

## 《中国购物中心导览》赞助说明

《China Shopping Center Review》sponsorship instruction

《中国购物中心导览》是国际购物中心协会在中国开创的第一本面向商业地产行业的专业出版物。

《China Shopping Center Review》is the first professional publication for commercial real estate industry, which is launched by ICSC in china.

ICSC 创建于 1957 年，是目前全球购物中心行业最大的协会。协会的 6 万多名会员，遍及美国、加拿大、中国等 100 多个国家，包括购物中心业主、开发商、运营商、专家学者、投资商、零售商，以及政府机构。作为世界性的行业协会，ICSC 连结着全球 25 个以上的国家和地区性购物中心协会。

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world.

《中国购物中心导览》为国际购物中心协会与零售业主、消费者、政府及公众机构之间建立起了一座全新的沟通桥梁，促进购物中心在商品消费和服务市场中的影响，鼓励那些正在从事购物中心开发、设计、招商、运营从业者的研究工作，收集和推广 ICSC 会员之间的成功管理运营经验，帮助会员学习更多关于购物中心行业的相关理论和市场研究。

Together with ICSC,《China Shopping Center Review》has established a new bridge of communication for retailers, consumers, governments and public agencies. Meanwhile, it influences shopping centers in goods consumption and service markets, encourages people to do research about shopping center development, design and recruiting, collects and develops the successful management and operation experiences of ICSC members and help members to study more related theories and market research of shopping center industry.

## 刊例 QUOTATION

版位名称 Position	规格 Standard	尺寸 Size(cm)	价格 Price
封面 (项目图片) The cover(project picture)	单 P 整版 Single Full Page	20.3cm(W) x 27.9cm(H)	50000RMB/8000US\$
项目信息 Project information	单 P 整版 Single Full Page	20.3cm(W) x 27.9cm(H)	10000RMB/1500US\$
零售品牌 Retail brand	单 P 整版 Single Full Page	20.3cm(W) x 27.9cm(H)	10000RMB/1500US\$
软文 Soft article	单 P 整版 Single Full Page	20.3cm(W) x 27.9cm(H)	8000RMB/1200US\$

会员单位享受 9 折优惠，连续赞助 3 期享受 8.5 折优惠；连续赞助 6 期享受 8 折优惠。

《中国购物中心导览》提供多种宣传方式，包括软文、活动等；凡是赞助《中国购物中心导览》的客户在 ICSC 中文网上均享有免费“推荐”服务。

Members enjoy ten percent discount; three continuous issue sponsorship enjoy fifteen percent discount; six continuous issue sponsorship enjoy twenty percent discount.

### ● 刊登说明

每期限定数量为 6 家，所占版面为 10%。

#### ● instructions

The number of every issue is six, which account for 10% of layout.

### ● 尺寸 Size



单 P 整版  
Single Full page  
20.3cm(W) x 27.9cm(H)  
出血 Bleed



双 P 整版  
Double Full page  
40.6cm(W) x 27.9cm(H)  
出血 Bleed

稿件要求: AI 源文件、PDF 文件 300dpi  
版面预定: 出刊前 15 天  
File demand: AI、PDF File 300dpi  
Layout predetermined: Printing 15days before