

舒适 COMFORT

LEADING COMFORT LIFE

《舒适COMFORT》优势

《舒适COMFORT》作为面对中国高端消费人群的顶尖传媒，自2000年创刊至今，一直锁定全国一线城市的高端消费人群。从对时尚的推崇到对美丽的宣扬，从旅行记忆到品位生活，我们建立了一个舒适的时尚消费指引平台，并通过这个平台影响着他们的生活理念，引导他们拥有时尚、奢华、优雅的舒适生活。

《舒适COMFORT》拥有最具生活品位和消费能力的高端读者群以及最有广告价值的发行渠道，并凭借着原创、精美的刊物质量以及优秀的广告配合度，成为最具广告价值的DM媒体平台。

Advantages of COMFORT

As the top media focusing on high-end consumers in China, COMFORT has always been aiming at high-end consumers in major cities nationwide since its establishment in 2000 until now. From esteem for fashion to publicity of beauty, from memory about travel to life with good taste, we have established a comfortable platform to guide fashion consumption. Besides, through the platform, with impact on their life ideas, they are led to own comfortable life featuring fashion, luxury and elegance.

COMFORT owns high-end reader groups with the greatest life taste and consuming capacity as well as distribution channels with the greatest advertising value. Depending on the original and exquisite quality of periodical as well as excellent cooperation of advertisement, it has become the DM media platform with the greatest advertising value.

《舒适COMFORT》历程

合刊创立全国版，在原有发行城市上，增开成都、重庆两座西南重镇。	July. 2009
发行广州版，覆盖广州、深圳、东莞、珠海、佛山。	April . 2008
发行上海版，覆盖上海、杭州、苏州、宁波、南京等地。	February. 2005
创刊，逐步覆盖北京、天津、大连、沈阳。	May. 2000

History of COMFORT

July.2009 In July, 2009, the national edition was established through combined issue. Two important cities in Southwest China, Chengdu and Chongqing were included among the issuing cities.

April.2008 In April, 2008, Guangzhou edition was issued, covering Guangzhou, Shenzhen, Dongguan, Zhuhai and Foshan.

February.2005 In February, 2005, Shanghai edition was issued, covering Shanghai, Hangzhou, Suzhou, Ningbo, Nanjing and etc.

May.2000 Established in May, 2000, the magazine has covered Beijing, Tianjin, Dalian and Shenyang step by step.

《舒适COMFORT》读者分析

会员读者分析

《舒适COMFORT》的读者是一群品读时尚、消费时尚的精英读者，他们是受过良好的教育，拥有成功的事业，极具时尚品味的中产阶级及以上人群。他们崇尚消费，追逐时尚，引领都市的潮流。他们具有很强的购买欲望和购买力，是品牌产品的主要消费者。

Chardonnay The Best Chefs

Readers of COMFORT are a group of elite readers who can taste and consume fashion. They are well-educated people of middle class and above who own their successful career and have the taste of fashion. They respect and promote consumption, pursue fashion, and lead urban fashion. They have very strong desire for purchase and purchasing power, and they are the major consumers of branded products.

舒适会员的素质构成

高学历 / 高收入 / 高消费
私家车主
时尚 / 品位
享受生活 / 注重品牌

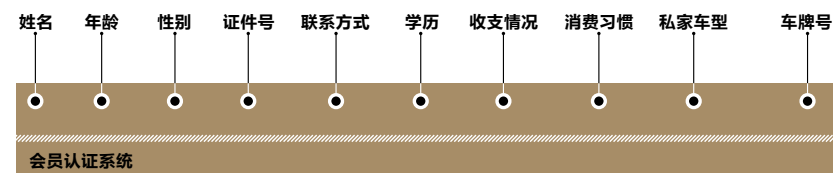
Quality Constitution of COMFORT Members

High academic qualifications / High income / High consumption
Owner of private cars
Fashion / Taste
Enjoy life / Attach importance to brands

会员认证系统、更新周期

《舒适COMFORT》的会员认证系统主要以车型来区分，更新周期为平均每4—5个月增加购车新贵。

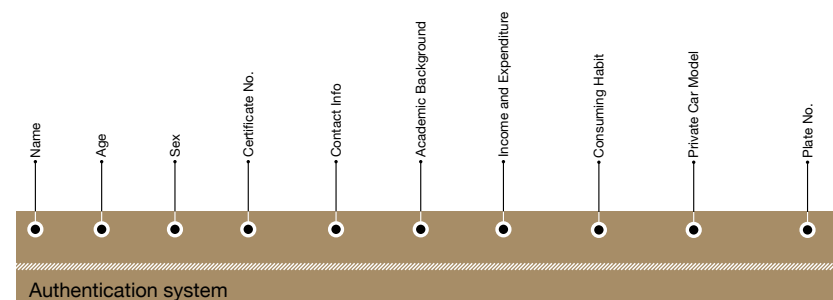
独特的多级认证系统



Authentication system and update cycle of members

The authentication system of members of COMFORT is mainly distinguished through car models. The update cycle is every 4-5 months averagely to have more people who buy cars for the first time.

Unique multi-level authentication system



读者数据分析

Quality Constitution of COMFORT Members

01 / 男女比例

男 55% 女 45%

01 / Proportion of male readers and female readers

Male readers 55% Female readers 45%

02 / 年龄特征

25岁以下 5%
25-35岁 47%
36-45岁 33%
45岁以上 15%

02 / Age feature

Below 25 5%
25-35 47%
36-45 33%
Above 45 15%

03 / 职务情况

企业法人、董事长、CEO 23%
中高层管理人员 38%
中高级技术人员 33%
其他 6%

03 / Posts of Readers

Enterprise legal person, chairman, CEO 23%
Middle and senior management 38%
Intermediate and senior technical staff 33%
Others 6%

04 / 年收入情况

< RMB100,000 2%
RMB100,000-200,000 21%
RMB200,000-500,000 59%
>RMB500,000 18%

04 / Conditions about annual income

< RMB100,000 2%
RMB100,000-200,000 21%
RMB200,000-500,000 59%
>RMB500,000 18%

05 / 拥有私家车情况

有私家车 85%
无私家车 15%

05 / Conditions about owning private cars

Have private cars 85%
No private cars 15%

06 / 2年内购车计划

首次购车 12%
再次购车 57%

06 / Plan to purchase car within 2 years

Buy car for the first time 12%
Buy car for the second time 57%

07 / 服饰方面的年消费情况

<RMB20,000 18%
RMB20,000-50,000 57%
>RMB50,000 25%

07 / Conditions about annual consumption on clothes

<RMB20,000 18%
RMB20,000-50,000 57%
>RMB50,000 25%

08 / 奢侈品年消费情况（化妆品、酒、表等）

<RMB 30,000 14%
RMB 30,000-60,000 29%
RMB60,000-100,000 33%
>RMB 100,000 24%

08 / Conditions about annual consumption on luxuries

<RMB 30,000 14%
RMB 30,000-60,000 29%
RMB60,000-100,000 33%
>RMB 100,000 24%

09 / 手机、数码、IT、家电产品年消费情况

<RMB10,000 19%
RMB10,000-30,000 36%
RMB30,000-60,000 34%
>RMB60,000 11%

09 / Conditions about annual consumption on digital products and home electrical appliances

<RMB10,000 19%
RMB10,000-30,000 36%
RMB30,000-60,000 34%
>RMB60,000 11%

10 / 家居产品年消费情况

<RMB 30,000 21%
RMB30,000-60,000 41%
RMB60,000-100,000 25%
>RMB100,000 13%

10 / Conditions about annual consumption on household products

<RMB 30,000 21%
RMB30,000-60,000 41%
RMB60,000-100,000 25%
>RMB100,000 13%

11 / 餐饮、娱乐、旅游的年消费情况

<RMB50,000 20%
RMB 50,000-100,000 67%
>RMB 100,000 13%

11 / Conditions about annual consumption on catering, entertainment and tourism

<RMB50,000 20%
RMB 50,000-100,000 67%
>RMB 100,000 13%



《舒适COMFORT》重要栏目

《舒适COMFORT》的重要栏目涵盖了时尚、美容、汽车、数码、明星、品位、生活等各个领域。

COMFORT· Key Columns

The key columns of COMFORT cover many fields including fashion, beauty, automobile, digital products, stars, taste, life and etc.

《舒适COMFORT》时尚

深入时尚核心文化，报道国际最新的流行趋势；

与最高端的时尚品牌充分合作，与最顶尖的设计师进行思想对话；

用最前沿的视角策划时装大片，用最潮流的方式进行服饰搭配；

邀请最具影响力的影视红星，打造最视觉化的明星大片；

力争最独家的采访报道，以明星的视角阐述舒适生活的态度。

/ 潮流先锋

/ 格调

/ 潮流搭配

/ 明星

COMFORT Fashion

Go deep into core culture of fashion, and report the latest international fashion trend;

Make full cooperation with the highest-end fashion brands, and carry out dialogue about ideas with top designers;

Make planning of grand fashion from the most front angle of view, and carry out clothes combination with the most fashionable mode;

Invite the most influential famous film and TV stars, and create the most visualized movies;

Try to have the most exclusive interview report, and expound the attitude about comfortable life from the angle of stars.

/ FASHION NEWS

/ STYLE

/ TRENDS

/ STAR



《舒适COMFORT》美容

彩妆大片传递最新国际彩妆流行趋势；
护肤栏目介绍最实用、最贴心的护肤法则；
强力推荐最新的美容单品；
致力打造最舒适的美丽秘籍。

/ 视觉
/ 格调妆配
/ 时尚精选
/ 护肤新潮
/ 男士护肤

COMFORT Beauty

Color make-up conveys the latest international fashion trend of color make-up;
The skincare column gives introduction to the most practical and caring principles for skincare;
Strongly recommend the latest single item for beauty;
Dedicate itself to creating the most comfortable esoterica for beauty.

/ VISION
/ MAKEUP TREND
/ MOST WANTS
/ SKINCARE
/ CARE FOR MEN



《舒适COMFORT》专题

直击最热点的时尚事件，聚焦最具影响力的前沿话题；
采访这个时代的最主流发言人，展现他们的生活状态和人生智慧；
他们都是现代主流人群，有明星、社会名流、商界精英；
他们制造着新思维，引领新的生活方式。

COMFORT Feature

Focus on the hottest fashion event, and select the most influential front topics;
Interview spokesmen standing for the main stream of the times, and show their living state and life wisdom;
They are all members of modern mainstream society, including stars, social celebrities and business elites;
They create new thoughts, and lead new life style.

《舒适COMFORT》前沿

推荐最鲜活的数码潮流资讯；
打造最具冲击力的数码组合大片；
报道最前沿的数码时代生活方式；
以专业的角度介绍各种顶级豪车；
用最独特的眼光品鉴最新车型；
用最时尚的态度推荐人与汽车的完美生活。

/ 数字视觉
/ 数码精选
/ 数位潮流
/ 车赏
/ 新车秀
/ 豪门盛宴
/ 经典
/ 试驾

COMFORT Front

Recommend the most fresh and live information about digital trends;
Create digital combination with the greatest impact force;
Report the most front life style at the digital times;
Introduce various kinds of top luxury cars from the professional angle;
Appreciate and evaluate the latest car models with the most unique eyesight;
Take the most fashionable attitude to recommend the perfect life of human and cars.

/ DIGITAL VISION
/ MOST WANTS
/ DIGITAL FASHION
/ MOST WANTS
/ NEW CAR SHOW
/ TOP CAR
/ CLASSIC
/ TESTING





《舒适COMFORT》品位

推荐最时尚、最奢华的顶级腕表；
介绍最优雅、最高尚的品酒方式；
体验最奢华、最舒适的酒店及休闲场所；
了解并保存传统的经典文化；
介绍当代艺术的思考方式和表现手法。

- / 艺术
- / 品味时间
- / 酒
- / 酒店

COMFORT Taste

Recommend the most fashionable and luxurious top wrist watch;
Introduce the most elegant and noble way to taste wine;
Experience the most luxurious and comfortable hotels and places for leisure;
Understand and keep traditional classic culture;
Introduce thinking modes and means of expression of modern arts.

- / ART
- / WATCH
- / WINE
- / HOTEL



《舒适COMFORT》生活

体验最地道的各类美食，介绍最时尚的消费场所；
推荐最美丽、最值得去的旅游目的地；
介绍最有设计感的家居单品，体验最具空间感的家居设计。
以独特视角深入浅出的直视人与空间的关系。

- / 家居精选
- / 风格
- / 设计师
- / 空间
- / 旅游
- / 美食

COMFORT Life

Experience the most local delicacies, and introduce the most fashionable places for consumption;
Recommend the most beautiful and rewarding tourism destinations;
Introduce household single item with the greatest sense of design, and experience household design with the greatest sense of space;
Have a direct vision about the relationship between human and space in a simple way from the unique angle.

- / MOST WANTS
- / DECO IDEA
- / DESIGNER
- / SPACE
- / TRAVEL
- / TASTY

《舒适COMFORT》发行情况

《舒适COMFORT》发行方式

基于精准数据库的免费直投

1 舒适会员

《舒适COMFORT》依据舒适庞大翔实的会员数据库精准直邮。

2 高档消费场所

《舒适COMFORT》在众多高档消费场所均有摆放，大部份由我公司发行部门自行摆放，部分委托各城市的专业发行公司摆放发行。

3 品牌汽车4S展厅

《舒适COMFORT》与各品牌汽车4S展厅保持良好合作关系。

4 星巴克咖啡

《舒适COMFORT》在星巴克有摆放露出，由星巴克指定发行公司摆放发行。

COMFORT Issuing Situation

COMFORT Issuing Way

Free-of-charge direct delivery based on accurate database

1 Members of COMFORT

Precise direct mailing is carried out according to the large and detailed database of members.

2 High-grade spots for consumption

COMFORT is placed in numerous high-grade spots for consumption, most of which is placed by our own issuing department in our company, and some are placed for issuance by professional issuing companies in every city.

3 4S Exhibition hall of branded automobile

COMFORT keeps good cooperative relationship with 4S exhibition hall of many branded automobile.

4 Starbucks

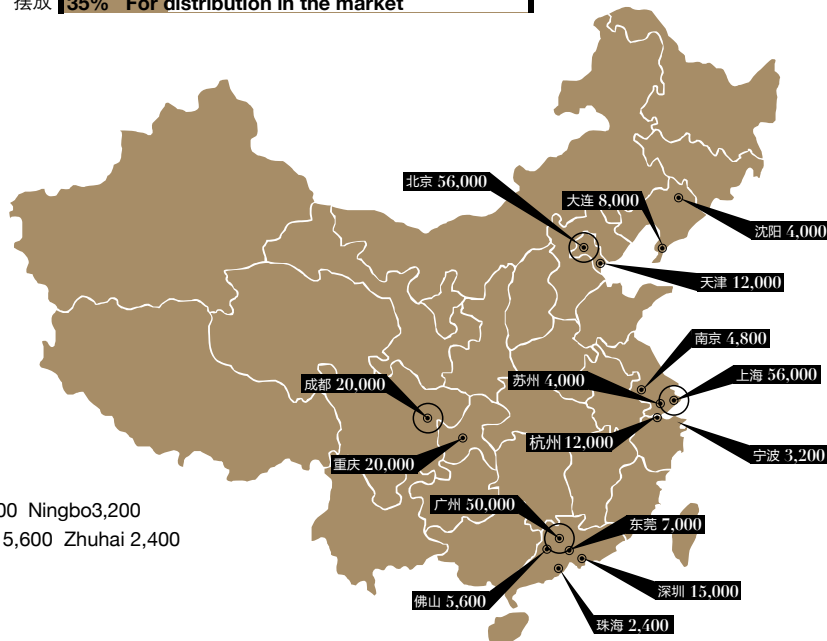
COMFORT is placed in Starbucks by the issuing company designated by Starbucks.

《舒适COMFORT》摆放、直邮比例

Proportion of the number of COMFORT placed in the market and those subject to direct mailing

直邮 **65%** For direct mailing

摆放 **35%** For distribution in the market



《舒适COMFORT》发行数量 280,000

北京56,000 天津12,000 沈阳4,000 大连8,000

上海56,000 杭州12,000 南京4,800 苏州4,000 宁波3,200

广州50,000 深圳15,000 东莞7,000 佛山5,600 珠海2,400

成都20,000 重庆20,000

Quantity of issue of COMFORT 280,000

Beijing 56,000 Tianjin 12,000 Shenyang 4,000 Dalian 8,000

Shanghai 56,000 Hangzhou 12,000 Nanjing 4,800 Suzhou 4,000 Ningbo 3,200

Guangzhou 50,000 Shenzhen 15,000 Dongguan 7,000 Foshan 5,600 Zhuhai 2,400

Chengdu 20,000 Chongqing 20,000

我们的服务

全方位的广告策划服务

《舒适COMFORT》作为一本风格独特的时尚类DM期刊，无论是在编辑内容的软性合作、常规广告形式上，还是在特殊广告形式的合作方面都能为品牌提供全方位的广告策划服务。

1 直邮：由客户提供宣传品，采用单封邮寄的方式，针对受众，定向投放。

2 夹投：由客户提供印刷品，随《舒适COMFORT》杂志直邮至舒适会员手中。

3 活动推广：由广告客户与杂志社共同举办活动，增进舒适会员与客户之间的联系。

4 编辑内容策划：由编辑部根据产品特点，结合流行时尚，为客户特别策划栏目内容。

5 视觉大片策划：《舒适COMFORT》拥有成熟的视觉大片制作团队，对视觉大片的创意及质量有良好的把握，能将产品的特性、客户的意图完美体现。

6 异型广告策划：《舒适COMFORT》以策划为刀、创意为剑，依据各个产品的不同卖点，为客户策划令人印象深刻、回味无穷的异型广告。

Our Service

All-round advertising planning service

As a DM periodical of fashion type with unique style, COMFORT can provide overall advertising planning service for brands no matter whether in soft cooperation about editing content, regular advertising form, or in cooperation about the advertising forms of special advertisements.

1 **Direct mailing:** Publicity materials are provided by clients. The mode of mailing of every single one is taken to make distribution to target audience.

2 **Distribution together with printed materials:** Printed materials are provided by clients, and directly mailed to the members of COMFORT together with COMFORT.

3 **Activity promotion:** Activities are held jointly by advertising clients and the magazine agency with the aim to promote contact between the members of COMFORT and clients.

4 **Planning of editing content:** The Editorial Department integrates fashion to make special planning of column contents for clients according to product features.

5 **Planning of vision:** COMFORT owns a mature production team for vision works. They have a good command of creative ideas and quality of vision works, and have the ability to give full expression to product features and clients' intentions.

6 **Planning of advertisement of abnormal size:** Taking planning as knife, creative ideas as sword, COMFORT makes planning of impressive advertisements of abnormal size with pleasant aftertaste for clients according to different selling points of every product.

《舒适COMFORT》广告刊例

2010刊例价格

广告位置	规格 (H×W,mm)	价格 (RMB,元)
封面拉页	278×420	720,000
封三前拉页	278×418×2	750,000
封二	278×214	300,000
封三	278×214	240,000
封底	278×214	360,000
封底拉页	278×428	480,000
内页首页	278×214	240,000
第一跨页	278×428	450,000
第二跨页	278×428	420,000
第三跨页	278×428	390,000
第四跨页	278×428	360,000
目录对手页	278×214	240,000
目录对手页加厚200g	278×214	510,000
前16P特版	278×214	240,000
内页整版	278×214	180,000
内页整版加厚200g	278×214	450,000
内页跨页	278×428	360,000
内页拉页	278×422×2	720,000
1/2内页	135×214	96,000
1/3内页	278×71 ; 90×214	90,000
异型版		加收30%~100%
封贴		3元/册
腰封		5元/册
刊中刊	小于278×214	50,000元/P,8P起
夹带	30000册起	3元/册
单封邮寄	10000封起	5元/封

广告文件说明

图片格式: TIFF/PSD, 300dpi, CMYK
提供正确的四色样张, 如没有样张, 以最终印刷效果为准。
请严格按照我刊为您提供广告尺寸制作文件, 如有疑问, 请及时与我们联系。

Advertising Film Introduction

Advertising Film: TIFF/PSD, 300dpi, CMYK
Please provide correct four-colored sample picture, if not available, final printing should be taken as valid and binding.
Please provide film strictly in accordance with our sizes, and contact us if there is any question.

工作周期

杂志出版日期: 每月1日
广告文件截稿时间: 出版日期前15日
广告订单截稿时间: 出版日期前25日

Working Schedule

Publishing date of magazine: 1th, every month
Deadline of the advertising film:
15 days before the publishing date
Deadline of the advertising order:
20 days before the publishing date

广告联络

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