

# 2016 HURUN REPORT RATE CARD

## 广告刊例价——《胡润百富》月刊

Position	版位	2016 RMB
Inside Full Page	内页整版	159,800
Double Page Spread	普通跨页	279,800
1/2 Page	1/2页面	105,200
<b>Special Positions</b>		
	<b>特殊位置</b>	
Outside Back Cover	封底	598,000
Inside Front Cover Gatefold (4P)	封面内拉页4P	838,000
First DPS (does not allow outside gatefold)	第一跨页 (不许封面外拉)	696,800
First DPS (allows outside gatefold)	第一跨页 (允许封面外拉)	528,600
Outside Front Cover Gatefold (2P)	封面外拉页	1,083,500
Second DPS	第二跨页	495,800
First Watch/ First Jewellery/ First Car/ First Fashion DPS	第一个手表/珠宝/汽车/服装跨页	469,500
Third DPS	第三跨页	448,000
Fourth DPS	第四跨页	426,900
Fifth DPS	第五跨页	415,800
DPS Before Contents	目录前跨页	398,000
TOC1	目录旁页1	268,000
TOC2	目录旁页2	249,800
TOC3	目录旁页3	239,000
TOC	目录页旁TOC	229,800
Facing English Page	Facing English Page	216,000
Facing Masthead	版权页旁	208,600
Facing Contributors Page	胡润会客厅	198,000
Facing Hurun Column	胡润专栏对页	191,000
Facing Entrepreneurs Column	企业家专栏对页	191,000
Inside Back Cover	封三	238,000
Inside Back Cover Package ( Inside Back Cover Plus 1P)	封三 (封三加一页内页整版)	319,000
Single Page with thick paper (200g)	单页加厚 200克	192,000
Three continuous ads on RH side	连续三页广告	622,800
Three continuous ads on RH side with thick paper (200g)	连续三页广告 纸张加厚至200克	746,800
8-page butterfly	8P蝴蝶拉页前1/3	868,000
8-page butterfly with thick paper (200g)	8P蝴蝶拉页 纸张加厚至200克前1/3	1,039,800
4-page butterfly	单蝴蝶拉页 (右拉两页) 前1/3	519,800
4-page butterfly with thick paper (200g)	单蝴蝶拉页 (右拉两页) 纸张加厚至200克前1/3	625,800
8-page butterfly	8P蝴蝶拉页	827,800
8-page butterfly with thick paper (200g)	8P蝴蝶拉页 纸张加厚至200克	985,000
4-page butterfly	单蝴蝶拉页 (右拉两页)	491,800
4-page butterfly with thick paper (200g)	单蝴蝶拉页 (右拉两页) 纸张加厚至200克	592,000
<b>Special Advertising Sections (bound into magazine)</b>		
	<b>刊中刊特殊位置</b>	
8-page section bound into magazine	刊中刊8页	789,000
20-page section bound into magazine (includes 4p thick covers)	刊中刊20页 (含4P加厚封面封底)	1,228,000
book mark per 10,000 distribution	书签	35,000