

2014 MEDIA KIT
Robb Report Lifestyle

“High End Advice·The Fine Things in Life·
Sharing Stories”

The essence of luxury is expansiveness. Luxury is magnificence
Robb Report Lifestyle offers purchasing advice and lifestyle articles for the elite Chinese consumers
in a magazine of unparalleled quality.



2014罗博之选
Best of the Best
年度私享盛典

暨《优质生活报告》调研发布
揭幕在即



BEST
of the
BEST

罗博
之选



Robb Report Lifestyle:2007 – now

Offering luxury consumption advice, special features on the connoisseur lifestyle, and a platform for individuals to share their own stories, Robb Report Lifestyle is the first magazine to introduce a subscription-by-invitation model for its customized content. Robb Report Lifestyle will offer fresh content designed specifically for the domestic readers as part of its role is private advisor to China's ultra-wealthy class and it's a guidebook for all those who explore the finest things in life.

2014 will be the 7th anniversary of the Chinese version. 2014 will also see the release of "Best of the Best" Robb's choices.



Robb Report Lifestyle 2014 Media Kit

T 86 10 6587 2071 F 86 10 6587 2074

“Robb Home” : A Top-Class Vertical Reading Solution

EVENTS

Annual, online, and offline events afford an opportunity for Robb Report to interact with readers and clients in haute couture style.

- A. “Best of the Best”
- B. The 2013 Robb Elite Life report press event
- C. Robb Connoisseur Banquets
- D. Annual Cover-Story Retrospectives
- E. Annual Features Announcements
- F. Chinese Fine Art
- G. Robb Refinemerit Gathering
- H. Robb Cover Charity Auctions

WIDE-RANGING INTERACTION AND INTEGRATION OF MEDIA RESOURCES

Robb Report’s platforms are connected to portals and video sites operated by Tencent, Sohu, Sina, 163.com, Tudou, iQiyi and CNTV for solutions of goods sharing and platforms for resources sharing.

ROBB DATABASE

- A. More than 1,000 connoisseurs.
- B. 85 leading artists selected by Robb Report (as of the end of 2014).
- C. Development and management of a Robb subscriber database.
- D. A consulting group of more than 100 Robb Report advanced experts.

CONTENT

With its trademark style and panache, Robb Report Lifestyle scours the world for the most unique and exciting consumer experiences. The magazine is a recognized authority among successful Chinese professionals for its ability to lead readers to an extraordinary world of luxury and taste.

- A. Wristwatches
- B. Jewelry
- C. Fashion
- D. Automobiles
- E. Real Estate
- F. Home Furnishings
- G. Chinese Quintessence
- H. Art on Paper

APP

New Robb Report vertical transmission style is based on internet platforms and mobile devices, including APP downloads, login and purchase platforms for Robb Report members, and news update services for mobile phones.

- A. Official Microblog Account
- B. Official Website
- C. Mobile App
- D. Online Programming

Robb Report Lifestyle Social Circle

CONNOISSEURS

Wealthy readers who are independent with respect to time and money, have a high standard of personal taste, and are engaged in public services.

CLUB PRINCIPLES

Private: Refers to privacy, ownership, and personal services.

Sharing: Refers to our readers' ability to partake in services and events and share them with others

Home: Our goal is to create a social circle where members can feel at home, offering butler-services, and our representative activity is "home banquet" .

MEMBERSHIP LEVELS

Founding Members: an honor membership, we will invite no more than six successful individuals who possesses the qualities of Robb Report Lifestyle to join the Robb Connoisseur Club. All new members must be approved by the founding committee members.

CONNOISSEURS MEMBERS

A primarily invitation-based membership system that will be limited to an initial group of 100 members, including Robb Report readers. Members may also recommend acquaintances for membership.

AREAS OF CONSUMER INTEREST AMONG MEMBERS

Vehicles (Yachts, Automobiles, Private Jets), Wristwatches, Jewelry, Home Furnishings, Clothes, Fine Liquors (Wines, Champagnes, Spirits), Cosmetics, Audiophile Hi-Fi, Cigars, etc.

READERSHIP SAMPLE

Cai Xianpei, Chen Fashu, Chen Hong, Chen Kaixuan, Chen Lihua, Chen Zaochun, Dai Zhikang, Feng Dongming, Feng Lun, Gong Mingjie, Guo Guangchang, Hu Xiaoming, Huang Nubo, Huang Jiaofu, Li Caixia, Li Hejun, Li Qinfu, Li Taiyan, Liu Bin, Liu Jianguo, Liu Shilai, Liu Ye, Lu Zhiqiang, Miao Hongbing, Ning Gaoning, Qian Jinbo, Qiu Yafu, Shen Guojun, Shen Nanpeng, Song Jun, Tang Yi, Wang Baogang, Wang Ruoxiong, Wang Shi, Wang Shuifu, Wang Youshan, Wang Zhaochun, Wang Chaoyong, Yan Bin, Yang Shaopeng, Ying Hongbiao, Zeng Fanzhi, Zeng Wei, Zhang Baoquan, Zhang Lan, Zhang Yong, Zhang Yue, Zhang Zhoufang, Zhu Mingming, Zhu Xinli, Zhou Chunya...

罗博报告



Robb Report Club as the core of CRM system.

Robb Report Lifestyle 2014 Media Kit

T 86 10 6587 2071 F 86 10 6587 2074

Editorial Content

BULLETINS



A. COLUMNS

Commentary and articles on topics including Automobiles, Wristwatches, Jewelry, Home Furnishings, Travel, Fine Arts, and Charity. Robb Report Lifestyle invites industry specialists and respected industrialists to write articles for the improvement of readers' taste level and percipient.

B. LISTINGS

Listings of the month's new products are informed by experts' opinions and marketing research. The listings include "Autos", "Fashion" and "Arts and Individuals", etc.

C. FRONT RUNNERS

This section is an overview of the developing trends and forthcoming products with a specific emphasis on technological development, innovation, and creative achievement.

D. ROBB GALLERY

Buying advice on new goods related to the issue topic or current consumer trends.

E. ROBB DESIGN PORTFOLIO

This is a dedicated feature which honors outstanding achievement in the fields of design or collectable art.

F. ROBB INDEX

Two to four listings of items recommended by Robb readers and industry experts. This feature is a weathervane for the annual Best of the Best feature in October issue.



PEOPLE

ROBB CONNOISSEURS

Robb Connoisseurs offer their unique perspective on the finer things in life and their consumer philosophy in one of the regular features that makes the magazine a hallmark of the high-end consumer demographic.

For example: Carlos Slim, Bill Gates, Warren Buffett, Bernard Arnault, Larry Ellison, FengLun, Zhang Baoquan, Jack Ma and Chen Lihua, etc.

ROBB TRENDSETTERS

This is a group of successful industrialists whose views reflect the tastes and sensibility of a slightly younger generation than Robb Connoisseurs, embodying a cutting-edge, taste-making sensibility.

For example: Dustin Moskovitz, Chase Coleman, Mark Zuckerberg, Ayman Hariri, Li Houlin, Liu Shilai, Li Yapeng, Cao Guowei, Wang Xiaofei, etc.

ROBB ARTISTS

The internationally renowned artists that most attractive to Robb readers, as well as artists responsible for our cover art, are featured in a monthly profile of artists whose works have been determined by our panel of experts to be valuable or collectible.

For example: Jeff Koons, Damien Hirst, Ed Ruscha, Rudolf Stingel, John Chamberlain, Anselm Kiefer, Takashi Murakami, Yayoi Kusama, Zhou Chunya, Liu Ye, Zhang Heng, ZengFanzhi, He Jiaying, Xu Lei, Xu Bing, Zhan Wang, Yue Minjun, and Zhang Xiaogang, etc.



Robb Report Lifestyle 2014 Media Kit

FEATURES

A. ART ON PAPER

*Robb Report Lifestyle takes paper as the media to break the boundaries of design and art, presenting a unique art form. "Art on Paper" project started in April 2013. We invite an artist as curator for every issue.

B. COVER STORIES

*Each issue's cover features the work of an artist and an interview with the artist.

C. MONTHLY FOCUS

(CORE MAGAZINE FEATURE)

*The body of every issue is comprised of special reports and core magazine content.

D. SPECIAL REPORTS

*Panoramic report on specific topic or event of a industry.

E. SIGHT

*In-depth investigation of the topic, focus on current events and phenomena,

a neutral perspective investigation report.

F. VEHICLES AND TRAVEL

- * Autos
- * Yachts
- * Private Jets
- * Travel
- * Sharing
- * Hotels

G. WATCHES AND JEWELRY

- * Watches
- * Jewelry
- * Chronometry
- * Selections
- * Conversations

H. FASHION AND BEAUTY

- * Fashion
- * Accessories
- * Beauty
- * Beauty Talk
- * Spas

I. REAL ESTATE AND HOME FURNISHINGS

- * Real Estate
- * Home Furnishings

* Audiophile

J. ARTS AND LIFE

- * Fine Arts
- * Collectors' Corner
- * Chinese Fine Art
- * Banquets
- * Fine Wines and Cigars
- * Technology
- * Leisure
- * Clubs

K. EDUCATION AND FINANCE

- * Education (including children and adult education)
- * Fortune
- * Afternoon Tea

L. MONTHLY FEATURES

- * From the Editor
- * Robb Q&A
- * Robb Dictionary
- * Mystery Customer
- * Grand Openings
- * The Robb Reader
- * Robb World
- * Reading Time
- * Art Inheritance



Robb Report Lifestyle 2014 Media Kit

BUSINESS COOPERATION

A. BRAND

B. GUESTROOM

C. ROBB CONNOISSEUR PRIVATE BANQUETS

D. SOCIETY

E. EVENTS

(Note: A-E are Business Cooperations)

ROBB REPORT LIFESTYLE SUPPLEMENTARY ISSUES AND SEPARATE PUBLICATIONS

A. SUPPLEMENTARY ISSUES

(2-3 issues per year, focusing on topics such as trends and shopping)

Positioning: Offering shopping advice, examining top-end products, and analyzing industry trends.

Angle: Beginning with products, and offering a comprehensive, horizontal guide for Robb consumers.

B. SEPARATE PUBLICATIONS

(4 issues per year, covering wristwatch expos, automobile expos, biennale events, real estate conferences, luxury goods expos, and auctions)

Positioning: Coverage of newsworthy industry expos aimed at satisfying reader demand for information on the luxury goods industry.

Angle: Beginning with purchasing advice, and offering in-depth, vertical coverage and recommendations.



Robb Report Lifestyle 2014 Media Kit

T 86 10 6587 2071 F 86 10 6587 2074

2014 CALENDAR

JANUARY MONTHLY FOCUS:

THE CLIMAX OF HOLIDAYS

At the beginning of the New Year, how to spend enjoyable holidays with family and friends in the world-renowned resort - the Alps? Robb Report will interview celebrities and aristocracy of Europe, presenting their own holidays. We'll also select local hotels, luxury resort real estate and high-end service agencies to help you customize exclusive vacation plans.

Special Report: Yabuli Forum

FEBRUARY MONTHLY FOCUS: SEDERS

Michelin chef seders customize seders for the entrepreneurs.

Special Report: Global Perspective on the Chinese Consumer Season

Chinese New Year holidays is the most important shopping season for the Chinese people. Which unique product does Chinese people's "New Shopping List" include? We'll globally look for "new sourcing" for the Chinese New Year shopping in order to explore the festival shopping trend by means

of story telling.

MARCH MONTHLY FOCUS: ZEN AESTHETICS

Exploring the Chinese Zen culture and its affects on other parts of the world. The Chinese literati lifestyle comes from Zen culture,so does the objects and garden design.

Special Report: Decoding the Aristocratic Life

Born with wealth, they are the focus of media attention, growing up under the envy of countless people. We will visit these wealthy ladies, taking a closer look at their mature lifestyle and philosophy of life.

APRIL MONTHLY FOCUS: THE SPIRIT OF HANDCRAFT

An examination and appreciation of hand-crafted, artisanal pieces, wrought from nature with human ingenuity. Beyond simply presenting the artisanal process, this feature explores the origins of the practical arts.

Special Report: Panoramic View of Geneva Motor Show

Geneva Motor Show is known as the



Robb Report Lifestyle 2014 Media Kit

2014 CALENDAR



automotive industry leader, Robb Report editors will present the 2014 Motor Trend Guide from the scene of the salon.

Watches Supplementary: SIHH Report
Analyzing 2014 SIHH from a professional perspective, from the pursuit of art, traditional innovation, functionality and other aspects, we'll introduce new products of 16 brands; invite Robb experts, brand supervisors to share the stories behind the works; and interpret authoritative data and market dynamics.

MAY MONTHLY FOCUS: FAMILY LEGACY

The Patek Philippe family, the Zegnas, the Pinots and many others, how do these European luxury brands families achieve the smooth transition of replacement and how does their family business grow stronger?

How do they pass their family culture from generation to generation? The in-depth interviews and discussions of those families will bring some enlightenment on the emerging Chinese family business.

Special Report: Farmhouse of the Entrepreneurs
Summer is a busy season for agriculture, so is for the enterprises and entrepreneurs. In recent years, different companies have invested in agricultural production, is it an attempt or just for fun? Or for reputation? Meanwhile, we'll pay attention to personal consumer farm life and the purchase of overseas farms etc.

Auto Supplementary: 2014 Auto Report
Taking 2014 new high-end automotive sector products as the report object, we make detailed descriptions and purchase recommendations, and match them with jets,

2014 CALENDAR

yachts and other new products, to compose the 2014 inventory of the field.

JUNE MONTHLY FOCUS: EXTREME TRAVEL GUIDE

Whether climbing the highest mountain or traveling to the Space, or parachuting, scuba diving, and even wing mounted flight... People always want more unique life experience. This feature will guide people how to participate in these entertainment of the highest levels.

Special Report: Cool Summer Toys

We examine some of the year's hottest toys: private jets, yachts, submarines, island getaways, and apparel in a joint US-China Robb Report feature on items that will make your summer vacation unforgettable.

JULY MONTHLY FOCUS: COURTS AND GARDENS

Families are consist of courts and gardens. We'll visit the private gardens in Asia, present the joy of gardens from the view of their owners.

Special Report: From Diana to Kate

From Diana's fashionable clothing, royal women's every move affects the fashion trend. Robb Report will show the European royal families' products choices.

AUGUST MONTHLY FOCUS: PLEASURE AND PATH IN PRIVATE ART MUSEUMS

Comparing domestic and foreign private art museums. Interviews to the presidents of some domestic private art museums.

Special Report: British Private School Education

In-depth researches of the current situation of British private schools. Reports of the lifestyle of Chinese students in Britain. British private schools resources ranking list.

SEPTEMBER MONTHLY FOCUS: FABRICS, SOUL OF SUITS

Starting from the fabric, we analyze trends



2014 CALENDAR

in seasonal packages, sharing trends of Milan Fashion Week and other fashion events.

Special Report: Entrepreneurs, Circles
From the enterprise clubs to Yacht clubs and ball clubs. How are these domestic entrepreneurs circles formed? And why?

OCTOBER BEST OF THE BEST

Robb Report Lifestyle presents the most exquisite items, alongside studies on the purchasing trends of Asia's most successful consumers.

NOVEMBER MONTHLY FOCUS: DREAM HOME

One again, we take a look at some of the world's most breathtaking domiciles first. The November issue offers a look at stunning mansion designs and options from all over the planet.

Special Report: Paris Biennale des Antiquaires

As today's top art exhibition, Paris Biennale des Antiquaires shows from antiques to contemporary fine jewelry, highlighting its unique style. Through in-depth interviews and research, we analyze what kind of high jewelry can better capture the Chinese collectors' heart.

DECEMBER MONTHLY FOCUS: THE PERFECT GIFT

Priceless. Perfect. Unforgettable. The Chinese editions of Robb Report present a gift list that you won't want to miss.

Special Report: Collection of New Year Gifts

Sort out comprehensively the new products of all categories of 2015 from an international perspective, by means of expert and readers reviews as well as experience sharing. We'll make predictions on industry trends for the new year to customize the 2015 procurement list.



Robb Report Lifestyle 2014 Media Kit

T 86 10 6587 2071 F 86 10 6587 2074

Robb Marketing Rate

ROBB CONNOISSEUR CLUB

Robb Connoisseur Club is a real-name club based on hobbies, consumption habits and descriptions of the characters. We sort out in a three-dimensional and in-depth way the information of the Robb Report readers and entrepreneurs.

ROBB READERS DATABASE

Robb Connoisseur Club

ROBB REPORT ACTIVITIES

In addition to activities in Beijing, Shanghai, Guangzhou and other large domestic cities, there are also activities throughout China in other developed cities and overseas regions.

COMPOSITION OF ROBB REPORT MARKETING ACTIVITIES

According to the Robb CRM database orientated analysis and Robb Connoisseur Club, our marketing activities are divided into: Best of the Best, Chinese Fine Art , Robb Connoisseur Private Banquets, Robb Refinement Gathering, The Journey of Power Auto, Robb Afternoon Tea and Art Inheritance Exhibition.



Robb Report Lifestyle 2014 Media Kit

FORMS AND PRICE OF MARKETING ACTIVITIES

1 BEST OF THE BEST

Robb Report Lifestyle holds a sumptuous gala every autumn, inviting Robb Connoisseurs, artists, and leading executives of top brands to one of the year's top events.

Core Business Values:

Robb Report Lifestyle flagship activity, scale, quality and class of the participants are selected rigorously. Once participating, one can benefit much.

Events Scale: ~180 people

Forms of Cooperation and Price:

Chief Sponsorship, Cooperation Quote: 3,600,000 RMB

Benefits: LOGO exposed, Products display area, Dinners VIP seats/Special Tables, Presenters Quota, The host's oral broadcast, Brand exposing in press releases and media coverage, Sponsorship uniqueness

Co-sponsorship, Cooperation Quote: 500,000 RMB

Benefits: LOGO exposed, Dinner VIP seats / Special Tables, brand exposing in press releases and media coverage

2 CHINESE FINE ART

Robb Report Lifestyle has established the Chinese Fine Art, an annual survey of making the Chinese Legacies industry trends. The Chinese Fine Art is held in rotation in the big cities of China every June.

Core Business Values:

Elite events of Robb Report Lifestyle with unique perspectives, quality and innovation, which are gaining more and more attitude.

Events Scale: ~100 people

Forms of Cooperation and Price:

Chief sponsorship, Cooperation Quote: 1,800,000 RMB

Benefits: Exclusive title rights, Products display area, Dinners VIP seats/Special Tables, Presenters quota 5. Host's oral broadcast, Brand exposing in press releases, LOGO exposed, 4Pages contents in the book of Chinese Fine Art

Co-sponsorship, Cooperation Quote: 400,000 RMB

Benefits: LOGO exposed, Dinner VIP seats / Special Tables, Brand exposing in press releases, 2Pages contents in the book of Chinese Fine Art



Robb Report Lifestyle 2014 Media Kit

FORMS AND PRICE OF MARKETING ACTIVITIES

5 THE JOURNEY OF POWER AUTO

We invite readers to drive and experience the power of top autos, yachts, and aircraft alongside local celebrities. Journeys are made up of voyages in top-of-the-line vehicles on land, sea, and air.

Core Business Values:

The finer things in life such as people, objects and scenarios should be integrated with emotions, expressed in the mode of cross-over. We customize for the brand a pleasant physical and mental experience, and the mission of the journey is enjoyment, customization, lifestyle.

Forms of Cooperation and Price:

Cooperation Quote: 600,000 RMB

Benefits: 25 Guests Invited、Customize the routes for one new product (series) of the brand、Test drive for the guests、2 Pages report

6 ROBB AFTERNOON TEA

Robb Report Lifestyle has created a forum for expert readers to exchange their views and build upon their strengths at regular events planned around topics chosen by Robb Report team and hosted as informal salons around the country.

Core Business Values:

Themes should be easily combined with brands; the event space can be converted

Events Scale: ~ 15 people

Forms of Cooperation and Price:

Cooperation Quote: 300,000 RMB

Benefits: 15 Guests Invited、Commercial Topic、The venue and catering costs covered

7 ART INHERITANCE EXHIBITION

One master artist talk with one young artist recommended by him/herself, in form of talk between two generations and art exhibitions, we seek heritage and development opportunities.

Core Business Values:

Improve brands value through art. High diversity of forms are available for the brands to choose from.

Events Scale: Depends on the frequency of exhibitions.

Forms of Cooperation and Price:

Cooperation Quote: 600,000 RMB

Benefits: Artists can cooperate with brands, 4 Pages contents, brands topics in the feature.



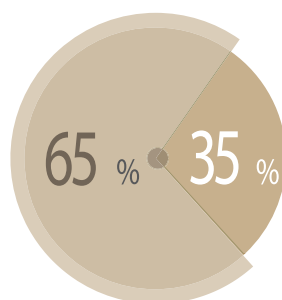
Robb Report Lifestyle Readership Description and Circulation

ROBB REPORT LIFESTYLE READERSHIP DESCRIPTION

Robb Report is targeted at individuals of high net worth, outstanding distinction in their fields, and a strong, unique set of interests, including arts, music, automobiles, wristwatches, and jewelry.

GENDER

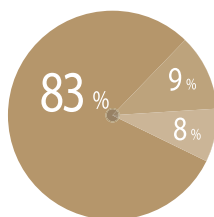
male 65%



female 35%

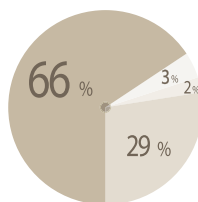
POSITION

Chairman/President/Owner/
General Manager 83%
Managers/HR Manager/
Administration Manager 9%
Government Officer/
Professional/Others 8%



EDUCATION

BA or BS 66%
MA or MS or higher 29%
AA or AS 3%
Others 2%



AGE



under 30



30~40



40~50



50~60



over 60

REGIONAL DISTRIBUTION FIGURES

REGION	VOLUME	RATIO(%)
North China	67267	40%
Beijing	60543	36%
Hebei	1681	1.0%
Tianjin	1681	1.0%
Shanxi	1681	1.0%
Inner Mongolia	1681	1.0%
East China	67267	40%
Shanghai	55497	33%
Jiangsu	5045	3.0%
Anhui	841	0.5%
Shandong	1681	1.0%
Zhejiang	3362	2.0%
Jiangxi	841	0.5%
South China	21861	13%
Guangdong	16817	10%
Guangxi	504	0.3%
Fujian	504	0.3%
Henan	1345	0.8%
Hunan	1009	0.6%
Hubei	841	0.5%
Hainan	841	0.5%
Northwest China	3363	2.0%
Ningxia	168	0.1%
Qinghai	168	0.1%
Xinjiang	1177	0.7%
Tibet	168	0.1%
Gansu	505	0.3%
Shaanxi	1177	0.7%
Northeast China	3363	2.0%
Liaoning	1681	1.0%
Jilin	841	0.5%
Heilongjiang	841	0.5%
Southwest China	4207	2.5%
Sichuan	3027	1.8%
Guizhou	168	0.1%
Yunnan	336	0.2%
Chongqing	676	0.4%
HK, MACAO, TW and OVERSEAS	840	0.5%
Total	168168	100.00%

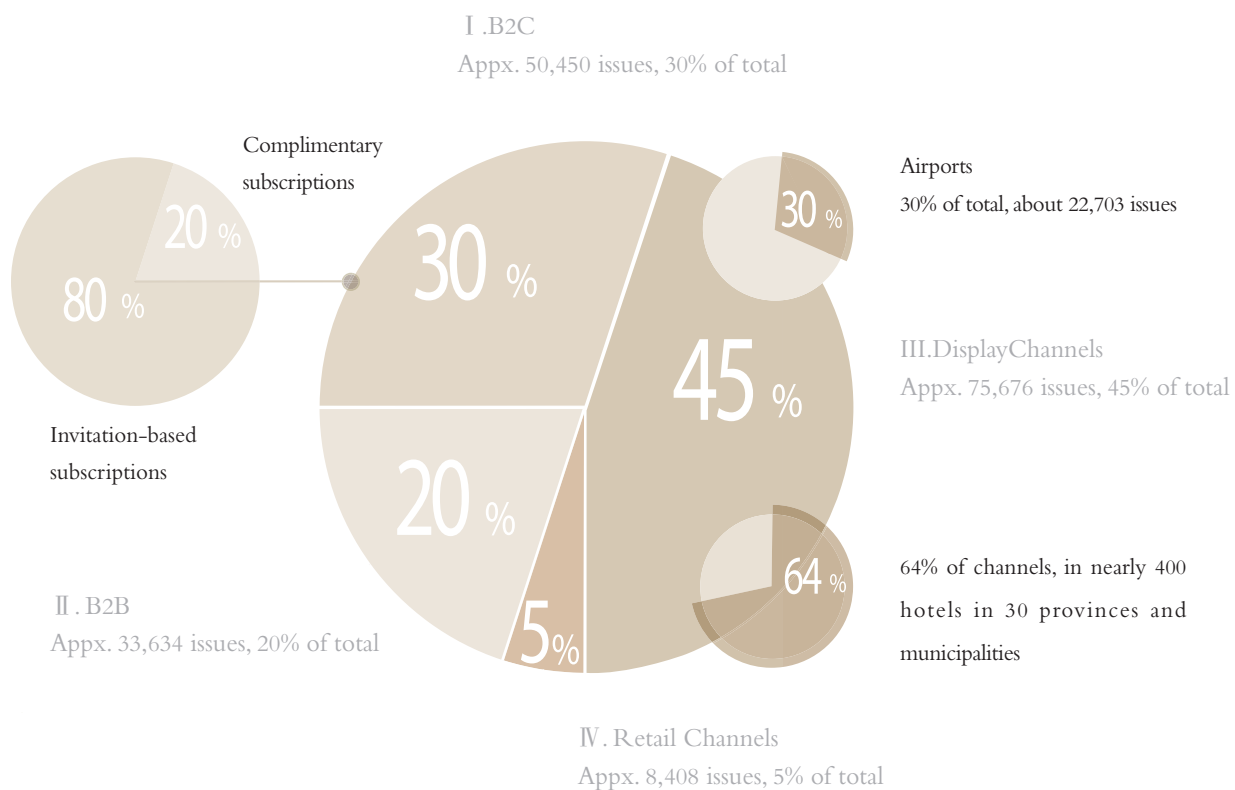
CIRCULATION:

168,168 copies nationwide each month

CIRCULATION PATTERNS

FIRST-EVER “INVITATION-ONLY” SUBSCRIPTION MODEL

NATIONWIDE DISTRIBUTION CHANNEL COVERAGE



I .B2C APPX. 50,450 ISSUES,
30% OF TOTAL

80% invitation-based subscriptions; 20% complimentary subscriptions

II .B2B APPX. 33,634 ISSUES, 20%
OF TOTAL

Offered through partnerships with international and Chinese foreign banking firms and financial management centers, luxury brands, executive clubs, and business schools.

Partners include:

Banks

Citibank branches (nationwide), Agriculture Bank of China branches and personal finance management centers (nationwide), China Merchants Bank personal banking centers (nationwide), Industrial and Commercial Bank of China branches (nationwide), CITIC branches (nationwide), China Construction Bank personal banking centers (Beijing), China Minsheng Bank credit card offices, CITIC credit card offices, and China Merchants Bank credit card offices, among many others.

EMBA

Fudan University School of Management, China Europe International Business School, Cheung Kong Graduate School of Business, Peking University Guanghua School of Management, Xiamen University School of Management...

Luxury Brands

Maserati, Azimut, Cartier, and many other leading luxury brands.

III .DISPLAY CHANNELS, APPX. 75,676
ISSUES, 45% OF TOTAL

Display channels chiefly include VIP waiting

rooms, onboard studies in private jets, public areas in hotels, high-end restaurants, and luxury residential compounds.

Airports Appx. 22,703 issues, 30% of total

VIP waiting rooms for domestic and international flights at Terminal 3, Beijing Capital Airport and Terminal 2, Shanghai Hongqiao Airport, Guangzhou Baiyun Airport, Shenzhen Airport, Beijing Capital Airlines charter flights...

Appx. 48,433 issues, 64% of channel, in nearly 400 hotels in 30 provinces and municipalities

High-end Restaurants, Appx. 3,783 issues, 5% of channel.

Top Sporting Events: Appx. 757 issues, 1% of channel.

Polo tournaments, sailboat races, regattas, golf tournaments, and other high-profile sporting events.

IV .RETAIL CHANNELS, APPX.
8,408 ISSUES, 5% OF TOTAL

Including leading bookstores and airports in Beijing, Shanghai, Guangzhou, Changchun, and other main first- and second-tier cities. These include: Airport Post, Yichen, Boutique Elegance, CITIC Books, Xinhua Bookstore, Fashion Gallery, H2O Books, Popular Bookstore, Shanghai Pudong and Hongqiao Airports, Guangzhou Airport, Shenzhen Airport, Hangzhou Airport, Ningbo Airport, Jiangsu Airport, Jinan Airport, Qingdao Airport, Henan Airport, Xi'an Airport, Shenyang Airport, Heilongjiang Airport, Tianjin Airport, Xining Airport, Chengdu Airport, Chongqing Airport...

Robb Report Rate Card 2014

RATES (RMB)

FORM	PRICE
Cover+Cover Story(4P)	1,550,000
Cover Gatefold(4P)	1,350,000
Outside Cover Gatefold(2P)	920,000
1st DPS	720,000
2nd DPS	658,000
3rd DPS	635,000
Before TOC	305,000
Single page Facing TOC	272,000
Full Page Facing Copyright Statement	262,000
DPS Between TOC	515,000
DPS After TOC	480,000
Full Page	235,000
Double Page Spread	440,000
DPS Inside Back Cover	460,000
Inside Back Cover	268,000
Back Cover	668,000
Full Page Advertorial	200,000
Full Page Advertorial Execution Fee	15,000
Full Page Poster	460,000
EDM	min 5000, production fee 2000RMB once, delivery fee 10RMB each

4th,5th DPS rate is the same as 3rd DPS.

This advertising rate will be effective from January 2014 to December 2014.

Ads Size

Item	Net Size	Bleed Size
Full Page	214mmX275mm	220mmX281mm
Double Page Spread	428mmX275mm	434mmX281mm
Full Page Poster	297mmX420mm	303mmX426mm

Note:

1. First DPS—Fifth DPS: Both right and left pages will reserve an 8 mm space for overlap.
2. ROP DPS: Right and left pages will reserve a 4 mm space for overlap.
3. Cover and multiple-page spreads: Both left and right pages will reserve an 8 mm space.
4. Gutter bleed: Allow 3 mm for bleed at top, bottom, left, and right of pages.

Ads Operating List

Month of Issue	Deadline of Ads Materials	
2014.1.1	2013.12.16	
2014.2.1	2014.1.16	
2014.3.1	2014.2.16	
2014.4.1	2014.3.16	
2014.5.1	2014.4.16	
2014.6.1	2014.5.16	Please send the materials to Beijing office before deadline Address:20/F,Trends Building, 9th Guanghua Rd,Chaoyang District, Beijing China 100020 Ms.Yan T: 86 10 65872080
2014.7.1	2014.6.16	
2014.8.1	2014.7.16	
2014.9.1	2014.8.16	
2014.10.1	2014.9.16	
2014.11.1	2014.10.16	
2014.12.1	2014.11.16	

Materials Request

Digital File

(please put all the linked pictures in the same file as ad materials)

- 1.PDF format (for security, please forward original file as well)
- 2.Illustrator (.EPS or .AI format) (please create a textbox and include all images used in the file)
- 3.InDesign (please include all images and fonts used on the CD)

Please provide two CD-Rs with your files.

Provide two sets, of color proofs, including the correct size, image, text and color progressive proofs Color-separated negatives with positive proofs and color guides for color ads.

Single-page Color-separated negative with density-testing bar and 10%-100% line points.

Printing Screen Line: 240 lines/inch

Draft Density: K:1.7D C:1.4D M:1.3DY1.0D

Note

Please do not edit text in Photoshop. Do not save your original files in Photoshop format in order to preserve vector text and graphics.

For consecutive advertisements, please name files based on the sequence in which they will be published.

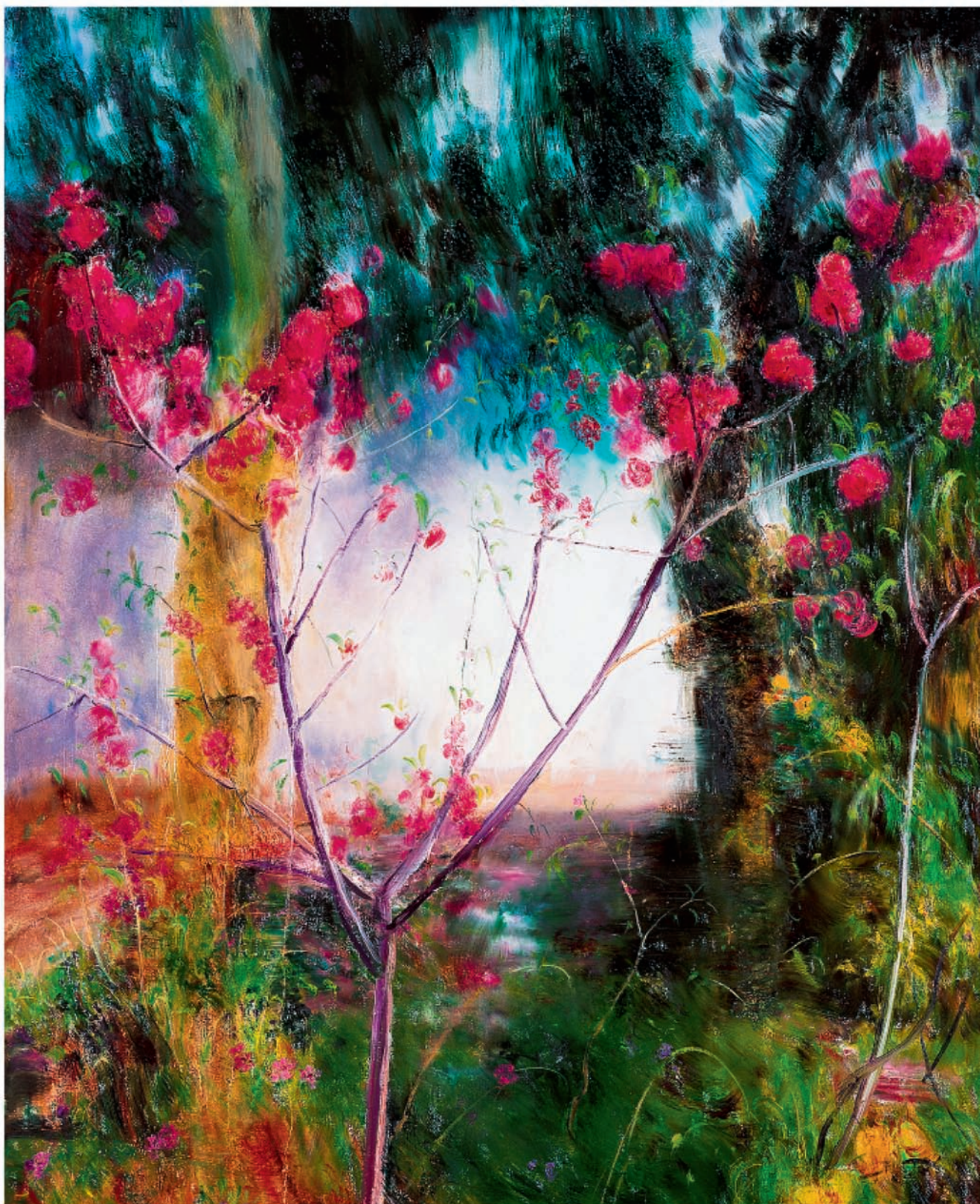
Images must be CMYK or greyscale, in TIFF or EPS format, at no less than 300 dpi resolution. Please do not use any images saved in JPEG format or with RGB color channels.

Notice for advertising

Cancellation policy: Please provide notice 50 days prior to the date of publication to avoid an additional 50% above the initial advertising cost.

The editorial department is authorized to arrange advertising pages depending on article content.

All advertisements are subject to approval by the Robb Report. We reserve the right to refuse any advertisements. In keeping with Chinese advertising regulations, advertisers will be required to furnish all related certifications and documentation. Robb Report is not responsible for any errors in materials supplied by advertisers. Changes made by telephone will not be acceptable unless hard or soft copies are supplied.



随手一扫，加入罗博官方微信，或百度搜索“罗博报告”添加。



MASERATI 《罗博报告》携手玛莎拉蒂为你独家呈现当代艺术大师周春芽油画作品《三月龙泉》(布面油画, 200cm x 150cm)。

THE COOPERATION CASE WITH ANNUAL ARTIST FOR THE POSTER:

Robb Report Lifestyle Invites Masters of Contemporary Art Zhou Chunya painting with Maserati.

MORE ARTISTS INCLUDING:

Mao Xuhui, He Duoling, Ye Yongqing, Ding Yi, Zhou Tiehai, Xue Song, Qiu Zhijie, Xiang Jing, He Jiaying etc.



玛莎拉蒂总裁六代车型的传承与演变

Maserati Quattroporte



www.maserati.com.cn

第1代总裁: 1963~1969

诞生于玛莎拉蒂高速增长时期的第一代总裁是一台不折不扣的四门GT轿跑车。不论是早期的266马力4.1升V8发动机，还是后期的295马力4.7升V8发动机，都提供了出色的高速巡航能力。其中4.7升版本拥有295公里/小时的最高时速，与同时期最快的量产车：275公里/小时的兰博基尼Miura相若无几。



第2代总裁: 1974~1978

由于被雷诺收购，所以第二代玛莎拉蒂总裁采用了雷诺龙霍轿车SM的底盘，而这也意味着这是一款前置引擎。虽然210马力的V6发动机只能提供200公里/小时的最高时速，但是玛莎拉蒂还是为这款车加入了前后液压空气悬挂系统、随动转向大灯、五前速自动挡等到了21世纪才开始普及的先进技术。

第3代总裁: 1979~1990

这是寿命最长的一代总裁车型：80年代的经典风格，大排量的V8发动机与后轮驱动让第三代总裁回归了高性能四门GT的地位。而这也是总裁系列车型首次采用前后双拖臂形式的高性能悬挂设计。此外，精致的手工内饰确实是这一代车型最为吸引人的地方。



第4代总裁: 1994~2001

这是玛莎拉蒂并入菲亚特集团之后的首款产品，所以无论造型和尺寸都更加强调动感。发动机也回归了更加紧凑的V6。虽然在豪华性上没有取得更大的提升，但是1998年推出的3.2升V6版车型依旧可以达到270公里/小时的最高时速。值得一提的是，中控台上的椭圆形时钟设计正是源于这一代车型。

第5代总裁: 2004~2012

由Pininfarina设计的第五代车型是国内用户最为熟悉的总裁。超过3米的轴距，加上最高达440马力的大排量V8发动机，带来的强大性能与舒适的内饰结合在一起，使之成为了高性能四门GT市场中最具有竞争力的车型。与此同时，多种变速箱与不同的发动机相匹配，也为用户提供了更为丰富的选择。



第6代总裁: 2013~

同样的V8发动机，但功率已经达到530马力。因此，第六代车型凭借307公里/小时的最高时速与4.7秒的百公里加速成为了六代车型中最大的一款。于此同时，全新一代玛莎拉蒂总裁轿车凭借充裕的后排空间与配置，使之成为了豪华轿车市场上非常具有竞争力的车型。而即将推出的V6版车型则为用户提供了更多选择。

PRICE OF ADVERTISING:

Full Page Poster 460,000RMB



Magazines and Special Publications

THREE SPECIAL PUBLICATIONS DERIVED FROM THE MAGAZINE:

1. Annual Issue (October 2014: The 2014 High-quality Life Report)
2. Supplementary Issues (1-2 issues offering cross-industry products recommendations or seasonal buying advice, with special reports in areas including trends shopping etc.)
3. Separate Publications (4 periodicals, offering in-depth reports on industry developments and fairs including watches and automotive exhibitions, biennale events, real estate, auctions etc.)



Background



Established in 1993, the Trends Media Group is headquartered in Beijing, with subsidiaries in Shanghai and Guangzhou. Trends Media Group's painstaking attention to detail and commitment to quality have made it one of China's most acclaimed and respected brands in the media and fashion industries, and have won it a listing among the country's 500 most valuable brands for many years running.

Trends Media Group began with a single magazine, and has since expanded to publish 17 high-quality periodicals with great influence on the tastes, views, and decisions of China's media and fashion industries. Combining international vision with local knowledge and understanding, Trends has partnered with many of the world's leading publishing groups, including Hearst Magazine International, National Geographic Society, Rodale, and Bauer, to produce outstanding magazines targeting educated, affluent, and tasteful readers across China.

Trends Media Group has begun moving beyond its print media origins in recent years with forays into film, television, radio, online, App store, and mobile phone-based media ventures, evolving beyond print to become a trans-media publishing group with a wide range of quality content offerings. Trends Media Group has partnered with CCTV, China National Radio, and the National Centre for the Performing Arts to create fresh new television dramas, radio shows, and stage plays.



@罗博报告

www.robbreport.cn