

凯德



凯德180°

《凯德180°》是凯德置地展示企业形象和品牌内涵的杂志，每季发行，主要面向商务人士、政府官员、媒体、合作伙伴和客户。《凯德180°》完美结合了企业讯息与人文精神，在融合本土文化的同时，更为读者带来充满都市感与国际化的阅读体验。

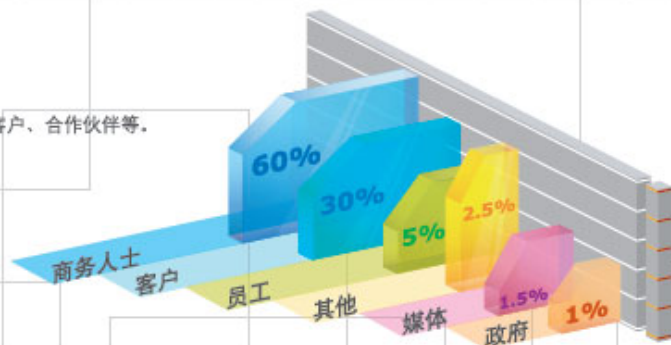
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读者定位

中高端商务人群，政府官员、媒体、客户、合作伙伴等。



栏目设置

杂志分为四个独立的部分，分别是“专题”“人物”“时尚”与“文化”。

专 题

大篇幅、全方位地深入报道凯德置地的近期重点。

人 物

踞国际视角，专访凯德置地高级职业经理人或凯德中国项目的参与者，分享他们有趣的生活与工作经历。

时 尚

把握城市时尚脉动，捕捉新鲜生活体验，追求视觉效果与阅读体验的双重突破，于轻松、休闲中折射地产文化。

文 化

聚焦凯德置地的企业文化，追踪我们企业社会责任的践行、凯德最新动态及凯德楼盘活动等。



出版日期

3月15日、6月15日、9月15日、12月15日。

发 行

发 行 量：每期20,000份，年发行量80,000份

发行地区：上海、北京、广州、成都、杭州、宁波、佛山

直投地点：上海、北京、广州核心商圈超过10,000家甲级写字楼租户，凯德置地全国所有楼盘和雅诗阁服务公寓的会所

广告刊例

| 版面位置 | 版面规格(高×宽) mm |
|------|--------------|
| 封 底 | ⇒ 205 × 184 |
| 封 二 | ⇒ 205 × 276 |
| 封 三 | ⇒ 205 × 276 |
| 扉 页 | ⇒ 205 × 276 |
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CapitaLand 180°

CAPITALAND 180° is a quarterly publication of CapitaLand China that showcases the values and brand essence of the company to businessmen, government officials and media and for the partners and customers of the company. With a nice balance of corporate and lifestyle stories, the magazine is cosmopolitan and international in feel and look, with a touch of local flavour.

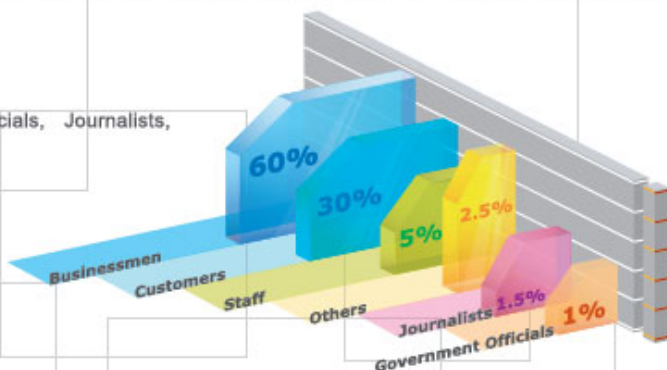
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READER PROFILE

Businessmen, Government Officials, Journalists, Customers, Partners, etc.



CONTENTS

The magazine is divided into four distinct sections, **Cover story, Profile, Society and Corporate Culture.**

COVER STORY

Trend or issue that articulates CapitaLand China's key focus in the near-term.

PROFILES

It is globalised in outlook. Also there is room for interviews with staff, notable residents or participants of CapitaLand China's programme by sharing interesting living or working experiences.

SOCIETY

Lifestyle pieces that capture the pulse of society in cities of China. This section is a visual and reading break from corporate topics before and after but still with subtle links with the company.

CORPORATE CULTURE

This section is devoted to corporate news, i.e. CSR activities, happenings in China, residential activities in existing condos and etc.



ISSUE DATES

Every 15th of Mar, Jun, Sept and Dec.

CIRCULATION

Volume: 20,000 per issue, 80,000 per annum
 Presence: Shanghai, Beijing, Guangzhou, Chengdu, Hangzhou, Ningbo and Foshan
 Outlets: More than 10,000 companies located in core business circles in Shanghai, Beijing and Guangzhou; all the clubhouses in CapitaLand China's properties and Ascott all over the country.

ADVERTISING RATES

| Position | Size(H × W)mm |
|--------------------|---------------|
| Outside Back Cover | ↔ 205 × 184 |
| Inside Front Cover | ↔ 205 × 276 |
| Inside Back Cover | ↔ 205 × 276 |
| Title Page | ↔ 205 × 276 |
| Full Page | ↔ 205 × 276 |
| Double Page Spread | ↔ 410 × 276 |

TRIM SIZE: 205 × 276mm(Full Page)
 410 × 276mm(Spread Page)
 BLEED SIZE: 3mm
 BOOKING DEADLINE: 50 days before publishing
 MATERIAL DEADLINE: 30 days before publishing

