

2022 | 广告资料及价目表
MEDIA INFORMATION



**China
Coatings
Journal**



指定会刊及宣传刊物
Official Publication

中国涂料工业杂志 CHINA COATINGS JOURNAL (CCJ)

双语专业杂志 • 面向全球

A Bilingual Coatings Journal Linking China and the World



中贸推广-艾特怡国际有限公司出版
Published by Sinostar-ITE Int'l Limited

每年出版5期 5 ISSUES PER YEAR
含印刷版及电子版 Include Print & Digital Editions
每期印刷 9,000-12,000 本
9,000-12,000 copies per issue
ISSN 1682-4636

中英双语专业杂志，服务涂料行业 A Professional Bilingual Medium Serving our Industry

亚洲是世界最大涂料市场，任何全球涂料市场的参与者均不能忽视它。尽管面对可能出现的疫情再扩散情况和各国持续封锁措施，预计2021年及其后数年，亚洲仍是全球涂料市场增长最快地区。大中华区是亚洲最大涂料市场，占该地区61%市场价值和超过50%交易量。《中国涂料工业》杂志为广告商提供结合展览会的跨平台曝光机会，加强品牌知名度，有效开启增长新机遇。

Asian market is the world's largest coatings market that any global coatings market participants cannot afford to ignore it. Despite raising concern for pandemic resurgence in some countries and associated lockdown measures, Asia remains the world's fastest growing region in 2021 and beyond. Greater China is by far the largest sub-region in Asia, accounting for 61% of value and over 50% of volume of the Asian coatings market. China Coatings Journal (CCJ) provides a multi-platform medium for advertisers to strengthen brand awareness and unlock business growth potential.

4个选择《中国涂料工业》杂志的理由 4 REASONS TO ADVERTISE WITH CCJ

1

中英文双语行业杂志，结合印刷及电子方式出版，自1996年起为全球涂料行业服务。

First published in 1996, CCJ is a bilingual (Chinese/English) technical / trade journal offering an integrated print and digital platform to the global coatings industry.

2

报道最新市场情报、先进技术、创新产品及服务等信息，协助行业人士获取专业知识和紧贴行业发展趋势。

Brings readers market news and trends, technological advancements, new products and services, to expand their knowledge and keep up with latest industry development.

3

每年出版5期：逢三、五、七、九、十一月出版，每期发行9,000册，并发布电子杂志12,000册。

Published 5 times a year in March, May, July, September and November, with a print circulation of 9,000/issue and a digital distribution of 12,000/issue.

4

作为全球涂料业平台——「中国国际涂料展 CHINACOAT」大会指定宣传刊物，每年展览会附加出版及印制《中国国际涂料展 CHINACOAT会刊》现场派发给专业观众。

As the official publication for the reputable CHINACOAT series of exhibition, an additional edition of 'CHINACOAT Directory' is published and distributed at CHINACOAT exhibition.

《中国涂料工业》是您不二之选 Why CCJ is a Suitable Medium to Advertise in?

1



「中国国际涂料展 CHINACOAT」大会指定宣传刊物
Official Publication for CHINACOAT Series of Exhibition

拥有全球涂料业平台独家发行渠道，杂志特别出版及印制展览会会刊在现场派发给对口观众，为参展商提升现场曝光率及品牌知名度，获取更好宣传成效。非参展商亦可借此扩大客户群。

CCJ is the official publication of CHINACOAT series of exhibition. An additional edition of 'CHINACOAT Directory' is being published and distributed via this exclusive channel to visitors. Exhibitors can rely on CCJ to capture attendees' attention and maximize onsite exposure, while non-exhibitors can convey your messages to locate more sales leads and build brand recognition.

2

具丰富行业经验及知识的采编团队
Proven Editorial Background and Industry Expertise

采编团队拥有丰富经验和专业知识，精心策划每期内容，探讨行业热门议题，客观分析市场发展趋势，介绍行业前沿技术及新产品，并专访行业知名企业及技术专家等，已成为行业信息交流和传递的重要工具。

Our Editorial Team and contributing writers are industry experts and consultants who are responsible to plan the content in each issue. Our feature articles cover new technologies and innovations, market trends, new product releases, renowned supplier profiles, interviews of prominent enterprises and specialists, delivering a system of networking and communication among industry players.

3

拥有专业读者群的中英双语行业杂志
A Unique Bilingual Trade Publication with Qualified Readership

亚太市场唯一以中英文双语出版的行业杂志，读者大多是行业决策者，当中高级技术或管理人员占56%以上。他们通过杂志寻找符合需求的供应商、产品或服务，广告商能同时在竞争对手和同行面前展示自身领域专业知识。

ONLY industry magazine being actively published bilingually (Chinese & English) in the Asia-Pacific region. Our readers are mostly industry's decision makers, of which more than 56% are senior technicians or managers. CCJ delivers your messages in front of influential industry players who source products or services relevant to their needs. We also display your company's expertise in front of competitors and peers at the same time.

2020-2021部分广告客户 PARTIAL LIST OF ADVERTISERS

A	彩谱 CHNSpec 可乐士 Coloriatus	H	金质丽 GQC TECH 广通 Guangtong 国晨 Guochen	L	瑞柏 Ruibai 瑞丰 Ruifeng 瑞和 Ruihe 瑞泰 Ruitai	W	万隆 WanLong 皖维 Wanwei 维顿 Weidun 致为 Weikem 维波斯 WinBos 德威乐 Worlee		
B	埃夫纳 Afcona 欧宝迪 Alberdingk 奥唯特 Allway 安吉康 Anjeka 澳新 Aoxin Artkim	I	海逸 HaiYi 晗泰 Hantai 合丰 Hefeng 海迪斯 Heidis 恒河 Henghe 凯佰 Heubach 海克莱 Hickory	M	美东 Meidong	S	山湖 Sanhu 三木 Sanmu 善孚 Shanfu 盛嘉 Shengjia 斯洛柯 Silok 中塑 Sinoplas 松原 Songwon	X	鑫发 Xinfu 新福 Xinfu 兴业 Xingye 新华粤 Xinhuyue 鑫辉 Xinhui 新远 Xinyuan
C	保立佳 Baolijia 博彩 Bocai 博聚 Boju 博颜 Boyan 毕克 BYK	J	华逸 Huayi 华源 Huayuan 汇富 Huifu 华特隆 Hwalong	O	欧克 Oxen	T	德泰 Suitai 双东 Sunlour 东阳 Sunny 旭阳 Sunrise	Y	亚邦 Yabang 雅克 YAKOO 怡达 Yida 宜化 Yihua Ystral 元利 Yuanli 远力 Yuanli 宇星 YuXing
D	达瑞 DaRui 德谦 Deqian 德瑞 Denui 德缘 Deyuan 东佳 Doguide 上康东海 DongHai 东胜 Dongsheng 定翼 D-Ray	K	金百彩 Jinbaicai 京昆 Jingkun 晶之杰 Jingzhijie 金环 Jinhuan 君一 JuYchem	P	攀钢 Pangang 派齐 Passion 鹏凯 Pengkai	U	翁尔 Unkel	Z	泽雅 Zeya 自力 Zili 族兴 ZuXing
E	EGE Kimya 易高 Elcometer 易勒 ELE 海名斯 Elementis E-Sang Networks 赢创 Evonik 易久 Excel	Q	齐隆 Qilong	R	锐昂 RAHN 瑞莱 Rely 仁恒 Renheng 鼎诚 Resin 优雅 Royal 儒佳 Rucca 诺科 Ruco	V	维科瑞瑞 Victory		
F	方鑫 FangXin 法孚莱 Farfly 丰虹 FengHong 富琪森 Fuqisen	S	森彩 Sencai 坤隆 Kunlong 楠木 Kusumoto						
G	广成 GAXSN								

编辑内容 EDITORIAL CALENDAR

期号 Issues	主题 Themes	文章内容 Editorial Features	确认刊登广告截止日期 Ad Confirmation Deadlines			截稿日期 Material Deadlines	
			截止日期	文章 Editorials	电箱档案 Digital Files Ready for Printing		
三月刊 March	生物基/可持续技术 Biobased/Sustainable Technology	<ul style="list-style-type: none"> • 可持续技术 Sustainable Technology • 低及零挥发性有机化合物技术 Low- & Zero- VOC Technology • 纳米技术 Nanotechnology • 创新助剂 Innovative Additives 	25/2/2022	5/2/2022	8/3/2022		
五月刊 May	水性、高固体分、辐射固化及粉末涂料 Waterborne, High Solids, Radcure & Powder Coatings	<ul style="list-style-type: none"> • 建筑涂料 Architectural Coatings • 木器涂料 Wood Coatings • 塑料涂料 Plastics Coatings • 聚合物及助剂 Polymers & Additives 	15/4/2022	1/4/2022	30/4/2022		
七月刊 July	涂料的测量 Measurement & Testing of Coatings	<ul style="list-style-type: none"> • 液体及固体涂料表征及紫外光固化技术 Liquid & Solid Coatings Characterisation and UV Curable Technology • 流变性能 Rheological Properties • 机械性能 Mechanical Properties • 光学性能 Optical Properties 	15/6/2022	1/6/2022	30/6/2022		
九月刊 September	高附加值涂料 Value Added Coatings	<ul style="list-style-type: none"> • 卫生及氟/有机硅技术 Hygienic & Fluorine/Silicone Technology • 复合性及效应颜料 Hybrid & Effect Pigments • 智能及刺激响应 Smart & Stimuli Responsive • 生物活性聚合物 Bioactive Polymers 	15/8/2022	1/8/2022	31/8/2022		
十一月刊 November	全球市场 Global Market	<ul style="list-style-type: none"> • 亚太地区涂料市场 Asia Pacific Coatings Market • 助剂的最新发展 Advancement of Additives • 高性能涂料配方技术 Technology for Formulating High Performance Coatings • 建筑涂料 Architectural Coatings 	30/9/2022	1/9/2022	12/10/2022		
特别专辑 Special Supplement		[第二十七届中国国际涂料展] 会刊 • 广州 Exhibition Directory for CHINACOAT2022, Guangzhou	30/9/2022	-	12/10/2022		
固定栏目 Regular Columns		<ul style="list-style-type: none"> • 人物专访 Insider View • 新产品介绍 Product Literature • 公司及行业动态 Industry News • 行业展览会及会议信息 Trade Shows & Forums 					

* 文章内容或有所更改，编辑部不会另行通知。Editorial features are subject to change without prior notice. 欢迎提供文章或新闻稿，翻译服务费用全免。Contributions of articles or press releases are welcome. Free translation service will be provided.

读者分析 READERSHIP ANALYSIS

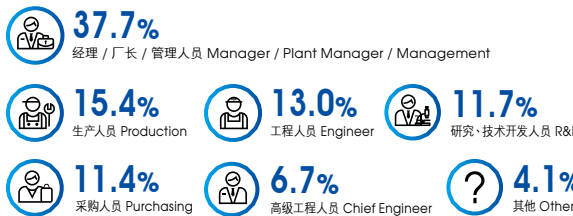
主要业务 PRIMARY BUSINESS ACTIVITY

- 76.0% 油漆涂料 Paint & Coatings
- 10.5% 油墨制造 Printing Inks Industry
- 5.8% 化学工业 Chemicals Industry
- 3.9% 颜料制造 Pigments
- 1.5% 其它工业 Others
- 1.2% 树脂制造 Resins
- 0.6% 石油和石化工业 Petroleum & Petro-Chemical Industry
- 0.5% 粘合剂制造 Adhesives

地域分布 GEOGRAPHICAL DISTRIBUTION



职级 JOB TITLE



国际编辑团队 INTERNATIONAL EDITORIAL BOARD

编辑 Editor



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广告价目表 (美元/人民币*) ADVERTISEMENT RATES (US\$/RMB¥*)

《中国涂料工业》杂志三、五、七、九、十一月刊 CCJ Mar, May, Jul, Sep & Nov Issues⁺

期数 Frequency		1 X (1期)	2 X (2期)	3 X (3期)	4 X (4期)	5 X (5期)
封面/全版 Front Cover / Full Page		印刷4色 CMYK Process Colours US\$1,680 / RMB¥11,200	US\$1,480 / RMB¥9,900	US\$1,300 / RMB¥8,700	US\$1,180 / RMB¥7,900	US\$1,100 / RMB¥7,400
半版 1/2 Page		印刷4色 CMYK Process Colours US\$1,230 / RMB¥8,200	US\$1,060 / RMB¥7,100	US\$910 / RMB¥6,100	US\$820 / RMB¥5,500	US\$760 / RMB¥5,100
1/4 版 1/4 Page		印刷4色 CMYK Process Colours US\$810 / RMB¥5,400	US\$675 / RMB¥4,500	US\$545 / RMB¥3,600	US\$495 / RMB¥3,300	US\$465 / RMB¥3,100
插页 Bound-In Inserts		US\$1,660 / RMB¥11,260 (两版计, 广告商须提供足够印张 2 pages, inserts to be supplied by advertiser)				

第二十七届「中国国际涂料展」《会刊》 CHINACOAT2022 Show Directory

	单价 Unit Price	搭配杂志1期 With 1X CCJ	搭配杂志2期 With 2X CCJ	搭配杂志3期 With 3X CCJ	搭配杂志4期 With 4X CCJ	搭配杂志5期 With 5X CCJ
全版 Full Page	印刷4色 CMYK Process Colours US\$1,760 / RMB¥11,700	US\$1,530 / RMB¥10,200	US\$1,350 / RMB¥9,000	US\$1,200 / RMB¥8,000	US\$1,100 / RMB¥7,400	US\$1,050 / RMB¥7,200

附加费 SURCHARGES

■ 封面 Front Cover + 100%	■ 第一页 Page 1 + 25%
■ 封面里 Inside Front Cover + 30%	■ 其它指定版位 Other Specified Position + 5%
■ 封底里 Inside Back Cover + 15%	■ 每加一个专色 Each additional special color + US\$500 / RMB¥3,400
■ 封底 Back Cover + 30%	■ 加金或银专色 Additional gold or silver color + US\$600 / RMB¥4,000

电子杂志广告 E-Magazine Advertisement[^]

广告类型 Ad Type	尺寸及格式 Size & Format	1 X (1次)	2 X (2次)	3 X (3次)	4 X (4次)	5 X (5次)
顶部横幅 Top Banner	• 557 X 75 像素 pixels • GIF / JPEG • 最大 max. 100KB	US\$1,350 / RMB¥9,000	US\$1,245 / RMB¥8,300	US\$1,140 / RMB¥7,600	US\$1,005 / RMB¥6,700	US\$870 / RMB¥5,800
侧栏横幅 Side Banner	• 190 X 145 像素 pixels • GIF / JPEG • 最大 max. 100KB	US\$750 / RMB¥5,000	US\$705 / RMB¥4,700	US\$630 / RMB¥4,200	US\$570 / RMB¥3,800	US\$480 / RMB¥3,200

* 以人民币付款须另付6%增值税。All advertising rates quoted in RMB¥ are subject to 6% VAT.

+ 以上价目为净价, 只包括广告版位。可提供其它特别形式广告报价及尺寸, 如: 海报、拉页、插页等。

Above rates are net prices and for advertising space only. Other sizes or special formats are available, e.g., belly band, gatefold, poster, etc. Rates and specifications available upon request.

[^] 广告含链接到指定网址。广告版位有限, 将以先到先得形式接受订单。Advertisement can link to requested URL. Advertising space will be reserved on a first-come, first-served basis.

平面广告格式 PRINT ADVERTISEMENT SPECIFICATIONS

- 全版版面尺寸 (三、五、七、九、十一月刊): 210 x 286 毫米 (宽 x 高)
- 展览会会刊全版版面尺寸: 148 x 210 毫米 (宽 x 高)
- 出血: 每边加 3 毫米
- 像素: 所有图片于 100% 时, 像素最少为 300dpi
- 色彩模式: CMYK
- 请提供高像素 pdf 格式档案, 并确保所有图像已内嵌或连好
- 请内嵌完整字款档案或先将所有文字外框化成矢量图像
- Trimmed Size for Full Page (Mar, May, Jul, Sep & Nov Issues): 210 x 286mm (Width x Height)
- Trimmed Size for Full Page of Show Directory: 148 x 210mm (Width x Height)
- Bleeding: Additional 3mm on all 4 sides
- All images should be 300dpi or higher at 100%
- Colour Mode: CMYK
- Hi-res pdf file is preferred, with images embedded
- Embed complete sets of fonts used or outline all texts and convert as vector images

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