



Harper's  
**BAZZAAR**

2014

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**时尚芭莎**

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广告刊例  
MEDIA KIT



# BAZAAR<sup>Harper's</sup> CHINA

一个拥有最多媒体品类的系列品 一个拥有最多高素质都市受众的杂志集群 一个具有最大社会影响力的媒体平台

A series of the most multi media categories brands.

A collection of magazine possesses the largest number of high-quality urban audiences.

A media platform with the greatest social impact.

《时尚芭莎》、《芭莎商业》、《芭莎男士》、《芭莎珠宝》、《芭莎艺术》、《时尚全书（女装版）》、《时尚全书（男装版）》7本顶级杂志，全面覆盖中国最有素质和消费实力的高端都市人群，成为无所不在、涵盖男女时尚、生活、商业、艺术、娱乐、珠宝、设计各领域，出品最具品质杂志、最具影响力的媒体品牌。

With《Harper's Bazaar》,《Bazaar Men Business》,《Bazaar Men Style》,《Bazaar Jewelry》,《Bazaar Art》,《Bazaar Fashion Bible (Women's Edition)》,《Bazaar Fashion Bible (Men's Edition)》7 Best Selling Magazines Covering China's Most Elite Social Audience With The Highest Purchasing Power. Fulfilling Each Part Of Our Reader's Multifaceted Life With Top Women And Men's Fashion Trends,Lifestyle,Business,Art,Entertainment,Jewelry,And Designs With The Highest Social Influence And Purchasing Power Throughout China.

创办芭莎明星慈善夜，引领慈善时尚，改写慈善进程，累计1.5亿善款帮助无数贫困妇女儿童，成为中国社会影响力最大国家级慈善活动。拥有528万月度发行量，阅读人群超过千万，在CMMS和H3数据调研中，皆居榜首、影响力直达中国最高素质都市男女读者。芭莎系列杂志，以最精准的内容+受众双重聚合，和整体影响力，传播和创造客户品牌价值的最大化。

Bazaar Charity Night Event, Changing How We View Charity Events In China. It Had Accumulated Over One Hundred And Fifty Million Helping Needy Women And Children Throught China, Becoming The No.1 Charity Event In The Nation To Date. With The Highest Circulation Rate Of Over 5.28 Million And Loyal Hundreds Of Millions Of Readers. Bazaar Magazine Was Rated Number One From Cmms And H3 Research Corporation. It Has The Highest Influence Amongst Customer Purchasing Power. Brands Under Bazaar Has The Most Direct Affect Amongst China's Most Elite Group Of Purchasers.



# BAZAAR 2014 三重发展 多元绽放



## 1 杂志

华丽变身 全面创新

《时尚芭莎》12年轮回重生，强力发展，华丽变身一月双刊，《时尚芭莎》坚持从最高水准为读者提供最为精彩丰富的成功品味、明星时尚、文化娱乐，全方位满足都市精英女性的精神物质，生活的双重需求。

## 2 数字

多屏出击 重装上阵

整合强势资源，创新延伸理念。2014年我们推出BAZAAR iPad、芭莎美容APP、芭莎娱乐网站、以多元化，多屏化，垂直化，聚合数字用户兴趣，为客户提供更多数字宣传渠道和平台。

## 3 活动

慈善公益 绽放中国

创立“芭莎明星公益慈善基金”，以让慈善影响中国为新10年梦想，帮助各领域领先企业和品牌，以不同形态举办多场公益慈善活动，打造《时尚芭莎》和品牌双赢社会影响力。

中国最为著名的杂志品牌以H3\CMMS三年同居榜首的傲人优势，以时尚+文化内外兼修智慧美丽并重的编辑理念，以NEW10YEARS芭莎明星慈善夜的中国梦想，以数字、平媒和活动。三重惊喜为您带来令人期待的2014年

Development in three Aspects and a Diversified Blossom As the most famous magazine brand in China With the advantages of being No.1 Readership of CMMS and H3 for three successive years ;With the editorial idea of "Fashion + Culture", With emphasizing the ins and outs, wisdom and beauty With the new dream of 10 years of BAZAAR Stars Charity Night,With the three updates of digital, magazine and activity, BAZAAR brings you the most exciting 2014!

# 上半月



## 品味成功

成功者的激励，文化艺术的精神食粮

出版日期 **10**号

零售价 **20**元

# 下半月



## 明星时尚

激情青春活力，更多电影明星娱乐带来精彩快乐的都市生活。

出版日期 **25**号

零售价 **20**元

# 双刊

上下半月出版

## 品味成功明星时尚 一举满足

追求完美的芭莎高端读者

保持高端品质，更多精彩内容

## 智美双全 乐趣双享

Starting March 2014 Bazaar Magazine Will Become A Semi-Monthly Magazine, Our Semi-Monthly Issue Will Be Tastefully Successful, Celebrity Trends, The Illtimate Fullfillment, For The Fashion Trend Thirsty Readers In All Of Us, The First Part Of Our Semi-Monthly, Elegantly High-End Taste, The Aspiring Successor And Artistically Inspired; The Second Part Of Our Semi-Monthly, Top Celebrity Trend-Setters, Plus Celebrity Entertainment, Lifestyle, And Cultural Elements Discerning Our Most Fashionable Readers, Issue Price To Date Is 20Rmb Keeping Up With Our High-End Reader's Lifestyle And Social Needs, It's The Most Valuable Fashion Magazine For The Modern Woman, Double Teaming Beauty And Intellect With Entertainment Fullfillment.

# BAZAAR

时尚芭莎

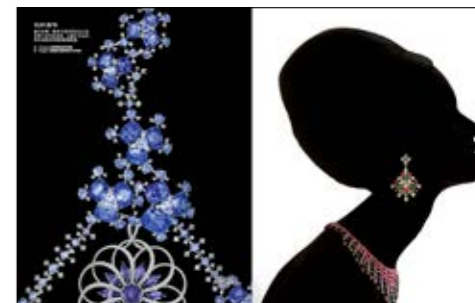
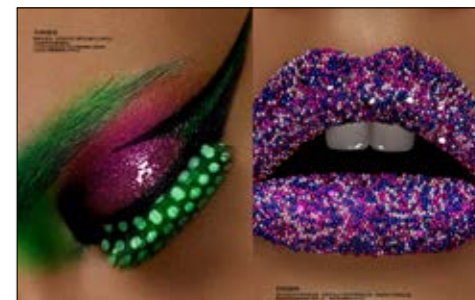
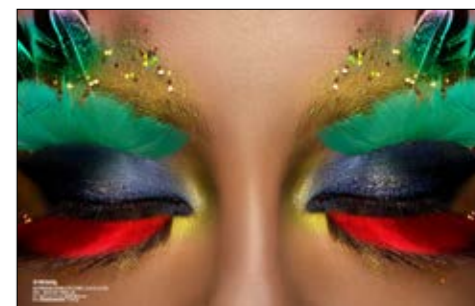
# 上半月

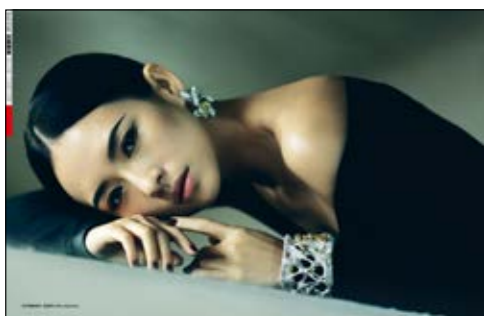
我们为读者提供

最**权威**的时装趋势  
最**完美**的时装品味  
最**精致**的护肤妆容  
最**成功**的人物故事  
最**优雅**的艺术文化  
让时尚的女性更成功  
让成功的女性更时尚

向都市最高端女性读者传播最具风格的时装品味和源源不断的励志精神。

Providing The Commercial Needs Of Our Readers  
The Most Complete Creative Fashion Trends  
The Most Tasteful Fashion Ideas  
The Most Exquisite Beauty Finds  
The Most Successful Feature Editorial Stories  
The Most Prestigious Art And Culture  
Where The Most Fashionable Woman Can Become The Most Successful, And How The Most Successful Woman Can Become The Most Fashionable! We Continuously Influence Women's Taste And Trends And Actively Inspire The Trendy Woman In All Of Us.





# BAZAAR<sup>Harper's</sup>

时尚芭莎

# 完美

## 的杂志品质

内外兼修 · 智美双全

我们为读者提供  
时尚 + 文化的精彩内容

最高端、最具品味的  
**时尚之美** / 最深入、最丰富的  
**美容之道**  
最成功、最杰出的  
**人物榜样** / 最权威、最广泛的  
**文化艺术**  
不断传递正能量

为读者带来

# 无比美好的 时尚生活和精神世界

Highest magazine quality With attention to wards the inside and outside, both wisdom and beauty. We provide our readers the exciting contents consisting of fashion+ culture.  
BAZAAR Fashion—High-end and Tasteful  
BAZAAR Beauty—Profound and Abundant  
BAZAAR Women—Successful and Inspiring  
BAZAAR Culture—Authoritative and Facinating  
BAZAAR delivers progressive energy consistently and brings our readers the tastful fashion life and inner world.

# BAZAAR

时尚芭莎

# 下半月

我们为读者提供

富有个性的时装新潮流  
塑造明星般闪亮个人风格

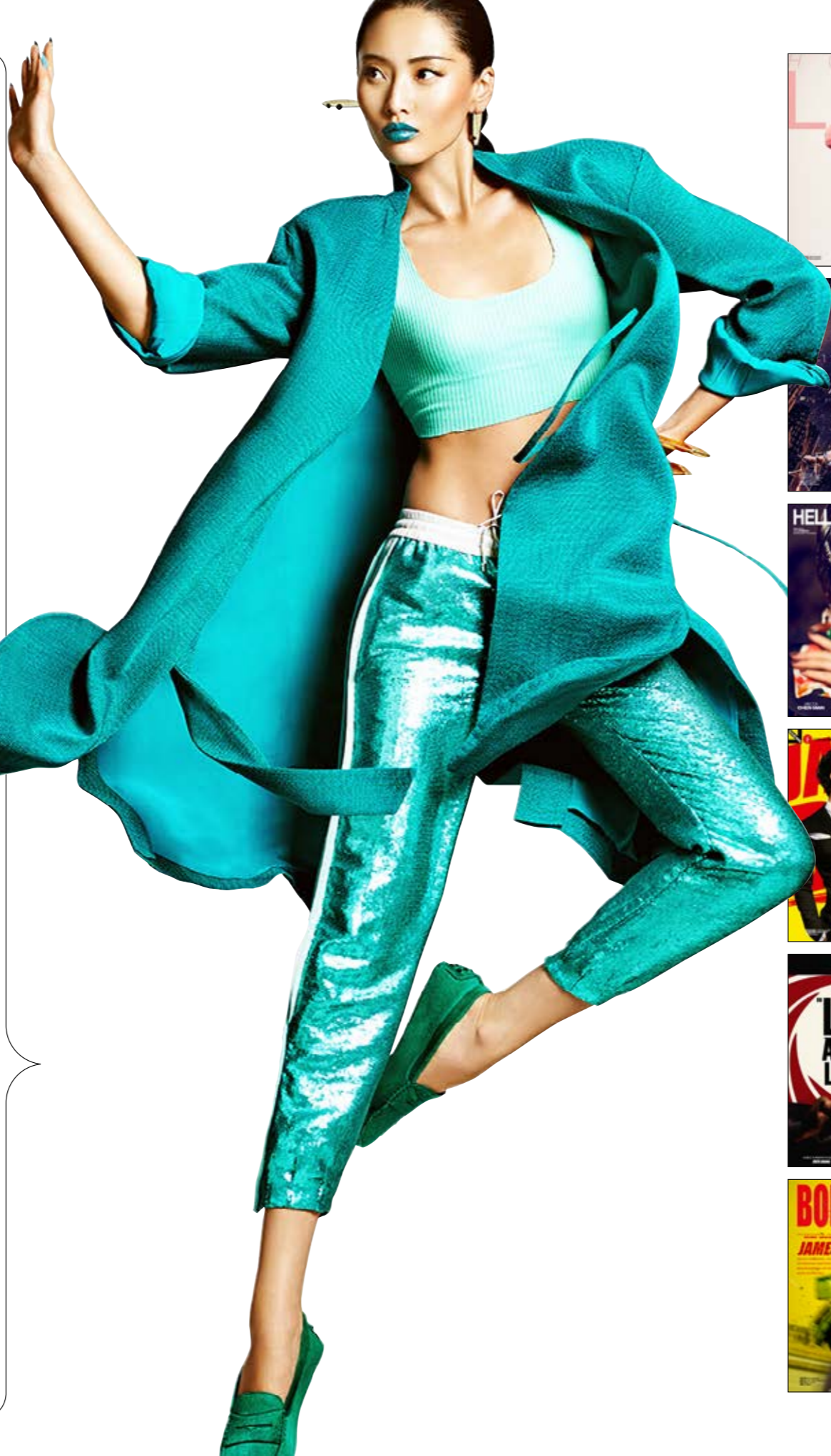
## 轻松的美丽 青春的形象

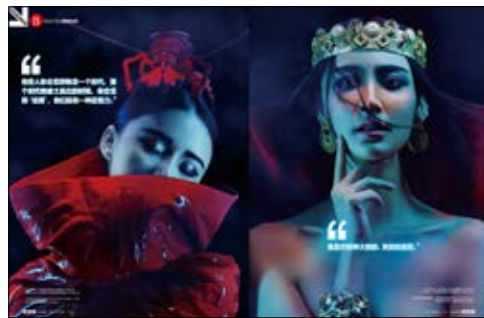
国际顶级名人指导、电影文化、明星时尚

## 最精彩的娱乐 最美好地生活

让女人生活更美好，拥有  
青春明星般的个性风采。

Providing Our Readers With Creative Individual Trend Ideas And Finds Including Celebrity Influenced Fashion Comfortable And Casual Everyday Looks With Elegant Features Top International Stylist Tips, Movie Culture, And Celebrity Trends, It's The Most Exciting Entertainment To Date And The Most Elegant Lifestyle To Uncover Bazaar Will Inspire The Woman In All Of Us To Live Our Lives As Fabulous And As Glamorous As The Celebrity We All Are.





# BAZAAR<sup>Harper's</sup>

## 时尚芭莎

### 最新·最星·最潮 创意非凡 明星矩阵

全部明星级名人创作团队  
国际化深入权威的电影娱乐指导

### 升级娱乐资讯 放松变幻心情

全面覆盖都市女性最渴望的休闲生活

时装 / 美容 / 电影  
明星 / 娱乐 / 生活

不断升级百变自我形象  
无限延伸快乐生活半径

BAZAAR offers the newest, the star-studded and the most fashionable content. We have the extraordinary creativity and all-star cast and use all star celebrities as our creative team so as to get the international and authoritative filmed entertainment direction.

BAZAAR comprehensively covers the most desirable casual living style for urban women by updating the entertainment information and relaxing the readers' mind. By including Fashion/Beauty/Movie/Star/Entertainment/Lifestyle all those contents, BAZAAR helps our readers upgrade the self-image consistently and obtains infinite happiness.



Harper's  
**BAZAAR**  
时尚芭莎

适应媒体发展潮流

开启 BAZAAR

新媒体时代

**改变**

与用户的沟通方式

最大化与

用户深入接触

**数字传播**

**新平台**

Adapt to New Media Trends  
Launch Bazaar New Media Era  
Maximized the range and level to communicate with customers  
Digital Media New communication Platform



呈现独特精准的  
**整合营销**



**微博** 200 多万粉丝量  
杂志精彩内容抢先奉送

Weibo Two Million fans Fascinate Contents Advance To Offer

**微信** 简单实用的时尚资讯  
As simple and functional as WeChat account to push fashion message

**IPAD** 互动有趣，媒体新体验

Excellent experience Interact with IPAD Bazaar

**网站** 时尚综合信息平台  
Trends Website combined comprehensive fashion information

**功能性 APP**

细分内容，吸引精准受众

Functional APP :Subdivided content precisely analysis target customers

2014 时尚芭莎全力发展多屏数字战略，以高端时尚风格美容电影、明星、文化艺术为核心内容，打造芭莎官网网站，上下半月出版的IPADKINDLES系列芭莎杂志，时装、精品、美容、三个芭莎 APP，并推出各种数字定制客户服务。

Harper's  
**BAZAAR**  
时尚芭莎

创新营销 品牌先行

中国最大

# 慈善 品牌活动

全新开创中国  
**公益慈善最**  
广阔平台

更

完善的慈善  
全方位服务  
缔造品牌荣誉

Creative marketing strategies Brands First  
China's biggest brand charity activity  
Initiate the most expansive charity platform  
Perfect comprehensive service to charity activities  
builds up brand honor



### 以慈善旗舰品牌与品牌互动

#### BAZAAR 明星慈善夜

集结中国最具爱心的明星、企业家、艺术家；荟萃全球最具社会责任感的顶级品牌、最大公共媒体传播，宣传范围覆盖全球超过 10 亿人。十年坚持，从“让慈善成为时尚”到“让慈善影响中国”，共募集善款 155343868 元。

#### 芭莎公益慈善专项基金

在国家民政部和中国慈善联合会的指导下，在中华思源工程扶贫基金会设立“芭莎公益慈善专项基金”，更加专注、专业、长期的把时尚化公益慈善事业推向新的里程。

#### 联动品牌打造网络慈善爱心桥梁

联动爱心品牌，打造中国第一在线慈善公益专营平台，号召更多普通人为慈善奉献己力，多元化方式推进中国慈善事业发展，努力实现全民慈善。

### 打造时尚品牌专属活动

#### 中国时尚界 第一把公关交椅

——上海芭莎能量公关  
活动策划有限公司

中国唯一具有全线时尚产品营销推广经验的专业机构，同时以慈善活动为主体进行整合行销。提供时尚化、多元宣传推广、整合等高品质活动服务，帮助各领域客户达到最广泛最具美誉度的企业形象建设。

# BAZAAR<sup>Harper's</sup>

时尚芭莎

# 最震撼 全城半月刊 上市宣传

杂志 网络 户外广告  
跨媒体整合平台  
全景式覆盖

群星璀璨落地发布活动

直击最精准目标人群  
打造中国最高端杂志读者

# 占有率第一

成就智美双全的完美女性

BAZAAR has the most striking promotion for our semi-monthly magazine's launch by integrating magazines, internet and outdoor advertisement to cover the market panoramically.  
We also have the most starry launch event by targeting the most accurate audiences and the No.1 occupancy for the most high-end magazine readers in China.  
BAZAAR makes the perfect women with both glamorous appearance and smart mind.



### 高端场所精准受众展示

强力进驻 Paik Hyatt 在华旗下全部酒店，及其余十余家五星连锁酒店房间摆放；覆盖北京、上海 800 家高端餐饮场所、顶级汽车品牌 4S 店、独立设计师 studio、国际品牌店铺、高尔夫俱乐部、银行、MBA 学府等公共区域，及 180 家美容连锁机构门店。

### 多渠道多元化品牌广告宣传

斥资数千万元投放户外大幅广告，覆盖北京、上海、深圳等一线城市高端地标区域。2014 年用更多元更多选择性的媒体呈现杂志品牌的竞争力，打造业界第一品牌形象。

### 联动商场、品牌 VIP 精准读者赠阅

携手顶级奢侈品牌店铺，及新光天地、老佛爷百货等最 IN 高端商场，VIP 客户免费赠阅，更精准的直接覆盖目标读者群。

### 全网络覆盖线上销售

线上线下联动发行，多渠道同步销售——IPAD 电子杂志、APP 产品客户端、多平台移动终端、二维码优惠购书。2014 年更联合多家中国电商巨头深度合作——天猫、当当网、卓越亚马逊、京东商城和 1 号店等，创立多元化的新销售策略，打造中国第一网络发行专业渠道。

### 时装周权威趋势实时发布

独家携手中国两大时装趋势风向标——上海时装周 Fashion Shanghai、中国国际时装周，重磅推出“芭莎时装周每日快报”项目，以权威的视角一举独家报道中国真正具有影响力的时尚盛会。



**NO.1 读者年收入**  
No.1 Readers' personal annual income

<b>BAZAAR</b>	<b>17.1万</b>
ELLE	16.8万
VOGUE	16.6万

**NO.1 读者率**  
No.1 Readers rate

<b>BAZAAR</b>	<b>7.7%</b>
ELLE	5.7%
VOGUE	4.5%

**NO.1 顶级阶层财富女性阅读率**  
No.1 readership of women from the top income group

<b>BAZAAR</b>	<b>16.4%</b>
ELLE	13.5%
VOGUE	9.3%

**NO.1 女性企业高层管理者阅读率**  
No.1 readership of female senior managers of enterprises

<b>BAZAAR</b>	<b>10.3%</b>
ELLE	8.8%
VOGUE	4.9%

《时尚芭莎》拥有中国最具品牌认知性的女性读者

**NO.1 热衷时尚潮流，喜欢追求流行、时髦与新奇的东西**

BAZAAR has female readers who have the highest brand cognitive  
No.1 Keen on fashion trend, chasing for stylish and novel stuff

<b>BAZAAR</b>	<b>86.4%</b>
ELLE	82.5%
VOGUE	78.6%

**NO.1 服饰高消费 (年消费 >1 万)**

No.1 High consumption on clothing (annual spending over 10 thousand RMB)

女性最爱读《时尚芭莎》:

<b>BAZAAR</b>	<b>10.4%</b>
ELLE	8.3%
VOGUE	5.9%

**NO.1 女鞋高消费 (年消费 >1 万)**

No.1 high consumption on lady's shoes (annual spending over 10 thousand RMB)

女性最爱读《时尚芭莎》

<b>BAZAAR</b>	<b>12.6%</b>
ELLE	8.1%
VOGUE	8.0%

**NO.1 化妆品高消费 (年消费 >1 万)**

No.1 High consumption on cosmetics (annual spending over 10 thousand RMB)

女性最爱读《时尚芭莎》

<b>BAZAAR</b>	<b>13.4%</b>
ELLE	10.7%
VOGUE	10.4%

**NO.1 珠宝高消费 (年消费 >1 万)**

No.1 high consumption on Jewelry (annual spending over 10 thousand RMB)

女性最爱读《时尚芭莎》

<b>BAZAAR</b>	<b>13.2%</b>
ELLE	9.6%
VOGUE	7.5%

**NO.1 腕表高消费 (年消费 >1 万)**

No.1 High consumption on Watches (annual spending over 10 thousand RMB)

女性最爱读《时尚芭莎》

<b>BAZAAR</b>	<b>14.6%</b>
ELLE	10.7%
VOGUE	9.8%

**NO.1 读者汽车消费 (拥有 25 万以上汽车)**

No.1 Car consumption (owning a car costs more than 250 thousand RMB)

<b>BAZAAR</b>	<b>28.6%</b>
ELLE	24.1%
VOGUE	24.2%

**最精英读者群**

The most elite group

**最强消费实力**

The highest spending power



BAZAAR<sup>Harper's</sup>

时尚芭莎

**赢得** 读者信任 市场声誉

骄人成绩 · 验证实力

CMMS《时尚芭莎》  
阅读率连续 3 年

**第 1 名**

H3《时尚芭莎》  
连续 7 年阅读率第一名  
《时尚芭莎》拥有最具

**消费实力的女性读者**

BAZAAR wins the readers' reliance and market prestige award. Impressive performance verifies its strength. No.1 in readership three years consecutively from CMMS; No.1 in readership seven years consecutively from H3. Our women readers have the highest spending capacity.

# BAZAAR<sup>Harper's</sup>

时尚芭莎

是成功品牌

# 最信任 的 传播平台

是时装、珠宝腕表、汽车

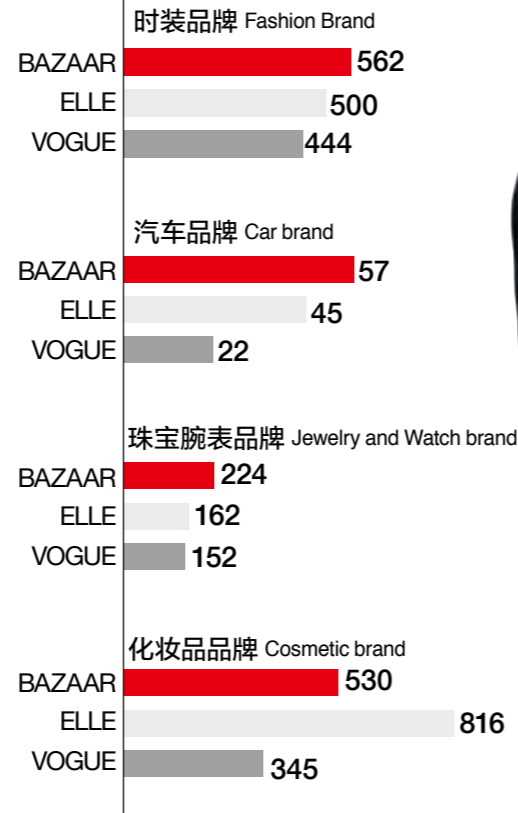
# 三大行业客户 第一选择

# 远超同类 优势明显

BAZAAR is the most trusted communication platform for successful brands.  
Is the first choice for clients in fashion, jewelry and watch and car industries.  
BAZAAR significantly surpasses our competing magazines by distinct advantages.

## 2013年3-7月 投放页数统计

Number of advertising pages from  
March to July 2013





Harper's  
**BAZAAR**  
时尚芭莎

广告营销策略

开创品牌广告

**新格局**

NEVER STOP  
**Keep**  
LEADING

开创最有吸引力的创意合作

始终追求  
读者媒体品牌 **多赢!**

Advertising marketing strategy starts a new pattern for brand advertising. We initiate the most attractive creative cooperation for persistently seeking after a multi-win situation for readers, media and brands.

- 1.The exalted first position. Comprehensive upgrade in fashion
- 2.Strategy of a luxurious consecutive double pages
- 3.Strategy of a monthly custom-tailor brand magazine
- 4.Preferential policy of upgrading consecutive multipage advertising
- 5.Strategy of limiting price and quantity of special format advertisement
- 6.Strategy of promoting brand with Big Event combined with BAZAAR series magazines

- ① 尊贵第一席位 全面时尚升级
- ② 连续豪华完美双跨页策略
- ③ 月度独家定制品牌杂志策略
- ④ 连续多页广告升级优惠策略
- ⑤ 特殊形式广告限价限量策略
- ⑥ 品牌大活动芭莎系列杂志  
自选组合联动推广宣传策略

# BAZAAR<sup>Harper's</sup>

## 时尚芭莎

### 品牌合作新选择

我们一直追求创新  
成为品牌推广的  
**最佳伙伴**

### 展示更强形象 冲击力

的机会。

4月/10月双刊屡次刷新业界  
水准极限，屡创销售

# 奇迹

主题别册内容精准实用，广受读者欢迎！

The New choice for brand cooperation.  
We keep chasing creativity in order to be the best partner for brand promotion.  
The opportunity of showing the stronger brand image.  
April and October double issues constantly break the high-point of the industry standard and frequently create sales miracles.  
Special supplements endures great popularity attribute to accurate and practical content.



### 我们还有如下出刊计划

We also have the following publication plans:



JAN:《明星英国旅游》别册



APR:《时尚芭莎》生活+商务双刊



MAY:《完美婚礼》别册



JUL: 钟表珠宝别册



DEC:《圣诞》别册



OCT: 周年纪念双刊

### 时尚迅达发行公司

——中国拥有最广泛深入的发行渠道、

发行专业公司

Trends Distribution--Offering the most extensive and in depth distribution and sales channels

专为《时尚芭莎》高端读者群  
度身定做的特有发行策略和监督机制终端

Tailor-made distributional strategy and monitoring system for BAZAAR's premium readers

### 发行区域

Areas in circulation

中心城市:北京、上海、广州、深圳

Major cities: Beijing, Shanghai, Guangzhou, and Shenzhen

一级城市:杭州, 南京, 成都, 重庆, 沈阳, 大连

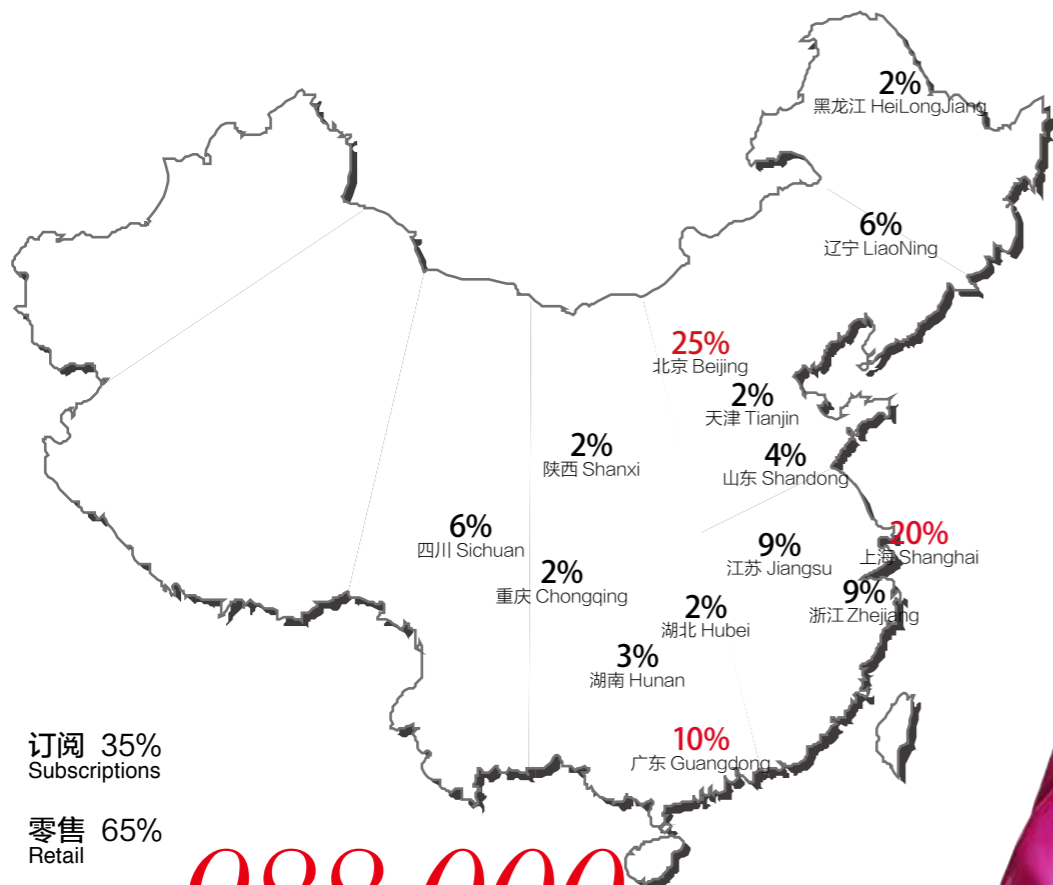
First tier cities: Hangzhou, Nanjing, Chengdu, Chongqing, Shenyang, Dalian,

二三级城市:哈尔滨, 西安, 昆明, 厦门, 青岛等

Second and third tier cities: Harbin, Xi'an, Kunming, Xiamen, Qingdao, etc.

### 发行渠道

Distribution Channels



订阅 35%  
Subscriptions

零售 65%  
Retail

目标发行量  
Circulation

# 988,000



# 时尚芭莎

## 专业发行 全面覆盖

发行优势

二线城市宣传资源共计

# 4000<sup>+</sup>

占有率和  
曝光率高达 95%

充分掌控力的

# 自建终端

遍布全国, 已达 400 家

# 全国 1000 家

店铺、酒店、会所摆放

# 大量的企业购书改成 大量的高端客户购买

招商银行 VIP 购书以及企业购书达 40000 余册

Professional distribution Comprehensive coverage.  
 Distribution advantages: BAZAAR owns 4,000 promotion resources in second-tier Cities;  
 Market share and exposure up to 95%;  
 400 high performance proprietary outlets nation-wide;  
 Comprehensive display coverage in 1000 shops, hotels and private clubs;  
 Large amount of enterprises' purchasing changes into high-end customers' purchasing;  
 China Merchants Bank (VIP Division), and other enterprises purchase amounts to 40,000 units.



# 广告价格表

## Advertising Rates

版位	POSITION	2014 RATE CARD (RMB/DPS)
封面内折 4P	IFC Gatefold	1,700,000
第 1 化妆品品牌	1st Cosmetic Brand	900,000
第 1 时装品牌	1st Fashion Brand	900,000
第 1 手表品牌	1st Watch Brand	900,000
第 1 珠宝品牌	1st Jewelry Brand	900,000
第 2 化妆品品牌	2nd Cosmetic Brand	850,000
第 2 时装品牌	2nd Fashion Brand	850,000
第 3 化妆品品牌	3rd Cosmetic Brand	760,000
第 3 时装品牌	3rd Fashion Brand	760,000
第 4 化妆品品牌	4th Cosmetic Brand	720,000
第 4 时装品牌	4th Fashion Brand	720,000
第 5 化妆品品牌	5th Cosmetic Brand	680,000
第 5 时装品牌	5th Fashion Brand	680,000
第 6 化妆品品牌	6th Cosmetic Brand	670,000
第 6 时装品牌	6th Fashion Brand	670,000
第 7 时装品牌	7th Fashion Brand	650,000
第 8 时装品牌	8th Fashion Brand	630,000
第 9 时装品牌	9th Fashion Brand	610,000
第 10 时装品牌	10th Fashion Brand	600,000
第 1 汽车品牌	1st Auto Brand	600,000

# 广告价格表

## Advertising Rates

版位	POSITION	2014 RATE CARD (RMB/DPS)
目录前跨页	Spread Before Content	520,000
卷首语对页	From editor first single page	520,000
目录对页 1	1st Table Of Content	500,000
目录对页 2-5	2-5 Table Of Content	480,000
目录对页 6-10	6-10 Table Of Content (masthead)	460,000
目录间跨页	DPS within Contents	500,000
头盘单页	FP Before BAZAAR FASHION Section	350,000
头盘跨页	DPS Before BAZAAR FASHION Section	460,000
时装版油光区单页	FP Glossy Paper in FASHION Section	340,000
时装版油光区跨页	Spread Glossy Paper in FASHION Section	430,000
时装版油光区单页 + 跨页	FP+Spread Glossy Paper in FASHION Section	650,000
时装版块单页	FP In BAZAAR FASHION Section	320,000
时装版块跨页	DPS In BAZAAR FASHION Section	420,000
美容版块单页	FP In BAZAAR BEAUTY Section	280,000
美容版块跨页	DPS In BAZAAR BEAUTY Section	400,000
女人版块单页	FP In BAZAAR LIFE Section	250,000
女人版块跨页	DPS In BAZAAR LIFE Section	360,000
封底 5P	Outside Back Cover	1,800,000
单页软文	Single Page Advertorial	250,000
跨页软文	Spread Advertorial	350,000
软文编辑费	Editing Fee	10,000/P

客来插放别册 20P 以下, 最低份数 20 万册, 插送费为 3.5 元 / 份

Customer Insertion Booklet, No More Than 16P, The Minimum Copies Are 200000. 3.5/ 份

客来物料装订在杂志内, 将收取相应的广告版面费及装订费

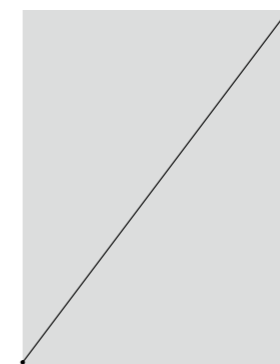
Customer Materiel Binding In The Magazine, with Charges of meadia cost and bookbinding fees.

# Harper's BAZAAR

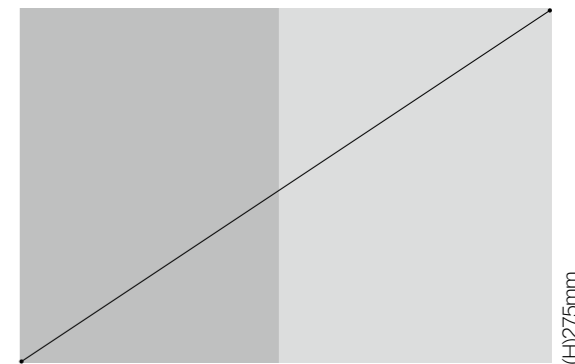


## 广告操作时间 Advertising SCHEDULE

	上半月 First half of the month	下半月 Second half of the month
出版日 Publication date	10号 10th	25号 25th
合同截至日期 Contract due	出版前 50 天 50 days before publishing	出版前 50 天 50 days before publishing
物料截至日期 Material deadline	出版前 15 天 15 days before publishing	出版前 15 天 15 days before publishing



(W)214mm 单页尺寸



(W)428 mm 跨页尺寸

### 广告尺寸 (需按出血尺寸制作菲林)

全页净尺寸: 275 (H) X 214 (W) mm  
 全页出血尺寸: 285 (H) X 224 (W) mm  
 跨页净尺寸: 275 (H) X 428 (W) mm  
 跨页出血尺寸: 285 (H) X 438 (W) mm

### Advertising Specifications (based on bleed files)

Full Page Dimensions  
 Full Page Dimensions (Bleed)  
 Double Page Spread Dimensions  
 Double Page Spread Dimensions (Bleed)