



温泉旅游

Thermae Travel

高端温泉度假酒店 · 客房休闲读物

媒体刊例 · MEDIA KIT



《温泉旅游》，为您更精彩！

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高端温泉度假酒店·客房休闲读物

THERMAE
TRAVEL
KEEPS YOU
WITH
LOHAS

读温泉旅游 品休闲生活

SINCE 2012

目的地

DESTINATION

每期我们的制作团队都会进驻一个温泉名镇，探寻地下水，解读温泉渊源，深入挖掘当地温泉旅游特点和历史人文风情，走遍各个温泉，编写详细而独特的独家手册。

We send professional team to every destination, visit hot springs there, explore local customs and folk tourism culture, as well as shining characteristics of local tourist sites and produce a detailed and featured tourist guide.

栏目内容 Main content

第一部分：温泉旅游目的地掠影
Part 1: A glimpse of the DESTINATION

用精美而富有人文气息的图片，展现温泉旅游目的地的历史文化和迷人的城市魅力，让读者切实感受到非去不可。
Present the history, culture and charming glamour of the destination with picturesque and humanistic images. By doing so, readers will feel the must of paying visits to the destination immediately.

第二部分：探寻地下水脉，解读温泉渊源
Part 2: Exploration and Introduction

伴随一段历史，每一个目的地都有自己的温泉成因，解读地质，深入历史，让读者了解这里的温泉，也增大专题的可读性和文化内涵。
Every DESTINATION develops with its unique history and characters. After visits and explorations, our team would like to interpret the formation, development and history of each destination in an eye-catching presentation.

第三部分：温泉大特写
Part3: Spa Features

走遍目的地区域的各个温泉，结合当地文化特色和旅游环境，撰写从特色、格调到实用的温泉旅游指南。
Produce a practical tourist guide from every detailed visit and thorough exploration to the DESTINATION; introduce the special local customs with amazing culture relics and tourism environments.

第四部分：美食攻略
Part4: Gourmet Guide

旅游自然不能离开美食，美食更让人记住这个地方。本专题从养生健康美食的角度，来书写一个更有机更健康的“温泉美食滋味”。
Gourmet food always plays an important and indispensable role in the promotion of a tourist site. Tourists can bear one site in mind for not only its service, but also its special dining and cuisine. We produce this part in the LOHAS perspective, with introductions and recommendations of dining at hot spring resorts.

假期 HOLIDAY

驾着车，踏着云，觅一处幽然境地，于户外狂野中，无限地绽放味蕾……，自由舒畅是我们的起始点，在假期，穷尽你的旅行征程。

Relax yourself with a journey, travel around with your free mind, and enjoy the taste of each hot spring resort.

栏目内容 Main content

自驾 Self-drive

以自由新型的旅游形态为基础，秉承自由、个性、灵活的自驾体验，为旅行者提供更多帮助与乐趣。 Offer travelers opportunities and tour guidance to have a pleasant self-drive.

出境 Abroad

放眼全球，聚焦境外，引领你的国际之旅。 Employ travel news, reports, and journals from abroad, guiding our readers the way of a fashionable international journey.

度假 Vacation

以休闲度假为主，旨在传递出一种幽然意境的生活方式，以比较健康有机的慢旅行为主，在游玩的同时也享受和感悟生活。 Leisure vocations are shared with readers, enjoy a healthy journey and sustainable lifestyle.

人文 Discovery

以探索人文自然为主，挖掘值得思考的人文古迹或某地的旅游文化氛围，从历史、地理的角度贯穿行文。 Focus on the exploration of the local nature and human; share our discovery of gorgeous cultural relics, histories and geographic sites.

户外 Outdoor

有关户外运动的介绍和推行，户外装备等相关攻略集锦。 Introduction and recommendation of sports and leisure activities outdoor, guide to related equipments.

美食 Food

旅途中你记忆最深刻的美食，伴随着当季美味的飘香，无限绽放你的味蕾。 The most impressive food you met during your journey, with your comments and recommendations being shared.

温泉旅游
Thermal Tourism

LOHAS

乐活

LOHAS

一种环保理念，一种文化内涵。它是一种贴近生活本源，自然、健康、精致的生活态度，它是一种时代的产物。

It's an idea of environment-protection, an interpretation of culture, a touch of natural, healthy and exquisite lifestyle, and the fashionable trend of our age.

栏目内容 Main content

悦己 Beauty

从spa、美容、瑜伽等内容展开，倡导女性品质生活。

Advocate an exquisite lifestyle from women's perspective with introductions and interpretations of Spa, Yoga and Beauty, etc.

运动 Sport

介绍各种健康运动方式，呈现力美与运动的完美体验。

A glimpse of the latest sport styles for your easy reference.

自然生活 Lifestyle

关注环保与有机生活，从小处入手，发觉生活中的清新自然，展现一种怡然、生机、健康的生态有机生活方式。

Show you the leisure, organic, low-carbon and healthy lifestyle.

专栏 Column

以主题形式开启品味生活。

Different ways of enjoy your life are presented and shared.

泉说 DOSSIER

聚焦全球视野，了解旅游之新动向。搜天下名汤，探秘温泉旅游之去处；观业界现象，论温泉文化之关注热点；传科学知识，谈温泉泡浴之百科泉说；话温泉之特色主题，品温泉之独特魅力。——在这里，读懂温泉！

In this content, we introduce hot springs all over the world with global perspectives, report related tourism information, recommend Must-sees, discuss hot topics of the sector, promote science and knowledge of hot springs and tourism, introduce specially-designed resorts and enjoy favorite hot springs.

栏目内容 Main content

温泉观 View

探讨与温泉有关的热门话题、趣味事，传播温泉文化、礼仪与养生理念。

Discussions are held on hot topics about springs, events so as to develop philosophies of hot spring culture, etiquette and wellness.

看世界 News

了解有关旅游的环球新鲜事。

The latest of hot spring & tourism will be collected and shared.

去处 Where to go

从小处着眼，较为详尽地介绍度假村最新或有别于其他度假村的特色。

Introduce the character of every hot spring resort after a thorough visit and discovery.

特别策划 Special

每期一个趣味的温泉相关策划，选取不同的切入点。

Interesting plans of hot springs are designed and conducted by us to introduce knowledge, culture, and history of different hot springs.

DISTRIBUTION CHANNELS

发行渠道分布

DISTRIBUTION CHANNELS

发行范围：全国发行
 发行量：约10万册
 温泉度假村约占发行量的64%；
 品牌汽车4S会员、银行优质客户等约占总发行量的8%；
 零售订阅约占发行量的16%；
 国家旅游局、中国旅游协会、各地市旅游局旅游协会、高校旅游院系赠阅约占发行量12%。

Issue: National issue
 Circulation Volume: around 100, thousand copies
 Hot Spring Resorts (in China): 64%;
 Brand Auto-4S Club and Bank clients of high-quality: 8%;
 Wholesale: 16%;
 China National Tourism Administration, local bureaus of tourism administration and Colleges of Tourism: 12%.

读者资料

READERSHIP PROFILE



2012年广告价格

ADVERTISING CHARGE IN 2012

2012年有效

Expired at December 31, 2012

印刷 Printing	四色印刷 Position 4 color
装订 Binding	无线胶装 Adhesive binding
纸张 Paper	哑粉纸, 封面/封底250g, 内页105g Dumb powder paper, Front Cover/Back Cover 250g, Inside pages 105g
格式 Format	稿件原尺寸, 300dpi精度, CMYK颜色的PDF或TIFF

	货币单位: EURO	
封面拉页 Gatefold of Front Cover	8,250	426*279mm
封二 Inside Front Cover	4,750	213*279mm
封三 Inside Back Cover	3,500	213*279mm
封底 Back Cover	6,000	213*279mm
版权页旁页 Half Page Facing Masthead	3,750	81*279mm
第一跨页 1st Double Page Spread	6,875	426*279mm
第二跨页 2nd Double Page Spread	5,500	426*279mm
第三跨页 3rd Double Page Spread	4,125	426*279mm
整版 (前1/3) Full Page(the first third)	2,750	213*279mm
整版 (后1/3) Full Page(the last third)	2,500	213*279mm
跨页 (前1/3) Page Spread(the first third)	4,125	426*279mm
跨页 (后1/3) Page Spread(the last third)	3,750	426*279mm
1/2版 (横放) Horizontal half Page	1,500	213*138mm
温泉印花 (1/8版) Stamp Advertising (1/8 Full Page)	437.5	92*60mm
温泉黄页 (1/9版) Yellow Pages advertising (1/9 Full Page)	375	55*75mm
整版软文 Full Page Soft Paper	2,000	
1/3版软文 1/3 Page Soft Paper	750	

软性广告制作费 Promoting Charge for Soft Advertising

整版Full Page	625
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版面尺寸Size: 213mm (宽) *279mm (高) Page Size 213mm (W) *279mm (H)

出血位Bleeding: 各边各加3mm For Each Bleeding Edge Add 3mm

Special Offer

Advertising for Inside Pages EURO 1,000 / 1 Volume

Full Pages(1P) Inside EURO 3,000 / 4 Volume

EURO 5,000 / 8 Volume

Other Pages: All will be offered with a discount of 65%.

刊登广告制约

TERMS AND CONDITIONS

在本刊刊登广告, 按中华人民共和国《广告管理条例》的有关规定办理。

■ 有关注册商标广告, 请出示商标注册证:

■ 药品、类药品、化妆品广告出示省级卫生厅的批准文件:

■ 招聘广告须经劳动部门或人事部门盖章认可:

本刊对广告内容和设计图形有删改或拒绝刊登权。

广告稿必须在指定截稿日期前送到本杂志。

广告刊出前, 其设计、内文及插图须得本杂志同意。

本刊保留权利, 可在任何时间、以任何理由拒绝或取消任何广告。

广告客户或广告代理若取消全部或部分合约, 合约其余部分的所有折扣及/或版位保障将无效。

广告客户若未能在截稿限期提供材料, 本报刊有权重新使用现有的材料。

在欠交广告费情况下, 本报刊保留向广告客户及/或广告代理, 同时及个别追讨所欠款项的权利。

All advertisements must comply with The Advertising Ordinance of the People's Republic of China.

■ A certificate of registration must be presented when advertising a registered brand name and logo.

■ Pharmaceuticals and cosmetics advertisers must present advertising approval certificate from the Provincial Health Department.

■ Job advertising requires the approval stamp from the Labor or Personnel Department.

The Publisher reserves the right to revise or reject any advertising copies or graphics.

Advertising copies must be delivered on or before closing date as designated.

Execution of an advertising booking order is subject to publisher's copy, including display, text and illustration.

The publisher reserves the right to reject or cancel any advertisement at any time for any reason.

Cancellation either in full or in part by the advertiser or the advertising agency

of a contract nullifies all rate and/or positioning protection for the remainder of the contract.

The publisher reserves the right to repeat existing material in hand when the advertiser fails to meet the material copy deadline.

In the event of nonpayment, the publisher reserves the right to hold an advertiser and/or its advertising agency jointly and severally liable bills are due and payable to the publisher.

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T h e r m a e T r a v e l