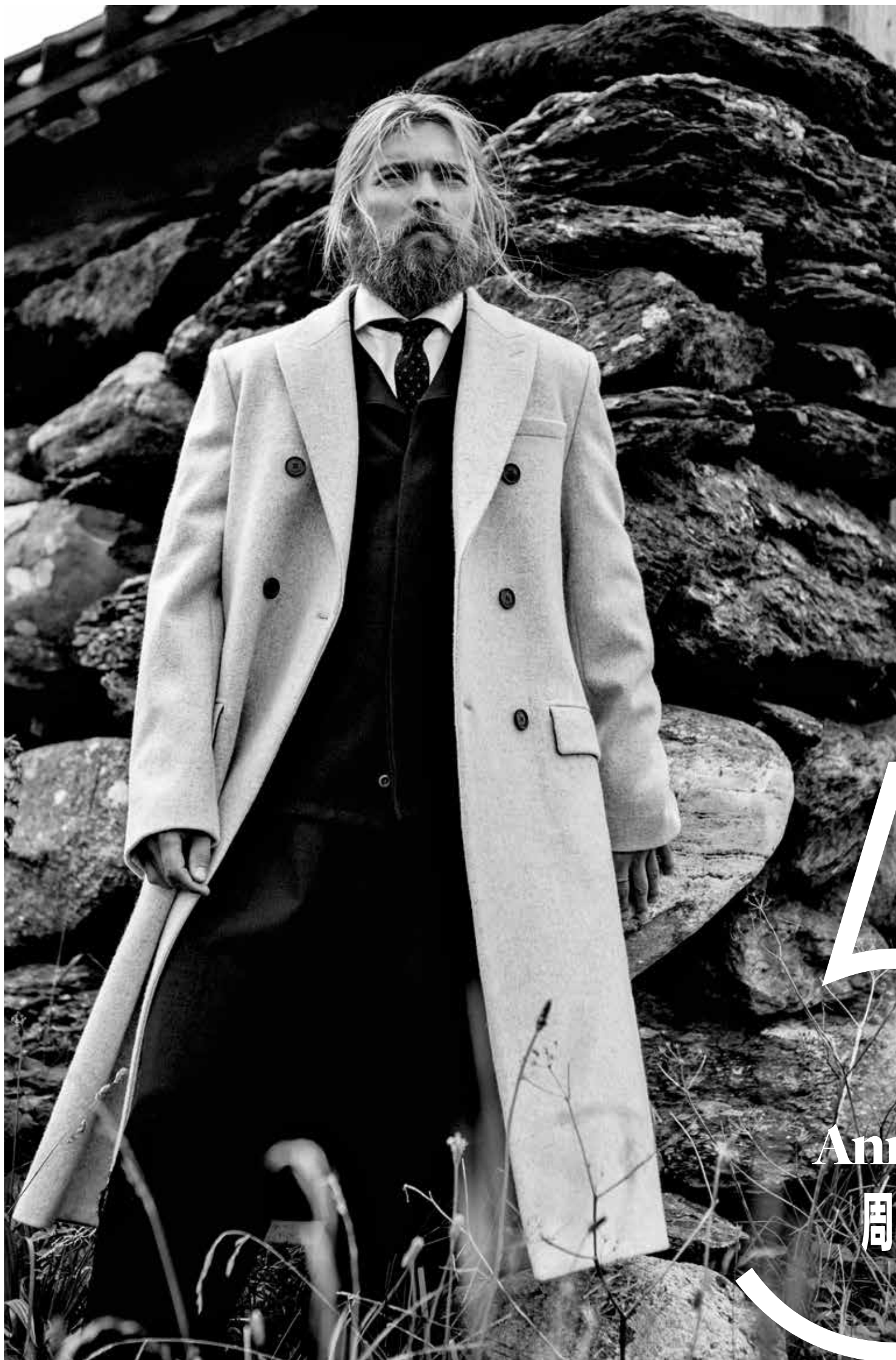


ELLEMEN 睿士 5 周年号外

2016 MEDIA KIT



阅读荷尔蒙

Mentally
sexy

阅读复兴 MOOK 到来

Here comes the mook edition

Coolife 和 钟表 专刊

What else we are focusing on

睿士呈现 男人所好

What we do for men

睿士是谁

Who we are

五大领域 睿士聚焦

Five key branding projects we focus on

荷尔蒙弥漫在
数字世界

Digital goes first

睿士坚持 创意服务

Innovative advertising services we
adhere to

Anniversary

周年

th

To be a better man.

Editor's letter

• 李宝剑

编辑总监兼助理出版人 跟他学会了用铁丝和自行车链条做成以火柴头为火药的手枪；只有一次，他竟然肯带我藏在树林里用弹弓打鸽子（但并没有收获猎物）；在他家里第一次读了他收藏的《飞碟探索》。他是小时玩伴的大哥，见他没几次，样子都记不清了，但是记得他的小名叫大海，记得他身上年轻男子的气息，记得在一个男人的带领下去发现新世界的兴奋和痴迷，就好像初次见到大海。

• 董江威

创意总监、时装和腕表总监 隐忍，不随波逐流，自己的故事自己不说。 专注，精于一件事物，自己打扫冬天凋零的院子。

• 傅济然

编辑副总监 男人永远只分两种：弗洛伊德的和非弗洛伊德的，前者在黑夜里让人相信他灿烂如花，后者在沙滩上让人想象浪里白沙。

• 赵岚

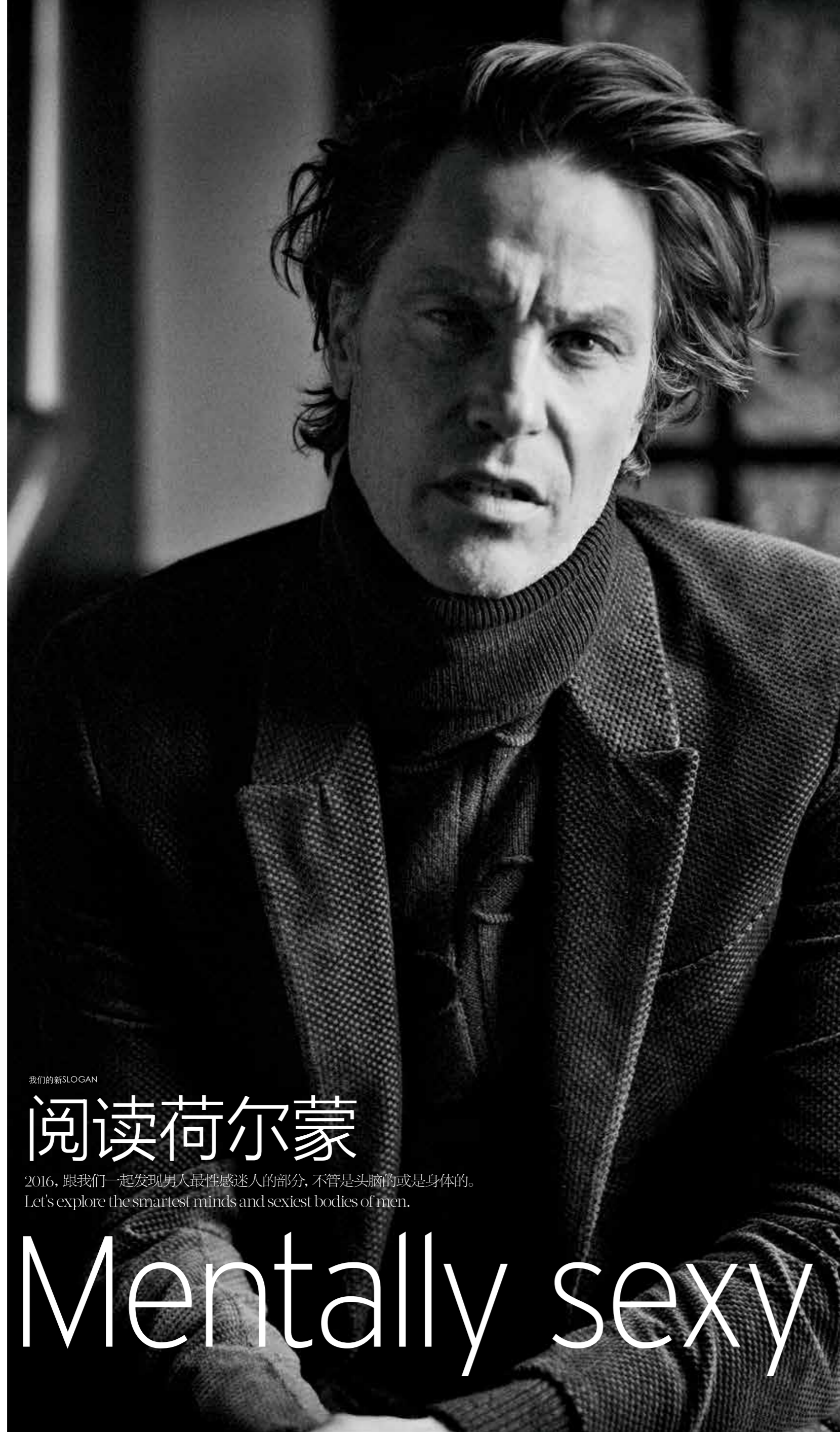
专题总监 《4'33》你一定听过。其实那就是沉默，或者说一段声音的空白。它的创作者叫John Cage，一个荷兰蒙丰沛的先锋音乐家，他兼备同性恋和双性恋，而每个伴侣每一段混乱无边的生活都给了他天才般的创造源泉，比如发明了“加料钢琴”；他还是个视觉艺术家，也是个作家，著述颇丰，更重要的是，他还是个菌类专家，1962年他倡导成立了纽约真菌协会，并亲自任会长，他自己吃过各种各样的蘑菇，有一次中毒差点身亡，他认为蘑菇可以通向音乐内部，蘑菇甚至就是隐喻；当然他还是一位美食烹饪家，尤其擅长法国菜，在纽约美食圈有口皆碑，极富创造力。 接近John Cage很不容易，但2015年刚出版了他的传记《凯奇评传》，可以更多地了解这个聪明的大脑是怎样搞乱世界战后乐坛的。以前，流传的是因为他迷上了东方禅宗和印度佛教，的确这是一些理由，但不是全部。他的全部是神奇。

• 郭彬

设计总监 一定是有勇气和信心。

• 范晓冰

数字内容总监 他必须是一个不压脚的诗人，一个深藏不露的硬汉，一个喝到烂醉也不给人添乱的酒鬼。当然，如果他还长得虎头虎脑，并且有一对恰到好处的屁股以及非凡的床上功夫，那就再好不过了。



我们的新SLOGAN

阅读荷尔蒙

2016, 跟我们一起发现男人最性感迷人的部分, 不管是头脑的或是身体的。
Let's explore the smartest minds and sexiest bodies of men.

Mentally sexy

Here Comes The MOOK Edition

阅读复兴 MOOK到来



《ELLEMEN睿士》MOOK版拥有书的形态并兼具杂志丰富的内容，采用更轻、更有质感的纸张，传递墨香。数字时代，让你依然可以优雅的阅读。

MOOK版遍布国内400家高端精品书店,如Page One、诚品书店、西西弗书店、唐宁书店、机场书店等, 预估覆盖8千万/年人流量,他们是讲求生活品味,追求自我修为的高收入人群。

ELLEMEN MOOK version merged the content of the magazine and the form of the book (different cover, different paper), which can bring you fresh reading experience.

The version will be distributed to 400 upscale bookstores in China, such as, Page One, Eslite Bookstore, Sisyphus Bookstore, Downing Bookstores and bookstores at airport, etc. We intend to reach 80M people per year, who are high-income group pursuing lifestyle and self-development.



随刊附赠风格环保袋和书签
Stylish recycle bags and bookmarks come with the issue.



诚品
方所
PAGE ONE
西西弗
唐宁
机场书店
.....



What We Do For Men

睿士呈现 男人所好



WE TALK TO PEOPLE whose life could continuously INSPIRE others.

我们和他们交谈，因为能够从他们身上获得灵感，不仅仅关于生活方式，还有生活本身。

WE DO REPORT that worth deep READING and deep THINKING.

我们关注身边发生的一切，以奔赴的方式来报道，因为这个社会，和我们自己密切相关。

WE TOY WITH COOL STUFF including gadgets, watches, cars and MANY MORE.

我们喜欢酷的东西。懂得欣赏出色的设计和工艺，才是乐趣所在。

WE INDULGE IN FUN by discovering all kinds of exciting ENJOYMENTS.

我们放纵自我的享受，男人必须有所迷恋，生活才会更加有趣。

WE ILLUSTRATE FASHION with REAL style true to life.

我们仪表堂堂，喜欢穿着得体却又不落俗套，对时装潮流信手拈来却始终坚持真实。



钟表专刊 Watch Supplement

以专业和独特的视角解析两大表展

Professional, Special, Fast to report these two watches exhibitions.

三月刊

日内瓦国际高级钟表沙龙特刊

五月刊

巴塞尔钟表展特刊

March+May

The most credible reading for SIHH&BaselWorld



COOLIFE Supplement

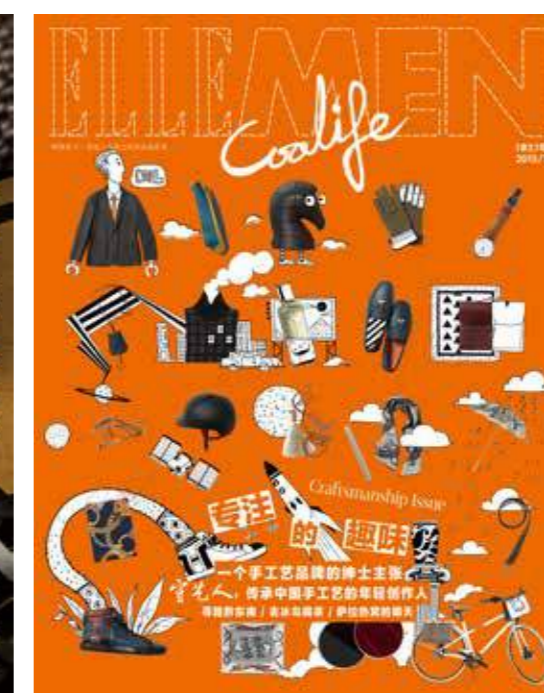
关注本土人文，专注手工艺，讲述人与物之间的动情故事。

Focusing on local humanities and handicraft art; Telling touching stories between human and things.



2016年计划出版两期，4月和10月，B5尺寸。

Plan to publish two issues April + October in 2016, B5 size.



Coolife标识由「上下」艺术总监蒋琼耳创意书写
Coolife logo is written by Qionger Jiang who is the art director of Shang Xia.





读者平均月收入为20,193元
Average monthly income of readers : 20,193 RMB,



73% 的读者拥有汽车
73% of readers own cars

76%

读者年龄集中在28-40岁
76% of readers are from 28 to 40 years old

15%

读者月收入大于50,000元
15% of readers have a monthly income over 50,000 RMB

76%

读者会不断升级汽车与手表
76% of readers are willing to upgrade watches and cars

读者每月平均消费:

服装: **7,500元**
珠宝腕表: **23,000元**
美容: **4,300元**
数码产品: **6,800元**

Average monthly expenditure of readers:
Clothing: RMB7,500;
Jewelry & Watch: RMB 23,000;
Beauty: RMB4,300;
Digital Products: RMB6,800



Who we are
睿士是谁



85%

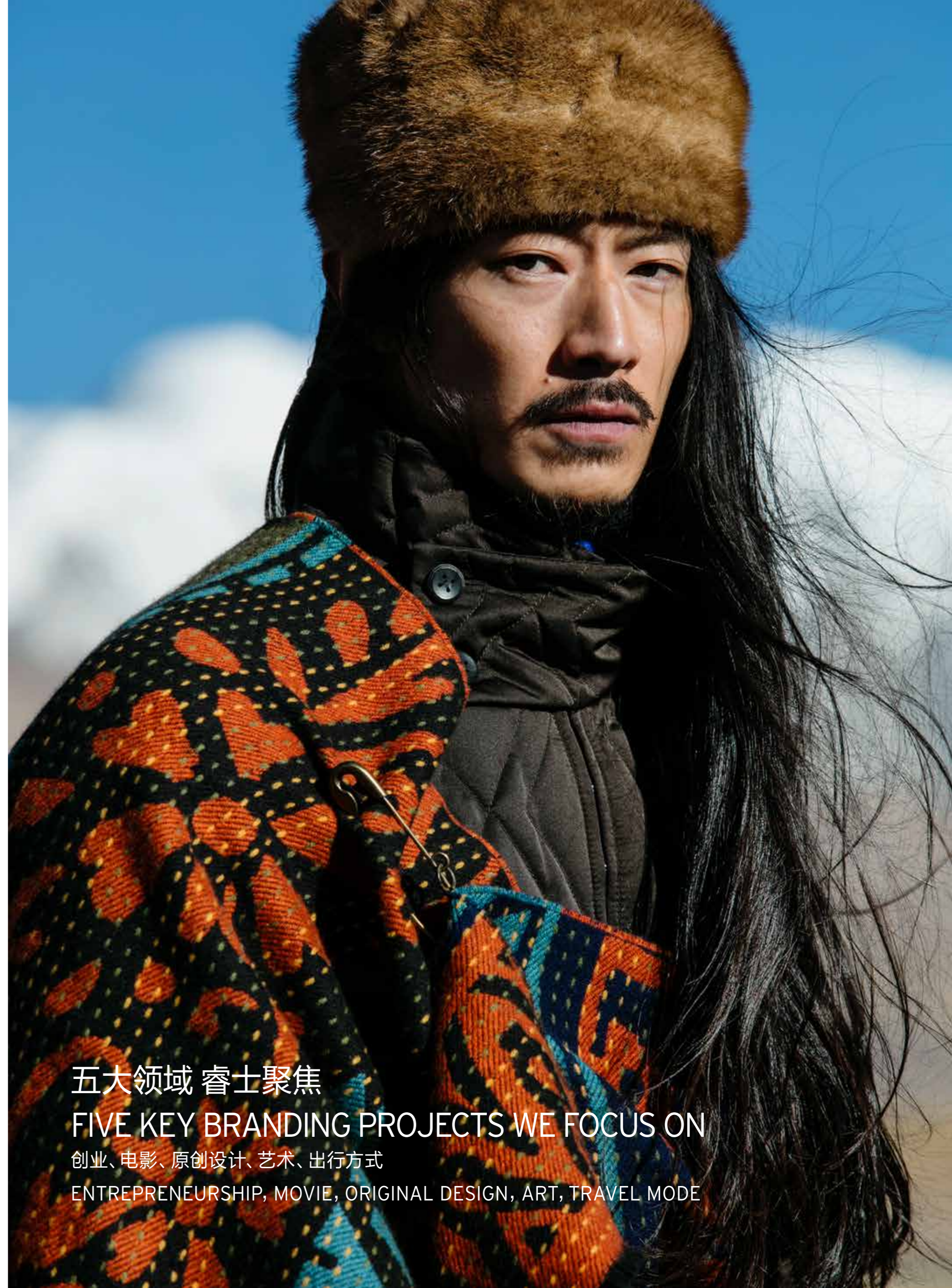
愿意经常对电子产品更新换代
85% of readers are very interested in updating hi-tech products



ELLEMEN精英读者俱乐部

覆盖汽车、房地产、教育、科技、艺术等数十个领域，汇集企业家、设计师、车主...超过28,000位不同行业意见领袖。

ELLEMEN Elite Club has gathered over 28,000 opinion leaders, such as entrepreneurs, designers and car owners, from various industries, including automobile, real estate, education, technology, art, etc.



五大领域 睿士聚焦

FIVE KEY BRANDING PROJECTS WE FOCUS ON

创业、电影、原创设计、艺术、出行方式

ENTREPRENEURSHIP, MOVIE, ORIGINAL DESIGN, ART, TRAVEL MODE

Five Key Branding Projects We Focus On
五大领域 睿士聚焦



**DREAM-MAKER
 FORUM+AWARDS
 创想家**

10位生活方式领域的杰出创业者发表主题演讲
 18位创业中的年轻人和投资者分享创业心得
 3场圆桌论坛，唇枪舌战，针锋相对
 与130家创业、投资机构、媒体，合纵连横，强势推广
 包括罗辑思维；中欧国际工商学院；喜马拉雅FM；36氪；万合天宜；暴风魔镜；格瓦拉；Uber；蘑菇公寓...

Inviting 10 outstanding entrepreneurs in lifestyle industry as keynote speakers.
 18 young entrepreneurs shared experience with investors
 Inspiration from fierce discussion for three times
 Cooperating with 130 venture capital companies and media to promote, including Luogic Show, CEIBS, Himalaya FM, 36 Kr, Unimedia, Mojing, Gewara, Uber, Mogoroom...

我们邀请800位来宾、5位专业评委、20位中国当代电影巨星，设置11个奖项，表彰一直奋斗在电影幕后的工作者。每年平均160余家最具影响力的电视、视频、平面、网站、微博、微信自媒体参与宣传，如好奇心日报、格瓦拉、毒舌电影、桃淘电影、吉良先生.....

We've invited 800 guests, 5 professional judges and 20 Chinese top film stars and set up 11 awards to honor the unsung heroes in film industry. Over 160 influential media on different platforms(TV, video, print media, website, Weibo, WeChat) participated in the publicity, such as QDaily, Gewara, Dsmovie, Tifilm, Mr Jiliang,etc.



**BEHIND
 THE CAMERA
 AWARDS**

没有他们，银幕不会发光
 Without them, the screen won't be so shining



• 贾樟柯
导演

• 蒋雯丽
导演、演员

• 陈可辛
导演

• 刘震云
作家、编剧

• 邬君梅
演员

• 许鞍华
导演



SUPPORTING FASHION DESIGNERS
你是原创 我全心拥护



周晓雯, 何艳, 王海震, HELEN LEE, 蒋翎, Alex Wang, 张娜, 刘芳.....从创刊起, 坚持每年与国内独立设计师举办大秀, 采访独立设计师、制作专题、拍摄微电影, 帮助数十位中国独立设计师被更多人关注与认可。除了与权威媒体合作, 更邀请时尚、设计、媒体领域意见领袖参与自媒体传播。

Since the initial issue, ELLEMEN has held the show with original fashion designers in China, interviewed them, made special coverage and shot micro film to promote more attraction and recognition. Apart from working with leading medias, we invite key opinion leaders from various fields to involve in we-media communication.

ART EXHIBITION
我们与艺术在一起

每年参与两个艺术项目拍摄大片并制作专题, 举办VIP专场, 带领 ELLEMEN读者领略艺术的魅力

We are in two art programs every year and intend to lead the readers to appreciate the charm of art through fashion shooting and VIP special show.

曾支持的艺术系列: 现代芭蕾舞剧《长恨歌》, 《跨界大师鬼才达利超现实大展》, 马修·伯恩改编的男版芭蕾舞剧《新天鹅湖》, 《梵高展》, 《草间弥生艺术展》, 《安迪·沃霍尔展》...

Art Programs Involved:

Modern Ballet *Everlasting Regret*, Modern Ballet edited by Matthew Bourne *Swan Lake*, *Media Dali - Major Exhibition of Surrealism Art*, *Vincent Van Gogh Exhibition*, *Nayoi Kusama Arts Exhibition*, *Andy Warhol Exhibition*



4+2 CLUB

追逐风，追逐自由

4+2邀请热爱出行的你, 在路上, 共享探索之旅

4+2 Club是由《名车志》和《ELLEMEN睿士》联手打造的, 即四轮汽车加两轮自行车的新鲜环保出游方式。

4+2 invites travel-lovers to enjoy the journey of discovery with us.

4+2 Club is cofounded by Car and Driver and ELLEMEN. It advocates a fresh and environmental-friendly way of outing, which combines four wheelers with two wheelers.





荷尔蒙弥漫在数字世界

DIGITAL GOES FIRST

APP, 网站, 微博, 微信, 视频……

APP, WEBSITE, SOCIAL MEDIA, VIDEO……

Digital Goes First

荷尔蒙弥漫在数字世界

ELLEMEN数字媒体平台

国内第一的360度精英男士生活数字形态圈
平台全覆盖: APP, 网站, 手机站, 微博, 微信, 第三方合作等, 每月平均覆盖900万人。

ELLEMEN digital platform

NO.1 all-covered elite men's life circle in China

All-covered: APP, website, mobile site, weibo, wechat, partners, etc.
Averagely reach 9M users monthly.



ELLEMEN for Smartphones (iOS及安卓版)

用户量超过35万, 月活跃用户超过70%, 位于行业前列。
全方位囊括: 衣食住行, 时尚潮流, 屋里家外

APP users are over 350K, 70% of which are monthly active users, ranking top in the industry.

Daily updated with living, fashion & trends, sex, news, every aspect of your life.



ELLEMEN for iPad

用户量超过80万, 杂志内容完整呈现, 流畅交互, 使读者获得完美的阅读体验。

iPad: e-magazine

Users are over 800K

The most popular content selected from magazine
Fluid interaction and excellent reading experience



网站

每月5000万pv, 700万uv

全新扁平化网站结构, 网站流量渠道大幅拓展,
登陆艾瑞排行

手机站: 每月500万 pv, 完美适配各类手机型号

Website

50,000,000 pv/m, 7,000,000 uv/m; Brand new flat structure; Expanding website traffic channels; In the IResearch ranking list

Mobile site

5,000,000 pv/m

Fits all kinds of phones



ELLEMEN用户中心

全新CRM系统整合ELLEMEN核心读者群, 定期线上线下活动拓展编辑关系, 接入多种类移动端合作伙伴探索全新商业模式。

ELLEMEN Club

Brand New O2O CRM Interaction Center (APP+Mobile+PC)
Integration / Function & Service
Offline Activities / Partnership





Social Media

微信: 即使是在社交媒体上, 我们也维持一本杂志的得体, 谁不想让聪明的观点与高级的审美成为自己的微信好友呢?

四大账号: ELLEMEN 睿士, 尽性, 提砖, 衣来伸手

超过10万用户

微博: 27万+ 粉丝

Wechat: On social media, we still keep decent. Everyone want to have a friend who has brilliant ideas and good taste on WeChat.

100,000+ followers

Account: ELLEMEN China, ELLEMEN Joy, ELLEMEN Story, ELLEMEN Code

Weibo: 270,000+ followers



每日一脸

每天和你分享一张男人的脸, 记录男人们与这个时代的种种。

The face of the day

We will share different men's faces with you every day and record everything about men of the contemporary age, both feat and scandle.



呵呵新闻

总有一些新闻会成为你的谈资, 尤其是那些让你觉得“呵呵”的。每周一次, 我们为你精选那些能让人会心一笑的新闻。

hehe News

News are always topics of conversation, especially those make you feel “hehe”. Once a week, we will carefully pick out these news for you.



衣来伸手

1个故事, 1个明星, 3套look演绎时尚微电影; 实时购买视频中出现的商品; 专题页面全方位解读微电影时尚搭配; 社会化营销增强粉丝粘性。

ELLEMEN Code

1 story, 1 celebrity and 3 looks can create a fashion micro film; Instant purchasing products in film; Special coverage over the looks; Social marketing to strengthen the fan base.



男士理容大奖

年末交互活动, 为男士理容提供完整解决方案。基于四大生活场景-清晨, 运动, 约会, 睡前-给出理容建议。专为男性用户定制, 鼓励男性关注自己的身体发肤。

One Day Grooming

Solution-base on online interaction event; Giving grooming advices on 4 daily scenes-morning, sports, dating and before sleeping; Specifically designed for men users; Encouraging men to take care of their face and body.

ELLEMEN Digital Platform Ratecard
数字平台刊例价

2016 ELLEMEN IPAD		Format	Ratecard (RMB by month)
平面广告 (当期唯一广告位置) Print AD (The Only Ad Space)		启动画面 (单幅) Splash Screen (Single)	180,000
		启动画面 (双幅) Splash Screen (Double)	200,000
平面广告+追加效果 Print AD & Additional Effect	图集 Photos	5张内 A maximum of 5 pieces	200,000
	视频 (每期不超过3则视频, 不包括视频制作) Video (A maximum of 3 videos/issue, exclusive of video production)	全屏播放 (自动) Full Screen Play (Auto)	180,000
		全屏播放 (触发) Full Screen Play (Manual)	
		窗口播放 (自动) Window Play (Auto)	
		窗口播放 (触发) Window Play (Manual)	
		点触播放 (全屏) Tap Play (Full Screen)	
		点触播放 (翻页) Tap Play (Turn-over)	
	幻灯 Slide Show	点触切换 Tap Switch	180,000
		滑动切换 Slide Switch	
		自动切换 Auto Switch	
箭头切换 Arrow Switch			
音频 Audio	点击播放 Tap Play	120,000	
	自动播放 Auto Play		
软文 (客户提供已编辑的原稿) Advertorial (Edited original text will be provided by the client)		文字滚动软文 Scrolling Text	120,000
		文字弹出软文 Pop-up Text	
		背景变化软文 Background Change	
平面广告 Print AD		静态内页 Static Page	100,000
单页定制 Single Page Tailormade		360° 旋转 Turn 360°	180,000
		Logo 涂抹广告 Logo Wiping Ad	
		拉链广告 Sliding Ad	
		地图 Map	
		拼图游戏 Puzzle Game	
		涂抹游戏 Wiping Game	
		自拍游戏 Selfie Game	
		拉链游戏 Sliding Game	
		问卷调查 Questionnaire	
问答游戏 Q & A			
单本定制特刊 Single Special Issue Tailormade		原版移植 (电子版或PRINT版, 无互动) Transplanting based on original issue (E-edition or print edition, no interaction)	300,000
		原版重编 (PRINT版在iPad上重排适应iPad阅读习惯) Reediting based on print issue (Adjust to Ipad reading mode)	380,000
		独立制作 (无纸质对应刊物) Independent Production (No Corresponding Print Issue)	600,000



2016 ELLEMEN App	Website Format	2016 Rate Card (RMB by Day)	Size
Landing page	landing AD	50,000	828*1472px
	Landing background AD	50,000	828*1472px
	landing video	60,000	标准视频
首页精选 Homepage	AD 1	40,000	828*828 px
	AD 2	35,000	828*828 px
	AD 3	30,000	828*828 px
	AD 4	25,000	828*828 px
频道精选 Channel	AD 1	30,000	828*828 px
	AD 2	25,000	828*828 px
	AD 3	20,000	828*828 px
	AD 4	15,000	828*828 px

* AD 类广告如果是视频格式需要加收15%

2016 ELLEMEN Website Format	Website Format	2016 Rate Card (RMB by Day)	Size
HomePage	Full crazy AD	80,000	1000*600 px
	HP Skyscraper	60,000	300*510 px
	HP Hight - Impact 1	45,000	300*250 px
	HP Hight - Impact 2	45,000	300*250 px
	Slim Banner-middle	40,000	950*90 px
	Slim Banner-bottom	30,000	950*90 px
Tier 1 Channel (Fashion ,Gear,Lifestyle)	Skyscraper	35,000	300*510 px
	Hight - Impact 1	25,000	300*250 px
	Hight - Impact 2	25,000	300*250 px
other Channel	Skyscraper	25,000	300*510 px
	Hight - Impact 1	20,000	300*250 px
	Hight - Impact 2	20,000	300*250 px

* 2016年1月起, 投放pc 广告可以同时投放移动站

2016 ELLEMEN Channel	Size	2016 Rate Card (RMB by pic)
微博原文推送 weibo: original content	"140字以内, 客户提供素材140 characters or less material provided by the client"	20000 / 条
微博定制推送 weibo: tailor made content	"140字以内, ELLEMEN 编辑编写文字部分140 characters or less, literal parts provided by ELLEMEN editors"	25000 / 条
微信原文推送 wechat: original content	"由客户直接提供给素材1500字以内, 超过加收15% / 条 1500 characters or less material provided by the client, 15% extra charge per article for going over the word limit "	45000 / 条
微信定制单独推送 wechat: tailor made content	"由ELLEMEN负责编辑1500字以内相关文案, 每超过500字加收 2% 1500 characters or less provided by ELLEMEN, every extra 500 characters cost 2% charge."	60000 / 条
微信全号 (任性, 提砖, 衣来伸手) wechat: all accounts	"由客户直接提供给素材1500字以内, 超过加收15% / 条 四个微信号同时发布同一内容 1500 characters or less material provided by the client, 15% extra charge per article for going over the word limit, Four Wechat accounts will release the same content simultaneously"	80,000/次

* 所谓广告微信均不能为头像

睿士坚持 创意服务

INNOVATIVE ADVERTISING SERVICES WE ADHERE TO

Innovative Advertising Services We Adhere To

睿士坚持 创意服务



广汽本田HONDA新一代锋范跨界合作

全国MODE达人锋格大赏，全媒体平台掀起MODE潮流风；MODE LIFE生活馆四城巡展，8大知名跨界人士与时尚圈精英全程助推，为广汽本田打造史上前所未有的新车发布会。

Mode Leader Competition across the nation led the mode style. Mode Life Exhibition Tour in 4 cities, support from 8 celebrities of various fields. We built an unprecedented launch conference for Honda.



全媒体平台呈现 BOTTEGA VENETA 品牌精神

由微信、微博、APP、网页、iPad电子杂志等渠道360°推广品牌H5页面。深入理解 Bottega Veneta工艺，通过拍摄法国舞蹈家Jeremy及新锐演员Claire Tran展现 Bottega Veneta独一无二的品牌精神。

Create the H5 mobile site and PC site and promote through Wechat/Weibo/ App/Website/iPad E-magazine Deeper comprehension in Bottega Veneta's craftsmanship, shooting French dancer Jeremy Kouyoumdjian and new actress Claire Tran who used to be a dancer to show the unique brand spirit.



TRENDIANO原创科幻微电影

由戛纳年轻导演大奖获奖者执导，以VR虚拟现实为题材，创作原创科幻风格烧脑剧本，于法国拍摄，完整版首周点击量破260万，微博覆盖千万人。影片申请参与全球各大电影节。

TRENDIANO Original Science Micro Film, directed by the winner of Young Director Awards at Cannes Film Festival and shot in France,

has taken virtual-reality as subject and produced original script of science fiction style. The click was over 2.6M in the first week when the film was made public. And the film reached 10M users on Weibo. The film has applied to compete in several renowned international film festivals.



全方位分享华为数字系列产品 HUAWEI



逸进式刀板杂志广告
凸显华为数字产品强大丰富的功能



通过不同主题诠释不同系列的华为产品，经由多元化的应用以及行业精英代表们的诠释，传达当下生活方式的理念，杂志主刊塑造视觉，串联手机端与多媒体平台整合，全方位分享。

ELLEMEN will display Huawei products through various themes and convey contemporary lifestyle by providing diversified APPs and ideas from elites of different industries. The main issue endeavors to shape images that can be synchronized on mobile phones and integrate on multimedia platform to realize all-round sharing.

你的 **2016**

**海阔
天空**



ELLEMEN 2016 RATE CARD	2016 Ad. Rate
封面4p折页 FRONT COVER GATEFOLD*4P	1,246,300
封面2p折页 FRONT COVER GATEFOLD*2P	997,040
目录前第一服装跨页 FIRST FASHION DOUBLE PAGE SPREAD BEFORE CONTENTS	885,280
目录前第一非跨页 FIRST NON-FASHION DOUBLE PAGE SPREAD BEFORE CONTENTS	885,280
目录前第二服装跨页 SECOND DOUBLE PAGE SPREAD PRECEEDING CONTENTS	739,410
目录前第二非服装跨页 SECOND DOUBLE PAGE SPREAD PRECEEDING CONTENTS	739,410
目录前第三服装跨页 THIRD FASHION DOUBLE PAGE SPREAD BEFORE CONTENTS	698,340
目录前第四服装跨页 4TH FASHION DOUBLE PAGE SPREAD BEFORE CONTENTS	630,772
目录前第五服装跨页 5TH DOUBLE PAGE SPREAD BEFORE CONTENTS	610,378
目录前第五非服装跨页 5TH DOUBLE PAGE SPREAD BEFORE CONTENTS	610,378
目录前第六服装或非服装跨页 6TH DOUBLE PAGE SPREAD BEFORE CONTENTS	567,620
目录前跨页 DOUBLE PAGE SPREAD PRECEEDING CONTENTS	532,500
第一目录旁页 FIRST FULL PAGE FACING TABLE OF CONTENTS	451,882
第二目录旁页 SECOND FULL PAGE FACING TABLE OF CONTENTS	369,600
第三目录旁页 THIRD FULL PAGE FACING TABLE OF CONTENTS	324,244
目录旁页 FULL PAGE FACING TABLE OF CONTENTS	291,804
版权页旁页 FULL PAGE FACING MASTERHEAD	265,650
目录及版权页间跨页 DOUBLE PAGE SPREAD BETWEEN CONTENTS AND MASTERHEAD	453,200
卷首语旁页 FULL PAGE FACING LETTERS	290,056
卷首语后跨页 DOUBLE PAGE SPREAD BETWEEN CONTENT AFTER LETTERS	447,762
花絮/作者页对页BACKSTAGE CONTRIBUTOR	235,734
开篇“这世界”单页SINGLE PAGE IN VIEW	220,500
开篇“这世界”跨页DOUBLE PAGE SPREAD IN VIEW	362,560
“解码”单页 SINGLE PAGE IN DECODE	210,000
“解码”跨页 DOUBLE PAGE SPREAD IN DECODE	351,230
服装前单页 SINGLE PAGE BEFORE "FASHION" COLUMN	170,000
服装前跨页 DOUBLE PAGE SPREAD BEFORE "FASHION" COLUMN	300,000
服装后单页 SINGLE PAGE AFTER "FASHION" COLUMN	142,380
服装后跨页 DOUBLE PAGE SPREAD AFTER "FASHION" COLUMN	260,000
封三跨页 INSIDE BACK COVER SPREAD	220,000
封三 INSIDE BACK COVER SPREAD	363,000
封底 OUTSIDE BACK COVER	731,573

● 备注：指定版面均需加收10%的费用，编辑费每页20,000元起（包含1名摄影师），如有指定摄影师或模特价格另议
成品Insert费2元/册（杂志内，10万起做）

ELLEMEN 2016 RATE CARD - Supplement	2016 Ad. Rate
封面4p折页 FRONT COVER GATEFOLD*4P	872,410
封面（SIHH, BASEL）	654,308
目录前第一跨页 FIRST DOUBLE PAGE SPREAD BEFORE CONTENTS	558,900
目录前第二跨页 SECOND DOUBLE PAGE SPREAD PRECEEDING CONTENTS	489,038
目录前第三跨页 THIRD DOUBLE PAGE SPREAD BEFORE CONTENTS	470,925
目录前跨页 DOUBLE PAGE SPREAD PRECEEDING CONTENTS	403,760
第一目录旁页 FIRST FULL PAGE FACING TABLE OF CONTENTS	293,423
第二目录旁页 SECOND FULL PAGE FACING TABLE OF CONTENTS	251,370
版权页旁页 FULL PAGE FACING MASTERHEAD	185,955
卷首语旁页 FULL PAGE FACING LETTERS	199,238
内页 FULL PAGE IN CONTENT	119,000
封三 INSIDE BACK COVER SPREAD	254,100
封底 OUTSIDE BACK COVER	503,010