



2015 现代传播集团 MODERN MEDIA GROUP

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大 Numé^o HOMME

大
都
市

THE ULTIMATE FASHION ICON

高端时尚 前卫文化

SINCE 2011

**FASHION
WITH
ATTITUDE
BEAUTY
WITH
CREATIVITY**

态度决定时尚
创意彰显美丽

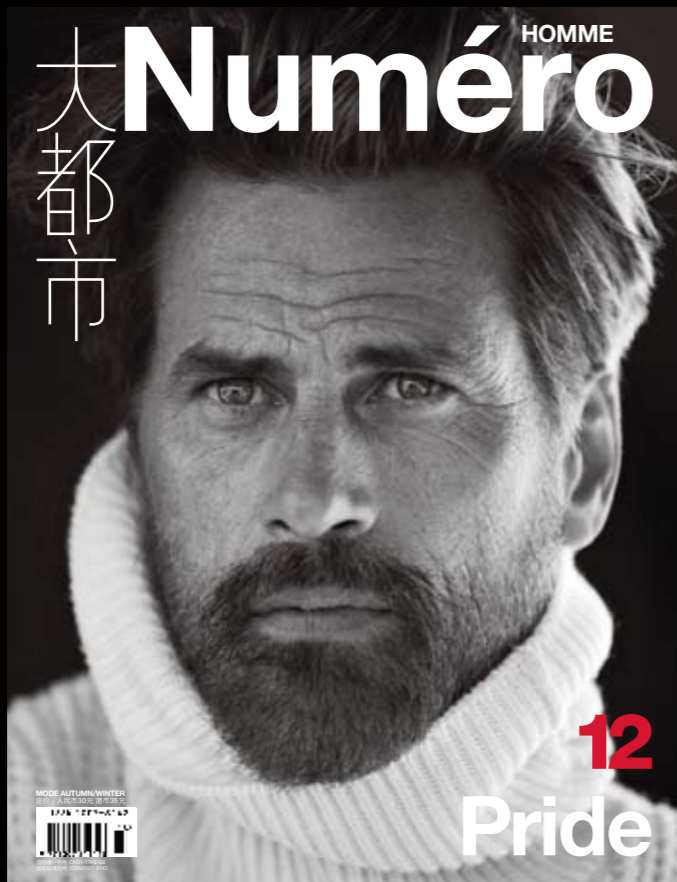
大
都
市

HOMME
Numéro

FASHION
WITH
ATTITUDE
BEAUTY
WITH
CREATIVITY

态度决定时尚
创意彰显美丽





**INSPIRING
PROVOCATIVE
AVANT-GARDE
EXCLUSIVE**

启发 创新 前卫 奢华

TO INFLUENCE THE INFLUENCERS

独具圈内影响力的刊物



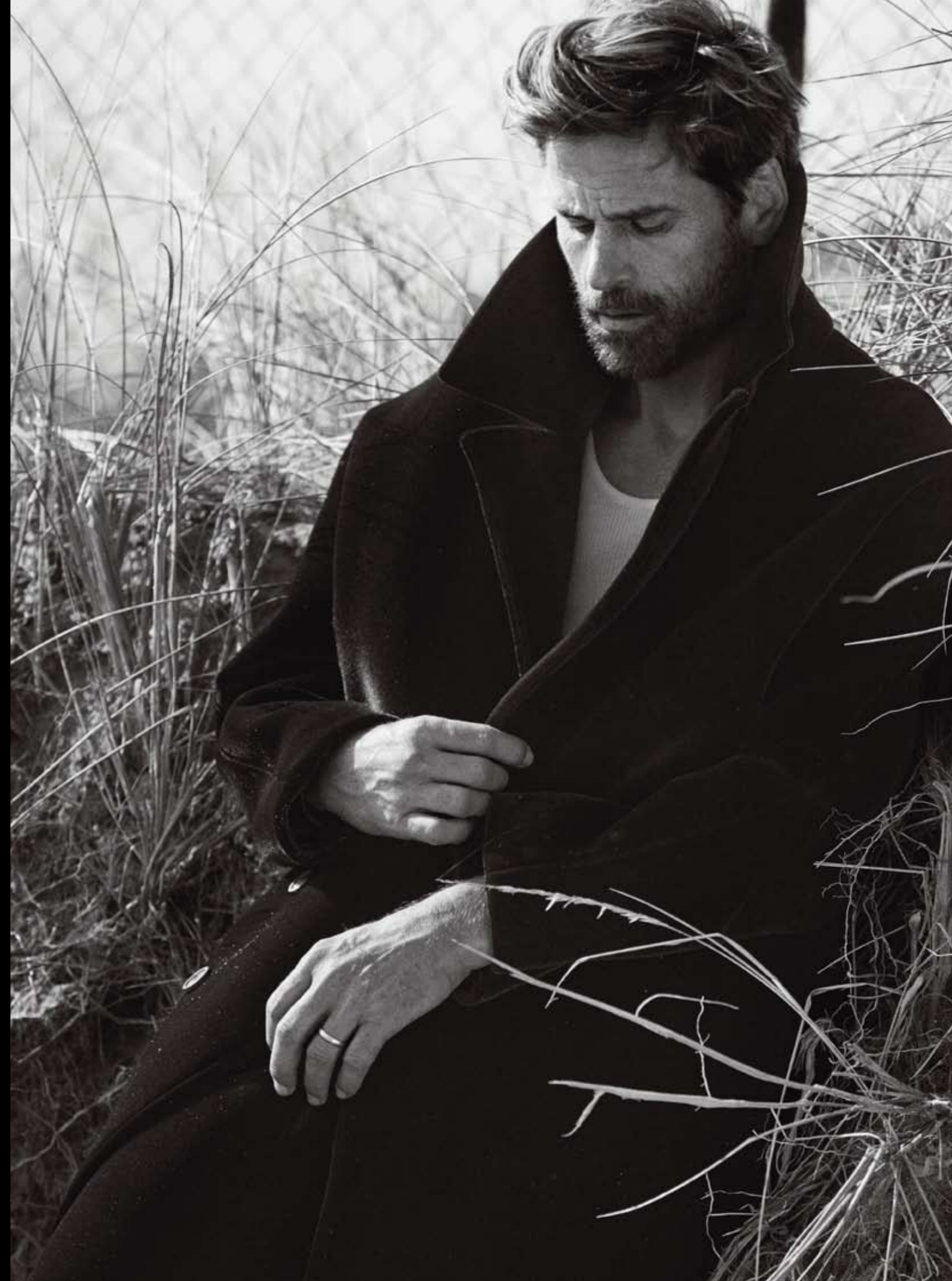


**TO EXPLORE
THE CONVERGENCE
OF FASHION WITH
CONTEMPORARY
CULTURE**

以当代文化探索时尚趋势

AN ARTISTIC VISION OF FASHION

从艺术视角看时尚





《大都市Numéro》男刊主题宗旨 NUMÉRO HOMME CONCEPT

自法国成功创刊以来，《大都市Numéro》博采众长，以前卫的创意、刺激的视觉及浓郁的性感将美学生活及时尚力量无尽彰显。她启迪灵感，缔造潮流密码，玩转时尚、艺术、美容、设计及文化领域。她荟萃国际以及本土的先锋创意与风格，为设计天才以及才华新秀打造独特平台，提供欲望与灵感之源。

随着世界风潮的变化，中国消费者也已转向讲究个性有创意的品味生活，在追求物质享受的同时，也更趋于打开美丽的心灵视野。《大都市Numéro》致力于激发读者的个人时尚品味及提升他们的愉悦生活质量，即成为内外兼修的时尚先锋。同时，作为《Numéro》的中国版，我们更会致力于发掘及报道更多有关国内的设计师及业界动态，以更全面地展示及记录中国的时尚发展。

Numéro is an international fashion magazine which gives an "avant-garde" insight to the world of fashion, art, and luxury. Numéro introduces a new editorial concept to China market, and a strong visual identity. Featuring today's icons and tomorrow's master talents, the magazine explores the convergence of contemporary culture, from fashion to architecture through art, beauty, movie, music and design.

The China market has become the number one in the world's luxury market. The Chinese elite consumers' tastes and expectations are becoming more and more sophisticated and personalized. They are looking for self-expression, differentiation, uniqueness, authenticity, creativity and inspiration. Numéro China fuses the essence of international and Chinese creative originality and styles. It aims to develop readers' sense of style, improve their living taste and establish the most premium platform for fashion and luxury brand in China market. In the mean time, Numéro China will be dedicated to discovering and featuring more Chinese designers and industry trends in order to show and record comprehensively the development of China fashion.









2015年《大都市Numéro》男刊日程表 2015 CALENDAR

| 期数 Issue | 主题 Theme |
|------------------|---------------------|
| 第十三期 Homme 13 | 春夏 Spring-Summer |
| 第十四期 Homme 14 | 秋冬 Fall-Winter |





《大都市Numéro》男刊定位 POSITIONING

- 中国最高端的时尚杂志
- 由中国最具影响力的媒体集团出版
- 携手世界知名造型师及摄影师，展现中国前卫时尚视角
- 以当下偶像明星及未来大师风采为杂志特色

- The most upscale China fashion magazine.
- Published by the most influential China media group.
- Extended creative cooperation with world famous fashion stylists and photographers to express a Chinese avant-garde point of view about fashion.
- Featuring today's Icons and tomorrow's Master Talents.

我们的承诺 PROMISE

- 吸引新一代的高端时尚消费者
- 影响时尚制造者与意见领袖
- 成为终极时尚人士的必备品
- 启发和引领时尚潮流和风格
- 激发独特个性的自我表达

- Reach the high end fashion conscious consumers
- Influence the image makers and opinion leaders
- Be part of the ultimate must-haves
- Inspire fashion trends and styles
- Encourage self expression with a unique fashion lifestyle

我们提供给客户 NUMÉRO HOMME PROVIDES CLIENT WITH

- 最高端的品牌形象
- 最高端的读者群
- 最高端的创意指导与编辑团队
- 最高端的市场行销解决方案

- The Most High-end Brand Image
- The Most High-end Readers
- The Most High-end Creative Direction and Editorial Team
- The Most High-end Marketing Solutions

国际顶尖摄影、造型师担当客座嘉宾 MORE RESOURCES FROM INTERNATIONAL FAMOUS CONTRIBUTORS

《大都市Numéro》会与更多国际有名的时尚造型师及摄影师合作拍摄精彩的封面大片，未来的《大都市Numéro》将会是国内最具前瞻性的时尚视觉平台，封面风格有别于国内所有的时尚杂志，大片展示的视觉冲击将更有启发性。中国版与法国版的合作将更为紧密。

In 2015, Numéro China will have more cover shooting with world famous stylists and photographers. As a fashion and visual platform which has the most prospective vision in China, Numéro China will also possess a totally different cover style which is against all the other fashion issues in China and a more inspiring cover shooting with strong visual impact. Meanwhile, Numéro China will have closer and deeper collaboration with Numéro France.





更多关于当今时尚偶像及未来大师的专题报道 FEATURING TODAY'S ICONS AND TOMORROW'S MASTER TALENTS

未来的《大都市Numéro》将会采访大量世界级的时尚业内人，以深度访谈的形式让读者们更能了解国际上时尚业界的规范准则，以开拓、启发国内时尚工作者的眼光。同时，我们《大都市Numéro》更会与国内多位有名的中国设计师如Uma Wang, Xander Zhou, Vega Wang, QiuHao, Masha Ma等人作长期紧密合作，同步展示现今国内设计师们走向国际大舞台的步履，记录中国的时尚创作发展史。

Numéro China will have interviews with large numbers of world-class professionals of fashion industry in order to make our readers realized about the principles in international fashion circles, explore and inspire our Chinese fashion makers' vision. In the mean time, Numéro China will have continuous and close cooperation with Chinese top designers like Uma Wang, Xander Zhou, Vega Wang, Qiu Hao, Masha Ma, presenting their steps towards world arena and recording the history of Chinese fashion.

更多时尚与音乐、艺术的联动 MORE LINKAGE BETWEEN FASHION, MUSIC AND ART

音乐与时尚息息相关是常识，不少经典的时装造型及风格其实都源于音乐类型及音乐人，例如Sex Pistols创造了Punk、David Bowie带领了Glam Rock风范等等。但国内的时尚杂志甚少会把两者扯上很大的关系，未来《大都市Numéro》会找来更多国际及国内有型且具话题性的音乐人及乐队合作，让我们跟品牌及音乐人有更多的合作机会。艺术文化方面的报道一直也是我们的基础，这范畴的内容我们当然也不会减少，而且未来我们将会找来更多世界各地有名的作者为我们供稿，让我们能提供更多有趣而独特的观点。

It's common sense that music is closely related to fashion. Among most fashion magazines, there is few linkage between fashion and music. Actually, a lot of classic fashion style originated from a certain genre of music or from musicians. For example, Sex Pistols created Punk and David Bowie led the style of Glam Rock. In 2015, Numéro China will have more cooperation with fashionable and topical bands or musicians, domestic and abroad, to make more opportunities with musicians and brands. We will also keep reporting about arts and culture in our regular columns, inviting famous guest writers over the world to enrich Numéro China with more interesting and unique viewpoints.

2015年《大都市Numéro》男刊主要栏目 MAJOR CONTENTS OF 2015 NUMÉRO HOMME

杰出人物 SACRE NUMÉRO

Numéro独家专访中国本土及国际的创作型艺人以及星级艺术家，并以独特的肖像风格图片揭示他们的内心世界以及他们的创意成就。

The exclusive Numéro interview of iconic artists and designers, both Western and Chinese, who are at the edge of creativity. A sharp exploration of their inner world and creative achievements illustrated by a unique iconographic treatment.

枕边私语 IN BED WITH...

邀请有才华的创作者、女导演、女演员等等，让受访者躺在床上裹着被子回答杂志的提问。目的是要她们卸下平日的装束，卸下身份，回归到一种很平实、真实的状态，讲出真心话。

Invite talented creators, woman directors, actress and etc to answer the questions lying on bed wrapping with quilt. With this circumstance, interviewees will come to a simple and real status and say some sincere words.

探访工作室 ART WORKSHOP

剖析工作室内工作空间与艺术创作及生产的中间过程及它们之间的相互影响。

A deep dive into the interaction between artist working environment and its art creation.

当月展览 EXPO OF THE MONTH

Numéro精选当月最受关注的设计师回顾展、作品展，或是在时装界得到高度关注的艺术家展览。

Numéro selection of the most inspiring, surprising, exceptional exhibition of the month in the world of fashion, art, design.

设计 DESIGN

以精准的视角揭示一件顶级设计单品的创作理念以及它所承载的生命意义和对生活的功用。独特、简单、高雅的图片风格突出此单品的创意及设计细节。

A sharp focus revealing the hidden meaning and functions of most ultimate design works; a unique, simple and sophisticated highlight of design creations and features.

电影 MOVIE

以与众不同的角度报道及体验具有独特美学观点的电影创作。

A different way to introduce and experience movie creation with a unique aesthetic point of view.

音乐 MUSIC

以采访、肖像、回顾等多种方式来介绍使音乐变时尚的创作型音乐人。

Music is in fashion in Numéro. Interview, portrait, review of those artists who are making music fashionable.





摄影 PHOTO

通过对一位摄影新秀或一个来自顶级摄影师作品的启发性描述，分享独家摄影师的美学诱惑及他们独有的创意作品风格。

An inspirational description of a new photographer or new creations from a recognized photographer, to showcase their most exclusive inspirations and unique style

腕表 WATCH

以独特的拍摄视角来展现品牌腕表的与众不同。

A unique view to show the watch out of the ordinary

珠宝 JEWELLERY

以Numéro独有的创意风格带给你奢华的欲望享受。

The ultimate luxury shopping indulgence featured in the distinctive and outstanding Numéro style.

恋物 OBSESSION

每期邀请一位著名品味人士分享他们钟爱的品牌、产品或是一件自己的收藏，从一个物件出发，撰文描述这个物件如何改变了他的美学观。

Numéro invites fashion creators and insiders to describe their inner creative or indulging worlds; sharing their fetish brands, products and pieces selection making their inspiration alive.

风格 STYLE

时尚专题以有深度的文章来解构分析时装界最新现象或介绍设计师。揭示带来最新时尚潮流的创意及灵感。

Unveiling the feelings and inspirations which are making alive the upcoming fashionable trends

全球动态 WHAT'S UP

是“为时尚而生的”重大事件备忘录，以报道各大时装城市当月最新发生的活动、重量级新推出的跨界时装系列等为主要内容。

A visual glance at the latest objects of desire, events and performances to experience. The ultimate “born to fashion” agenda of the month

本月精品 OBJECT OF THE MONTH

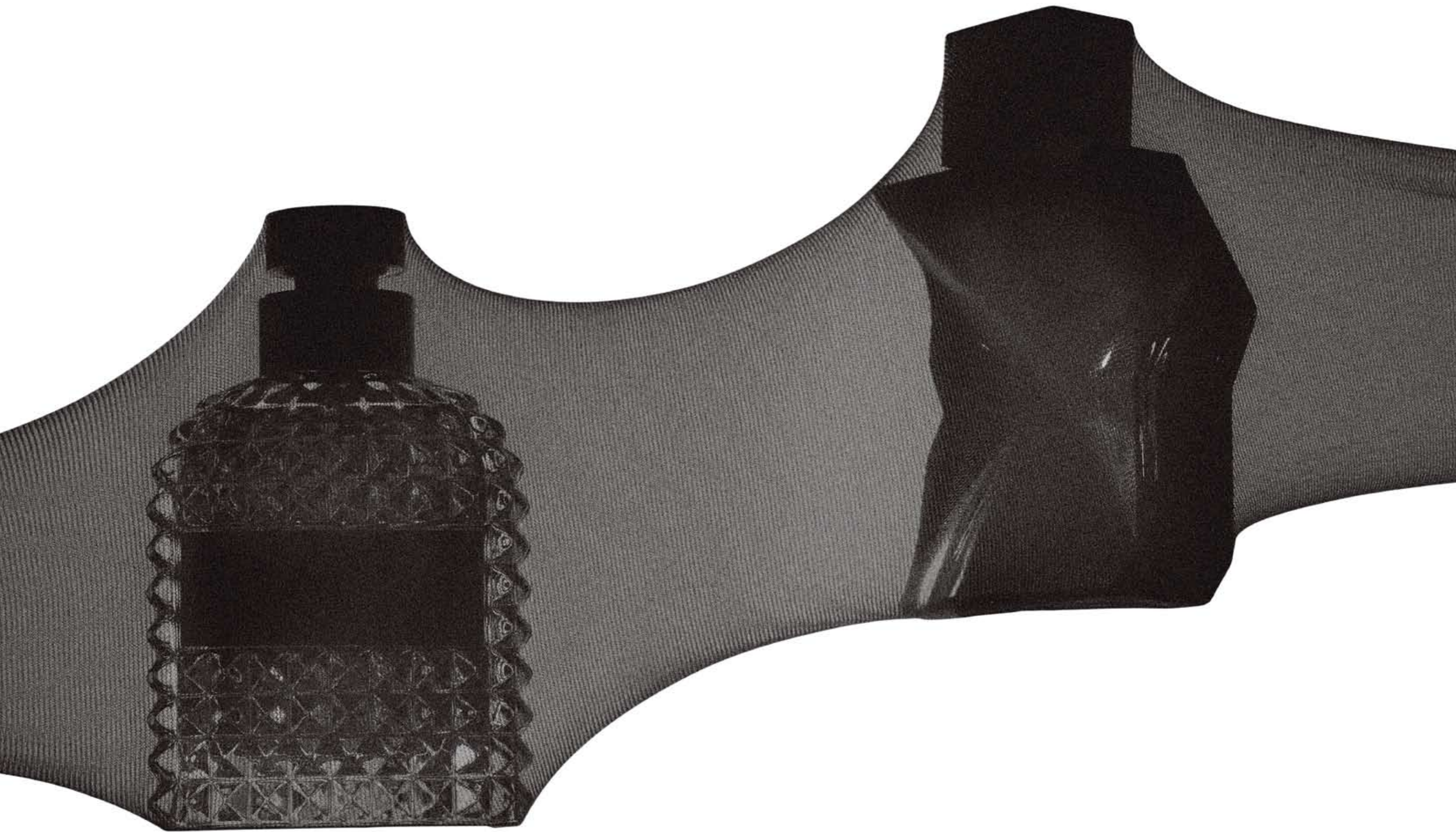
Numéro精选奢侈品品牌里当月最特别、最限量的一款精品并揭示它背后的创作灵感及别致之处。

Numéro monthly selects the most unique and luxury brand products, and reveal the dream beyond the beauty.

城市全景 PANORAMA

报道最新无论是居住在上海、北京、成都还是去纽约、伦敦、东京、巴黎旅行都不可错过的城中据点。

The city hot spots not to be missed to live in style whether living in Shanghai, Beijing, Chengdu, or travel to New-York, London, Tokyo or Paris.



时尚橱窗 SHOP WINDOW

Numéro当月的服装配饰精选，以美学、艺术的主题及潮流先驱者的观念所拍摄的潮流大片。

Numéro “shop window” dressing selection of the month; a comprehensive fashion shoot exploring an aesthetic, artistic theme or point of view leading the fashion.

灵感百宝箱 IDEA BOX

每期邀请当月有特别动作的设计师在一个白色的盒子里自由发挥创意，将单品、颜色、物料以艺术化视觉表现手法来展示设计师们的灵感及创意的潜在DNA。

A free hand given to a designer or an artist to express in Numéro pages the objects, colors, material which are at the origin of its inspiration; a unique way to share visually what makes the DNA of their creativity.

名人问 WHAT IS ...

每月杂志会邀请时尚圈中的知名人士或活跃于时装派对中的名流、品味人士回答一个与杂志主题有所关联的问题。从对同一个问题的各种有趣回答就可以挖掘出被提问者各自的性格、风格及幽默感。

The spot question of the month asked to fashion insiders, trend-setters and opinion leaders: one question, different answers to explore personalities and sensitivities with style and humour.

美容 BEAUTY

美容大片——最突出Numéro编辑特征的板块之一，当作艺术品来拍摄的美容大片，以艺术与设计的角度去缔造与揭示全新的美容潮流密码。

美容话题——应季的或最新潮流的美容护肤心得及法宝。

美容新闻——以生动的视觉图像来介绍最新的美容信息，并以主题及潮流趋势的大片拍摄形式展示最新美容产品及美容科技。

Beauty Well – One of Numéro most famous editorial signature: Beauty well shoot as a piece of art work; inventing and revealing new aesthetic code; crossing beauty with art and design.

Beauty Topic – In season or the latest trend of beauty skin care tips.

Beauty News – The new products and technologies presented by themes and trends; a graphic way to illustrate the latest beauty information.

时装 MODE

100页由顶级设计师打造的强视觉时装大片，为时尚狂爱者实现终极时尚梦想。每期六至七组大片深度探索感官的诱惑力以及时尚的奢华享受。

Numéro explores and sublimates the ultimate fashion dream. More than 100 pages every issue to go in search of sensual visual, emotional experience, and fashion inspiration and indulgence..





深度访谈 SKETCH

大师级设计师或艺术家的近景肖像，以聊天形式的采访去探究他们作品的创作过程，以及他们最近在生活中的新发现等，以求更能理解设计大师树立自身风格的背后原因。

An intimate portrait of a master designer / artist. Understanding the person behind the creator to get closer and deeper into his creation.

观点 POINT OF VIEW

邀请艺术评论家分析一位改变了一个时代观念的重量级艺术家或是对当代艺术有巨大成就的前辈艺术家所带来的影响力，挖掘他的艺术品与艺术环境和社会环境的关联。此栏目会以多张照片来呈现艺术家在不同时期创作的作品来说明他的风格变化。

Invite art critics for analyzing a great artist who changed the perception of the time, or the influence from an elder contemporary artist. Explore the relationship among artworks, art environment and society. Photos of designer's artwork in different stages are used in order to grasp the change of designer's style.

建筑ARCHITECTURE

以视觉体验及深入探讨独特美学来报道一个当代建筑师如何与艺术、设计及时尚等创意相互影响。

A visual, intelligent understanding on how contemporary architecture interacts with creation in art, design and fashion.

旅行 TRAVEL

以时尚角度探索旅行的魅力，以美学及灵感创意角度带来的一组突出地点、色彩、人物的视觉体验。

Travel in fashion. A visual experience of places, colors and people to echo aesthetic and visual feelings and inspirations.

不眠夜 INFINITE NIGHT

以知名时尚人士出席派对的时尚感黑白照片所组构的活动报道。

The stylish insider report of fashionable people at nights in fashionable black-and-white photographs.

购物资讯 SHOPPING GUIDE

Numéro选取最新时尚单品和新店信息，带给读者第一手资料。

To select the latest fashion items and store information, give readers first-hand information.

英文译本 ENGLISH TEXT

精选五至六篇中国原创专题的英文翻译版本，供热爱《大都市Numéro》的外籍时尚人士阅读，以扩大Numéro的国际时尚影响力。

For enhancing Numéro China influential power, a selection of five to six China originated features reaches to the non-Chinese reading public.



《大都市Numéro》男刊读者 NUMÉRO HOMME READERS

影响时尚行业的意见领袖
INFLUENCING KEY OPINION LEADERS

他们是崇尚高端、精致、风格的国内与国际精英，他们不断追求奢华享受与情感体验，对时尚充满热情，勇于展现独特个性。他们的职业大多与时尚息息相关，例如设计师、模特、服装品牌从业人员、时尚编辑、时尚评论家等

These China and overseas elites of sophistication and style are looking for luxury indulgence and emotional experience, all share a true passion for fashion, and dare to be different. They are mostly working as designers, talents, models, leading professionals, fashion enthusiasts and leading chief fashion editors.



《大都市NUMERO》男刊读者资料 READERSHIP PROFILE

男女比例 GENDER

| | |
|----------|-----|
| 男 Male | 70% |
| 女 Female | 30% |

年龄 AGE

| | |
|-------|-------|
| 18~24 | 7.7% |
| 25~34 | 60.5% |
| 35~44 | 27.7% |
| >45 | 4.1% |

教育程度 EDUCATION LEVEL

| | |
|-----------------------------------|-------|
| 大专及其他 College Graduate and Others | 15.2% |
| 本科 University Graduate | 64.2% |
| 硕士及以上 Master Degree or Above | 20.6% |

海外经历 OVERSEAS EXPERIENCE

| | |
|--|-------|
| 有在海外连续生活/工作的经历 Overseas Lived (Continuously)/Worked Experience | 20.3% |
| 有在海外教育/培训的经历 Overseas Education/Training Experienc | 28.4% |

职位状况 OCCUPATION

| | |
|---|-------|
| 国家干部/公务员 Government Organization Cadres | 4.2% |
| 总裁/董事长/合伙人 Chairman/President/Partner | 12.1% |
| 企业/公司中高层管理人员 High and Middle management | 30.3% |
| 企业/公司一般管理人员 Supervisors | 8.4% |
| 高级/中级专业人员 Professionals | 10.1% |
| 个体/私营业主/自由工作者 Self-employed/Entrepreneur/Freelancer | 12.6% |
| 文化/媒体从业人员 Culture/Media | 19.2% |
| 社会名流/名家/明星 Celebrities/Famous Experts and Stars | 1.5% |
| 其他 Others | 1.6% |

个人税前年收入

YEARLY PERSONAL INCOME (RMB, BEFORE TAX)

| | |
|------------------------------------|-------|
| 6万元以下 Less Than 60,000 | 7.2% |
| 6万元(含)~12万元 60,000(inc.)~120,000 | 18.3% |
| 12万元(含)~20万元 120,000(inc.)~200,000 | 25.4% |
| 20万元(含)~50万元 200,000(inc.)~500,000 | 32.6% |
| 50万元或以上 500,000(inc.) Or More | 16.5% |

家庭税前年收入

YEARLY HOUSEHOLD INCOME (RMB,BEFORE TAX)

| | |
|------------------------------------|-------|
| 15万元以下 Less Than 150,000 | 7.1% |
| 15万元(含)~30万元 150,000(inc.)~300,000 | 23.2% |
| 30万元(含)~50万元 300,000(inc.)~500,000 | 39.4% |
| 50万元或以上 500,000(inc.) Or More | 30.3% |

消费情况与生活态度 CONSUMING BEHAVIOR & LIFE ATTITUDE

个人消费品消费情况

PERSONAL CONSUMER GOODS

| | |
|---|-------|
| 过去一年购买过高档时尚服饰 Bought Fashion Apparel Last Year | 95.3% |
| 过去一年购买过高级手表手表 Bought Highend Watches Last Year | 31.4% |
| 经常使用高级香水 Usually Use Perfume | 79.2% |
| 经常使用高级护肤品、化妆品 Usually Use Skin Care Products/ Cosmetics | 72.3% |

酒类消费频率 Alcohol Consumption

| | |
|---|-------|
| 过去一年经常饮用白兰地(至少2-3周饮用一次或更频繁) Often Drunk Brandy Last Year (At Least Once in Every 2-3 weeks) | 22.3% |
| 过去一年经常饮用威士忌(至少2-3周饮用一次或更频繁) Often Drunk Whisky Last Year (At Least Once in Every 2-3 weeks) | 28.2% |

汽车拥有及购买计划

CAR OWNERSHIP AND BUYING PLAN

| | |
|--|-------|
| 拥有汽车 Own Cars | 81.7% |
| 计划购车(不包括二手车) Plan to Buy Cars (Exclude Secondhand) | 45.2% |

旅游消费情况

TRAVEL

| | |
|--|-------|
| 过去一年曾外出旅游过 Traveled Within the Country Last Year | 88.6% |
| 过去一年曾进行境外游 Traveled Abroad Last Year | 81.9% |

金融消费

FINANCE PROPERTY

| | |
|---|-------|
| 拥有个人信用卡(可透支) Own Individual Credit Card (Permitted Overdraft) | 91.4% |
| 过去一年曾做过个人投资 Invested Last Year | 68.1% |
| 过去一年曾在商业保险上有支出 Bought Business Insurance Last Year | 75.6% |
| 未来一年计划购买商业保险 Plan To Buy Business Insurance Next Year | 42.9% |

态度

ATTITUDE

| | |
|---|-------|
| 欣赏那些有想象力的特立独行的品牌 Appreciate those brands which are imaginative and maverick | 93.8% |
| 我在服饰上的品味经常受人称道 My taste on clothes is always praised by others | 75.6% |
| 有一些奢侈品是我必不可缺的 Some luxuries are my necessities | 72.3% |
| 我喜欢成为众人的焦点 I like being in the limelight | 73.5% |
| 我在别人眼中是个新潮时尚的人 I am a fashion person in other people's eyes | 70.1% |



《大都市 Numéro》2015 精准市场营销 2015 MARKETING STRATEGY

数字化 DIGITALISATION

随时随地保持并拓宽与时尚爱好者和圈内影响人的联系，树立Numéro 专属风格。

To engage and stay connected with fashion enthusiasts and influencers anytime anywhere, being authentic to Numéro style.

讲座和展览活动 LECTURE & EXHIBITION EVENTS

扩大杂志的品牌影响力，充分利用 Numéro的时尚权威性、创造力，以及与设计师、艺术家们的独特联系。

■ 举办平面杂志和线上的艺术摄影大奖评选，配合线下举办摄影展和纪念活动。

■ 举办艺术对话和讲座，邀请设计师、艺术家和在校学生共同参与。

To extend brand influence leveraging on Numéro fashion authority, creativity and privileged connections with designers and artists.

■ Numéro Art Fashion photography Awards Print & Online + Exhibition and Award ceremony event.

■ Fashion talks & lectures inviting designers, artists and students. (10 Corso Como, Shanghai Fashion week, IFA, open to brands cooperation...)

提升知名度 ENHANCED VISIBILITY

保持杂志形象，在一线城市和主要的二线城市加强杂志零售，拓宽机场、酒店和俱乐部等赠阅渠道。

Remain image driven while focusing on tier one and key tiers two cities points of sales and exclusive complimentary networks in airports, lounges, clubs..

《大都市 Numéro》媒体平台 NUMÉRO PLATFORM

平面媒体 PRINT

杂志持续秉承《大都市Numéro》的高端视觉影像创意，并根据品牌与产品倾力定制创意大片。

Print magazine+ Special creative maintain Numéro' s high-end visual creativity, and find out brand or products' unique feature and custom-made impactful fashion creative.

移动终端 网站+APP MOBILE WEB+APP

通过社交媒体,如《大都市Numéro》官方微博、微信、instagram持续影响时尚圈。持续建设官方网站和 iPhone、iPad应用软件。结合 iFashion定制大片拍摄花絮。

Being active in social media, such as Weibo, Wechat, Instagram, to keep Numéro' s influential power.Keep developing official website, iPhone and iPad Application.In cooperation with iFashion to broadcast tailor-made fashion dapian after scene video.

线下活动 OFFLINE

持续举办艺术对谈、讲座、展览，举办艺术摄影奖项，发掘新人才。

To hold art talks, lectures, events,award (photographer) ,and to discover talents.

平面媒体 PRINT



秉承高端视觉影像创意。
Print magazine to maintain Numéro's
high-end visual creativity.

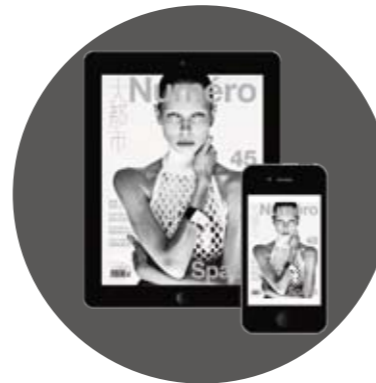


倾情定制客户大片。
Special Creative finds out brand or
products'unique feature.



国际顶尖人物打造封面故事。
Tailor made cover story by international
influencers.

电子媒体 DIGITAL



iPhone/iPad终端和官方网站
iPhone/iPad applications and official
website.

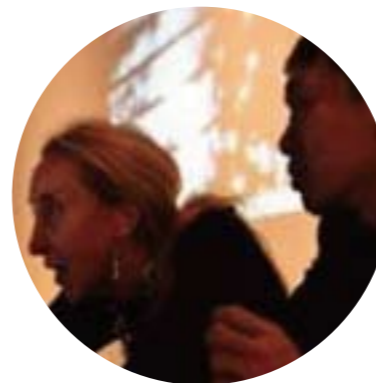


iFashion终端推广Numero时尚视频花絮
Numero on mobile APP iFashion to reach
elite readers with fashion video productions.



官方新浪微博、微信、instagram平台
Official Account at Sina Weibo, Wechat,
instagram.

线下活动 OFFLINE



艺术对谈和讲座。
Art talks and lectures.



举办摄影奖项及展览，发掘新人才。
Awards, exhibitions (photographer),
talents discovery.



品牌合作高端线下活动。
High-end client driven offline events.

发行数量及城市分布 CIRCULATION AND DISTRIBUTION

| | | | |
|-------------------|-------------------------|----------------|----------------|
| 华北区 | North China | | |
| 北京 | Beijing | 95,000 | 23.75% |
| 天津 | Tianjin | 6,000 | 1.50% |
| 华北区小计 | Sub-total | 101,000 | 25.25% |
| 东北区 | Northeast China | | |
| 沈阳 | Shenyang | 16,000 | 4.00% |
| 大连 | Dalian | 5,500 | 1.38% |
| 哈尔滨 | Harbin | 5,500 | 1.38% |
| 长春 | Changchun | 3,500 | 0.88% |
| 东北区小计 | Sub-total | 30,500 | 7.63% |
| 华东区 | East China | | |
| 上海 | Shanghai | 110,000 | 27.50% |
| 杭州 | Hangzhou | 25,000 | 6.25% |
| 南京 | Nanjing | 12,000 | 3.00% |
| 宁波 | Ningbo | 5,000 | 1.25% |
| 苏州/无锡 | Suzhou/Wuxi | 5,000 | 1.25% |
| 青岛 | Qingdao | 4,500 | 1.13% |
| 厦门 | Xiamen | 4,500 | 1.13% |
| 华东区小计 | Sub-total | 166,000 | 41.75% |
| 西北区 | Northwest China | | |
| 西安 | Xi'an | 6,000 | 1.50% |
| 西北区小计 | Sub-total | 6,000 | 1.50% |
| 西南区 | Southwest China | | |
| 重庆 | Chongqing | 6,000 | 1.50% |
| 成都 | Chengdu | 19,000 | 4.75% |
| 西南区小计 | Sub-total | 25,000 | 6.25% |
| 中南区（华中+华南） | South China | | |
| 广州 | Guangzhou | 52,000 | 13.00% |
| 深圳 | Shenzhen | 11,000 | 2.75% |
| 昆明 | Kunming | 4,000 | 1.00% |
| 中南区小计 | Sub-total | 67,000 | 16.75% |
| 港澳及国外 | HK/Macau/Exports | | |
| 香港 | Hong Kong /Macau | 2,700 | 0.68% |
| 国外 | Exports | 1,800 | 0.45% |
| 港澳及国外小计 | Sub-total | 4,500 | 1.13% |
| 总量 | Grand Total | 400,000 | 100.00% |

渠道推广 TRADE MARKETING

发行渠道分布 DISTRIBUTION CHANNELS

零售70%，订阅10%，赠阅20%

其中在各零售渠道中：

- 书报摊、书报亭约占零售量的50%；
- 机场、便利店、书店、地铁站约占零售量的50%；

订阅渠道是由平面夹带订阅页和电商订阅平台组成。

Subscription distribution channels are through page inserting into the magazine and online digital subscription offers

Retail 70%, subscription 10%, complimentary copies 20%

Retail distribution channels:

- Newsstands 50%;
- Airports、Bookstores、CBD chain stores、railway stations 50%

销售点及户外终端 Points of selling retail & outdoor (POS):

■ 全国超过12000个零售点

■ 全国超过3000个零售点配有特别出样

■ 一线城市: 北京、上海、广州

- 每期投放130个灯箱，比2014年增长30%，增长主要分布在北京

- 每期在中心商业城区投放3500张海报，比2014年增长40%

■ 主要二线城市: 杭州、沈阳、成都、深圳、南京、天津、重庆、青岛、苏州、西安、昆明、哈尔滨、大连

- 每期在中心商业城区及机场投放150个灯箱与800张海报，比2014年增长60%

■ Over 12,000 points of sales nationwide

■ Special sampling in over 3,000 points of sales

■ 1st tier cities: Beijing, Shanghai and Guangzhou

- Over 130 light boxes every issue with 30% additional light boxes in 2015 over 2014 with a special focus on Beijing

- 3,500 posters in central business districts every issue, increased by 40% in 2015 over 2014

■ 2nd tier cities: Hangzhou, Shenyang, Chengdu, Shenzhen, Nanjing, Tianjin, Chongqing, Qingdao, Suzhou, Xi'an, Kunming, Harbin and Dalian

-Over 150 light boxes and 800 posters in central business districts and airports, increased by 60% in 2015 over 2014

国际销售渠道 EXPORTING NUMÉRO

■ 《大都市Numéro》不断拓展国际销售渠道，现于巴黎、米兰、伦敦、纽约等多个时尚之都皆可购买，旨在进一步影响国际创意群体，同时满足身在时尚之都的中国精英读者需求

■ Numéro China is now available in fashion capital cities such as Paris, Milano, London and New York to reach and influence international creative circles and to serve Chinese elite readers travelling to these fashion capital cities.

赠阅渠道分布 COMPLIMENTARY DISTRIBUTION CHANNELS

■ 25个机场贵宾厅(一线城市和主要的二线城市)

25 airports VIP lounges (Tier one and key tier two cities)

■ 48家五星级酒店及顶级酒店式公寓

48 five-star hotels and leading hotel-style apartments

■ 高档私人会所

High-end lifestyle club

■ 高尔夫俱乐部

Golf club

■ 游艇俱乐部

Yacht club

■ 高档水疗中心

High-end SPA

■ 文化艺术展览馆

Cultural & art places

■ 顶级品牌零售店

Luxury brand retail stores

■ 高档餐饮、休闲场所

High-end restaurants and leisure venues

- 数百家高档餐厅、品酒屋、咖啡馆、美发沙龙、美容美体中心、豪车旗舰店等

Hundreds of upscale high-end restaurants, wine houses, café, hair and makeup salons, skincare and bodycare centers and sports car exhibition halls

■ 部分高档商厦、购物中心VIP会员

Selective VIP members of luxury shopping mall centers

■ 社会名流、名媛、艺术家等

Celebrities, socialites and artists.

2015年广告刊例 ADVERTISING RATE

2015年1月1日起生效

EFFECTIVE FROM JANUARY 1, 2015

| | Numéro Homme | 人民币(RMB) |
|----------------------|---|-----------------|
| 特殊版面 | Prime Position | |
| 封面拉页 | Gatefold of Front Cover | 1,533,000 |
| 封底 | Outside Back Cover | 538,000 |
| 封二跨版 | Inside Front Cover Spread | 1,023,000 |
| 第一跨版 | 1st Double Page Spread (1st DPS) | 767,000 |
| 第二跨版 | Second Double Page Spread (2nd DPS) | 643,000 |
| 第三跨版 | Third Double Page Spread (3rd DPS) | 590,000 |
| 第四跨版 | Fourth Double Page Spread (4th DPS) | 567,000 |
| 第五跨版 | Fifth Double Page spread (5th DPS) | 544,000 |
| 目录前跨版 | DPS Before Content Page | 494,000 |
| 杂志开篇专题前第一跨页 | 1st DPS before 1st Feature | 410,000 |
| 第一目录对页 | SP Facing 1st Content Page | 307,000 |
| 第二目录对页 | SP Facing 2nd Content Page | 285,000 |
| 第三目录对页 | SP Facing 3rd Content Page | 271,000 |
| 第四目录对页 | SP Facing 4th Content Page | 258,000 |
| 书版权1对页 | Single Page Facing Masthead | 246,000 |
| 书版权2对页 | SP Facing Masthead 1 | 236,000 |
| SP Facing Masthead 2 | 258,000 | 217,000 |
| 252,000 | 1st Single Page Facing Specified Column | 217,000 |
| 编者言对页 | SP Facing Editor's Note | 248,000 |
| 客座嘉宾对页 | SP Facing Guest List | 228,000 |
| 指定栏目首页 | 1st SP facing specified column | 228,000 |
| 指定栏目对页 | SP Facing Specified Column | 216,000 |
| 封底内页 | Inside Back Cover | 362,000 |
| 指定版位 | Special Position | |
| 杂志前1/3 全版 | Full Page Within 1/3 of the Magazine | 186,000 |
| 杂志前1/3 跨版 | Double Page Spread Within 1/3 of the Magazine | 354,000 |
| 内页 | R.O.P (Run of Page) | |
| 全版 | Full Page (R.O.P.) | 150,000 |
| 跨版 | Double Page Spread (R.O.P.) | 300,000 |

累计折扣 FREQUENCY DISCOUNT

| | | |
|--------|-------------------------|-----|
| 6~11次 | 6-11 Insertions | 5% |
| 12~17次 | 12-17 Insertions | 10% |
| 18~23次 | 18-23 Insertions | 15% |
| 24次以上 | More than 24 Insertions | 20% |

*此折扣仅适用于版权页旁全页、编者的话旁全页、指定版位及内页。

This discount is only applied to single page facing masterhead, single page facing editor's note, special position, and R.O.P.

广告格式 MECHANICAL SPECIFICATIONS

| | | | |
|----|----------|--|--|
| 印刷 | Printing | 平版印刷 | Web Offset |
| 装订 | Binding | 胶装 | Adhesive |
| 网线 | Screen | 175线 (每英寸) | 175 lines per inch |
| 稿件 | Material | 广告电子版光盘, 两张彩样稿 | Advertising electronic copy disc, 2 pieces of fast printing |
| 格式 | Format | 稿件原大尺寸, 300dpi精度, CMYK颜色的PDF或TIFF文件 | Manuscripts' original sizes; 300dpi. PDF or TIFF format with CMYK color |
| 纸张 | Paper | 封面/封底: 200gsm双面铜版纸 内页: 105gsm铜版纸 英文译本栏目: 70gsm书纸 | Cover/Back Cover: 200gsm double side coated art paper R.O.P.: 105gsm coated art paper English Text Column: 70gsm wood free paper |

| 尺寸 | Size | 实际尺寸 Trim Size |
|-----------------|---|---------------------------------------|
| 全页 | Full Page | 230mm(W) × 300mm(H) |
| 跨版 | Double Page Spread | 460mm(W) × 300mm(H) |
| 封面拉页/封二跨版重叠位7mm | IFCG/IFCS (Page 1) overlapping 7mm | |
| 第一跨版重叠位6mm | 1st Double Page Spread (Page 2-3) overlapping 6mm | |
| 第二跨版重叠位5mm | 2nd Double Page Spread (Page 4-5) overlapping 5mm | |
| 第二跨版之后的跨版重叠位4mm | After 2nd Double Page Spread overlapping 4mm | |
| 拉页+跨版 | Gatefold + Double Page Spread | (220mm + 227mm + 230mm)(W) × 300mm(H) |
| 拉页+跨版 出血尺寸 | Gatefold + Double Page Spread Bleed Size | 683mm(W) × 306mm(H) |
| 出血位 | Bleed | 3mm |

2015年发行时限与主题 2015 TIMELINE AND THEME

| 期数 | 月份 | 发行时间 | 物料截止期 | 主题 |
|--------------|---------------------|------------------|-------------------|---------|
| Numéro Homme | Issue | Publication Date | Material Deadline | Theme |
| Homme 13 | 春夏 Spring-Summer | 28-Mar.-15 | 12-Mar.-15 | 风尚 Mode |
| Homme 14 | 秋冬 Fall-Winter | 7-Oct.-15 | 22-Sept.-15 | 风尚 Mode |