

2023 | 广告资料及价目表
MEDIA INFORMATION

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



China
Coatings
Journal



指定会刊及宣传刊物
Official Publication



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

展览会以外的高效双语宣传渠道

Efficient Bilingual Marketing Channels Alongside Exhibition

www.chinacoat.net/CCJ

随着各国走向复常，全球涂料市场呈现显著回升态势，预计2023-2027年间复合年增长率将超过4%。增长的主要动力包括建筑活动增加，各地政府加快基础设施建设的规划与投资，工业、汽车及运输领域需求复苏，家具和电器市场需求激增等。亚太区在全球涂料市场仍占主导地位，当中中国、印度和日本等国家的消费量最大。中国占全球涂料市场约四分之一份额，是亚洲乃至全球最大的单一国家市场。《中国涂料工业》是亚太市场唯一中英双语行业杂志，自1996年起出版，致力为广告客户提供「印刷 + 电子」媒体平台，进一步拓展市场及实现可持续增长！

The global coatings market is showing swift recovery and is expected to register a CAGR of over 4% during 2023-2027. Key growth drivers include increasing construction activities, government funding for public infrastructure projects, reviving demand in industrial, automotive and transportation sectors, surging demand in furniture and appliances markets, etc. Asia-Pacific continues to dominate over the markets across the world, with the largest consumption from countries such as China, India and Japan. China accounts for more than one-fourth of the global coatings market and remains as the largest single country market within Asia and the world. First published in 1996 and actively being circulated in the Asia-Pacific region, CCJ is a bilingual (Chinese/English) technical / trade journal committed to offering an integrated "Print + Digital" platform for advertisers to explore new markets and to achieve sustainable growth!

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	
				文章 Editorials	电脑档案 Digital Files Ready for Printing
三月 March	趋势与创新 Trends and Innovations	- 耐用性 Durability - 政策监管 Regulatory - 可持续性 Sustainability - 生物污垢和微生物保护 Bio-Fouling and Microbial Protection	24/2/2023	10/2/2023	3/3/2023
五月 May	明天的涂料世界 Coatings Tomorrow	- 生物基材料 Biobased Materials - 纳米技术 Nanotechnology - 新型材料 Novel Materials - 水性涂料 Waterborne Coatings	20/4/2023	6/4/2023	25/4/2023
七月 July	功能涂料 Functional Coatings	- 环氧涂料 Epoxy Coatings - 粉末涂料 Powder Coatings - 防护涂料 Protective Coatings - 辐射固化 Radiation Curing	20/6/2023	5/6/2023	26/6/2023
九月 September	测量、测试和自动化 Measuring, Testing and Automation	- 建筑涂料 Architectural Coatings - 汽车涂料 Automotive Coatings - 二氧化钛技术 Titanium Dioxide Technology - 风化和腐蚀测试 Weathering and Corrosion Testing	21/8/2023	4/8/2023	25/8/2023
十一月 November	Raw Materials 原材料	- 聚氨酯 Polyurethanes - 颜料 Pigments - 工具和系统 Tools and Systems - 创新助剂 Innovative Additives	15/9/2023	15/8/2023	27/9/2023
特别专辑 Special Supplement		「第二十八届中国国际涂料展」会刊·上海 Exhibition Directory for CHINACOAT2023, Shanghai	15/9/2023	-	27/9/2023
固定栏目 Regular Columns		- 人物专访 Insider Views - 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.

2020-2022部分广告客户 PARTIAL LIST OF ADVERTISERS

A 埃夫科纳 Afcona 艾海 Aihai 欧宝迪 Alberdingk 奥维特 Allway 安吉康 Anjeka 澳新 Aoxin Artkim	C 保立佳 Baolija 黑钰 Black Diamond 柏晨 Bochen 博莱 Boju 博颜 Boyan 毕克 BYK	D 达瑞 DaRui 德谦 Deqian 德瑞 Derui 东佳 Doguide 东海 Donghai 东胜 Dongsheng 定锐 D-Ray	E 昌盛源 Chang Sheng Yuan 长安仁恒 Changan Renheng 七色 Chesir 彩谱 CHNSpec 可乐士 Colorfotus	F 方鑫 FangXin 法孚莱 Farfly 丰虹 FengHong 富琪森 Fuqisen	G 金质丽 GQC 广通 Guangtong 广源 Guangyuan 国晨 Guochen	H 海逸 HaiYi 哈泰 Hantai 昊辉 Haohui	I 海名斯 Elementis 易久 Excel	J 合丰 Hefeng 海迪斯 Heldis 海明斯 Hemings 恒河 Henghe 凯佰 Heubach 海克莱 Hickory 洪汇 HongHui 虹泰 Hongtai 华道 Huayi 华源 Huayuan 汇百川 HuiBaiChuan 汇富 Huifu	K 科邦 Kebang 楠本 Kusumoto	L 凌玮 LingWei 长陆 Longtec 龙鑫 Longxin 乐绚 Luxcolor	M 艾坚蒙 IGM 佳杰 JiaJie 金百彩 Jinbaicai	O 海川 Oceanpower 欧克 Oxen	P 攀钢 Pangang 派齐 Passion 鹏翼 Pengyi	R 锐昂 RAHN 瑞易德 RED 瑞莱 Rely 瑞彩 Rilka 荣煜 Rangyu 锐特 Root 锐石 Restone 儒佳 Rucca 诺科 Ruco	S 瑞丰 Ruifeng 山湖 Sanhu 三木 Sammu 盛嘉 Shengjia 申兰华 Shenlanhua 中塑 Sinoplas 松原 Songwon 穗泰 Sufait 双乐 Sunlour 东阳 Sunny 旭阳 Sunrise	T 强力 Tronly 魏开尔 Unkel 维克特瑞 Victory 沃凯境 Vocaron 万隆 WanLong 致为 Weikem 维波斯 WinBos 德赋乐 Worlee	X 新远 Xinyuan 雄威 XiongWei 雅克 YAKOO 怡达 Yida 宜化 Yihua Ystral 宇星 YuXing 泽雅 Zeya 正丹 Zhengdan 正杰 Zhengjie 自力 Zili 族兴 ZuXing
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经《中国涂料工业》杂志发布广告信息的优势

Advantages of Advertising in CCJ

1 瞄准涂料行业客群的营销渠道

Marketing Channel Targeted at The Coatings Community

《中国涂料工业》杂志作为「中国国际涂料展 CHINACOAT」大会指定宣传刊物，是一本结合行业信息和展览会会刊的专业刊物，为广告客户和参展商提供独家宣传渠道，把品牌/产品信息准确传递至潜在客户，寻找合适受众提升品牌认知度，协助建立客户忠诚度和信任。As the Official Publication for CHINACOAT series of exhibition, CCJ is a combination of trade journal and exhibition directory for the coatings industry, providing advertisers and exhibitors with an exclusive and unique channel to deliver their messages in front of their prospects, to build brand recognition among right audience, and to foster trusted relationships with target customers.

2 具有国际视野的专业编辑团队

Professional Editorial Team with International Visions

《中国涂料工业》杂志编辑团队和撰稿者由来自世界各地的行业专业人士组成，例如中国、美国、英国、法国和德国。他们都是各自研究领域的专家，能够利用自身专业知识，客观挑选具有国际视野的专题文章。《中国涂料工业》杂志精选内容着眼于创新、探索新产品/解决方案、分析市场趋势、介绍供应商、专访企业等，以满足读者不同需求。CCJ's Editorial Team and contributing writers comprise industry professionals from around the world, such as P.R. China, U.S.A., U.K., France and Germany. They are experts within their research fields, who are able to utilize their expertise to screen for featured articles with international visions objectively. Our featured contents look into innovations, explore new products / solutions, analyze market trends, introduce suppliers, interview enterprises, etc., in order to cater for different needs of our readers.

3 「印刷 + 电子」平台扩大客户覆盖面

"Print + Digital" Platform Broadens Customer Reach

《中国涂料工业》杂志通过「印刷+电子」平台每年逢三、五、七、九、十一月出版5期，每期发行9,000册，并发布电子杂志12,000册，相辅相成提升发布信息效益。印刷媒体寿命较长，可持续加强品牌知名度和曝光率。电子平台则可抓住注意力，提高受众对品牌/产品的印象和认识。CCJ is 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 through "Print + Digital" platform, together they can increase the effectiveness of your advertisements mutually. Print platform allows a longer lifespan to strengthen brand awareness and generate more exposure, while digital platform can draw more attention and deliver advertiser's brands in front of more target customers.

读者分析 READERSHIP ANALYSIS

主要业务 PRIMARY BUSINESS ACTIVITY

31.07%	油漆/涂料 Paints / Coatings
10.87%	印刷油墨 Printing Inks
10.63%	助剂/溶剂 Additives / Solvents
16.63%	其它原材料/化学品 Other Raw Materials / Chemicals
12.70%	颜料 Pigments
3.91%	粘合剂/密封胶 Adhesives / Sealants
3.00%	测量/测试 Measurement/ Testing
11.19%	其它 Others

地域分布 GEOGRAPHICAL DISTRIBUTION

89.00%	6.02%	1.02%	3.96%
中国境内 Domestic China	亚太地区 Asia Pacific	香港特区及台湾地区 Hong Kong SAR & Taiwan Region	欧洲、美国、中东及其它地区 Europe, U.S., Middle East & Others

职能 JOB FUNCTION

22.89%	20.57%	14.93%
销售/市场营销 Sales/Marketing	管理人员 Management	研发人员 R&D
13.23%	7.97%	
经理 / 厂长 Manager/Plant Manager	总工程师/高工 Chief/Senior Engineer	
9.69%	7.16%	2.15%
工程人员 Engineer	采购人员 Purchasing	生产人员 Production

国际编辑团队 International Editorial Board

编辑 Editor



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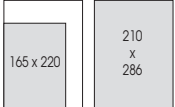
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广告价目表 ADVERTISEMENT RATES

《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¥11,500	US\$1,480 / RMB¥10,200	US\$1,300 / RMB¥9,000	US\$1,180 / RMB¥8,200	US\$1,100 / RMB¥7,700

CHINACOAT 第二十八届中国国际涂料展《会刊》 CHINACOAT2023 Show Directory

全版 Full Page	单价 Unit Price	搭配1期杂志 With 1X CCJ	搭配2期杂志 With 2X CCJ	搭配3期杂志 With 3X CCJ	搭配4期杂志 With 4X CCJ	搭配5期杂志 With 5X CCJ
 印刷4色 CMYK Process Colours	US\$1,760 / RMB¥12,000	US\$1,530 / RMB¥10,500	US\$1,350 / RMB¥9,300	US\$1,200 / RMB¥8,300	US\$1,100 / RMB¥7,700	US\$1,050 / RMB¥7,500

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，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 : 所有图片以 100% 比例显示时, 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结好
- 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' pixels should be 300dpi or higher when displayed 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

如欲了解更多, 请浏览 To learn more, please visit

www.chinacoat.net/CCJ

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指定会刊及宣传刊物



Official Publication