1、《时代》的独特风格主要表现在它的办刊立脚点。《时代》创刊时便宣称，它的目标是使“忙人”能够充分了解世界大事。该刊的特色是将一周的新闻加以组织、分类。这也就是说，《时代》与那些主要靠不断挖掘新鲜新闻事件来维系生命的刊物不同，它一周只发行一期，旨在将一周的重大新闻进行整理和评论，从这一点上，便与其他刊物有了一个明确的分界线，例如关于2002年英国女王伊丽莎白的报道那期杂志便体现的这一风格。当时，女王逝世的消息一经宣布，一时间各大媒体纷纷进行追踪报道，引起受众的广泛关注。而《时代》由于受每周一刊的限制，只能在过去一个星期后再对其进行报道。《时代》这时便充分体现了其风格的优越性，其不再将关注点集中在报道女王去世这一事件上，而是另辟蹊径，极其详尽地介绍了伊丽莎白的生平，让人们进一步对女王生前的活动有了更进一步地了解。结果证明，这一期的报道是相当成功的。

The unique style of Time is mainly reflected in its publishing foothold. When Time started publishing, it declared that its goal was to enable "busy people" to fully understand world events. The feature of the magazine is to organize and categorize the news of the week. That is to say, Time, unlike those magazines which maintain their lives mainly by digging up new news events, only issues one issue a week to sort out and comment on the major news of the week. From this point, it has a clear dividing line with other magazines, such as the magazine about Queen Elizabeth in 2002, which embodies this style. 。 At that time, as soon as the news of the Queen's death was announced, the major media began to follow up and report one after another, which attracted wide attention of the audience. Time, however, is limited by the monthly publication and can only report on it in the past week. Time fully embodies the superiority of its style at that time. Instead of focusing on reporting the death of the Queen, it devises a new way to introduce Elizabeth's life in great detail, so that people can have a better understanding of the activities of the Queen in her lifetime. As a result, the report in this issue is quite successful.

2、广阔的市场。《时代》在世界各地设有美国版、欧洲版、亚洲版、拉丁版，并设立了分社。版本的增多也就意味着市场的扩大，因为不同版本报道的侧重点不同，符合了当地居民的口味，因而也带来了更为广阔的市场。

Wide market. Time has American edition, European edition, Asian edition and Latin edition all over the world, and has established branches. The increase in editions also means the expansion of the market, because different editions of the report focus on different issues, in line with the taste of local residents, thus bringing a broader market.

3、严谨认真的办刊态度。很多人都有注意到，《时代》上的文章都是没有署名的，即作者没有署名权，这样做是为了确保每一期杂志上的文章都是经过精挑细选的，不会因为这篇报道的撰稿人是谁而对其有偏向性。除此之外，《时代》还有一点是极能体现其认真的态度，每期《时代》开头第一个栏目就是《读者来信》，这一举措足以体现它对读者的高度重视。

Strict and conscientious attitude to running a magazine. Many people have noticed that the articles in Time have no signature, that is, the author has no right of signature. This is to ensure that the articles in each issue of the magazine are carefully selected and not biased towards them because of who is the author of the report. In addition, "Time" also has a point that can fully reflect its serious attitude. The first column of each issue of "Time" is "Letters from Readers", which is enough to show that it attaches great importance to readers.

4、《时代周刊》“全球最具影响力人物”榜从2004年开始评选，公认较具权威性。选出当年全球在各行各业引领风潮的百位最具影响力人物。他们并非全球最有权力或最有钱的人，而是一群使用想法、洞察力、行动，对民众产生实际影响力的英雄。”  
Time's list of "the most influential people in the world" has been selected since 2004 and is generally recognized as more authoritative. Choose the 100 most influential people who led the trend in all walks of life in that year. They are not the most powerful or wealthy people in the world, but a group of heroes who use ideas, insights and actions to have a real impact on the people.