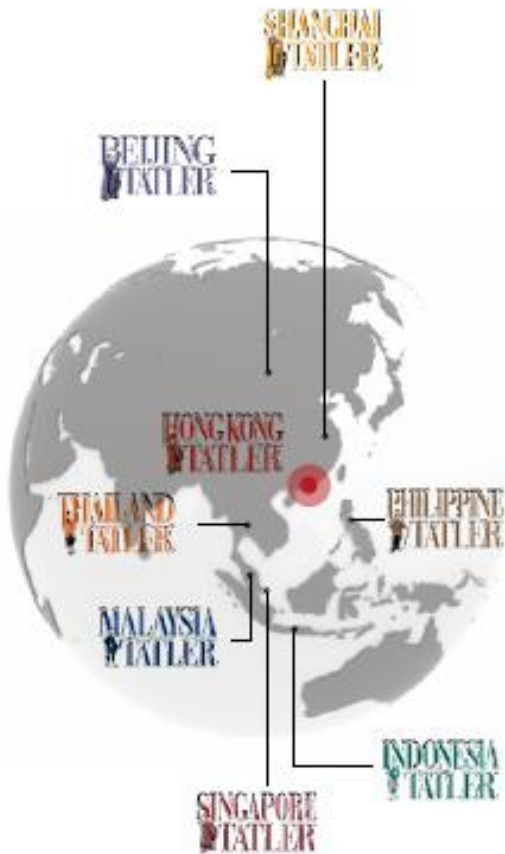


BEIJING
TATLER

MEDIA KIT 2011

HISTORY OF ASIA TATLER

- *The earliest high-end social magazine in the world since 1806*
- *One of few magazines listed in the “Encyclopedia Britannica”*
- *Hong Kong Tatler was launched in 1978*
- *Different versions are now issued in 11 countries and regions of Asia* SHANGHAI TATLER, BEIJING TATLER, HONG KONG TATLER, TAIWAN TATLER, MACAU TATLER, SINGAPORE TATLER, PHILIPPINE TATLER, MALAYSIA TATLER, THAILAND TATLER, INDONESIA TATLER, PHUKET TATLER
- *New Tatlers in September 2010: JIANGSU TATLER, ZHEJIANG TATLER, LIAONING TATLER, SICHUAN TATLER, CHONGQING TATLER*



BEIJING TATLER



- *BEIJING TATLER* is a member of Edipresse Group, the leading luxury publisher. Including Beijing Tatler, you can find ASIA TATLER in every stylish home of Asian social and business elites and luxury venue in Shanghai, Hongkong, Taiwan, Philippines, Macau, Singapore, Thailand, Malaysia, Indonesia and Phuket.
- *BEIJING TATLER* is the first most influential highend social magazine in Beijing. Every month, we bring you the latest trends, urban fashion and elegant lifestyle to high society.
- *BEIJING TATLER* is really a must have for all elite.。

BEIJING
TATLER

FOR ELITE OR UPPER CLASS



2012年1月

王

女人最想不到的是自己的衣柜。法国特别撰稿人 Isabelle-Marie Creac'h 卜特别撰文，精准定位本季七次经典服饰。

Closet 衣橱经典 Classics

女人最想不到的是自己的衣柜。法国特别撰稿人 Isabelle-Marie Creac'h 卜特别撰文，精准定位本季七次经典服饰。

裤装

历史回顾：18世纪末19世纪初，在男装界内西裤最初是为了方便骑马而出现的。随着19世纪中叶流行，西裤逐渐成为男性商务和休闲场合的标配。20世纪50年代，西裤进一步成为男性商务和休闲场合的标配。20世纪80年代，西裤成为男性商务和休闲场合的标配。20世纪90年代，西裤成为男性商务和休闲场合的标配。2000年以后，西裤成为男性商务和休闲场合的标配。

标志性手袋

历史回顾：18世纪，手袋是女性必备的配饰。19世纪，手袋成为女性时尚的重要组成部分。20世纪，手袋成为女性时尚的重要组成部分。20世纪50年代，手袋成为女性时尚的重要组成部分。20世纪80年代，手袋成为女性时尚的重要组成部分。20世纪90年代，手袋成为女性时尚的重要组成部分。2000年以后，手袋成为女性时尚的重要组成部分。



■ *BEIJING TATLER* sends your brand image and messages to a group of upscale and prestigious elite with high taste as well as business leaders working in and out of *Beijing* each month

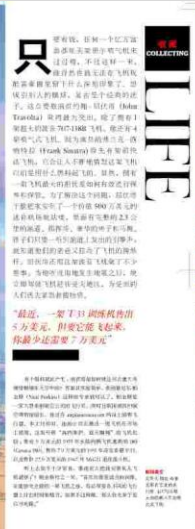
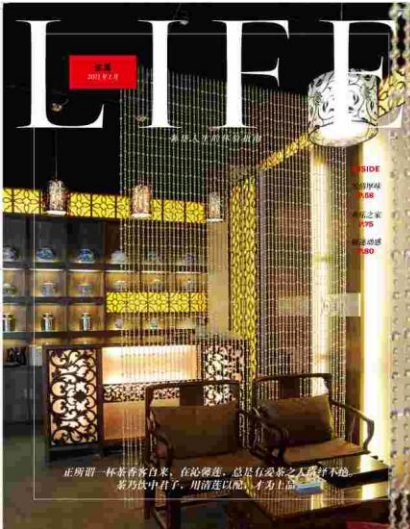
BEIJING TATLER

FOR ELITE OR UPPER CLASS



- *BEIJING TATLER* is necessary for prominent figures and people who love life. Its unique contents are all-inclusive, such as grand banquets, private parties, business and cultural activities, art, cars, fashion, wine, food, financial management, hotspots, the latest trend and charming ladies.

FOR ELITE OR UPPER CLASS



- *The contents are both accurate and appropriate, focusing on vibrant Beijing, a cosmopolitan city. And the international features are of high level*
- *If you are looking for the most efficient channel to target the most affluent market, **BEIJING TATLER** will be your perfect only choice*

CHINA CITY TATLER



- In September 2010, Tatler the luxury lifestyle magazine for the rich and elite readers in China, have launch *CHINA CITY TATLER* (quarterly editions in Jiangsu, Zhejiang, Liaoning and Sichuan Provinces and, Chongqing City).
- These editions have be widely distributed and circulated in Nanjing, Suzhou, Hangzhou, Wenzhou, Ningbo, Dalian, Shenyang, Chengdu and Chongqing cities.

CHINA CITY
TATLER

JIANGSU / ZHEJIANG / LIAONING
SICHUAN/CHONGQING

SOCIETY 2012

PUBLICATION DATE 2011.12.20



- *With the consistent support of advertisers and readers, the renowned **SOCIETY (BEIJING)** was finally born at the beginning of 2006 and received positive feedback.*
- ***BEIJING TATLER SOCIETY 2012** will be officially launched by the end of 2011. The contents mainly include this year's most dazzling soirees, private parties, best dresses, singles, events and new stars in the social circle, famous men and women in Asia, as well as expectations about the social activities of the next year. It will also involve in celebrities' life styles,*
- *Tourist spots and social luck of 2011. Of course, our annual release of "The 300 List" makes this "social guidance" magazine even more perfect, in which are the top figures in Beijing high society.*

Special pages can be made based on your requirements

**BEIJING
TATLER**

CIRCULATION AND NUMBER OF COPIES

■ <i>Beijing Tatler VIP</i>	26,800
■ <i>Five-star Hotels</i> e.g - <i>Grand Hyatt Beijing, China World Hotel Beijing, The Ritz Carlton Hotel Beijing</i>	9,800
■ <i>Other cities of North China</i> e.g - <i>Tianjin, Shenyang, Dalian, Qingdao</i>	7,500
■ <i>Luxury Residential/Services Apartments/Villa</i> e.g - <i>Yosemite Villa, Beijing Eurovillage, Beijing Golf Apartment</i>	7,000
■ <i>Private Clubs/Golf Clubs</i> e.g - <i>Beijing Chang An Club, Beijing Capital Club, China Club</i>	3,750
■ <i>Airports and airline services</i> e.g - <i>KLM Royal Dutch Airlines, Cathay Pacific</i>	2,000
■ <i>Spa/Coffee Shop/Restaurants</i>	1,800
■ <i>Promotion Copies</i> e.g - <i>Advertisers, Advertising Agencies & P.R. Firms, Office Copies</i>	650
■ <i>Law firms/Banks/Automobile</i>	400
■ <i>Embassies/Chamber of Commerce</i>	300

Total 60,000

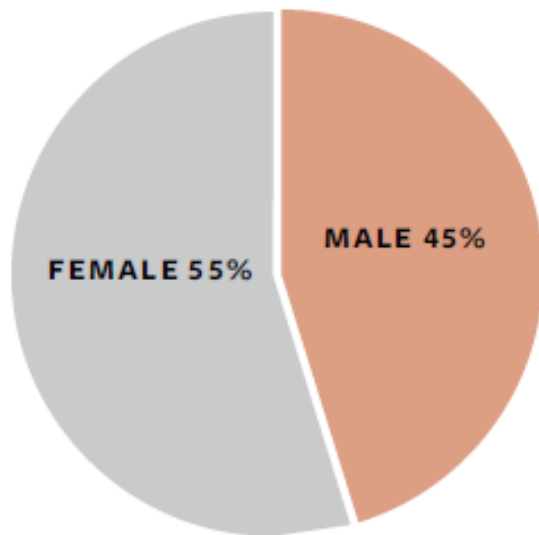
**BEIJING
TATLER**

READERSHIP PROFILE

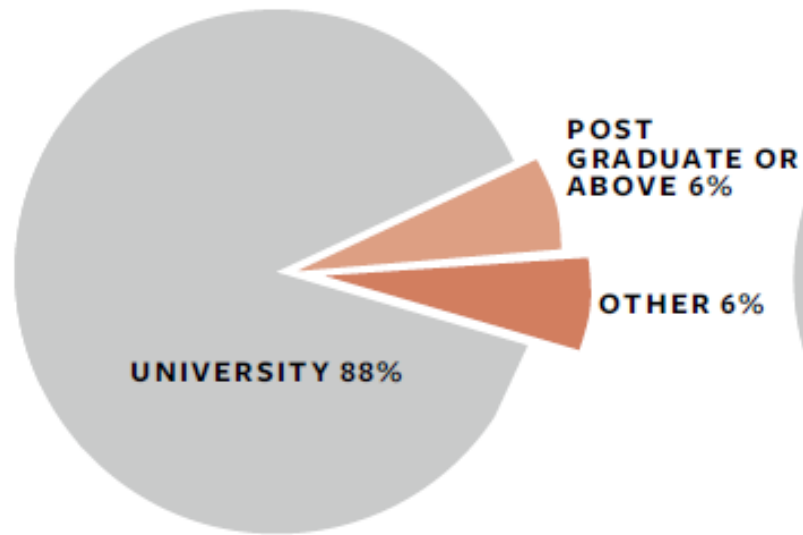
(From: Posted questionnaire)

Average Age: 35

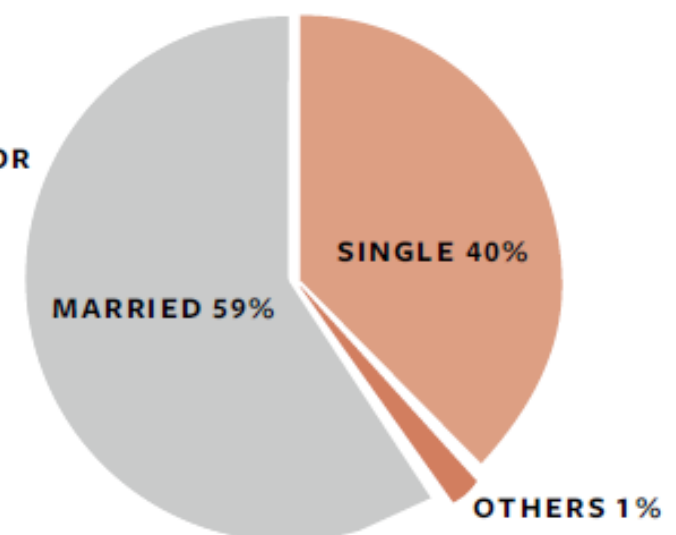
Sex



Educational Level



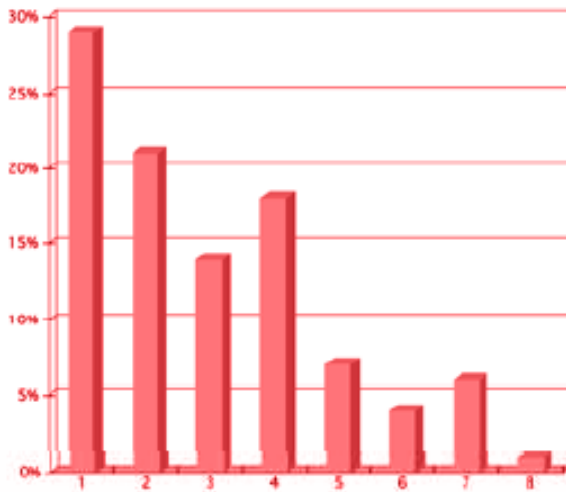
Marital Status



READERSHIP PROFILE

(From: Posted questionnaire)

Average Age: 35



- *CEO/Chairman/President/Executive Director/Owner/Partner*
10,000,000 and above **35%**
- *General Manager/Vice President/Director*
5,000,000-10,000,000 **24%**
- *Professionals (Doctors/Lawyers,etc.)*
3,000,000-5,000,000 **20%**
- *CFO/Finance Director/Trustee/Others*
1,000,000-3,000,000 **14%**
- *Others*
800,000-1,000,000 **7%**

WHY READERS LOVE

BEIJING
TATLER

*I regularly look at
magazine advertising
as advice for items
to buy*

(FROM: POSTED QUESTIONNAIRE)

资料来源: 邮递问卷调查报告

63%

Tatler is full of useful information

89%

*Know more about
fashion trends*

76%

*Get the inside view
of recent events*

87%

*See friends'
social pictures*

64%

*Know more about life
delight and anecdotes
of high society*

85%

*I sometimes look at
magazine advertisements
as advice for items to buy*

77%

BEIJING
TATLER

ANNUAL EXPENDITURE ON PERSONAL ITEMS 读者年平均个人消费

(FROM: POSTED QUESTIONNAIRE)

资料来源: 邮递问卷调查报告

*Club
Membership*



RMB 150,000

Cars



RMB 1,000,000

*Houses or
Apartments*



RMB 10,000,000

Wine



RMB 80,000

Household articles



RMB 500,000

Electric appliances



RMB 200,000

ANNUAL EXPENDITURE ON PERSONAL ITEMS 读者年平均个人消费

(FROM: POSTED QUESTIONNAIRE)

资料来源: 邮递问卷调查报告

Clothes



RMB 250,000

Jewelry



RMB 800,000

Watches



RMB 1200,000

*Shoes, handbags, briefcases
and other leather goods*



RMB 150,000

Travel



RMB 920,000

Collections



RMB 1,000,000

Cosmetics/Skin care



RMB 40,000

ADVERTISEMENT RATES

	SHANGHAI TATLER	BEIJING TATLER	CHINA CITY TATLER	2 TATLERS	3 TATLER
普通整版 / FULL PAGE	85,000	75,000	75,000	128,000	153,000
第一目录旁页 / FACING CONTENT: 1ST	172,000	152,000	152,000	259,000	309,000
第二目录旁页 / FACING CONTENT: 2ND	168,000	148,000	148,000	253,000	301,000
第三目录旁页 / FACING CONTENT: 3RD	159,000	141,000	141,000	240,000	286,000
第四目录旁页 / FACING CONTENT: 4TH	139,000	123,000	123,000	209,000	250,000
封二跨页 / IFC SPREAD	340,000	300,000	300,000	512,000	611,000
第二跨页 / DOUBLE PAGE SPREAD 2ND	330,000	291,000	291,000	497,000	593,000
第三跨页 / DOUBLE PAGE SPREAD 3RD	313,000	276,000	276,000	471,000	562,000
第四跨页 / DOUBLE PAGE SPREAD 4TH	295,000	261,000	261,000	445,000	530,000
半版 / HALF PAGE	64,000	57,000	57,000	96,000	115,000
封底 / OBC	340,000	300,000	300,000	512,000	611,000

■ Rates of the Annual Beijing Tatler Society is the same as Beijing Tatler.
《BEIJING TATLER SOCIETY》(年刊) 价格同《BEIJING TATLER》价格

■ Fixed position: 20% loading Page, facing editorial: 15% loading
根据版面的有无并按以下标准收费: 特定位置加收20%面对文章加收15%

■ Non-Standard Advertising: Rates quoted are for basic process colours (Cyan, Magenta, Yellow & Black).
Rates for inserts, special colours, metallic inks, gatefolds and other non-standard advertising are available from the Publisher.
其它形式的广告: 报价将根据基本色彩(蓝, 红, 黄和黑). 插页, 特别颜色, 金属专色, 折页等其他形式的广告. 价格另议.

BEIJING
TATLER

BEIJING TATLER ADVERTISEMENT SIZE

■ Size:

FULL PAGE:

TRIMMED: 285mm x 220mm

BLEED: 291mm x 226mm

TWO-PAGE SPREAD:

285mm x 440mm

291mm x 446mm

HALF PAGE:

HALF PAGE (V): 267mm x 94mm

HALF PAGE (V): 132mm x 203mm

- *Please provide digital materials in the following formats :*
 - Pdf file in high resolution (with fonts and images embedded)*
 - InDesign CS2 file (with fonts in MAC format and images embedded)*
 - Illustrator CS2 file (with fonts outlined)*
 - Photoshop file (with fonts rasterized)*
 - Films are not accepted*
- *Remarks:*
 - Resolution not less than 300 DPI.*
 - Files are recommended to save as in CMYK.*
 - Please also provide a colour proof (or low-res JPG file)*
for reference

