



NYLON 尼龙 CHINA

MEDIA KIT

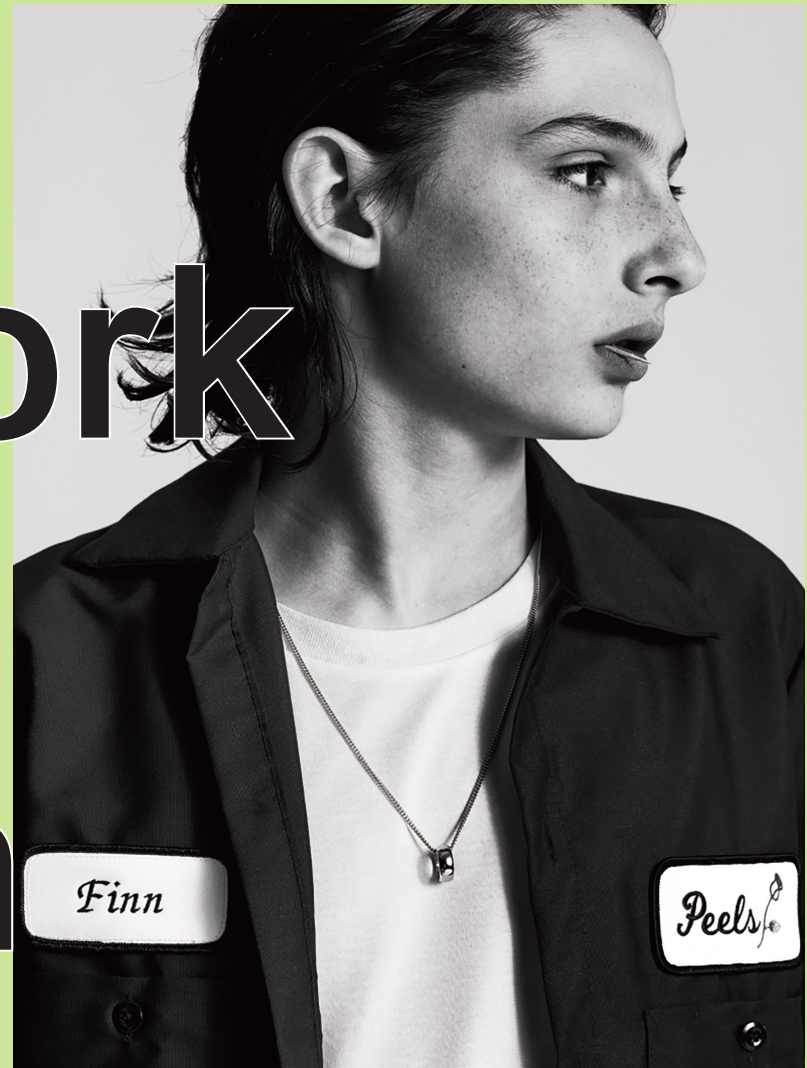
From New York To London

From

NY

to

LON



NYLON, founded in 1999 with original purpose of bringing the young people in New York and London together, represents the initials of New York (NY) and London (LON). This is how it comes to be. For nearly 20 years, NYLON, by keeping abreast of young people, has been consistently covering topics on fashion, music, art, movie and pop culture. In consequence of it, it is prone to talk with young people as a participant, and grow up and change in accompany with readers. We are both communicators and listeners.



Activity



Idol

Student Group



NYLON APP



Cosmetic



When it comes to China, NYLON expects to concern for young people from different places, of different ages and with different interests, and join the creation process with them. Through different programs such as photography, feature stories, music and character, it gives more youngsters a chance to come into contact with new people, true stories and in-depth topics which are noteworthy, and initiates discussions with social significance.



Publication

NYLON China (regular publication), its main readership being the teens, focuses on fashion and pan-cultural contents. By combining with influential characters featured on the covers, topics sparking discussion, and appealing visual design, it will offer readers with quality contents with highest readability.

Distribution Channels:

Retailing : 51%
Direct mail : 6%
Hotel display : 4%
Campus and student group display : 33%
Subscription : 6%

Circulation:

960,000 volumes

Market Coverage:

Beijing : 12%
Shanghai : 18%
Guangzhou : 10%

Readers Ratio:

Female readers : 55%
Male readers : 45%
Age-group of readers : 18-28



CONTENTS

| | |
|-----------------------|---|
| Student Groups | Technology, biology, chemistry, music, dance, drama and art |
| Radar | New character, new trend, new fashion, new cosmetic and new product |
| Cover Story | Star, student group and new force |
| Music | Musician, orchestra and idol |
| Feature | Group story, youth culture, fashion wells, NYLON 99 and artistic creation |
| Track List | Track List made by new musicians for NYLON |

Special Distribution Channel



Jiangxi Institute of Fashion Technology



Yunnan Technology and Business University



Beijing Institute of Graphic
Communication

3000+



Sichuan University of Media and
Communications



Xi'an Technological University



Sichuan University



Hunan Normal University



Wuhan University of Science and Technology

Campus

There are more than 3,000 universities and colleges joining us, and the number is on the increase. We are most concerned with young people on the campus, who constitute our main readership. So, the country's colleges and universities are our major distribution channel. We will regularly ration out magazines to student groups and school organizations and encourage them to get involved in our creation.



Campus Group

There are over 2,000 universities joining us, and the number is on the increase. We are most concerned with young people on the campus, who constitute our main readership. So, the country's colleges and universities are our major distribution channel. We will regularly ration out magazines to student groups and school organizations and encourage them to get involved in our creation.



This year, NYLON will select through various channels 99 young people whose characters fit the criteria of NYLON. They could be from different areas, such as music, fashion, art, sports, architecture and technology, with a combination of extraordinary talent and cheerful disposition. In addition to college students and new talents who have been connected with NYLON, stars, KOLs and potentially influential people who have been working with NYLON also stand a chance to become

the members of NYLON 99.

The first NYLON 99 member recruitment program was launched in LABELHOOD during Shanghai Fashion Week last month. In the booth of NYLON 99 in LABELHOOD, teens presented were interviewed in the “Interview Room”. Those fitting our requirements were on the candidate list for filming and activities in future. The interview went on for four days on end, during which period the Interview Room had entertained some 3,000 people. Over 300

of them were interviewed by NYLON. Are you among one of them? If not, contact us for an interview!

NYLON 99 will become the face representing NYLON to join more creative units and talent outputs of the brand. Young people will be brought together by NYLON for filming, activities and parties to enlighten each other. NYLON will also provide them with unique perspectives and abilities with a platform for the accomplishment of their plans which are unable to achieve singlehandedly.



Charli XCX

Nylon
Teacher

FLOSO 主理人刘伟 LiUWEI

九张与潮流品牌有关的唱片推荐，
来自刘伟LiUWEI aka. DJ Design。

原文：刘伟LiUWEI 编辑：RICKY NO 图片：来自网络 照片：本人提供 设计：阿彭Gingervang

自关闭了商场的服装门店后，刘伟和他的爱人Wali在几年前将FLOSO店铺搬到了鼓楼东大街，在这个不大的空间内继续秉承着“集合生活方式”的理念售卖各种服饰和唱片。现在，FLOSO成为这个城市不少音乐人及爱好者的线下据点之一，每周这里都会举办不同主题的Workshop或二手设备交易活动，许多热爱音乐的年轻人辗转来到FLOSO，并成了这里的常客。

对IDM偏爱的刘伟在学生时代受电子厂牌Warp启发，2004年创立了个人IDM厂牌Bedzoo Records，众多独立乐团时代的中国电子音乐厂牌下发行作品。2006年，刘伟成立品牌FLOSO，以更加多元的内容表达自己的审美。

Various Artists
Come And Play In Our Backyard

Beams除了我们熟知的服装品牌以外，还有美妙的音乐出品。2009年初用木壳充与高木正雄组建了名为Silcom的结合，音乐部分由高木正雄完成，高木正雄负责视觉部分的工作，刘伟则负责发行和企划。从那时起到现在这个组合中，最终张和Beams企划的合辑专辑三人的合作达到了巅峰。温暖的原声乐器和古典精致的电子声调就这么结合在一起迸发了，就像一场明媚的白日梦。

James vs. Nigo
A Bathing Ape vs Mo' Wax

1997年，日本潮流品牌A Bathing Ape主理人Nigo和由James Lavelle领导的英国传奇厂牌Mo' Wax合作，发行了这张双精选合辑。通过在美国和日本同时发行，Nigo和Ape人头像Logo自此走向了世界，开始被更多人熟知。

Dirty South Dance

15岁就夺得1997年DMC冠军的A-Trak，在之后时间创立了个人厂牌Fool's Gold Records；继交商板与视觉文化后Shepard Fairey，以自己鲜明的涂鸦风格与Andre the Giant为原型成立了潮流品牌Obey。2007年，Fool's Gold Records与Obey Records联合发行了Mixtape《Dirty South Dance》，Obey以其独特的审美风格进入了音乐领域。

DJ Krush
軌跡

已是日本一代音乐教父的DJ Krush，在2017年发布了自己的新专辑《軌跡》。而这张专辑的日本版除了包含正常曲目，还非常恰当地迎合了喜欢DJ Krush乐迷的真正需求，提供全部曲目的Instrumental版本。

Busy P
Limit Ed

Busy P是Daft Punk和Justice的经纪人，厂牌Ed Banger主理人，同时也是音乐人(Limit Ed)的一员。这张专辑是两首厂歌的EP，由(Colette Crest Chouette)为巴黎集合概念企划Colette创作，各Side (Be@rbrickdance) 则献给Be@rbrick。重点是这张EP是超限量版，Andre和so Me两位设计师用100张白色唱片封套进行定制并手写编号，排成一幅巨型画作，成为这一系列最珍贵的藏品。

Havana Mood
Havana Mood

服装设计风格的风尚品牌A.P.C.发行的唱片并不多，(Havana Mood)是由品牌创始人Jean Touitou与Bill Laswell共同操盘的唱片，透露浓浓的古巴风情，一起重新诉说在拉斯维加斯明哥拉斯的城生繁荣之声吧。

Various Artists
Kitsuné Parisien 4

自2002年Towa Tei在Kitsuné发行第一张EP《Punkin' For Jamaica》后，Kitsuné就成为了东京最时髦和时尚爱好者的音乐据点。这个法国厂牌发行了大批以每年音乐人为创作主体的唱片，厂牌整体都透露着生机勃勃的气息。与时尚的结合也较为紧密，而且是很私密私密的。特别提到Cafe Kitsuné这里点杯咖啡吃一块小蛋糕边听边听，最好能找个位置坐下来。

Sweet Robots
Against The Machine Re: Towa Tei

Towa Tei从90年代Deee-Lite时期单飞至今一直是电子舞曲的高产户。Sweet Robots Against The Machine是他一个可变形的组合，这张专辑专集他经典曲目的大集结，由众多音乐人联手打造出这张涵盖多种混合风格的电子音乐合辑。封面上被涂鸦的服装广告牌是不假思索，正来自于大名鼎鼎的街头艺术家KAWA。

Various Artists
Beats - Stüssy x Turntable Lab

限量500张的唱片与T恤套装，来自美国加州的潮流品牌Stüssy，这组名为《Beats》的精选集将涵盖多位地下音乐人的作品；Turntable Lab则是一间经营超过15年的网店，依靠自身品位与潮流触觉先后得到许多关注与赞誉。独立、反叛、保持态度的精神在品牌创立之初确实显得尤为重要。

Track list of the fifth issue

NYLON

RADIO .30

NYLON Radio vol.30: sususu

NYLON Radio第三十期，来自sususu。

NYLON Radio



WeChat

From the perspective of young people, stories which tend to spread and spark discussion are released in combination with hotspot issues. "Columnized" stories on different fields with diversity and high quality are posted in fixed time and rhythm. Interesting interactions with young people are carried out centering on student groups in combination with a variety of online activities. This will show readers and audiences a full picture of the student groups, take the energized passion to the next level, and attract and assemble a greater number of talented youngsters.

Weibo

Weibo is available for constant releases. The main purpose of Weibo account is for quick responses to hotspot issues and bring people to the master content platform. Thanks to its large information volume and high updating frequency, Weibo is an important tool shaping the tone of NYLON CHINA. We will launch a special program in Weibo, which posts interesting contents with NYLON tone to focus on the explorations of young people. Activities in line with the spirit of NYLON are posted on Weibo for greater interaction with young people.

NYLON radio

With new media contents being released at regular intervals, NYLON radio aims at tapping promising musicians and DJs in China and sharing their stories, export excellent music aesthetics, and cultivate the "NYLON-style" music sense, which is fixed and diverse.

#The New Continues#

Total readings of topic (10k): **2,226.4**

Total reshares: **81,375**

Total comments: **15,806**

Total likes: **47,082**

#NYLON First Day of School#

Total readings of topic (10k): **3,028.6**

Student groups involved: **23.7**

#NYLON Party#

Total readings of topic (10k): **2,052.6**

Total discussions (10k): **9.4**

#NYLON Campus Group Festival#

Total readings of topic (10k): **119**

NYLON Weekend#

Total readings of topic (10k): **1,922**

#Youth, not quite what it seems#

Total readings of topic (10k): **126**



Programs:

Monday:

Fashion

Tuesday:

Cosmetic

Wednesday:

Technology & Culture

Thursday:

Campus Group

Friday:

Star

Saturday:

Music



Artfusion: 他们在脸
现在画画哪里还需要纸笔!



南强话剧社: 一场年

NYLON x LA ROCHE-PO
四青年请在此集合!



他们用绘本玩出了一个图书馆

NYLON x SEPHORA 夏季
BEAUTY ATTACK 在杭州!



Campus Group Contents

EXTRA ACTIVE

怕腿粗就不踢球了吗?

wán gùn? 玩棍!

健美少年的食堂攻略

“百团大战”下的指间游戏

FASHION WEEK

出现在时装周现场的, 还有一个不存在的人
不是买手能逛showroom吗?

我们把相机交给了模特

时装周音乐课

本季最爱诡异单品



VERY PINK

谁说情人节一定是两个人过?

中日女孩的东京之谊

CNY BORDEM

超土! 尼龙给你拜年啦!

你的红包未必是你的

春节 —— 亲戚们的游乐场

红包都花完了吗?

老一辈 (90后) 专属过年传统

THE REAL BEAUTY

再见Judy Blame, 你是真正的美。



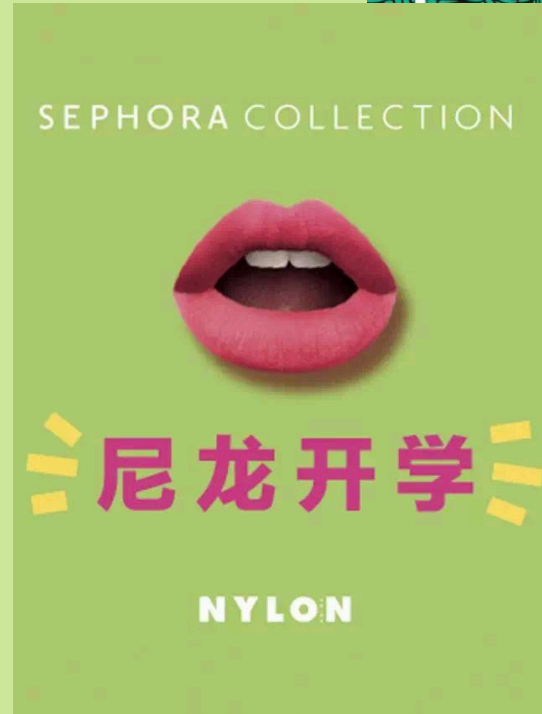
GROUP PORTRAIT

把摄影交给别人

金融区精英偷拍计划

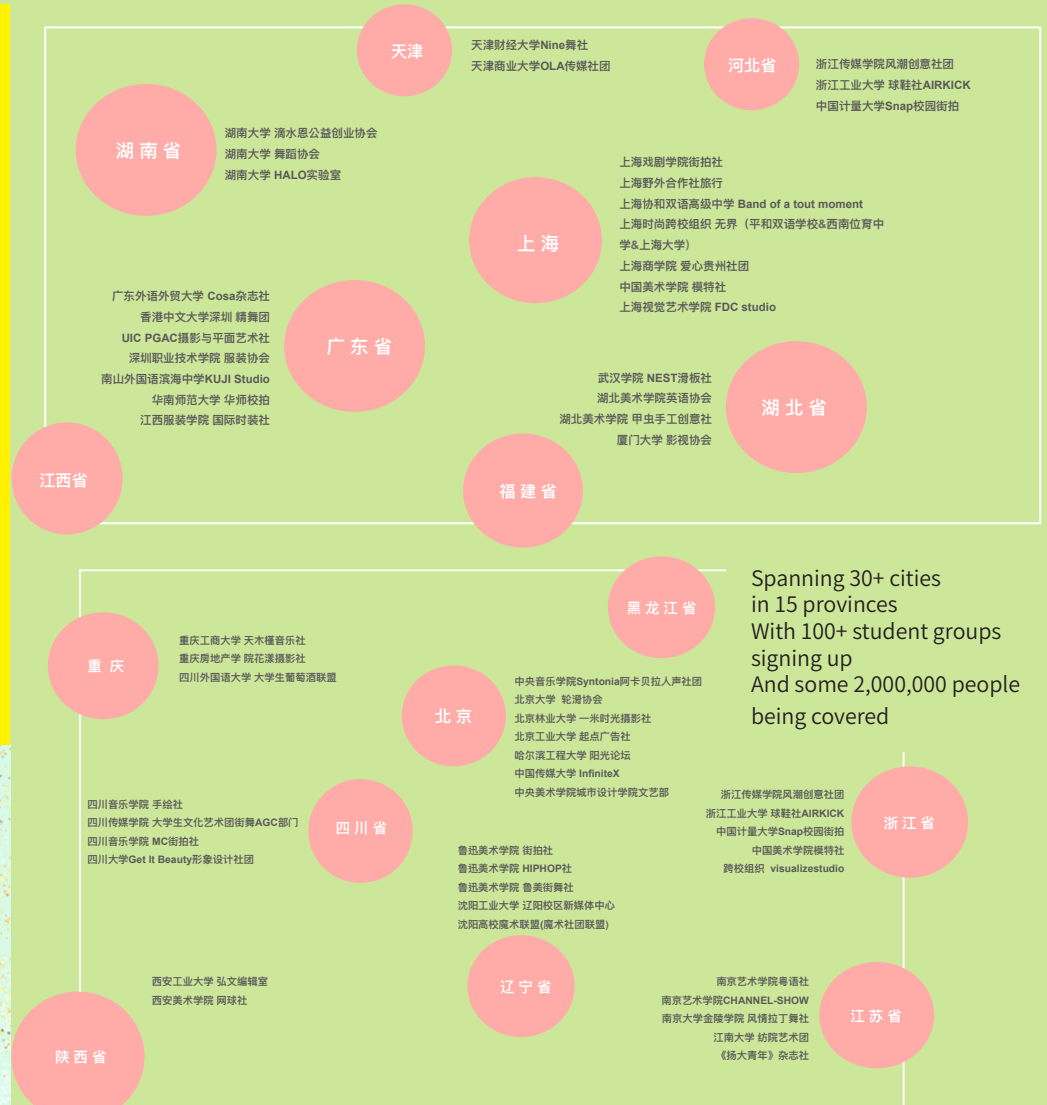
Wolfgang Tillmans: 他们都是我想去拥抱的人

Creative Contents



时间: 3月31日11点至16点
地点: Grand Gourmet (上海新天地南北里店), 上海市太仓路181弄上海新天地南北里南里1层
嘉宾: 杨皓、黄景瑜、梁佑嘉、86 (楼南光)、Gooooose (韩路)、言由、熊琪

- Total Readings: 300,000
- Total Reposts: 2,000+
- Total Likes: 3,000+
- Total Population Covered: 2,000,000





尼龙

尼龙社团 抱成一团

整合全国高校社团
兴趣活动分享平台
中国最大的高校社团

尼龙社团 抱成一团

数千社团动态分享

涵盖多领域社团 · 线上线下齐分享

三万高校社团

高校社团人脉 · 沟通交流无障碍

尼龙进步学院

百位名人导师 · 莅临社团现场

特色尼龙商店

活跃动态积分 · 兑换独家好礼

JOIN US!

As China's largest interest and activity sharing platform for student groups in colleges and universities, NYLON app is committed to integrating student groups nationwide, discovering excellent contents, providing space for showing, and expanding the influences of excellent student groups.

In NYLON, you can find 30,000+ student groups in Chinese universities encompassing arts, sports, technology, entrepreneurship and public welfare. Here, you can enjoy instant, barrier free communication.

Every day, thousands of online and offline student group activities are shared. You've got to check this out: the way-out ideas and students blessed with uncommon abilities.

"Nylon Progress Institute" brings together one hundred celebrity mentors most beloved by students, including actors and actress, Olympic champions, famous writers, designers and photographers. The mentors will be present at the activity scene to communicate with the students and answer their questions.



The Epic Party

NYLON Party and student group festival





Chanel Activity



SEOPHORA Activity



The most energetic, creative and interesting students from 300 Chinese universities will be summoned and presented with gifts from young people worldwide. We hope to bring the globalized creative and visual contents to university students in China.

The 「NYLON First Day of School」 theme device designed by us, which is brimming with creativity, is on show in 20 universities to interactive with and

stimulate the curiosity of young people. By sparking the desires to show themselves, we seek to bring to the universities the vitality of NYLON that knows no bounds.

We have news of young people around the world with the highest quality to provide an internationalized interactive platform. Students are invited to join us in inventing ideas for the campus. By creating NYLON

ZONEs in the universities, we give a rallying cry to express the vitality of youth and penetrate vanguard, excellent youth cultures into campus.

NYLON will, together with other brands, establish the authoritative Youth Culture and Innovation Fund. Brand cultural activities will be held to lend support to talented college students with ideals.



Hermes Activity



NYLON x gxg jeans NYLON member recruitment



NYLON x Levi's footwear activity



NYLON x MartiDerm Bottle Dance Party

Ad Rates

Ad Position and Form

| | |
|---|---------|
| Fold Gate | 872,000 |
| Double Page: first fashion, fashion, jewelry and watches | 540,000 |
| Double Page: second fashion, fashion, jewelry and watches | 500,000 |
| Double Page: third fashion, fashion, jewelry and watches | 470,000 |
| Double Page: fourth fashion, fashion, jewelry and watches | 440,000 |
| Double Page: table of contents | 400,000 |
| Next to the preface | 250,000 |
| Double Page: News catalogue | 224,000 |
| Next to fashion and cosmetic catalogue | 211,000 |
| Next to copyright catalogue | 209,000 |
| Center spread | 343,000 |

Brand customization

| | |
|----------------|-----------|
| 8P + 4 covers | 960,000 |
| 16P + 4 covers | 1,040,000 |
| 24P + 4 covers | 1,120,000 |
| 32P + 4 covers | 1,200,000 |

Price (yuan)

Ad Position and Form

| | |
|---------------------------------------|-----------|
| Average inner page | 198,000 |
| Average double page | 320,000 |
| 1/2 of average inside page(vertical) | 132,000 |
| 1/3 of average inside page (vertical) | 103,000 |
| 1/3 of spread (cross section) | 198,000 |
| Inside back cover | 317,000 |
| Back cover | 525,000 |
| Cover shoot | 1,050,000 |
| Odd page | 420,000 |
| Even page | 660,000 |

New media

| | |
|-------------------------|---------|
| Weibo (original / post) | 50,000 |
| Weibo (repost / post) | 30,000 |
| WeChat (post) | 120,000 |
| First WeChat (post) | 80,000 |
| Second WeChat (post) | 60,000 |
| H5 WeChat (post) | 300,000 |

Price (yuan)

Price (yuan)



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