

TIME

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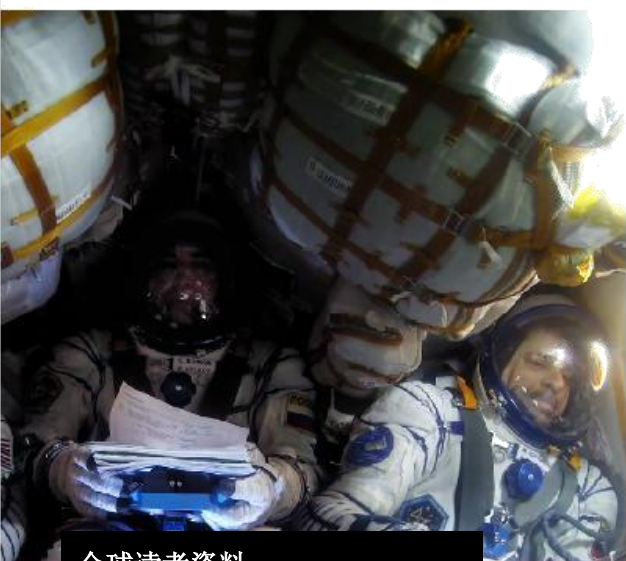
2017

宗旨

信任力. 受众群. 影响力.

《TIME》的宗旨在于为读者讲述最重要的故事, 将那些引起全球变化的事件——呈现, 杂志会根据事件情况, 对相关问题做出定义, 发表出独特的见解。

《TIME》拥有无与伦比的受众群即世界上最具影响力的人们, 并且有着来自全球消费者不可估量的信任力和一种强大的召集能力, 《TIME》是世界上最知名的媒体之一。



全球读者资料

	杂志	媒体
男/女	67.5/32.5	66/34
年龄中位数	43	42
家庭年收入 \$25 万+	38%	34%
家庭年收入中位数 (USD)	\$280k	\$255k
净流动资产价值 \$100 万+	34%	29%
C-阶层	51%	49%
高管	96%	97%

Source: Global Business Influencers Survey 2016 (U.S., Europe, Asia)



发行量 & 流量

内容/活动



发行量	网站 独立访客	社交媒体 到达人数
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美国版.	3.0m	36.9m UVs	
欧洲、中东、非洲 (包括拉丁美洲)	362k	8.4m UVs	
亚洲 (包括亚洲、南太平洋)	285k	6.7m UVs	
亚洲	219k	5.2m UVs	
南太平洋	66k	1.4m UVs	
全世界	3.6m	55.6m UVs	38m

Source: AAM 2H 2016 Print+Digital Issue, ABC Jan-Dec 2016 Print+Digital, Jan-Dec 2015 Print+Digital Issue; Omniture, Feb 2017; Social Feb 2017



文章内容

- Fron"ers of Medicine
- TIME 100
- Most Influ"al Teens
- The Genius Issue & Best Inven"ons
- Person of the Year
- Year Ahead

活动

- TIME 100: A star-studded gala with over 300 of the world's most discerning and influ"al people.

2017 OPEN RATES >

EDIT CALENDAR >

编辑日历

时间	主题	广告截止 时间	杂志 发售 时间	时间	主题	广告截 止时间	杂志发 售时间
1.16	GOLDEN GLOBES	12.16	1.6				
JAN BY	GLOBAL ECONOMIC OUTLOOK BOTOX			7.3	FRONTIERS OF MEDICINE: PERSONALIZED HEALTHCARE	6.2	6.23
	1.23 DAVOS PREVIEW	12.23	1.13	7.10	YOUNG ADULT BOOKS 250 THINGS TO LOVE ABOUT AMERICA (DOUBLE) NEXT GENERATION LEADERS	6.2	6.30
	1.30 INAUGURATION ISSUE	12.30	1.23	7.24	DUNKIRK MOVIE	6.23	7.14
	DETROIT AUTO SHOW				WIMBLEDON		
	2.6 SUPER BOWL PREVIEW	1.6	1.27	7.31	BEST AND WORST SUPERHEROES	6.30	7.21
	2.13 GRAMMYS	1.13	2.3	8.7	ALIEN: THE ORAL HISTORY ECONOMIC OUTLOOK*	7.7	7.28
FEB BY	LEGO BATMAN MOVIE 100 BEST MOVIES NEW AMERICAN FAMILY/GLOBAL FAMILY* NASCAR			8.21	FRONTIERS OF MEDICINE: GENETIC TESTING	7.21	8.11
	2.20 OSCARS PREVIEW	1.20	2.10	8.28	FALL BOOKS FALL TRAVEL*	7.28	8.18
	LONGEVITY/NEW SCIENCE OF LONG LIFE						
	2.27 (DOUBLE)	1.20	2.17	9.4	FALL TV & ARTS PREVIEW (DOUBLE) FIRSTS	7.28	8.25
	SPRING BOOKS						
	SPRING TRAVEL* C-SUITE PROFILE* FRONTIERS OF MEDICINE: PREPPING THE			9.25	NFL PREVIEW* THE CONNECTED LIFE*	8.25	9.15
MAR BY	3.13 NEXT PANDEMIC OSCARS WRAP UP NEXT GENERATION LEADERS REBUILDING AMERICA (INFRASTRUCTURE)*	2.10	3.3	9.18	EMMYS 100 BEST TV SHOWS FRONTIERS OF MEDICINE: FIGHTING STRESS	8.18	9.8
	3.20 THE CONNECTED LIFE*	2.17	3.10		US OPEN TENNIS		
	3.27 FRONTIERS OF MEDICINE: CANCER UPDATE AND NEW THERAPIES	3.3	3.24	10.2	RETIREMENT GUIDE* SMART HOME UPDATE* AMERICAN FAMILY/GLOBAL FAMILY*	9.1	9.22
APR BY	4.10 MARCH MADNESS	3.10	3.31	10.9	BLADE RUNNER SEQUEL WINTER TRAVEL* NEXT GENERATION LEADERS	9.8	9.29
	4.17 YOUNG ADULT BOOKS MLB PREVIEW FUTURE OF FOOD*	3.17	4.7	10.16	FRONTIERS OF MEDICINE: BREAST CANCER	9.15	10.6
	4.24 WONDERS OF THE WORLD* NY AUTO SHOW* T100 PREVIEW SUMMER TRAVEL*	3.24	4.14	10.23	MOST INFLUENTIAL TEENS (DOUBLE) MOST POWERFUL WOMEN	9.15	10.13
	5.1 TIME 100 (DOUBLE)	3.24	4.21		WORLD SERIES PREVIEW*		
	5.15 FRONTIERS OF MEDICINE: SUPERBUGS TIME 100 WRAP UP	4.14	5.5	10.30	YOUNG ADULT BOOKS WORLD SERIES*	9.29	10.20
	5.22 LETTERS FROM MOM	4.21	5.12	11.6	FRONTIERS OF MEDICINE: ALZHEIMER'S UPDATE	10.6	10.27
MAY BY	5.29 SUMMER MOVIE PREVIEW STAR WARS VIII CONCERTS/FESTIVAL GLOBAL INFRASTRUCTURE SURVEY*	4.28	5.19	11.13	HOLIDAY ARTS PREVIEW THE CONNECTED LIFE* JAPAN TRAVEL FEATURE (TIME ASIA)	10.13	11.3
	6.5 JFK'S 100TH BIRTHDAY	5.5	5.26	11.20	OFF YEAR ELECTIONS	10.20	11.10
	FRONTIERS OF MEDICINE: CRISPR IN HUMAN TRIALS THE CONNECTED LIFE*			11.27	GENIUS/BEST INVENTIONS (DOUBLE) FUTURE OF FOOD*	10.20	11.17
	6.12 SMART HOME UPDATE* KIDS BOOKS NBA FINALS	5.12	6.2		WORLD AIDS DAY*		
	6.19 MOST INFLUENTIAL PEOPLE ON INTERNET BEST ANIMATED FILMS TOY STORY 4	5.19	6.9	12.11	PERSON OF THE YEAR PREVIEW C-SUITE PROFILE*	11.10	12.1
	6.26 LETTERS FROM DAD INSIDE GAME OF THRONES	5.26	6.16	12.18	PERSON OF THE YEAR (DOUBLE)	11.10	12.8
				YEAR IN CULTURE			
			12.25	2018 THE YEAR AHEAD (DOUBLE)	11.17	12.18	

*Built if Sold. Requires 4 weeks lead time.

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刊例价

	美国版	美国版	欧洲、中东、 非洲	欧洲、中东、 非洲	亚洲版	南南太平洋
版本	随机整版	商务版	随机整版	欧洲版	随机整版	随机整版
发行量基数 (000)	3,000	1,600				
发行量(000) 基于最新第三方 ABC 认证数据			405.74	364.10	219.25	66.16
彩页刊例价						
整版	\$366,600	\$264,200	€ 98,800	€ 95,300	\$83,000	\$19,600
2/3 版	\$312,900	\$225,500	€ 84,000	€ 81,000	\$70,600	\$16,700
1/2 版	\$275,000	\$198,200	€ 74,100	€ 71,500	\$62,300	\$14,700
1/3 版	\$165,000	\$118,900	€ 44,500	€ 42,900	\$37,400	\$8,900
1/5 版	-	-	-	-	-	-
封 2	\$421,600	-	€ 123,500	€ 119,100	\$103,800	\$24,500
封 3	\$366,600	-	€ 108,700	€ 104,800	\$91,300	\$21,600
封 4	\$495,000	-	€ 123,500	€ 119,100	\$103,800	\$24,500
黑白页刊例价						
整版	\$238,300	\$171,800	€ 64,500	€ 62,100	\$54,000	\$12,800
2/3 版	\$201,800	\$145,500	€ 54,900	€ 52,800	\$45,900	\$10,900
1/2 版	\$178,800	\$128,900	€ 48,400	€ 46,600	\$40,500	\$9,600
1/3 版	\$107,300	\$77,400	€ 29,100	€ 28,000	\$24,300	\$5,800
BRC 插页广告						
普通 - 客户提供	\$293,280	\$211,360	-	-	-	-
普通 - 媒体印刷	\$366,600	\$264,200	-	-	-	-
超尺寸 - 客户提供	\$329,940	\$237,780	-	-	-	-
超尺寸-媒体印刷	\$421,590	\$303,830	-	-	-	-