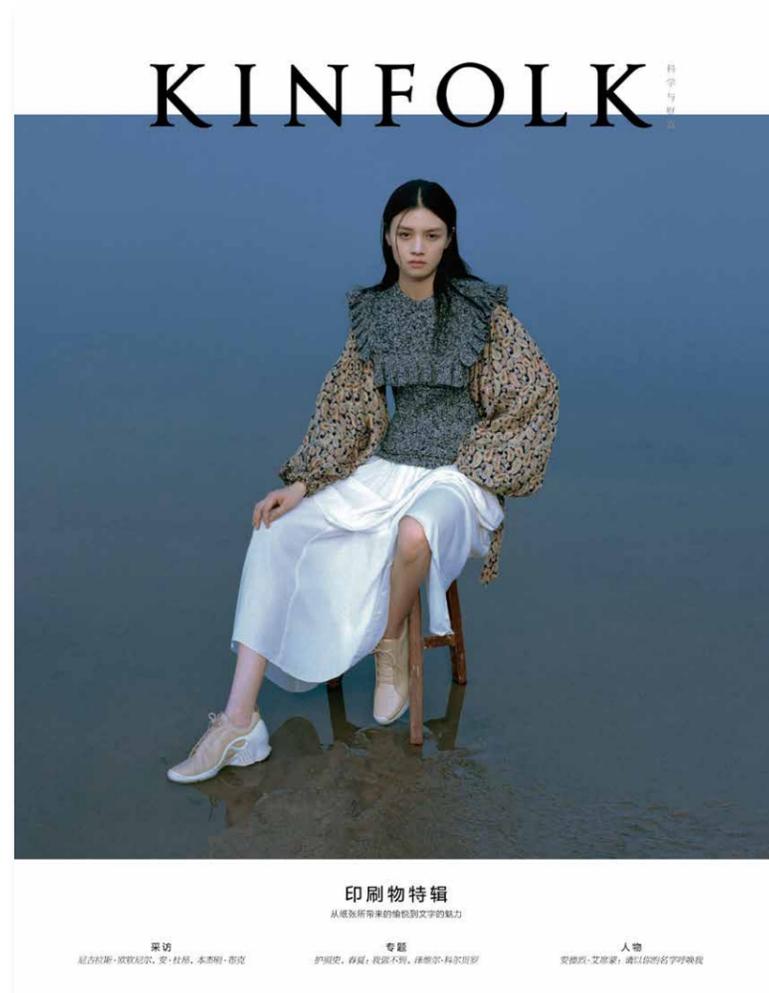


社区 STY
大会 IN
THE
TOWN

MEIDA KIT
2018

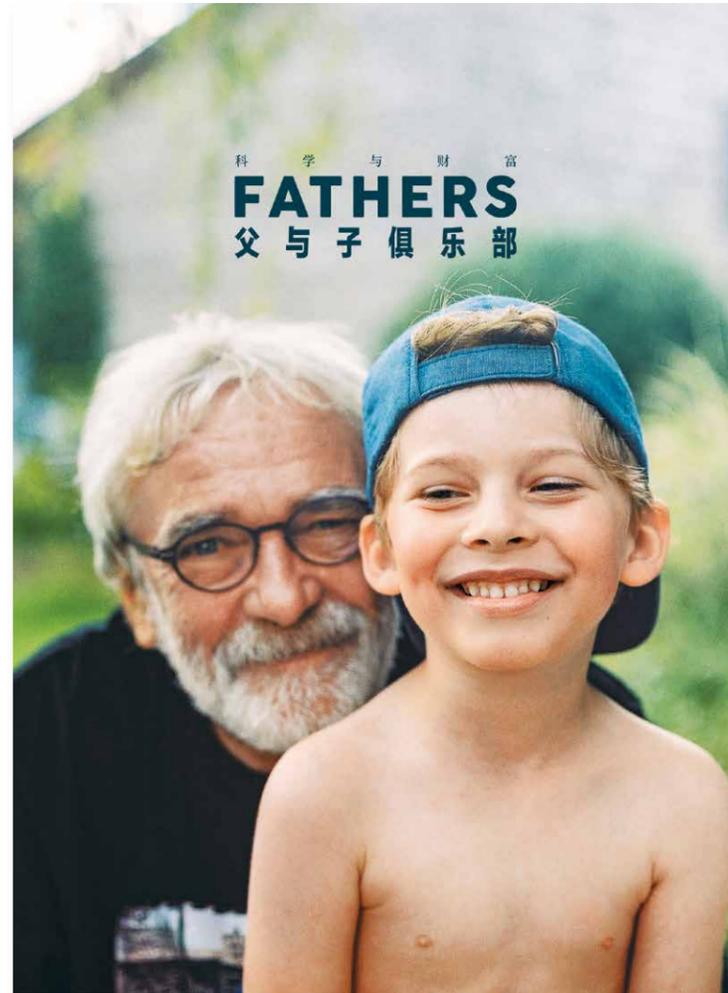
STYLE IN THE TOWN

A niche media matrix affiliated
to HUASHENG MEDIA



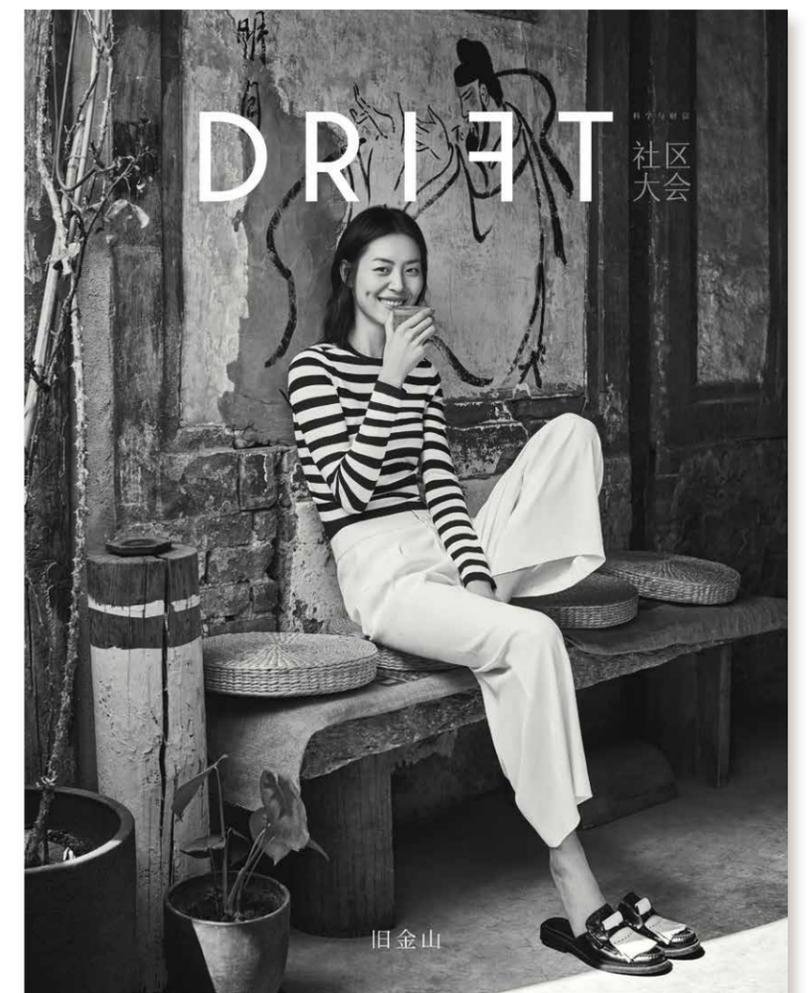
KINFOLK Quarterly

Delving into creativity and lifestyle, KINFOLK values the relationships between people most.



FATHERS Quarterly

Recording and discussing further possibilities of modern dads, FATHERS values the relationships between the Father and the Son.

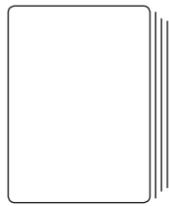


DRIFT Semiyearly

Exploring and analyzing stories of coffee related history, community and crowd within the city, DRIFT devotes to coffee and the related community's culture.

WELCOME

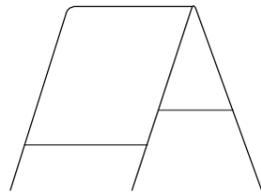
SITT(Style In The Town) We believe that the town you choose is the life you choose.



Print Publication



Gathering



Exhibition



Coffee

As a niche media matrix, belonging to Huangsheng Media, SITT owns KINFOLK、DRIFT and FATHERS. Conceiving in “Family and Household Consumption Upgrading Platform” and alining by geographical residential communities, SITT holds a series of creative contents as well as off-line events which link families and families, people and people, people and communities, communities and communities. We make the communities bound up with neighborhoods, while let people’s relationships be closer.



KINFOLK

Creativity · Design · Gathering · Food

Features:

Creative individuals coming from different fields of the world construct high-quality contents of the magazine.

Special Topics:

Stick to simple, natural and practical attitude towards life; Pay attention to daily work, life and inner world.

Opinions:

Have an attitude, stick to the point of view and express opinions. Refine ideas about work and life.

Chinese Issue:

Based on global society and deep culturing Chinese society, it digs out interesting stories and ideas from local creative people.





DRIFT

Coffee · City · Community · Culture

Coming from New York, DRIFT is the highest circulation independent coffee-community-culture magazine of today. Each issue takes us to a different city, exploring and analyzing stories of coffee related history, community and crowd within the city. Conveying the idea that coffee could link the community's relationships, DRIFT links the relationship within people and the relationship between people and communities as well as inspires readers to return home and community.

FATHERS

Paternity · Family · Story · Growing

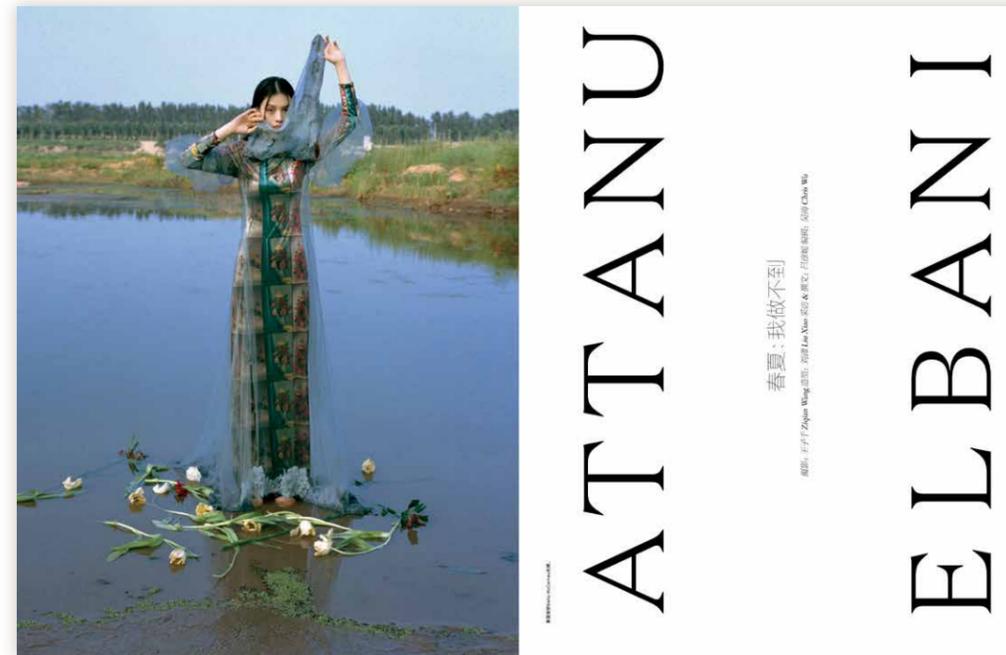
As an independent paternity magazine from Polan, FATHERS reports on father-child stories from different parts of the world. Paying close attention to personally experiences of father and child within life, nature and travel, FATHERS offers the life aesthetics that gives readers more sensitive experiences. What's more, FATHERS explores the cultural depth behind each father-child experience and unique ways that individuals, groups, societies, and nationalities showing in different cultures.



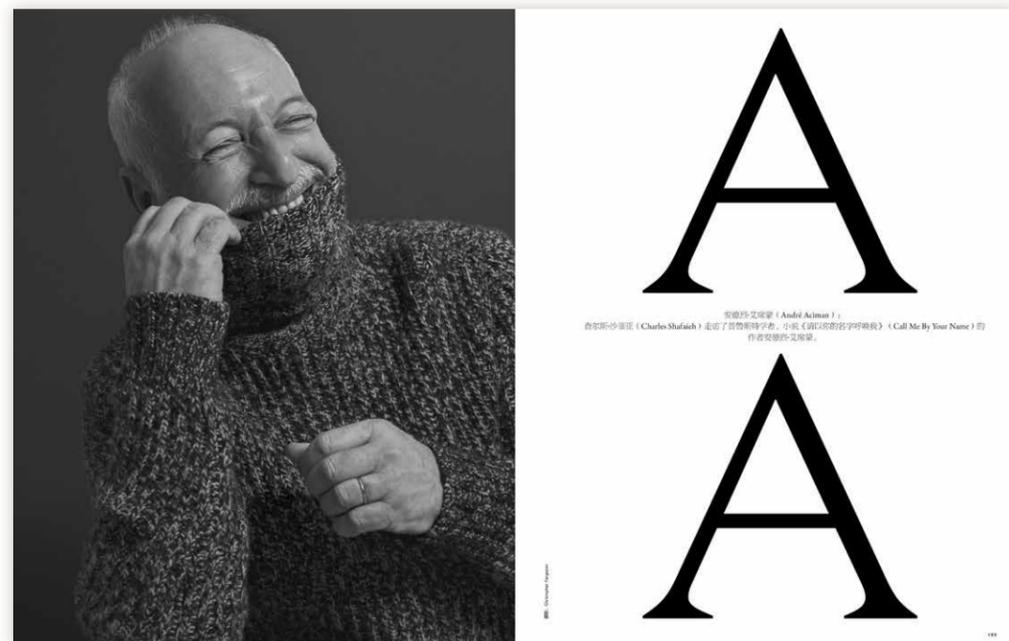
纸刊内容

Content Display

Chun Xia: unstoppable



Exclusive interview for the author of Call me by your name



Special topics on the group visit to Chinese printing culture



KINFOLK opens copyright license, goes deeply into localization content creation and digs out interesting stories and ideas from local creative people.

Dong Zijian: You and Me



董子健:我也好奇自己是个怎样的爸爸

Dong Zijian: You & Me

撰文: 陈立琦 摄影: 邵筱
造型: Miya Tao

在尚未完全与青春告别年纪, 迎来全新的身份转变, 以如此年轻的状态成为一名爸爸, 90后演员董子健会有怎样的感受与心境? 对自己、对女儿, 他又有着怎样的期待和想象? 我们一方面准备了完满的好奇心, 一方面又不要被问过太多相似问题的他是否会相对较重复有了本能的完美对答模式, 结果却有趣, 面对我们的好奇, 董子健的第一反应是: “我也想知道。” 他说自己没有深入和谁聊过这个话题, 每当有人问起, 他总是回答不错, 很好, 非常享受——不是因为敷衍, 而是他真的没有懈怠地去研究、去思考“90后爸爸的心得体会”——于他而言, 成为父亲, 是生活里自然而然发生的一件事, 只不过这件事的到来伴随着一份盛大的美好, 盛大到他找不到合适的方式去思考美好背后的意义。

“我很好奇在做了爸爸之后, 自己内心的感受和想法会以怎样的状态呈现出来。” 董子健期待着自己的回答, 我们期待着这样一场对话。

Father and Daughter

父女 Father and Daughter

撰文: 陈立琦
摄影: 尹超
造型: 尹超

父女之间, 并不只是作家笔下熟悉的句子描述的羁绊, 不断在往日的踪影前行着, 一个拥有理想父辈的女性, 心中有大的格局, 她骄傲且自信, 拥有平等独立的思想, 值得敬佩的人格精神。

我们期待看到, 与伊琳两位女性, 聊聊她们和父亲的故事, 聊聊她们的在一代又一代中传承, 这当中有女性的成长, 也展现了那个老去的时代的记忆, 在《女儿》和电影《找到你》中, 故事却截然不同, 父亲角色在家庭中的缺失, 造就形态各异的情感。

故事内外的故事, 一个令人欣慰, 一个令人感到, 在凝视女性, 母亲, 母亲与父亲的关系, 这部电影或许也给所有的父亲们提供了一个参照, 拥有有明, 感受其严厉的父亲, 是天下女儿一生的骄傲和幸福。

撰文: 陈立琦 摄影: 尹超 造型: 尹超 化妆: 尹超 发型: 尹超 服装: 尹超 道具: 尹超 后期: 尹超 剪辑: 尹超 配乐: 尹超 字幕: 尹超 校对: 尹超 审核: 尹超 发布: 尹超



LEGO Daddy: Andy Hung

乐高拼砌大师: 洪子健

LEGO Daddy: Andy Hung

撰文: Sade
摄影: Pua Wu

以热爱和兴趣为驱动力, 向上有一种攀登空中的渴望, 与香港经济和社会主义的转变, 还有不断入脑, 而洪子健 (Andy Hung) 则是一个当之无愧的例外, 曾经是他最感兴趣的, 在金融行业工作了十年, 也懂得如何赚钱, 赚得很多, 不过是他最感兴趣的, 而在“九七”金融危机之后, 我则是重新审视他的, 一下子真切地感受到了自己肩上的责任, 再也不能像以前那样“玩”了, 他决定, 于是告别职场, 专心以乐高为事业, 而的不过是一份稳定的志业。

就是这样, 他成为了全港唯一的乐高认证拼砌大师, 而并非这个称号的人, 全球也不超过20位, 不仅如此, 他还带领团队用一年用250万乐高拼砌了下了世界纪录。



Hung Jue

黄觉的娃

Huang Jue

摄影: 黄觉

在娱乐圈, 黄觉和妻子是令人羡慕的一对, 他们共同经营着三口之家, 为人父母多年, 却从未舍弃过对孩子的爱, 黄觉始终从未在他们身上留下粗糙的痕迹, 无论何时, 不论何地, 黄觉都始终从书写着他对孩子的专注和对子女的爱。



FATHERS is dedicated to presenting father (in different occupations) - child and family stories around the world. In China, we interviewed Dong Zijian, a new generation of father, to show readers and societies the new relationship between father and son.

全媒体平台

Social media

SITT社区大会

Wechat & Weibo

Integrated the characteristics of our publications KINFOLK, DRIFT and FATHERS, we deliver high-quality original contents which are more in line with local reading habits to Chinese readers on social medias.



SITT Wechat Followers: 100,000 SITT Weibo Followers: 6,000

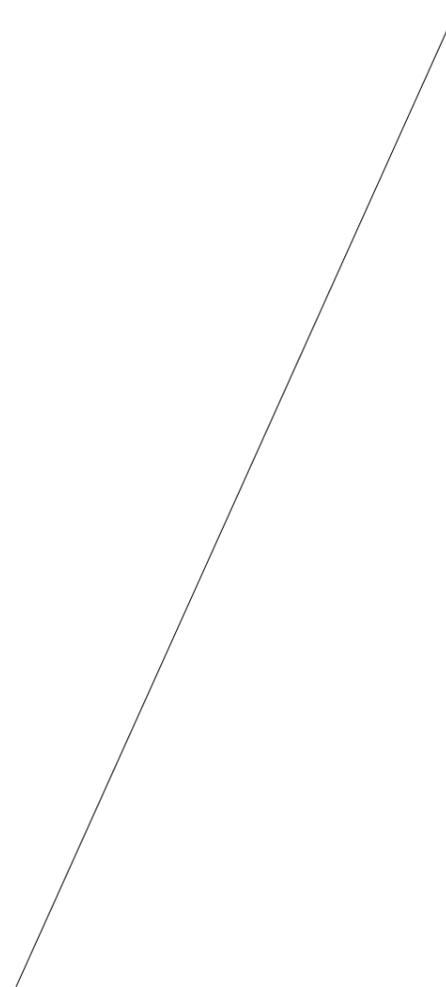


KINFOLK Wechat & Weibo

There is a steady amount of daily reading and engagement. KINFOLK Weibo has an over 160,000 daily average reading amount, while KINFOLK Wechat has an over 10,000 daily average reading amount and an over 750 daily engagement amount.



KINFOLK Wechat Followers: 260,000 KINFOLK Weibo Followers: 260,000



FATHERS Wechat & Weibo

FATHERS' wechat launched "Father and Son's Time Museum" campaign during Father's Day and reached an over 20,000 reading amount and an over 300 engagement amount. In Weibo, the Hung Jue's family photos related contents reached an over 400,000 reading amount and an over 1,000 engagement amount.



FATHERS Wechat Followers: 60,000 FATHERS Weibo Followers: 100,000



社群运营

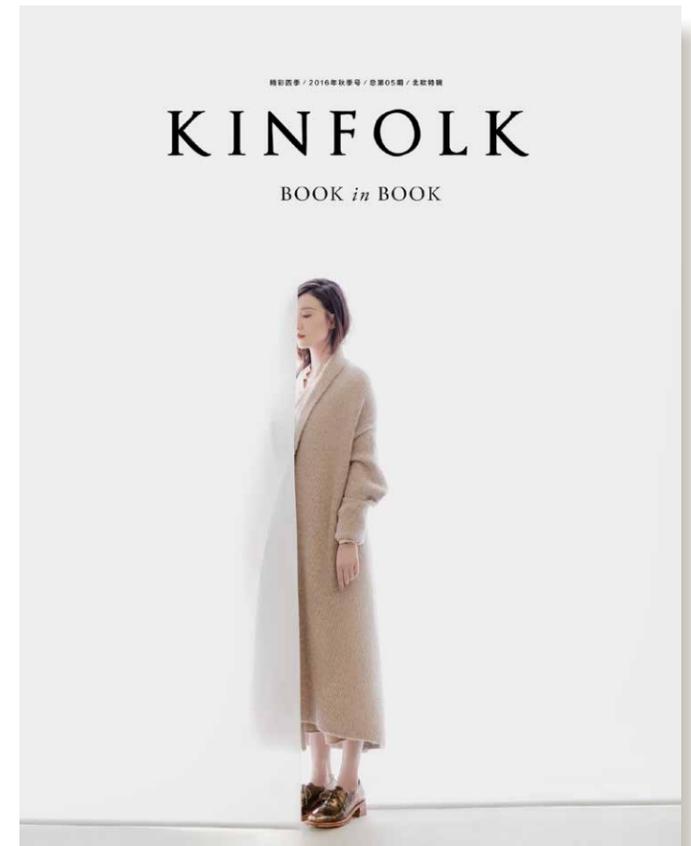
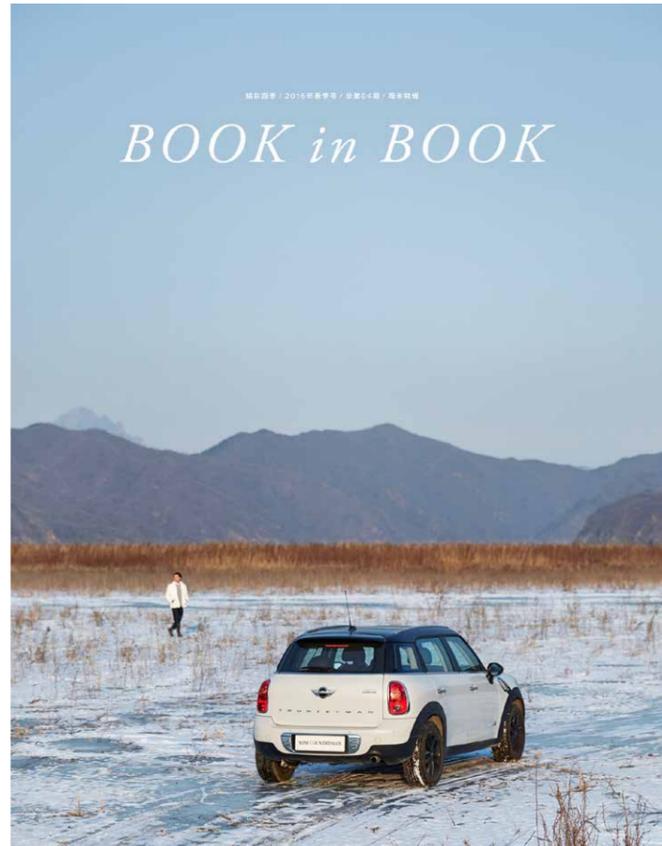
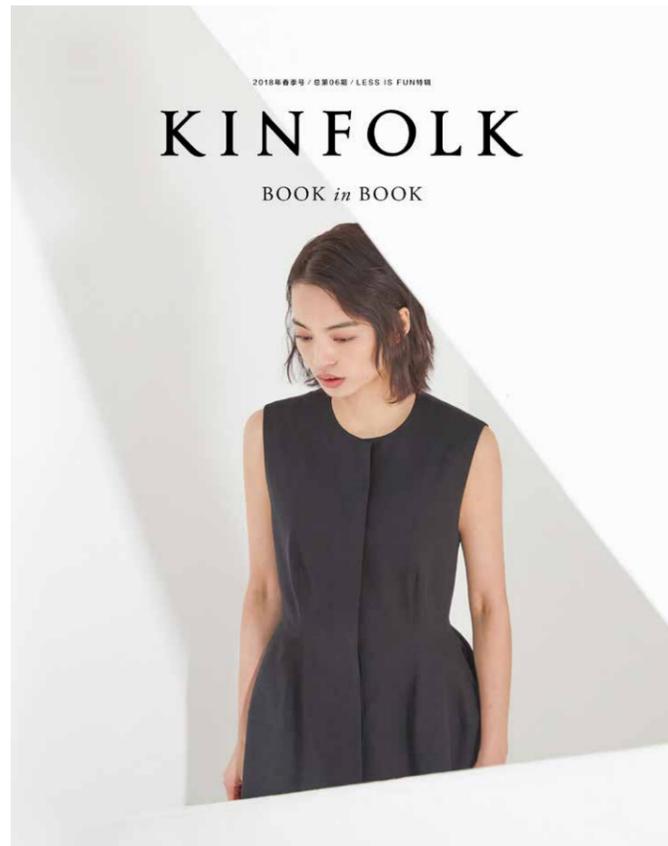
Community operations



We own 20 SITT Groups, 70 KINFOLK Groups, 30 FATHERS Groups and 40 DRIFT Groups, have about 8,000 people in total within those groups. Designers, photographers, florists, independent bookstore owners and cafe managers coming from cities like Beijing, Shanghai, Shenzhen, Hangzhou and Chengdu form into those groups. In addition, our community leader projects across the country are aimed to reach the target audiences within 5km ranging of the community leader themselves.

案例介绍

Project cooperation



The KINFOLK combines brand content to produce BOOK IN BOOK with the same tonality. The BOOK IN BOOK goes along with the issue.

栩栩华生
HUASHENG MEDIA

社区
大会
STYLE
IN THE
TOWN



STYLE IN THE TOWN
FOOD GATHERING

因食而聚 · SITT国际社区风味大会 · 日子里

Event starts at 2:00 pm
2018.10.26
深圳 日子里



KINFOLK DRIFT **FATHERS**

**Annual Event: SITT Food Gathering
Build an International Community**

Food and wine industry benchmarking Annual
Conference

Flavor sharing creates concept menus

Knowledge sharing and experience in Vertical
Field

Derived flavor food festivals frequently show
up within commercial real estate on a small
scale.

Annual Event: SITT (The Essentials Festival, Parent-Child Festival)

Corporating with global excellent community representatives and senior community brands to organize interactive salons or gatherings about community culture

Inviting architects and designers to create different community experience museums with brands

Eg. Fnji Furniture, Aranya, MINI LIVING etc.

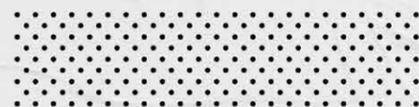
Award annual community master and annual community



Sitt Community Reading Club

SITT 社区野餐
阅读大会

活动时间：十月三日下午三点
活动地点：地坛公园



扫描二维码关注SITT



社区
大会
STYLE
IN
THE
TOWN



SITT Community Host Projects

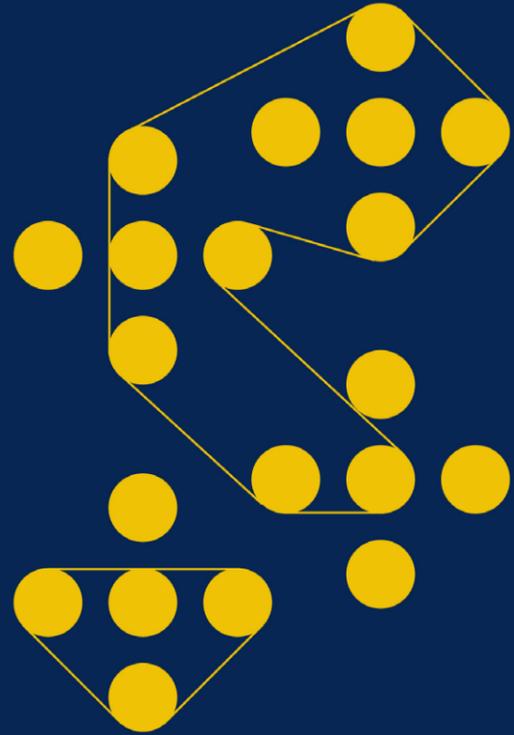
We have twelve community leaders' meetings and nearly fifty community partnership activities. Every month, community leaders in different fields would hold offline activities. Relevant materials will be distributed to other cities part-time community leaders. According to the main activity, the reader's offline activities will be held.

Recruiting nearly 100 community partners, we monthly reach the target audiences who are within 5km ranging of the community leader. Target Cities: Beijing, Shanghai, Xiamen, Hangzhou, Chengdu.

时间: 3月10日
地址: 徐汇区陕西南路550弄37号 G栋 101室 (嘉善老市内)

DATE: 10TH MARCH
ADD: Jiashan Market, Room G101, Lane 550, 37 South Shanxi Road

RESTIER
乐睡恬



RHYTHMS OF SLEEP
探讨睡眠昼夜节律

晨曦日出, 日出而作; 黄昏日落, 日落而息。
万物因循昼夜节律而有序活动。在睡眠焦虑症人群不断扩大的今天,
我们将与你探讨如何更好地顺应日光节律,
以及让用1/3生命来睡眠的我们不那么听“光”由命。

邻里
STYLE
IN
THE
TOWN
KINFOLK

KINFOLK Gathering

The gathering is the symbolic activity of KINFOLK. Each year, KINFOLK will organize customized gatherings and salon activities with different brands. While improving brand tonality, it also helps to create high-quality contents.

the
ART
BRUNCH
of
everyday

ART BRUNCH

2018年4月15日 星期天

海上世界文化艺术中心咖啡厅Cafe & Lounge

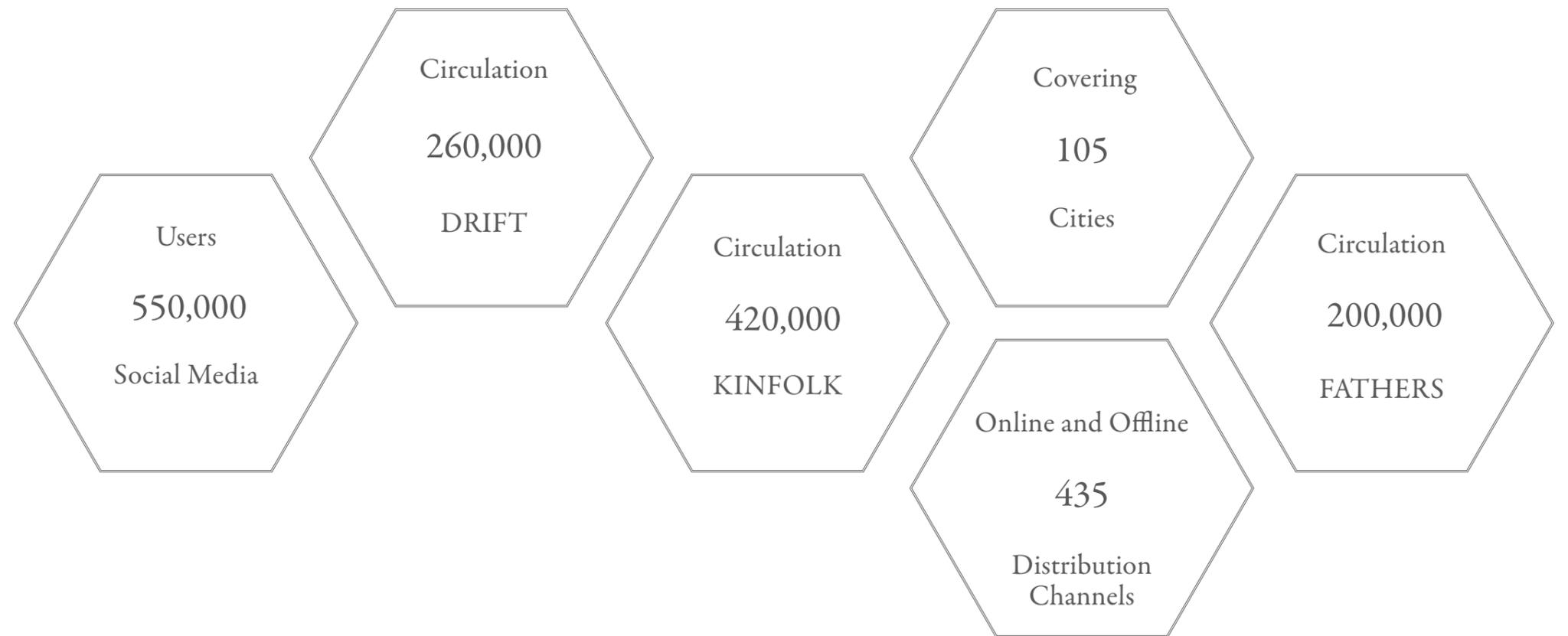
邻里
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THE
TOWN
KINFOLK
FATHERS
DRIFT

Marisfrolg.SU

Magazine sales

发行量

At present, the main distribution channels of the publications of SITT in China are divided into online (Official online shop) and offline (Selected outlets such as independent bookstores, boutique hotels, cafes, art spaces, designer shops, airports, maternal and child places.).



Online and Offline



Style in the town rate

合作价格

KINFOLK

Layout	Price (RMB)
The First Spread	1,200,000
The Second Spread	460,000
The Third Spread	400,000
The First Right Page (next to the directory)	360,000
The Second Right Page (next to the directory)	320,000
The Page Next to Editor's Letter	280,000
Single Page	220,000
Back Cover	585,000

KINFOLK Book in Book

The supplement will be issued along the formal publication; size and type of paper can be customized.

Layout	Price (RMB)
16P + 4 Covers	800,000
20P + 4 Covers	960,000
24P + 4 Covers	1,200,000

DRIFT

Layout	Price (RMB)
The First Spread	1,200,000
The Second Spread	460,000
The Third Spread	400,000
The First Right Page (next to the directory)	360,000
The Second Right Page (next to the directory)	320,000
The Page Next to Editor's Letter	280,000
Single Page	220,000
Back Cover	585,000

DRIFT Book in Book

The supplement will be issued along the formal publication; size and type of paper can be customized.

Layout	Price (RMB)
16P + 4 Covers	800,000
20P + 4 Covers	960,000
24P + 4 Covers	1,200,000

FATHERS

Layout	Price (RMB)
The First Spread	1,200,000
The Second Spread	460,000
The Third Spread	400,000
The First Right Page (next to the directory)	360,000
The Second Right Page (next to the directory)	320,000
The Page Next to Editor's Letter	280,000
Inside Back Cover	500,000
Single Page	220,000
Back Cover	585,000

FATHERS Book in Book

The supplement will be issued along the formal publication; size and type of paper can be customized.

Layout	Price (RMB)
16P + 4 Covers	800,000
20P + 4 Covers	960,000
24P + 4 Covers	1,200,000

NEW MEDIA

Platform	Price (RMB)
Weibo (post)	80,000
Weibo (repost)	40,000
WeChat (first article)	80,000
WeChat (second article)	40,000

CONTACT

sitt@huashengmedia.cn

Room906, 9th floor, Tower A, Raycom Wangjing Center, Chaoyang District Beijing, CHINA

社区
大会

STYLE
IN
THE
TOWN