

2024 | 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



指定会刊及宣传刊物
Official Publication

- **9,000** 册印刷版发行量
Copies of Print Circulation
- **45,000** 电子版发行量
Digital Circulation
- **31%** 读者主要业务领域为油漆涂料
Readers' Primary Business Activity: Paints & Coatings
- **34%** 读者职级为经理 / 厂长 / 管理人员
Readers are Managers, Plant Managers or Management



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

每年出版5期 5 ISSUES PER YEAR
含印刷及电子版 Include Print & Digital Editions
ISSN 1682-4636

展览会以外的高效双语宣传渠道

Efficient Bilingual Marketing Channel Alongside Exhibition

全

全球涂料市场规模从2022年的\$2,309.6亿美元增长至2023年的\$2,488.7亿美元，复合年增长率为7.8%。预计2024至2032年期间复合年增长率为4%。亚洲仍是全球最大涂料市场，中国占亚洲市场份额50%以上。展望未来，亚洲仍将是全球增长最快地区。此外，汽车、建筑、运输、造船、家具和机械等终端用户行业持续蓬勃发展，带动涂料市场扩张。《中国涂料工业》(CCJ) 杂志于1996年开始出版，广泛接触主要来自亚太地区 and 终端用户行业的读者，加上与「中国国际涂料展 CHINACOAT」发挥协同宣传效益，为广告商提供高效双语宣传渠道实现业务增长。

T

The global coatings market grew from US\$230.96 billion in 2022 to US\$248.87 billion in 2023 at a CAGR of 7.8%. It is expected to grow at a CAGR of 4% during 2024-2032. Asia remains the world's largest coatings market, with China accounting for more than 50% of the market share. Looking ahead, Asia will remain as the world's fastest growing region. Besides, growth in end-user industries such as automotive, construction, transportation, shipbuilding, furniture and machinery is also driving coatings consumption. First published in 1996 and actively being circulated in the Asia-Pacific region and among readers working in major end-user industries, CCJ is an efficient bilingual channel alongside CHINACOAT series of exhibition to help advertisers' business grow.

通过《中国涂料工业》(CCJ) 杂志宣传的好处

Benefits of Advertising in CCJ

1

快速接触下游行业消费者

A Quick Way to Reach Downstream Customers

《中国涂料工业》(CCJ) 杂志作为「中国国际涂料展 CHINACOAT」大会指定宣传刊物，凭借超过25年服务行业经验，全面深入各个下游行业客户群，让广告商和参展商有效锁定目标受众，覆盖更多潜在客户，提升广告投资回报率。

CCJ is the Official Publication for CHINACOAT series of exhibition and has been serving the industry for over 25 years. CCJ comprehensively connects with customers across various downstream industries, allowing advertisers and exhibitors to effectively reach target audience, appeal to potential customers and hence achieve higher advertising ROI.

2

专业文章延长保存周期

Professional Articles Help Extend Shelf Life

《中国涂料工业》(CCJ) 杂志编辑团队和撰稿者由来自世界各地的行业专家组成，他们撰写的专题文章内容广泛，包括探索行业创新应用、检视新产品及解决方案、分析市场发展趋势、介绍供应商和专访企业等，可读性强及传阅率高，有利广告长时间发挥作用。

CCJ's Editorial Team and contributing writers comprise industry professionals from around the world. Their featured articles cover a wide range of contents, including innovative applications, new products and solutions, market trends, focal suppliers and enterprises, etc., making CCJ highly readable and with high circulation rate, thereby enhancing your advertising cycle.

3

「印刷 + 电子」平台增加接触客户机会

Get Seen by More Customers via "Print + Digital" Platform

《中国涂料工业》(CCJ) 杂志每年逢三、五、七、九、十一月出版5期，每期发行9,000册印刷版及45,000册电子版，加上特别配合「中国国际涂料展 CHINACOAT」制作《展览会会刊》印刷及电子版，令发行量大，发行面广，为广告商广告提供独特优势。

CCJ is published 5 times a year in March, May, July, September and November. Each issue provides a print circulation of 9,000 and a digital circulation of 45,000. In addition, CCJ is published alongside CHINACOAT series of exhibition by producing its Show Directory in print and digital versions. Such large and wide circulation undoubtedly delivers unique benefits to advertisers.



2022-2023部分广告客户 Partial List of 2022-2023 Advertisers

A 埃夫科纳 Afcona 长沙奥特 Alita	东胜 Dongsheng 东盛 Dongsheng 定锐 D-Ray	辉虹 Huihong 汇金 Huijin	O 欧凯 Oukai	强力 Tronly 台湾树脂公会 TSRAIA
B 柏瑞 Bairui 百盛 Baisheng 八禾 Bawo 博纯 Bestac 黑猫 Black Cat 博聚 Bodge 博枫 Bofeng 博骏 Bojun 巴蒙 Boom 博闻 Bowin 博颜 Boyan 毕克 BYK	E 易勒 ELE 海名斯 Elementis 恩泽 Enze 艾维富虹 EverZinc	I 爱索 I-Sourcing	P 潘高 PG 普为 Polywill	V 维科特瑞 Victory
C 凯得乐 Cadello 灿日 Canri 赛璐泰科 Celotech 昌盛源 Chang Sheng Yuan 金超 Chemichase 七色 Chesir 科立孚 CLEF	F 法孚莱 Farfly 丰虹 Fenghong 劲乘 Fulcolor 富琪森 Fuqlisen	J 佳杰 Jiajie 嘉荣 Jiarong 金百彩 Jinbaicai 金海钛业 Jinhai 金昊 Jinhao 金紫宇 Jinziyu 巨发 Jufa	R 瑞易德 Red 仁恒 Renheng 瑞彩 Rika 瑞成 Ruicheng 润泰 Runtai	W 万隆 Wanlong 道威 Weichem 致为 Weikem
D 大明 Daming 东佳 Doguide 东联安信 Donglian Anxin	G 古田 Golden 格锐 Grea	K 金钰 Kima 凯茂星 Kingmax 金团 Kito 坤隆 Kun-long	S 山湖 Sanhu 三木 Sanmu 三越 Sanyue 圣莱欧 Sheng Laiou 胜达祥伟 Shengda 盛嘉 Shengjia 圣恺 Shengkai 盛源 Shengyuan 申兰华 Shenlanhua 四友 Shield 银箭 Silver Rocket 南星 South-star 三孚 Sunfar 双乐 Sunlour 瀚森曼 Sunman 信谊 Sunychem	X 仙琳 Xianlin 新光 Xinguang 兴业 Xingye 鑫辉 Xinhui 新远 Xinyuan 旭华 Xuhua
	H 翁开尔 H.J. Unkel 汉中 Hanzhong 昊辉 Haohui 赫达 Head 和创 HeChuang 海明斯 Hemings 恒达 Hengda 海力加 Highly 鸿港 Honggang 昊业 Hooray 华惠 Huahui 浙江华源 Huayuan 汇百川 Huibaichuan	L 朗玛 Lamma 兰德赛 Landcel 朗丰 Langfeng 雷亿 Leiyl 立达 Lida 长陆 Longtec	T 钛海 Taihai 天盛 Tiansheng	Y 雅克 Yakoo 怡达 Yida 宜化 Yihua 永昌 Yochon 宇星 Yuxing
	M 美尔诺 Meiernuo 美佳 Meijia 浙江明辉 Minghui 霍普 MizudaHope		Z 正南 Zealan 泽雅 Zeya 正杰 Zhengjie 争妍 Zhengyan 中隆 ZhongLong 自力 Zili 中维 Zovae 族兴 Zuxing	

读者分析 Readership Analysis

主要业务 Primary Business Activity

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

地域分布 Geographical Distribution

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

职能 Job Function

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

www.chinacoat.net/CCJ

国际编辑团队 International Editorial Board

编辑 Editor



**林晓教授
Prof. Long Lin**

英国 Natura 色彩及聚合物研究有限公司
Natura Colour and Polymer Research Limited, U.K.

全球特约记者 Global Correspondent



Mr. George R. Pilcher 先生

美国 ChemQuest 集团及 ChemQuest 技术学院副总裁
Vice President, The ChemQuest Group and ChemQuest Technology Institute, U.S.A.

委员 Members



Dr. Bruno Ameduri 博士

法国国家科研中心主任研究员
Director of Research at CNRS (Centre National of Research Scientific), France



Prof. Jamil Baghdachi 教授

美国东密西根大学涂料研究所主任及聚合物和涂料专业教授
Professor of Polymers and Coatings & the Director of Coatings Research Institute at the Eastern Michigan University, U.S.A.



白续铎教授 Prof. Xuduo Bai

中国哈尔滨理工大学应用化学与材料学院教授
Professor of the School of Chemistry and Materials Science, Heilongjiang University, Harbin, P.R. China



Dr. B P Mallik 博士

印度 Asian Paints Limited 技术总经理
General Manager of Technology, Asian Paints Limited, India



Dr. Vladimir B. Manerov 博士

俄罗斯 Lakokraska 新技术及设备助理技术总监
Deputy Technical Director, Lakokraska, Russia



Dr. Swaraj Paul 博士

瑞典 PP Polymer AB 研究及发展公司
PP Polymer AB, Sweden



萧绍基博士 Dr. Shaw-Ji Shiao

美国杜邦钛白科技亚太区应用开发经理及杜邦钛白科技台湾涂料技术市场经理
AP Application Development Leader & Taiwan Coatings Technical Marketing Manager of DuPont Titanium Technologies, U.S.A.



Dipl.-Ing. Susanne Struck 硕士工程师

德国赢创工业集团 Tego 产品全球应用技术团队全球应用技术副总裁
Vice President Global Applied Technology, Global Applied Technology Labs for Tego Products, Evonik Industries, Germany



王立教授 Prof. Li Wang

中国杭州浙江大学化学工程联合国家重点实验室
State Key Laboratory of Chemical Engineering, Department of Chemical and Biological Engineering, Zhejiang University, Hangzhou, P.R. China

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	工业涂料 Industry Coatings	• 建筑涂料 Architectural Coatings • 紫外线/电子束技术 UV/EB Technology • 粉末涂料 Powder Coatings	5/3/2024	15/2/2024	8/3/2024
五月 May	可持续发展 Sustainability	• 树脂发展 Resins Developments • 水性技术 Waterborne Technology • 低VOC技术 Low-VOC Technology	22/4/2024	5/4/2024	25/4/2024
七月 July	功能涂料和表面 Functional Coatings and Surfaces	• 木器涂料 Wood Coatings • 颜料/着色剂 Pigments/Colourants • 直接涂覆金属涂层 Direct-to-Metal Coatings	20/6/2024	5/6/2024	25/6/2024
九月 September	特殊用途涂料 Special Purpose Coatings	• 汽车涂料 Automotive Coatings • 抗菌剂/杀菌剂 Antimicrobials/Biocides • 二氧化钛技术 Titanium Dioxide Technology	20/8/2024	5/8/2024	26/8/2024
十一月 November	今天的科学，明天的涂料 Science Today, Coatings Tomorrow	• 生物基技术 Bio-Based Technology • 助剂开发 Additive Developments • 新型材料 Novel Materials	30/9/2024	10/9/2024	14/10/2024
特别专辑 Special Supplement		2024「中国国际涂料展」会刊 • 广州 CHINACOAT2024 Show Directory, Guangzhou	30/9/2024	-	14/10/2024
固定栏目 Regular Columns		• 人物专访 Insider Views • 公司及行业动态 Industry News • 新产品介绍 Product Literature • 行业展览会、会议及论坛动态 Trade Exhibitions, Conferences & 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件，翻译服务费用全免。Contribution of articles or press releases is welcome. Free translation service will be provided.

广告价目 Advertisement Rates

《中国涂料工业》(CCJ) 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 2024「中国国际涂料展」《会刊》
CHINACOAT2024 Show Directory

		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
全版 Full Page		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

附加费 SURCHARGES

- 封面里 Inside Front Cover + 30%

■ 封底里 Inside Back Cover + 15%

■ 封底 Back Cover + 30%

■ 第一页 Page 1 + 25%
- 其它指定版位 Other Specified Position + 5%

■ 每加一个专色 Each Additional Special Color + US\$500 / RMB¥3,400

■ 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 specified URL. Advertising spaces will be reserved on a first-come, first-served basis.

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

www.chinacoat.net/CCJ

 中贸推广—艾特怡国际有限公司 SINOSTAR-ITE INT'L LIMITED

香港 HONG KONG

深圳 SHENZHEN

上海 SHANGHAI

(852) 2865 0062
info@sino-star-intl.com.hk

(86 755) 6138 8100
exhibition@new-expostar.com

(86 21) 5877 7680
shg@new-expostar.com

 Chinacoat

 Chinacoat

 Sinostar-ITE

 Chinacoat

