



## 2015 现代传播集团 MODERN MEDIA GROUP

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# 大都市 Numéro

大  
都  
市

# THE ULTIMATE FASHION ICON

## 高端时尚 前卫文化

### SINCE 2010

**FASHION  
WITH  
ATTITUDE  
BEAUTY  
WITH  
CREATIVITY**

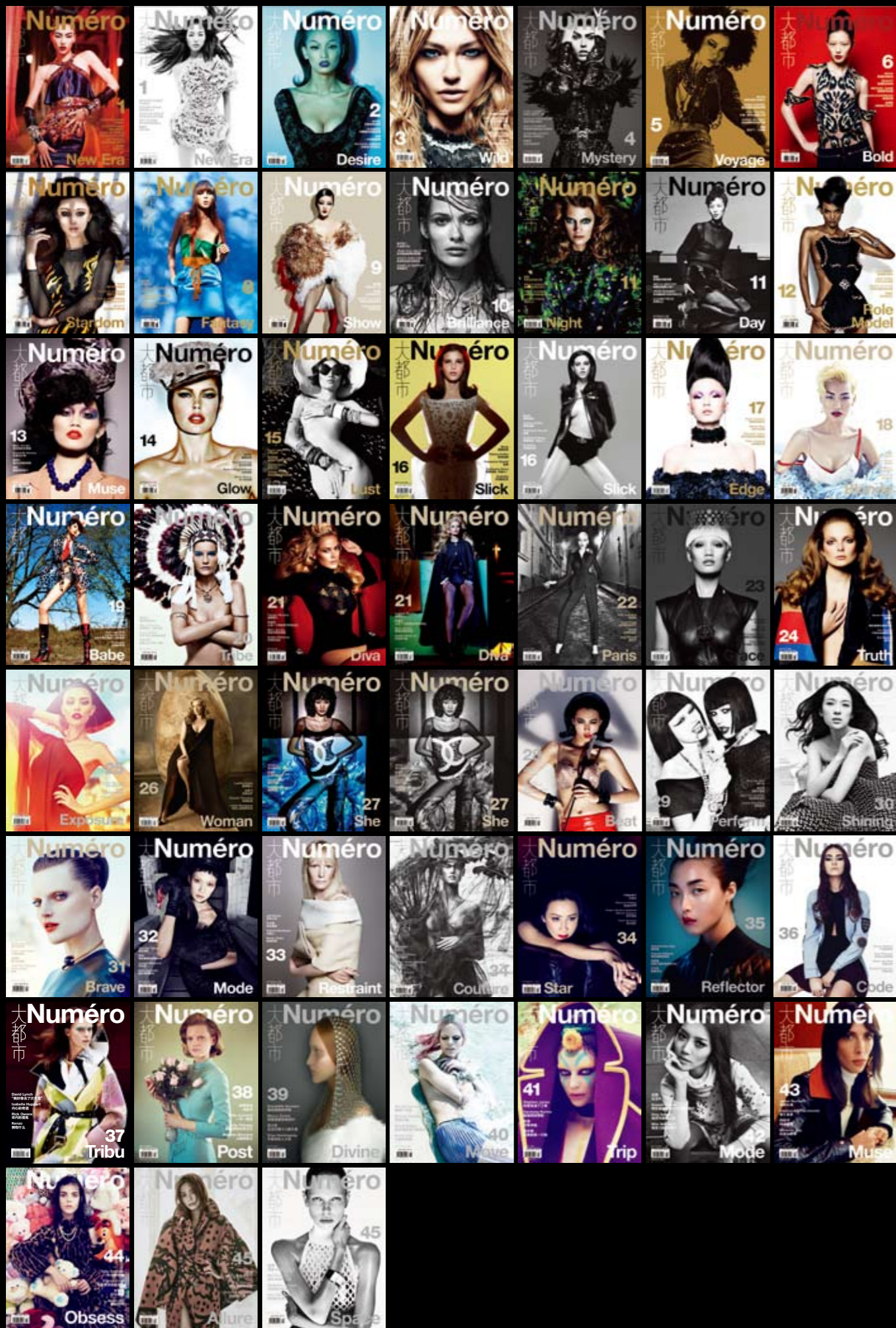
态度决定时尚  
创意彰显美丽

大 **Numéro**  
都  
市

**FASHION  
WITH  
ATTITUDE  
BEAUTY  
WITH  
CREATIVITY**

态度决定时尚  
创意彰显美丽





# TO INFLUENCE THE INFLUENCERS

独具圈内影响力的刊物



**AVANT-GARDE  
UNIQUE  
PROVOCATIVE  
ASPIRATIONAL**

前卫 独特 创新 激发









# TO EXPLORE THE CONVERGENCE OF FASHION WITH CONTEMPORARY CULTURE

以当代文化探索时尚趋势











# AN ARTISTIC VISION OF FASHION

从艺术视角看时尚











# 《大都市 Numéro》主题宗旨 CONCEPT

自法国成功创刊以来,《大都市Numéro》博采众长,以前卫的创意、刺激的视觉及浓郁的性感将美学生活及时尚力量无尽彰显。她启迪灵感,缔造潮流密码,玩转时尚、艺术、美容、设计及文化领域。她荟萃国际以及本土的先锋创意与风格,为设计天才以及才华新秀打造独特平台,提供欲望与灵感之源。

随着世界风潮的变化,中国消费者也已转向讲究个性有创意的品味生活,在追求物质享受的同时,也更趋于打开美丽的心灵视野。《大都市Numéro》致力于激发读者的个人时尚品味及提升他们的愉悦生活质量,即成为内外兼修的时尚先锋。同时,作为《Numéro》的中国版,我们更会致力于发掘及报道更多有关国内的设计师及业界动态,以更全面地展示及记录中国的时尚发展。

Numéro is an international fashion magazine which gives an “avant-garde” insight to the world of fashion, art, and luxury. Numéro introduces a new editorial concept to China market, and a strong visual identity. Featuring today's icons and tomorrow's master talents, the magazine explores the convergence of contemporary culture, from fashion to architecture through art, beauty, movie ,music and design.

The China market has become the number one in the world's luxury market. The Chinese elite consumers' tastes and expectations are becoming more and more sophisticated and personalized. They are looking for self-expression, differentiation, uniqueness, authenticity, creativity and inspiration. Numéro China fuses the essence of international and Chinese creative originality and styles. It aims to develop readers'sense of style, improve their living taste and establish the most premium platform for fashion and luxury brand in China market. In the mean time, Numéro China will be dedicated to discovering and featuring more Chinese designers and industry trends in order to show and record comprehensively the development of China fashion.







## 《大都市 Numéro》2015 年主题 2015 THEMES

月份 Issue	主题 Theme
1月刊/2月刊 January-February	年轻 Youth
3月刊 March	风尚 Mode
4月刊 April	高级定制 Couture
5月刊 May	美容 Beauty
6月刊/7月刊 June & July	沉溺 Indulgence
8月刊 August	早秋 Pre-fall
9月刊 September	风尚 Mode
10月刊 October	高级定制 Couture
11月刊 November	美容 Beauty
12月刊 December	节庆 Festive



## 《大都市 Numéro》定位 POSITIONING

- 中国最高端的时尚杂志
- 由中国最具影响力的媒体集团出版
- 携手世界知名造型师及摄影师，展现中国前卫时尚视角
- 以当下偶像明星及未来大师风采为杂志特色
- The most upscale China fashion magazine
- Published by the most influential China media group
- Extended creative cooperation with world famous fashion stylists and photographers to express a Chinese avant-garde point of view about fashion
- Featuring today's Icons and tomorrow's Master Talents

## 我们承诺 PROMISE

- 吸引新一代的高端时尚消费者
- 影响时尚制造者与意见领袖
- 成为终极时尚人士的必备品
- 启发和引领时尚潮流和风格
- 激发独特个性的自我表达
- Reach the high end fashion conscious consumers
- Influence the image makers and opinion leaders
- Be part of the fashion insider must-have
- Inspire fashion trends and styles
- Encourage self expression with a unique fashion lifestyle

## 我们提供给客户 NUMÉRO PROVIDES CLIENT WITH

- 最高端的品牌形象
- 最高端的读者群
- 最高端的创意指导与编辑团队
- 最高端的市场行销解决方案
- The Most High-end Brand Image
- The Most High-end Readers
- The Most High-end Creative Direction and Editorial Team
- The Most High-end Marketing Solutions





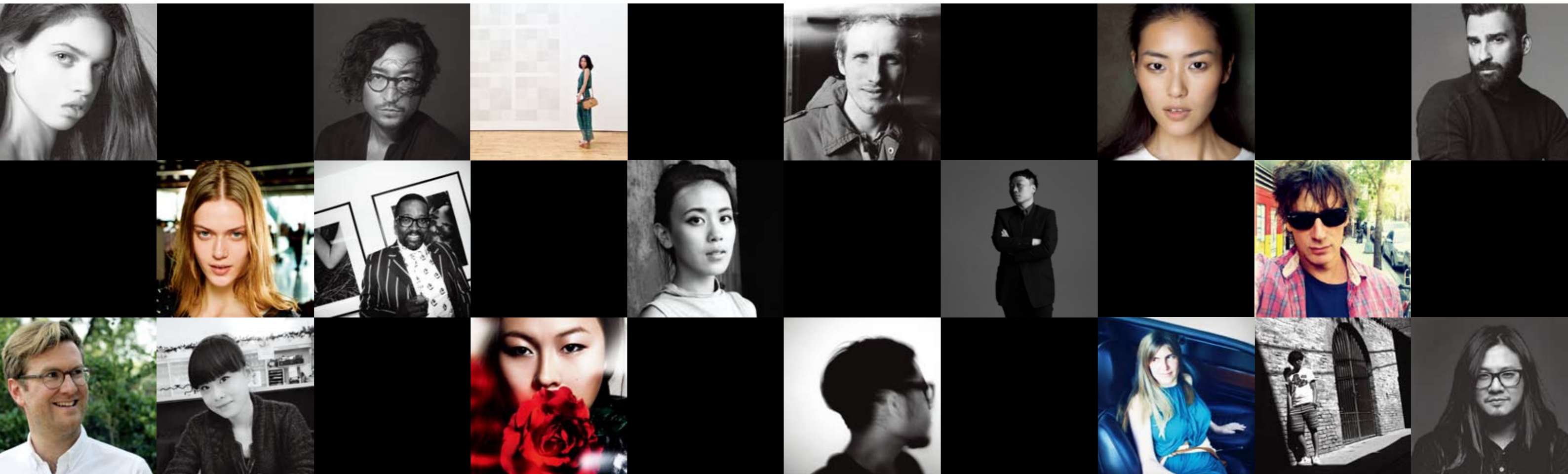




# 国际顶尖摄影、造型师担当客座嘉宾 MORE RESOURCES FROM INTERNATIONAL FAMOUS CONTRIBUTORS

《大都市 Numéro》会与更多国际有名的时尚造型师及摄影师合作拍摄精彩的封面大片，未来的《大都市 Numéro》将会是国内最具前瞻性的时尚视觉平台，封面风格有别于国内所有的时尚杂志，大片展示的视觉冲击将更有启发性。中国版与法国版的合作将更为紧密。

Numéro China will have more cover shooting with world famous stylists and photographers. As a fashion and visual platform which has the most prospective vision in China, Numéro China will also possess a totally different cover style which is against all the other fashion issues in China and a more inspiring cover shooting with strong visual impact. Meanwhile, Numéro China will have closer and deeper collaboration with Numéro France.





# 更多关于当今时尚偶像及未来大师的专题报道 FEATURING TODAY'S ICONS AND TOMORROW'S MASTER TALENTS

未来的《大都市Numéro》将会采访大量世界级的时尚业内人，以深度访谈的形式让读者们更能了解国际上时尚业界的规范准则，以开拓、启发国内时尚工作者的眼光。同时，我们《大都市Numéro》更会与国内多位有名的中国设计师如Uma Wang、Xander Zhou、Vega Wang、QiuHao、Masha Ma等人作长期紧密合作，同步展示现今国内设计师们走向国际大舞台的步履，记录中国的时尚创作发展史。

Numéro China will have interviews with large numbers of world-class professionals of fashion industry in order to make our readers realized about the principles in international fashion circle, explore and inspire our Chinese fashion makers' vision. In the mean time, Numéro China will have continuous and close cooperation with Chinese top designers like Uma Wang, Xander Zhou, Vega Wang, Qiu Hao, Masha Ma presenting their steps towards world arena and recording the history of Chinese fashion.







## 更多时尚与音乐、艺术的联动 MORE LINKAGE BETWEEN FASHION, MUSIC AND ART

音乐与时尚息息相关是常识，不少经典的时装造型及风格其实都源于音乐类型及音乐人，例如Sex Pistols创造了Punk，David Bowie带领了Glam Rock风范等等。但国内的时尚杂志甚少会把两者扯上很大的关系，未来《大都市Numéro》会找来更多国际及国内有型且具话题性的音乐人及乐队合作，让我们跟品牌及音乐人有更多的合作机会。艺术文化方面的报道一直也是我们的基础，这范畴的内容我们当然也不会减少，而且未来我们将会找来更多世界各地有名的作者为我们供稿，让我们能提供更多有趣而独特的观点。

It's common sense that music is closely related to fashion. Among most fashion magazines, there is little linkage between fashion and music. Actually, a lot of classic fashion style originated from a certain genre of music or from musicians. For example, Sex Pistols created Punk and David Bowie led the style of Glam Rock. In 2015, Numéro China will have more cooperation with fashionable and topical bands or musicians, domestic and abroad, to make more opportunities with musicians and brands. We will also keep reporting about arts and culture in our regular columns, inviting famous guest writers over the world to enrich Numéro China with more interesting and unique viewpoints.



# 2015年《大都市Numéro》主要栏目 MAJOR CONTENTS OF 2015 NUMÉRO

## 杰出人物 SACRE NUMÉRO

《Numéro》独家专访中国本土及国际的创作型艺人以及星级艺术家，并以独特的肖像风格图片揭示他们的内心世界以及他们的创意成就。  
The exclusive Numéro interview of iconic artists and designers, both Western and Chinese, who are at the edge of creativity. A sharp exploration of their inner world and creative achievements illustrated by a unique iconographic treatment.

## 枕边私语 IN BED WITH...

邀请有才华的创作者、女导演、女演员等等，让受访者躺在床上裹着被子回答杂志的提问。目的是要她们卸下平日的装束，卸下身份，回归到一种很平实、真实的状态，讲出真心话。  
Invite talented creators, woman directors, actress and etc to answer the questions lying on bed wrapping with quilt. With this circumstance, interviewees will come to a simple and real status and say some sincere words.

## 探访工作室 ART WORKSHOP

剖析工作室内工作空间与艺术创作及生产的中间过程及它们之间的相互影响。  
A deep dive into the interaction between artist working environment and its art creation.

## 当月展览 EXPO OF THE MONTH

《Numéro》精选当月最受关注的设计师回顾展、作品展，或是在时装界得到高度关注的艺术家展览。  
Numéro selection of the most inspiring, surprising, exceptional exhibition of the month in the world of fashion, art, design.

## 设计 DESIGN

以精准的视角揭示一件顶级设计单品的创作理念以及它所承载的生命意义和对生活的功用。独特、简单、高雅的图片风格突出此单品的创意及设计细节。  
A sharp focus revealing the hidden meaning and functions of most ultimate design works; a unique, simple and sophisticated highlight of design creations and features.

## 电影 MOVIE

以与众不同的角度报道及体验具有独特美学观点的电影创作。  
A different way to introduce and experience movie creation with a unique aesthetic point of view.

## 音乐 MUSIC

以采访、肖像、回顾等多种方式来介绍使音乐变时尚的创作型音乐人。  
Music is in fashion in Numéro. Interview, portrait, review of those artists who are making music fashionable.











## 摄影 PHOTO

通过对一位摄影新秀或一个来自顶级摄影师作品的启发性描述，分享独家摄影师的美学诱惑及他们独有的创意作品风格。

An inspirational description of a new photographer or new creations from a recognized photographer, to showcase their most exclusive inspirations and unique style.

## 腕表 WATCH

以独特的拍摄视角来展现品牌腕表的与众不同。

A unique view to show the watch out of the ordinary.

## 珠宝 JEWELLERY

以《Numéro》独有的创意风格带给你奢华的欲望享受。

The ultimate luxury shopping indulgence featured in the distinctive and outstanding Numéro style.

## 恋物 OBSESSION

每期邀请一位著名品味人士分享他们钟爱的品牌、产品或是一件自己的收藏，从一个物件出发，撰文抒发描述这个物件如何改变了他的美学观。

Numéro invites fashion creators and insiders to describe their inner creative or indulging worlds; sharing their fetish brands, products and pieces selection making their inspiration alive.

## 风格 STYLE

时尚专题以有深度的文章来解构分析时装界最新现象或介绍设计师。揭示带来最新时尚潮流的创意及灵感。

Unveiling the feelings and inspirations which are making alive the upcoming fashionable trends.

## 全球动态 WHATS UP

是“为时尚而生的”重大事件备忘录，以报道各大时装城市当月最新发生的活动、重量级新推出的跨界时装系列等为主要内容。

A visual glance at the latest objects of desire, events and performances to experience. The ultimate “born to fashion” agenda of the month.

## 本月精品 OBJECT OF THE MONTH

《Numéro》精选奢侈品品牌里当月最特别、最限量的一款精品并揭示它背后的创作灵感及别致之处。

Numéro monthly selects the most unique and luxury brand products, and reveal the dream beyond the beauty.

## 城市全景 PANORAMA

报道最新无论是居住在上海、北京、成都或是去纽约、伦敦、东京、巴黎旅行都不可错过的城中据点。

The city hot spots not to be missed to live in style whether living in Shanghai, Beijing, Chengdu, or travelling to New-York, London, Tokyo or Paris.





## 时尚橱窗 SHOP WINDOW

《Numéro》当月的服装配饰精选，以美学、艺术的主题及潮流先驱者的观念所拍摄的潮流大片。

Numéro “shop window” dressing selection of the month; a comprehensive fashion shoot exploring an aesthetic, artistic theme or point of view leading the fashion.

## 灵感百宝箱 IDEA BOX

每期邀请当月有特别动作的设计师在一个白色的盒子里自由发挥创意，将单品、颜色、物料以艺术化视觉表现手法来展示设计师们的灵感及创意的潜在DNA。

A free hand given to a designer or an artist to express in Numéro pages the objects, colors, material which are at the origin of its inspiration; a unique way to share visually what makes the DNA of their creativity.

## 名人问 WHAT IS ...?

每月杂志会邀请时尚圈中的知名人士或活跃于时装派对中的名流、品味人士回答一个与杂志主题有所关联的问题。从对同一个问题的各种有趣回答就可以挖掘出被提问者各自的性格、风格及幽默感。

The spot question of the month asked to fashion insiders, trend-setters and opinion leaders: one question, different answers to explore personalities and sensitivities with style and humour.

## 美容 BEAUTY

美容大片——是最突出《Numéro》编辑特征的板块之一，当作艺术品来拍摄的美容大片，以艺术与设计的角度去缔造与揭示全新的美容潮流密码。

美容话题——应季的或最新潮流的美容护肤心得及法宝。

美容新闻——以生动的视觉图像来介绍最新的美容信息，并以主题及潮流趋势的大片拍摄形式展示最新美容产品及美容科技。

Beauty Well – One of Numéro most famous editorial signature: Beauty Well shoot as a piece of art work; inventing and revealing new aesthetic code; crossing beauty with art and design.

Beauty Topic – In season or the latest trend of beauty skin care tips.

Beauty News – The new products and technologies presented by theme and trends; a graphic way to illustrate the latest beauty information.

## 时装 MODE

100页由顶级设计师打造的强视觉时装大片，为时尚狂爱者实现终极时尚梦想。每期六至七组大片深度探索感官的诱惑力以及时尚的奢华享受。

Numéro explores and sublimate the ultimate fashion dream. More than 100 pages every issue to go in search of sensual visual, emotional experience, and fashion inspiration and indulgence.



## 深度访谈 SKETCH

大师级设计师或艺术家的近景肖像，以聊天形式的采访去探究他们作品的创作过程，以及他们最近在生活中的新发现等，以求更能理解设计大师树立自身风格的背后原因。

An intimate portrait of a master designer / artist. Understand the person behind the creator to get closer and deeper into his creation.

## 观点 POINT OF VIEW

邀请艺术评论家分析一位改变了一个时代观念的重量级艺术家或是对当代艺术有巨大成就的前辈艺术家所带来的影响力，挖掘他的艺术品与艺术环境和社会环境的关联。此栏目会以多张照片来呈现艺术家在不同时期创作的作品来说明他的风格变化。

Invite art critics for analyzing a great artist who changed the perception of the time, or the influence from an elder contemporary artist. Explore the relationship among artworks, art environment and society. Photos of designer's artwork in different stages are used in order to grasp the change of designer's style.

## 建筑 ARCHITECTURE

以视觉体验及深入探讨独特美学来报道一个当代建筑师如何与艺术、设计及时尚等创意相互影响。

A visual, intelligent understanding on how contemporary architecture interacts with creation in art, design and fashion.

## 旅行 TRAVEL

以时尚角度探索旅行的魅力，以美学及灵感创意角度带来的一组突出地点、色彩、人物的视觉体验。

Travel in fashion. A visual experience of places, colors and people to echo aesthetic and visual feelings and inspirations.

## 不眠夜 INFINITE NIGHT

以知名时尚人士出席派对的时尚感黑白照片所组构的活动报道。

The stylish insider report of fashionable people at nights in fashionable black-and-white photographs.

## 购物资讯 SHOPPING GUIDE

《Numéro》选取最新时尚单品和新店信息，带给读者第一手资料。

To select the latest fashion items and store information, give readers first-hand information.

## 英文译本 ENGLISH TEXT

精选五至六篇中国原创专题的英文翻译版本，供热爱《大都市Numéro》的外籍时尚人士阅读，以扩大《Numéro》的国际时尚影响力。

For enhancing Numéro China influential power, a selection of five to six China originated features reaches to the non-Chinese reading public.







# 《大都市 Numéro》读者 NUMÉRO IS DEVOTED TO INFLUENCING FASHION KEY OPINION LEADERS.

《大都市Numéro》始终致力于影响时尚行业的意见领袖。他们是崇尚高端、精致、风格的国内与国际精英，他们不断追求奢华享受与情感体验，对时尚充满热情，勇于展现独特个性。他们的职业大多与时尚息息相关，例如设计师、模特、服装品牌从业人员、时尚编辑、时尚评论家等。

These China and overseas elites of sophistication and style are looking for luxury indulgence and emotional experience, all sharing a true passion for fashion, and dare to be different. They are mostly working as designers, talents, models, leading professionals, fashion enthusiasts and leading chief fashion editors.





# 《大都市 Numéro》读者资料 READERSHIP PROFILE

## 男女比例 GENDER

男 Male	30%
女 Female	70%

## 年龄 AGE

18~24	7.8%
25~34	59.5%
35~44	28.5%
>45	4.2%

## 教育程度 EDUCATION LEVEL

大专及其他 College Graduate and Others	18.1%
本科 University Graduate	63.4%
硕士及以上 Master Degree or Above	8.2%

## 海外经历 OVERSEAS EXPERIENCE

有在海外连续生活/工作的经历 Overseas Lived (Continuously)/Worked Experience	18.2%
有在海外教育/培训的经历 Overseas Education/Training Experienc	26.3%

## 职位状况 OCCUPATION

国家干部/公务员 Government Organization Cadres	4.6%
总裁/董事长/合伙人 Chairman/President/Partner	10.1%
企业/公司中高层管理人员 High and middle management	29.4%
企业/公司一般管理人员 Supervisors	10.4%
高级/中级专业人员 Professionals	10.3%
个体/私营业主/自由工作者 Self-employed/Entrepreneur/Freelancer	12.4%
文化/媒体从业人员 Culture/Media	18.8%
社会名流/名家/明星 Celebrities/Famous Experts and Stars	1.8%
其他 Others	2.2%

## 个人税前年收入

### YEARLY PERSONAL INCOME ( RMB, BEFORE TAX )

6万元以下 Less Than 60,000	6.8%
6万元(含)~12万元 60,000(inc.)~120,000	27.1%
12万元(含)~20万元 120,000(inc.)~200,000	28.5%
20万元(含)~50万元 200,000(inc.)~500,000	23.6%
50万元或以上 500,000(inc.) Or More	16.0%

## 家庭税前年收入

### YEARLY HOUSEHOLD INCOME ( RMB,BEFORE TAX )

15万元以下 Less Than 150,000	8.6%
15万元(含)~30万元 150,000(inc.)~300,000	29.4%
30万元(含)~50万元 300,000(inc.)~500,000	27.6%
50万元或以上 500,000(inc.) Or More	34.4%

# 消费情况与生活态度 CONSUMING BEHAVIOR & LIFE ATTITUDE

## 个人消费品消费情况

### PERSONAL CONSUMER GOODS

过去一年购买过高档时尚服饰 Bought Fashion Apparel Last Year	95.3%
过去一年购买过高级手表 Bought Highend Watches Last Year	31.4%
过去一年购买过珠宝首饰 Bought Jewelryies Last Year	79.2%

## 汽车拥有及购买计划

### CAR OWNERSHIP AND BUYING PLAN

拥有 Own Cars	81.2%
计划购车(不包括二手车) Plan to Buy Cars (Exclude Secondhand)	43.1%

## 旅游消费情况

### TRAVEL

过去一年曾外出旅游过 Traveled within the country Last Year	89.6%
过去一年曾进行境外游 Traveled Abroad Last Year	82.9%

## 金融消费

### FINANCE PROPERTY

拥有个人信用卡(可透支) Own Individual Credit Card (Permitted Overdraft)	91.4%
过去一年曾做过个人投资 Invested Last Year	68.1%
过去一年曾在商业保险上有支出 Bought Business Insurance Last Year	75.6%
未来一年计划购买商业保险 Plan To Buy Business Insurance Next Year	42.9%

## 态度

### ATTITUDE

欣赏那些有想象力的特立独行的品牌 Appreciate those brands which are imaginative and maverick	94.5%
我喜欢与众不同 I'd like to be different	79.6%
我在服饰上的品味经常受人称道 My taste on clothes is always praised by others	85.4%
有一些奢侈品是我必不可缺的 Some luxuries are my necessities	76.1%
在意品质-客户服务, 注重细节 Like quality-customer services, details oriented	82.5%





# 《大都市 Numéro》2015 精准市场营销 2015 MARKETING STRATEGY

## 数字化 DIGITALISATION

随时随地保持并拓宽与时尚爱好者和圈内影响人的联系，树立Numéro 专属风格。

To engage and stay connected with fashion enthusiasts and influencers anytime anywhere, being authentic to Numéro style.

## 讲座和展览活动 LECTURE & EXHIBITION EVENTS

扩大杂志的品牌影响力，充分利用 Numéro的时尚权威性、创造力，以及与设计师、艺术家们的独特联系。

■举办平面杂志和线上的艺术摄影大奖评选，配合线下举办摄影展和纪念活动。

■举办艺术对话和讲座，邀请设计师、艺术家和在校学生共同参与。

To extend brand influence leveraging on Numéro fashion authority, creativity and privileged connections with designers and artists.

■Numéro Art Fashion photography Awards Print & Online + Exhibition and Award ceremony event.

■Fashion talks & lectures inviting designers, artists and students. (10 Corso Como, Shanghai Fashion week, IFA, open to brands cooperation...)

## 提升知名度 ENHANCED VISIBILITY

保持杂志形象，在一线城市和主要的二线城市加强杂志零售，拓宽机场、酒店和俱乐部等赠阅渠道。

Remain image driven while focusing on tier one and key tiers two cities points of sales and exclusive complimentary networks in airports, lounges, clubs..



# 《大都市 Numéro》媒体平台 NUMÉRO PLATFORM

## 平面媒体 PRINT

杂志持续秉承《大都市Numéro》的高端视觉影像创意，并根据品牌与产品倾力定制创意大片。

Print magazine+ Special creative maintain Numéro' s high-end visual creativity, and find out brand or products' unique feature and custom-made impactful fashion creative.

## 移动终端 网站+APP MOBILE WEB+APP

通过社交媒体,如《大都市Numéro》官方微博、微信、instagram持续影响时尚圈。持续建设官方网站和 iPhone、iPad应用软件。结合 iFashion定制大片拍摄花絮。

Being active in social media, such as Weibo, Wechat, Instagram, to keep Numéro' s influential power.Keep developing official website, iPhone and iPad Application.In cooperation with iFashion to broadcast tailor-made fashion dapian after scene video.

## 线下活动 OFFLINE

持续举办艺术对谈、讲座、展览，举办艺术摄影奖项，发掘新人才。

To hold art talks, lectures, events,award ( photographer ) ,and to discover talents.

## 平面媒体 PRINT



秉承高端视觉影像创意。  
Print magazine to maintain Numéro's  
high-end visual creativity.

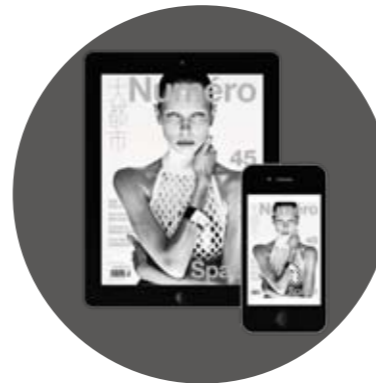


倾情定制客户大片。  
Special Creative finds out brand or  
products'unique feature.



国际顶尖人物打造封面故事。  
Tailor made cover story by international  
influencers.

## 电子媒体 DIGITAL



iPhone/iPad终端和官方网站  
iPhone/iPad applications and official  
website.



iFashion终端推广Numero时尚视频花絮  
Numero on mobile APP iFashion to reach  
elite readers with fashion video productions.



官方新浪微博、微信、instagram平台  
Official Account at Sina Weibo, Wechat,  
instagram.

## 线下活动 OFFLINE



艺术对谈和讲座。  
Art talks and lectures.



举办摄影奖项及展览，发掘新人才。  
Awards, exhibitions (photographer),  
talents discovery.



品牌合作高端线下活动。  
High-end client driven offline events.



# 发行数量及城市分布 CIRCULATION AND DISTRIBUTION

<b>华北区</b>	<b>North China</b>		
北京	Beijing	95,000	23.75%
天津	Tianjin	6,000	1.50%
<b>华北区小计</b>	<b>Sub-total</b>	<b>101,000</b>	<b>25.25%</b>
<b>东北区</b>	<b>North-east China</b>		
沈阳	Shenyang	16,000	4.00%
大连	Dalian	5,500	1.38%
哈尔滨	Harbin	5,500	1.38%
长春	Changchun	3,500	0.88%
<b>东北区小计</b>	<b>Sub-total</b>	<b>30,500</b>	<b>7.63%</b>
<b>华东区</b>	<b>East China</b>		
上海	Shanghai	110,000	27.50%
杭州	Hangzhou	25,000	6.25%
南京	Nanjing	12,000	3.00%
青岛	Qingdao	5,000	1.25%
厦门	Xiamen	5,000	1.25%
宁波	Ningbo	4,500	1.13%
苏州/无锡	Suzhou/Wuxi	4,500	1.13%
<b>华东区小计</b>	<b>Sub-total</b>	<b>166,000</b>	<b>41.75%</b>
<b>西北区</b>	<b>North-west China</b>		
西安	Xi'an	6,000	1.50%
<b>西北区小计</b>	<b>Sub-total</b>	<b>6,000</b>	<b>1.50%</b>
<b>西南区</b>	<b>South-west China</b>		
重庆	Chongqing	6,000	1.50%
成都	Chengdu	19,000	4.75%
<b>西南区小计</b>	<b>Sub-total</b>	<b>25,000</b>	<b>6.25%</b>
<b>中南区 (华中+华南)</b>	<b>Central-south China</b>		
广州	Guangzhou	52,000	13.00%
深圳	Shenzhen	11,000	2.75%
昆明	Kunming	4,000	1.00%
<b>中南区小计</b>	<b>Sub-total</b>	<b>67,000</b>	<b>16.75%</b>
<b>港澳及国外</b>	<b>HK/Macau/Exports</b>		
香港	Hong Kong /Macau	2,700	0.68%
国外	Exports	1,800	0.45%
<b>港澳及国外小计</b>	<b>Sub-total</b>	<b>4,500</b>	<b>1.13%</b>
<b>总量</b>	<b>Grand Total</b>	<b>400,000</b>	<b>100.00%</b>

# 渠道推广 TRADE MARKETING

## 发行渠道分布 DISTRIBUTION CHANNELS

**零售70%，订阅10%，赠阅20% retail 70%, subscription 10%, complimentary copies 20%**

其中在各零售渠道中 Retail distribution channels:

- 书报摊、书报亭约占零售量的50%; - Newstands 50%;
- 机场、便利店、书店、地铁站约占零售量的50%; - Airports、Bookstores、CBD chain stores、railway stations 50%

订阅渠道是由平面夹带订阅页和电商订阅平台组成。

Subscription distribution channels are through page inserting into the magazine and online digital subscription offers

## 销售点及户外终端 POINTS OF SELLING RETAIL & OUTDOOR (POS)

- 全国超过12000个零售点
- 全国超过3000个零售点配有特别出样

- 一线城市: 北京、上海、广州

- 每期投放130个灯箱，比2014年增长30%，增长主要分布在北京

- 每期在中心商业城区投放3500张海报，比2014年增长40%

- 主要二线城市: 杭州、沈阳、成都、深圳、南京、天津、重庆、青岛、苏州、西安、昆明、哈尔滨、大连

- 每期在中心商业城区及机场投放150个灯箱与800张海报，比2014年增长60%

- Over 12,000 points of sales nationwide
- Special sampling in over 3,000 points of sales

- 1st tier cities: Beijing, Shanghai and Guangzhou

- Over 130 light boxes every issue with 30% additional light boxes in 2015 over 2014 with a special focus on Beijing

- 3,500 posters in central business districts every issue, increased by 40% in 2015 over 2014

- 2nd tier cities: Hangzhou, Shenyang, Chengdu, Shenzhen, Nanjing, Tianjin, Chongqing, Qingdao, Suzhou, Xi'an, Kunming, Harbin and Dalian

- Over 150 light boxes and 800 posters in central business districts and airports, increased by 60% in 2015 over 2014

## 国际销售渠道 EXPORTING NUMÉRO

- 《大都市Numéro》不断拓展国际销售渠道，现于巴黎、米兰、伦敦、纽约等多个时尚之都皆可购买，旨在进一步影响国际创意群体，同时满足身在时尚之都的中国精英读者需求

- Numéro China is now available in fashion capital cities such as Paris, Milano, London and New York to reach and influence international creative circles and to serve Chinese elite readers travelling to these fashion capital cities

## 赠阅渠道分布 COMPLIMENTARY DISTRIBUTION CHANNELS

- 25个机场贵宾厅(一线城市和主要的二线城市)
- 25 airports VIP lounges (Tier one and key tier two cities)

- 48家五星级酒店及顶级酒店式公寓
- 48 five-star hotels and leading hotel-style apartments

- 高档私人会所
- High-end lifestyle club

- 高尔夫俱乐部
- Golf club

- 游艇俱乐部
- Yacht club

- 高档水疗中心
- High-end SPA

- 文化艺术展览馆
- Cultural & art places

- 顶级品牌零售店
- Luxury brand retail stores

- 高档餐饮、休闲场所
- High-end restaurants and leisure venues

- 数百家高档餐厅、品酒屋、咖啡馆、美发沙龙、美容美体中心、豪车旗舰店等

- Hundreds of upscale high-end restaurants, wine houses, café, hair and makeup salons, skincare and bodycare centers & sports car exhibition halls

- 部分高档商厦、购物中心VIP会员
- Selective VIP members of luxury shopping mall centers;

- 社会名流、名媛、艺术家等
- Celebrities, socialites and artists.



# 2015年广告刊例 ADVERTISING RATE

2015年1月1日起生效  
EFFECTIVE FROM JANUARY 1ST,2015

特殊版面	Prime Position	人民币(RMB)
封面拉页	Gatefold of Front Cover	1,808,000
封底	Outside Back Cover	632,000
封二跨版	Inside Front Cover Spread	1,201,000
第一跨版	1st Double Page Spread (1st DPS)	900,000
第二跨版	Second Double Page Spread (2nd DPS)	754,000
第三跨版	Third Double Page Spread (3rd DPS)	694,000
第四跨版	Fourth Double Page Spread (4th DPS)	667,000
第五跨版	Fifth Double Page spread (5th DPS)	637,000
目录前跨版	DPS Before Content Page	580,000
杂志开篇专题前第一跨页	1st DPS before 1st Feature	482,000
第一目录对页	SP Facing 1st Content Page	361,000
第二目录对页	SP Facing 2nd Content Page	334,000
第三目录对页	SP Facing 3rd Content Page	320,000
第四目录对页	SP Facing 4th Content Page	306,000
书版权1对页	SP Facing Masthead 1	306,000
书版权2对页	SP Facing Masthead 2	290,000
编者言对页	SP Facing Editor's Note	290,000
客座嘉宾对页	SP Facing Guest List	266,000
指定栏目首页	1st SP facing specified column	266,000
指定栏目对页	SP Facing Specified Column	251,000
封底内页	Inside Back Cover	421,000
普通版面	Special Position	
杂志前1/3 全版	Full Page Within 1/3 of the Magazine	218,000
时装大片开篇对页（左页）	SP(Left) Facing Fashion Well Opening	181,000
杂志前1/3 跨版	Double Page Spread Within 1/3 of the Magazine	437,000
内页	R.O.P(Run of Page)	
全版	Full Page ( R.O.P. )	156,000
跨版	Double Page Spread (R.O.P)	313,000

# 累计折扣 FREQUENCY DISCOUNT

6~11次	6-11 Insertions	5%
12~17次	12-17 Insertions	10%
18~23次	18-23 Insertions	15%
24次以上	More than 24 Insertions	20%

\*此折扣仅适用于版权页旁全页、编者的话旁全页、指定版位及内页。

This discount is only applied to single page facing masthead, single page facing editor's note, special position, and R.O.P.

# 广告格式 MECHANICAL SPECIFICATIONS

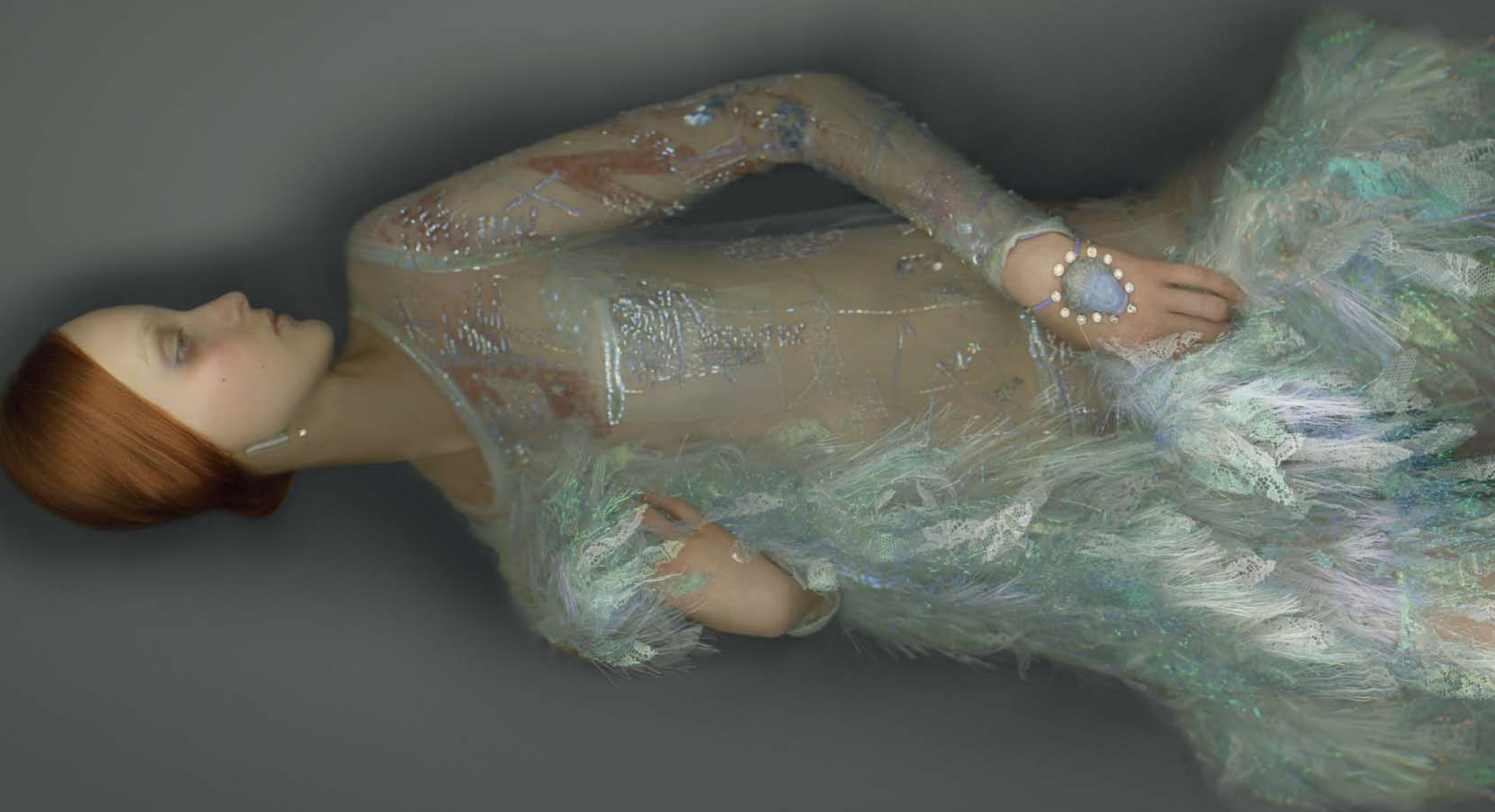
印刷	Printing	平版印刷	Web Offset
装订	Binding	胶装	Adhesive
网线	Screen	175线（每英寸）	175 lines per inch
稿件	Material	广告电子版光盘，两张彩样稿	Advertising electronic copy disc, 2 pieces of fast printing
格式	Format	稿件原大尺寸，300dpi精度， CMYK颜色的PDF或TIFF文件	Manuscripts' original sizes; 300dpi. PDF or TIFF format with CMYK color
纸张	Paper	封面/封底：200gsm双面铜版纸 内页：105gsm铜版纸 英文译本栏目：70gsm书纸	Cover/Back Cover: 200gsm double side coated art paper R.O.P.: 105gsm coated art paper English Text Column: 70gsm wood free paper

尺寸	Size	实际尺寸 Trim Size
全页	Full Page	230mm(W) × 300mm(H)
跨版	Double Page Spread	460mm(W) × 300mm(H)
封面拉页/封二跨版重叠位7mm	IFCG/IFCS (Page 1) overlapping 7mm	
第一跨版重叠位6mm	1st Double Page Spread (Page 2-3) overlapping 6mm	
第二跨版重叠位5mm	2nd Double Page Spread (Page 4-5) overlapping 5mm	
第二跨版之后的跨版重叠位4mm	After 2nd Double Page Spread overlapping 4mm	
拉页+跨版	Gatefold + Double Page Spread	(220mm + 227mm + 230mm)(W) × 300mm(H)
拉页+跨版 出血尺寸	Gatefold + Double Page Spread Bleed Size	683mm(W) × 306mm(H)
出血位	Bleed	3mm

# 2015年发行时限与主题 2015 TIMELINE AND THEME

期数	月份	发行时间	物料截止期	主题
Numéro	Issue	Publication Date	Material Deadline	Theme
46	1/2月刊 Jan/Feb	20-Jan-15	6-Jan-15	年轻Youth
47	3月刊March	16-Feb-15	3-Feb-15	风尚Mode
48	4月刊April	20-Mar-15	3-Mar-15	高级定制Couture
49	5月刊May	20-Apr-15	7-Apr-15	美容Beauty
50	6/7月合刊June-July	20-Apr-15	5-May-15	沉溺Indulgence
51	8月刊August	20-Jul-15	7-Jul-15	早秋Pre-fall
42	9月刊September	20-Aug-15	4-Aug-15	风尚Mode
52	10月刊October	20-Sep-15	8-Sep-15	高级定制Couture
53	11月刊November	20-Oct-15	0-Oct-15	美容Beauty
54	12月刊December	20-Nov-15	15-Nov-15	节庆Festive







# 刊登广告制约 TERMS AND CONDITIONS

在本集团系列出版物刊登广告，按中华人民共和国《广告管理条例》的有关规定办理。

开具证明：

- 有关注册商标广告，请出示商标注册证；
- 药品、类药品、化妆品广告出示省级卫生厅的批准文件；
- 招聘广告须经劳动部门或人事部门盖章认可；
- 招生广告应有教育部门审批手续。

本报刊对广告内容和设计图形有删改或拒绝刊登权。

广告稿必须在指定截稿日期前送到本公司。

广告刊出前，其设计、内文及插图须得本报刊同意。

本报刊保留权利，可在任何时间、以任何理由拒绝或取消任何广告。

预定期过后，不得取消合约。广告客户或广告代理若取消全部或部分合约，合约其余部分的所有折扣及/或版位保障将无效。

广告客户若未能在截稿期限提供材料，本报刊有权重新使用现有的材料。

订单或稿件指示上的任何条件，无论列明与否，若与广告价目表上的规定不同，本报刊将不受约束。

在欠交广告费情况下，本报刊保留向广告客户及/或广告代理，同时及个别追讨所欠款项的权利。

**All advertisements that appear in any publication of Modern Media Group must comply with the Advertising Ordinance of the People's Republic of China.**

Certificates Proof Requirements:

- A certificate of registration must be presented when advertising a registered brand name and logo;
- Pharmaceuticals and cosmetics advertisers must present advertising approval certificate from the Provincial Health Department;
- Job advertising requires the approval stamp from the Labor or Personnel Department;
- School advertising must be accompanied by a certificate from the Education Department.

The Publisher reserves the right to revise or reject any advertising copies or graphics.

Advertising copies must be delivered on or before closing date as designated.

Execution of an advertising booking order is subject to publisher's copy, including display, text and illustration.

The publisher reserves the right to reject or cancel any advertisement at any time for any reason.

Cancellation will not be accepted after the booking deadline. Cancellation either in full or in part by the advertiser or the advertising agency of a contract nullifies all rate and/or positioning protection for the remainder of the contract.

The publisher reserves the right to repeat existing material in hand when the advertiser fail to meet the material copy deadline.

The publisher will not be bound by any conditions, printed or otherwise, appearing in orders or copy instructions when such conditions violate the regulations set forth in the rate card.

In the event of nonpayment, the publisher reserves the right to hold an advertiser and/or its advertising agency jointly and severally liable bills are due and payable to the publisher.

