



AIR TRAVEL

MEDIA KIT

中航材文化传媒（北京）有限公司隶属于中国航空器材集团公司。业务涉及媒体出版、大型展会策划执行、媒体整合传播，并拥有国内高端“空中生活飞行俱乐部”。公司致力于为客户提供更全面的品牌营销策划，及最适合的媒体整合服务。

China Aviation Supplies Media Ltd. is a subsidiary under China Aviation Supplies Holding Company. We focus on media publishing, event planning and execution, integration and communication of media, as well as a high-end domestic flight club. Our company is committed to provide customers with a more comprehensive brand marketing planning and the most suitable media integration service.



OUR MAGAZINE

我们的杂志—《空中生活》

权威媒体 高端发行 Authoritative Media High-end Circulation



《空中生活》杂志经中华人民共和国新闻出版总署批准，由中国民用航空局主管、中国航空器材集团公司和中国民用航空局航空安全技术中心主办，具有国际、国内统一出版发行权的月刊杂志。由中航材文化传媒（北京）有限公司（暨《空中生活》杂志社）负责编辑及出版发行。杂志遵循“私密、尊享、休闲、个性”定位，通过生动和智慧的编辑内容，将独特的体验、低调奢华的气息介绍给深具品味的读者，是“决策者旅途生活顾问”。

Air Travel Magazine is a bilingual monthly magazine approved by the Press and Publication Administration of China. It is managed by CAAC and sponsored by China Aviation Supplies Holding Company and CAAC Aviation Safety Technology Center (China Civil Aviation Science and Technology Research Institute). Positioned at "privacy, entertainment, leisure and personality", Air Travel mainly takes art works and top luxury goods as the media to introduce the unique experiences and low key luxury atmosphere to the readers through lively and sapiential editorial content. It is "the high-end life and traveling consultant for decision makers in China".



ELITE AUDIENCE

精英受众

精英读者 专属读物

专属定制头等舱人群，唯一覆盖中国国内十大公务机人群，唯一覆盖中国民航所属各航空公司头等舱机上人群及候机室人群。

The only exclusive in-flight magazine covers first and business class cabins of CAAC airlines. The only magazine covers the nine domestic business jets passengers.



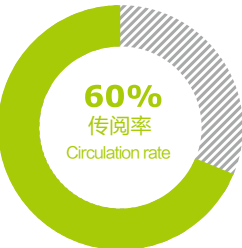
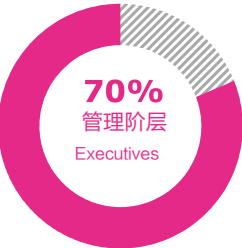
TARGET AUDIENCE

我们的读者

精准投放 精英受众

他们是推动社会经济发展和人类进步的主力；
他们是社会主流消费的倡导者；
他们拥有较高的社会地位；
他们是不可忽视的决策层；
他们是社会各界的精英；
他们是高收入的超级消费群体；
他们是《空中生活》的忠实读者… …

They are the main power of promoting the socio-economic development and human progress;
They are the advocates of the mainstream consumer group;
They have a higher social status;
They are at the decision-marking level;
They are the elite of various circles of society;
They are the super consumer group with high income;
They are the faithful readers of Air Travel Magazine…



KEY COLUMNS

重点栏目

动力之源 Source of Power

聚焦航空热点话题，报道业内最新资讯
Focusing the hot topics and reporting the latest news of China Aviation Industry

尊驾 Deluxe Elite

提供最新资讯展现尊享的生活方式
Providing the latest information of exclusive lifestyle

行走天涯 Travel Around the World

带你领略不同凡响的别致，全面介绍高端生活体验
Bringing you a taste of the extraordinary experiences, introducing the high-end tourism experiences by “theme tourism”



峰尚 Top Entertainments

高端特色酒店；展现代生活之尊；特色俱乐部推介；形成尊贵新玩法；推介最新国际高尔夫俱乐部及球场
Featured high-end hotels; exhibiting the top of enjoyment; advanced club promotion; the new entertainments; introducing the latest international golf clubs and golf courses

物语品质 Luxury Collection

书画、腕表、珠宝、品酒、高级订制、数码产品
Painting and calligraphy, Watches, jewelry, wine tasting, haute customization, digital products

DISTRIBUTION

发行渠道

机舱机场 全面覆盖

覆盖国内主流公务机、各大航空公司国际国内航班的头等舱、商务舱及机场 VIP 室等处。

Covers the first class cabins and business class cabins of domestic airlines, Business jets and domestic airport VIP Lounges

国内机场 Domestic Airports

- 北京首都国际机场国航、东航、南航、海航头等舱休息室、明珠会员休息室及国内外办事处
Beijing Capital International Airport
First Class Lounges of Air China, China Eastern Airlines, China Southern Airlines, Hainan Airlines、Hainan Airlines、China Southern Sky Pearl Club
- 上海虹桥国际机场国航、东航、南航头等舱休息室
Shanghai Hongqiao International Airport
First Class Lounges of Air China, China Eastern Airlines, China Southern Airlines
- 上海浦东国际机场国航、东航、南航头等舱休息室
Shanghai Pudong International Airport
First Class Lounges of Air China, China Eastern Airlines, China Southern Airlines
- 广州白云国际机场国航、南航头等舱休息室
Guangzhou Baiyun International Airport
First Class Lounges of Air China, China Southern Airlines

- 深圳宝安国际机场国航、南航头等舱休息室
Shenzhen Baoan International Airport
First Class Lounges of Air China, China Southern Airlines
- 哈尔滨市太平国际机场南航头等舱休息室
Harebing Taiping International Airport
First Class Lounge of China Southern Airlines
- 大连市周水子机场国航、南航头等舱休息室
Dalian Zhoushuizi Airport
First Class Lounge of China and China Southern Airlines
- 长春市龙嘉国际机场南航头等舱休息室
Changchun Longjia International Airport
First Class Lounge of China Southern Airlines
- 呼和浩特国际机场
Huhehaote International Airport
- 长沙市黄花机场南航头等舱休息室
Changsha Huanghua Airport
First Class Lounge of China Southern Airlines
- 天津滨海国际机场贵宾休息室、国航头等舱休息室
Tianjin Binhai International Airport
- 桂林两江国际机场南航头等舱休息室
Guilin Liangjiang International Airport
First Class Lounge of China Southern Airlines
- 三亚凤凰机场南航头等舱休息室
Sanya Phenix Airport
First Class Lounge of China Southern Airlines
- 贵阳龙洞堡机场国航、南航头等舱休息室
Guiyang Longbao Airport
First Class Lounge of Air China, China Southern Airlines
- 珠海市三灶机场南航头等舱休息室
Zhuhai Sanzhao Airport
First Class Lounge of China Southern Airlines
- 重庆市江北国际机场国航、南航头等舱休息室
Chongqing Jiangbei International Airport
- 郑州市新郑机场南航头等舱休息室
Zhengzhou Xinzheng Airport
First Class Lounge of China Southern Airlines
- 武汉市天河机场国航、东航、南航头等舱休息室
Wuhan Tianhe Airport First Class Lounge of Air China, China Eastern Airlines, and China Southern Airlines





航空公司

Airlines

- 东方航空公司国际国内航班头等舱
First class cabins of international and domestic flights of China Eastern Airlines
- 上海航空公司国际国内航班头等舱
First class cabins of international and domestic flights of Shanghai Airlines
- 厦门航空公司国际国内航班头等舱
First class cabins of international and domestic flights of Xiamen Airlines
- 中国联合航空公司国际国内航班头等舱
First class cabins of international and domestic flights of Xiamen Airlines



公务机楼

FBO

- 三亚公务机楼
Sanya Phoenix International Airport
Business Aviation Center
- 深圳公务机楼
Shenzhen Baoan International Airport
Business Aviation Center

公務机

Business Jets

- 国航 Air China
- 东航 China Eastern Airlines
- 金鹿 Deer Jet
- 东海 Donghai Jet
- 中一 ZYB Lily Jet
- 南山 Nanshan Jet
- 汉华 Hanhua Jet
- 亚之羽 Asia-Wings Aviation
- 查普曼 Chapman Freeborn
- 民生通航 Minsheng International Jet
- 星联商务航空 Star Jet
- 耀莱航空 Sparkle Roll Airlines





东方航空
China Eastern
Airlines



南方航空
China Southern
Airlines



上海航空
Shanghai
Airlines



厦门航空
Xiamen
Airlines



中联航
China united
Airlines

DISTRIBUTION ROUTES 投放航线

航空公司	飞机架数	班数合计（月）	头等舱、商务舱载客数量（月）
东方航空	497	11800	12.33 万
上海航空	98	2680	1.99 万
厦门航空	115	3100	2.30 万
中 联 航	19	970	1.11 万
合 计	729 架次	18550 班次	17.73 万人次

Airlines	Of aircrafts	Of Flights (monthly)	First and business class passenger load (monthly)
China Eastern Airlines	497	11800	123300
Shanghai Airlines	98	2680	19900
Xiamen Airlines	115	3100	23000
China united Airlines	19	970	11100
Total	729	18550	177300



OUR CONVENTIONS

我们的展会

专业领域 聚焦精英

Aviation Expertise Field, Focusing on the Elite

以主、承办国内、国际航空业内展览及论坛为主，涉及展会策划、设计、执行，合作伙伴及服务对象包括中国民航局、地方政府航空主管部门、飞机制造商、飞机内饰公司、飞机运营公司、飞行训练学校、民航业内专家学者、投融资服务机构、新闻媒体和专业媒体记者、私人航空器购买意向客户。

We are professional at organizing domestic and international aviation industry related exhibitions and forums. Services include planning, designing, executing of the exhibitions and forums. Our partners and customers are Civil Aviation Administration of China (CAAC), local government aviation authorities, aircraft manufacturers, aircraft decoration companies, aircraft operators, flight training schools, the civil aviation industry experts, investment and financing service agencies, news media and professional media reporters, potential private aircraft customers.

- 首届北京国际商务航空展——中国经济与商务航空高峰论坛
China Economy and Business Aviation Summit Forum at The 1st Beijing International Business Aviation Show
- 首届中国商务飞行运行研讨会
The First China Commercial Flight Operation Symposium
- 第二届北京国际商务航空展——中国经济与商务航空高峰论坛
China Economy and Business Aviation Summit Forum at The Second Beijing International Business Aviation Show

OUR WECHAT

我们的微信

空中生活杂志

Air travel

聚焦业内 全新资讯

Industry Focused, Brand-new Reporting

空中生活微信公众平台，立足于中国航空业，为订阅者带来行业内的最新资讯报道、揭秘业内新闻动态、聚焦航空热点话题。与此同时，还将发布《空中生活》杂志的精彩内容，引介高端品质生活方式，与您一同领略不凡的别样人生。

Connecting Our WeChat (ID: Air travel) to access the latest news and reports of China Aviation Industry, in-depth events analysis, hot industry topics. Meanwhile, we will release Air Travel magazine on our WeChat to introduce our reader high end quality lifestyle and various outstanding life experience.



OUR WEIBO

我们的微博

中航材传媒

<http://weibo.com/523417517>

OUR WEBSITE

我们的网站

头等舱商务舱资源网

<http://www.firstandbizclass.com>

共建私享 高端定制

Private Collection, Advanced Customization

两舱资源网是服务于头等舱、商务舱的专属门户网站，涵盖世界 50 家著名的机场信息，以及两舱座椅、航食、机场免税店购物、到达地酒店、旅游等内容。

We are the exclusive portal website of first and business class. We provide 50 famous airports information as well as the data of first and business class seats, in-flight meal, airport duty-free shopping, arrival hotels, tourism, etc.



OUR CLUB

我们的俱乐部

顶级社交 雅好共赏 Top Social Network

空中生活飞行俱乐部，是为国内外通航领域内的相关产业及客户搭建的服务平台，致力于为客户解决公务机购买、融资、托管、个人飞行执照考取等相关事宜，为会员第一时间提供公务机及轻型飞机的新动态。

Air Travel Flight Club is a service platform for domestic and international general aviation customers. We are committed to help our members on business jets purchasing, financing, management, flight training and other related matters, which provide our customers the latest information about business jets and light aircrafts.

专属活动

Exclusive Activities

- 国际私人飞行驾照学习
International Private Pilot License
- 飞机采购助理
Consulting and Assisting Aircraft Purchase
- 机型新动态及体验
Experience the Newest Aircraft Models
- 年度品牌活动
Annual Brand Activities



AIR TRAVEL 空中生活

ADVERTISING PRICES 广告价格

版面 / 位置	收费标准 (RMB)	版面 / 位置	收费标准 (RMB)
封面外拉页（2P）	869,400.00	内页跨页	322,000.00
封二跨页（第一跨页）	531,300.00	内页整版	201,250.00
第二跨页	520,950.00	蝴蝶拉页	964,850.00
第三跨页	506,000.00	封三	255,300.00
卷首语对页（扉页）	285,200.00	封底	422,050.00
目录一旁页	276,000.00	封面广告	690,000.00
目录二旁页	276,000.00	2/3 页	154,100.00
目录三旁页	276,000.00	1/2 页	116,150.00
目录四旁页	276,000.00	1/3 页	77,050.00
目录五旁页	276,000.00	1/4 页	58,650.00
版权侧页	280,600.00	图文宣传	101,200.00

广告片尺寸: 210*285mm (成品尺寸 不含出血) 文件为分辨率不小于 300dpi 的 Jpg、Tif 格式

ADVERTISING PRICES 广告价格

Position	Charge standard in (RMB)	Position	Charge standard in (RMB)
Double Page Gate Fold	869,400.00	Double Page Spread(ROP)	322,000.00
1st Double Page Spread	531,300.00	Full Page(ROP)	201,250.00
2nd Double Page Spread	520,950.00	Six Pages Gate Fold	964,850.00
3rd Double Page Spread	506,000.00	Full Page Inside Back Cover	255,300.00
Beside the frontispiece language page	285,200.00	Full Page Back Cover	422,050.00
Full Page Facing To Content Page	276,000.00	Cover advertising	690,000.00
Full Page Facing To 2nd Content Page	276,000.00	2/3 Page	154,100.00
Full Page Facing To 3rd Content Page	276,000.00	1/2 Page	116,150.00
Full Page Facing To 3rd Content Page	276,000.00	1/3 Page	77,050.00
Full Page Facing To 3rd Content Page	276,000.00	1/4 Page	58,650.00
Full Page Facing To Copyright Page	280,600.00	Graphic publicity	101,200.00

Advertisement Size: 210*285mm (Finished size without bleeding)

The file format: Greater than or equal to 300dpi (Jpg、Tif)

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