

商业周刊/中文版

Bloomberg Businessweek



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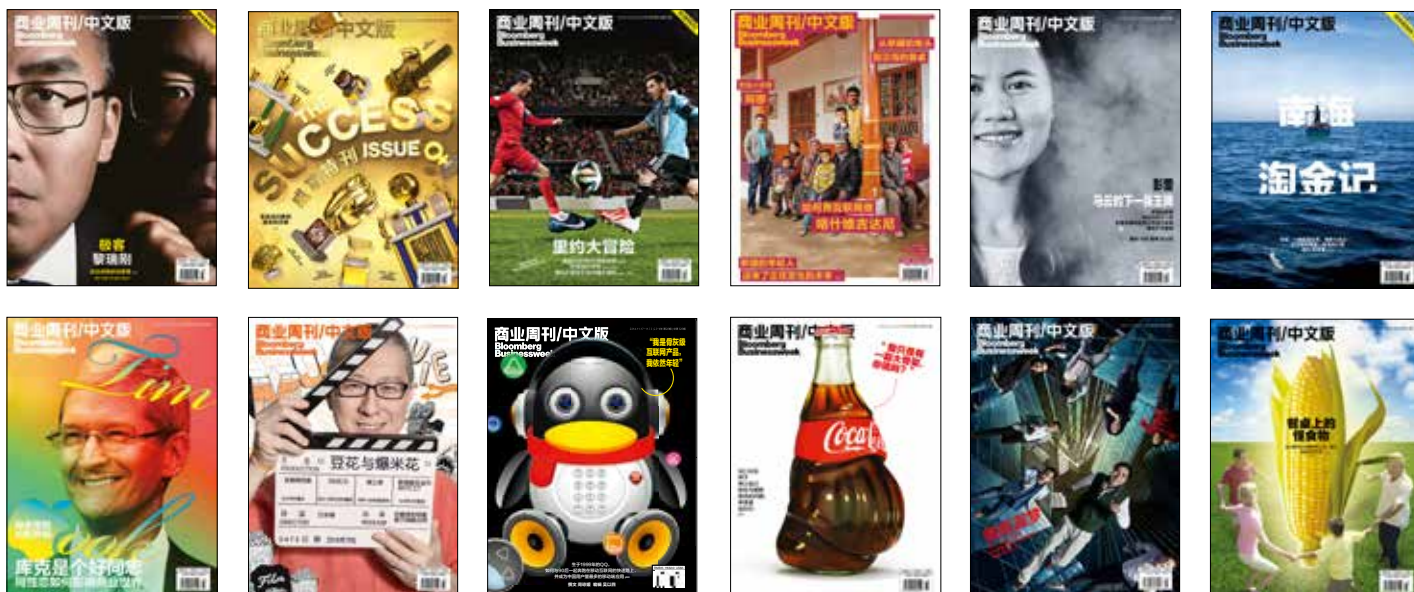


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■ 《商业周刊/中文版》是由新闻出版总署批准的一本国际版权商业杂志，由美国彭博集团、中国商务出版社、现代传播集团三方联合出版和运营。

■ 《商业周刊/中文版》是《彭博商业周刊》的中文语言版本，由彭博社全球获奖专业媒体人员、本土强大财经采编团队共同打造而成。自2011年11月《商业周刊/中文版》改版上市以来，其广阔的国际视野、深度的分析报道和充满创意的新颖版式设计，受到业界的广泛关注，得到读者好评，获得财经、金融、商业等领域专家、决策者和高级管理者的认可，赞誉不断。

■ 《商业周刊/中文版》是中国政治、经济、金融、商业等领域决策者和高级管理者不可或缺的国际财经、商业资讯的重要来源。

■ *Bloomberg Businessweek/China* is a business magazine with an international copyright, authorized by GAPP, and jointly published and operated by Bloomberg, China Commerce and Trade Press, and Modern Media Group.

■ The Magazine is the Chinese version of *Bloomberg Businessweek*, produced by Bloomberg international award-winning editorial professionals and high-level domestic editorial team. Since the revised edition came back to the market in November 2011, its global horizon, in-depth analytical report, and creative layout makes that *Bloomberg Businessweek/China* has not only gained very good comments from the readers, but also drawn great attention of experts, decision-makers, and senior executors respectively from financial, economic, and commercial domains.

■ *Bloomberg Businessweek/China* provides indispensable global financial information for both decision-makers and senior managers from China's political, economic, financial, and commercial fields.

关于彭博集团

About Bloomberg

彭博媒体集团旗下拥有品牌 THE BRANDS OF BLOOMBERG GROUP

《彭博商业周刊》 Bloomberg Businessweek
为全球商业领袖提供未来发展所需的观点、分析及数据
Provides the ideas, analysis and data global business leaders need to get ahead

彭博电视 Bloomberg Television
第一时间报道新闻并提供其他电视台所无法提供的独到见解
Delivers breaking news coverage and insights unavailable on any other television station

彭博广播电台 Bloomberg Radio
一周7天、一天24小时为商业领袖滚动提供商业新闻和财经分析
Offers 24/7 breaking news and analysis for business leaders

《彭博市场》杂志 Bloomberg Markets
为商业决策者提供介绍其商业活动及决策信息的平台
Provides the platform for the business leaders to inform their power plays and decisions

Bloomberg.com
以彭博遍及全球的获奖新闻团队及其所产生的市场分析为依托
Leverages Bloomberg's award-winning global news staff and market analysis

彭博移动终端 Bloomberg Mobile
随时随地发布最可靠的商业和财经资讯
Delivering the most credible business and financial news available – anytime, anywhere

- 彭博是全球商业、金融信息和财经资讯的领先供应商,其强大的信息、专家和咨询网络为全球有影响力的决策者带来制胜的优势。
- 彭博的优势在于通过创新技术快速且精准地传递数据、资讯和分析,这正是彭博专业服务 (Bloomberg Professional) 的精髓。而彭博法律 (Bloomberg Law)、彭博政府 (Bloomberg Government)、美国国家事务出版 (BNA) 和彭博新能源财经 (Bloomberg New Energy Finance) 等服务产品,也为各行各业的决策者提供数据、资讯和分析。
- 全球商业领袖们选择通过彭博获取他们在其他任何地方都无法获得的商业新闻及分析。我们通过电视、互联网、移动互联网、广播和杂志,依靠遍布全球72个国家的2300名多媒体专业人员,全方位地报道全球财经。
- 各媒体平台上的编采人员都充分利用彭博在新闻、科技、分析及分销领域里的创新及规模,为用户提供无可比拟的财经新闻报道——同时更加深与财经世界中最具影响力的商业领袖之间的互动。
- Bloomberg, the global business and financial information and news leader, gives influential decision-makers a critical edge by connecting them to a dynamic network of information, people and ideas.
- The company's strength-delivering data, news and analytics through innovative technology quickly and accurately-is at the core of the Bloomberg Professional service. Through Bloomberg Law, Bloomberg Government, BNA and Bloomberg New Energy Finance, the company provides data, news and analytics to decision makers in every industry.
- Global business leaders turn to Bloomberg for breaking business news and analysis they can't find anywhere else. Through television, online, mobile, radio and print, we cover the business world with more than 2,300 multimedia professionals in 72 countries.
- The editorial staff of each media platform leverages the innovation and scale of Bloomberg News, technology, analytics and distribution to provide unrivaled business news coverage - and drive deeper engagement with the decision-makers who matter most.

关于彭博商业周刊

About Bloomberg Businessweek



- 《彭博商业周刊》创刊于1929年, 在全球140个国家拥有470万名读者。
- 作为美国国家杂志奖全球杰出大奖以及威比奖 (Webby Award) 最佳新闻类App应用大奖得主, 《彭博商业周刊》为全球商业领袖提供未来发展所需的观点、分析和数据。
- 《彭博商业周刊》的报道在提供消息之外, 还为读者带来关于国际商业新闻、创新公司、全球经济、科技及行业趋势、政治政策等方面的全新观点和深入解析。
- 以彭博遍布全球的2300多名编采人员为后盾, 《彭博商业周刊》对全球财经的报道无人能及——无论是平面杂志、在线网站, 还是移动终端。

- *Bloomberg Businessweek* founded in 1929, with more than 4.7 million readers each week in 140 countries.
- Winner of both a National Magazine Award for Global Excellence and a Webby Award for Best News App, *Bloomberg Businessweek* provides the ideas, analysis and data global business leaders need to get ahead.
- Stories look beyond the headlines to give readers fresh perspectives and deeper intelligence on international business news, innovative companies, global economics, technology and industry trends, government policy and more.
- Drawing on more than 2,300 global news professionals, *Bloomberg Businessweek* covers the business world like no one else — in print, online and on mobile.

关于中国商务出版社

About China Commerce and Trade Press (CCTP)



中国商务出版社



中国商务出版社出版物

■ 中国商务出版社系中华人民共和国商务部所属的中央出版单位，成立于1980年1月，是一家集图书、期刊出版发行为一体的专业出版社。

■ 建社以来，中国商务出版社陆续出版发行了大量的国际经济、贸易、金融、商品、市场、投资、劳务合作以及对外经贸业务等学术专著、译著；对外经济贸易法规、文献、资料、普及丛书、培训教材、实务用书及外语工具书；对外经济贸易专业性期刊、名录、年鉴、手册以及与人们经济生活息息相关的生活类图书。

■ 《商业周刊/中文版》是中国商务出版社、美国彭博集团和现代传播集团合作出版、运营的一本财经类期刊，旨在传播全球商业信息以及世界先进的管理理念；《中国外资》月刊是外资领域的一本权威性杂志，它及时发表国家对外资企业的相关政策、法规，介绍外资企业的经营，刊登最新统计数据 and 需求信息；《国际贸易》月刊是商务部第一本国内外公开发行的专业学术杂志，以精心研究成果和前瞻性文章介绍中国与世界的经贸关系、全球的经贸动向与发展。

■ China Commerce and Trade Press (CCTP) — a MOFCOM affiliated publishing house — was founded in January 1980. It is a professional organization publishing and distributing both books and magazines.

■ CCTP produces a wide range of publications including: academic monographs and translation works on international economy, trade, finance, goods, market, investment, labor service cooperation, foreign trade practice and so on; regulations, documents, materials, book series, training textbooks and practice books on foreign trade & economic cooperation; foreign language reference books; professional magazines, directories, yearbooks and manuals on foreign trade & economic cooperation; and trade books closely related to people's daily life.

■ Jointly published and operated by CCTP, Bloomberg L.P. and Modern Media Group, *Bloomberg Businessweek/China* is committed to delivering the business information and management insights its discerning readers want. *Foreign Investment in China* is an authoritative monthly periodical in the field of foreign investment. It interprets relevant government policies and regulations, carries representative management cases and publishes the most updated statistics and demand information. *Intertrade* is the first professional journal under the Ministry of Commerce sold to the publics at both Chinese and foreign markets. It covers the economic and trade relations of China with foreign countries, the trends and developments of world economy and trade through elaborate research results and prospective studies.

关于现代传播

About Modern Media Group



■ 现代传播集团是中国领先的综合媒体企业, 拥有完整的杂志刊物组合、数字媒体及电视媒体等多媒体平台; 集团为中国精英阶层提供高质量的国际化内容, 并为国际及本土一线品牌提供一站式市场推广方案。

■ Modern Media Group is a China's integrated media pioneer with a multimedia platform comprising a wide variety of well-known magazines, digital media and TV media. It not only provides China's elite with international service of very high quality, but also offers one-stop marketing solution service for top international and domestic brands.

■ 2009年9月9日, 现代传播集团成功在香港主板上市。

■ Modern Media Group successfully listed on the Hong Kong Main Board on Sept 9th, 2009.

■ 现代传播集团拥有全国性杂志分销网络, 覆盖国内主要一、二线城市, 超过200个独立分销商将杂志分销至各个零售点, 如机场和地铁的书店、超市、便利店及书报亭。

■ The group has formed a nation-wide publication distribution network reaching the first-tier and second-tier cities across the country, through which over 200 independent distributors transfer magazines to all of the local retail outlets, such as bookshops at airports and subways, supermarkets, convenience stores, and newsstands.

平面产品 MAGAZINES

3本强势周刊、9本细分月刊, 领域横跨新闻、财经、艺术、人文, 引领都市精英全新生活方式。

Publish 3 weeklies, 9 monthlies, with topics covering news, finance, art, and culture, three strong weekly magazines and seven thematic monthly magazines lead the brand new way of life of urban elite.

商业周刊/中文版
Bloomberg
Businessweek

周末
MODERN WEEKLY
画报

优家画报 U+

LIFEMAGAZINE
生活

CITYMAGAZINE
號外

THE CITY MAGAZINE
新视觉

大都會
Numéro

艺术界
LEAP

THE ART NEWSPAPER
艺术新闻

乐活
LHASA

The Good Life

CHUTZPAH! 天南

移动终端 MOBILE TERMINAL

现代移动数码传播有限公司于2012年年初成立, 整合现代传播集团旗下移动终端资源, 推出多款多元化电子杂志阅读应用程序, 为用户提供集团旗下各类高品质杂志的电子阅读平台, 以满足精英消费人群对极致生活的需求。

By integrating the mobile terminals of Modern Media Group, Modern Mobile Digital Media, founded in early 2012, has launched a large number of diversified magazine APPs, and provided its users with the digital media platform of high quality, to satisfy elite customers' need of exquisite lifestyle.



MODERN TV

引领都市潮流时尚风向; 收视人群覆盖高端白领。

Leading fashion trends for urban elite; attracting white-collars.



商业周刊/中文版
Bloomberg
Businessweek

原创的编辑内容

Original Editorial Content

编辑特色 EDITORIAL HIGHLIGHTS

■ 《商业周刊/中文版》无缝对接使用彭博社所辖2300名记者,跨72个国家的146个记者站,同时还有自建50人聚纳业内精英的采编团队,以前人未有的能力报道商业世界发生的一切。

■ *Bloomberg Businessweek/China* not only has the privilege of working closely with Bloomberg's 2,300 journalists in over 146 bureaus around 72 countries, but also has its own strong domestic journalistic team made up of 50 people, thereby breaking insightful business news for its readers.

■ 独树一帜的视觉呈现——每一页都让读者感到惊喜。

■ Unrivalled design and layout make readers "WOW" every page.

■ 令人拍案叫绝的图表——让读者轻松理解复杂商业事件。

■ Essential graphics and charts provide readers much more convenience to get into complex business world.

■ 在印刷媒体的形态中体现新媒体的时代精神,阅读体验与时俱进。

■ The editorial effort reflects a new-media age spirit in print media, providing a cutting-edge reading experience.

编辑使命 MISSION STATEMENT

“我们杂志不是一周要闻回顾,而是帮助人们保持前瞻。”

——乔什·泰伦格尔,《彭博商业周刊》主编

《商业周刊/中文版》依托彭博社的创新特质和规模效应,融汇英文原版《彭博商业周刊》的洞见与深度,立足本土,为商业领袖和高级管理人员提供全球视角和最可信赖、全面的商业资讯,让他们从更明智、更快速的决策中获得最大商业利益。

“Our job is not to review the week's news; our job is to get people ready for the week ahead.”

——Josh Tyrangiel, Editor

With Bloomberg's creativity and scale effect and in-depth insight of its original English edition, *Bloomberg Businessweek/China*, based on China's realities, provides, from global perspective, the most authoritative and comprehensive financial information for business leaders and senior managers who, by reading it, are in a position to make more wise and rapid decisions, thereby maximizing their commercial interests.



原创的编辑内容 Original Editorial Content

每期杂志出版前,我们都会自省
WE ARE KEEPING ASK OURSELVES
BEFORE PUBLISHING EACH ISSUE

- 如何让每期的内容都保持新鲜感?
■ How to maintain the fresh feelings of the content for each issue?
- 如何让内容多样化,不乏味?
■ How to diversify the content by preventing them from being dull?
- 如何避免为读者提供已知的信息?
■ How to avoid providing readers with already-known-information?
- 什么是读者最需要的?
■ What is in our reader's most urgently need?

开卷 OPENING REMARKS

卷首语,商业的开始
THE FIRST WORD, THE WEEK'S BUSINESS STARTS UP WITH

就重要的全球及中国政经事件提供犀利并具有引领性的领袖意见,内容兼具新闻性、实效性、话题性,选题涵盖经济、商业、社会、政治等多个领域。

Bloomberg Businessweek/China provides sharply leading points of view on important global and domestic political and economic events. Its analysis is news-oriented, effective, and topical. And its selected topics are concerned with economic, commercial, social, and political areas.



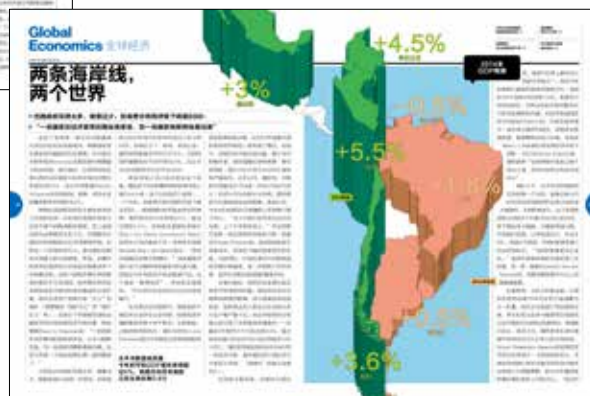
原创的编辑内容 Original Editorial Content

全球经济 GLOBAL ECONOMICS

全球思维, 本土收益
THINK GLOBALLY. PROFIT LOCAL.

《商业周刊/中文版》兼具国际视野和本土洞察, 帮助商业精英们时刻保持对全球商机的敏锐, 提供对全球顶级商业公司、新兴市场以及经济力量的深度报道, 时刻关注它们之间的相互作用, 以及对全球经济产生的影响。

Featuring its local insight into, and global perspective on, the commercial world, *Bloomberg Businessweek/China* helps business elite keep abreast of international business opportunities, giving extensive coverage to both top global commercial corporations and emerging markets and economies, and always paying close attention to the interaction between the powers and its effect on global economy.



原创的编辑内容 Original Editorial Content

公司/产业 COMPANIES/INDUSTRIES

在外部力量中发现内在见地
INSIDE PERSPECTIVE OF OUTSIDE FORCES

要保持领先,就要非常清楚不同行业的竞争和主导者们的商业行动。《商业周刊/中文版》帮助商业领袖了解全球范围内各个行业和处于领先地位的公司,同时帮助他们发现潜在的供应商、客户、商业模式,激发优秀商业创意。

To keep ahead, business leaders have to be very aware of business activities of competitors and leaders in different industries. *Bloomberg Businessweek/China* takes up a commitment to helping them to have full acquaintance a broader range of industries and leading companies around the world; at the same time to helping them to find potential suppliers, customers, commercial modes, and to bring forth outstanding commercial ideas.



原创的编辑内容 Original Editorial Content

政治/政策 POLITICS/POLICY

政府的生意 THE BUSINESS OF GOVERNMENT

商业经营都要在政府规定的框架内进行,商业组织的任何行动,都会受到国家政治、经济政策的影响。《商业周刊/中文版》帮助商业领袖深入解读与商业有关的新政策与新形势,以及核心的政治议题。

Business must operate within the framework authorized by the government, and that every activity of business organizations will be affected by national political and economic policies. *Bloomberg Businessweek/China* will provide business leaders with in-depth analysis of new policies and circumstances relating to business and of essential political issues.



原创的编辑内容 Original Editorial Content

科技 TECHNOLOGY

为商业领袖提供尖端科技报道

TOP TECH COVERAGE FOR BUSINESS LEADERS

科技是当今世界变革的重要驱动力之一,从休闲到工作,无处不在。《商业周刊/中文版》帮助商业领袖们了解科技的最新发展,揭示如何利用科技成果推动商业发展。

Technology is considered one of the major driving forces in the transformation of today's world, manifested in various areas of work and leisure. *Bloomberg Businessweek/China* helps business leaders not only to keep abreast of new technology achievements, but also to understand well how to transform them into business success.



原创的编辑内容 Original Editorial Content

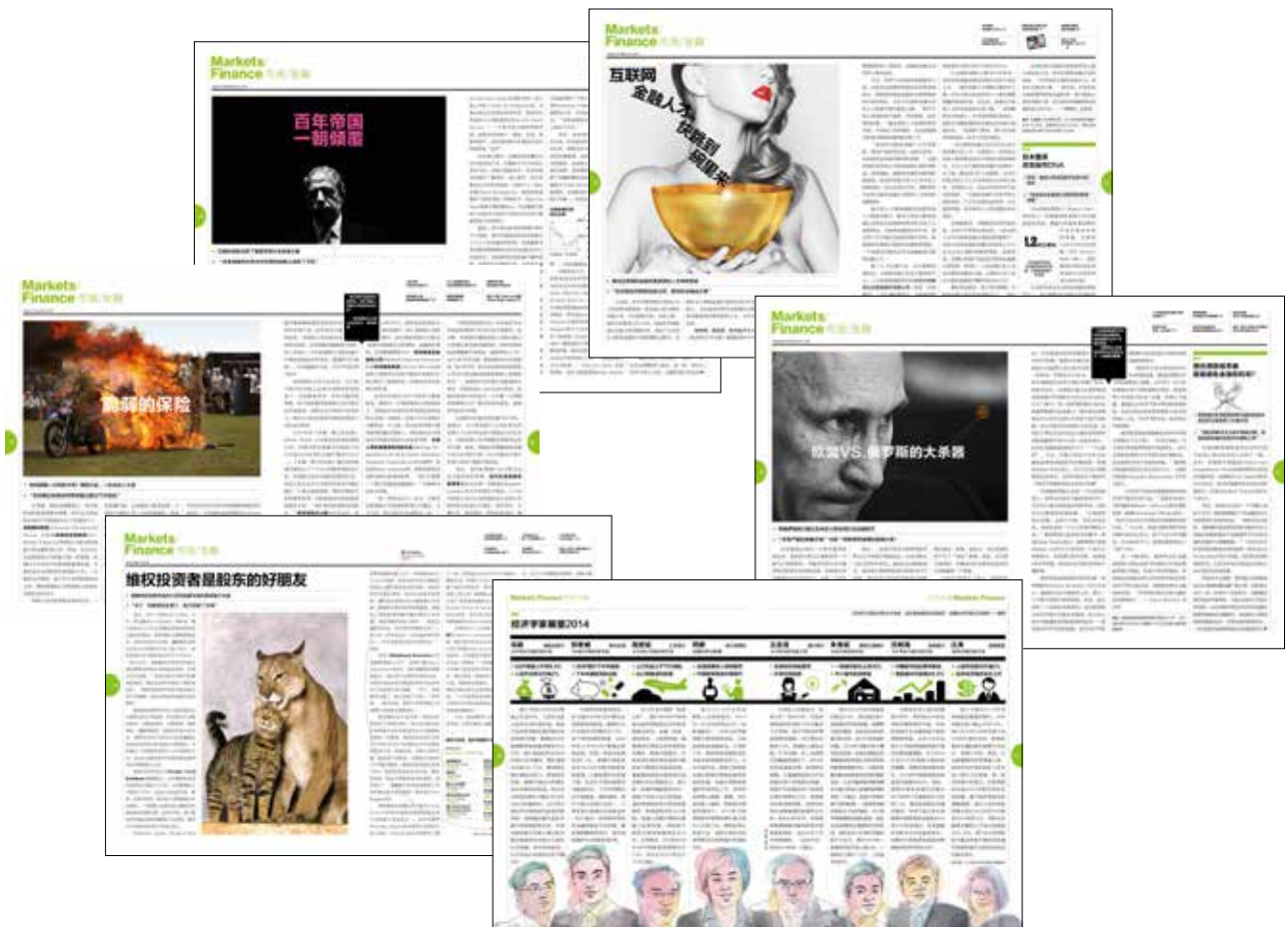
市场/金融 MARKETS/FINANCE

为全球领导者提供市场洞见

MARKET INSIGHT FOR GLOBAL LEADERS

全球金融市场的异动趋势预示着其他所有行业的方向。商业决策者们知道自己需要最前沿的资讯,以便更有利地竞争。《商业周刊/中文版》为领导者们提供全球最独到的视野,针对复杂的国际市场提供金融领域的洞见。

Changes and trends in global financial markets indicate what will happen in all other industries. Business decision-makers know their needs of the most cutting-edge information. Taking it into account, *Bloomberg Businessweek/China* provides leaders with unique international vision on the one hand, and offers professional business insights into the complexity of global markets on the other hand.



原创的编辑内容 Original Editorial Content

特点 HIGHLIGHTS

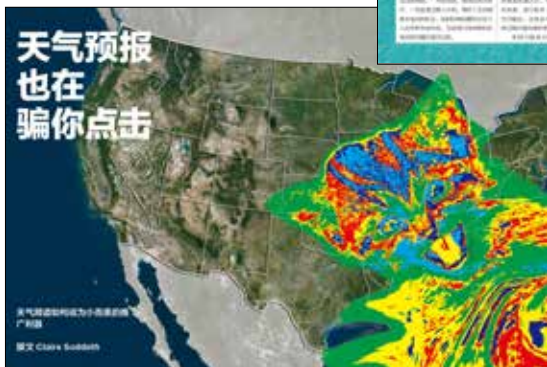
- 商业人物报道: 商业世界的主角以及他们正在发生的变化。
- Business figures-featured: Protagonists of business world worldwide.
- 商业调查报道: 商业世界的丑闻、重大事件以及引起重大反响的公众事件和深入报道。
- Investigative report: In-depth coverage from business scandals, critical events, to eye-catching public issues.
- 轻特写: 新鲜、有趣、独特的商业报道, 立足全球, 关注当下。
- Hip features: Fresh, interesting, indispensable business report through a global lens.

特写 FEATURES

从独特视角挖掘深度报道
INSIDE, IN-DEPTH STORIES WITH UNIQUE PERSPECTIVE

特写部分是用戏剧化的表现方式, 结合图片和插图, 为读者深入地剖析商业现象, 让投资者、商业领袖、政策制定者知道世界上正在发生什么以及发生的原因。

The features department deeply analyzes commercial phenomena for readers in a dramatic way of presentation, and by the integration of pictures and illustrations; provides investors, business leaders, and decision-makers with access to what is going on in the world and why.



原创的编辑内容

Original Editorial Content

特点 HIGHLIGHTS

ETC.板块通过一个个透镜为读者们提供生活方式的报道。在每一期杂志里,深入挖掘关于商业文化的报道,包括商旅指南、书籍、消费类电子产品等。

The Etc. section offers readers lifestyle coverage through a business lens. In each issue, it will delve into topics that relate to the culture of what being in business is about, including business travel guides, books, consumer electronics, and more.

- 掌中物: 消费品技术专栏
- Hands On: Consumer technology column
- 书评: 一篇有深度的新书书评, 边栏是相关书籍介绍
- The Stack: An in-depth book review with a shorter sidebar rating related books
- 时尚: 全球时尚行业的新趋势、品牌的新动向的短报道
- Fashion: Cutting-edge fashion trends and fresh activation of fashion brand
- 艰难抉择: 重要商业人物在转折时刻的重要商业决定
- Hard Choice: a business tycoon's critical decision at the turning point

智趣生活 ETC.

透过商业透镜洞察生活方式
LIFESTYLE THROUGH A BUSINESS LENS

商业有属于自己的文化。在这里,看看那些在商场挥斥方遒的商界精英分享对成功及其所带来的生活方式的热情。我们对文化和生活方式的报道也结合办公场合以外的读者,内容上与商旅消费品、电子书籍等紧密联系。利用图表等丰富的表达方式,形成活跃的版面,为读者提供愉悦的阅读体验。

Business has its own culture. In this section, we can see how the influential business elite shares in their success with each other, and what lifestyles refashioned by their success are. Our coverage of culture and life also take into the readers outside office consideration, and its points is closely relating to business travel, consumer electronics, and books. By nuanced charts and colorful page layout, the section helps our readers experience reading happiness.



移动应用 Mobile Application

特点 HIGHLIGHTS

- 最独到迅捷的重要资讯推荐
- Unique and fast important information
- 最主流及时的深度评论、分析
- Timely, in-depth critics and analysis from mainstream perspective
- 最具全球视野的话题
- Topics with a global vision
- 最有趣味的文字
- Worth-reading and interesting articles
- 最具美感的视觉
- Beautiful visual presentation

内容增值 VALUE-ADDED CONTENT



《商业周刊/中文版》印刷版
Printing edition of
Bloomberg Businessweek/China



彭博每日资讯+即时头条
Daily coverage and timely headlines
of Bloomberg



英文原版《彭博商业周刊》
更多未使用的内容
Much unused content of
Bloomberg Businessweek



彭博TV
Bloomberg TV

《商业周刊/中文版》App App of BLOOMBERG BUSINESSWEEK/CHINA

《商业周刊/中文版》移动应用客户端是现代传播集团旗下的中文在线商业出版物,以《商业周刊/中文版》的内容为基础,同时新增彭博每日最新资讯与即时头条、英文原版《彭博商业周刊》中更多未使用的内容、彭博电视节目,是专为移动互联网用户定制的移动商业媒体应用。

Based on the main content of *Bloomberg Businessweek/China*, and introducing daily coverage and timely headlines of Bloomberg, more unused contents of *Bloomberg Businessweek*, and TV programs of Bloomberg, the mobile application of *Bloomberg Businessweek/China*, the online business publication affiliated by Modern Media Group, is the mobile business media tailor-made for mobile internet users.



繁体版本 HK Edition



2013年6月26日,《商业周刊/中文版》的繁体版本《彭博商业周刊/中文版》在香港隆重上市,现以双周刊的形式为更多华语商业世界的决策者及时提供更加丰富的投资信息,挖掘更多独到的商业故事。

On June 26, 2013, *Bloomberg Businessweek/ Chinese Edition* was launched in Hong Kong and now publishes bi-weekly to reach global business leaders in the increasingly important and influential Greater China region.

《彭博商业周刊/中文版》凭借极强的内容号召力与创意优势,上市即发起了一系列新颖的市场推广方式,并吸引了多位新经济商业领袖为其代言。

With solid content and appealing creativity, *Bloomberg Businessweek/ Chinese Edition* kicked off a series of innovative marketing events, and attracted several famous entrepreneurs and celebrities as ambassadors.



全方位的市场推广 All-round Marketing Promotion

在“领先，不跟随”的品牌精神指引下，《商业周刊/中文版》针对精英读者、战略客户、行业合作伙伴等目标受众，以形象广告、论坛、创意活动、渠道营销、公关传播等多种形式进行强势推广，打造全新的品牌形象。

Under the guidance of the brand ideal, "Lead. Don't follow", *Bloomberg Businessweek/China* has reshaped and launched its new brand image, by classifying as specific target groups elite readers, strategic clients, and industry partners, and in a variety of ways, such as advertising, conference, creative events, trade marketing, communications and so forth.


 终端渠道 Trade Marketing



杂志零售推广, 首都机场书店
Retail promotion, Bookstore, Capital Airport, Beijing



杂志灯箱推广, 上海嘉里中心
Light box advertising, Kerry Centre, Shanghai


 品牌推广 Brand Promotion



大设计, 北京三里屯
Good Design, Taikooli Sanlitun Beijing



夏季达沃斯, 杂志进入会场, 彭博专业报道团队
World Economic Forum(Summer), Magazine display and special report team

 市场活动 Marketing Event



2014互联网金融论坛
2014 Internet Finance Forum



2014中国产融资本高峰论坛
2014 Industrial Finance Forum



2014 人力资源&企业管理论坛
2014 HR & Enterprise Management Conference

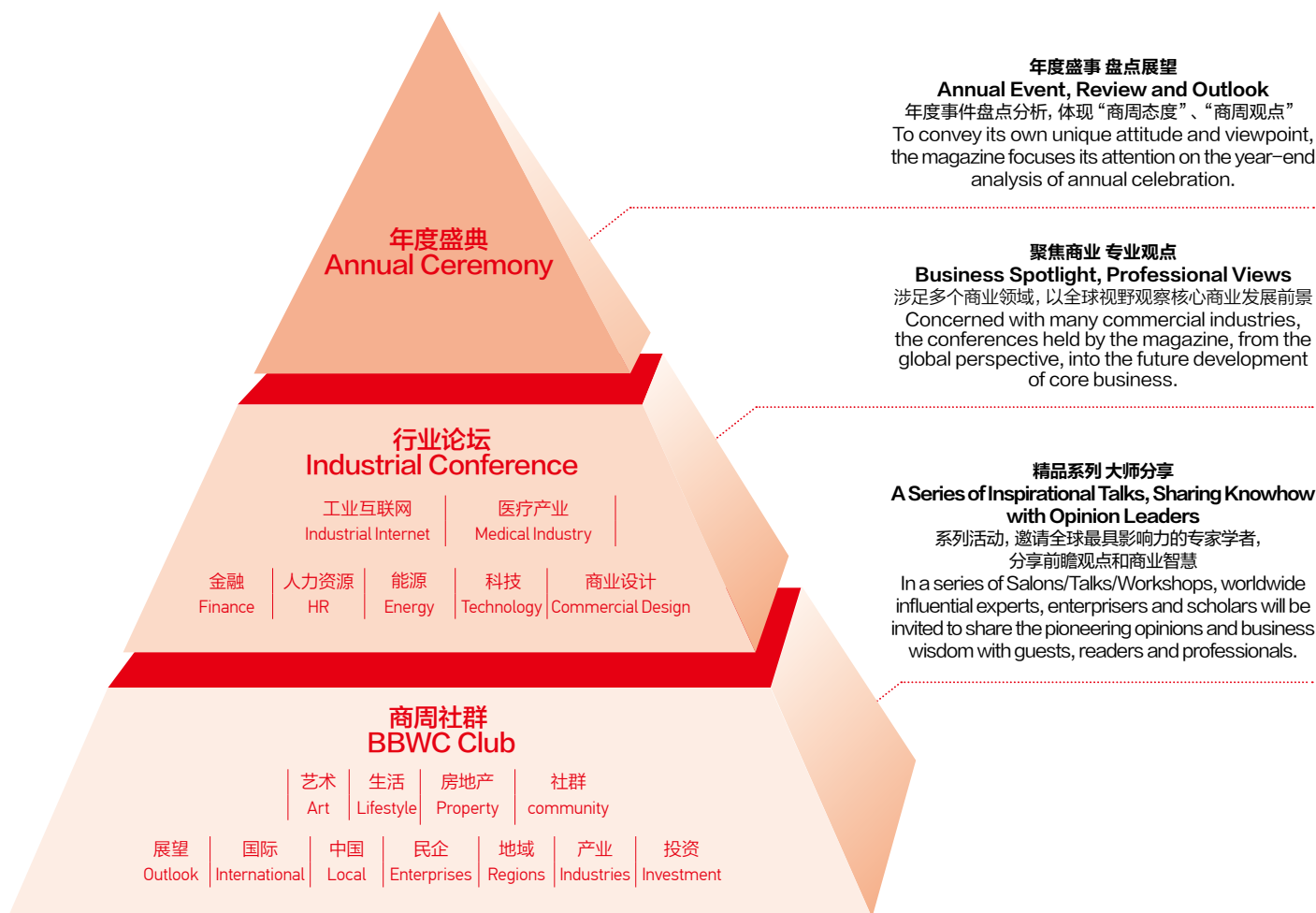


2014中国“最佳创新企业”评选颁奖典礼
2014 China Best Innovator

市场活动 Marketing Event

《商业周刊/中文版》每年将举办形式多样、规模不等的商业活动,包括系列沙龙、行业论坛、创意活动以及年度论坛,探讨话题涉及政治、经济、金融、商业等多个领域,体现《商业周刊/中文版》的领先态度和前瞻观点。

Aimed at providing its target audiences with prospective views and pioneering attitude, *Bloomberg Businessweek/China* annually holds a wide variety of business events, including salons, industrial conferences, creative campaign, and annual event, with topics focusing on politics, economy, finance, business and so forth.



渠道推广 Channel Promotion

《商业周刊/中文版》广泛覆盖书店、报亭、交通枢纽、便利店等各个零售终端，以深度的创意内容、独特的图表新闻以及新奇的设计版式颠覆了财经杂志的传统印象。

Bloomberg Businessweek/China refreshed old impression on common business magazines. It has earned lots of recognition by the market and readers with its in-depth content, special graphic news, newfangled design, and has been active in all its retail terminals, including bookstores, Newsstands, Transportation Bookstores and Convenience Stores.

《商业周刊/中文版》针对商务人士积极开拓赠阅展示渠道，在全国一、二线城市开拓了近9000个精准赠阅网点，覆盖近35个城市，获得商业人士的广泛关注。渠道包括：部分航空公司头等舱、商务舱、一线城市主要机场贵宾候机室、全国主要五星级酒店行政楼层客房或公共区域、部分金融机构VIP贵宾室及其网点、国内一线商学院等。

Targeting its business-oriented audience, *Bloomberg Businessweek/China* is distributed to nearly 9,000 complimentary places in more than 35 first- and second-tier cities. Various channels include: first class and business class of partial airlines, airport lounge in Beijing/Shanghai/Guangzhou/Shenzhen, executive rooms or public areas of five-star hotels in most heat cities all over China, bank outlets or VIP room of partial financial institutions, and classroom and key economists of business schools.

《商业周刊/中文版》依托现代传播多年优质资源，针对政、商、学、艺等领域的顶端精英和决策人进行精准赠阅。

Based on Modern Media's volume and quality database, *Bloomberg Businessweek/China* also focus on precision DM to top elites and decision-makers in political, business, academic and art fields.

合作伙伴 COOPERATION PARTNERS

■ 航空 AIRLINE & LOUNGE



■ 酒店 HOTELS



■ 金融机构 FINANCIAL INSTITUTIONS



■ 商学院 BUSINESS SCHOOLS



发行数量及地域分布

Circulation and Distribution



《商业周刊/中文版》 有效发行量经BPA专业认证 CIRCULATION STATEMENT BY BPA WORLDWIDE

■ 数据来源:《商业周刊/中文版》2014年1-6月BPA发行认证报告。

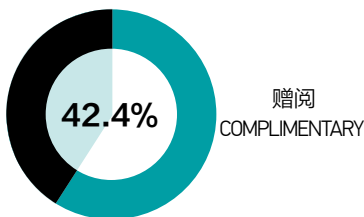
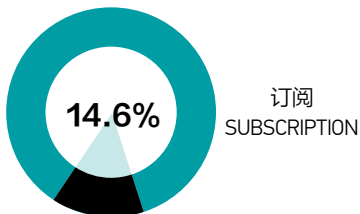
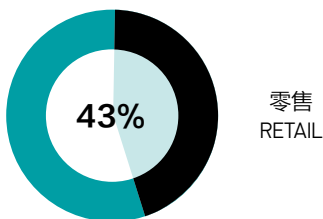
■ Data Source: BPA Worldwide - Bloomberg Businessweek/China Circulation Statement for the 6 month period ended June 2014.

■ 《商业周刊/中文版》2014年1-6月平均认证发行量为398,567。

■ The BPA average total qualified for the 6 month period ended June 2014 of Bloomberg Businessweek/China is 398,567.

■ 本页表格中的地理分布数据以2014年5月9日刊为例。

■ The geographical breakout of qualified circulation is based on May 9, 2014 issue.



华北区	North China	113,406	28.38%
北京市	Beijing City	103,613	25.93%
天津市	Tianjin City	5,842	1.46%
河北省	Hebei Province	1,587	0.40%
山西省	Shanxi Province	1,674	0.42%
内蒙古自治区	Inner Mongolia Autonomous Region	690	0.17%
东北区	Northeast China	16,571	4.15%
辽宁省	Liaoning Province	9,898	2.48%
吉林省	Jilin Province	2,898	0.73%
黑龙江省	Heilongjiang Province	3,775	0.94%
华东区	East China	142,895	35.76%
上海市	Shanghai City	101,064	25.29%
浙江省	Zhejiang Province	16,669	4.17%
江苏省	Jiangsu Province	12,378	3.10%
山东省	Shandong Province	5,101	1.28%
福建省	Fujian Province	4,721	1.18%
安徽省	Anhui Province	1,274	0.32%
江西省	Jiangxi Province	1,688	0.42%
西北区	Northwest China	6,396	1.60%
陕西省	Shaanxi Province	4,844	1.21%
新疆维吾尔自治区	Xinjiang Uyghur Autonomous Region	868	0.22%
甘肃省	Gansu Province	619	0.15%
青海省	Qinghai Province	45	0.01%
宁夏回族自治区	Ningxia Hui Autonomous Region	20	0.01%
西南区	Southwest China	22,848	5.72%
四川省	Sichuan Province	11,136	2.79%
重庆市	Chongqing City	6,187	1.55%
云南省	Yunnan Province	3,196	0.80%
贵州省	Guizhou Province	2,326	0.58%
西藏	Tibet	3	0.00%
中南区	Central-South China	95,660	23.94%
广东省	Guangdong Province	78,361	19.61%
湖北省	Hubei Province	7,263	1.82%
湖南省	Hunan Province	3,625	0.91%
广西壮族自治区	Guangxi Zhuang Autonomous Region	1,949	0.49%
河南省	Henan Province	1,803	0.45%
海南省	Hainan Province	2,659	0.67%
港澳台	Hong Kong, Taiwan & Macao	1,788	0.45%
香港	Hong Kong SAR	1,739	0.44%
台湾	Taiwan	36	0.01%
澳门	Macau SAR	13	0.00%
总量	Grand Total	399,564	100.0%

读者数据 Reader's Profile

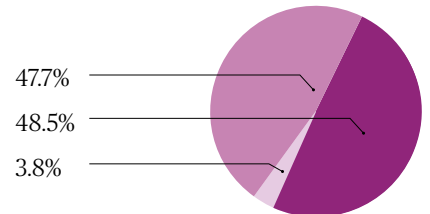
■ 新一代中国商业领袖及商业精英
New generation of business leaders and elites in China.

■ 主要年龄30岁至55岁商业精英为核心读者群, 拥有高学历、高收入、高消费的国内最有消费力和决策权的精英人群。
Readers description: business elite at the age of 30-55 and in high education, high income and high consumption.

■ 《商业周刊/中文版》为中国政治经济领域的各行业决策者及高级管理层人员提供最有价值的商业资讯, 为各界意见领袖提供具有全球视野的前瞻性分析和专业观点。
Bloomberg Businessweek/China is aimed at offering the invaluable and indispensable information to decision-makers as well as senior managements from China's political and economic areas, and providing opinion leaders with foresight analysis and professional views in global perspective.

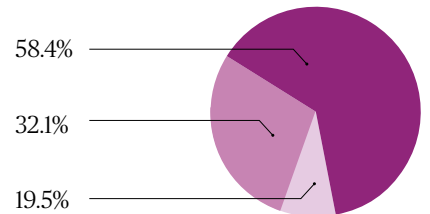
读者忠诚度 READER LOYALTY

- 每期都看/经常 Read Every Issue/Often
- 比较经常 Quite Often
- 偶尔 Occasionally



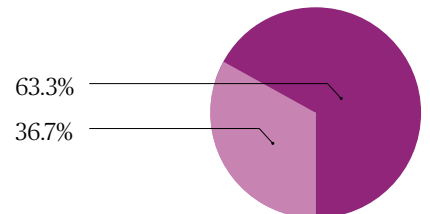
阅读程度 QUALITY OF READING

- 几乎所有/大部分版面和内容 Nearly All/ Most of Pages and Contents
- 一半左右版面和内容 Half of Pages and Contents
- 少部分/很少版面和内容 Part/ Few of Pages and Contents



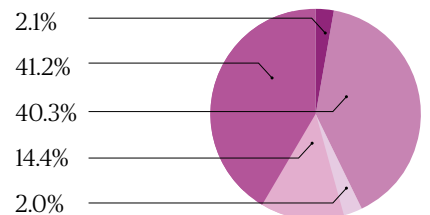
男女比例 GENDER

- 男 Male
- 女 Female



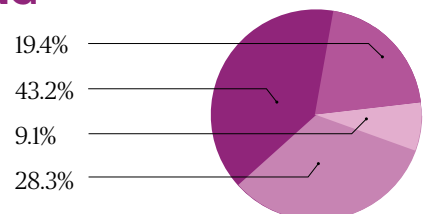
年龄 AGE

- 15-24
- 25-34
- 35-44
- 45-54
- 55+



使用手机/平板电脑等电子设备阅读的频率 FREQUENCY OF MOBILE READING

- 每天一次及以上 Once A Day & Above
- 每周一次及以上 Once A Week & Above
- 每月一至三次 1-3 Times A Month
- 无电子阅读习惯 None



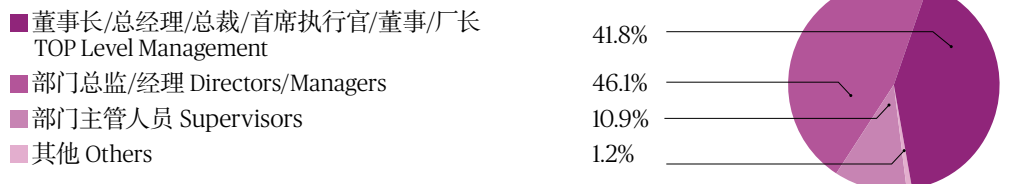
读者数据

Reader's Profile

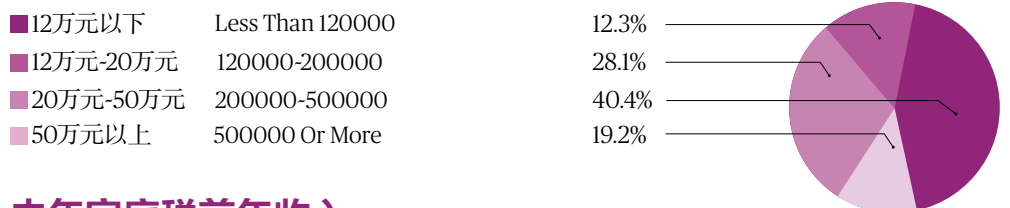
海外经历 OVERSEAS EXPERIENCE



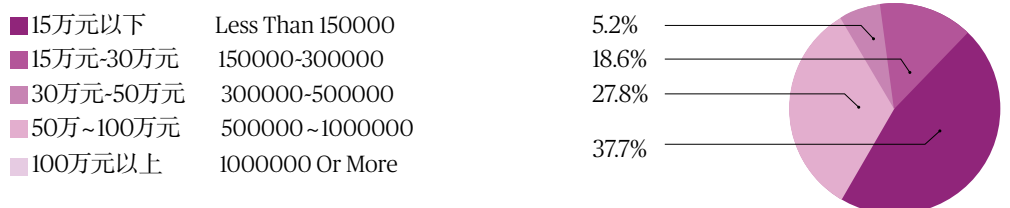
职位状况 OCCUPATION



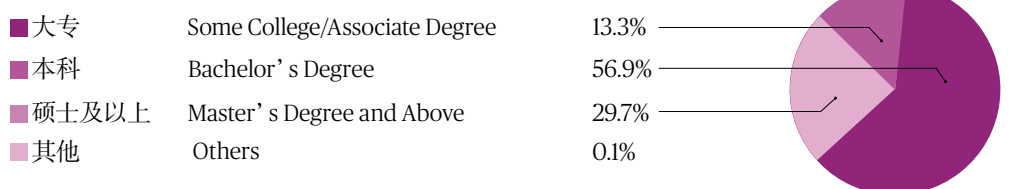
去年个人税前年收入 PERSONAL INCOME BEFORE TAX LAST YEAR(RMB)



去年家庭税前年收入 FAMILY INCOME BEFORE TAX LAST YEAR(RMB)



教育程度 EDUCATION LEVEL



资料来源: 2014 CTR《商业周刊》读者阅读及消费习惯报告
Information Source: 2013BBWC readership and consuming behavior report, by CTR

领先,不跟随
LEAD. DON'T FOLLOW.

广告价目表

Rate Card

累计折扣 Frequency Discount

3 Insertions	3%
6 Insertions	5%
10 Insertions	8%
15 Insertions	10%
21 Insertions	12%
26 Insertions	15%

其他形式, 价格另议

Other format, to be discussed

指定版位加收15%

Available fixed position 15%

汇率兑换 Exchange Rate

以当日汇率为准

Up to the currency rate

2015年1月1日生效

Effective Date: 1st Jan, 2015

版位 Positions	净尺寸 Clear Size W*H(mm)	价格 Price (RMB)
封面外拉页 Outside Cover Gatefold(2 Pages)	393mm(W) x 267mm(H)	714,000
封面内拉 Inside Cover Gatefold(4 Pages)	593mm(W) x 267mm(H)	1,155,000
第一跨页 First DPS	400mm(W) x 267mm(H)	688,000
第二跨页 Second DPS	400mm(W) x 267mm(H)	602,000
第三跨页 Third DPS	400mm(W) x 267mm(H)	567,000
封底 Outside Back Cover	200mm(W) x 267mm(H)	567,000
中心跨页 Centre Page Spread	400mm(W) x 267mm(H)	503,000
第一目录对页 Facing 1st TOC	200mm(W) x 267mm(H)	351,000
第二目录对页 Facing 2nd TOC	200mm(W) x 267mm(H)	326,000
版权对页 Facing Masthead	200mm(W) x 267mm(H)	315,000
第一专栏对页 Facing 1st Special Column	200mm(W) x 267mm(H)	292,000
第一开篇对页 Facing Global Economics	200mm(W) x 267mm(H)	292,000
ETC对页 Facing ETC	200mm(W) x 267mm(H)	292,000
索引对页 Facing Index	200mm(W) x 267mm(H)	290,000
封三 Inside Back Cover	200mm(W) x 267mm(H)	263,000
普通内页 ROP	200mm(W) x 267mm(H)	251,000
普通内页跨页 DPS	400mm(W) x 267mm(H)	453,000
横1/2页 1/2 Horizontal	200mm(W) x 130mm(H)	127,000
横1/3页 1/3 Horizontal	200mm(W) x 85mm(H)	88,000
竖1/3页 1/3 Vertical	65mm(W) x 267mm(H)	88,000

物料要求 Material Requirements

装订: 骑马钉装订

Binding: Saddle-Stitch

网线: 175线 (每英寸)

Screen: 175/ INCH

出血位: 每边各加3mm

Bleeding Size: 3mm added

稿件: 用所提供的文件打印, 两张数码彩样

Material: print with file provided, 2 colorful digital formats

格式: 300dpi精度, CMYK四色印刷, PDF或者TIFF格式

Format: 300dpi, CMYK, PDF or TIFF

截稿时间 Closing Dates

刊期: 双周刊

Publication Date: Biweekly

订版限期: 提前出刊日15天

Space Closing Date: 15 days before publication date

物料限期: 提前出刊日10天

Material Closing Date: 10 days before publication date

纸张 Paper

封面: 128 gsm铜版纸

COVER: 128gsm coated art paper

内页: 64gsm优光纸

R.O.P: 64gsm classic gloss