

Platinum

格调·影响·生活

银联白金®
PLATINUM
OF UNIONPAY

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Platinum Unionpay – Style of Life



Introduction

As the exclusive Journal of China UnionPay Platinum Cardholders, ***Platinum*** faces directly to the affluent class and can be used as consuming guidance of vogue life.

Platinum aims at initiate the style of high grade consumption and diversified financial services. With the own advantages of Unionpay, it thus constitute a possibly the best high-end marketing platform for you.

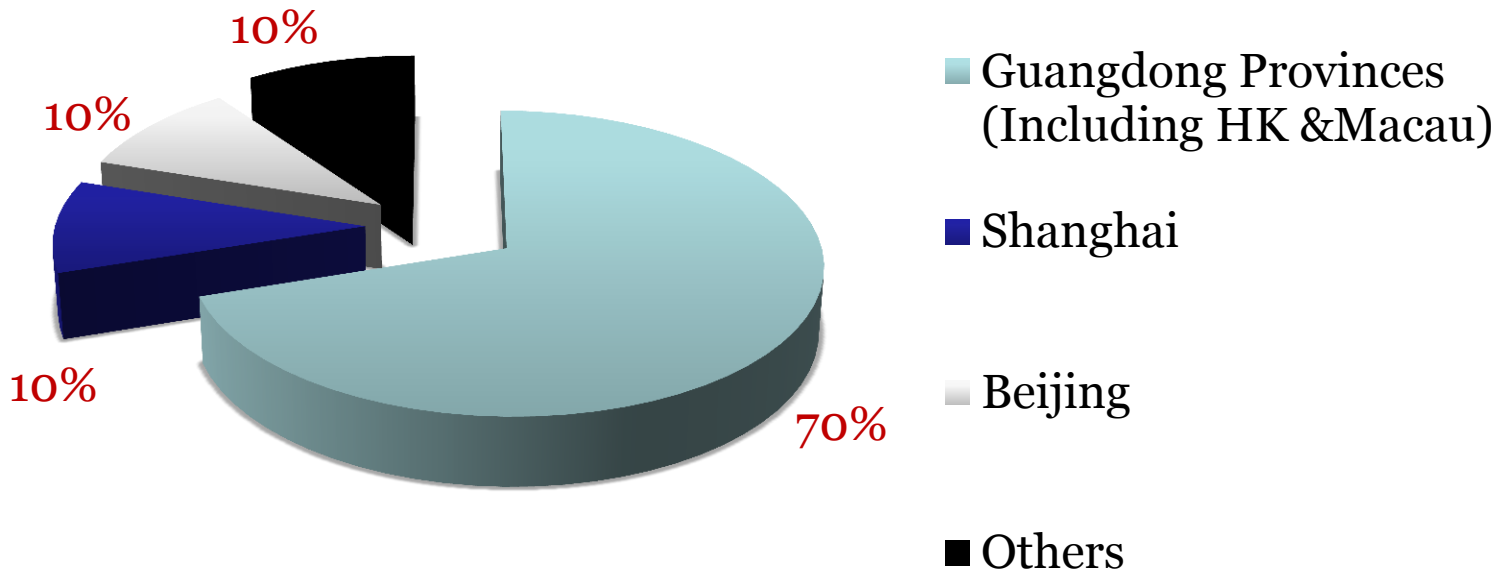
To serve the high-end Cardholders, ***Platinum*** covers it's distribution channels to major PRC Banks and Unionpay Merchants, including but not limited to Golf Clubs, VIP Lounges, 5-Stars Hotels; while also direct mailing to Unionpay Merchants' CEOs, CFOs, members of Unionpay Platinum Golf Club.

Platinum was first published on Jan 2013, distributing 100,000 copies per issues.

Distribution Channels (Partly)

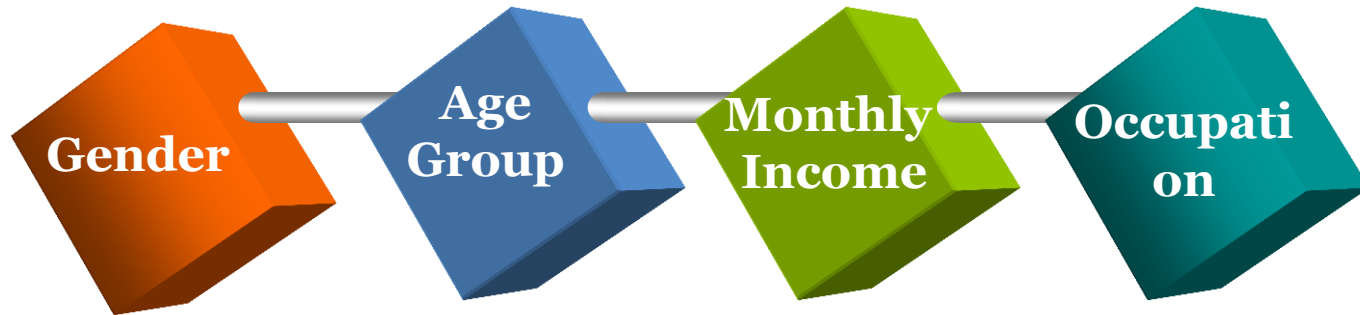


Distribution Channels Analysis



- The Statistics basis for 100,000 copies per issue.
- The Statistics includes: Unionpay Platinum Club Members, Major PRC Banks, Premium Grade Offices, Upscale Residential Districts, High-end Consumption Areas, Consulates, Brokers VIP Lounges.
- Statistics upon 31st Dec 2012.

Target Audiences



**Male
Readers:
57%**

**Female
Reader:
43%**

**Age 25-55 :
Strong
Consumption
on
Power
Group**

**100K Or
Above**

**Elites from
Financial
Industry,
Enterprises,
etc.**

Advantages Analysis

Strong Backup by China Unionpay

With the strong backup from China Unionpay, its mother company, *Platinum* enjoy superior resources and advanced background of China Financial industries. With its exclusive, authoritative resources, *Platinum* distributes accurately to our clients' targeted audiences.

By its matured editors and customer services team, Platinum shall continued to advanced innovation, serving our clients as a high-end, precise, effective promotional platform.

Effective Media Platforms

- Tailored Advertising and Promotion
- Seized with Unionpay's database & exclusive connections.
- High-end Events with quality participants
- Collaboration Partnership with Nation Wide Media, ensuring promotional effect and result.

Review of Events



Review of Events



Review of Events



Platinum Unionpay Rate Card

Position	Size (H x W) mm (Exclu. 3mm bleeding)	Price (RMB)
Cover Story	297×219	¥ 180 · 000
Front Cover Gatefold	297×434	¥ 150 · 000
Outside Cover Gatefold	297×434	¥ 155 · 000
Back Cover	297×219	¥ 130 · 000
Inside Back Cover Gatefold	297×434	¥ 120 · 000
Back Cover Gatefold	297×434	¥ 150 · 000
Inside Front Cover	297×219	¥ 120 · 000
Inside Back Cover	297×219	¥ 110 · 000
1 st Page Before Content	297×219	¥ 100 · 000
2 nd Page Before Content	297×219	¥ 90 · 000
3 rd Page Before Content	297×219	¥ 80 · 000
First Spread Page	297×438	¥ 120 · 000
Second Spread Page	297×438	¥ 110 · 000
Third Page Spread	297×438	¥ 105 · 000
Full R.O.P	297×438	¥ 100 · 000
1/2 R.O.P	297×110 (149×219)	¥ 35 · 000
1/3 R.O.P	297×73 (99×219)	¥ 25 · 000
1/6 R.O.P	297×37 (50×219)	¥ 10 · 000

Thank you.
We look forward to the
collaboration with you!

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