

社区
大会

STYLE
IN
THE
TOWN

MEIDA KIT 2018



WELCOME

Welcome to SITT

KINFOLK

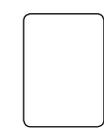
DRIFT

FATHERS

Style In The Town (SITT for short), a niche media matrix affiliated to Huasheng Media, owns KINFOLK, DRIFT and FATHERS which are high quality publications enjoying full endorsement of the international community. It is the relentless pursuit of SITT in content offering to gain a foothold in the world while focusing on the locality. Meanwhile, SITT, by building an “upgraded platform for family and family consumption in residential communities of different locations” , has launched a series of creative events, offline parties and brand collaborations for the interactions of people, families, and communities. Through doing this, communities are bound up together, and interpersonal relations grow still closer.

Classification and Activities of SITT-owned Magazines

Paper publications: KINFOLK, DRIFT and FATHERS; Events, exhibitions, cafés etc.





ABOUT SITT

SITT – An independent publication matrix for niche lifestyle



KINFOLK Quarterly
Focus on creativity and lifestyle

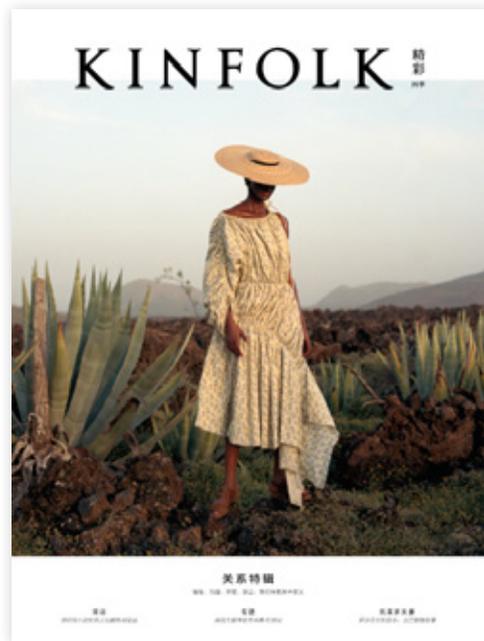
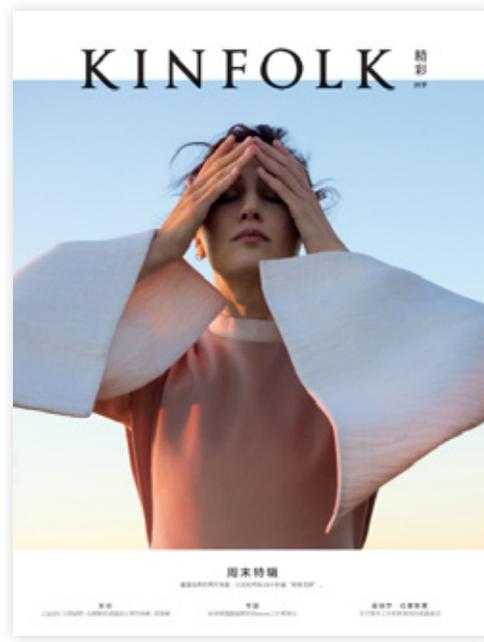


FATHERS Quarterly
Focus on the bound between fathers and children



DRIFT Semi-annual
Focus on coffee and urban community culture

The niche media matrix of SITT, by pooling together the signature contents and brands with glowing reviews of KINFOLK, DRIFT and FATHERS in their respective fields, offers local readers with paper contents which are diverse, original and high-quality



— KINFOLK —

Design · Gathering · Community · Delicacy · Travel
In KINFOLK, it is interpersonal relationship that matters.

ABOUT KINFOLK

KINFOLK, a globally prominent lifestyle quarterly magazine, comes into spring, summer, fall and winter issues. Each issue centers around a characteristic, amusing theme, which is presented with moving, interesting stories, interviews with clear attitudes, and elegant photos and typesets. It makes an effort to record and explore life and community, and its relevant elements — design, creativity, culture, and art etc.

Ever since its entry into the Chinese market in 2014, KINFOLK, which is published in mainland China, Hong Kong and Taiwan simultaneously, has been well received by readers from all walks of life. With smoothness of language, it is closer to the reading habits of the natives.

Since its summer issue in 2017, KINFOLK has opened up its copyright to China. Besides premium English contents, original Chinese contents are added to discover native creative talents. It collaborates with genius in entertainment and photographers and talks with designers representing the power of originality of China.

HOW KINFOLK IS DIFFERENT

Character

KINFOLK's premium contents and its solid reputation are built up by people from all walks of life worldwide. In KINFOLK, anyone can show his/her authentic self and discover the new aspect of life.

Special Edition

Each issue of KINFOLK has a distinctive theme encompassing life, family, work, relationship and food, by which various contents are developed. Highly recognizable text and images are used to convey the unlimited theme idea.

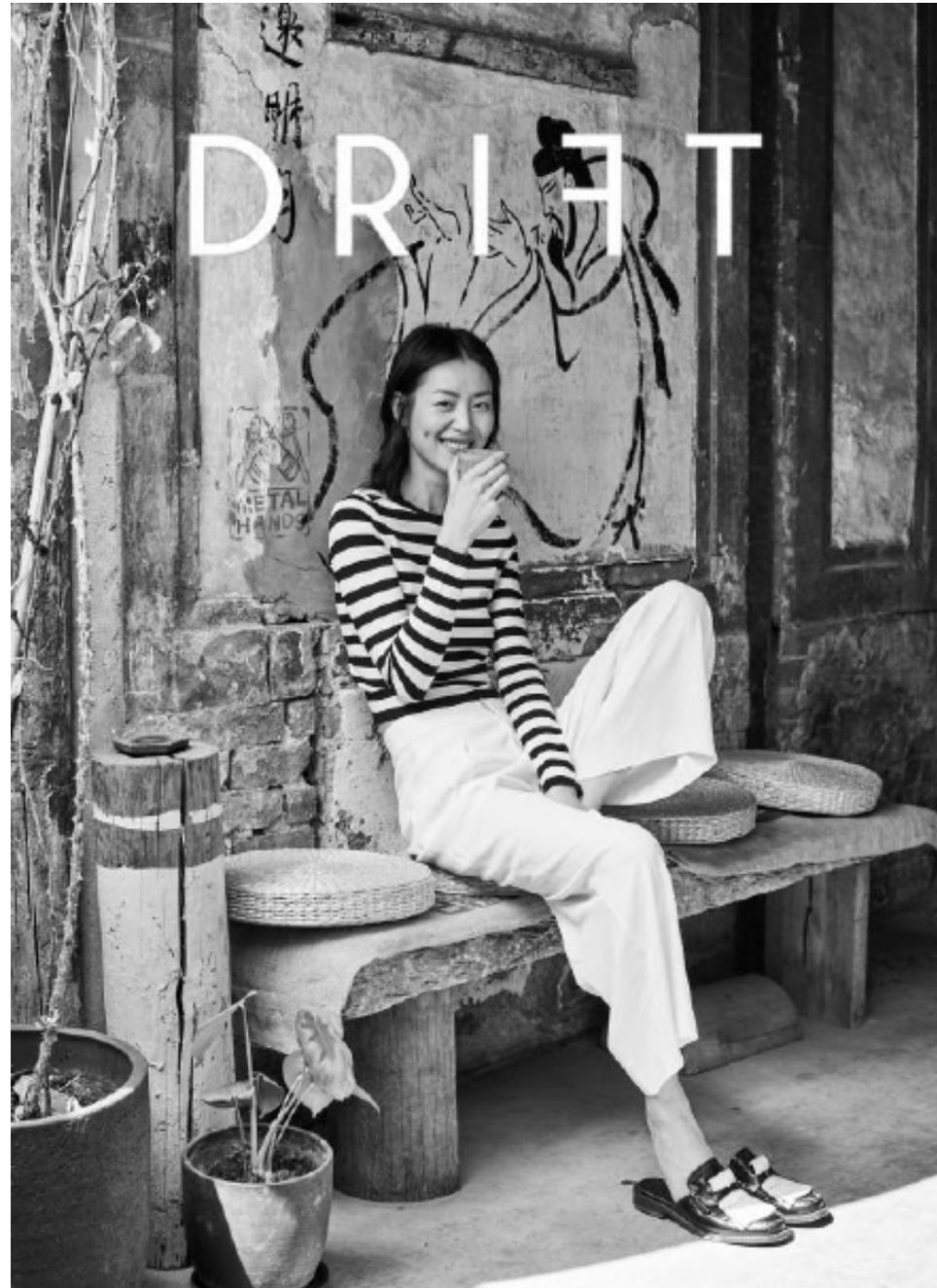
Views

KINFOLK has been holding the attitude , persisting in views, and delivering opinions. In the course of interview we discover stories, through which our emotions manifest themselves. Eventually, our views on work and life come into being.

Members

KINFOLK officially enlisted members in 2015. Those signing up for the Kommunity Four Seasons Tour Club will get the latest KINFOLK magazine in every season as well as presents carefully selected for the members. Beyond that, parties created specifically for the members are carried out on a regular basis, such as creative workshop and exhibition.





– DRIFT –

In DRIFT, there is more to explore than just coffee.

ABOUT DRIFT

Originated from New York, DRIFT has the highest circulation of any magazine on independent coffee community culture. By selecting a city in every issue, it explores the history, community and people in the cultural perspective of coffee. The semiyearly has published specials on New York, Tokyo, Havana, Stockholm, Melbourne and Mexico City.

HOW DRIFT IS DIFFERENT

City

DRIFT reconstructs the insights into cities with coffee. Meanwhile, its emphasis on the consistency in the running of city is calculated to transform coffee into the icon propagandizing cities.

Community

DRIFT conveys the idea of coffee as the tie maintaining people to people and people to community relationships. It brings back the sensibility of readers for home and the community, carries the message of love and brotherhood.

History

Beginning from time, DRIFT discovers the splendor of coffee times in which tradition and new things blend and rival with each other. At a corner of the city, we get a glimpse of the ups and downs of history.

Group

From famous writers to street vendors, coffee has brought them together to build up a bustling scene and a sense of community.





— FATHERS —

Record and explore more possibilities for modern fathers.

ABOUT FATHERS

Originated from Poland, FATHERS, an emotional and lovely parent-child magazine, focuses on the inseparable bond between fathers and children. The focus of FATHERS is also on life, nature and how fathers and their children get along with each other in journeys. Short interviews, amusing coverage and tender essays tell the stories of how modern fathers play roles in children's growths.

HOW FATHERS IS DIFFERENT

The bond between fathers and children

The magazine gives a broad brush approach to fatherhood. Through beautiful stories, it strikes a chord with readers on the role of father.

Folk Culture

The magazine goes deep into the culture behind each parent-child bound, as well as the unique ways of individuals, groups, societies and nations in different cultures in maintaining the bound.

Parent-child Travel

No matter how and where they go, fathers and children develop affection in the interactive moments of travelling. By exploring and venturing, they imperceptibly learn and grow up.

Lifestyle

Describe the details in parent-child life, give people more emotional experience of life aesthetics.





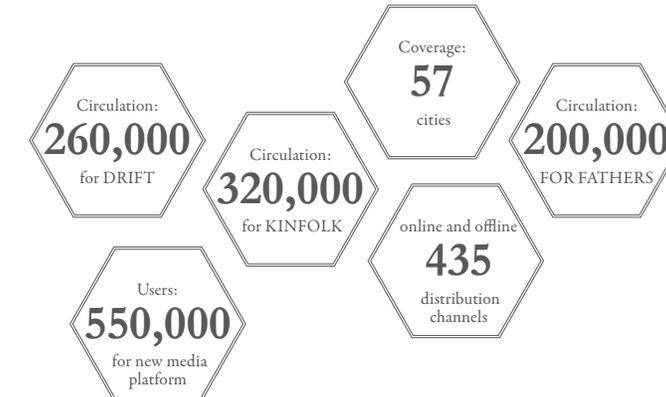
MAGAZINE SALES

SITT —To gain a foothold in the world while focusing on the localit

There are two distribution channels of SITT- owned magazines: online distribution (Huasheng Shop, the official online shop) and offline distribution (independent bookstores, boutique hotels, cafes, art spaces, designer stores and parent-child shops).

Circulations of KINFOLK, DRIFT and FATHERS are 320,000, 260,000 and 200,000 respectively. Covering 57 cities with 435 online and offline distribution channels, their circulations continue to climb, with more featured channels being developed simultaneously.

– Circulation –



– Online and offline channels –



SITT COMMUNITY EVENTS

– KINFOLK –

1. KINFOLK Gathering

Themed party, the signature event of KINFOLK which is held in sync every year in different cities, is immensely appealing and hugely influential. It seeks to highlight the color of China by means of localization.





SITT COMMUNITY EVENTS

– DRIFT –

2. DRIFT Salon & Themed Exhibition

Cafés and baristas in different countries, as well as independent cafés and baristas in domestic communities DRIFT has covered are asked to attend regular salons hosted by the magazine. We will exhibit in art spaces with the theme of DRIFT City Coffee Culture.

3. DRIFT CAFÉ

DRIFT CAFÉ focuses on urban communities, coffee culture, human touch and nature. It penetrates deep into the communities in some dozen cities in China and invites people from all walks of life to run the brand. Together, they participate in the planning and daily operation of the cafés to serve the residents living within one kilometer.

SITT COMMUNITY EVENTS

– FATHERS –

4. FATHERS CLUB Circle

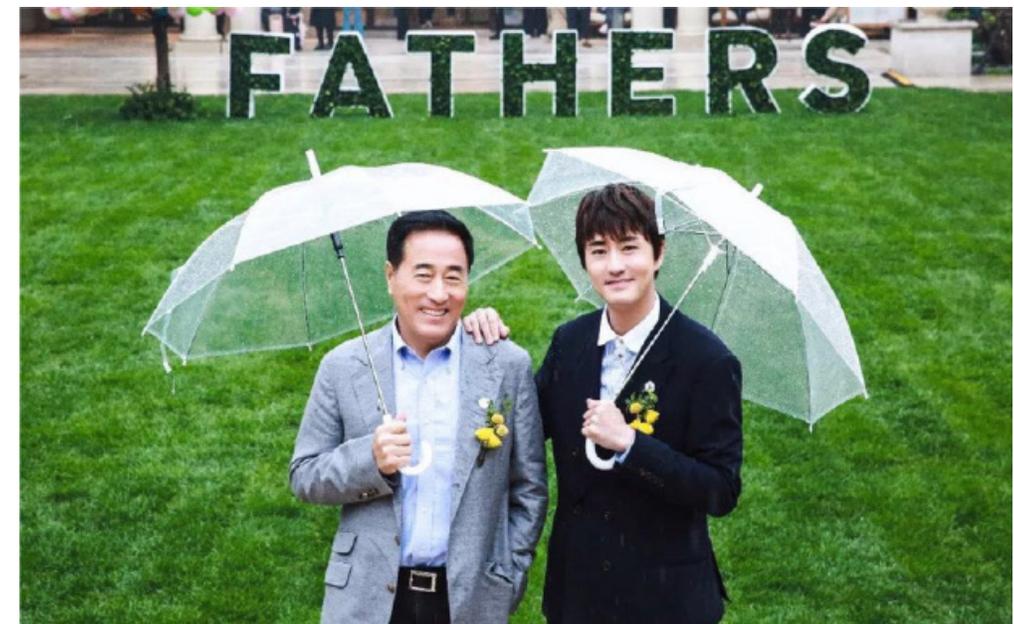
We will, by launching “Father and Children Club” in China, enlist modern fathers from all walks of life, including coffee, culture, art, design and finance. Parties are carried out on a regular basis to share warm incidents and how fathers in different professions get along with their children.

5. FATHERS CLUB Parent-child Illustration Show

We will invite renowned illustrators to create family illustrations for fathers who have successfully contributed to FATHERS. If the families taking part in the show numbered more than 100, these loving illustrations will be exhibited as art works in the FATHERS Parent-child Illustration Show. At the exhibition, illustrators will create portraits for children as a nice surprise.

6. FATHERS Parent-child Photography Exhibition

We will invite well-known photographers, such as Xu Chuang, Yin Chao and Li Xiaoliang, for the parent-child themed photography exhibition. At the exhibition, the photographers will show people how to snap nice, warm photos of parents and children with mobile phones, to record the growth of the latter.



SITT COMMUNITY EVENTS



– SITT –

7. SITT Community Forum

SITT will host nationwide forums in major communities and neighborhoods which are attended by architects, space designers, artists and entrepreneurs. Together, we will explore the "human culture" in architectural design. Diversified market events are held by combining the traits of various publications and linking different lifestyle brands.

SITT SOCIAL MEDIA

SITT – All-media Platform

The new media platform of SITT has synthesized the characteristics of KINFOLK, DRIFT and FATHERS, its self-owned publications. New media has become the vehicle to offer Chinese readers with premium original contents which are more in line with the reading habits of natives.

WeChat and Weibo of KINFOLK, Chinese Version

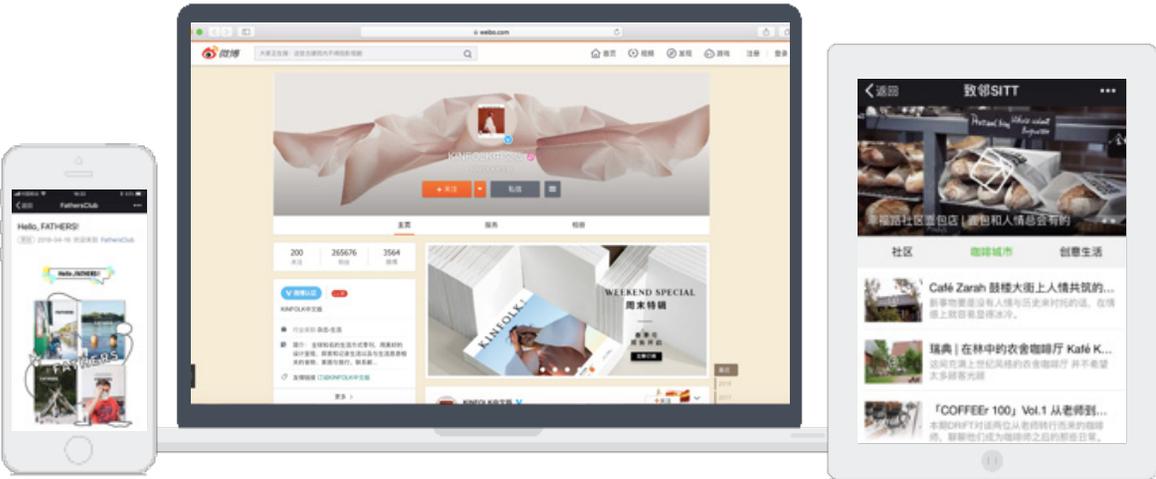
Since 2014 when its Chinese WeChat, which is updated thrice a week, is launched, there's an unparalleled insistence of KINFOLK, Chinese Version on original, quality reports and exclusive, in-depth interviews. Today, KINFOLK, Chinese Version has 250,000 WeChat followers and 260,000 Weibo followers.

WeChat and Weibo of FATHERS, Chinese Version

The Chinese WeChat and Weibo (FathersClub) of FATHERS, Chinese Version, which are updated thrice a week, is officially launched in 2018. With focus on father and children, they explore contemporary parent-child relationships with stories, interviews and essays, which have caused a sensation. Today, FATHERS, Chinese Version has 50,000 WeChat followers and 100,000 Weibo followers.

WeChat and Weibo of SITT

The WeChat of SITT, which is updated thrice a week, is launched in 2017. Latest news and in-depth reports on coffee, city, community, which are original, are offered with articles and photos. Today, SITT has 30,000 WeChat followers and 6,000 Weibo followers.



SITT RATE

SITT – Pricelist

Pricelist of KINFOLK

Page	Price (RMB)
First magazine spread	1,200,000
Second magazine spread	460,000
Third magazine spread	400,000
First right-hand page (Side page of contents)	360,000
Second right-hand page (Side page of contents)	320,000
Frontispiece side page	280,000
Average single page	220,000
Back cover	585,000

Pricelist of KINFOLK Pamphlet

The pamphlet is attached to the magazine, with custom required size and paper.

Page	Price (RMB)
16P+four covers	800,000
20P+four covers	960,000
24P+four covers	1,200,000

Pricelist of KINFOLK New Media

Platform	Price (RMB)
Weibo (post)	80,000
Weibo (Re:)	40,000
Wechat (First)	80,000
Wechat (Second)	40,000

Pricelist of DRIFT

Page	Price (RMB)
First magazine spread	1,200,000
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Third magazine spread	400,000
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Pricelist of FATHERS

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