

NO. 1 BRAND OF CHINESE TRAVEL MAGAZINES 中国旅游杂志第一品牌

旅游行业进行杂志投放时的人工

Ranking No. 1 among the same categories of magazines

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消费能力 《玩家旅游》读者信用卡拥有量在同类杂志中名列第一。

市场活动《玩家旅游》在同类杂志中消费场所赠阅展示比例名列第一。

汽车运动 《玩家旅游》读者预购 SUV 汽车的比例在同类杂志中名列第一。

数码科技 《玩家旅游》读者的数码产品拥有量在同类杂志中名列第一。 **生活态度** 《玩家旅游》读者外出就餐的频率在同类杂志中名列第一。

Spending power Goodtrip ranks No. 1 among the same categories of magazines

in terms of the number of readers' credit cards.

Marketing activity Goodtrip sites ranks No. 1 among the same categories of magazines in terms of the proportion of free distribution and display at consuming places.

Auto sports Goodtrip ranks No. 1 among the same categories of magazines

in terms of the proportion of readers' subscription of SUVs.

Digital technology Goodtrip ranks No. 1 among the same categories

of magazines in terms of the number of readers' digital products.

Life attitude Goodtrip ranks No. 1 among the same categories of magazines in ter of the frequency at which readers eat out.

数据来源:新生代市场监测机构 Sources of data: SINOMONITOR (seal)



一上班呀, 就想出去玩!





AN ALL-SIDED SOLUTION TO THREE MAJOR ASPECTS IN TRAVEL CONSUMPTION

全面解决旅行消费三件大事

NO.1

MASHION 旅行中的「美丽-



NO. 2

ENTEREAINMENT 旅行中的「玩乐」



NO.3

DRIVING 旅行中的「驾驭—





CONSUMPTION FOR BEAUTY
Beauty is indispensable from a stylish and high-quality trip, with emphasis on full manifestation of temperament throughout the journey!

美丽消费

一次有格调、有品质的旅行, 不可或缺的是旅途中的美丽,关注的是全程气质的体现!

[SOLUTION]

According to the destination style, create new propositions of beauty through the celebrity's demonstration, expert's guidance and travel-lover's experience.

Option 1. Player's attitude towards makeup; Option 2. Theme-demonstration blockbuster; Option 3. Celebrity's equipment for reference.

【解决方案】

根据不同目的地风格的要求,通过明星示范、专家指导及达人体验,打造美丽新主张。 方案1. 玩家妆容态度;方案2. 主题示范大片;方案3. 明星装备参考。

=【BRAND COLUMN】 【品牌栏目】



BEAUTY TRIP

The one-stop beauty program with indepth exploration will tell you how to become a dynamic lady on the trip through model's makeup pictures, expert's comments and travel-lover's practical experience.

美容旅程

一站式深度美容方案,通过模特妆 容片、专家点评及达人实用体验, 教你在旅途中做活力女人。











CONTRACTOR OF THE PROPERTY OF



COVER STORY

Exclusively plan the feature film of popular celebrities' journeys, combining seasonal clothing with the figures' temperament, to showcase a positive, sunny and healthy attitude towards life.

封面故事

独家策划当红明星旅行主题片,结合应季服饰及人物气质, 呈现积极、阳光、健康的乐享生活态度。



REPORT OF CELEBRITIES' TRAVELLING

Reveal celebrities' private photo albums of travelling, and introduce the details of their latest destination, travel notes, luggage, fashion equipment and shopping list on the trip.

星玩报告

揭秘明星旅游私家相簿,自述最新目的地细节、游记、旅行箱、时尚装备及旅途中购物清单。



10.2

CONSUMPTION FOR ENTERTAINMENT

Prior to going to a destination, you may wanna have a full and in-depth understanding about it, to deal with a range of issues inevitably arising during the journey!

玩乐消费

每到一地都要对它有最充分、深入的了解, 以应对旅行中必然出现的各类问题!

SOLUTION

Center around the main body of travelling, make an in-depth excavation of the destination's essence and conduct a thematic planning, to tell you how to enjoy a good life in the destination.

Option 1. Feature on a thematic in-depth travel; Option 2. Recommendation on hot places for food; Option 3. Report on hotspot trends.

【解决方案】

围绕旅行生活主体,通过深度挖掘目的地精华及主题性策划,玩透一地好生活。 方案1.主题深游特辑,方案2.美食旺地推荐,方案3.热点趋势专题。

=【BRAND COLUMN】 【品牌栏目】



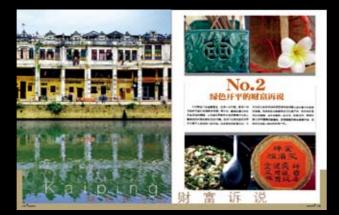
IN-DEPTH PLANNING

Describe in-depth travelling quality of a place, make a creative album about experience at a destination, and present the proposition of in-depth travel through the scenic, cultural, historical and fashion coverage.

深度策划

一地化深度旅行品质描绘,体验式 目的地创意专辑,通过风景、人 文、历史及时尚的报道,全面呈现 深度旅行主张。











TRAVELLING FOR CATE

Search popular destinations for cate circles, give play to our professional advantage, make in-depth coverage of specialty restaurants and give valid recommendations, for your sake in selection of wonderful gourmand places during the journey.

美食行走

探访热门目的地美食圈,发挥专业优势,深入采访特色餐厅 并作出有效推荐,为旅途选择精彩的饕餮地。

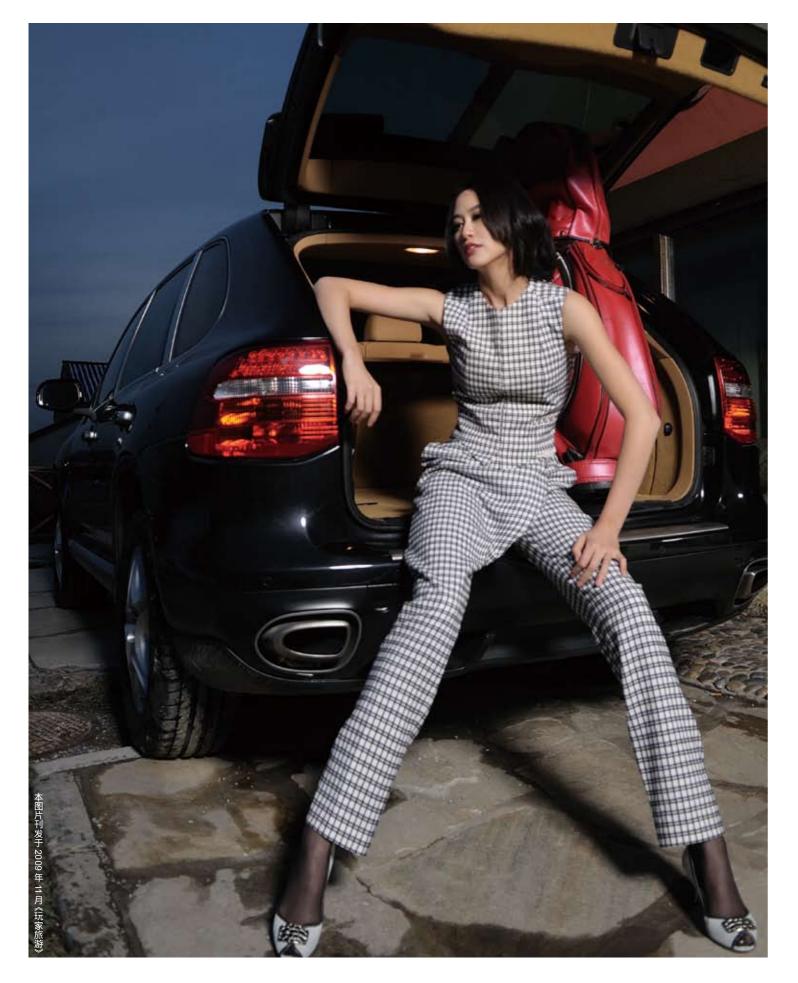


HOT TOPIC

With the imagery travelling life and new trends topics as the theme, with the most influential celebrities in consumption and the industry insiders as the object, cover the travelling consumption hot spots and provide practical information.

热点话题

群像式的旅行生活、新趋势话题,以最具消费影响力的明星及业界权威为对象,报道旅游消费热点,提供实用信息。



10.3

CONSUMPTION FOR DRIVING

Self-driving travelling has become one of the most frequent, most popular and most liberal means of travel in the current travelling life!

驾驭消费

自驾出游已经成为当今旅行生活中最频繁、 最普及、最自由的旅行方式之一!

[SOLUTION]

Gather self-driving travelling opinion leaders, and lead to a style of life riding through line recommendations and professional experience sharing.

Option 1. Introduction of self-driving travelling lines; Option 2. Recommendations from car owner leaders; Option 3. Celebrity driving interview.

【解决方案】

聚合自驾旅行意见领袖,通过线路推荐及专业经验分享,引领驾驭生活。 方案1.自驾线路介绍;方案2.车主领袖推荐;方案3.明星驾乘访谈。

=【BRAND COLUMN】 【品牌栏目】



CELEBRITY'S AFFECTION TO CARS

The celebrity's affection to cars and self-driving stories will share a highquality driving life through the thematic planning and shooting as well as presentation of pictures and texts about private tours.

明星爱车

明星车主的爱车情结及自驾故事, 通过主题策划拍摄及私家游,图文 呈现,分享优质驾乘生活。















INTERVIEW WITH CAR OWNERS

Gather self-driving travelling opinion leaders from all walks of life, industry elites, auto-club chairmen and senior players, to recommend professional, interesting new self-driving lines.

车主访谈

集合各领域自驾旅行意见领袖、业界精英、 车友会长及资 深玩家,以此推荐专业、有趣的最新自驾线路。



SELF-DRIVING TRAVELLING MAP

Feature of the seasonal self-driving destination, to represent a wonderful journey and driving performance with pictures and texts through a good car's experiential travelling and in-depth line

自驾旅图

最适合当季的自驾目的地专题,一款好车的体验式游记及线 路深析,图文并茂地呈现美妙旅途及驾驭性能。



FEATURE-

FEATURE

From a senior player's perspective, make an in-depth planning for a journey, and lead to a new kind of enjoyment and attitude!

特色专题

以资深玩家的观点和角度, 深度策划一次旅程,并引领一种玩法与态度!

=【IN-DEPTH PLANNING】 【深度策划】



FRESH TOUR TO BELGIUM

Flowers, music, lighting, street performances, when such a modern dress is put on by Ages, it may also be almost impossible for even those who have been to Ghent to figure out its original look. In the Fresh Tour to Belgium, we not only emphasize the textures of travelling and the creative spirit, but also present the characteristics of the tourist destination through the experiencer' s "fresh + close-up" actual feeling. In the coverage of the tourist destination, we fully cover the quality of travelling and specific lines, and clearly tell the readers: Which place is the most amusing?! What to play?! And how to play?! in order to meet the readers' reading needs with the most practical logic.

=【HOT TOPIC】 【 热点话题 】

" NINE NEWLY OPENED COUNTRIES, HERE WE GO!"

The edition selected nine newly opened countries in Asian, European and African continents, respectively with the filed travelling of nine public figures such as Shao Bing and Luo Haiqiong as the clues, and integrated Gootrip's scoring and industry insiders' professional assessment; whether the desert oasis, the gold coast or the jungle adventure, it gave the readers a rich display of a personalized and increasingly stylish travelling and lifestyle. The edition won a good market response, and the industry insiders praised that "Nine new routes each have nine 'star-promotion name cards'".



《比利时 新鲜游》

"鲜花、音乐、灯光、街头表演,当这样的现代盛装穿在中世纪的古老建筑上,即使到过根特的人,也几乎无法看出它本来的面貌。"——在《比利时,新鲜游》这篇报道中,我们不仅强调旅游质感及创意精神,而且以体验者"新鲜+特写"的实际感受主观呈现旅游目的地的特色。在对旅游目的地的报道中,我们全面涵盖旅行的品质和具体的线路,我们会清楚地告诉读者哪里最好"玩"?!"玩"什么?!如何"玩"?!以最实用的逻辑,依次来满足读者的阅读需求。

《九国新开放, 我们来了!》

当期内容精选亚/欧/非三洲新开放的9个国家,分别以邵兵、罗海琼等9位公众人物实地旅行为线索,综合本刊贴心打分及业内人士的专业评估,无论沙漠绿洲、黄金海岸还是丛林探险,丰富地展现给读者富于个性、越来越有范儿的旅行和生活方式。

当期市场反响强烈,被业内人士盛誉"九条新线路分别具有了九张'名星片'"。



《香港-最牛玩乐攻略》(上、下)

"坐着直升机感受香港,在真正的737机头中学开飞机,第一时间实地考察2009 年最新公布的米其林餐厅,在牛年寻找全港最牛的牛扒店,千挑万选找出欣赏维港夜色的最佳地点。"

我们历来以"玩乐功课"的态度对待城市旅游,新颖的角度、提案式的旅行报告,总是能唤起读者强烈的共鸣。《香港-最牛玩乐攻略》专题报道,分为上、下两集,从"旅行玩乐"到"精神享受",对香港的旅行魅力做出了2009年最权威的诠释。

THE GREATEST STRATEGY FOR AMUSEMENT IN HONG KONG

Sitting in a helicopter to get a feeling of Hong Kong - learn to fly a plane in a real 737 head unit, have a field trip at the first time for the latest Michelin Restaurant in 2009, to find out Hong Kong's most known beefsteak house in the Year of Ox, and pick out the best location to enjoy the nightscape of Victoria Harbor.

We have always been embracing an attitude of having fun from homework towards urban tourism. Our innovative point of view and proposal-type travelling reports have always been able to arouse a strong resonance among the readers. The Greatest Strategy for Amusement in Hong Kong special report included the first part and the second part, and has given the most authoritative interpretation of Hong Kong's charm in travelling in 2009 from traveling amusement to spiritual enjoyment.





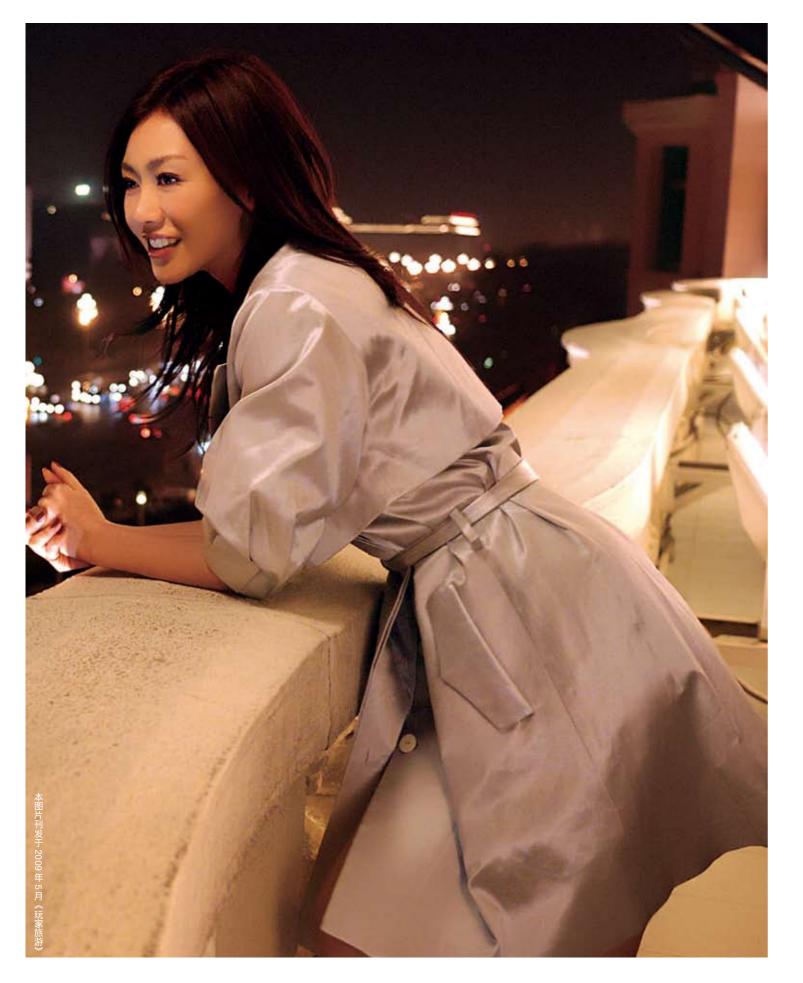
营销 品牌化 体验化 立体化 化 数据化 Multi-dimensioning Datamation



发行 零售为本 零售为王 Oriented by retail Prioritize by retail



读者 旅行生活体验者 品质生活引导者 Reperiencers of travelling life Guides of quality life Suides of quality life Reperience of travelling life Guides of quality life Reperience of travelling life Reperien



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GOOTRIP'S READER FILE

《玩家旅游》读者档案



HEALTHY/ POSITIVE / VIGOROUS 健康/阳光/活力

INTELLIGENT AND ELEGANT BOLD AND PROGRESSIVE SUNNING AND INDEPENDENT 25-40 YEARS OLD

知性而优雅 大胆而前卫 阳光而独立 25-40 岁之间

FEMALE 60% MALE 40%

女60% 男40%

00% OF HIGHLY EDUCATED		平均年龄	
百分之百的高学历		29.25	
Junior college	0.1%	20-25 years old	11%
Undergraduate	91.6 %	26-30 years old	37%
Master Degree Candidate	8.0%	31—35 years old	28%
Doctoral candidate	0.3%	36-40 years old	20%
		41 years old and abov	/e 4 %

数据来源:新生代市场监测机构 Source: SINOMONITOR

AVERAGE AGE

READERS' POSITION AND INCOME

读者职位与收入

AVERAGE PERSONAL MONTHLY INCOME 7480RMB 平均个人月收入

15200RMB AVERAGE HOUSEHOLD MONTHLY INCOME 平均家庭月收入

8.9000

World Traveller

旅行者

35.5%	Enterprise/company's senior management 企业 / 公司中、高层管理人员
19.8%	Enterprise/company's general management 企业 / 公司一般管理人员
16.8%	Enterprise/company's general staff 企业 / 公司一般职员
12.2%	Intermedia te/senior professionals (engineers / doctors / lawyers, etc.) 中级 / 高级专业人士 (工程师 / 医生 / 律师等)
1.1%	Junior professionals 初级专业人士
9.4%	Party and government organization/ association/ institution cadres 党政机关 / 社团 / 事业单位干部
5.2%	Private owner/ freelance 私营业主 / 自由职业者

THE AVERAGE ANNUAL INCOME OF THE READERS OF THE SAME CATEGORIES OF MEDIA

8.7600

National Geographic

Traveller

时尚旅游

同类媒体读者平均年收入

8.9760

Gootrip

玩家旅游

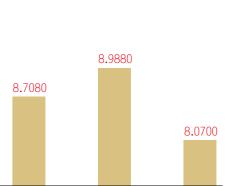
9.5000 +

9.0000

8.5000

8.0000

7.5000



Travel + Leisure

中国私家地理

National Geography

中国国家地理

单位:万元

Unit: ten thousand yuan

数据来源:新生代市场监测机构 Source:SINOMONITOR

新旅行

GOOTRIP'S READERS HAVE THREE SHARP-CUT CHARACTERISTICS:

《玩家旅游》的读者具有鲜明的:

AFFECTION FOR SELF-DRIVING, AFFECTION TO CATE, CONSUMPTION AND SHOPPING

喜欢自驾、爱好美食、消费购物三大特征

DEFINITION OF LIFE CONSUMPTION

Gootrip's readers are economically well-being, with household monthly income far exceeding the national average.

They belong to the high-consumption class, willing to continue to fully enhance individual life quality through travelling / consumption.

Gootrip's readers have 3.17 credit cards on average.

Their average monthly consumption on cosmetics / clothing / bags / shoes is about 1,585 yuan.

They eat out 3.6 times on average per week, and pay attention to food quality and features.

They travel 3.8 times on average annually, 50% of whom travel five times/year.

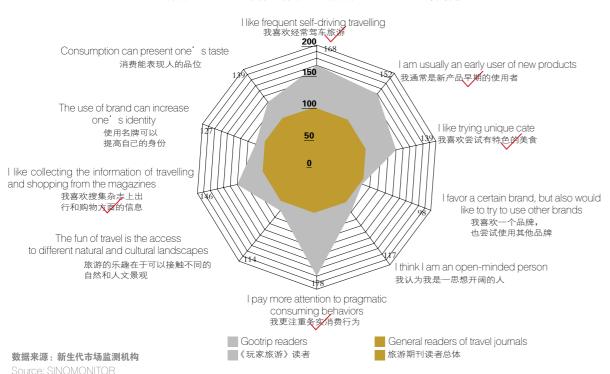
生活的消费定义

《玩家旅游》的读者经济富足,家庭月收入远远超过全国平均水平。他们是高消费阶层,愿意不断通过旅行/消费来全面提升个人的生活品位。《玩家旅游》读者平均拥有信用卡 3.17 张。平均每月花费在化妆品/服装/包/鞋等约 1,585 元。平均每周外出就餐 3.6 次;并注重饮食质量与特色。平均每年旅游 3.8 次,其中 50% 的读者 5 次/年。

GOOTRIP READERS' ATTITUDE TOWARDS LIFE

《玩家旅游》读者生活态度

(Index = 100 Overall level of the same media; Index > 100 Outstanding advantageous characteristics) (指数=100 同类媒体总体水平 指数>100 出众的强势特征)



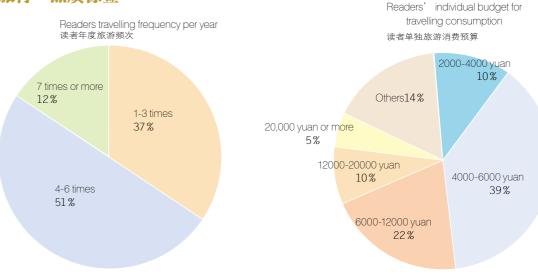
PIONEER CONSUMPTION

先锋消费

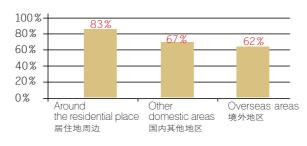
95.2%	Willing to spend money on beauty 愿意在美容上花钱	97.3%	I' ve been abroad for travel over the past year 过去一年我曾到国外旅游
86.3%	Need ad to guide my fashion shopping 需要广告为我指导时尚购物	64.8%	l've ever tried to buy the beauty products in the ads 曾尝试购买广告中见过的美容产品
93.6%	Must keep up with the latest fashion — 定要跟上最新流行时尚	75.7%	I believe an investment in skin care products is an investment in my skin 认为投资护肤品就是投资我的皮肤
93.6%	My dressing is stylish 我的穿着时尚漂亮	86.3%	Willing to experience new brands and products 愿意体验新的品牌和产品
80.1%	lt's worthy of higher price on the premium brands 花高价买高档品牌是值得的		

TRAVEL - LABEL OF QUALITY

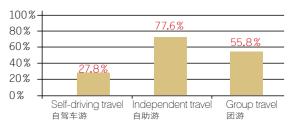
旅行 - 品质标签



The area to which the readers plan to go in the coming year 读者未来一年内计划的旅游地区



The form of travel which the readers plan to take in the coming year 读者未来一年內计划的旅游方式



数据来源:新生代市场监测机构

COMPETITION COMPARISON IN TERMS OF CAR SUBSCRIPTION

Survey population

调查总体

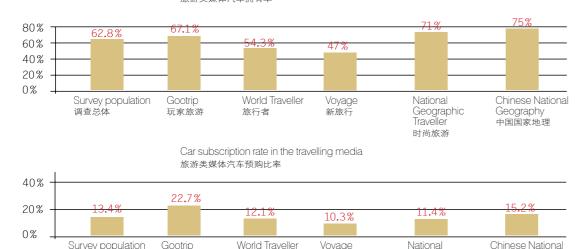
Gootrip

玩家旅游

预购汽车竞争比较

Gootrip readers' car consumption expectation is very strong, preferring intermediate and high-class sedans and SUVs. 《玩家旅游》读者汽车消费预期强烈,对中高级轿车和 SUV 偏好度更高。

> Car ownership rate in the travelling media 旅游类媒体汽车拥有率



Subscription car types in the travelling 旅游类媒体预购汽车类型

旅行者

World Traveller

Voyage

新旅行

National

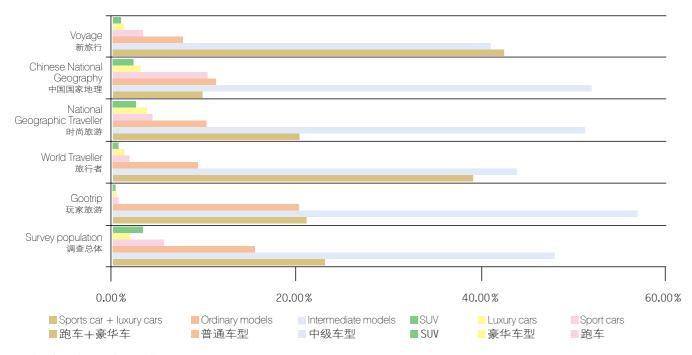
Traveller

时尚旅游

Geographic

Geography

中国国家地理



数据来源:新生代市场监测机构

COMPETITION COMPARISON IN 3C SUBSCRIPTION

3C 预购情况竞争比较

Gootrip holds an absolute advantage in terms of readers' expected consumption in communication / digital / laptop 《玩家旅游》读者对通讯/数码/笔记本电脑预期消费占有绝对领先优势。

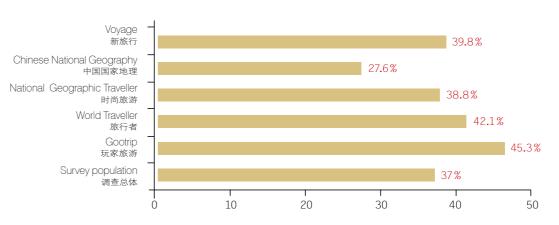
> The ratio of planning to buy 3C products in the coming year 未来一年中计划购买 3C 产品比率



The ratio of planning to buy digital products in the coming year 未来一年中计划购买数码产品比率



The ratio of planning to replace the communication products in the coming year 未来一年中计划更换通讯产品比率





CIRCULATION

《玩家旅游》发行

DISTRIBUTION METHODS AND PERCENTAGE

22% Subscription

Gootrip subscribers are mainly composed of white-collar workers working in offices and living in medium and high-grade communities, between the ages from 25 to 35, with income between 4000 and 12,000 yuan, characterized by high education level, high income and high consumption, who are the mainstream social groups with the greatest consumption power, so as to ensure the effectiveness of advertising communication.

70% Reta

Gootrip adopts the retail kiosks as the main channel, covering more than 2000 newsstands and kiosks in Beijing, more than 3,000 newsstands and kiosks in Shanghai, 1000 newsstands and kiosks in Guangzhou, as well as core newsstands and kiosks in key areas of Shenzhen,

Chongqing, Chengdu and other cities, but also covering more than 100 metro stops in Beijing and Shanghai for sales. In terms of the abovementioned channels, Gootrip's sales stay at the forefront among the travel magazines

8% Special channels

Gootrip adopts flexible and diversified sales channels, to win the general consuming readership market:

Settling in the selling points of Capital Airport, Hongqiao Airport, Pudong Airport and other airports in major cities across the country.

Settling in Paper Tiger press sales network and 7-Eleven press sales network

Settling in Carrefour, Quick, Wumart and other press sales networks. Settling in the metro retail outlets in Beijing and Shanghai and Shanghai Family Mart.

Showcase channels

Gootrip has built more than 20,000 high-end display outlets in Beijing, Shanghai, Chengdu, Chongqing, Hangzhou and other cities for display at high-end hotels, cafes, restaurants, 4S shops other places.

Gootrip has more than 150 display spots in Capital International Airport.

High-end free distribution

Cooperation with Beijing's high-quality consumer databases, national high-end clubs, club membership database and a number of other database resources.



22% 订阅

《玩家旅游》订户主要以工作在写字楼、居住在中高档社区的白领人士为主,年龄段主要在 25~35 岁之间,收入在 4000~12000 元,具有显著的高学历、高收入、高消费的特点,是最具消费力的社会主流群体,保障了广告传播的有效性。

70% 零售

《玩家旅游》以零售报刊亭为主渠道,覆盖北京地区 2000 余家报亭、报摊,上海 3000 多家报亭、报摊,广州 1000 家报亭报摊,以及深圳、重庆、成都等城市重点区域的核心报亭、报摊,同时覆盖在北京、上海地铁各线的百余个站点进行销售。在上述渠道中《玩家旅游》销售量稳居旅游类刊物前列。

8% 特殊渠道

《玩家旅游》采用灵活多元的销售渠道,决胜广大消费读者市场:

- ——进驻首都机场、虹桥机场、浦东机场及全国各主要城市机场售点。
- ——进驻纸老虎报刊销售网、7-11 便利店报刊销售网。
- ——进驻家乐福、快客、物美等刊销售网。
- ——进驻北京、上海地铁零售终端、上海全家超市。

展示海洋

——《玩家旅游》已在北京、上海、成都、重庆、杭州等城市构建起 20000 余个高端展示网点, 在高档酒店、咖啡厅、餐厅、4S店等场所进行摆放展示。

——在首都国际机场超过150个展示位置。

高端赠阅

——北京优质消费者数据库、全国高端会所、俱乐部会员数据库等多家数据库资源合作。

Publication areas

With Beijing, Shanghai and Guangzhou as the core, Gootrip disseminate by echelon a new proposition for travelling life - "practical consumption": In North China, with Beijing as the center, covering Tianjin, three Northeastern provinces, Hebei, Shanxi and other areas; In East China, with Shanghai as the center, covering Hangzhou, Wuxi, Ningbo, Nanjing and other cities in the Yangtze River Delta region; In South China, with Guangzhou as the center, covering Shenzhen, Zhuhai and other coastal economically developed cities in the Pearl River Delta region.

发行区域

《玩家旅游》以京沪穗为核心,梯次传播旅行生活"实用消费"新主张华北地区以北京为中心,覆盖天津、东三省、河北、山西等地区;华东地区以上海为中心,覆盖长江三角地区的杭州、无锡、宁波、南京等城市;

华南地区以广州为中心,覆盖珠江三角地区的深圳、珠海等沿海经济发达城市。

零售部分发行区域及区域占比

36.5%	北京 Beijing
30.9%	上海 Shanghai
19.9%	广州 Guangzhou
.6%	浙江 Zhejiang
.3%	江苏 Jiangsu
1.3%	四川 Sichuan
.2%	辽宁 Liaoning
.0%	山东 Shandong
.0%	湖北 Hubei
1.3%	重庆 Chongqing
1.3%	天津 Tianjin
.5%	陕西 Shanxi
.3%	湖南 Hunan
.2%	黑龙江 Heilongjiang
2.0%	其他地区 Others







MARKETING 書子旨

INTEGRATED MARKETING

整合营销





首开比利时法兰德斯"一地游"

《玩家旅游》多次深度整合国际旅游局、航空公司、旅行社等旅游产业链相关资源。 本次活动联合比利时法兰德斯旅游局、海南航空公司、北京众信国际旅行社,招募《玩家旅游》读者俱乐部资深会员,一行三十余人奔赴"欧洲之心"。此活动被业内人士称为"欧洲深度旅游升级版"。

"香港万人自由行"招募会员活动

作为"全球玩家之旅"系列活动之一,《玩家旅游》 联合北京地区报纸报刊、网络、电视等主流媒体,组织30家旅游相关企业,20家国际企业,北京地区近万名主流旅行者前往香港。 "香港万人自由行"活动历时四个月,每天发团,出行香港。

The first to create the Belgium Flanders "All-around travel"

Gootrip has made a number of in-depth integrations of International Tourism Bureau, airlines, travel agencies and other resources associated with the tourism industry chain.

This event cooperates with Belgium Flanders Tourism Bureau, Hainan Airlines and Beijing UTS International Travel Service, and recruits senior members of Gootrip Reader Club, to head for "the heart of Europe" in a party of more than 30 people. This event has been known as "the upgrade version of in-depth European travel" in the industry.

"Ten thousand free walkers in Hong Kong" member recruitment activity

As one of the series activities for "Global Players' Journey" – Gootrip works together with Beijing's newspapers, periodicals, Internet, television and other mainstream media, to organize 30 tourism-related businesses, 20 international companies and nearly ten thousand mainstream travelers in Beijing to head for Hong Kong. The "Ten thousand free walkers in Hong Kong" activity lasts for four months, departs everyday, to head for Hong Kong.



UNITES INTERNATIONAL TOURISM BUREAU TO LAUNCH THE OFFICE BUILDING EXHIBITION TOUR EVENT

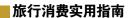
联合国际旅游局写字楼巡展活动

THE "10 MAJOR HYPERMARKETS SHOW" EVENT IN BEIJING

北京地区"十大卖场 SHOW"活动

GOOTRIP READER CLUB MEMBERS' WINTER MOUNTAINEERING EVENT

《玩家旅游》读者俱乐部会员冬季登山活动





《玩家旅游》2010年广告价格表

POSITION	SIZE W*H(MM)	PRICE (RMB)
Front cover gatefold	424*275	336,000
First spread page	424*275	300,000
Second spread page	424*275	280,000
Third spread page	424*275	246,000
Directory / Full page facingmasthead	212*275	150,000
Inside back cover	212*275	156,000
Outside back Cover	212*275	238,000
Common inner page	212*275	138,000
Common spread page	424*275	228,000
Half page (horizontal / vertical)	212*138 /105*275	88,000
1/3 page (vertical)	71*275	60,000
Cover implantation		60,000

ADVERTISING EXPLANATION

广告解释说明

- 1. All the advertising materials must be real and effective. The ads the advertiser provides Gootrip to post must comply with The People's Republic of China Advertising Law and relevant regulations. In case of any violation of the Advertising Law and its relevant provisions, Gootrip has the right to refuse publishing.
- 2. No third-party legal dispute (for example: portrait rights, copyrights, etc.) should exist in the advertising content the advertiser provides to Party B; and in case of any dispute arising advertising after publishing the ads, all the responsibilities will be borne by the advertiser.
- 3. Color seal samples of ads and other materials should arrive 10 days prior to publishing.

广告内容要求:

- 1. 广告所有的材料都必须真实有效。广告主提供给《玩 家旅游》发布的广告必须符合《中华人民共和国广告法》 及相关规定。如有违反《广告法》及其相关规定的行为, 我方有权拒绝刊登。
- 2. 广告主向乙方提供的广告内容不存在任何第三方的法 律争议(例如:肖像权、著作权等),广告刊登后若发 生任何纠纷, 一切责任由广告主承担。
- 3. 广告彩样等其他物料请于出刊前 10 天到达。

- 1. Order cancellation: If the advertizing content provided by the advertiser is contrary to Advertising Law and Gootrip's requirements, and is still unqualified after modification, Gootrip has the right to cancel the advertiser's orders, but will not bear any responsibility as a result of the client's reasons. If the advertiser unilaterally cancels the order. Gootrip will charge 20% of the order amount as liquidated damages.
- 2. Payment: The advertiser shall pay prior to publishing; and if the advertising fees fail to be paid by the specified date, Gootrip has the right to refuse publishing the ad.

广告合同细则:

- 1. 取消订单: 若广告主的广告内容有悖于《广告法》和 《玩家旅游》要求,经修改后仍不合格的,《玩家旅游》 有权取消广告客户订单, 但不承担因客户方原因所发生 的任何责任。若广告客户单方面取消订单, 我方将收取 订单金额的20%作为违约赔偿金。
- 2. 支付: 广告客户刊前付款, 若广告未在规定日期支付 广告费时,《玩家旅游》有权拒绝刊登广告。

印刷细则及物料要求

净尺寸(单版): 212mm(W)×275 mm (H)

物料要求:

- 1. 请提供完稿文件。格式要求为TIFF/JPG;如果是TIFF 或 JPG 文件,请保证 CMYK 模式,黑色文字部分单黑;分 辨率 300dpi。
- 2. 广告稿件四周各留 3mm 同底色出血(包括所有非整版 广告)。
- 稿件中所有重要即必须保留的文字、图片离出血线 3mm
- 刊登在《玩家旅游》(胶订杂志)上的广告注意事项:
- ●杂志第一版(包括封二和第一页)与最后一版广告胶订 方让出 7mm (不含出血);
- ●杂志第二版与倒数第二版广告胶订方让出 5mm (不含出
- ●其余版面广告胶订方让出 3mm (不含出血)。

Printing specifics

and material requirements

Trim size (Single page): 212mm (W) x 275 mm (H)

- 1. Please provide a finalized document. Format is required to be TIFF / JPG; if it is a TIFF or JPG file, please ensure it is of the CMYK mode, and monochrome black should be adopted for the text in black; and the resolution should be
- 2. Leave 3mm of bleeding with the same color with the background around the ad manuscript (including all non-full-page ads). The manuscript's texts and pictures that must be retained should be more than 3mm away from the bleeding line.
- Notes for the ads published on Gootrip (Glue-binding magazine):
- The front page (including the inside front cover and the first page) and the final page ad glue-binding parties give up 7mm (excluding the bleeding);
- The second page and the penultimate page ad glue-binding parties give up 5mm (excluding the bleeding);
- The ad glue-binding parties of the remaining pages give up 3mm (excluding the bleeding)

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Advertising Department Tel.: 010-96096966

Shanohai Office Tel.: 021-62132131

Address: B12/15, No.58 Free Town Plaza, Dongsanhuan South Road,

Chaoyang District, Beijing, China (100022)