

大都市 Numéro

FASHION
WITH
ATTITUDE
BEAUTY
WITH
CREATIVITY

态度决定时尚
创意彰显美丽





**INSPIRING
PROVOCATIVE
AVANT-GARDE
EXCLUSIVE**

启发 创新 前卫 奢华



《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,中国消费者也已开始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品质,即成为内外兼修时尚先锋。

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 is fast becoming 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.











《大都市 Numéro》2013 年主题 2013 THEMES

月份 Issue	主题 Theme
1月刊 January	早春 Cruise
2月刊 February	春日 Spring
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 June	热力时尚 Hot Fashion
7月刊 July	甜美人生 Dolce Vita
8月刊 August	秋日 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	派对 Party





《大都市 Numéro》 2013 年度腕表与珠宝编辑计划 2013 WATCH & JEWELRY EDITORIAL PLANNING

2013年《大都市Numéro》在腕表与珠宝版块将呈现更丰富更多元化的编辑内容，每期特设腕表与珠宝栏目如下：
Numéro 2013 will present more diversified editorial contents in watch and jewelry. The special watch and jewelry column will be:

- 本月精品
- 专题特稿
- 静物大片
- 时装大片
- Object of the month
- Features
- Shopping spreads
- Fashion Well

同时，以下期刊将特别增设如下腕表与珠宝主题：
Numéro will deliver a special focus on the following issues:

月份 Issue	腕表与珠宝主题 Watch & Jewelry Theme
2月刊 February	欲望物件 Objects of Desire
5月刊 May	极度沉溺 High Indulgence
6月刊 June	贪享时光 Time for Greed
8月刊 August	配饰至上 Accessorize
11月刊 November	极度沉溺 High Indulgence
12月刊 December	艺术珍品 Master Pieces



《大都市 Numéro》定位 POSITIONING

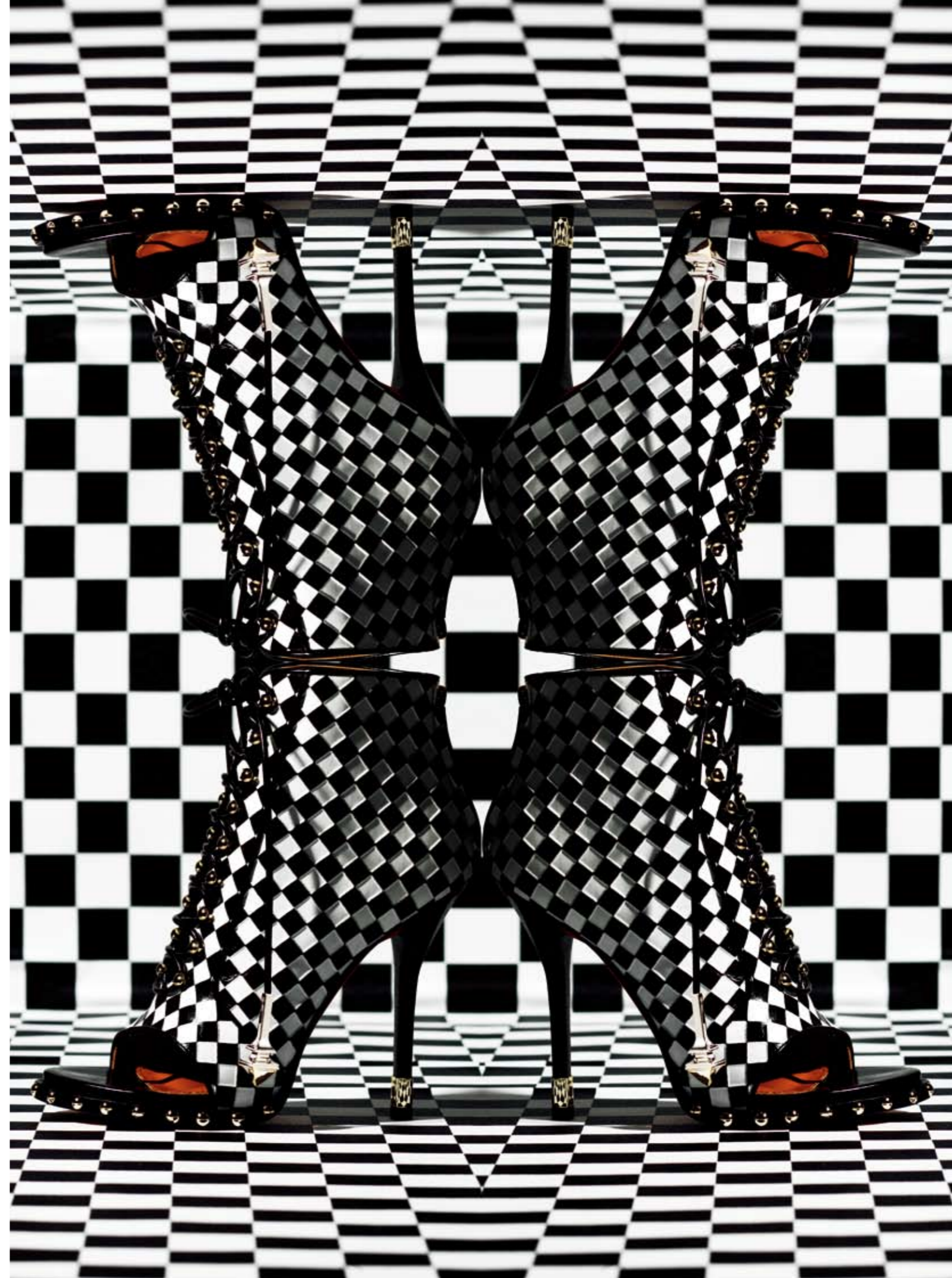
- 中国最高端的时尚杂志
- 由中国最具影响力的媒体集团出版
- 国际知名时尚大师Joseph Carle 华美打造
- The most upscale China fashion magazine.
- Published by the most influential China media group.
- Edited by world famous talent Joseph Carle

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 ultimate must-haves
 - 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





2013年《大都市Numéro》主要栏目 MAJOR CONTENTS OF 2013 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.

本月艺术家 / 本月作品 ARTIST AND / OR MASTER PIECES OF THE MONTH

Numéro致力于搜寻当月让中国乃至全世界都聚焦的全新创意佳作。每月将发掘并介绍一位艺术新秀或一位知名艺术家的最新力作。包括了艺术作品、书籍等各个方面。

Numéro reveals and introduces the new artist or the new creations of a recognized artist. The Numéro “coup de coeur” makes limelight of the art scene in China or in the world this very particular month, including works of art, books and other aspects.

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.

枕边私语 IN BED WITH...

邀请知名表演者或艺术家进入一个私密的环境，在撩拨心弦的氛围中探讨相对私隐的个人事件与话题，挖掘被访者内心最深处的悸动，分享真实的情感体验。
Invite performers and artists to discuss about personal topics in a private and intimate environment to dig out the inner feelings share real emotional experience.

名家会客厅 IN THE LIVING ROOM...

零距离接触明星设计师的工作空间，通过设计师对于空间的装饰布置了解其天马行空的个人世界
Get close to how designer decorates their own work space and learn about their whimsical personal world.

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 WHAT' S 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 travel 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. Understanding 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 READERS

《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

Numéro is devoted in influencing fashion key opinion leaders. These China and overseas elites of sophistication and style are looking for luxury indulgence and emotional experience, all share 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	26.5%
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》精准市场营销 MARKETING PROMOTION

通过举办高端市场活动与展览提升品牌知名度，精准的市场营销推广缔造Numéro时尚影响力

Enhance brand awareness building through high-end events and exclusive exhibitions, capitalizing on Numéro fashion influential power

■ “Numéro 中国之美” 时尚摄影展，上海（2013年）

“Numéro China Beauty” Photo Exhibition, Shanghai 2013

■ Numéro数字时尚魔方展，上海（2011年）、北京（待定）

Numéro Fashion Cube Exhibition, Shanghai 2011, Beijing (to be confirmed)

■ 与品牌协办高端活动：Numéro男刊时尚派对，上海（2012年）

High-end co-branding events, Numéro Homme Party, Shanghai 2012

■ Numéro高端时尚摄影创意系列讲座，上海（2012年）

Lectures in universities and to Numéro reader club, Shanghai 2012

■ 现代传播刊物《周末画报》与《新视线》刊登新刊上市硬广

Regular print promotion in Modern Media publications, including Modern Weekly and The Outlook Magazine

■ 分众传媒视频短片宣传（上海、北京、广州）

TVC promotion on Focus Media (Shanghai, Beijing, Guangzhou)

■ 网络推广，如网站合作、移动终端应用iWeekly宣传（适用于iPhone/iPad/安卓平台）与官方微博推广

Digital promotion such as website cooperation, teaser in iWeekly APP at iPhone/iPad/Android and Weibo buzz creation

■ 天猫专属订阅推广

Subscription promotion on Taobao



发行数量及城市分布 CIRCULATION AND DISTRIBUTION

华北区	North China		
北京	Beijing	84,000	23.3%
天津	Tianjin	5,000	1.4%
华北区小计	Sub-total	89,000	24.7%
东北区	North-east China		
沈阳	Shenyang	14,000	3.9%
大连	Dalian	5,000	1.4%
哈尔滨	Harbin	5,000	1.4%
长春	Changchun	3,500	1.0%
东北区小计	Sub-total	27,500	7.6%
华东区	East China		
上海	Shanghai	105,000	29.2%
杭州	Hangzhou	22,000	5.9%
南京	Nanjing	10,000	2.8%
宁波	Ningbo	3,500	1.0%
苏州/无锡	Suzhou/Wuxi	3,500	1.0%
青岛	Qingdao	3,500	1.0%
厦门	Xiamen	3,500	1.0%
华东区小计	Sub-total	151,000	41.9%
西北区	North-west China		
西安	Xi'an	5,000	1.4%
西北区小计	Sub-total	5,000	1.4%
西南区	South-west China		
重庆	Chongqing	5,000	1.4%
成都	Chengdu	16,000	4.4%
西南区小计	Sub-total	21,000	5.8%
中南区 (华中+华南)	Central-south China		
广州	Guangzhou	49,000	13.6%
深圳	Shenzhen	10,000	2.8%
昆明	Kunming	3,500	1.0%
中南区小计	Sub-total	62,500	17.4%
港澳及国外	HK/Macau/Exports		
香港	Hong Kong /Macau	3,250	0.7%
国外	Exports	750	0.4%
港澳及国外小计	Sub-total	4,000	1.1%
总量	Grand Total	360,000	100.0%

渠道推广 TRADE MARKETING

2013渠道推广策略 2013 TRADE MARKETING STRATEGY

提高《大都市Numéro》零售终端的曝光度 Increase Numéro point of sales visibility in 2013

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60%; - Newstands 60%;
- 机场约占零售量的15%; - Airports 15%;
- 便利店、书店约占零售量的25%。 - Bookstores、CBD chain stores 25%.

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2012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2012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2012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 2013 over 2012 with a special focus on Beijing

- 3,500 posters in central business districts every issue, increased by 40% in 2013 over 2012

■ 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 2013 over 2012

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 Hi-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.

2013年广告刊例 ADVERTISING RATE

2013年1月1日起生效
EFFECTIVE FROM JANUARY 1, 2013

特殊版面	Special Position	人民币(RMB)
封面拉页	Gatefold of Front Cover	1,545,000
封底	Outside Back Cover	540,000
封二跨版	Inside Front Cover Spread	1,030,000
第一跨版	1st Double Page Spread (1st DPS)	770,000
第二跨版	2nd Double Page Spread (2nd DPS)	645,000
第三跨版	3rd Double Page Spread (3rd DPS)	595,000
第四跨版	4th Double Page Spread (4th DPS)	570,000
第五跨版	5th Double page spread	545,000
目录前跨版	DPS Before Content Page	496,000
杂志开篇专题前第一跨页	1st DPS before 1st Feature	412,000
第一目录对页	SP Facing 1st Content Page	310,000
第二目录对页	SP Facing 2nd Content Page	286,000
第三目录对页	SP Facing 3rd Content Page	273,000
第四目录对页	SP Facing 4th Content Page	261,000
书版权对页	SP Facing Masthead	261,000
编者言对页	SP Facing Editor's Note	248,000
客座嘉宾对页	SP Facing Guest List	227,000
指定栏目首页	1st SP facing specified column	227,000
指定栏目对页	SP Facing Specified Column	215,000
封底内页	Inside Back Cover	360,000

普通版面	Run of Page (R.O.P)	
杂志前1/3 全版	Full Page Within 1/3 of the Magazine	187,000
时装大片开篇对页 (左页)	SP(Left) Facing Fashion Well Opening	155,000
杂志前1/3 跨版	Double Page Spread Within 1/3 of the Magazine	374,000
全版	Full Page (R.O.P.)	134,000
跨版	Double Page Spread (R.O.P.)	268,000

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 masterhead, single page facing editor's note, special position, and R.O.P.

广告格式 MECHANICAL SPECIFICATIONS

印刷	Printing	平板印刷	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: 100gsm优光纸 英文译本栏目: 70gsm书纸	Cover/Back Cover: 200gsm double side coated art paper R.O.P.: 100gsm UPM finesse imported gloss 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)
跨页	Double Page Spread	460mm(W) × 300mm(H)
第一跨页重叠位7mm	First double page overlapping 7mm	
第二跨页及前20页之跨页重叠位6mm	Second double page and first 20 pages overlapping 6mm	
非前20页之跨页重叠位4mm	After the first 20 pages overlapping 4mm	
拉页+跨页	Gatefold + Double Page Spread	(220mm+227mm+230mm)(W) × 300mm(H)
出血尺寸	Bleed Size	683mm(W) × 306mm(H)
1&2跨页之间重叠位7mm	1st and 2nd double page spread overlapping 7mm	
出血尺寸	Bleed	3mm

2013年发行时限与主题 2013 TIMELINE AND THEME

期数	月份	发行时间	物料截止期	主题	腕表与珠宝主题
Numéro	Issue	Publication Date	Material Deadline	Theme	Watch & Jewelry Theme
25	1月刊 Jan	21-Dec-11	6-Dec -12	早春 Cruise	
26	2月刊 February	21-Dec-11	8-Jan-13	春日 Spring	欲望物件 Objects of Desire
27	3月刊 March	21-Feb-12	6-Feb-13	风尚 Mode	
28	4月刊 April	21-Mar-12	7-Mar-13	高级定制 Couture	
29	5月刊 May	21-Apr-12	8-Apr-13	美容 Beauty	极度沉溺 High Indulgence
30	6月刊 June	21-May-12	8-May-13	热力时尚 Hot Fashion	贪享时光 Time for Greed
31	7月刊 July	21-Jun-12	8-Jun-13	甜美人生 Dolce Vita	
32	8月刊 August	21-Jul-12	8-Jul-13	秋日 Fall	配饰至上 Accessorize
33	9月刊 September	21-Aug-12	7-Aug-13	风尚 Mode	
34	10月刊 October	21-Sep-12	9-Sep-13	高级定制 Couture	
35	11月刊 November	21-Oct-12	9-Oct-13	美容 Beauty	极度沉溺 High Indulgence
36	12月刊 December	21-Nov-12	7-Nov -13	派对 Party	艺术珍品 Master Pieces
37	1月刊 January 2013	21-Dec-12	9-Dec -13		

量身定制的专属高端品牌推广方案 TAILOR-MADE HIGH-END MARKETING SOLUTIONS

Numéro提供跨媒体全方位推广平台为您瞄准高端时尚消费者，打造专属的市场行销方案：

Numéro provides multi-media platforms to aim at the high-end fashion conscious consumers and tailor-made high-end marketing solutions. The platforms include:

纸媒 Print

■ 品牌别册 Client Driven Supplement:

《大都市Numéro》编辑团队打造最具创意的品牌别册，深度阐释客户品牌理念，提升品牌质感The most creative and high-quality supplement created by Numéro exclusive editorial team

■ 封面故事 Cover Story:

Numéro主编Joseph Carle带领编辑团队为品牌客户打造封面故事，将高端时尚，前卫文化的理念与客户品牌精神完美结合 Tailor-made cover story by Numéro Editor in Chief Joseph Carle and his team to bring the ultimate fashion spirit into the brand and products

■ 客户定制大片 Special Creative

秉承《大都市Numéro》的高端视觉影像创意，根据品牌与产品特质，倾力定制创意大片，使品牌在眼球经济中脱颖而出 Corresponding with Numéro's high-end visual creativity, find out brand or products' unique feature and custom-made impactful fashion creatives

电子媒体 Digital

■ 大都市Numéro官方新浪微博平台 Official Account at Sina Weibo Platform

■ iPhone与iPad上的iWeekly终端 iWeekly at iPhone and iPad applications

线下合作 Offline cooperation

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

■ 配合活动主题专属别册 Event-themed supplement

读者关系维护 Customer relationship services (CRS):

■ 《大都市Numéro》读者俱乐部，完善高端受众资料库

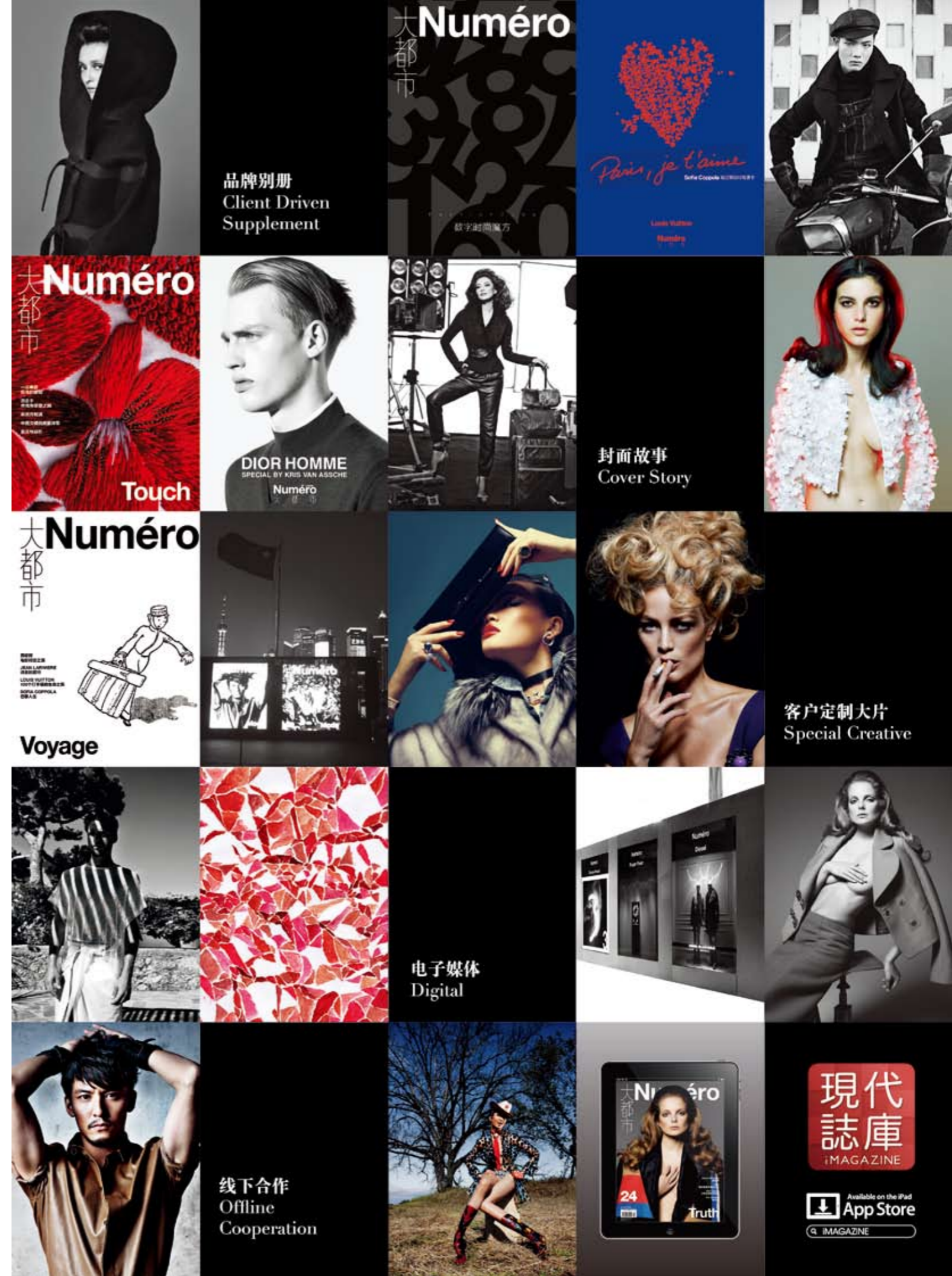
■ 定期品牌合作俱乐部特别礼遇

■ 每月向读者发送《大都市Numéro》杂志网讯

■ Maintain Numéro Club to improve the high-end VIP database

■ Reader treatment in partnership with brands

■ Monthly distribution of Numéro E-newsletter to readers



刊登广告制约 TERMS AND CONDITIONS

在本集团系列出版物刊登广告，按中华人名共和国《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。

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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。

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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.

