

CHINA 中华宝艇 BOATING



2010
MEDIA KIT



CHINA'S PREMIER MAGAZINE FOR
LUXURY BOATING
AND YACHTING ENTHUSIASTS
中国首本为豪华游艇爱好者定制的杂志

China's fast growing economy and the development of yachting infrastructure are spurring demand for private boats and yachting activities throughout the country. **CHINA BOATING** magazine is responding to this growing aspiration of China's elite for discerning lifestyle activities and the development of facilities in cities such as Shanghai, Beijing, Hainan, Qingdao, Xiamen, Dalian, Shengzhen and Zhuhai.

With the legacy of **Asia Pacific Boating's** thirty years heritage and its reputation in the international boating industry for being the leading source of news and information, **CHINA BOATING** magazine is positioning itself as China's ultimate luxury boating reference.

中国高速增长的经济和游艇工业的迅速发展，极大刺激了中国富豪对私人游艇活动的需求。对私人游艇不断增长的热望来自于中国各界精英对生活方式的理解和洞察，也来自于中国各大城市，例如上海、北京、海南、青岛、厦门、大连、深圳和珠海等，在城市设施的发展和完善中，《中华宝艇》正是在这样的潮流和各界人士的期待中应运而生的。

承载在亚太地区游艇业中发展三十年的荫泽，以及其在国际游艇业中素以具有领先地位的信息渠道而闻名的声誉，《中华宝艇》定位于成为中国首本最具权威性的豪华游艇及其生活的参考杂志。

《中华宝艇》将致力于传递对于中国航海事业深度分析的综合信息、调查发布世界范围内豪华游艇的最新信息、以及这些游艇所到目的地的介绍和生活方式的特写。

CHINA BOATING provides high quality focused editorial coverage of news and information relating to the luxury boating and yachting world. For every issue, our strong global network of correspondents generates fresh, original content that keeps readers coming back for more.

NEWS China Boating covers the latest boating news and events to affect China and the region, including yachting coverage, new launches, boat show updates and marine industry developments.

FEATURES Regular features provide an in-depth look behind the scenes at boatyards and take a closer look at major launches and new models, with high quality images and descriptions of interior and exterior styling as well as performance. We also go cruising in China and Asia Pacific waters, some of the best yachting playgrounds in the world.

INTERVIEWS We speak one-on-one with leading designers, yachtsmen and other industry luminaries to get the inside track on topical news and issues.

IN STYLE A rundown of new gadgets, gizmos and essential equipment designed to make the yachting experience even more agreeable.

LIFESTYLE Articles focused on ways to enjoy leisure time both on and off the water.

《中华宝艇》致力于提供豪华游艇界内最全面信息和高质量的报道。我们凭借遍布全球的强大采编队伍精心为每一期杂志提供最新的、原创的报道，令读者对我们的杂志百看不厌。

信息资讯 提供最新的游艇信息和中国以及亚太地区具有影响的重大事件，其中包括游艇报道，最新下水的游艇介绍，最新船只展示和关于海运业发展的报道。

热点聚焦 定期的特别报道带领读者走进造船厂、更近距离的了解下水游艇和最新的游艇模型。这些报道都配以高质量的图片，游艇内部、外观、款式以及性能的介绍。同时，我们还会带领读者纵横中国和亚太地区的各个水域，以及世界上一些最适合游艇旅行的地区。

独家专访 我们将就热点的新闻和事件，邀请业内顶级的设计师，游艇驾驶员和其他行业的知名人士进行一对一的探讨。

风尚前沿 在这个栏目中，我们将纲要式的介绍能够使您的游艇之旅变的更舒适愉快的小器具、小发明和一些重要的装备。

时尚专题 这个栏目中的文章主要介绍不同的生活方式，使读者在海上或者岸边的休闲生活更加愉快。

Distribution CHANNEL

分销渠道

Subscription 订阅	17%
Retail 零售	8%
VIP Direct Mailing 贵宾	60%
Public Display 展示	15%

CHINA BOATING has a bi-monthly Circulation of **39,000** copies
《中华游艇》双月刊每期的发行量约为39,000本

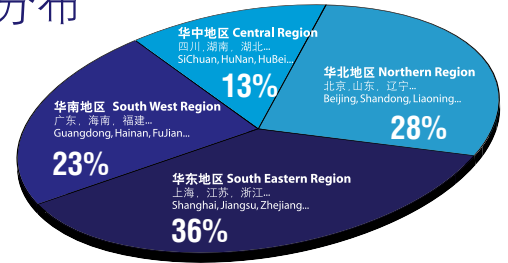
READER PROFILE CHINA BOATING is essential reading for China's entrepreneurs and tycoons aspiring to own a luxury boat. Most readers own a premium car and live in luxury residences. Luxury boating is their next focus. The largest reader age group is 40-49 years old.

读者群表述 《中华游艇》是一本有意向拥有豪华游艇的中国企业家们必读的杂志。大部分的读者都拥有靓车和豪宅。豪华游艇是他们的下一个焦点。《中华游艇》的主体读者群在40至49岁之间。

Sex 性别	Male 男性	88%
	Female 女性	12%
Age 年龄	20-29	5%
	30-39	29%
	40-49	43%
	50 and above 50以上	23%
	Education Level 学历	High school 高中
	College 专科	20%
	Bachelor degree 本科	39%
	Master degree and above 硕士及以上	15%
	Others 其它	13%

Geographic BREAKDOWN

地区分布



Annual Household Income 年收入 (RMB)	Above 20 million	53%
	between 10 million and 20 million	27%
	between 5 million-10 million	11%
	between 1 million-5 million	7%
	Below 1 million	2%
Position 职位	Chairman/CEO/President 总裁	86%
	General Manager/	5%
	Managing Director/Associate	
	执行总裁/总经理	
	Department Manager 部门经理	3%
	Governmental position 政府官员	4%
	Others	2%
Work Unit 行业	State-owned enterprise 国企	15%
	Multi-national enterprise 合资	10%
	Privately owned enterprise 私企	68%
	Central, provincial and local Gov. 地方政府	5%
	Others	2%
	Private Car Ownership (quantity) 私家车	own 1 car 一辆
	own 2 to 3 cars 二至三辆	14%
	own more than 3 cars 三辆以上	82%
Yachting 私人游艇	Currently own a boat 拥有1艘	10%
	Charter on a regular basis 定期租赁	31%
	Strong purchase will 潜在买家	59%



Advertisement 广告价目 RATES

DISPLAY 商业广告

	1x	3x	6x
IFC	32,400 US	29,400 US	24,500 US
封面内页	227,000 ¥	206,000 ¥	172,000 ¥
1st DPS	29,500 US	26,700 US	22,300 US
第一跨页	207,000 ¥	187,000 ¥	156,000 ¥
2nd DPS	27,500 US	25,500 US	21,000 US
第二跨页	193,000 ¥	178,000 ¥	149,000 ¥
3rd DPS	26,800 US	24,400 US	20,100 US
第三跨页	187,000 ¥	170,000 ¥	141,000 ¥
DPS	25,500 US	23,300 US	19,200 US
跨页	178,000 ¥	163,000 ¥	134,000 ¥
OBC	19,600 US	18,100 US	14,900 US
封底	138,000 ¥	127,000 ¥	105,000 ¥
FPSP	17,600 US	15,600 US	13,400 US
整版特殊位置	123,000 ¥	109,000 ¥	94,000 ¥
FP	14,900 US	13,800 US	11,500 US
整版	105,000 ¥	97,000 ¥	80,000 ¥

CLASSIFIEDS 分类广告

BROKERAGE & CHARTER 中介, 租赁

	1x	3x	6x
Full Page	4,600 US	3,800 US	3,300 US
整版	32,000 ¥	26,000 ¥	23,000 ¥

SPECIAL PAGE 特殊页面

French Door	66,000US
封面开门折页	450,000¥
IFC DPS Gatefold	58,500US
封二拉页	400,000¥
Z Cover Gatefold	44,000US
封面拉页	300,000¥
DPS Thicker Paper / Half Butterfly, 157g	30,700US
加厚跨页/半拉页, 157克	215,000¥
Butterfly Thicker Paper (6 pages), 157g	58,500US
三折加厚拉页(6页), 157克	400,000¥
Full Page Thicker Paper, 157g	20,000US
加厚单页, 157克	137,500¥

SUPPLEMENT 特刊

12 pages supplement - loose insert	45,000US
12页特刊	300,000¥
24 pages supplement - loose insert	75,000US
24页特刊	520,000¥

*N.B: quotation may vary depending on production requirements.
*注: 报价随特刊材质及规格浮动。

SHIPYARD GUIDE 制造指南

FP 整版 1年6期	9,000US/60,000¥
DPS 跨版 1年6期	15,000US/100,000¥

MARINA GUIDE 俱乐部指南

FP 整版 1年6期	9,000US/60,000¥
DPS 跨版 1年6期	15,000US/100,000¥

CREATIVE SOLUTIONS

While display advertising is still the most cost-effective way of promoting to CHINA BOATING's readership, we also welcome the opportunity to recommend creative promotional packages based on your own individual objectives and budget.

创新方案

虽然刊登常规的广告仍然是向《中华宝艇》的读者发布信息最省成本的方法, 我们欢迎合作公司建议符合贵公司预算和宣传目标的广告策划方案。



Marina Scene CHINA

中华游艇会所地图



1. 大连星海湾国际游艇俱乐部
Dalian Xinghai Bay International Yacht Club
 泊位(Berth): 79个
 网址: www.xinghaibay.com



2. 青岛国际游艇俱乐部
Qingdao International Yacht Club
 泊位(Berth): 600余个
 网址: www.qjyc.cn



3. 青岛银海国际游艇俱乐部
Qingdao Yinhai International Yacht Club
 泊位(Berth): 366个
 网址: www.yinhai.com.cn



4. 无锡太湖山水游艇俱乐部
Wuxi Shanshui Marina
 泊位(Berth): 80个
 网址: www.shanshuimarina.com



5. 苏州太湖水星游艇俱乐部
Suzhou Taihu Mercury Club & Marina
 泊位(Berth): 144个
 网址: www.mercurymarine.com.cn



6. 大自然国际游艇俱乐部
Natural International Yacht Club
 泊位(Berth): 120多个
 网址: www.natural-yacht.com



7. 宁波莱悦游艇俱乐部
Ningbo Leisure Boating Club
 泊位(Berth): 15个, 最大可停泊50英尺游艇
 网址: www.leisureboating.cn

Exclusive EVENTS

高端活动

Launched in 2004, China Boating has positioned itself as China's premier yachting publication. China Boating is keeping its rapid expansion and coverage in China's major cities but also second-third tier cities through targeted magazine distribution and series of upscale and lifestyle events for selected Vips. China Boating brings together the affluent and influential Chinese high net worth individuals to a world of yachting, luxury and glamorous lifestyle.

自2004年创刊以来,《中华宝艇》已成为国内顶级的游艇专业刊物。历经六年的发展,杂志已成功覆盖了中国各大一线城市,同时正积极致力于二、三线城市的拓展工作。与此同时,为了迎合国内高端人群的需求,杂志还定期在各地主办、协办各类高端活动。为国内高端人群营造游艇生活方式,搭建游艇生活平台是《中华宝艇》矢志不渝的宗旨。





8. 上海游艇会

Shanghai Marina Club

泊位(Berth): 110个

网址: www.shmarinaclub.com



9. 上海亚廷游艇会

Shanghai Yacht Club

泊位(Berth): 25个 (另有20个干泊位)

网址: www.shanghaiyc.com



10. 九龙山将军游艇俱乐部

Nine Dragon Admirals Yacht Club

泊位(Berth): 95个 (另有70个陆地干仓)

网址: www.963.org.cn



11. 深圳大梅沙湾国际游艇会

Shenzhen Marina Club

泊位(Berth): 175个 (另有100多个陆地干仓)

网址: www.szmarina.com.cn



12. 深圳浪骑游艇会

Longcheer Yacht Club

泊位(Berth): 275个 (另有400个干舱)

网址: www.longcheer.com



13. 三亚鸿洲国际游艇会

Visun International Yacht Club

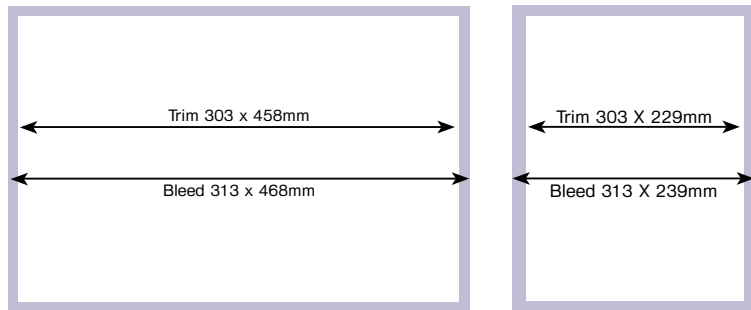
泊位(Berth): 72个

网址: www.visun-yacht.com



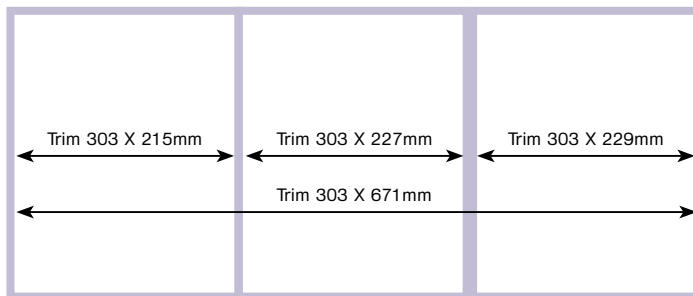
Production DATA

产品数据



	Trim 净尺寸	Bleed 出血	Type 文字尺寸
DPS 双页延展	303 x 458	313 x 468	283 x 438
FP 单页	303 x 229	313 x 239	283 x 209

	Trim 净尺寸	Bleed 出血
GateFold 拉页	303 x 671	313 x 681



Printing Process: Offset
 Binding Method: Perfect Bound
 Screen Ruling: 175 lpi line screen
 Four Color (CMYK): Progressive proofs & colour separated positives, right reading emulsion side down.
 Black & White: Positive film, right reading emulsion side down.
 Digital Files: Actual sizes at 300dpi in EPS, TIFF, JPG or press-ready PDF formats. All fonts must be provided with artwork.

Two sets of artwork required for accurate gutter bleed on double page spread. Live matter not intended to bleed must be kept 10mm from all bleed trim edges and 8mm from gutter edges.

BOOKING DETAILS

For Bookings: 7th day of the month preceding publication
 For materials: 15th day of the month preceding publication
 Cancellation: 6 weeks before publication for ROP advertisements and 8 weeks for premium positions.

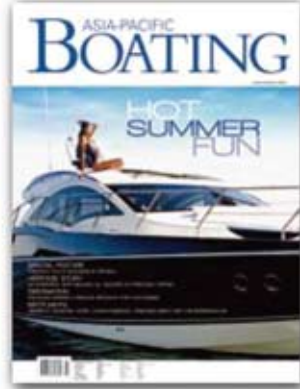
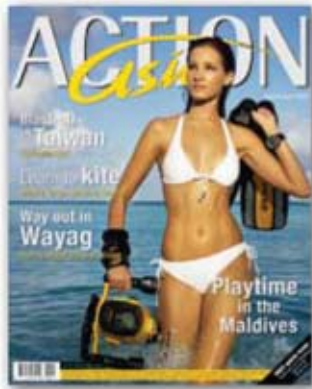
印刷工序：柯式四色印刷
 装订方法：胶装
 版面控制：175lpi行/每屏
 四色套印（CMYK）：四色单独套印，阳片，药膜向下。
 黑白胶片：阳片，药膜向下。
 数字文档：以EPS、TIFF、JPE或高质量的PDF格式保存，大小控制在300dpi。所用字体必须包含在稿件内。

整版广告之稿件请于周边预留各5mm作出血；双版延展之广告稿件，请在书脊位置预留8mm出血作印刷装订用途。

关于广告的预定手续

预定：在发行前一个月的第7个工作日。
 素材提供：在发行前一个月的第15个工作日。
 取消：常规广告在发行前的6个星期，特别广告在发行前的8个星期。





BluInc

A SUBSIDIARY OF SPH MAGAZINES

BLUINC MEDIA GROUP BLU INC MEDIA(CHINA) LIMITED is a subsidiary of SPH Magazines Pte Ltd, which is a wholly-owned subsidiary of media giant Singapore Press Holdings Limited. Blu Inc's philosophy is to publish market-leading magazines that connect with Asia's wealthy, brand-conscious individuals through their chosen lifestyle activities. Blu Inc ensures that each magazine meets the highest international publishing standards, providing readers with a blend of international and locally produced content in a fresh and innovative format.

Blu Inc 传媒集团 BLU INC 媒体(中国)有限公司是新加坡SPH报业集团SPH杂志公司的分支公司。打造亚洲范围内的高端杂志, 诠释高端生活方式是Blu Inc 的理念, 隶属公司旗下的每一本刊物都以此为准则, 旨在为广大的读者朋友们搭建一个了解国内外高端生活方式的平台。

ASIA-PACIFIC BOATING With a heritage that spans 30 years, Asia-Pacific Boating is an essential reading tool for the region's luxury boat and yacht owners and aficionados. This ultimate lifestyle magazine provides direct access to the most affluent and influential elite. 《亚太宝艇》拥有30年历史的《亚太宝艇》杂志是亚洲及太平洋地区豪华游艇爱好者的必备读物, 该极富奢华品味的杂志旨在为亚太区精英阶层传递最直接有效的国际资讯。

LP - luxury Properties LP (Luxury Properties) is an exciting bilingual magazine from Blu Inc, targeted at high net worth individuals in Asia looking to enjoy the ultimate in lifestyle residences. With articles written in both English and Chinese, the magazine contains the latest news about outstanding, high-end properties for sale in Asia and around the world 《地标》隶属Blu Inc传媒集团旗下, 是一本顶级奢侈地产类双语杂志(英文和简体中文相对照), 亚洲地区的高净值收入人群为主要的目标读者。中英文双语内容汇聚了全球最顶级奢华建筑豪宅, 旨在全面展现高端人群的奢华生活。

JET ASIA-PACIFIC The bilingual publication for Asia's and mainland China's high flyers. This bilingual magazine keeps the region's high net worth individuals informed of the very latest developments and options available to them in the extremely dynamic world of private aviation. 《尊翔》以双语全情展示包括中国大陆地区在内的亚太公务航空业界讯息。杂志通过最新的行业新闻与消息, 行业人物访谈, 新机型介绍与试飞等, 力求帮助读者分析与指导他们的私人飞机投资计划, 解释最新的亚太区公务飞机的规定与标准。目前, 杂志已成为众多有意购买私人飞机人士的最佳选择参考。

PINNACLE Published on behalf of Rolls-Royce Motor Cars, Pinnacle magazine represents the ultimate luxury lifestyle magazine. Sent quarterly to Rolls-Royce owners and VIPs in Hong Kong and mainland China, this bilingual magazine allows you to associate your company with the ultimate luxury brand and influence the decisions of Greater China's most affluent and influential individuals.

《峯之峯》作为劳斯莱斯汽车的车主杂志, 以诠释顶尖奢华的生活品味为宗旨。该杂志系季刊, 定期会送抵中国香港和大陆地区的劳斯莱斯车主及重要贵宾手中。双语发行的《峯之峯》杂志一直致力传达一流奢华品牌的资讯, 对业界高端人士的影响深刻。

ASIA SPA Asia's only magazine totally dedicated to the pursuit of complete wellbeing. From the latest spa destinations and treatments to health, cuisine, fashion and cosmetics, AsiaSpa provides over 120,000 of today's wealthiest, brand-conscious urban females with an essential guide to pampering and inner tranquility.

《ASIA SPA》亚洲唯一一本全情投入完善个人健康生活的杂志。从最新的温泉疗养胜地、健康烹调方式到时尚、化妆资讯, 刊物涉及面广, 旨在为当今超过12,000名城市新贵女性充当心灵导读。

ACTION ASIA Action Asia has been the region's leading travel and adventure lifestyle magazine for more than 148 years. Winner of the Society of Publishers in Asia (SOPA) awards for editorial excellence for three years running, and with a readership of more than 14536,000 Action Asia prides itself on raising the standards of publishing in Asia.

《ACTION ASIA》连续18年充当亚洲地区顶尖的旅行及极限运动杂志, 三年来一直荣获亚洲出版协会颁发的优胜奖, 而今读者群已增至145,000人次。能赢得此等佳绩, 《Action Asia》也引以为傲。

POLO Polo is the first polo-lifestyle magazine in Asia. This luxurious publication aims to cover and explore the latest developments in Asia as well as news in the world of polo, acting as a vital link between readers and the game.

《皇家马球》是亚洲第一本权威性马球杂志, 旨在为精英阶层传递亚洲以及世界范围内马球运动的最新动态, 充当着广大读者与马球运动间的重要桥梁作用。

For subscription or advertising, please contact us:
联系我们:

BLUINC MEDIA (HK)

Add: Unit 2901, 29/F Universal Trade Centre, No. 3 Arbuthnot Road, Central, Hong Kong
Tel: 852 21652800
Fax: 852 28681799
mail: Queries@bluincmedia.com

BLUINC MEDIA (CHINA)

地址 ADDRESS 上海市徐汇区东湖路20号604室
电话 TEL +86 21 54046362
传真 FAX +86 21 54046362
电子邮件 Email advert@bluincmedia.com