

P1 Exhibits Preview
展品预览



An effective way to make your exhibits known prior to CHINAPLAS. The Exhibits Preview will be sent together with invitation tickets to targeted visitors two months before the show. It is divided into Chinese version (machinery and chemicals issue) and English version (for overseas visitors).

Quantity: >140,000 copies

Distribution period: Feb – Apr 2012

Distribution Channel: Direct mail to Chinese and overseas buyers

Ad. size: 200mm (W) x 287mm (H) + 3mm bleeding for all sides

Max. no. of Ad.: 3 pages / Issue

Booking Deadline 广告订稿日期: 30 Nov 2011

Ready for Print File Deadline 广告电子稿截稿日期: 15 Dec 2011

P2 Show Catalogue
展会会刊



Quantity: >10, 000 copies

Booking Deadline 广告订稿日期: 27 Jan 2012

Ready for Print File Deadline 广告电子稿截稿日期: 7 Feb 2012

Ad. Type	Ad. Size	Price
Full Page (ROP) 全页非指定版面	131mm (W) x 210mm (H) + 3mm bleeding for all sides	RMB19,900
Half Page (ROP) 半页非指定版面	131mm (W) x 103mm (H) + 3mm bleeding for all sides	RMB11,100
Inside Front Cover 封面内页	128mm (W) x 210mm (H) + 3mm bleeding for all sides	RMB26,600
B/W Logo Insertion (Next to Catalogue Entry) 黑白公司标志(会刊公司简介侧)	-	RMB700
Next to Inside Front 封面内页(邻版)	131mm (W) x 210mm (H) + 3mm bleeding for all sides	RMB25,900
Back Cover 封底	131mm (W) x 210mm (H) + 3mm bleeding for all sides	RMB28,800
Inside Back Cover 封底内页	128mm (W) x 210mm (H) + 3mm bleeding for all sides	RMB24,200

P3 展览时报 - 机械及仪器 / 化学品及原料 / 中国供货商 Show Newspaper- Machinery & Equipment / Chemical & Raw Materials / Chinese Suppliers

The most effective and direct onsite promotional channel. A total of 90,000 copies will be FREE distributed at visitor registration counters, newspaper stands at main entrances, VIP lounges, concurrent seminars and selected nearby hotels.

最全面、最直观的现场推广渠道
共90,000份于CHINAPLAS现场逾20个点免费派发，包括观众登记处、服务台、VIP休息室、展馆出入口、同期研讨会等；内容：展会荟萃、展馆平面图、展品介绍及展商信息。

Direct link for last edition 浏览上期电子版：
www.AdsaleCPRJ.com/SNP1/eBook

Ad booking deadline 广告定稿日期: 1 Mar 2012
Ready for print file deadline 电子稿截稿日期: 8 Mar 2012



P4 展报 Show Daily

- A full coverage of show highlights, onsite interviews & editors' recommendations
- Bilingual Chinese & English content for all visitors both locally and overseas
- Published on the 2nd & 3rd show days and FREE distributed at 17 exhibition halls' main entrances, total 40,000 copies for 2 issues
- 由编辑团队于CHINAPLAS现场采访、及时报道独家展会新闻、介绍新技术、分享研讨会及同期举行的活动花絮
- 含中、英文内容，全方位接触展会观众
- 展会第二及第三天于17个展馆出入口向观众免费派发，两册合共40,000份

Direct link for last edition 浏览上期电子版：
www.AdsaleCPRJ.com/SD/eBook

Ad booking deadline 广告定稿日期: 9 Mar 2012
Ready for print file deadline 电子稿截稿日期: 15 Mar 2012



P5 海外观众参观指南 International Visitors' Guide

Targeting more than 19,000 overseas visitors from 139 countries & regions, the International Visitors' Guide will help drive visitor traffic to your booth.

CHINAPLAS大会指定英文刊物，面向超过19,000名来自139个国家和地区的海外买家。于展会现场海外观众登记处、VIP休息室及服务台等向海外观众和参观团免费赠阅。

Direct link for last edition 浏览上期电子版：
www.AdsaleCPRJ.com/IVG/eBook

Ad booking deadline 广告定稿日期: 9 Feb 2012
Ready for print file deadline 电子稿截稿日期: 15 Feb 2012

eBooks of all the above publications will be uploaded to 以上刊物之电子版均上载于
www.AdsaleCPRJ.com & www.ChinaplasOnline.com 供读者在线阅读或下载PDF版



4/5 Issue月刊 – CHINAPLAS Preview 预览

6/7 Issue月刊 – CHINAPLAS Review 回顾

Contained within the regular CPRJ issues, the Preview and Review will provide readers with show updates, exhibit highlights and information on concurrent events. In addition to the controlled circulation at 29,670 copies per issue, CPRJ will be distributed FREE at CHINAPLAS and at over 40 trade shows and conferences every year. This will help both exhibitors and advertisers gain maximum exposure.

- 创刊于1982年，双月刊
- 发行量29,670册，额外于超过40个展会及研讨会免费赠阅
- 于4月刊内加入超过100页之CHINAPLAS展会特辑，内容丰富，含国家/地区展团介绍、展品分类预览

Direct link for last edition 浏览上期电子版:

www.AdsaleCPRJ.com/eBook

Media Kit 媒体介绍:www.AdsaleCPRJ.com/MediaKit

Ad Booking deadline 广告定稿日期: 24 Feb 2012

Ready for print file deadline 电子稿截稿日期: 2 Mar 2012

中国
CPRJ塑料橡胶
China Plastic & Rubber Journal
www.AdsaleCPRJ.com



★ CPRJ International Edition 《中国塑料橡胶CPRJ国际版》

CPRJ International is the English-language companion to CPRJ, and was set up in response to the demand from CPRJ's rapidly growing international readership. The CHINAPLAS preview in its April issue will have an extensive introduction to the show and will be seen by readers from Asia, the Middle East, Europe, America and Africa.

4月刊之CHINAPLAS预览将为海外读者提供英文展会信息及展商介绍。每期发行15,000册，读者遍布亚洲、欧洲、美洲、非洲及中东等地区，并于CHINAPLAS现场及超过30个国际展会/研讨会中免费派发。

Direct link for last edition 浏览上期电子版:

www.AdsaleCPRJ.com/eBook

The eBooks are uploaded to www.AdsaleCPRJ.com & sent by eBlast to over 164,000 Adsale overseas registrants from the plastic & rubber industries.

每期电子书均上载于www.AdsaleCPRJ.com供读者在线阅读或下载PDF版，并通过电子报发送给超过164,000名雅式橡塑网海外会员。

Media Kit 媒体介绍:www.AdsaleCPRJ.com/INTL/MediaKit

Ad Booking deadline 广告定稿日期: 2 Mar 2012

Ready for print file deadline 电子稿截稿日期: 9 Mar 2012

国际版
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China Plastic & Rubber Journal 中国塑料橡胶
www.AdsaleCPRJ.com



From mid-Nov of 2011, all content of CPRJ and CPRJ International is available in APP form and can be downloaded to iPhone, iPad and Android tablets. All print advertisers are eligible to put one free hyperlink in each of the mobile and tablet versions of their Ad.

由2011年11月中开始，读者可以通过 iPhone, iPad 及 Android 等流动平台免费下载、搜索和阅读所有CPRJ及CPRJ国际版杂志内容，全书广告位置将会连接到广告商之指定网页，使您的推广更全面、直接及互动!