

# ELLE MEN

2013

MEDIAKT

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# ELLEMEN

The Leading Men's Lifestyle Magazine in China.

*SPIRITED STYLISH SEDUCTIVE*

## 睿智 风范 魅力

一本为触动, 启发, 取悦, 服务中国新世代男性而创的杂志。

A magazine to surprise, to inspire, to entertain and to serve the new generation of Chinese Men.

创刊1年, 即获2011年欧莱雅风尚媒体大奖荣誉。

原创时装大片多次被日本《Men's Club》杂志, 香港《ELLEMAN》杂志, 台湾《ELLE》转载。

深度专题多次被《看天下》等杂志转载。

The magazine was honored with the prestigious L'Oréal Fashion Media Award 2011 one year after it was founded. Our original photographs, stunning and superb, have been repeatedly reprinted by "MEN's CLUB" magazine (Japan), "ELLEMAN" magazine (Hong Kong) and "ELLE" magazine (Taiwan). Our feature articles have been repeatedly reprinted by such magazines as "VISTA".

### ELLEMEN Interview

讲述大人物的轶事, 不放弃小人物的传奇, 跨越娱乐名人, 艺术大师, 商界名流以及崛起中的新鲜人物。我们将以敏锐迅捷的语言力量剥开社会的假面, 展开光鲜外表下的内在回旋和平凡角色里的不凡。愿我们一起为肉体的喧哗和精神的躁动击掌欢呼、公开欣赏, 愿我们一起为卓绝的创造性和平常的人性感知做出赞美, 在速度的漩涡里安静地照耀每一天。

首创报道与视频同步推出, 多维度呈现人物风格, 给读者不同寻常的阅读体验。



### ELLEMEN Interview

We tell stories of somebodies, but we don't lose sight of the tales of nobodies. We track down showbiz megawatt names, art gurus, business leaders and new faces that are being catapulted to stardom to explore, in a hard-edged way, the uncharted territories of social venter and get the lowdown on what make these people who they are. Let's celebrate outstanding creativity and wisdom. Let's pay tribute to every single day in this fast-paced world.

With feature story and video in sync, we provide different perspectives on people and give our readers unusual reading experiences.

### 民间型男

一个有魅力的男人, 会从容驾驭自己的外表, 会创造自己的风格生活。ELLEMEN报道充满魅力的男人, 帮助男人在魅力之路上持久远行。ELLEMEN男人头脑性感、身体也性感。我们追逐创造性思维给身体带来的魅力, 也注重纯粹的身体塑造。ELLEMEN男人善于创造自己的“型”, 于是, 每一期杂志有来自不同领域不同族群的男人们, 与专业时装大片并行纸上, 挥洒自如, 自信绽放。



### Truemen Show

A charismatic man is groomed. A charismatic man has style. We hound down charismatic men and help them keep their charisma. Our ELLEMEN men not only are the cream of the crop, but also are physically attractive. Our ELLEMEN men have a flair for "shaping" their body. We believe that creative thinking and physical attraction go hand in hand. In each issue, we use great shots to flesh out the men from different sectors, and their easy confidence leaps out from the pages.

### 城市之魅

从国际的都会到本土的核心, ELLEMEN每期走进一个城市, 拍摄人文时装大片, 制作专题报道, 以精辟的角度, 震撼的视觉, 让读者为这世界的丰富而惊艳, 为价值的多样而一笑, 为人与事而感动。生活处处闪亮, 城市魅力无尽。



### City Culture

In each issue, we head to a city, domestic or foreign, to take superb fashion shots and write a feature article. We will offer our insightful understanding of what we see, and make our creations truly pleasant to the eye. Our accounts of the people we meet will tug at the heartstrings of our readers. We will show how beautiful life is. We will prove how fascinating a city could be.



ONLY  
IN  
ELLEMEN

# HEARST *magazines* | China

## 关于赫斯特杂志集团(中国)

1988年进入中国,赫斯特杂志集团(中国)是赫斯特国际集团的100%全资子公司,旗下设有赫斯特广告、思迪广告及华道发行。分别在上海、广州、北京设立办公地点,其中北京为总部。我们致力于提供跨媒体平台的整合创意营销服务,包括广告策划执行、数字营销、视频内容制作、数据库营销及客户关系管理解决方案,以及全国零售渠道管理。赫斯特杂志集团(中国)1988年以来始终锐意进取,引领传媒新风尚。每月除以总发行量超过1300万的涵盖时尚潮流,美容健康,汽车家居等方面的杂志影响着中国逾千万读者,更在近三年内大力推动新媒体平台的整合营销。其中ellechina.com在中国女性垂直网站中位列高端影响力之首,拥有超过180万注册用户,日均流量达1000万并持续高速增长。赫斯特中国旗下各类颁奖盛典,消费者互动活动,常年覆盖一线直辖市、省会城市、二线城市。华道发行具备强大的渠道分销能力,可覆盖全国50,000个零售终端。思迪广告是数字行业的风尚专家,2010年进入中国,在上海和北京拥有分支机构。

## About Hearst Magazines China

Hearst Magazines China is a 100% subsidiary business unit of Hearst Corporation and has been

operating in China since 1988. Our three main vehicles are Hearst Advertising, Next Idea China and Hearst Distribution. We offer multi-media business innovation services via advertising campaign planning & execution, digital marketing service, TV content production, database & CRM solutions and nationwide retail distribution management. We have a staff of more than 600 people in China, in Beijing, Shanghai, and Guangzhou offices. Hearst Magazines China has always been determined to lead the new trends in the media industry. Hearst Magazines China affects millions of readers, not only on the basis of the total circulation of more than 13 million magazines per month covering fashion trends, beauty, health, car and home decoration; but also on the vigorous promotion of the integrated marketing of new media platforms including print, web, TV, APPs, events, a credit card and distribution. Hearst Distributions has powerful sales and distribution abilities; covering 50,000 retail POS in China.





**WE  
TALK TO  
PEOPLE.**  
*whose life could continuously INSPIRE others*

WE TALK TO PEOPLE



我们和他们交谈，因为能够  
从他们身上获得灵感，  
不仅仅关于生活方式，还  
有生活本身。





# WE TOY WITH COOL STUFF.

*including gadgets, watches,  
cars and MANY MORE*

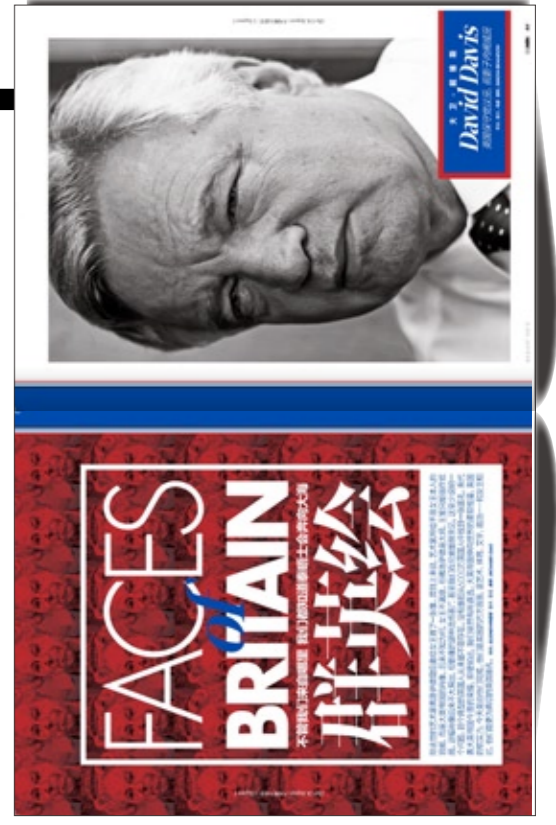


我们喜欢酷的东西。  
懂得欣赏出色的  
设计和工艺，才是乐趣所在。



**WE**  
**DO REPORTS.**  
*that worth deep READING  
 and deep THINKING.*

WE DO REPORTS



我们关注身边发生的一切，  
 以奔赴的方式来报道，因为这个社会，  
 和我们自己密切相关。

[ STYLISH SPIRITED SEDUCTIVE ]



**WE**  
**ILLUSTRATE**  
**FASHION.**  
*with REAL style true to life*

WE ILLUSTRATE FASHION



我们仪表堂堂, 喜欢穿着得体  
 却又不落俗套, 对时装潮流信手拈来  
 却始终坚持真实。



[STYLISH SPIRITED SEDUCTIVE]



**WE  
INDULGE  
IN FUN.**  
by discovering all kinds of  
exciting ENJOYMENTS

WE INDULGE IN FUN



我们放纵自我的享受，  
男人必须有所迷恋，  
生活才会更加有趣。







**读者属性**

事业有成, 从商人员, 白领, 企业家, 决策管理层。  
63%读者为25-34岁男士。

**平均月收入**

RMB21,079, 15%月收入超过RMB50,000。

**消费偏好**

72%的人愿意在衣服上花费RMB3,000-20,000/月。  
77%的人希望升级手表, 汽车等物品。  
读者平均购买手表预算2万-5万; 读者平均购车预算30万-55万。  
68%的读者会仔细阅读杂志中大部分广告。  
66%的读者认为杂志广告具有参考价值。

**生活形态**

他们追求生活品质、新科技、欣赏品牌文化。他们追求成功, 注重角色定位, 追求新奇的意见领袖。他们理性、有主见。强调个性非凡是读者的主流价值观。

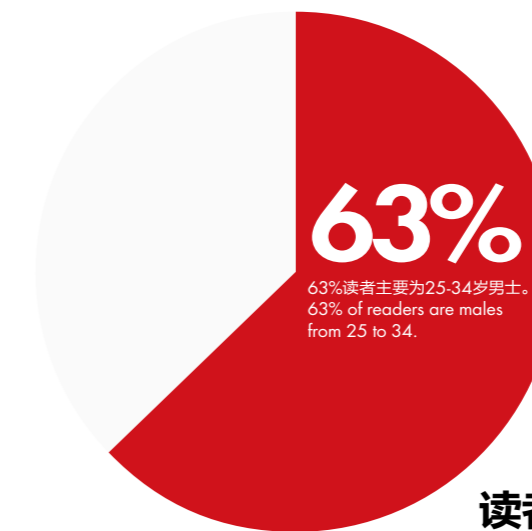
**Reader Analysis**

Successful professionals, business men, white collars, entrepreneurs, decision makers. 63% of readers are males from 25 to 34.

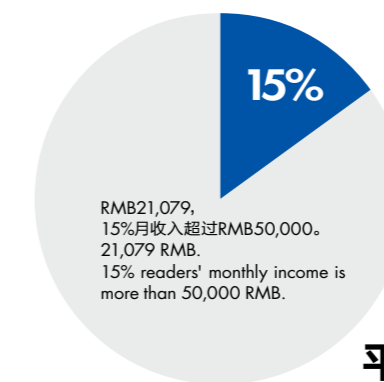
**Average Personal Monthly Income**

21,079 RMB. 15% readers' monthly income is more than 50,000 RMB.

我们的读者事业有成, 从商人员, 白领, 企业家, 决策管理层。  
63%读者为25-34岁男士。



读者属性



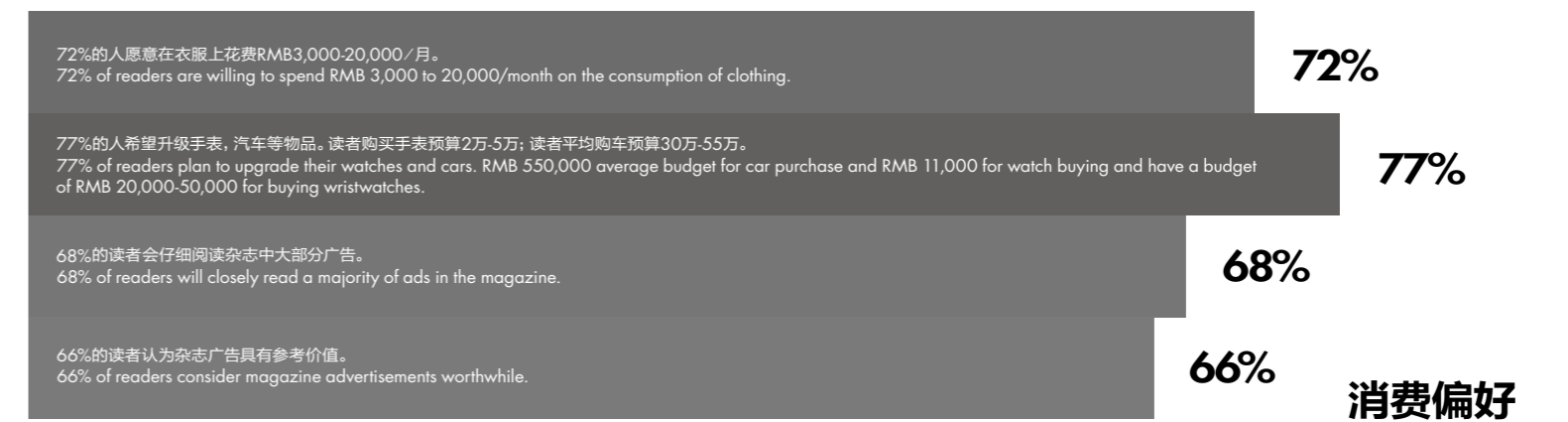
平均月收入

**Consumption Trends**

72% of readers are willing to spend RMB 3,000 to 20,000 on the consumption of clothing.  
77% of readers plan to upgrade their watches and cars. RMB 550,000 average budget for car purchase and RMB 11,000 for watch buying and have a budget of RMB 20,000-50,000 for buying wristwatches.  
68% of readers will closely read a majority of ads in the magazine.  
66% of readers consider magazine advertisements worthwhile.

**Lifestyle**

They pursue a high quality of life, new technology and enjoy brand culture. They pursue success, stress social status and follow those with fresh, new ideas. They are reasonable and independent. Exuding an extraordinary personality is our readers' strongest value.





**最具创意的年度活动**

- **睿士之声周年庆典**  
最具深度创意活动，与ELLEMEN一起聆听这个时代的睿士之声。
- **汉米尔顿幕后英雄盛典**  
最感人年度盛典，源于好莱坞，与ELLEMEN一起支持一直向上的中国电影。

**强大的睿士精英俱乐部**

最具声音意见领袖聚集，创意营销方式影响行业精英。睿士精英读者俱乐部，力求展现风尚人物的生活态度与故事，打造最吸引人的互动活动，为行业领袖建立最直接的社交平台。

**微电影**

截止2012年12月，ELLEMEN纪实系列微电影《睿士传奇》播放次数为12,709,332。“ELLEMEN出品”已然成为优质微电影的标志。2013年睿士对于电影的理想及追求必将把ELLEMEN微电影带入一个新的高峰。

- **微电影播放渠道**  
含优酷专区、iPad 电子杂志、ELLETV等各大平台，每期覆盖上百万用户。
- **ELLEMEN优酷专区**  
ellemen.youku.com



**ELLEMEN网络/渠道推广宣传**

ELLEMEN品牌随时随地捕捉新媒体带来的机遇，除了官方微博，明星编辑团队微博， ELLEMEN优酷专区之外，还与新浪、搜狐、雅虎等门户网站，乐视视频网站，爱表族等专业网站的长期合作，通过与明星名人互动等方式，将内容以多形式多渠道传播，获得更多关注，多维度提升影响力。强势发行，覆盖全国逾百座城市。

**The Most Creative Annual Event**

• **Voice of ELLEMEN Anniversary**  
With the most creative event, the voices of ELLEMEN will be heard.

**Hamilton behind the Camera Awards**

The most touching annual gala originated from Hollywood. Let's give our support to China's growing movie industry.

**ELLEMEN Opinion Leaders Club**

This is where some of the big name opinion leaders like to hang around and creative marketing can influence these people most effectively. By organizing appealing interactive events and demonstrating the life attitudes and stories of highfliers, ELLEMEN Readers Club provides an effective platform where leaders from different sectors can network and socialize.

**ELLEMEN Micro-Movie**

By November 11, 2012, "LEGENDS of ELLEMEN", ELLEMEN's non-fiction micro-movie series, had been played 7,882,584 times. "A ELLEMEN Production" has become synonymous with quality micro-movies.

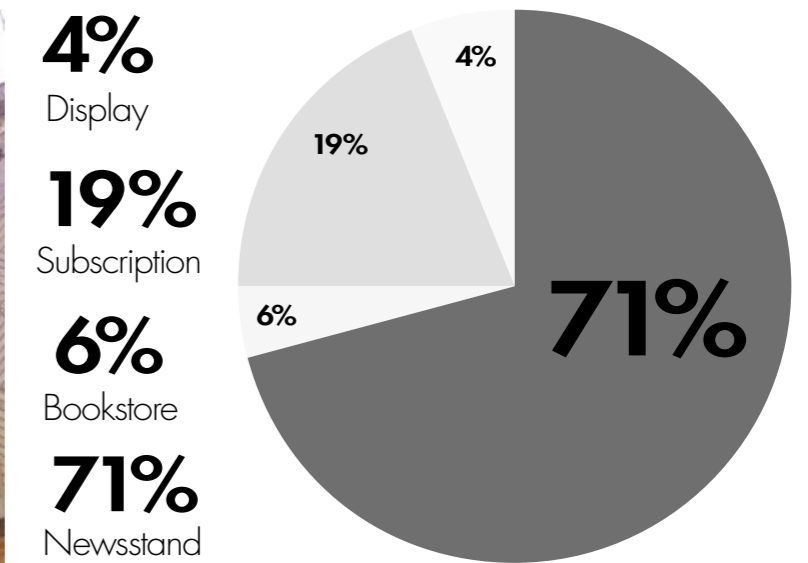
ELLEMEN's aspirations and pursuits in the field of movie will hands down bring ELLEMEN's micro-movie to a crest of a wave. The micro-movies are played in such channels as ellemen, youku.com, iPad e-magazine and ELLETV, each reaching a hefty million subscribers.

**ELLEMEN iPR & Channel Promotion**

We keep our eyes peeled for opportunities brought by new media. In addition to ELLEMEN's official micro blog, the micro blog of our outstanding editorial team and ellemen, youku.com, we have formed long-term partnerships with such portals as www.sina.com, www.sohu.com and www.yahoo.com as well as such specialized websites as www.letv.com and www.iwatch365.net, and through interaction with celebs, we disseminate the content in numerous forms through numerous channels to generate more exposure and extend our reach. Nationwide circulation, covering hundreds of cities.



2012		
Newsstand	440,200	71%
Bookstore	37,200	6%
Subscription	117,800	19%
Display	24,800	4%
Total	620,000	100%



**强势发行**

全国每月覆盖62万读者。不断开拓新渠道，进入香港销售、新增电子商务渠道。逾100家全国五星级酒店展示。各大机场贵宾厅展示。逾200家高级手表店展示。

**Launch In Style**

Reaches more than 620,000 targeted men. New distribution channels development, on sales in Hong Kong, the e-commerce. Display in more than 100 5-stars hotels nationwide. Display in VIP lounges of airports nationwide. Display in more than 200 luxury watch stores.



Figures	Area	区域	Readership	Percent
1	Beijing	北京	111,600	18.0%
2	Shanghai	上海	117,800	19.0%
3	Guangzhou	广州	55,800	9.0%
4	ZheJiang	浙江	55,800	9.0%
5	JiangSu	江苏	31,000	5.0%
6	SiChuan	四川	37,200	6.0%
7	LiaoNing	辽宁	18,600	3.0%
8	ShenZhen	深圳	18,600	3.0%
9	ChongQing	重庆	19,840	3.2%
10	HuBei	湖北	12,400	2.0%
11	TianJin	天津	12,400	2.0%
12	ShanDong	山东	13,640	2.2%
13	HuNan	湖南	9,300	1.5%
14	YuanNan	云南	7,440	1.2%
15	HeBei	河北	6,200	1.0%
16	HeiLongjiang	黑龙江	7,440	1.2%
17	Fujian	福建	11,160	1.8%
18	JiangXi	江西	6,200	1.0%
19	JiLin	吉林	11,160	1.8%
20	GuangXi	广西	6,200	1.0%
21	ShanXi	山西	11,780	1.9%
22	ShanXi	陕西	7,440	1.2%
23	GuiZhou	贵州	6,200	1.0%
24	XinJiang	新疆	6,200	1.0%
25	AnHui	安徽	6,200	1.0%
26	NingXia	宁夏	6,200	1.0%
27	NeiMeng	内蒙	6,200	1.0%
Total			620,000	100.0%

### iPad电子杂志

过去一年, ELLEMEN iPad多次得到苹果APP Store热门推荐, 读者好评无数。2013, ELLEMEN将再接再厉, 用全新的阅读体验在iPad上呈现一如既往的睿智·风范·魅力。

### ELLEMEN iPad版特点

互动创新, 内容立体呈现;  
型号识别, 阅读流畅体验;  
智能书签, 进度自动记录;

### ELLEMEN COOL Daily

2013上线, 全面涵盖iOS & Android & Windows Phone。以ELLEMEN的视角, 每日甄选新鲜好玩的资讯与不一样的观点——睿智有型, 有趣, 更有深度。采用最新最in的开发技术, 贴合使用者需求, 力求成为4G时代碎片时间里的最好应用。

### iPad E Magazine

In the past year, ELLEMEN iPad has been repeatedly recommended by APP Store and won rave reviews from readers. In 2013, we will continue to make unremitting efforts to offer new reading experiences on iPad and present our best creations.

### Features of ELLEMEN iPad

Interaction and innovation, which ensures that the contents are presented in the best way possible; Model identification, which ensures that reading can be very smooth; Intelligent bookmark, which records the progress of reading automatically.

### ELLEMEN COOL DAILY

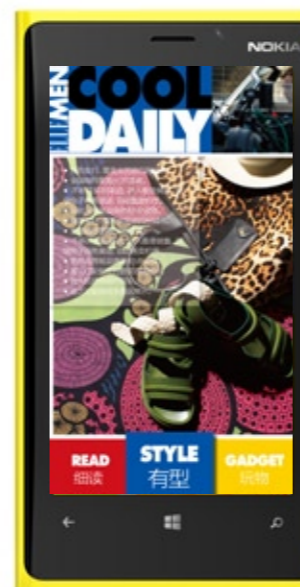
It will be put into service in 2013,

applicable to iOS & Android & Windows Phone. Novel and entertaining information and unique points of views are presented from ELLEMEN's perspective. The latest and the trendiest technologies are used to make it more user-friendly. Our goal is that it can be the best application in the age of 4G.

扫描二维码或在App Store中搜索ELLEMEN下载iPad电子杂志。  
Scan QR code below or search ELLEMEN in App Store to download.



截至2013年1月, 超620,000用户。  
More than 620,000 readers by January 2013.

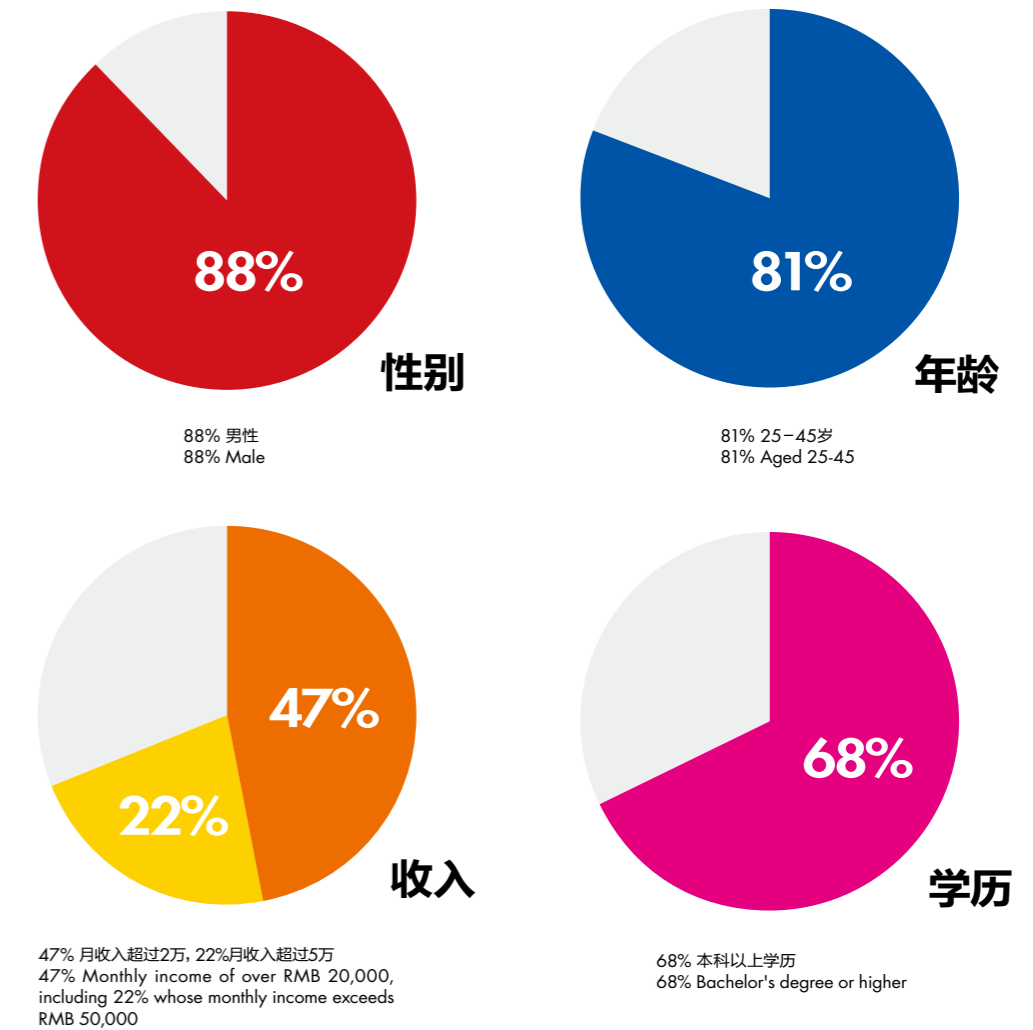


### ELLEMEN iPad 读者分析

高收入、喜欢尝试新鲜、创意产品体验的新世代中国男人群体

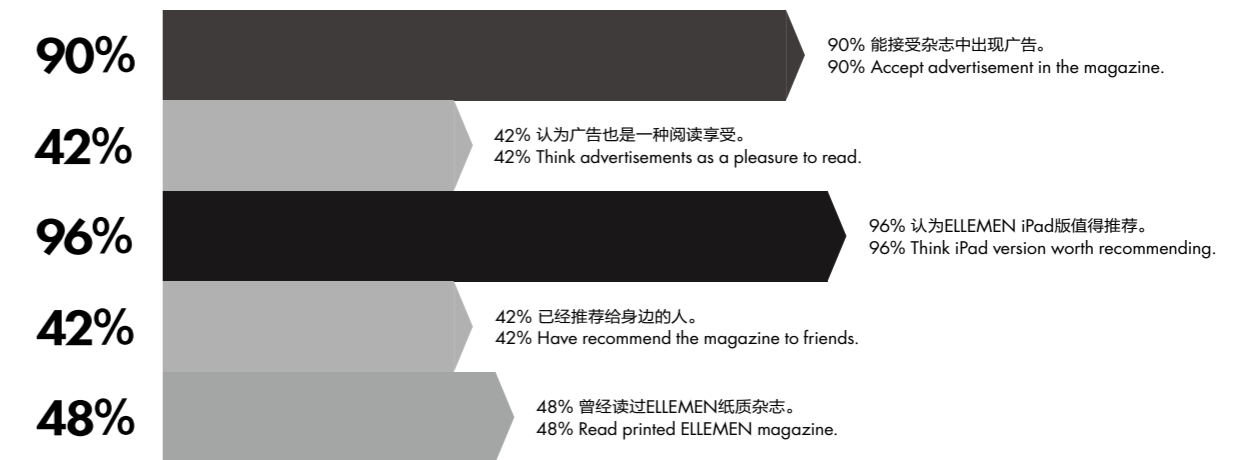
### ELLEMEN iPad Readers Analysis

Chinese men who are high paid, love novel experiences and look for innovative products



### 关于ELLEMEN iPad中的广告

### Advertisement in ELLEMEN iPad



Resource: 针对iPad读者, 全国3000个样本分析。  
A survey of 3,000 iPad readers nationwide has been conducted.

**ELLEMEN 2013 Rate Card (CNY)**

Position	广告位	2013 Rate
Cover Gatefold x 4P	封面内拉页4P	1,210,000
1st Fashion Spread Before TOC	目录前第一服装跨页	690,000
1st Non-Fashion Spread Before TOC	目录前第一非服装跨页(表, 车类)	690,000
2nd Fashion Spread Before TOC	目录前第二服装跨页	621,000
2nd Non-Fashion Spread Before TOC	目录前第二非服装跨页(表, 车类)	621,000
3rd Fashion Spread Before TOC	目录前三服装跨页	598,000
3rd Non-Fashion Spread Before TOC	目录前三非服装跨页	598,000
4th Fashion Spread Before TOC	目录前四服装跨页	560,000
4th Non-Fashion Spread Before TOC	目录前四非服装跨页	560,000
5th Fashion Spread Before TOC	目录前五服装跨页	548,000
5th Non-Fashion Spread Before TOC	目录前五非服装跨页	548,000
DPS before Content	目录前跨页	517,000
1st TOC	第一目录旁全页	362,000
2nd TOC	第二目录旁全页	319,000
3rd TOC	第三目录旁全页	296,000
Full Page Facing TOC	目录旁全页	280,000
DPS Spread between TOC & Masthead	目录及版权页间跨页	440,000
Full Page Facing Masthead	版权页旁全页	253,000
DPS Spread between Masthead & Editor's Letter	版权页及卷首语间跨页	418,000
Full Page Facing Editor's Letter	卷首语旁全页	250,000
DPS Spread following Editor's Letter	卷首语后跨页	407,000
Backstage, Contributor	花絮, 作者旁全页	220,000
Single Page Facing View	开篇“这世界”第一单页	210,000
DPS Spread in View	开篇“这世界”内跨页	352,000
1st Single Page Facing Decode	“解码”第一单页	200,000
DPS Spread in Decode	“解码”内跨页	341,000
Full Page Before Fashion	服装前单页	170,000
DPS before Fashion	服装前跨页	300,000
Full page after Fashion	服装后单页	142,000
DPS after Fashion	服装后跨页	260,000
Inside Back Cover	封三	220,000
Inside Back Cover Spread	封三跨页	363,000
Outside Back Cover	封底	621,000

Remark: All rate above is CNY

**ELLEMEN 2013 Calendars**

Issue	编辑主题	On Sale Date	Material Deadline
Jan	新年 New Year	22/12/11	10/12/11
Feb	情人节 Valentine's Day	20/1/12	8/1/12
Mar	周年刊 Anniversary Edition	20/2/12	8/2/12
Apr	车展 Auto Show	22/3/12	10/3/12
May	旅行 Travel	20/4/12	8/4/12
Jun	巴塞尔表展 Basel Watch Fair	22/5/12	10/5/12
Jul	夏日 Summer	22/6/12	10/6/12
Aug	美酒地图 Wine Mag	22/7/12	10/7/12
Sep	潮流 Style	20/8/12	8/8/12
Oct	玩物 Playthings	20/9/12	8/9/12
Nov	职场 Workplace	22/10/12	10/10/12
Dec	派对 Parties	22/11/12	10/11/12

**ELLEMEN Supplement Rate Card (CNY)**

Position	广告位	2013 Rate
IFCG	封面内拉页4P	735,000
COVER	封面	558,000
1st DPS before TOC	第一目录前跨	425,000
DPS before TOC	目录前跨	354,000
Full Page Facing TOC	目录旁页	210,000
Full Page facing Editor's Letter	卷首语旁页	172,000
Full Page	内页全页	134,200
OBC	封底	437,000

Remark: All rate above is CNY



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