

服飾VOGUE
美容
2012



独到见解 定义潮流

UNIQUE INSIGHT
FASHION ARBITER

2012年核心目标

引领女性积极、乐观、成功的生活态度；缔造外表靓丽、内心充满力量，内外兼修的新Vogue时尚女性。

主要策略

栏目不断创新，结合高街品牌，提供更多贴近中国女性的服装美容资讯。实用性与趣味性兼顾，让Vogue成为中国年轻女性不可或缺时尚刊物。不断突破革新的视觉设计，加强各板块内容关联，为杂志带来新鲜质感。延续加强“VOGUE ATTITUDE”专题策划，以梦想、情感、勇气定义杂志灵魂。



全新内容 一纸风行

BRAND NEW COLUMNS
FASHION IN EVERY WORLD

风格女郎 Miss Vogue

从T台服饰穿到实用装扮，从时尚大片到单品介绍，360°打造风格女郎。

型格风范 Model Style

以 Vogue 时尚眼光，发掘中国新锐超模，演绎流行时装点。

美妆美妆 Makeup Ideas

从当季流行的服装出发，解读彩妆搭配潮流趋势。

美容真相 Truth Or Myth

直击美容误区迷思，美容要点专业解读。

30 天美丽挑战 30 Days

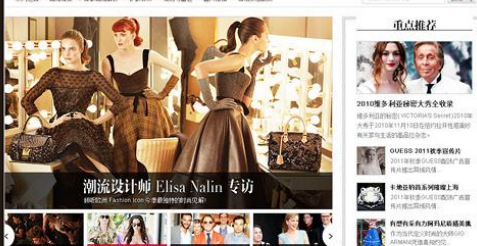
最时尚的美容健身法，编辑亲身体会，分享 30 天美丽日志。

越吃越美 Eat Right

饮食健康大推荐，掌握时尚又科学的膳食之美。

美丽体验 Beauty Experience

邀请当红明星，演绎最新鲜的美容疗程。



互动新媒体 潮流跃然眼前

INTERACTIVE NEW MEDIA FASHION AT FINGERTIP

VOGUE 360 Integrate Digital Solution,
includes: Banner Ads, e-PR, CRM, wireless.



VOGUE
FASHION'S
NIGHT
OUT

摩登之夜

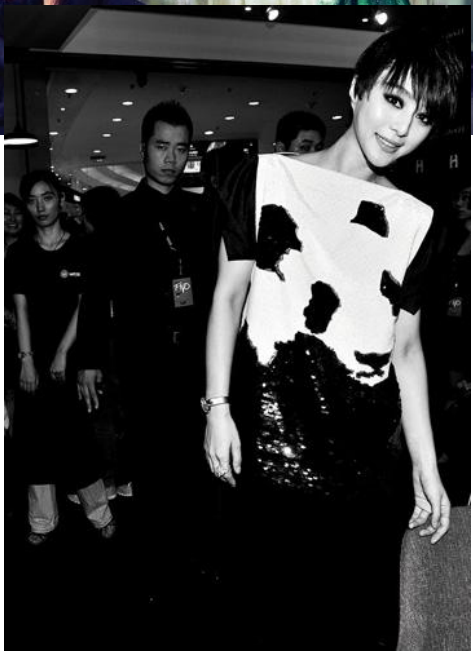
VOGUE

FND

FASHION'S
NIGHT
OUT

STRONG
MARKETING

灵感魅惑
让时尚不眠



FASHION'S NIGHT OUT

摩登 不夜城

独家策划
精心打造

EXCLUSIVE DESIGN
METICULOUS PLANNING

FNO摩登不夜城 Fashion's Night Out

联袂全球18个城市，百年淮海路演绎时尚购物盛典，
明星名流云集，打造时尚不眠夜。



Superior
Influence

潮流影响力 时尚风向标



The world's most influential Chief Editors on **FNO**





《VOGUE服饰与美容》

平均每期都会引发43篇第三方媒体报道,覆盖网络、杂志、报纸、电视等各渠道,单纸质媒体一项,影响逾1,580,000读者人群,平均创造RMB 4,976,858的广告价值。

月度发行总量: 640,000

91.4%的读者认为《Vogue服饰与美容》引领新的思维方式和生活方式
82.4%的读者认为《Vogue服饰与美容》以积极的方式倡导新的流行趋势
80.4%的读者认为《Vogue服饰与美容》是时尚的风向标

超过80%的读者认为《Vogue服饰与美容》是知性的、内涵丰富的,能够提高她们的修养和品位,让她们更自信,引导她们成为内外兼修的女性。

82.7%的读者认为《Vogue服饰与美容》传递最新的产品时尚信息
87.0%的读者认为《Vogue服饰与美容》让其获取实用搭配技巧和购物指导
78.4%读者认为《Vogue服饰与美容》能提供与别的杂志不同的东西

80.7%的读者认为《Vogue服饰与美容》的广告更适合她们需要
85.4%的读者感觉《Vogue服饰与美容》的广告让她们有购物冲动

89.0%的读者读完《Vogue服饰与美容》当期杂志,期待看到下一期

《VOGUE服饰与美容》的市场份额长期领先于其他时尚杂志

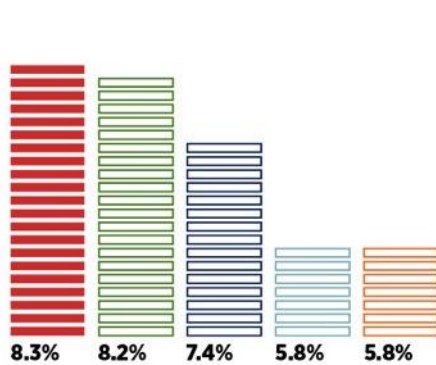
《VOGUE服饰与美容》

《ELLE 世界时尚之苑》

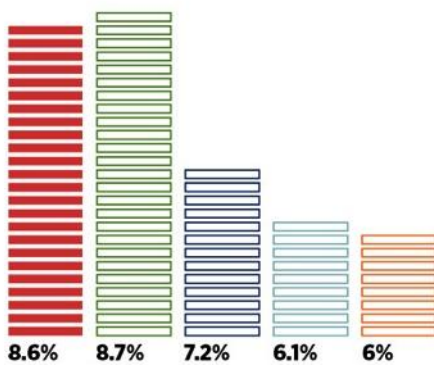
《COSMOPOLITAN 时尚》

《BAZAAR 时尚芭莎》

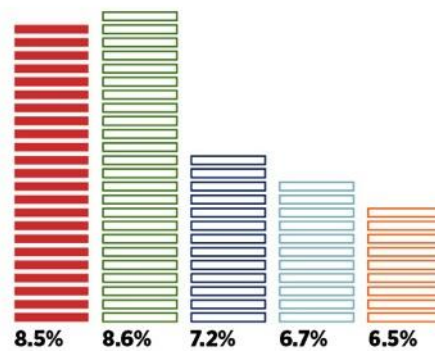
《MARIE CLARIE 嘉人》



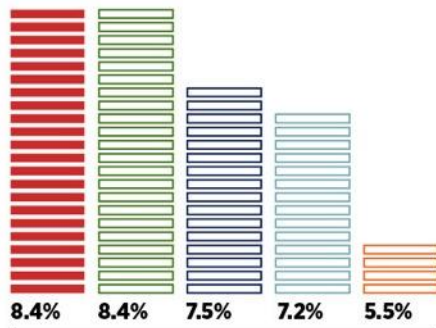
JUNE 2011



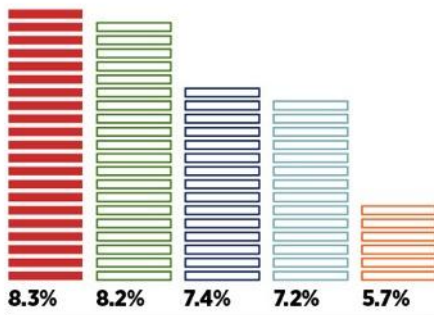
MARCH 2011



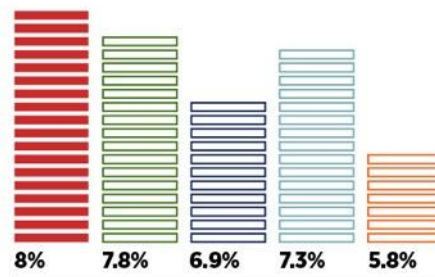
DECEMBER 2010



SEPTEMBER 2010



JUNE 2010



MARCH 2010

信息来源: 2010年3月, 开元4城市联合调查
Source of Information: Kaiyuan syndicated research in 4 cities, in March 2010.

信息来源: 2010年6月, 开元10城市联合调查
Source of Information: Kaiyuan syndicated research in 10 cities, in January 2010.

信息来源: 2010年9月, 开元10城市联合调查
Source of Information: Kaiyuan syndicated research in 10 cities, in September 2010.

信息来源: 2010年12月, 开元4城市联合调查
Source of Information: Kaiyuan syndicated research in 4 cities, in December 2010.

信息来源: 2011年3月, 开元4城市联合调查
Source of Information: Kaiyuan syndicated research in 4 cities, in March 2011.

信息来源: 2011年6月, 开元15城市联合调查
Source of Information: Kaiyuan syndicated research in 15 cities, in Jun. 2011.

Base: Women's fashion magazines covers RAY FSMR, SELF, RAY EF, VOGUE, ELLE, COSMOPOLITAN, MARIE CLAIRE, BAZAAR (Women), PSYCHOLOGIES, TRENDS HEALTH, both normal version and mini version.

Note: The data above is exclusive of mini formats of COSMOPOLITAN and MARIE CLAIRE.

时尚引领 品位高尚的读者群

VOGUE女人平均年龄 **31**岁

92.61%拥有大专及本科以上学历

平均个人年收入 **110,305**元

月平均单卡消费金额 **5112**元



VOGUE READERS
HAVE VERY STRONG
CONSUMPTION POWER

《VOGUE服饰与美容》 读者爱消费

护肤品/洗护产品 Skin-care/wash product	RMB 5,946.9
彩妆Cosmetics	RMB 3,689.8
香水Fragrance	RMB 2,057.9
服装Costumes	RMB 15,820.6
鞋和配饰Shoes/Accessories	RMB 13,014.0
手表Watches	RMB 13,624.3
珠宝Jewelry	RMB 12,143.4

年度平均消费

*Average consumption per year



THEY LOVE VOGUE

她们爱VOGUE

超过**80%**的读者认为《VOGUE服饰与美容》是知性的、内涵丰富的，能够引导她们成为内外兼修的女性。
More than **80%** of readers think Vogue China is intellectual, and with its rich contents, the magazine boosts their confidence and coaches them to become all-around women.

82.4%的读者认为《VOGUE服饰与美容》以积极的方式倡导新的流行趋势

82.4% of readers think Vogue China takes a positive stance in advocating new trends.

Research method: newsstand interception interview
Sample size: 301 Vogue core readers
Interview time: September, 2011
Top-2-box%: "Completely Agree" + "Mostly Agree" %



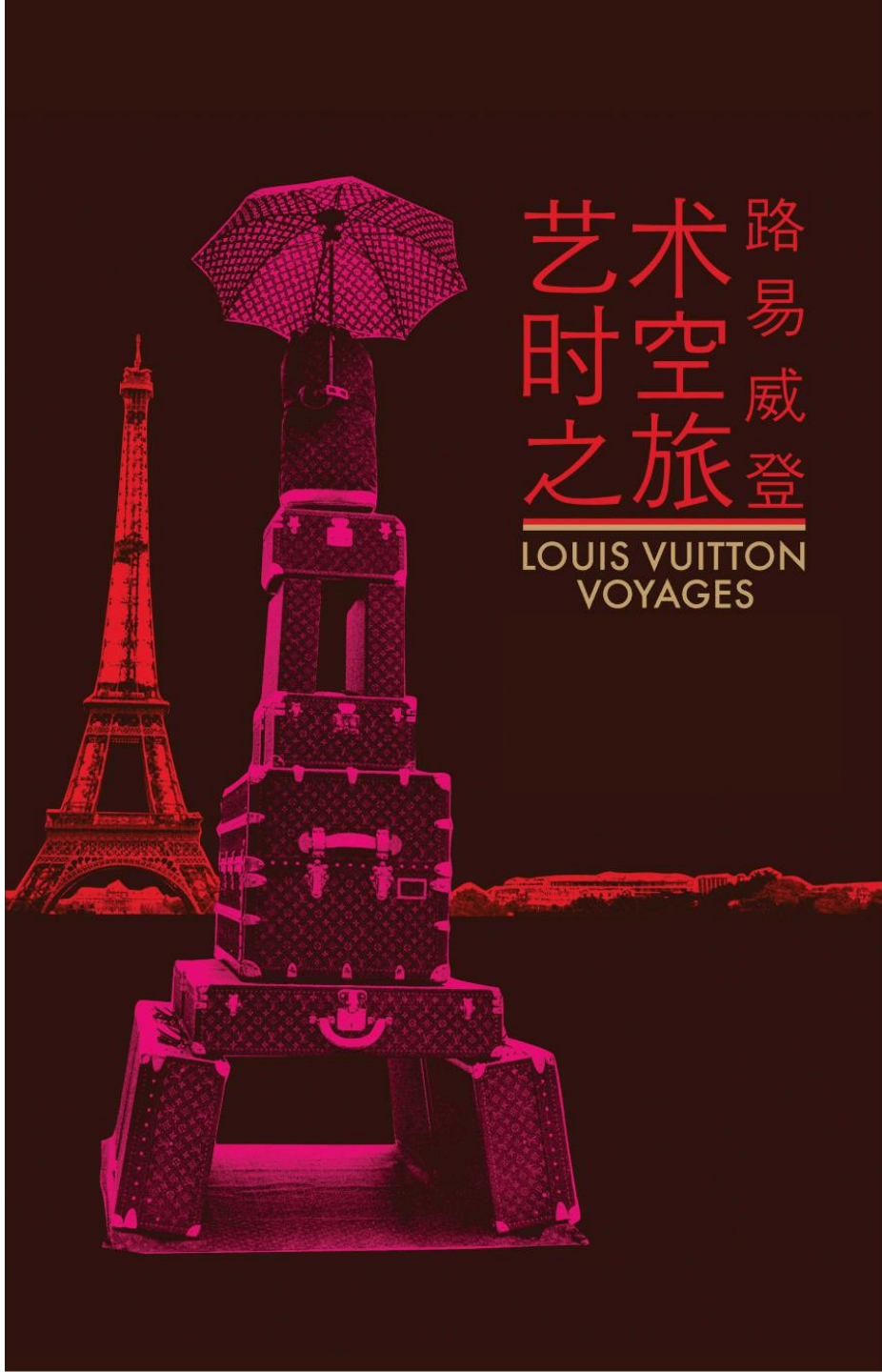


Ultimate
Creativity

REBEL
颠覆

动感平面 点燃灵感之旅

INSPIRATION IN DYNAMIC GRAPHICS



INNOVATE
创变



多维营销 开启无尽创意

BOUNDLESS CREATIVITY IN
MULTI-DIMENSIONAL MARKETING

Spin-off & Supplement schedule

风尚别册 别样风情

Spin-off

Mar **Collection**
June **Watch & Jewelry**
September **Collection**
October **Vogue Mook**

Supplement

February **British Special**
April **Shoes and Bag**
May **More Dash Than Cash**
August **Beauty**
September **Bridal**
October **Kids**
November **Shoes & Bag**
December **Christmas**

Spin-off Schedule

Supplement Schedule

Mar **Collection**
June **Watch & Jewelry**
September **Collection**
October **VOGUE Mook**



Website



FNO



Magazine



iPhone



iPad



VOGUE China
One Brand
Multimedia Expert
One Step Before Commerce

VOGUE Credit Card



Mobile Zine



Weibo



VOGUE TV

VOGUE TV

2012 VOGUE CHINA ADVERTISING RATE CARD PAGE 1

Position 版位	X 1	X 6	X 12	X 18	X 24+
Frequency Discount Rate		5%	10%	15%	20%
Cover Gatefold 封面折页	1,764,103				
1st Fashion double page spread before Table of Content 目录前第一服饰特跨页	740,689				
1st Beauty double page spread before Table of Content 目录前第一化妆品特跨页	735,214				
1st Watch double page spread before Table of Content 目录前第一手表特跨页	740,689				
2nd Fashion double page spread before Table of Content 目录前第二服饰特跨页	690,551				
2nd Beauty double page spread before Table of Content 目录前第二化妆品特跨页	690,551				
3rd Fashion double page spread before Table of Content 目录前第三服饰特跨页	690,551				
3rd Beauty double page spread before Table of Content 目录前第三化妆品特跨页	690,551				

2012 VOGUE CHINA ADVERTISING RATE CARD PAGE 2

4th Fashion double page spread before Table of Content 目录前第四服饰特跨页	658,062				
4th Beauty double page spread before Table of Content 目录前第四化妆品特跨页	648,481				
5th Fashion double page spread before Table of Content 目录前第五服饰特跨页	630,467				
5th Beauty double page spread before Table of Content 目录前第五化妆品特跨页	630,467				
Double page spread before Table of Content 目录前特跨页	630,467				
1st single page facing Table of Content 第一目录旁全页	347,528				
Single page facing Table of Content 目录旁全页	327,036				
Double page spread between/After Table of Content 目录间/后特跨页	570,389				
Single page facing From the Editor 编者的话旁全页	310,258	294,746	279,232	263,720	248,207
Double page spread between From the Editor & Masthea 编者的话及版权页之间跨页	556,705	528,870	501,035	473,198	445,363

2012 VOGUE CHINA ADVERTISING RATE CARD PAGE 3

Single page facing Masthead 版权页旁全页	303,245	288,083	272,920	257,758	242,596
Double page spread between facing Masthead & Facing Contributor 版权页与本期特约之间的跨页	545,841	518,549	491,257	463,965	436,673
Single page facing Contributor 本期特约旁全页	299,463	284,490	269,516	254,543	239,570
Double page spread between Facing Contributor & Facing Vogue letter 本期特约与读编往来之间的跨页	530,678	504,144	477,610	451,077	424,543
Single page facing Vogue Letters 读编往来旁全页	299,463	284,490	269,516	254,543	239,570
Double page spread before Vogue Dream Ticket 本季潮流前跨页	505,408	480,138	454,868	429,596	404,326
Single page facing Vogue Dream Ticket or In Vogue 本季潮流旁全页	291,830	277,239	262,647	248,056	233,464
Double page spread after Vogue Dream Ticket but before 1/3 前 1/3 跨页	489,008	464,558	440,107	415,657	391,206
Single page after Vogue Dream Ticket but before 1/3 前 1/3 单页	291,518	276,941	262,366	247,789	233,214
Double page spread before Beauty 美容单元前跨页	472,608	448,977	425,347	401,717	378,087

2012 VOGUE CHINA ADVERTISING RATE CARD PAGE 4

Single page before Beauty 美容单元前单页	283,028	268,878	254,725	240,575	226,422
Single page facing Beauty Opening 美容单元旁第一全页	259,924	246,927	233,932	220,936	209,130
Single page between Beauty & Well 美容单元及时装大片间全页	246,654	234,320	221,988	209,655	197,322
Double page spread between Beauty & Well 美容单元及时装大片间跨页	460,644	437,611	414,579	391,546	368,515
Single page facing Well Opening 时装大片旁第一全页	216,604	205,773	194,944	184,113	173,283
Single page facing Art & Living Opening 艺术与生活第一全页	179,059	170,106	161,153	152,200	143,247
Single page after Well 时装大片后单页	158,155	150,247	142,340	134,432	126,524
Double page spread after Well 时装大片后跨页	316,309	300,495	284,680	268,864	253,048
Inside Back Cover 封三	312,047	296,444	280,842	265,239	249,637
Inside Back Cover Spread 封三跨页	488,286	463,871	439,456	415,042	390,628
Back Cover 封底	608,230				

Cover gatefold and OBC increased 15%, DPS before TOC increase 10% ,the rest position increased 8% based on 2010 rate.