

TimeOut

Beijing

City Guide
城市指南

Media Kit



THE OFFICIAL MAP OF THE BEIJING CAPITAL INTERNATIONAL AIRPORT

Have presence at the busiest airport in the world!

Introduction 简介



Time Out Beijing is the **official publisher** of **Beijing Capital International Airport's** monthly City Guides. It is available in **Terminals 1, 2 and 3** at **29** distribution points located at baggage claims, transport points and exits. The City Guides, printed in **English** and **Chinese**, showcase the best of Beijing in easy-to-read sections. With the most updated information on the best venues in town, the maps are perfect for both **tourists** and **business travellers** alike!

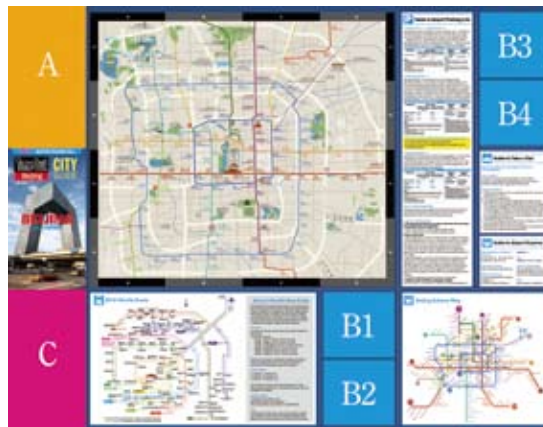
自2014年6月起，Time Out Beijing在北京首都国际机场发行机场官方授权的英文版及中文版的《城市指南》，内容每月更新，并在首都机场1、2、3号航站楼的行李领取处以及机场的出口处设置了29处“独家展位”。Time Out Beijing的《城市指南》所呈现的北京游览之处简单易行。按照地图的指引，游客可以便捷了解北京观光景点、美食、购物、娱乐及文化活动的信息。每月一期的《城市指南》是旅行者和商务人士北京之行最好的向导。

Time Out Beijing City Guides' content features:

- **Travel information** including subway and airport shuttle buses timetables and maps.
- A **72-hour itinerary** to explore the city, including popular tourist attractions, must-visit venues and unique Beijing food and drink to try.
- Curated **Time Out Beijing listings** for bars, clubs, restaurants and hotels.
- A **monthly events** calendar of performances and promotions.
- Printed in **English** and **Chinese** versions.

Time Out Beijing 《城市指南》特点:

- 旅行信息包括地铁和机场巴士的时间表和地图。
- 72小时畅游北京行程罗列了城市中著名的景点，特别的观光地，北京地方小吃及特色美食美酒。
- Time Out Beijing资讯囊括了城市中所有热门酒吧、俱乐部、餐厅和酒店信息。
- 每月文化娱乐演出信息及购物促销信息。
- 每月分别发行英文版及中文版印刷版本。



About Time Out

From its very first edition in London in 1968, *Time Out* has grown to become a trusted and respected magazine that is published in 27 cities and 43 city websites across the world. Its indispensable information is directly sourced by an editorial team who know their city inside out. Like all Time Outs around the world, *Time Out Beijing* is the **authority** on where to **eat, drink, shop** and **play** in the city, covering everything from gigs to exhibitions. Time Out's high standards have been recognised by the 'Oscars' of the publishing industry, winning the **2010, 2011 and 2013 PPA Awards** for Best International Consumer Magazine Of The Year.

关于Time Out

从1968年在英国伦敦创刊到现在，Time Out已经成长为一个值得信赖和尊重的杂志品牌，在全球27个城市出版纸质杂志，并在多达43个城市拥有网站。我们的编辑团队深入了解所在城市的生活及文化背景，为读者提供不可或缺的城市生活信息。与全球出版发行的所有Time Out杂志一样，Time Out Beijing的内容具有权威性，指导读者在北京尽享美食、开心购物、快乐游览，同时杂志推荐介绍北京所有热门的音乐会和展览。Time Out的高品质在2010、2011、2013年三次获得了被誉为出版行业“奥斯卡”的职业出版人协会评选的“年度最佳国际消费杂志”荣誉。

300,000
copies a month

3 terminals

29 distribution points

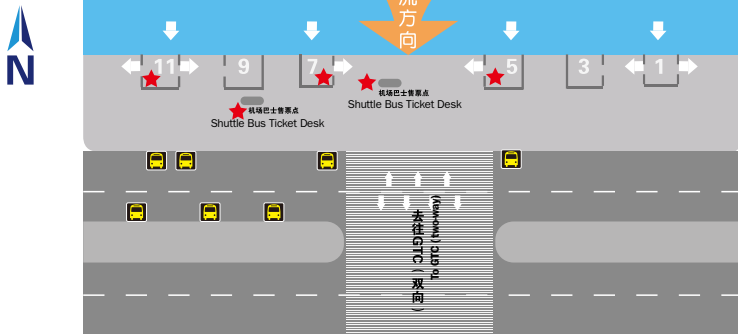
2 languages

Reach **84** million passengers a year

Distribution 展架摆放区域及数量

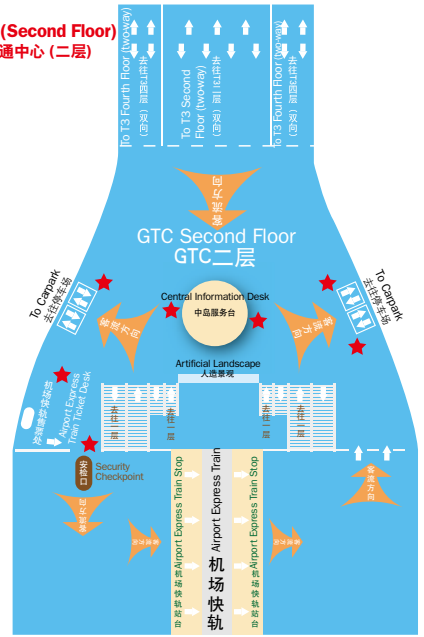
Terminal 3 Arrivals 三号航站楼国内国际到达

Terminal 3 First Floor (Shuttle Bus Depot) 三号航站楼一层 (机场巴士)



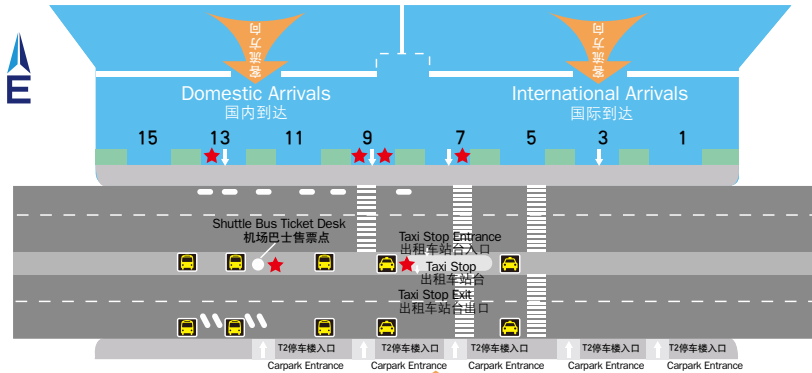
- Inside Exit 5 (1 booth) / 5号门内侧 (1个)
- Outside Exit 7 – beside Shuttle Bus Ticket Desk (1 booth) / 7号门外机场巴士售票亭处 (1个)
- Inside Exit 7 (1 booth) / 7号门内侧 (1个)
- Outside Exit 9 – beside Shuttle Bus Ticket Desk (1 booth) / 9号门外机场巴士售票亭处 (1个)
- Inside Exit Door 11 (1 booth) / 11号门内侧 (1个)

Terminal 3 GTC (Second Floor) 三号航站楼地面交通中心 (二层)



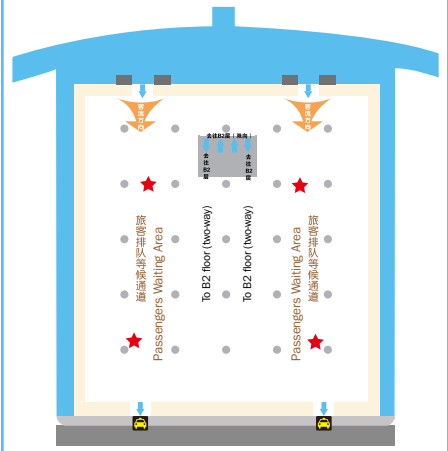
- Beside East elevator (2 booths) / 东侧电梯处 (2个)
- Beside West elevator (1 booth) / 西侧电梯处 (1个)
- Central information Desk (2 booths) / 中心服务台处 (2个)
- Beside Airport Express Ticket Desk (1 booth) / 机场快轨自助售票机处 (1个)
- Beside Airport Express entrance (1 booth) / 机场快轨入口处 (1个)

Terminal 2 First Floor Arrivals 二号航站楼一层国内国际到达



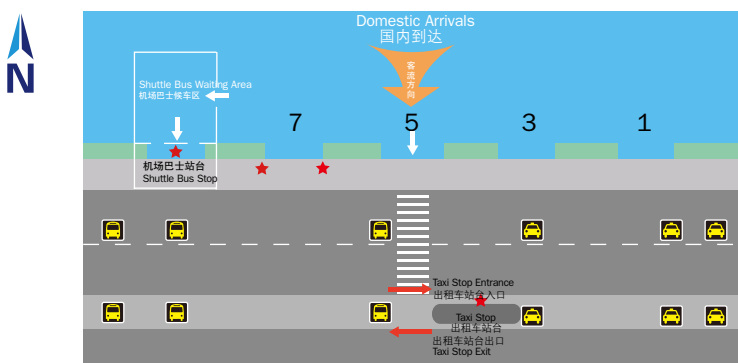
- Inside Exit 7 (1 booth) / 7号门内侧 (1个)
- Beside Taxi Stop Entrance (1 booth) / 出租车候车车站 (1个)
- Inside Exit 9 – Arrivals central exit (2 booths) / 9号门到达中央出口内侧 (2个)
- Beside Shuttle Bus Ticket Desk (1 booth) / 机场巴士售票亭 (1个)
- Inside Exit 13 – Domestic Arrivals central exit (1 booth) / 13号门国内到达中央出口内侧 (1个)

Terminal 3 B1 Floor (Taxi) 三号航站楼下一层 (出租车)



- Taxi Stop – East (2 booths) / 东侧出租车候车通道 (2个)
- Taxi Stop – West (2 booths) / 西侧出租车候车通道 (2个)

Terminal 1 First Floor Arrivals 一号航站楼一层国内到达



- Outside Exit 5 (1 booth) / 5号门外 (1个)
- Outside Exit 7 (2 booths) / 7号门外 (2个)
- Beside Shuttle Bus Ticket Desk (1 booth) / 机场巴士候车车站 (1个)

KEYS 图例

- ★ Distribution Point 展架位置
- 🚕 Taxi Stop 出租车停靠点
- ➡ Passenger Flow Direction 客流方向
- 🚌 Shuttle Bus Stop 机场巴士停靠点



Grow your business with Time Out Beijing

Advertising Rates 广告价格

Front 正面



Back 背面



ENGLISH MAP 英文版地图	POSITION 版位	SIZE 尺寸 (H×W)	BLEED 出血 (H×W)	PRICE 价格 (RMB)
	FRONT - COVER	190mm × 105mm	196mm × 111mm	200,000
	A FRONT - BACK COVER	190mm × 105mm	196mm × 111mm	130,000
	B FRONT - 1/2 PANEL	87mm × 95mm	—	48,000
	C FRONT - SECONDARY COVER	190mm × 105mm	196mm × 111mm	110,000
	D BACK - 1/4 PANEL VERTICAL	87mm × 45mm	—	28,000
	E BACK - 1/4 PANEL HORIZONTAL	42mm × 94mm	—	28,000
	F BACK - 1/2 PANEL	87mm × 95mm	—	48,000
	G BACK - FULL PANEL	95mm × 179mm	—	88,000

CHINESE MAP 中文版地图	POSITION 版位	SIZE 尺寸 (H×W)	BLEED 出血 (H×W)	PRICE 价格 (RMB)
	封面	190mm × 105mm	196mm × 111mm	200,000
	A 封底	190mm × 105mm	196mm × 111mm	150,000
	B 正面 - 1/2版	87mm × 95mm	—	60,000
	C 封二	190mm × 105mm	196mm × 113mm	130,000
	D 背面 - 1/4竖版	87mm × 45mm	—	32,000
	E 背面 - 1/4横版	42mm × 94mm	—	32,000
	F 背面 - 1/2版	87mm × 95mm	—	60,000
	G 背面 - 整版	95mm × 179mm	—	110,000

Material Requirements:

- **Format:** 300dpi, CMYK, PDF or JPG
- Advertising materials must arrive before the 15th of the preceding month

物料要求

- **格式:** 分辨率300dpi, CMYK模式, PDF或者JPG格式
- 广告物料应在每月广告截稿日前(每月15日)提供到位

Contact us today!

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