

2022 | 广告资料及价目表
MEDIA INFORMATION

SFJ®

Published
Since
1990

SFCHINA®
中国国际表面处理展

指定会刊及宣传刊物
Official Publication

国际表面处理杂志 SURFACE FINISHING JOURNAL (SFJ)

走在技术最前
Bringing Latest News to the Industry



中贸推广-艾特怡国际有限公司出版
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中英双语专业杂志，为行业捕捉商机

A Professional Bilingual Magazine Serving the Finishing Industry

亚太地区是世界最大表面处理市场，任何全球表面处理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，亚太地区仍是表面处理市场增长最快地区。受汽车保有量快速增加、基础设施投资增速转正和持续城市化进程等因素带动，该地区建筑和制造活动持续走旺，继而促进表面处理需求。《国际表面处理》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。

Asia Pacific is the largest regional finishing market that any global finishing market participants cannot afford to ignore it. Despite raising concern for pandemic resurgence in some countries and associated lockdown measures, Asia Pacific remains the world's fastest growing region in 2021 and beyond. Growing car ownership, increasing infrastructure investment and ongoing urbanization, which raise demand for construction and manufacturing activities in the region, are factors fueling Asia Pacific finishing market growth. Surface Finishing Journal (SFJ) provides a multi-platform medium for advertisers to strengthen brand awareness and unlock business growth potential.

4个选择《国际表面处理》杂志的理由 4 REASONS TO ADVERTISE WITH SFJ

1

中英文双语行业杂志，结合印刷及电子方式出版，自1990年起为表面处理行业服务。

First published in 1990, SFJ is a bilingual (Chinese/English) technical / trade journal offering an integrated print and digital platform to the surface finishing 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3期：逢三、六、九月出版，每期发行5,000册，并发布电子杂志4,000册。

Published 3 times a year in March, June and September, with a print circulation of 5,000/issue and a digital distribution of 4,000/issue.

4

作为行业领先平台——「中国国际表面处理展 SFCHINA」大会指定会刊及宣传刊物，每年展览会附加出版及印刷《中国国际表面处理展 SFCHINA会刊》现场派发给专业观众。

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

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	可持续性技术 Sustainable Technology	• 可持续性 Sustainability • 汽车/供应链 Automotive/Supply Chain • 医疗器械的表面处理 Surface Finishing for Medical Devices • 3D打印 3D Printing • 电路板/电子电镀 Plating on PCB & Electronics	25/2/2022	5/2/2022	8/3/2022
六月刊 June	工业智能化 Industrial Digitalization	• 汽车涂装 Automotive Coatings Application • 喷涂机器人 Paint Robot • 固化炉 Curing Ovens • 表面改性技术 Surface Modification Technology • 涂装应用安全管理 Safety Management for Coating Applications	15/5/2022	1/5/2022	31/5/2022
九月刊 September	制造科技发展 Manufacturing Technology Development	• 汽车轻量化与铝合金技术 Automotive Lightweight and Aluminum Alloy Technology • 防腐涂料 Anti-Corrosion Coatings • UV涂料家具涂装 UV Coating for Furniture • 六价铬和镍的替代品 Hexavalent Chromium & Cadmium Alternatives • 表面清洁/表面改性技术 Surface Cleaning/Surface Modification Technology	15/8/2022	1/8/2022	31/8/2022
特别专辑 Special Supplement	「第三十五届中国国际表面处理展」会刊 • 广州 Exhibition Directory for SFCHINA2022, Guangzhou		30/9/2022	-	12/10/2022
每期固定栏目 Regular Columns	• 环境挑战 Environmental Challenges • 产品及服务 Product Showcase • 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.

《国际表面处理》是您不二之选 WHY SFJ IS A SUITABLE MEDIUM TO ADVERTISE IN?

1



「中国国际表面处理展 SFCHINA」大会指定会刊及宣传刊物
Official Publication for SFCHINA Series of Exhibition

拥有行业领先平台独家发行渠道，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。

SFJ is the official publication of SFCHINA series of exhibition. An additional edition of 'SFCHINA Directory' is being published and distributed via this exclusive channel to visitors. Exhibitors can rely on SFJ 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、新产品和工艺开发，分享具成本效益的技术及环保解决方案，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, and cost-effective solutions to meet regulatory requirements, 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，读者大多是下游产业决策者。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的专业知识。

ONLY industry magazine being actively published bilingually (Chinese & English) in Asia-Pacific region. Our readers are mostly decision makers from downstream industries. SFJ 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.

部分过往广告客户 PAST ADVERTISERS

A
3M 中国
AMOVA
安培 Ampere
安美特 Atotech

B
宝达 Baoda
德国迪堡 Bergische
博士达 Boster
博兴 Boxing

C
希锐 C•RAY
Chem Media
青风 Ching Feng
科文特亚 Coventia
哥伦比亚 Columbia

D
达锋 DaFeng
大和化成 Daiwa
台合达 Delta
德尔肯 DORKEN
杜尔中国 Dürr China

E
意笙 EAC
帝业 EmpireChem
恩森 Ensoo
E-Sang Networks
恒捷 Everfast

F
风帆电化
Fengfan Electrochemical
菲希尔 Fischer

G
格拉特 Galatic

金马 Gema
古田 Golden Chemical
固瑞克 Graco
光华 Guang Hua

H
汉特 Hante
宏达 Hailon
恒纬祥 Hengweixiang
汉高 Henkel
哈福 Harvar
宏达威 Hongdawei
高力 Highnic
华立 Huaili
华兆 Huazhao

I
岩田 Iwata

J
吉和昌 Jade Chem
捷威 JieWei
杰嘉有 JCU
君禾 Jolhey
巨良 Juliang

K
启文 Kai Man
凯西爱 KCI
公隆 Kelly
Krishna
东成 KSDW
耐炼 Kylan

L
雷德 Leide
良仁 LiangRen
柳溪 Liusu

M
麦德美乐思
MacDermid Enthone

美富亚 Mefiag
美德耐 Metalite
美图 Meitu
美坚 Metfin
梦得 Mengde

N
诺信 Nordson
诺励斯 Norlisk

O
欧得美 ODM

P
亚洲电镀 PSTS
帕柯 Parker
亿鸿 PAT
柏安美 Pionmi

R
瑞赛高庭仕
Ramseier Kootings
瑞期 Reach
荣强 Rong Qiang
瑞特良 Ruiteliang
润锦 Runjin

S
赛摩艾普 Saimopei
萨麦丝客社林
SAMES KREMLIN
三孚 Sanfu
尚阳 Shangyang
神化 Shenhua
希达萨 SIDASA
顺宗 Super Polish
致卓 Sur-Precision
赛德克 SurTec
SURTECH EURASIA
(Turkey)

T
台强 Tai Chyang
天泽 Tianze
TIB
天喜 Thermphos
通盛 Tongsheng
创升 Transcend
顺恒信 Trust Chem
台湾区表面处理公会 TSFA

U
超邦 Ultra Union
优美科 Umicore
上村集团 Uyemura Group

V
淡水河谷 VALE

W
德亚 WMV
瓦格纳尔 Wagner
Wheelabrator
和韵 WINWIN
永星化工 Winstar

X
兴发 Xing Fa
星亿 XingYi
新海 Xinhai
新力光 XinLiGuan

Y
阳德 Yangde
吉本 Yoshimoto
远方 Yuan Fang
运力 Yunli
裕东 Yu Tung

Z
智净 ZhiJing
日益 Zi Yi

国际编辑 INTERNATIONAL EDITOR

Mr. Darrell J Reeve 先生



独立环保顾问，澳大利亚清洁生产
Independent Environmental Consultant,
Cleaner Production, Australia

读者分析 READERSHIP ANALYSIS

主要业务
PRIMARY BUSINESS ACTIVITY

>20%

电子、家电、电镀、化工、喷涂加工
Electronics, Electrical Appliances,
Electroplating, Chemical,
Painting Job Shop

16-20%

汽车、家具、灯饰、厨具、紧固件、
摩托车、印刷电路板
Automotive, Furniture, Lighting, Kitchen
Utensil, Fastener, Motorcycle, PCB

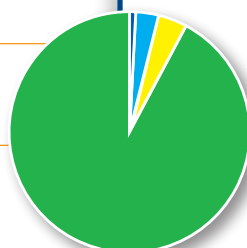
11-15%

钟表、玩具、仪器仪表、塑料制品、眼镜
Watch, Toy, Instrumentation,
Plastic Products, Eyeglasses

5-10%

建筑、铝材、轨道交通、造船、飞机、冶金
Construction, Aluminium Products, Rail
Transit, Shipbuilding, Aircraft, Metallurgy

地域分布
GEOGRAPHICAL DISTRIBUTION



90.0% 中国境内
Domestic China

6.0% 其它亚洲国家
Other Asian Countries

3.0% 香港特别行政区
Hong Kong SAR

1.0% 台湾地区
Taiwan Region

www.sfchina.net

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

《国际表面处理》杂志三、六、九月刊 SFJ Mar, Jun & Sep Issues*

期数 Frequency	1 X (1期)	2 X (2期)	3 X (3期)
封面/全版 Front Cover / Full Page 	印刷4色 CMYK Process Colours US\$770 / RMB¥5,000	US\$610 / RMB¥4,000	US\$530 / RMB¥3,500
半版 1/2 Page 	印刷4色 CMYK Process Colours US\$690 / RMB¥4,500	US\$550 / RMB¥3,600	US\$480 / RMB¥3,100
封面折页 Cover Gatefold	US\$2,940 / RMB¥19,000 (两版计, 含纸张和印刷 2 pages, include production and printing)		
插页 Bound-In Inserts	US\$2,010 / RMB¥13,000 (两版计, 广告商须提供足够印张 2 pages, inserts to be supplied by advertiser)		

第三十五届「中国国际表面处理展」《会刊》 SFCHINA2022 Show Directory

	单价 Unit Price	搭配杂志1期 With 1X SFJ	搭配杂志2期 With 2X SFJ	搭配杂志3期 With 3X SFJ
全版 Full Page 	印刷4色 CMYK Process Colours US\$970 / RMB¥6,300	US\$770 / RMB¥5,000	US\$670 / RMB¥4,400	US\$580 / RMB¥3,800

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\$430 / RMB¥2,800
■ 封底 Back Cover + 30%	■ 加金或银专色 Additional gold or silver color + US\$540 / RMB¥3,500

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)
顶部横幅 Top Banner	• 557 X 75 像素 pixels • GIF / JPEG • 最大 max. 100KB	US\$540 / RMB¥3,500	US\$480 / RMB¥3,100	US\$450 / RMB¥2,900
侧栏横幅 Side Banner	• 190 X 145 像素 pixels • GIF / JPEG • 最大 max. 100KB	US\$430 / RMB¥2,800	US\$380 / RMB¥2,500	US\$360 / RMB¥2,300

* 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、六、九月刊): 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, Jun, Sep 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



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

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指定会刊及宣传刊物



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