

2025 | 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



- 9,000 册印刷版发行量
Copies of Print Circulation
- 42,000 电子版订户
Digital Issues Subscribers
- 34% 读者主要业务为油漆及涂料
Readers' Primary Business: Paints & Coatings
- 36% 读者为经理 / 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 International Limited

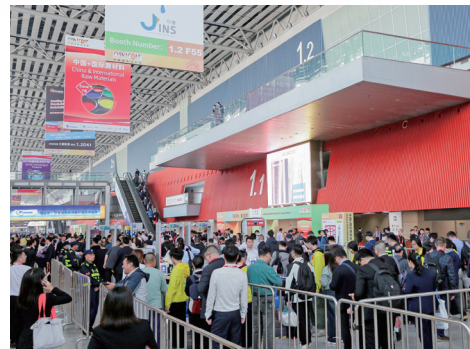
每年出版5期 5 ISSUES PER YEAR
含印刷及电子版 Include Print & Digital Editions
ISSN 1682-4636

与展览会并行的高效双语宣传渠道

Efficient Bilingual Marketing Channel Alongside Exhibition



亚太地区是全球增长最快的涂料市场。2025年该市场预计规模为812.2亿美元，到2030年达1,036.6亿美元，复合年增长率超过5%，当中中国将继续占据市场主导地位。市场迅速增长的主要因素包括：快速都市化和工业化、基础设施扩展、涂料在终端用户行业中广泛应用，及为符合环保法规而对环保和高性能涂料需求不断增加等。《中国涂料工业》(CCJ) 杂志于1996年开始出版，拥有不少亚太地区和主要终端用户行业读者，与「中国国际涂料展 CHINACOAT」系列展览会并行，为广告商提供高效双语宣传渠道，实现业务增长。



Asia Pacific is the world's fastest growing coatings market, with market size estimated at US\$81.22 billion in 2025, and is expected to reach US\$103.66 billion by 2030, at a CAGR of over 5%. Of which, China continues to dominate the market share and drive market expansion. Important market growth factors include rapid urbanization and industrialization, infrastructure expansion, wide usage of coatings in the end-user industry segments, increasing demands for eco-friendly and high-performance coatings to comply with environmental regulations, etc. First published in 1996 and actively being circulated in the Asia-Pacific region and among readers in major end-user industries, CCJ is an efficient bilingual channel alongside CHINACOAT series of exhibition to benefit advertisers' businesses.

通过《中国涂料工业》(CCJ) 杂志宣传, 享3大优势

3 Major Advantages of Advertising in CCJ

1

推动业务增长的全通路策略

An Omnichannel Strategy Fueling Business Growth

杂志作为「中国国际涂料展 CHINACOAT」唯一大会指定宣传刊物，融合了平面广告、电子广告和展览会人流量驱动工具的全通路营销方案，使广告商能提升品牌认知度，同时扩大品牌在更广泛受众中的影响力。

Being the only Official Publication for CHINACOAT series of exhibition, CCJ joins together an omnichannel approach from print advertising to digital ads and to exhibition traffic-driving tool, allowing advertisers to drive brand perception and extend its reach towards wider audience.

2

国际编辑团队提升营销效率

Elevating Marketing Efficiency with International Editorial Team

杂志编辑团队和撰稿者能因应行业需求和发展趋势，探讨读者较关注的问题及市场热话。广告商可考虑文章的相关性，提供自己的产品及服务信息，透过内容营销找出潜在客户。

CCJ's Editorial Team and contributing writers can identify topics that are of importance and interests to readers, as well as hot in the market, ensuring the industry's needs and focuses are being addressed. Advertisers can consider articles' relevancy to provide own information accordingly, potentially locating ideal customers through content marketing.

3

低成本高回报「印刷 + 电子」平台

Low Cost High Return "Print + Digital" Platform

每期杂志印刷及电子版发行量分别为9,000及42,000册，加上特别配合「中国国际涂料展 CHINACOAT」制作《展览会会刊》于展览会现场派发，广告商可充分利用预算提高品牌知名度，轻松接触目标受众。

Each issue of CCJ provides a print circulation of 9,000 and a digital circulation of 42,000. A special edition of Exhibition Directory is also published for CHINACOAT series of exhibition to be distributed onsite. Advertisers can leverage their budgets for further brand exposure while easily reach a significant share of target audience.

2023-24部分广告客户 PARTIAL LIST OF ADVERTISERS

A	恩泽 Enze 一滕 ETON 永泉 Euchem 埃唯卡 Everycolor 艾维富虹 EverZinc	汇金 Huijin	P	天润国美 Tianrun Gome 天盛 Tiansheng 通世 Tongsheng 强力 Tronly 台湾树脂公会 TSRAIA 同洲达 TZD	
B	柏瑞 Bairui 百盛 Baisheng 八禾 Bawo 博纯 Bestac 百巍 Bestway 边锋 Bianfeng 百傲 Bio-Chem 黑猫 Black Cat 博聚 Boadage 博枫 Bofeng 博骏 Bojun 巴蒙 Boom 博闻 Bowin 博颜 Boyan	F	攀刚 Pangang 鹏辰 Pengchen 鹏翼 Pengyi 潘高 PG 普为 Polywill 普利凯 Prechem	U	康鑫 Unique
C	凯得乐 Cadello 灿日 Canri 能德 Capatue 赛璐泰科 Celotech 昌盛源 Chang Sheng Yuan 金超 Chemichase 纳科 Chemick 七色 Chesir 彩谱 CHNSpec 科立孚 CLEF 彩强 CQ	G	雷邦 Rebon 瑞易德 Red 仁恒 Renheng 瑞素士 Rezux 瑞石 Rika 锐石 Rstone 儒佳 Rucca 瑞成 Ruicheng 润泰 Runtai	V	维克特瑞 Victory
D	大明 Daming 德美 Demei 东佳 Doguide 东联安信 Donglian Anxin 东胜 Dongsheng 东盛 Dongsheng 东远 Dongyuan 定锐 D-Ray	H	科鼎 KDD 金钰 Kima 凯茂星 Kingmax 金团 Kito 坤隆 Kun-long	W	万隆 Wanlong 道威 Weichem 致为 Weikem 维波斯 Winbos
E	依斯特 Easource 易勒 ELE 海克斯 Elementis	I	朗玛 Lamma 兰德赛 Landcel 朗丰 Langfeng 雷亿 Lelyi 立达 Lida 凌玮 Lingwei 林上 Linshang 龙海 Longhai 琅菱 Langly 长陆 Longtec 龙鑫 Longxin 鲁北 Lubei	X	仙艸 Xianlin 新宝能 Xinbaoneng 新福 Xinfu 新光 Xinguang 兴业 Xingye 鑫辉 Xinhui 新远 Xinyuan 旭华 Xuhua
	依斯特 Easource 易勒 ELE 海克斯 Elementis	J	美尔诺 Meiernuo 美佳 Meijia 铭沅 MingShen 浙江明辉 Minhui 霍普 MizudaHope	Y	雅克 YAKOO 怡达 Yida 宜化 Yihua 永昌 Yochon 元利 Yuanli 云南铝业 Yunnan Tin 宇星 Yuxing
	依斯特 Easource 易勒 ELE 海克斯 Elementis	K	纽莱特 Newlight 诺辉 NOVA	Z	正南 Zealan 泽雅 Zeya 正丹 Zhengdan 正杰 Zhengjie 争妍 Zhengyan 中隆 ZhongLong 自力 Zili 中维 Zovae 族兴 Zuxing
	依斯特 Easource 易勒 ELE 海克斯 Elementis	L	欧凯 Oukai	T	钛海 Taihai

读者分析 READERSHIP ANALYSIS

主要业务 Primary Business Activity

33.73%	油漆 / 涂料 Paints / Coatings	18.15%	印刷油墨 Printing Inks
14.82%	助剂 / 溶剂 Additives / Solvents	12.14%	颜料 Pigments
8.92%	粘合剂 / 密封胶 Adhesives / Sealants	8.27%	其它原材料 / 化学品 Other Raw Materials / Chemicals
3.00%	测量 / 测试 Measurement / Testing	0.97%	其它 Others

地域分布 Geographical Distribution

87.57%	中国境内 Domestic China	9.08%	其它亚洲国家 / 地区 Asia Pacific	2.99%	欧洲、美国、中东及其它地区 Europe, U.S., Middle East & Others	0.36%	香港特区、澳门特区及台湾地区 Hong Kong SAR, Macau SAR & Taiwan Region
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职能 Job Function

23.05%	销售/市场营销 Sales/Marketing	22.84%	管理人员 Management	13.37%	采购人员 Purchasing
12.96%	经理/厂长 Manager/Plant Manager	12.55%	研发人员 R&D	5.56%	总工程师/高工 Chief/Senior Engineer
4.99%	工程人员 Engineer	3.29%	生产人员 Production		

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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
三月刊 March	高性能涂料 High Performance Coatings	<ul style="list-style-type: none"> 智能助剂 Smart Additives 聚合物 Polymers 功能性涂料 Functional Coatings 建筑涂料 Architectural Coatings 	25/2/2025	10/2/2025	8/3/2025
五月刊 May	耐久性与保护 Durability & Protection	<ul style="list-style-type: none"> 运输工业涂料 Coatings for Transport Industry 防护涂料 Protective Coatings 木器涂料及涂饰 Wood Coatings & Stains 测试仪器 Testing Instrument 	23/4/2025	10/4/2025	28/4/2025
七月刊 July	辐射固化涂料及油墨 RadTech Coatings & Inks	<ul style="list-style-type: none"> 紫外线及光诱固化技术 UV & Light Induced Curing Technologies 电感、电子束及近红外线 Induction, EB & NIR (Near Infrared) 印刷油墨 Printing Inks 光学及颜色效应涂料 Optics & Colour Effect Coatings 	23/6/2025	10/6/2025	27/6/2025
九月刊 September	高技术涂料 High-Tech Coatings	<ul style="list-style-type: none"> 纳米技术 Nanotechnology 建筑涂料 Architectural Coatings 新型材料 Novel Materials 测量与测试 Measurement & Testing 	25/8/2025	11/8/2025	29/8/2025
十一月刊 November	市场与展望 Markets and Outlooks	<ul style="list-style-type: none"> 生物基材料 Bio-Based Materials 低及零挥发性有机化合物技术 Low- & Zero- VOC Technology 水性及环保涂料 Waterborne & Compliant Coatings 可持续技术 Sustainable Technology 	30/9/2025	1/9/2025	10/10/2025
特别专辑 Special Supplement	2025「中国国际涂料展」会刊·上海 Exhibition Directory for CHINACOAT2025, Shanghai		30/9/2025	-	10/10/2025
固定栏目 Regular Columns	<ul style="list-style-type: none"> 人物专访 Insider Views 新产品介绍 Product Literature 公司及行业动态 Company & Industry News 行业展览会及会议信息 Trade Exhibitions & Forums 				

* 文章内容或有更改, 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, 提供免费翻译服务。Contribution of articles or press releases is welcome. Free translation service will be provided.

广告价目 ADVERTISEMENT RATES

三、五、七、九、十一月刊 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	165 x 220	210 x 286	185 x 260	印刷4色 CMYK Process Colours	US\$1,620 / RMB¥11,500	US\$1,440 / RMB¥10,200	US\$1,270 / RMB¥9,000	US\$1,160 / RMB¥8,200	US\$1,090 / RMB¥7,700

CHINACOAT[®] 2025「中国国际涂料展」《会刊》 CHINACOAT2025 Exhibition Directory

全版 Full Page	148 x 210	印刷4色 CMYK Process Colours	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
			US\$1,690 / RMB¥12,000	US\$1,480 / RMB¥10,500	US\$1,310 / RMB¥9,300	US\$1,170 / RMB¥8,300	US\$1,090 / RMB¥7,700	US\$1,060 / RMB¥7,500

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

电子版杂志广告 Digital Issue 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	<ul style="list-style-type: none"> 557 X 75 像素 Pixels GIF / JPEG 	US\$1,270 / RMB¥9,000	US\$1,170 / RMB¥8,300	US\$1,070 / RMB¥7,600	US\$940 / RMB¥6,700	US\$820 / RMB¥5,800
侧栏横幅 Side Banner	<ul style="list-style-type: none"> 190 X 145 像素 Pixels GIF / JPEG 	US\$700 / RMB¥5,000	US\$660 / RMB¥4,700	US\$590 / RMB¥4,200	US\$540 / RMB¥3,800	US\$450 / 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. Rates and specifications for other sizes or special formats, e.g., belly band, gatefold, poster, etc. are 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

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