation: Day 10 of the month before the publication

Film: Day 15 of the month before the publication

Material Demand:

1.TIF or JPG (300dpi)

2.One color proof

3.If providing the film, the printing cable should be 175 lines/inch

敬 WINGS+ 手 WATER

奢华 = 空间 + 时间 + 自由

luxury = f (space · time · freedom)



Founded in 2011, Wings & Water is the first prestigious luxury magazine intended for China's billionaires. Wings & Water targets the rise of the business aviation and super yacht sector in China - it profiles the Chinese jet and yacht market and the 'super players' within it.

Business jets and luxury yachts are fast becoming popular among China's wealthiest individuals. These super toys can enhance lifestyle, improve business efficiency and furthermore, create valuable social networking opportunities. Wings & Water not only helps these tycoons to develop a high-end platform of similar interests, but it also guides them in using such impressive travel facilities for potentially profitable endeavours and perhaps even in creating a new lifestyle for themselves.

Additionally, we look at other areas that inspire great passion among entrepreneurs such as bespoke luxury tourism, overseas real estate, watches, wine, asset management and much more. Wings & Water is the ultimate guide to improving quality of life. We not only focus on current travel hotspots but also look forward and make predictions for the future.

Readership Profile

The readers of Wings & Water are some of the most powerful consumers in the Chinese market. The core readers consist of individuals who possess over CYN 200 million sailing. Wings & Water targets potential renters and buyers from the elite class who have a strong interest in aviation and marine life.

Wings & Water has exclusive rights to publish the Hurun Rich List and Hurun Global Rich List every year, ranking China and the world's most successful entrepreneurs.

Editorial Calendar

Wings & Water magazine is targeted at China's elite class and industry leaders. It addresses their interest in aircrafts and yachts by providing purchase information and instructions on how to maintain these large and luxurious machines.

Wings & Water focuses on business aviation and luxury yachts in China: industrial policy, trade rules, brand development and how to respond more effectively to market trends.

Wings & Water outlines the effect of corporate aviation and nautical businesses on lifestyle. It is designed to cultivate readers' interest while introducing them to leading manufacturers, interior designers, investors, crews, agents and much more. There will be five main components: 'lion king', jets & yachts, ultimate luxury travel, trophy asset and legacy planning.

Within the community of China's wealthiest individuals, private jets and luxury yachts have become the norm. In pursuit of the luxury lifestyle, a platform of similar interests has evolved among them. In stimulating conversation about their areas of interest, a greater sense of community is cultivated and this is hugely beneficial in fostering relationships between their businesses and their careers. Wings & Water magazine will help billionaires to develop a close-knit community of prestige and admiration.



Lion King

We have an advantage in that we are closer to China's billionaires. The magazine introduces the billionaire lifestyles of those who own private jets or yachts, and how they value their super toys. We conduct interview with famous UHNWI. In addition, you will find listings of owners, brands and jet and yacht pricing.



Jets + Yachts

Procurement Guide

Wings & Water coordinates with the experts, foreign experts in particular, to provide a professional buyer's guide. Topics include preparation, purchase evaluation, second-hand trading and repair and maintenance.

International View

We analyze the trends in the private jet and yacht markets. To learn from international experience, we provide feasible suggestions.

Frontline

What are the popular accessories for private jet and yacht currently on the market? The magazine introduces these products with pictures, describing their performance and appearance, for the readers to make a selection.

Ultimate Luxury Travel

Elegant Travel

What kind of travel is truly luxury travel? Billionaires share their experiences in elegant travel by private jet or yacht.

Adventure Travel

Gentlemen who seek high living standards are always interested in adventure travel. They are not afraid to take risks, and seek personalized travel options.



Ultimate Shopping

When billionaires go shopping, they seek unique or high value goods, such as custom-made clothes, car, watches, artwork and jewelry. The experience is more than mere shopping to these individuals.

Trophy Asset

Luxury Property

We join forces with famous real estate companies, to provide professional and luxury property reports and guidance, and introduce global top properties to readers.

Limited Editions

Car, watches, wine, clothing ... this column hunts down the limited editions.

Legacy Planning

The Super Rich are likely to encounter various financial issues, including personal accounting, private banking and marital property. This column focuses on the solutions to these problems.

Distribution Channels

Wings & Water magazine is published semiyearly on every April and December. It's circulation is 25,000. Besides the high-end events of the professional aircraft which be hosted or co-organized by Hurun Report, Wings & Water is also distributed through Hurun Report's database.

Hurun Golden Database Sub Total	9,000	On-site Sub Total	6,000	Yacht Club & Marinas	1,200
Hurun Report Golden Database	6,000	Airport Bookstores and FBO	1,000	Restaurant & Bar (venues with passion)	200
Sports Car Club	3,000	Bank	900	Others Sub Total	1,000
Event Sub Total	9,000	Chamber of Commerce	300		
SIBAS & SIBAS & BOAT SHOW	6,000	Cars Show Rooms	600		
Hurun Report's Events	1,000	Luxury Brand Store	200		
Hurun Report's other Activities and	2,000	Private Club	500		
High-end Exhibitions		Golf Club	800		
		Polo Club	500		
				Total: 25,000 copies	

2015 Wings+Water Advertising Rates

Regular Positions	RMB
Inside Full Page	104,490
Double Page Spread	182,660
Special Positions	RMB
Outside Back Cover	436,930
Inside Front Cover Gatefold(4P)	651,700
Outside Front Cover Gatefold (2P)	898,000
First DPS (allows outside gatefold)	399,580
First DPS (does not allow outside gatefold)	589,910
Second DPS	254,880
Third DPS	247,350
Fourth DPS	242,250
DPS Before Contents	231,820
TOC 1	179,960
TOC 2	165,000
TOC 3	151,690
Inside Back Cover	154,350
Single Page with Thick Paper (200g)	185,220
Three Continuous Ads on RH Side	370,350
Three Continuous Ads on RH Side With Thick Paper(200g)	442,130
4-page Butterfly	302,880
4-page Butterfly With Thick Paper(200g)	363,450
8-page Butterfly	514,500
8-page Butterfly With Thick Paper(200g)	617,400
8-page Section Bound Into Magazine	540,000
16-page Section Bound Into Magazine	663,500



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3. If providing the film, the printing cable should be 175 lines/inch

There should be 7mm glue by side of the spine if it is the double-page spread

胡润 马道

CHINA & POLO
HORSE

骑士精神 满血复活
LIVE YOUR PASSION



Horse & Polo China, published by Hurun Report, is an interactive media platform centered around a community of horse aficionados. It includes digital, events and a magazine.

Horse & Polo China always our community active, featuring high-class horse events, with especial focus on polo, racing and dressage.

Horse & Polo China targets people with a youthful spirit, a passion for adventure and with an active social life.

Horse & Polo China is committed to spreading the equine sporting culture throughout China' s elite, turning it into a way of life..

Horse & Polo China magazine belongs to a stable of magazines owned by Hurun Report Inc. Content is not limited to horses, but also features luxury cars, luxury travel, fashion, art and home improvements.

READERSHIP PROFILE

Gender: 50% Female, 50% Male

Assets: Women with CNY 5 million, Men with CNY 10 million.

Character: Love to travel, love sport; have enthusiasm, have dreams; learn to live, seek own pursue; passionate about novelty, passionate about adventure; long for freedom, long for future

Crowd: Polo enthusiasts, fashion industry, young entrepreneurs, high-net worth individuals with the young mindset

EDITORIAL CALENDAR

Curiosity is the basic instinct of human beings; It encourages people to look forward and keep on exploring. It provides vitality to humans. However, starting your adventure from curiosity is not easy. You are required to have a heart with courage. Therefore, hunting for novelty can give you the feeling of conquest and provide you pleasure you never experienced before.

Let 's try new things to see how will it happen?

Maybe, life is going to be beyond compare in your fancy future!

Show yourself and find yourself!

Horse & Polo China relies on its strong editorial team and experienced market research group who has conducted face-to face interviews with high-net worth individuals for the past 10 years. As a passionate and fun fashion magazine, Horse & Polo China caters to the lifestyle of the young elite community.

We use digital media like multimedia videos and broadcasts to provide comprehensive race reports. At the same time, Horse & Polo China looks at the culture associated with horses.

Horse & Polo China will be with you. No matter how far or how long, we are your ultimate partner!



MAIN COLUMNS INTRODUCTION

Polo

Polo, as an ancient emperors and nobility sport, nowadays is one of the highest level of grand social events. Hurun Horse & Polo deeply participate and report China' s polo tournament, such as the Kowloon Hills "ambassador cup" and "king cup", and will visit other international famous polo tournaments and events in Argentina, America and Britain.

Horse Travel

"Horse & Polo ": leading horse lovers to visit countries around the world that have famous horse class movement, such as Britain, America, Australia, Argentina, New Zealand etc. Experiencing different horse events which bring excitement and passion, and enjoy different styles of the racecourse in the world. "Adventure": when the rich and the elite's curiosity and competition is no longer satisfied with at the foot of the earth, Hurun Horse & Polo will take you into the sea and above the sky to explore a wider world. Learning how to fly a helicopter, experiencing the skydiving, paragliders and diving will satisfy the curiosity of all the warriors.



Trends

All world famous luxury brand, Hermes, Ralph raglan, Ferrari, Porsche, BMW etc. will be as one of the characteristics of the brand LOGO, the brave knight spirit has turned into a brand spirit, and the positioning of luxury goods object is also special elite groups of chivalry. Women's fashion also plays an important role in the polo game. Men's and women's clothing, perfume, polo hat on etiquette will appear in this section. At the same time, Hurun Horse & Polo also dabbled in other fashion areas, such as cars, clothing, cosmetics, culture and art, etc.

Moment of Love

What can let a man be satisfied, and what makes women be elated? Learning between men and women is a deep pool of water, when the Valentine's Day, Chinese Valentine's Day, anniversary become the major holiday of the year, how to reasonable arrange ably dating scene? What kind of gift and food should be chosen? How to dress yourself? How to modify? How to be more attractive and charming? All these secrets can be your secret weapon.

Enjoy Life

This is a guide in the purpose of a healthier and better lifestyle. When wealth gathered at a rapid pace, how to find and get wealth with the real fun and pursuit? Cultivating and establishing a unique attitude towards life and tastes, certainly will be the future elite features of tags. Let the social, family and health into the splendid life.

Dressage

Riding is not just a sport, coordination between the knight and horse is also a science and an art. Hurun Horse & Polo will interview jockey and love horse professionals, showing the equestrian charm in detail, reports and participate in all kinds of equestrian championship.

Racing

As the most mainstream event, horse racing rules, system, training and nurturing of the horse will be showed in this sector, and will lead to visit many international horse racing activities, such as the Melbourne cup racing horse festival, the Swiss snow horse racing festival, Dubai Horse Racing World Cup, etc.



Distribution Channels

Horse & Polo China is distributed through a partner network of the horse clubs in China, with especial focus on some of the most important polo and racing events in China.

Hurun Golden Database Sub Total	16,000	Display Sub Total	5,000	Others Sub Total	2,000
Hurun Report Golden Database	3,000	Banks	900	Clients	1,000
Sports Car Club	3,000	Horse Associations	300	Subscription	1,000
Hurun Report Relevant Database	10,000	Cars Show Rooms	600		
		Luxury brand stores	200		
		Private Clubs	500		
Event Sub Total	7,000	Golf Clubs	800		
Gold Cup & Embassy Cup	5,000	Polo club/Horse relevant	500		
Hurun Report' s Events	1,000	Yacht Clubs & Marinas	1,200		
Hurun Report' s other Activities and	1,000	High End Restaurant & Bar	200		
High-end Exhibitions					

Total: 30,000 copies

2015 Hurun Horse & Polo Advertising Rates

Regular Positions	RMB
Inside Full Page	61,730
Double Page Spread	107,780
1/2 Page	34,680
1/3 Page	23,700
Special Positions	RMB
Outside Back Cover	345,860
First DPS	315,810
Second DPS	294,700
Third DPS	271,720
Facing Table of Contents	147,800
DPS Before Contents	210,550
Facing Masthead	144,150
Facing Editor's Column	128,700



FULL PAGE

Full Page
240 (W) X 320 (H) mm
Full bleed Page
246 (W) X 326 (H) mm



DOUBLE PAGE

Double Page
480 (W) X 320 (H) mm
Double bleed Page
486 (W) X 326 (H) mm



HALF PAGE

Half Page
240 (W) X 160 (H) mm
Half bleed Page
246 (W) X 166 (H) mm



HALF PAGE

Half Page
120 (W) X 320 (H) mm
Half bleed Page
126 (W) X 326 (H) mm

According to the policy and clause, all the advertiser, advertisement and rates should be approved by the publisher. It has been effective since January 2015. There will be no inform if the publishing rates change.

Deadline

Reservation: Day 10 of the month before the publication

Film: Day 15 of the month before the publication

Material Demand:

1. TIF or JPG (300dpi)

2. One color proof

3. If providing the film, the printing cable should be 175 lines/inch

There should be 7mm glue by side of the spine if it is the double-page spread

HURUN
SCHOOLS
GUIDE 胡润
国际
名校

开启世界名校的金钥匙



UNLOCKING THE DOORS TO THE WORLD'S BEST SCHOOLS

Nowadays, there is a clear trend amongst Chinese parents to send their children abroad to study. As high as 90% of China's super millionaire class is considering to send their children. This is the 9th consecutive year of the Hurun Schools Guide series, which aims to help parents and their children to unlock the doors to the world's best schools.

Hurun Schools Guide series is the definitive series of Chinese language guides to the world's best schools. This series systematically introduces to the parents what they need consider when sending children to study overseas, including information on top schools, selection standards and preparations.

Hurun Schools Guide is an extensive and growing collection of guides, providing Chinese parents with unrivalled insight into the education system in countries including the UK, US, Canada, Switzerland, Singapore, Hong Kong, Australia and New Zealand. In 2014, we created two unique issues, which were the first to take a thematic approach, eschewing a country-oriented approach for a focus on the best education available for those who wish to pursue a career in the Cultural and Creative Arts, or in the Political, Business and Military Leadership. In year 2015, we plan to publish 6 issues, including Australia & New Zealand, China, UK, US, Cultural & Creative and Switzerland. In the China Schools Guide, the focus is on famous international schools, public schools and private schools.

READERSHIP PROFILE

Age: The average age of our target readers is 35 to 50, the affluent parents of children age 6 to 18.

Gender: 50% male, 50% female. Whether male or female parents, education is one of their most pressing concerns.

Pass Along Rate: According to the research, every Hurun Schools Guide has a pass along rate of 10. Besides the parents (the subscriber), their children, relatives and friends are also the readers. Thus, the amount of our readers is far more than the circulation.



Cover Story

A focus on the hot issues and trends in studying abroad, with discussions of the most important educational styles in different countries.

What is

Summarising the education system of each country, with local educational experts and scholars giving their points of view
Elite: famous Chinese entrepreneurs with connections to each country interviewed, along with entrepreneurs' offspring currently studying there, to advise on each national system's advantages, and the impact it has had on them.



How To & Transition Period

Providing readers with need-to-know information, including visa application, school application, prior preparation and much more.
Summer Camp: Selecting well-known summer camps, helping students improve their language ability and experience foreign mode of teaching. All the while, students are able to become culturally acclimatised.



Junior School

It is becoming a trend that students are beginning to study overseas at a younger age than ever before. Thus, Hurun Schools Guide broadens the range to include junior middle boarding schools (preparatory school). After comparing the factors, such as academic level, staff-student ratio, school type, we recommend the best schools to the readers.

Secondary School

This column introduces top boarding schools, including the ranking list, profile, feature, location, fees and so on. We interview the headmasters and admission officers of famous middle schools, and Chinese students of the schools, providing first-hand information for readers.

University

Publishing the latest school ranking list, and introducing them. In addition, we interview students at these schools to provide professional advice.

Country Guide

Introducing each country's culture, travel, luxury properties and emigration regulations, to help affluent family members familiarize themselves with local society.

Luxury properties: To meet the wealthy individual's demand, suggestions are provided about investment in luxury properties.

Emigrations: Focus on the destination country's immigrant investor program, with the risks highlighted.



Distribution Channels

Database direct mailing	11,000	Display Sub Total	3,000
Hurun Report's core Database	4,000	Bank VIP Room	900
Chamber of commerce' s database	2,000	International School	600
Partners' assistance	5,000	Private Club	500
		Golf Club	800
		High-end Conference	200
Retail & Subscription	8,000		
Economic Press China	4,000	Others Sub Total	3,000
Bookstores in First-tier City	1,500	Education Activity	2,000
Bookstores at the Airport	1,500	Internal Use	1,000
Cooperation with Bank Credit Card	1,000		

Total: 25,000 copies

Publishing Plan

Publication	Release Month
AU&NZ	May
China	June
UK	August
US	September
Cultural & Creative	November
Swiss	December

2015 Hurun Schools Guide Advertising Rates

Regular Positions	RMB	RMB
	UK/US/Chinese (40000 circulation)	AU&NZ/Swiss/ Cultural & Creative (25000 circulation)
Inside Full Page	76,990	57,750
Double Page Spread	125,590	94,190
1/2 Page	47,380	35,530
1/4 Page	27,500	20,620
Special Positions	RMB	RMB
Outside Back Cover	212,710	180,800
First Right Hand Page	162,800	138,380
Second DPS	186,960	158,920
Third DPS	180,180	153,160
DPS Before Contents	170,500	144,920
TOC 1	111,860	95,080
TOC 2	103,780	88,210
Three Continuous Ads on RH Side	258,420	219,650
8-page Section Bound Into Magazine	427,160	363,090
Book Mark Per 10,000 Distribution	132,000	99,000



FULL PAGE

Full Page
205 (W) X 290 (H) mm
Full bleed Page
211 (W) X 296 (H) mm



DOUBLE PAGE

Double Page
410 (W) X 290 (H) mm
Double bleed Page
416 (W) X 296 (H) mm



HALF PAGE

Half Page
205 (W) X 145 (H) mm
Half bleed Page
211 (W) X 151 (H) mm



HALF PAGE

Half Page
102.5 (W) X 290 (H) mm
Half bleed Page
108.5 (W) X 296 (H) mm

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Film: Day 15 of the month before the publication
Material Demand:
1.TIF or JPG (300dpi)
2.One color proof
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There should be 7mm glue by side of the spine if it is the double-page spread

胡润高端活动

Hurun High-end Events

12
December

胡润百富
HURUN REPORT
私人晚宴
Private Dinner

1
January

BEST
OF THE
BEST
至尚优品

10
October

THE
RICHEST
PEOPLE IN CHINA
百富榜

9
September

HURUN
SCHOOLS
GUIDE
胡润
国际名校



2
February

ART LIST
胡润艺术榜

3
March

HURUN GLOBAL RICH LIST
胡润全球富豪榜

8
August

醇
Hurun Wine

中国葡萄酒挑战赛
CHINA WINE CHALLENGE

胡润 HURUN
财富报告 WEALTH REPORT

4
April

7
July

擎 WINGS+
WATER

6
June

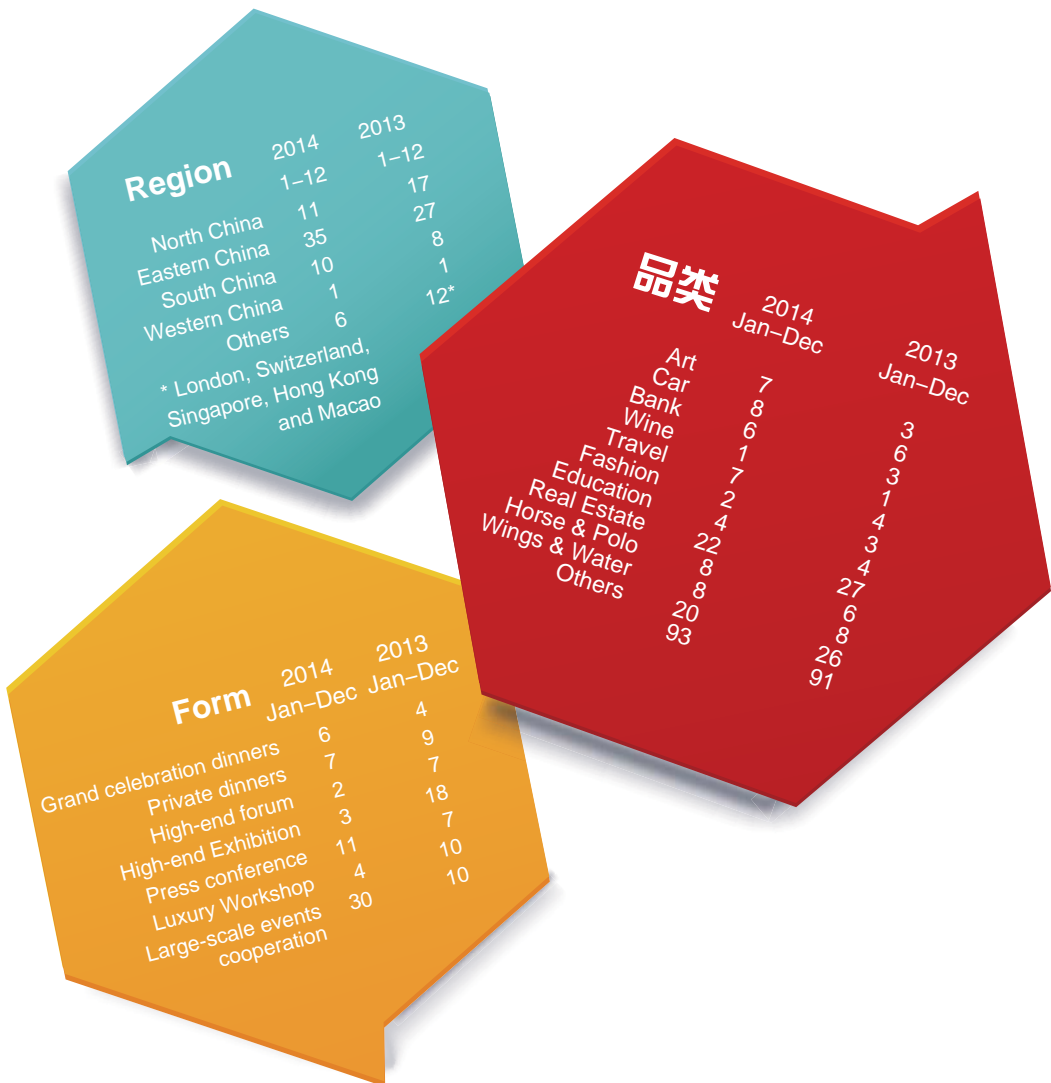
胡润 CHINA
马道 HORSE POLO

5
May

Entrepreneur & Luxury Brands High-end Interaction Platform

Hurun Report has an active business events division targeting China's entrepreneurs and HNWIs. *Hurun Report* holds about 100 events every year with this target group, creating a powerful communication platform for brands and sponsor to influence these opinion leaders through experiential marketing.

Activity Analysis



胡润百富
HURUN REPORT
**BEST
OF THE
BEST**
至尚优品

BEST OF THE BEST AWARDS DINNER

2015 is the eleventh anniversary of the *Best of the Best Awards*, making this the longest-running and most authoritative awards for the Chinese luxury industry. Awards are given based on the results of five hundred face-to-face interviews with Chinese individuals that own more than ten million RMB, which question them on their favored luxury brands and lifestyle consumption choices. The *Best of the Best Awards* are designed as a 'ISO9000' for the luxury consumer. In January of each year, a grand press conference and awards ceremony banquet will be held, with some of China's leading entrepreneurs invited to present the winning brands with the top accolades.





胡润国际奢侈品领袖论坛
Hurun Luxury Summit



Hurun Luxury Summit

The *Hurun Luxury Summit* is a private, peer-to-peer gathering forum designed to act as a powerful matchmaker between like-minded luxury professionals. It is the kind of event to which senior luxury brand decision-makers are ready to commit their time and energy.

Each brand will have up to ten minutes speech and ten minutes interaction with other brands about brand development. It follows on from the *Luxury Workshop* series in China and abroad every year, intending to explore the consumption and psychological features of high-end groups and the operating status in China of luxury brands.



2014 2013 2012 2011 2010 2009 2008

HURUN GLOBAL RICH LIST
胡润全球富豪榜

HURUN GLOBAL RICH LIST

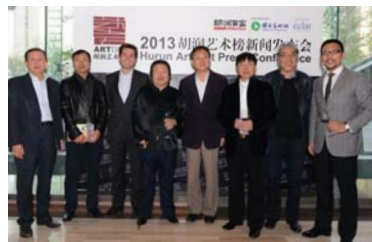
The *Hurun China Rich list* is widely considered to be the so-called Bible of Wealth in China. Since 2012, Hurun Report has also been releasing the *Hurun Global Rich List*, a ranking of the world's billionaires, which this year is expected to hit 2000 individuals.





HURUN ART LIST

Since 2008, the *Hurun Art List* has succeeded in forging a link between China's leading entrepreneurs and artists. To coincide with the release of *Hurun Art List*, Hurun Report invites a number of leading artists, entrepreneurs and collectors to attend the Hurun Art List Private Dinner.



WEALTH REPORT

The *Hurun Wealth Report* analyses the number and distribution of China's wealthy across the nation's major cities and provinces. Hurun Report also releases sub-reports specifically for the cities of Shanghai, Chengdu, Guangdong, Jiangxi, Wuhan, Nanning, Shandong and elsewhere.



速度与激情 NEED FOR SPEED

PASSION FOR SPEED

In the past year, silver screen celebrities, business tycoons, and the rich second generation have developed a close relationship with *Hurun Report* as we expand our relationship with the luxury racing industry. *Hurun Report* has participated as strategic media partner in exclusive events such as the Super Sports Car Carnival held at Shanghai's F1 Racetrack and the 2013 Super Show Fast Track Experience.



擎 WINGS+ WATER

JET & YACHT

Hurun Report's high-end luxury magazine *Wings & Water* is designed to address the needs of entrepreneurs interested in the purchase and preservation of their private jets or yachts. In addition, *Hurun Report* hosts a series of events, including a major domestic air exhibition and boat show. We invite our guests to share their respective views on the aviation and yacht industry, providing a platform for entrepreneurs, corporate executives, and aircraft enthusiasts to interact with related industries and enterprises.



胡润马道 CHINA HORSE & POLO

HORSE & POLO CHINA

Hurun Report actively supports horse polo and is committed to bringing the sport to the Chinese community. Hurun Report has worked with Nine Dragons Polo Club for six consecutive years and is constantly working to promote polo in China. In addition to the Consul General's Polo Cup title, which it won in 2012 and 2013, the Hurun Report Polo Team triumphed in the Nine Dragons Hill 6 Goal Polo Gold Cup, marking the first time that Hurun Report has held both championship titles in one year.



HURUN SCHOOLS GUIDE 胡润国际名校

EDUCATION EVENTS

The *Hurun Schools Guide* provides insight into the education systems of various countries. Events include launch parties for the various school guides and the *Best of British Education: Eton Night*, and *Best of American Education: Exeter Night*. In addition, we host an "Elite Schools Forum", where we invite the leaders of top schools from around the world to share the characteristics of their respective education systems.



胡润百富私人晚宴 Private Dinner

醇 Hurun Wine 中国葡萄酒挑战赛 CHINA WINE CHALLENGE

PRIVATE DINNER & CHINA WINE CHALLENGE

Hurun Report's other signature events include the *China Wine Challenge Awards Dinner*, *Presidential Suite Awards*, *Polo Cup Welcome Dinner*. These events are committed to providing a platform for leaders in aviation, yachting, private banking, wine, cars, jewelry and other high-end industries to come face to face with the business entrepreneurs, luxury consumers and other high net worth individuals.



THE
RICHEST
PEOPLE IN CHINA
百富榜

生活 **BEST**
奥斯卡 **THINGS**
IN LIFE

HURUN REPORT ANNIVERSARY CELEBRATION

Every October, when the renowned *Hurun Rich List* is released, Hurun Report hosts an event for the listed entrepreneurs, as well as celebrities, artists, media and other VIPs at the Hurun Report anniversary celebrations. This series of exclusive events includes the Entrepreneurs Summit, The Most Respected Entrepreneurs Awards Ceremony, and "Best Things in Life". For The Most Respected Entrepreneur award, Hurun Report chooses the man or woman whose accomplishments have had the most significant impact on the Chinese entrepreneurial community.

ENTREPRENEURS SUMMIT

Hurun Entrepreneurs Summit provides a platform for China's top entrepreneurs and business elite to debate and discuss topics of interest, as well as creating valuable networking opportunities. The annual *Hurun Entrepreneurs Summit* brings together China's top business decision-makers, academics, media and authority figures.

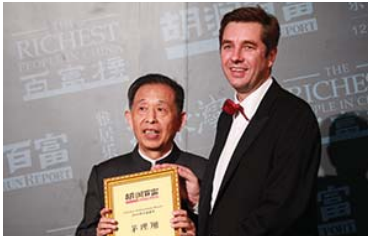
MOST RESPECTED ENTREPRENEURS AWARDS

At the Most Respected Entrepreneurs Awards Ceremony, Hurun Report presents accolades to the top entrepreneurs on the *Hurun Rich List*. In front of esteemed Chinese entrepreneurs, government officials, celebrities and top brand representatives, these entrepreneurs will be awarded for their significant contributions to China's business community.



THE
RICHEST
PEOPLE IN CHINA
百富榜

生活 **BEST**
奥斯卡 **THINGS**
IN LIFE



BEST THINGS IN LIFE

Hurun Report's "Best Things in Life" event focuses on various areas of the entrepreneurial lifestyle, including investing in and collecting cars, watches, wine, art, education for the second-generation, equestrianism and polo, luxury travel and more.



新媒体 New Media

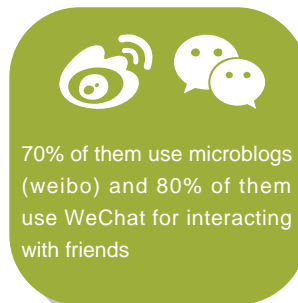


圈子创造价值

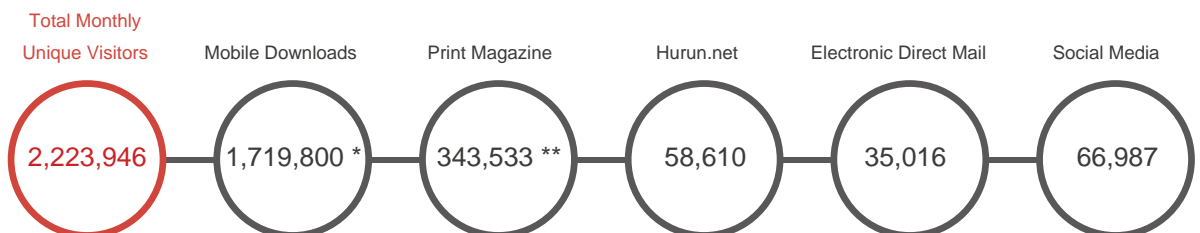
Passionate about Chinese Entrepreneurship

As visionaries of the post-4G era, Hurun has diversified its new media platform to provide faster and easier services to China's high-end crowd. Hurun's online magazine offers information concerning various lists, events, and research.

Millionaires' New Media Habits: :



Sources: Hurun Wealth Report 2013



* Mobile downloads includes smartphone and tablets

**Hurun Report magazine comes out every month with BPA circulation of 114,511, each magazine could cover three audience

With Hurun Report's high brand awareness, as of Dec. 10th, 2014

relevant information in Baidu Search was 34,800,000, relevant news was 566,000.

iPad Magazine

The iPad magazine provides a fresh and interactive approach to Hurun Report's paper magazine. The magazine platform serves as a definitive guide for lifestyle trends of the elite mass. Hurun's magazine APP ranks first in the Business and investment magazine category of What's Hot Apple's App store, the large amount of downloads have proved its strong brand influence.

>| Hurun Report HD

Since January 2014, Hurun Report uses Adobe DPS (Digital Publishing Suite) platform for iPad magazine. With Adobe DPS data monitoring program, we can get the number of app installment, iPad magazine download and purchase data, the most popular content, which help customers have accurate and effective advertising.



iPad Magazine Average Sessions Per Reader

3.26

iPad Magazine Time Spent Per Reader

28.2

Fascinating Interactivity

Hurun new media is full of creativity. The ad format includes Cover, Display Advertising, Advertorial, Special Issue, Video, Picture, 360° Rotating Picture, etc.



>| Horse & Polo China HD

In 2014, Year of the Horse, the iPad version of Horse & Polo Magazine brings horizontal version iPad concept and provides news updates and video clips on what is happening within the equestrian community. Readers will be able to gain a better understanding of various equine activities both at home and abroad.

>| Hurun Schools Guide HD

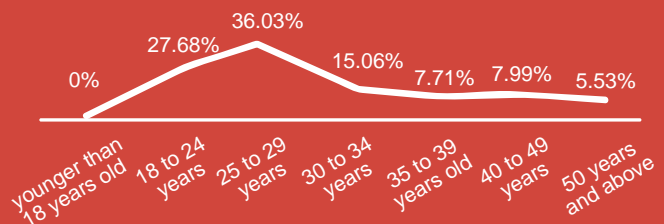
Hurun Schools Guide iPad APP is a comprehensive guide targeted towards Chinese parents interested in sending their children overseas to study. The guide includes a wide range of content including a list of the top international schools. You can become an elite club member by downloading the app and enjoy a wide range of benefits.

Hurun.net

Hurun Report website provides a comprehensive guide to all magazines, events and research, while serving as China's top social networking platform. The newly revised website has a more user friendly layout with real time news updates. The new "Luxury" tab covers all aspects of the high-end of lifestyle lead to higher traffic.

Visitors Gender:
Mostly man

Age:
25-29 years old
career in the fast rising period



Worldwide site visitors: China (Beijing, Shanghai, Guangzhou, Hong Kong), the United States, Australia, Singapore, UK, India, Canada, Japan, Taiwan, South Korea, Spain, France, Germany, Italy, Malaysia, Switzerland, Macau, New Zealand, Denmark, Lebanon, UAE

Social Media

Hurun Report's official Weibo (micro blogging) and WeChat provides quick updates of the latest developments to its broad fan base. All content is linked to Hurun Report's official website.

EDM

With over 10 years of accumulated data, Hurun Report's database is now compiled of 35,016 individuals. Hurun is able to provide the most accurate information to its readers with a monthly growth rate of 5%.

2015胡润百富iPad杂志广告刊例 Hurun Report iPad Magazine Advertising Rates

Regular Positions	版位	RMB
Inside Full Page	内页整版	158,000
1/2 Page	1/2 页面	89,800
Special Positions	特殊位置	RMB
Start Video 5"	5 秒开机视频	398,000
Cover	封面	348,000
Before Table of Contents	目录前页	218,000
After Table of Contents 1	目录后页 1	196,000
After Table of Contents 2	目录后页 2	186,900
1/2 TOC Page	目录半页	118,000
After Hurun Column	胡润专栏后页	178,800
Video After Hurun Column	胡润专栏后页视频	238,000
Special Advertising Section	特殊广告版式	RMB
4-page Section Bound into Magazine	特刊 4 页	356,800
8-page Section Bound into Magazine	特刊 8 页	498,000
16-page Section Bound into Magazine	特刊 16 页	688,900
Special Format	特殊效果	附加价目RMB
Pop-up Video	弹出视频播放	168,000
Pop-up Pictures	弹出图片组	145,800
Multiple Layer Display	多层图片演示	145,800
360° Rotating Picture	360°演示	92,600
Hyperlink	超链接	18,000

2015胡润马道iPad杂志广告刊例 iPad Magazine Advertising Rates - China Horse & Polo

Regular Positions	版位	RMB
Inside Full Page	内页整版	86,900
Special Positions	特殊位置	RMB
Start Video 5"	5 秒开机视频	188,600
Cover	封面	168,800
Before Table of Contents	目录前页	113,600
After Table of Contents	目录后页	105,900
1/2 TOC Page	目录半页	68,000
After Hurun Column	胡润专栏后页	98,900
Video After Hurun Column	胡润专栏后页视频	126,000
Special Advertising Section	特殊广告版式	RMB
4-page Section Bound Into Magazine	特刊 4 页	173,688
8-page Section Bound Into Magazine	特刊 8 页	243,889
16-page Section Bound Into Magazine	特刊 16 页	340,744
Special Format	特殊效果	附加价目RMB
Pop-up Video	弹出视频播放	66,240
Pop-up Pictures	弹出图片组	58,574
Multiple Layer Display	多层图片演示	58,574
360° Rotating Picture	360° 演示	37,315
Hyperlink	超链接	7,040

2015胡润名校指南iPad杂志广告刊例 iPad Magazine Advertising Rates - Hurun Schools Guide

Regular Positions	版位	RMB
Inside Full Page	内页整版	98,800
Special Positions	特殊位置	RMB
Start Video 5"	5 秒开机视频	243,800
Cover	封面	198,000
Before Table of Contents	目录前页	148,000
After Table of Contents	目录后页	132,800
1/2 TOC Page	目录半页	78,800
After Hurun Column	胡润专栏后页	122,800
Video After Hurun Column	胡润专栏后页视频	168,900
Special Advertising Section	特殊广告版式	RMB
4-page Section Bound into Magazine	特刊 4 页	216,900
8-page Section Bound into Magazine	特刊 8 页	303,600
16-page Section Bound into Magazine	特刊 16 页	425,600
Special Format	特殊效果	附加价目RMB
Pop-up Video	弹出视频播放	82,800
Pop-up Pictures	弹出图片组	71,800
Multiple Layer Display	多层图片演示	71,800
360° Rotating Picture	360° 演示	46,200
Hyperlink	超链接	8,800

十月为年度胡润百富榜发布，广告刊例价格上浮 20%。

The Hurun China Rich List will be released on October. Advertising rates on October will be subject to a 20% loading fee.

2015胡润百富官网广告刊例 Hurun Report Official Website Advertising Rates

Home Page	首页	Dimension (宽×高)	RMB
First Page Left Banner	首屏左侧 Banner	650×360	69,800
Video Ads (15-30 seconds)	视频 (15-30 秒)	305×215	98,000
Secondary Page Left Banner	第二屏左侧 Banner	290×145	48,900
Secondary Page Banner	第二屏通栏	950×140	58,000
Special Positions	子页面 (榜单、活动、调研、奢华)		RMB
First Page Banner	首屏通栏	1000×300	61,800
Special Advertising Section	文章子页面		RMB
Right Floating Ads	右侧浮动广告	160×300	36,800

2015微信 WeChat

广告形式 Advertising Mode	RMB
定制话题 - 主版位 Custom Topic - The Main Position	29,800/ 次 Post
第二话题位置 Second Topic Position	15,800/ 次 Post
第三话题位置 Third Topic Position	9,800/ 次 Post
话题内容顶部 Banner 位 Top Banner of Topical Contents	7,500/ 次 Post/ 话题 Topic
	6,500/2 次 2 Times Post/ 话题 Topic
	6,000/3 次 3 Times Post/ 话题 Topic
话题内容底部 Banner 位 Bottom Banner of Topical Contents	5,500/ 次 Post/ 话题 Topic
	4,500/2 次 2 Times Post/ 话题 Topic
	4,000/3 次 3 Times Post/ 话题 Topic
微信软文定制 (视定制标准定价) We Chat advertorial customization (Reference The Price of Custom Standard)	35,760/ 次 (起) Post (Starting Price)

2015微博 WeiBo

广告形式 Advertising Mode	RMB
转发—置顶位 Repost - Top Position	29,800/ 次 Post
转发 Repost	19,800/ 次 Post

2015群邮 E-newsletter

广告形式 Advertising Mode	RMB
文字链接 Words Link	5,000/ 期 Period
文字链接 Words Link -10 月	19,800/ 期 Period
文字链接 Words Link -11 月	9,800/ 期 Period
数据库邮件 E-newsletter	50,000/ 次 Post

*iPad杂志广告物料要求 Advertising Material Requirements For iPad Magazine

广告形式 Advertising Mode	图片广告 Display Advertising	视频广告 Video Advertising	图片组 Pictures	全屏滑动 Full-screen slide	多层演示 Multiple Layer Display	360° 展示 360° Rotating Picture	其他特效 Other Special Efficiency
技术资料 Technical Data	768×1024	—	768×1024	可商议 Negotiable	可商议 Negotiable	可商议 Negotiable	可商议 Negotiable
电子格式 Electronic Form	JPG /PNG	MP4	JPG /PNG	JPG /PNG	JPG /PNG	GIF	—
精度 Precision	300dpi	—	300dpi	300dpi	300dpi	—	—
其他要求 Other Requirements	5MB 以内	35MB 以内 30 秒以内	5 张以内	—	5 层以内	—	—
		35MB, 30-second	5-page		5-layer		

十月为年度胡润百富榜发布，广告刊例价格上浮 20%。

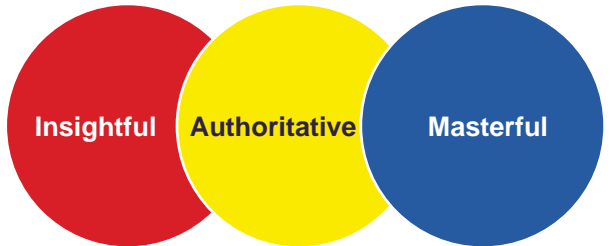
The Hurun China Rich List will be released on October. Advertising rates on October will be subject to a 20% loading fee.

胡润高端调研

Hurun High-End Research

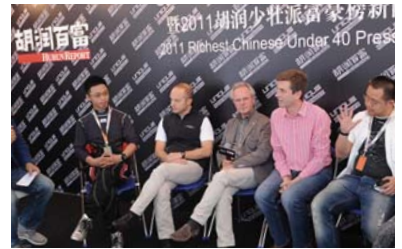
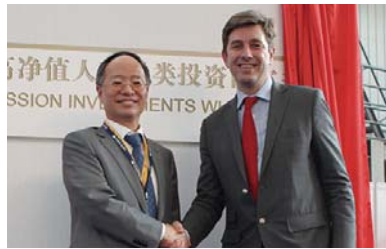


The Most Authoritative Database of China's HNWLs Comprehensive Research and White Paper Publishing Experiences



Hurun High-end Research

- Nobody knows China's rich better
- History of tracking China's richest - Accumulation of a powerful database
- Comprehensive research and white paper publishing experience
- Clear vision on the luxury industry
- Far-reaching media influence
- Broad brand influence



Integration of Relevant Expertise to Deliver The Best Solution to Address Your Marketing Issues



We Provide a Comprehensive Marketing Research Service

- Qualitative and quantitative researches and data collection among China's high net worth population concentrated areas
- Solutions for different occasions and problems
- New methods will be developed if the existing methods do not meet your requirements.



Our Findings

HNWIs' children, whose education background is senior high school or below, prefer to studying at UK (28.7%), while those who receive education of undergraduate or above would like to study at USA (36%).

The average age of the multimillionaire is 38 years old; the average age of the billionaire is 39 years old.

USA (52%) is the first country that HNWIs would like to choose to immigrate and Canada (21%) is the second one.

The male multimillionaire to female ratio is 6:4.

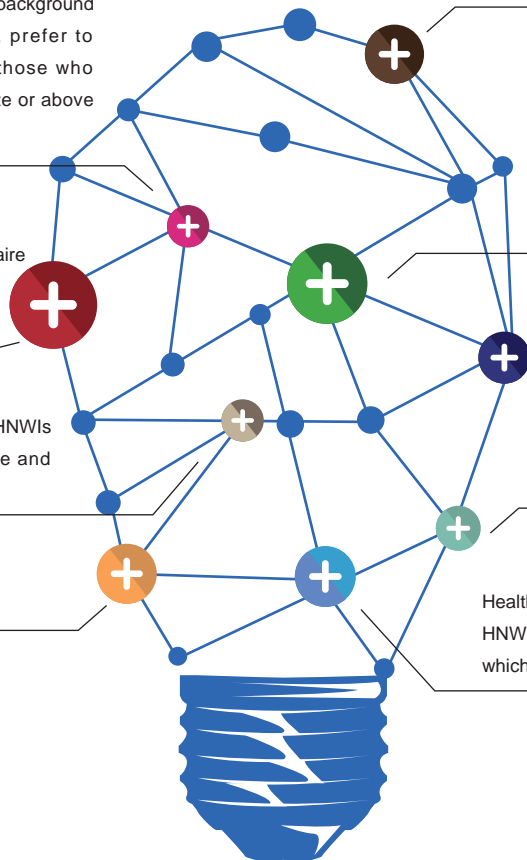
The multimillionaire on average owns 4 watches and 3 cars; the billionaire on average owns 5 watches and 4 cars.

They are extremely keen on traveling and have an affinity for Italian goods.

Red wine gains its popularity among Chinese millionaires.

The primary sources of wealth are real estate and manufacturing.

Healthy food and exercise are main ways for HNWIs to maintain nutrition and keep healthy, which share 84% and 81% respectively.



In 2011–2014, Hurun Report Inc. published a series of white papers targeting the high net worth population as following:

The Chinese Millionaire Wealth Report 2011 - 2014
 The Chinese Luxury Traveler White Paper 2011 - 2014
 China Spiritual Investments White Paper 2014
 Immigration and the Chinese HNWI 2014
 Luxury Car Brands in China 2014
 Primary Residence of Chinese HNWIs 2014

Overseas Study 2014
 China Passion Investments White Paper 2013
 The Chinese Luxury Customer White Paper 2012
 Private Banking White Paper 2011
 The Star River Property Owners White Paper 2011
 The China Art Collection White Paper 2011



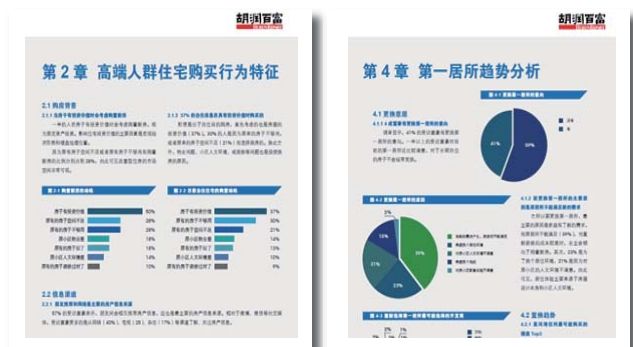
Primary Residence of Chinese HNWIs 2014

Background

Under the macro-economic background of housing market regulation, changes have been seen among the structural housing needs of high net worth population. In the year of 2014, Hurun Report and Star River jointly released *Primary Residence of Chinese HNWIs 2014*, intended to explore the influence of Chinese high net worth population's knows and behaviors on the development of primary residence. How is the situation of their currently owned primary residence? What preference of their purchasing behavior? How do their desires associate with the trend of primary residence?

Main Contents

The white paper comprehensively describes the housing scale and purchasing behavior of the wealthy population, researches and analyzes their views and preference on primary residence, and based on the result forecasts the trends of primary residence. This report covers large numbers of charts and statistical data, aiming on reflecting the status and tendency of the certain market, as well as bringing out a full image on the wealthy population's housing preference.



Key Points

The first and foremost condition of primary residence is location, and the second and third attribute to transportation and living facilities, accounting for 55%, 51% and 46%, respectively. In addition, natural environment occupies 44% of the votes. For Chinese high net wealthy population, XX, XX and XX take up TOP3 of the most trustworthy property developers. Houses, with plane or duplex structure in simple modern style, are more popular compared with others.

Luxury Car Brands in China White Paper 2014

Background

Luxury car market has been always seen an outstanding performance worldwide, especially in China. Predicted by the experts, Chinese future luxury car market will make steady progress. Hurun Report takes the lead in releasing *Luxury Car Brands in China White Paper 2014*, acting as a senior researcher on mysterious features of Chinese luxury car brands and consumers. What are the characteristics of the luxury car owners? How they purchase and utilize their cars? What are the brand images of those luxury cars?

Main Contents

The white paper covers the market situation of Chinese luxury cars and the distribution of Chinese high net worth population, analyzes properties identities of the car owners in terms of eight popular luxury car brands, as well as the corresponding brand images, followed by a multi-angle study on their usage behavior and purchasing preference. By encompassing lots of intuitive charts and statistical data, the report delivers a holistic and quantitative image on features of both luxury car owners and brands.



Key Points

The main features of luxury cars are dignity, style and awareness. Three brands of Lamborghini, Ferrari and BMW meet the features most compared with other luxury car brands. For decision making of purchasing, safety accounts for 80% among the criteria. Internet and auto 4s shop are the most leading channels of information. Over 90% of luxury car owners purchase in auto 4s shops.

China Overseas Study 2014

Background

With the growing number of wealthy families and policy favorable trend in China, the market of overseas study has been rising and expanding year by year, while Chinese students have become the largest group of overseas student in many countries. *China Overseas Study 2014* is released by Hurun Report under collaboration with China Citic Bank. It seeks to show an active market of overseas study by conducting research and interview.

Main Contents

The white paper depicts the recent market scale of Chinese overseas study and main alternative countries, illustrating the advantages and disadvantages of different education systems, as well as the most popular majors appealed to the wealthy population. More importantly, supported by numbers of professional and authentic interviews, it emphasizes the significant influence of overseas study on personal and social development. This report compasses large groups of charts, photos, records and statistical data, for the purpose of helping readers look into Chinese overseas study market and set strategies for future path.



Key Points

HNWIs' children, whose education background is senior high school or below, prefer to studying at UK, while those who receive education of undergraduate or above would like to study at USA. Canada and Australia are also hot options. Business appeals to Chinese students most. Overseas study also bring about opportunities and challenges for financial services, travel, investment immigration and properties.

Healthcare of Chinese HNWI's 2014

Background

The size of Chinese healthcare industry is continuously expanding in line with international standard, while consumption pattern becomes gradually diversified. As healthcare has been gaining popularities among HNWI's, Hurun Report has worked with Administration Committee of Changbai Mountain Reserve & Development District and released *Healthcare of Chinese HNWI's 2014*, aiming at exploring and analyzing the desires and ways of healthcare for those wealthy people. What is the present situation of Chinese healthcare industry? What are the traditional and emerging ways of healthcare? How does the industry developed in the future?

Main Contents

The white paper provides a detailed industrial and geographical distribution of Chinese high net worth population, describes their preferred healthcare approaches of food, sport, spa and travel etc., and forecasts the market trend based on large numbers of charts, statistical data and interview records. Hurun Report hereby helps readers access to and have in-depth knowledge on Chinese high-end healthcare industry.



Key Points

Healthy food and exercise are main ways for HNWI's to maintain nutrition and keep healthy, which share 84% and 81% respectively, following by physical examination with share 78%. Medical tourism is a new industry that increases the most quickly throughout whole world. The fastest developing traveling project, ecotourism, is one of trends for maintaining nutrition and keeping healthy with yearly increasing rate 20% on average.

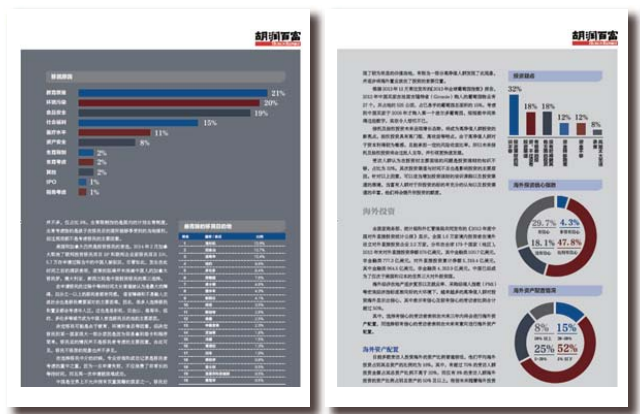
Immigration and the Chinese HNWI 2014

Background

Early at the end of 1990s, investment immigration has showed a clear potential on the rise. The accelerating social progress leads the market to a diversification of external environment, motivation and ways. Hurun Report has worked with Visas Consulting Group in 2014 and published *Immigration and the Chinese HNWI 2014* that analyzes the present market of immigration and the relative preferences of HNWI in China. Why do they immigrate? What are the popular preferred countries for immigration? How do they invest and plan to immigrate?

Main Contents

The white paper deeply researches and analyzes the scale, subjective factors and objective conditions of investment immigration for Chinese HNWI's, provides in-depth knowledge on typical immigration approaches, especially overseas property. Also, it focuses on the significance of overseas study and happiness index. On the basis of lots of professional charts and statistical information, this report acts as a comprehensive support for delivering an intuitive image on Chinese investment immigration.



Key Points

USA is the first country that HNWI's would like to choose to immigrate and Canada is the second one. The percentages of people who choose USA and Canada are 52% and 21% respectively. Simultaneously, Los Angeles, San Francisco and Vancouver are three desirable cities of immigrants. Overseas property has the biggest share over a quarter among all overseas projects invested by wealthy people, which is followed by fixed income and securities. Asset allocation is the main reason for overseas investments.

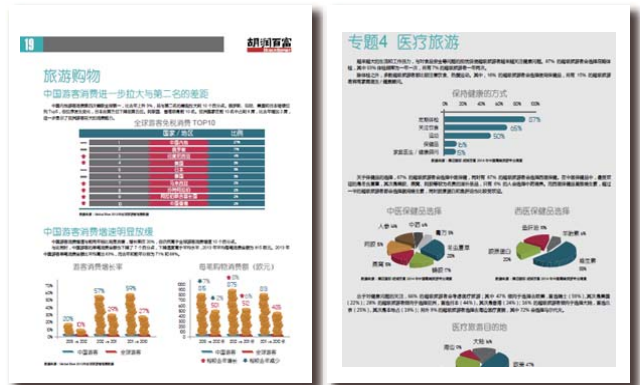
The Chinese Luxury Traveler White Paper 2014

Background

Chinese tourism economy has seen a steady progress during the year of 2013, and the upward tendency of Chinese luxury travel market will maintain an accelerating speed in the future, according to the research institute. In 2014, Hurun Report released *The Chinese Luxury Traveler White Paper 2014*, jointly with ILTM Asia for the fourth consecutive years. The topic is about the traveling ways and consumption characteristics of Chinese HNWIs. How do they plan their travels? What are their purchasing preferences and strategic behavior? How will Chinese luxury travelers perform in the future?

Main Contents

The white paper goes into the leisure lifestyle of Chinese luxury travelers by analyzing their typical traveling ways and purchasing features in recent years, with the amount of consumption and preferred destinations added as support. It also firstly proposes medical tourism and forecast the developing trend of the market. One should have a better insight into the present and future luxury travel market after reading the whole report.



Key Points

Super travelers would like to consider location, hotel brands and prices when choosing a hotel. Ritz-Carlton has been rising the most quickly at the list of Best Hotels these years and Shangri-La has been the first for ten years. 66% of super travelers will consider medical tourism, and Switzerland and USA are top two they would like to choose. The percentages of people who care for the quality of brands, safety and Chinese escorts are 41%, 33% and 26% correspondingly.

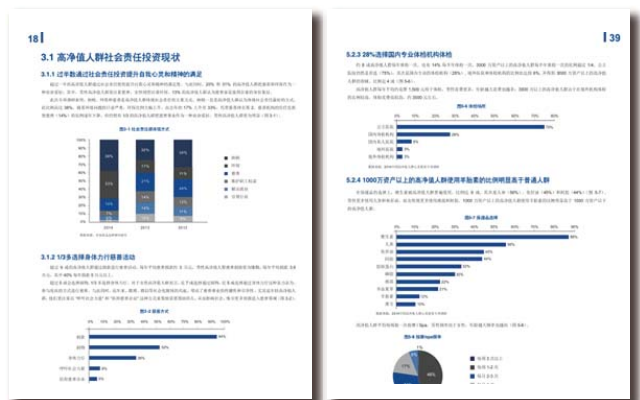
China Spiritual Investments White Paper 2014

Background

World macro economy has gradually returned to life after entering the year of 2014, providing the basis of high-speed growth for Chinese economy. Meanwhile, spiritual investment is showing a great potential in the industry. Hurun Report worked with the Industrial Bank for the third consecutive year and released *China Spiritual Investments White Paper 2014*, trying to have an in-depth look at the field of HNWIs spiritual investment. What appeals to their spiritual need? What are their investment preferences? How will the market perform in the future?

Main Contents

The white paper addresses an overview on worldwide situation of macro economy, analyzes various investment ways of social responsibility, education, healthcare, insurance and travel, and accordingly predicts the future trend of each investment field. This report covers large numbers of charts, statistical data and professional interview records, aiming at providing comprehensive and proved information support for the market of HNWIs spiritual investment.



Key Points

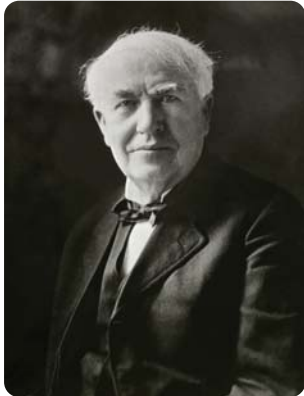
Health, travel and education are three fields of Spiritual Investments, which share 88%, 79% and 66% respectively; top three hobbies are gourmet(76%), travel(73%) and exercise(65%). 3/4 of HNWIs have already bought insurances for themselves and their families which are required premium 13,172 RMB yearly on average. 72% of them invest in health and medical insurance and 45% of them are in favor of international insurance institutes.



36%

教育

Education
引领格调之境
Leading Classy Education



“If you don't learn to think when you are young, you may never learn at all.”

— Thomas Alva Edison

As the most authoritative and influential China's HNWI Institute, Hurun Report is set to launch a new range of educational products in 2015. We focus not only on successful people, but also on cultivating China's up-and-coming elites.

Overseas College Entrance Examination

Objectives:

Successfully apply for Ivy League universities

Services:

- 1/ Application framework. Everything that parents need to understand and prepare for is provided in the Parent Work List.
- 2/ Application strategy. Students are helped to refine their applications with essential points and principles contained in the Student Work List.
- 3/ VIP one-to-one model. Students obtain customised counseling, with tailor-made application shortlists created for each family.

Products:

- 1/ Testing: The Educational-Vocational Aptitude Test pinpoints the appropriate major
- 2/ Examinations:
 - a) TOEFL
 - b) SAT
 - c) College Entrance Examination
- 3/ Academics:
 - a) Vocabulary building
 - b) Reading
 - c) Writing
 - d) American culture
- 4/ Socials:
 - a) Summer camp
 - b) Summer school
 - c) Extracurricular activities
 - d) Competition and Certification

Creator II

Objectives:

Accumulation of social connections and resources

Format:

Three-months study tour

Products:

- 1/ Elite school: the recent worldwide management philosophy
- 2/ Elite professor: discussion about East and West management methods
- 3/ Elite enterprise: combination of methodology and practice

Enterprise House

Objectives:

Leading enterprises' development

Format:

Executive class, elite class, first-line class

Products:

- 1/ Brand strategy: maximization of competitive advantage and intangible value
- 2/ Distribution management: distributors are essential for market share
- 3/ HR management: future of the talent business, and human resource strategy